

**Michigan Bar Journal  
Readership Survey:  
Content and Design Evaluation**

*Prepared for:*

**Michigan Bar Journal**



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## Table of Contents

<b>Introduction</b>	<b>1</b>
<b>Executive Summary</b>	<b>4</b>
<b>I. <i>Michigan Bar Journal</i> Readership</b>	<b>7</b>
Proportion of Members Who Read the <i>Journal</i>	7
Reasons State Bar Members Read the <i>Journal</i>	9
Number of Issues Read	11
Amount of Time Spent Reading a Typical Issue	12
Amount of Issue's Content, Excluding Advertising, Read	14
Frequency of Reading Regular or Monthly Features	16
Use of <i>Michigan Bar Journal's</i> Advertisements	21
Saving and Sharing the <i>Michigan Bar Journal</i>	22
<b>II. Evaluation of the Content in the <i>Michigan Bar Journal</i></b>	<b>24</b>
Agreement with Statements about the <i>Michigan Bar Journal</i>	24
Ratio of Theme Issues to General Issues	27
Ratings of Overall Satisfaction with Content and Size	29
Changes to the Design of the <i>Michigan Bar Journal</i>	33
<b>III. Electronic and Online Resources</b>	<b>35</b>
Electronic Resources	35
State Bar of Michigan Web site	38
<b>IV. Profile of State Bar of Michigan Members</b>	<b>45</b>
Age of State Bar of Michigan Members	45
Residence	46
Length of Membership in the State Bar of Michigan	47
Area of Legal Specialization	48
Readership Habits of Men and Women	49
Readership Habits of Various Age Groups	51
<b>Conclusions and Recommendations</b>	<b>54</b>
<b>Appendix A: Survey Invitations</b>	
<b>Appendix B: Survey Instrument</b>	
<b>Appendix C: Detailed Data Tabulations</b>	
<b>Appendix D: Verbatim Responses to Open Ends</b>	

## Introduction

### Background and Purpose

The *Michigan Bar Journal* is a monthly publication provided to all Members of the State Bar of Michigan. Approximately 36,000 State Bar of Michigan Members currently receive the *Michigan Bar Journal* each month. Beginning with the January 2001 issue, the *Michigan Bar Journal* was redesigned to include a more colorful and graphical presentation of information. The content of the magazine and its focus as an educational publication has remained unchanged.

The goal of this research is to determine how State Bar of Michigan Members are responding to the *Michigan Bar Journal*, including their opinions regarding the redesigned format of the publication. The *Michigan Bar Journal* is also interested in determining if the *Bar Journal* meets the needs and expectations of its readers. The primary objectives of this research were to:

- Determine the proportion of State Bar Members who are reading/browsing the *Bar Journal*, including the frequency and length of time Members spend reading the magazine;
- Determine the amount of content Members are reading/browsing in a typical issue of the *Bar Journal*, including the frequency with which they read the regular or monthly features in the magazine;
- Ascertain the reasons why Members do or do not read the *Bar Journal* and solicit suggestions from readers as to what would encourage increased readership of the publication;
- Evaluate the satisfaction with the current design, content, and size of the *Bar Journal*;
- Examine the proportion of Members who use other electronic resources provided by the State Bar such as the *e-Journal*, *Member Newsletter*, and State Bar Web site; and
- Assess the media type in which Members prefer to receive information from the State Bar.

## **Methodology**

The results of this study are based on 1,206 completed questionnaires received by April 8, 2002. This total includes 406 questionnaires completed online (34% of the total received) and 800 questionnaires completed and returned via U.S. Mail (66% of the total received). A sample of 1,206 is considered accurate to plus or minus 2.8 percentage points at the 95% confidence level.

In all, 6,000 State Bar Members were invited to participate in this study – 3,000 by U.S. Mail and 3,000 by e-mail. Based on this total of 6,000 invitations mailed and e-mailed to State Bar Members, an overall response rate of 20.1% was achieved between the online and mailed surveys combined. No reminder messages were necessary.

The *Michigan Bar Journal* provided Digital Research, Inc. with a list of current subscribers. In order to control respondent bias, Digital Research removed all “duplicates” from the list so that only one person at a mailing address or an e-mail address would be contacted. Digital Research then drew a random sample of 3,000 State Bar Members for the online survey and 3,000 Members for the mail survey. Multiple survey submissions from participants were not permitted.

State Bar Members contacted by mail received an envelope containing the questionnaire, cover letter invitation, and a business reply envelope. State Bar of Michigan stationary was used for the cover letter and mailing envelope. Business reply envelopes were addressed to Digital Research, Inc. The cover letter invitation also included the Web site address of the online questionnaire for those who preferred that option. State Bar Members contacted by e-mail, received an invitation that included a hyperlink to the online questionnaire. The invitations for both the mailed and online surveys, were sent on Friday, March 15, 2002. No incentive was offered for participation in the survey.

Digital Research, Inc., is an independent marketing research company located in Kennebunk, ME. Digital Research designed the questionnaire and invitations used in this study with input from the *Michigan Bar Journal*. Digital Research conducted the fieldwork, data processing, data tabulation, analysis, and prepared the summary report. All procedures were conducted in accordance with accepted CASRO (Council of American Survey Research Organizations) research standards.

Copies of the mail and e-mail invitations are attached as Appendix A to this report. A copy of the questionnaire used for the mail and online studies can be found as Appendix B to this report. A copy of the tabulated data used for analysis is attached as Appendix C to this report.

## Executive Summary

The *Michigan Bar Journal* commissioned Digital Research, Inc. to conduct a readership survey among State Bar of Michigan Members to assess the extent to which Members read and use the *Bar Journal* and to determine if readers are satisfied with the content and new design of the publication. A random sample of 6,000 State Bar Members was selected to participate in the survey. Data were collected using two separate approaches: a mailed survey among 3,000 State Bar Members and a supplemental online study with 3,000 Members. By April 8, 2002, a total of 1,206 State Bar Members had completed a questionnaire either online or through the mail, for an overall response rate of 20.1%.

### ***Michigan Bar Journal* Readership**

- Virtually all Members read or browse the issues of the *Bar Journal* that they receive. Members most often say they read or browse the *Bar Journal* for *articles and information of interest, updates on changes and/or developments in the law, and updates or changes in practices and procedures.*
- Most of the State Bar Members who read the *Bar Journal* are regular readers of this magazine. Three-quarters of the Members who read or browse the *Journal* have read all of the last *four issues* (76%).
- The majority of Members who read or browse the *Journal* do so for 30 minutes or less. In fact, nearly half of those who read the *Journal* devote 15 to 30 minutes to reading a typical issue. The estimated mean amount of time Members spend reading the *Bar Journal* is 29.1 minutes.
- Three-quarters of State Bar Members say they *read about one-half or less* of an issue's total content, excluding advertising.

- The regular or monthly features that Members are most likely to read *always* or *most of the time* are:
  - *Orders of Discipline and Disability;*
  - *From the Michigan Supreme Court;*
  - *Plain Language;* and
  - *In Memoriam.*
- The regular or monthly features that are most likely to be *rarely* or *never* read by Members are:
  - *Public Policy Committee Report;*
  - *Money Judgement Interest Rate;*
  - *Crossing the Bar;*
  - *From the Committee on Standard Civil Jury Instructions;* and
  - *Access to Justice.*
- Two in five readers of the *Bar Journal* use the *Journal's* advertisements as a resource when looking for information on products, services, or job opportunities.
- The majority of readers say they or their law firms save issues of the *Bar Journal* for future reference. Two in five readers share *Bar Journal* issues/articles with others.

### **Content of the *Michigan Bar Journal***

- Survey respondents were asked to rate a number of statements about the *Michigan Bar Journal*. Readers are most likely to *strongly agree* that the *Bar Journal*:
  - *Is well written;*
  - *Covers a wide variety of topics and legal issues;*
  - *Is informative;*
  - *Is well organized/easy to find things;* and
  - *Is timely.*
- Readers are the least likely to *strongly agree* that the *Michigan Bar Journal*:
  - *Contains information useful for my practice;*
  - *Contains information not readily available elsewhere;*
  - *Is a valuable resource compared to other professional publications I read;* and
  - *Is primarily an educational resource for me.*

- Overall, readers are pleased with the *Michigan Bar Journal*. Slightly more than half of *Bar Journal* readers say they are *satisfied* with the *content* of the magazine and a similar proportion of readers are *satisfied* with the current *size* of the *Bar Journal*.
- Readers enjoy the current design and scope of the *Bar Journal*. Three readers in five feel the current design of the *Journal* is *better* than the previous black-and-white version. In terms of content, two-thirds of all members prefer that the *Journal* *continue about the same ratio of theme issues to general issues*.

### **Electronic and Online Resources**

- Two-thirds of Members receive the *e-Journal* and one-third receives the *Member Newsletter*. Among those who receive these electronic resources, the majority find them to be *useful*.
- Nearly half of all Members visit the State Bar's Web site at least once a month while a similar proportion of Members visit the Web site several times a year or less. The majority of Members have visited the Web site for reasons other than to read the *Bar Journal* or the *e-journal* online. One-third of all Members have used the online Member Directory.
- Relatively few Members currently use the online version of the *Bar Journal*. Among those who use the online version, one-third uses it more than the printed version. Nearly half of all Members state a preference for viewing materials from the State Bar *in print*, while only one Member in six would prefer to view State Bar materials online. However, a substantial proportion of Members say they have *no preference* and could view materials *in print* or *online* with equal ease.

### **Characteristics of State Bar of Michigan Members**

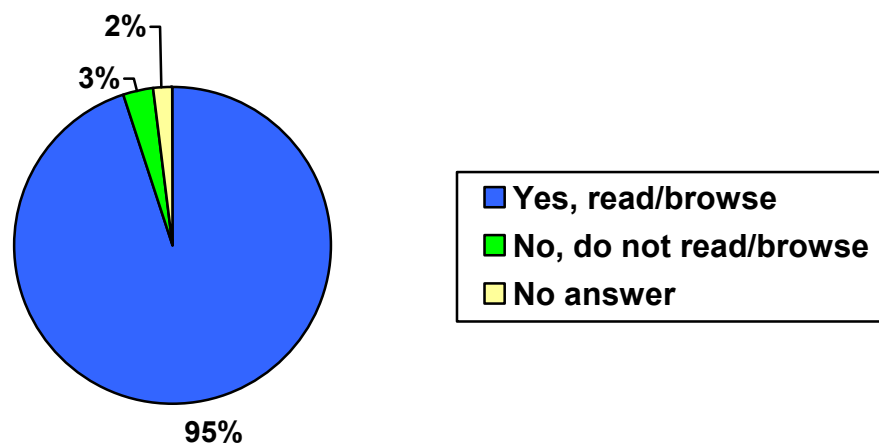
- The majority of State Bar Members are middle-aged, male, and reside in the State of Michigan. The estimated mean length of State Bar membership is 16.4 years.

## I. *Michigan Bar Journal* Readership

### Proportion of Members Who Read the *Journal*

- Virtually all Members responding to the survey read or browse through the issues of the *Michigan Bar Journal* that they receive. It is possible that a larger proportion of non-readers exists, but chose not to participate in the survey due to lack of interest in the subject of the survey.

**Do you ever read or browse through the issues of the *Michigan Bar Journal* that you receive?**



- Among the thirty-four Members who do not read or browse through the issues of the *Journal* they receive, the reason most often given for not reading the *Journal* is that the information is *not relevant to my practice/no interest* (35%). One-quarter of non-readers of the *Journal* say they have *no time* to read or look through the magazine (26%), while one in five do not read or browse the magazine because they *no longer practice law* or are *retired* (18%).

## Reasons State Bar Members Read the *Michigan Bar Journal*

- Members who ever read or browse the *Journal* were asked their reasons for doing so. The most frequently mentioned reasons were: *for articles and/or information of interest, to find out about updates on changes or developments in the law, and to keep abreast of other updates/current changes such as procedures and practices.*
- Readers were least likely to mention *education, advertising, and In Memoriam.*

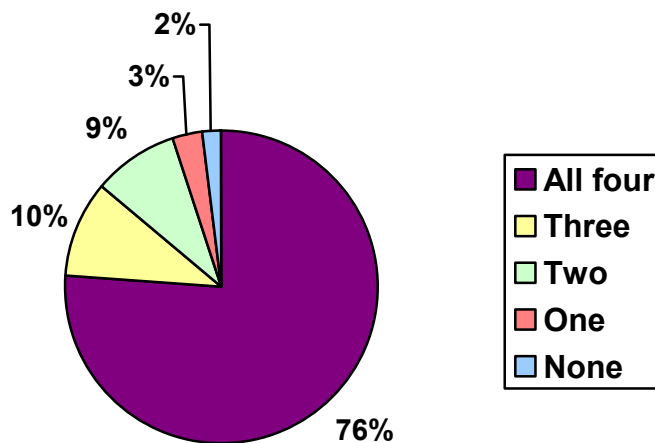
Reasons Volunteered for Reading the <i>Michigan Bar Journal</i>	Members Who Ever Read/Browse the <i>Journal</i>
Base:	n = 1,150
Articles and information of interest	23%
Updates on changes and/or developments in the law	22
Other updates and/or changes in practices and procedures, etc.	19
Disciplinary Action	13
Articles/Information pertaining to my practice	12
Information on colleagues/local attorneys/contacts/acquaintances	10
Get updated information/keep current in general	9
Job opportunities	6
Education/Continuing education	4
Advertisements/Classifieds	3
In Memoriam	2
Other reasons given	27
No answer	23

- One-sixth of the Members who have been affiliated with the Bar for 20 years or more responded that they read the *Journal* for *information on colleagues, local attorneys, contacts, and/or acquaintances* (15% vs. 9% among those with 10 to 19 years of Bar Membership vs. 3% of those with 9 years of Bar Membership or less).
- Nearly one-third of Members reported that they are either *very* or *extremely satisfied* overall with the *Journal's* content commented that they read the magazine for *updates on changes and/or developments in the law* (30% vs. 15% of Members who are *dissatisfied* with the *Journal's* content).
- Several differences exist between Members who read or browse a typical issue of the *Journal* in *less than 15 minutes* compared to those who spend longer reviewing a typical issue:
  - Members who spend 15 minutes or more reading/browsing the *Journal* are more likely than those who read/browse the *Journal* for less than 15 minutes to say they read the *Journal* to: learn about *updates on changes and/or developments in the law* (24% vs. 12%) and to learn about *other updates such as changes in procedures and practices* (22% vs. 9%).
  - Members who spend less than 15 minutes reading/browsing the *Journal* are more likely to read the magazine for *articles and information pertaining to my practice* (18% vs. 10%).

## Number of Issues Read

- State Bar Members are regular *Bar Journal* readers. Among Members who say they ever read or browse through the *Journal*, three-quarters say they have read or browsed *all of the last four* issues of the *Journal*.

### Number of the Last Four Issues of the *Journal* Read/Browsed

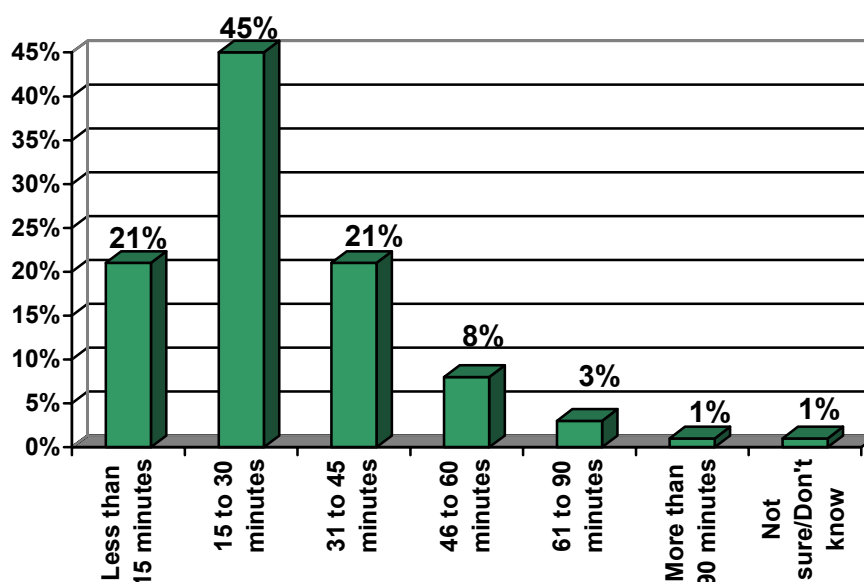


- State Bar Members who have read or browsed all of the last four issues of the *Journal* are more likely to be:
  - **State Bar Members for at least 10 years** (80% vs. 66% of Members with 9 years of membership or less); and
  - **Readers who spend 31 minutes or longer reading/browsing the *Journal*** (87% vs. 75% of Members who spend 15 to 30 minutes reading/browsing and 63% of Members who spend less than 15 minutes reviewing the *Journal*).

## Amount of Time Spent Reading a Typical Issue of the *Journal*

- Among Members who read or browse the *Journal*, the majority spend 30 minutes or less reading a typical issue (66%). Few Members read or browse the *Journal* longer than 45 minutes. The estimated mean amount of time Members spend reading the *Journal* is 29.1 minutes.

### Amount of Time Spent Reading a Typical Issue of the *Journal*



- Several interesting characteristics distinguish Members who spend *less than 15 minutes* reading the *Journal*. Readers who spend *less than 15 minutes* are more likely to be:
  - **Out-of-state residents** (27% vs. 19% among Michigan residents);
  - **Members who returned their completed questionnaire via U.S. Mail** (23% vs. 16% among Members who completed the questionnaire online);
  - **Members who do not use the online version of the *Journal*** (21% vs. 14% of Members who have used the online version of the *Journal*); and
  - **Readers who are dissatisfied or have a neutral opinion overall of the *Journal's* content** (31% vs. 12% among readers who are satisfied with the *Journal's* content).

- Readers who are *satisfied* with the *Journal's* content tend to spend more time reading the magazine than those who are either *dissatisfied* with the content or have a *neutral* opinion. In fact, readers who say they are either *very* or *extremely satisfied* with the *Journal's* content spend an estimated mean of 10 minutes longer reading each issue than those who are *dissatisfied* with or have a *neutral* opinion of the content.

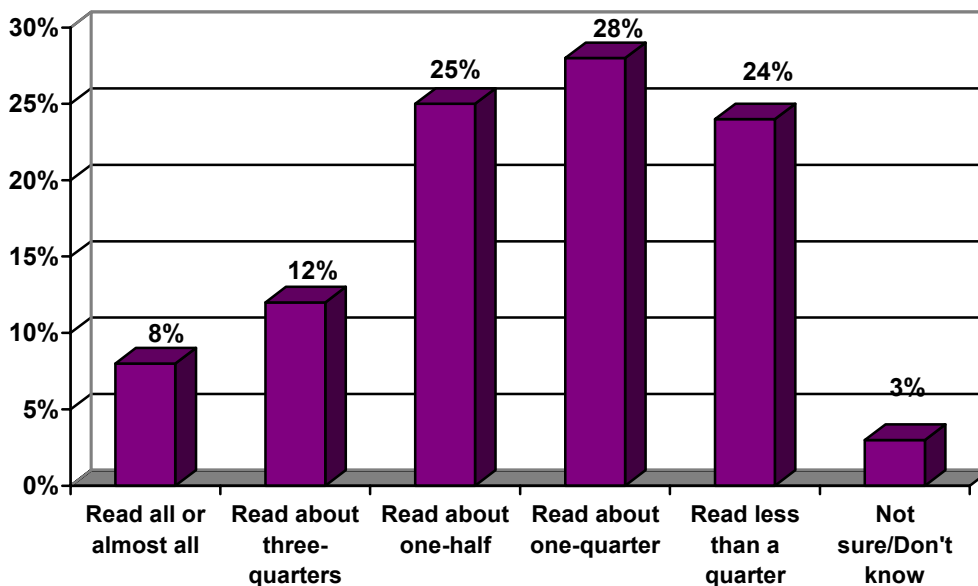
	Overall Satisfaction with <i>Journal's</i> Content			
	Extremely or Very Satisfied	Satisfied	Neutral	Dissatisfied
<b>Base:</b>	<b>n = 301</b>	<b>n = 344</b>	<b>n = 304</b>	<b>n = 179</b>
Estimated mean length of time spent reading a typical issue of the <i>Journal</i> (in minutes)	<34.4>	<30.2>	25.3	25.4

< > Significant difference at the 95% confidence level.

## Amount of Issue's Content, Excluding Advertising, Typically Read or Browsed

- Few readers reported that they read *all or almost all* of the editorial content in a typical issue of the *Journal*. Equal proportions of *Journal* readers read either *about one-half*, *about one-quarter*, or *less than one-quarter* of an issue's total content, excluding advertising.

**Amount of Content, Excluding Advertising, Read in a Typical Issue of the Journal**



- As would be expected, the proportion of the *Journal's* content read or browsed by Members increases with the amount of time Members spend reading the magazine. Nearly half of the Members who spend at least 46 minutes reading the *Journal* are reading at least three-quarters of the content (44%) compared to 9% among those who spend less than 15 minutes reading the magazine.

- Members who indicated that they were either *very* or *extremely satisfied* overall with the *Bar Journal's* content are more likely than those who are *dissatisfied* with the content of the magazine to *read about one-half or more* of the magazine.

Amount of an Issue's Total Content, Excluding Advertising, Typically Read/Browsed Each Month	Overall Satisfaction with <i>Journal's</i> Content			
	Extremely/ Very Satisfied	Satisfied	Neutral	Dissatisfied
Base:	n = 301	n = 344	n = 304	n = 179
Read about one-half or more	<58%>	<50%>	33%	36%
Read about one-quarter or less	40	<48>	<63>	63
No answer	2	2	4	2

< > Significant difference at the 95% confidence level.

## Frequency of Reading Regular or Monthly Features

- The regular or monthly features that Members are most likely to read either ***always*** or ***most of the time*** are:
  - *Orders of Discipline and Disability* (65%);
  - *From the Michigan Supreme Court* (49%);
  - *Plain Language* (48%); and
  - *In Memoriam* (42%).

The regular or monthly features most often mentioned by respondents as those they either ***rarely*** or ***never*** read are:

- *Public Policy Committee Report* (53%);
- *Money Judgement Interest Rate* (50%);
- *Crossing the Bar* (48%);
- *From the Committee on Standard Civil Jury Instructions* (47%); and
- *Access to Justice* (47%).

Regular or Monthly Magazine Feature	Frequency of Reading Regular or Monthly Features		
	Always/Most of the Time Combined	Occasionally	Rarely/ Never Combined
Orders of Discipline and Disability	65%	18%	14%
From the Michigan Supreme Court	49	26	20
Plain Language	48	28	19
In Memoriam	42	23	29
President's Page	36	29	31
Legislative Report	35	31	28
Technology	34	32	27
Business Problems and Planning	29	27	36
Speaking Out	29	33	32
Viewpoints (Executive Director's message)	27	29	39
From the Committee on Standard Civil Jury Instructions	24	22	47
Money Judgement Interest Rate	23	20	50
Access to Justice	18	28	47
Crossing the Bar (Legal Education Committee column)	14	29	48
Public Policy Committee Report	13	25	53

- *Orders of Discipline and Disability* is the one feature that Members are more likely to respond that they *always* read it (37% always vs. 28% most of the time).

- **Members who spend at least 31 minutes reading the *Journal* are more likely to read the following regular or monthly magazine features *always* or *most of the time*:**
  - **From the Committee on Standard Civil Jury Instructions** (35% vs. 23% of Members who read the magazine for 15 to 30 minutes, and 11% of Members who read the magazine for less than 15 minutes);
  - **Legislative Report** (50% vs. 33% of Members who read the magazine for 15 to 30 minutes and 17% of Members who read the magazine for less than 15 minutes);
  - **Money Judgement Interest Rate** (32% vs. 18% of Members who read the magazine for 30 minutes or less);
  - **Orders of Discipline and Disability** (81% vs. 63% of Members who read the magazine for 15 to 30 minutes and 45% of Members who read the magazine for less than 15 minutes);
  - **Plain Language** (64% vs. 49% of Members who read the magazine for 15 to 30 minutes and 21% of Members who read the magazine for less than 15 minutes);
  - **President's Page** (53% vs. 34% of Members who read the magazine for 15 to 30 minutes and 14% of Members who read the magazine for less than 15 minutes); and
  - **Public Policy Committee Report** (23% vs. 11% of Members who read the magazine for 15 to 30 minutes and 3% of Members who read the magazine for less than 15 minutes).

- **Members who are *extremely or very satisfied* with the *Bar Journal's* content are more likely to read the following regular or monthly magazine features *always* or *most of the time*:**
- **Access to Justice** (28% vs. 20% of readers who are somewhat satisfied with the content and 11% of readers who have a neutral opinion of the content or are dissatisfied with the content);
- **Crossing the Bar** (23% vs. 15% of readers who are somewhat satisfied with the content and 8% of readers who have either a neutral opinion of the content or are dissatisfied with the content);
- **From the Committee on Standard Civil Jury Instructions** (33% vs. 24% of readers who are somewhat satisfied with the content, 22% of readers who have a neutral opinion of the content, and 16% of readers who are dissatisfied with the content);
- **From the Michigan Supreme Court** (63% vs. 51% of readers who are somewhat satisfied with the content, 43% of readers who have a neutral opinion of the content, and 35% of readers who are dissatisfied with the content);
- **In Memoriam** (55% vs. 43% of readers who are somewhat satisfied with the content, 31% of readers who have a neutral opinion of the content, and 40% of readers who are dissatisfied with the content);
- **Legislative Report** (48% vs. 37% of readers who are somewhat satisfied with the content and 28% of readers who are either dissatisfied with or have a neutral opinion of the content);
- **Money Judgement Interest Rate** (31% vs. 24% of readers who are somewhat satisfied with the content and 18% of readers who are either dissatisfied with or have a neutral opinion of the content);
- **Orders of Discipline and Disability** (74% vs. 66% of readers who are somewhat satisfied with the content, 58% of readers who have a neutral opinion of the content, and 64% of readers who are dissatisfied with the content);

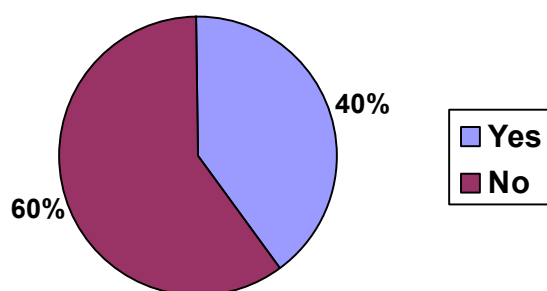
- **Plain Language** (61% vs. 51% of readers who are somewhat satisfied with the content and 40% of readers who are either dissatisfied with or have a neutral opinion of the content);
  - **President's Page** (47% vs. vs. 39% of readers who are somewhat satisfied with the content and 28% of readers who have either a neutral opinion of the content or are dissatisfied with the content);
  - **Speaking Out** (43% vs. 31% of readers who are somewhat satisfied with the content, 19% of readers who are either dissatisfied with or have a neutral opinion of the content); and
  - **Viewpoints** (39% vs. 30% of readers who are somewhat satisfied with the content and 18% of readers who are either dissatisfied with or have a neutral opinion of the content).
- **Members who use the online version of the *Bar Journal*** are more likely to read the following regular or monthly magazine features ***always*** or ***most of the time***:
    - **Access to Justice** (26% vs. 16% of Members who do not use the online version of the *Journal*);
    - **Business Problems and Planning** (38% vs. 28% of Members who do not use the online version of the *Journal*);
    - **Crossing the Bar** (20% vs. 13% of Members who do not use the online version of the *Journal*);
    - **From the Committee on Standard Civil Jury Instructions** (32% vs. 23% of Members who do not use the online version of the *Journal*);
    - **From the Michigan Supreme Court** (64% vs. 47% of Members who do not use the online version of the *Journal*);
    - **Legislative Report** (48% vs. 34% of Members who do not use the online version of the *Journal*);
    - **Money Judgement Interest Rate** (30% vs. 22% of Members who do not use the online version of the *Journal*);
    - **Public Policy Committee Report** (22% vs. 12% of Members who do not use the online version of the *Journal*); and

- **Technology** (48% vs. 33% of Members who do not use the online version of the *Journal*).
- **Members who completed the questionnaire online** are more likely to read the following regular or monthly magazine features ***always*** or ***most of the time***:
  - **Orders of Discipline and Disability** (71% vs. 63% of Members who returned their completed questionnaire via U.S. Mail);
  - **Plain Language** (55% vs. 45% of Members who returned their completed questionnaire via U.S. Mail);
  - **President's Page** (43% vs. 33% of Members who returned their completed questionnaire via U.S. Mail);
  - **Technology** (39% vs. 32% of Members who returned their completed questionnaire via U.S. Mail); and
  - **Viewpoints** (31% vs. 25% of Members who returned their completed questionnaire via U.S. Mail).
- **Readers with 20 years or more of State Bar Membership** are more likely to read the following regular or monthly magazine features ***always*** or ***most of the time***:
  - **From the Committee on Standard Civil Jury Instructions** (27% vs. 20% among readers with 9 years or less of State Bar Membership);
  - **From the Michigan Supreme Court** (52% vs. 43% among readers with 9 years or less of State Bar Membership);
  - **In Memoriam** (57% vs. 38% among readers with 10 to 19 years of membership and 22% among readers with 9 years or less of membership);
  - **Money Judgement Interest Rate** (26% vs. 18% among readers with 9 years or less of State Bar Membership);
  - **Orders of Discipline and Disability** (73% vs. 64% among readers with 10 to 19 years of Membership and 54% among readers with 9 years of membership or less);
  - **President's Page** (41% vs. 27% among readers with 9 years of Bar membership or less); and
  - **Viewpoints** (31% vs. 21% among readers with 9 years of Bar membership or less).

## Use of *Michigan Bar Journal's* Advertisements

- Two in five Members responding to this survey utilize the *Journal's* advertisements as a resource when looking for information on products, services, or employment opportunities.

### Do You Use the Journal's Advertisements as a Resource?

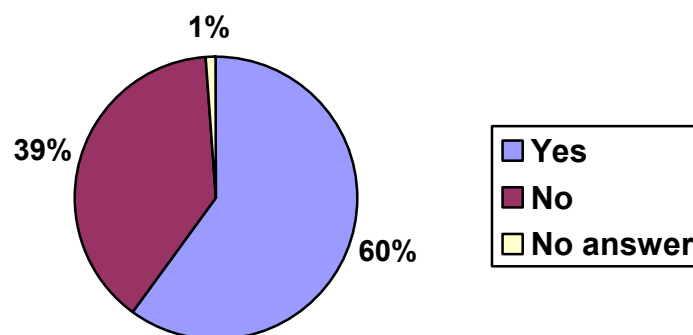


- Readers of the *Michigan Bar Journal* who have been Members of the State Bar for 9 years or less are more likely to use the *Journal's* advertisements when looking for information on products, services, and employment (48% vs. 37% of those who have been reading this publication for 10 years or longer).
- Members who spend at least 15 minutes reading or browsing a typical issue of the *Journal* are more likely to use the advertisements (44% vs. 24% who spend less than 15 minutes).
- Readers who are either *extremely*, *very*, or *somewhat satisfied* (a rating of 5, 6, or 7 on a 7-point scale) with the *Journal's* content are more likely to utilize the *Journal's* advertisements (45% vs. 32% among those who are *neutral* or *dissatisfied* with the content).

## Saving and Sharing the *Michigan Bar Journal*

- When asked if they or their firm saves issues of the *Journal* for future reference, the majority of readers indicated that they do.

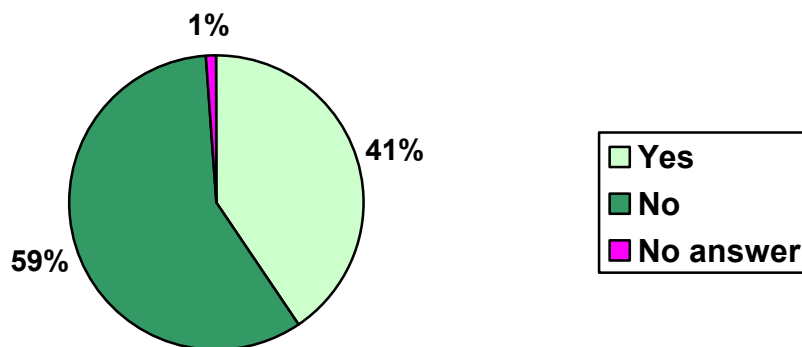
### Do you or your firm save the *Journal* for future reference?



- Respondents who reported that they or their law firm saves issues of the *Michigan Bar Journal* for future reference are more likely to:
  - **Be Michigan residents** (65% vs. 31% of out-of-state residents);
  - **Use the online version of the *Journal*** (71% vs. 59% of those who do not use the online version);
  - **Have been Members of the State Bar for 9 years or less** (68% vs. 57% of those who have been Members for 10 years or more);
  - **Be satisfied with the *Bar Journal's* content** (66% vs. 43% of readers who are *dissatisfied* with the content); and
  - **Spend at least 15 minutes reading/browsing a typical issue** (64% vs. 43% of readers who spend less than 15 minutes reading/browsing the *Bar Journal*).

- Two in five readers share *Journal* issues or articles with others.

### Do you share *Journal* issues or articles with others?



- *Bar Journal* readers who share *Journal* issues or articles with others are more likely to be:
  - **Members of the State Bar for 9 years or less** (50% vs. 38% among readers who have been Members of the State Bar for 10 years or longer);
  - **Members who spend at least 15 minutes reading/browsing a typical issue of the *Journal*** (44% vs. 30% among Members who spend less than 15 minutes reading/browsing the *Bar Journal*);
  - **Satisfied with the *Bar Journal's* content** (48% vs. 36% of readers who hold a neutral view of the *Bar Journal's* content and 27% of readers who are *dissatisfied* with the content); and
  - **Users of the online version of the *Bar Journal*** (50% vs. 39% of readers who do not use the online version of the *Bar Journal*).

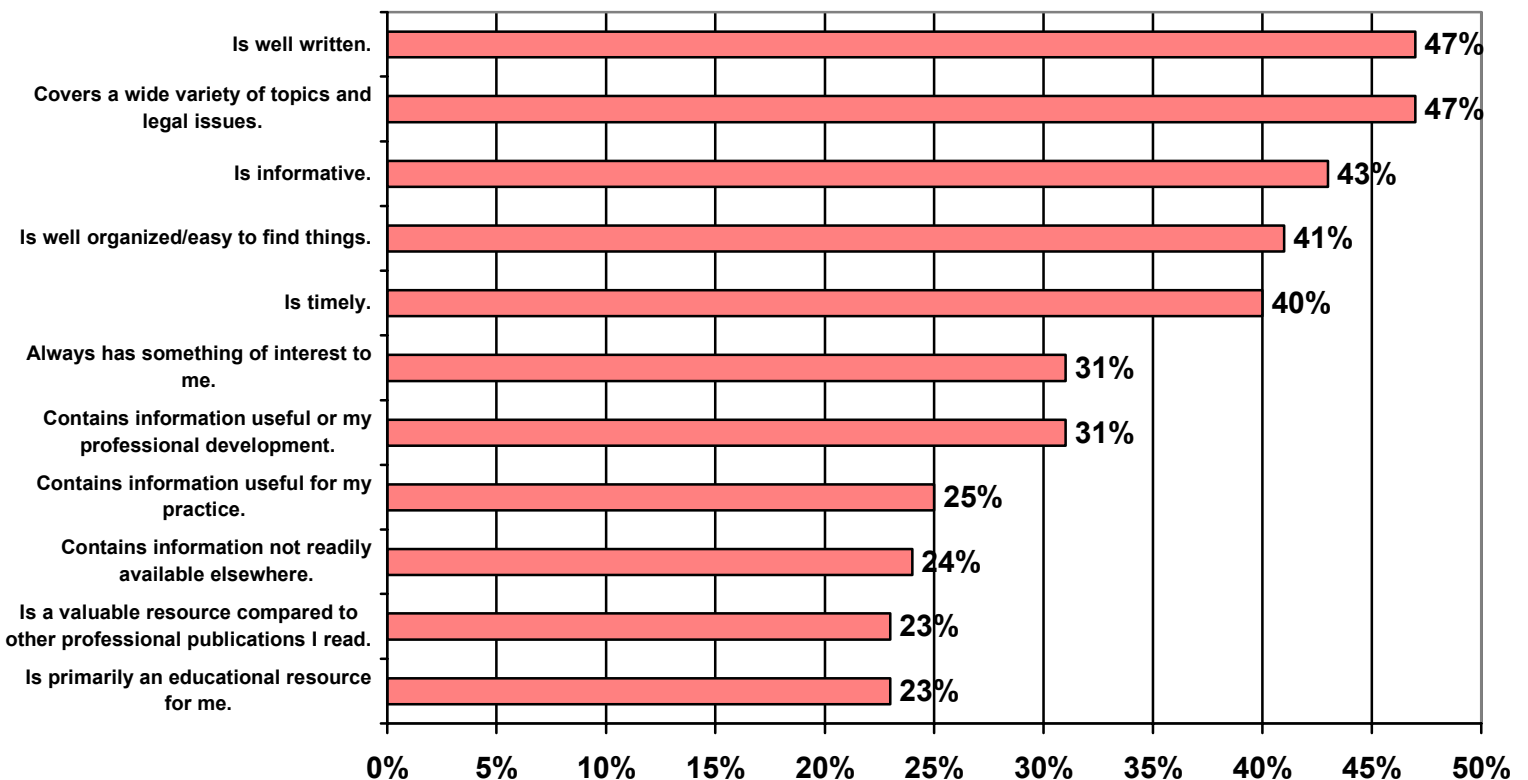
## II. Evaluation of the Content in the *Michigan Bar Journal*

Survey participants were asked to rate the *Bar Journal* on eleven specific statements about the content. A seven-point scale was used where a “7” meant “strongly agree” and a “1” meant “strongly disagree.”

### Agreement with Statements about the *Michigan Bar Journal*

- Readers agreed most strongly with the statements that the *Michigan Bar Journal* is well written and covers a wide variety of topics and legal issues. Other statements that readers strongly agree with are: the *Journal* is informative, is well organized/easy to find things, and is timely.

### Proportion of Readers Who Strongly Agree with Statements about the *Michigan Bar Journal* (A rating of 6 or 7 on a 7-point scale)



- Readers are least likely to *strongly agree* that the *Michigan Bar Journal* contains information useful for my practice (25%), contains information not readily available elsewhere (24%), is a valuable resource compared to other professional publications I read (23%), and is primarily an educational resource for me (23%).
  
- Readers who have been Members of the State Bar for 20 years or longer are more likely than readers with fewer years of Bar membership to *strongly agree* that the *Bar Journal*:
  - **Covers a wide variety of topics and legal issues** (52% vs. 40% of readers who have been State Bar Members for 9 years or less);
  - **Contains information not readily available elsewhere** (28% vs. 22% of readers with 10 to 19 years of Bar membership and 18% of readers with 9 years of Bar membership or less);
  - **Is a valuable resource compared to the other professional publications I read** (27% vs. 18% among readers with 9 years or less of Bar membership); and
  - **Is primarily an educational resource for me** (28% vs. 21% of readers with 10 to 19 years of Bar membership and 17% of readers with 9 years of Bar membership or less).

- Perhaps not surprisingly, agreement with all statements about the *Bar Journal* tends to increase with the reader's overall satisfaction with the *Bar Journal's* content.
- Interestingly, *dissatisfaction* is highest with the statement that the *Journal covers a wide variety of topics and legal issues*, followed by the *Journal is well organized/easy to find things*. As previously noted, these were also two of the statements readers most strongly agreed with. These two statements in particular appear to generate strong feelings at both ends of the scale.

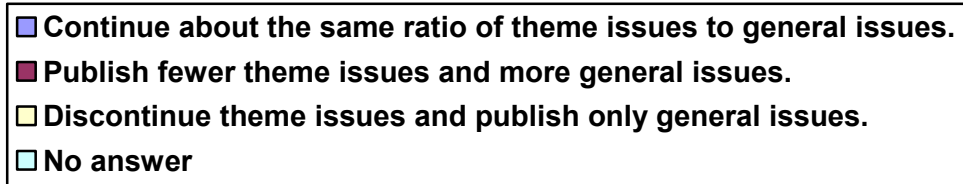
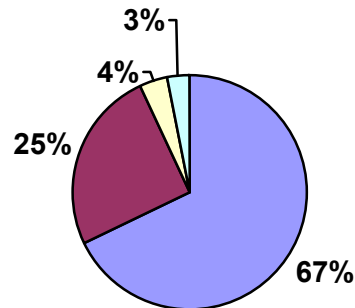
Readers Who Strongly Agree with Statements about the <i>Journal</i>	Overall Satisfaction with <i>Journal's</i> content			
	Extremely/ Very Satisfied Base: n = 301	Satisfied n = 344	Neutral n = 304	Dissatisfied n = 179
Is well written.	<78%>	<52%>	<30%>	17%
Covers a wide variety of topics and legal issues.	<73>	<52>	31	23
Is informative	<77>	<46>	<27>	11
Is well organized/easy to find things.	<68>	<44>	23	19
Is timely.	<70>	<42>	<24>	16
Always has something of interest to me.	<59>	<34>	13	12
Contains information useful for my professional development.	<57>	<34>	14	10
Contains information useful for my practice.	<51>	<26>	9	7
Contains information not readily available elsewhere.	<44>	<23>	11	13
Is a valuable resource compared to the other professional publications I read.	<50>	<20>	10	9
Is primarily an educational resource for me.	<39>	<21>	14	17

< > Significant difference at the 95% confidence level.

## Ratio of Theme Issues to General Issues

- When asked for their preference regarding the publication of “theme issues” and “general interest issues,” the majority of State Bar Members say they are in favor of retaining the *current ratio of theme issues to general issues*. One-quarter of Members would prefer the *Journal publish fewer theme issues and more general issues*, while only a few Members would prefer to *discontinue theme issues and publish only general issues*.

### Would You Prefer that the Journal...?



- Members who have indicated that they are either *dissatisfied* with or have a *neutral* opinion of the content of the *Bar Journal* are more likely than those who are *satisfied* with the content to prefer fewer theme issues in favor of more general interest issues. Near equal proportions of those who are *dissatisfied* with the content of the *Bar Journal* would prefer that the *Journal* continue the same ratio of theme issues to general issues (50%), while slightly fewer of those *dissatisfied* with the *Journal's* content would prefer that the *Journal* publish fewer theme issues and more general issues or discontinue theme issues and publish only general issues (45% - publish fewer theme issues and discontinue theme issues combined).

Preference for Theme Issues vs. General Interest Issues	Overall Satisfaction with <i>Journal's</i> content			
	Extremely/ Very Satisfied	Satisfied	Neutral	Dissatisfied
<b>Base:</b>	<b>n = 301</b>	<b>n = 344</b>	<b>n = 304</b>	<b>n = 179</b>
Continue about the same ratio of theme issues to general issues.	76%	<76%>	<64%>	50%
Publish fewer theme issues and more general issues.	21	20	<31>	31
Discontinue theme issues and publish only general issues.	2	2	4	<14>

< > Significant difference at the 95% confidence level.

- When readers of the *Journal* were asked what other topics or types of content they would like to see covered in the magazine, the majority did not offer any suggestions. Of the suggestions that were provided, most were varied enough as to not provide a consensus. Seven percent of the readers did suggest a variety of *specific legal specialties* that the *Journal* cover (a detailed list of all of the verbatim responses provided can be found as Appendix D to this report).

## Ratings of Overall Satisfaction with Content and Magazine Size

Readers of the *Michigan Bar Journal* were asked to rate their overall satisfaction with the content and current size of the *Journal*. A seven-point scale was used where a “7” meant “extremely satisfied” and a “1” meant “extremely dissatisfied.”

- One in four readers are either *very* or *extremely satisfied* (a rating of 6 or 7) with the *Journal's* content (26%). Additionally, nearly one in three readers are *somewhat satisfied* (a rating of 5). One-quarter of the readers are *neutral* (a rating of 4) while one in six are *dissatisfied* to some degree (a rating of 1, 2, or 3).

<b>Overall Satisfaction with the <i>Journal's</i> Content (on a scale of 1 to 7)</b>	<b>Members Who Ever Read/Browse the <i>Journal</i></b>
<b>Base:</b>	<b>n = 1,150</b>
<b><u>Satisfied (a rating of 5, 6, or 7)</u></b>	<b><u>56%</u></b>
7 – Extremely Satisfied	4
6 – Very Satisfied	22
5 – Somewhat Satisfied	30
<b>4 – Neutral (a rating of 4)</b>	<b>26</b>
<b><u>Dissatisfied (a rating of 1, 2, or 3)</u></b>	<b><u>15</u></b>
3 – Somewhat Dissatisfied	9
2 – Very Dissatisfied	5
1 – Extremely Dissatisfied	1
No answer	2
Mean rating	4.7

- Members who devote at least 15 minutes to reading/browsing the *Bar Journal* are more likely than those who spend less than 15 minutes reviewing a typical issue to be *satisfied* with the content of the *Journal*.

Level of Satisfaction with the Content of the <i>Bar Journal</i>	Time Spent Reading the <i>Bar Journal</i>			
	Less than 15 minutes	15 to 30 minutes	31 to 45 minutes	46 minutes or longer
Base:	n = 236	n = 523	n = 236	n = 143
Satisfied (a rating of 5, 6, or 7)	33%	<56%>	<67%>	76%
Neutral (a rating of 4)	<38>	27	21	15
Dissatisfied (a rating of 1, 2, or 3)	<25>	15	11	9
No answer	3	2	1	--

< > Significant difference at the 95% confidence level.

- Three in ten readers are either *very* or *extremely satisfied* (a rating of 6 or 7) with the *Journal's* current size (30%), closely followed by those who are *somewhat satisfied* with the current size (a rating of 5). One-quarter of all readers are *neutral* (a rating of 4) while roughly one in ten are *dissatisfied* to some degree (a rating of 1, 2, or 3).

<b>Overall Satisfaction with the <i>Journal's</i> Current Size (on a scale of 1 to 7)</b>	<b>Members Who Ever Read/Browse the <i>Journal</i></b>
<b>Base:</b>	<b>n = 1,150</b>
<b><u>Satisfied (a rating of 5, 6, or 7)</u></b>	<b><u>58%</u></b>
7 – Extremely Satisfied	6
6 – Very Satisfied	24
5 – Somewhat Satisfied	28
<b>4 – Neutral (a rating of 4)</b>	<b>27</b>
<b><u>Dissatisfied (a rating of 1, 2, or 3)</u></b>	<b><u>13</u></b>
3 – Somewhat Dissatisfied	8
2 – Very Dissatisfied	3
1 – Extremely Dissatisfied	2
No answer	2
Mean rating	4.8

- Members who devote at least 15 minutes to reading/browsing the *Bar Journal* are more likely than those who spend less than 15 minutes reviewing a typical issue to be *satisfied* with the current size of the *Journal*.

Level of Satisfaction with the Current Size of the <i>Bar Journal</i>	Time Spent Reading the <i>Bar Journal</i>			
	Less than 15 minutes	15 to 30 minutes	31 to 45 minutes	46 minutes or longer
Base:	n = 236	n = 523	n = 236	n = 143
Satisfied (a rating of 5, 6, or 7)	43%	<57%>	<65%>	75%
Neutral (a rating of 4)	36	28	22	15
Dissatisfied (a rating of 1, 2, or 3)	16	12	12	8
No answer	5	2	1	1

< > Significant difference at the 95% confidence level.

- Virtually all readers who are *satisfied* with the content of the *Bar Journal* are also *satisfied* with the current size of this publication. Few readers who are either *dissatisfied with* or have *neutral* opinion of the *Bar Journal's* content, are satisfied with the current size of the *Journal*.

Level of Satisfaction with the Current Size of the <i>Bar Journal</i>	Overall Satisfaction with the <i>Journal's</i> Content			
	Extremely/ Very Satisfied	Satisfied	Neutral	Dissatisfied
Base:	n = 301	n = 344	n = 304	n = 179
Satisfied (a rating of 5, 6, or 7)	<96%>	<89%>	14%	17%
Neutral (a rating of 4)	2	<9>	<78>	18
Dissatisfied (a rating of 1, 2, or 3)	2	2	<6>	<62>
No answer	--	--	1	2

< > Significant difference at the 95% confidence level.

## Changes to the Design of the *Michigan Bar Journal*

- When asked how the more colorful and graphical design of the current *Journal* compares to the previous black-and-white design, the majority of readers indicated that it is *better* (a rating of 5, 6, or 7 on a 7-point scale). In fact, one reader in ten responded that the current design is *much better*. One reader in ten feels the current design is *worse* (a rating of 1, 2, or 3) than the previous black-and-white design.

<b>Design of the <i>Journal</i> Today Compared to the Previous Black-and-White Design (on a scale of 1 to 7)</b>	<b>Members Who Ever Read/Browse the <i>Journal</i></b>
<b>Base:</b>	<b>n = 1,150</b>
<b><u>Better (a rating of 5, 6, or 7)</u></b>	<b><u>59%</u></b>
7 – Much Better	12
6 – Better	22
5 – Somewhat Better	25
<b>4 – Neutral (a rating of 4)</b>	<b>26</b>
<b><u>Worse (a rating of 1, 2, or 3)</u></b>	<b><u>12</u></b>
3 – Somewhat Worse	7
2 – Worse	3
1 – Much Worse	2
No answer	4
Mean rating	4.9

- Readers who have been Members of the State Bar for 9 years or less are more likely to feel that the design of the current magazine is *better* (a rating of 5, 6, or 7) than its black-and-white predecessor (67%).
- Members who spend over 30 minutes reading the *Bar Journal* are more likely to report that the current design of the *Journal* is *better* (a rating of 5, 6, or 7) than the

previous black-and-white version (64% vs. 57% among those spending 30 minutes or less).

- Readers who are *satisfied* (a rating of 5, 6, or 7) with the content of the *Bar Journal* are significantly more likely than those who have are *dissatisfied* or have a *neutral* opinion of the magazine’s content to respond that the current design of the *Journal* is *better* than the previous black-and-white design.

Level of Satisfaction with the Design of the <i>Journal</i> Today Compared to the Previous Black-and-White Design	Overall Satisfaction with the <i>Journal</i> ’s Content			
	Extremely/ Very Satisfied	Satisfied	Neutral	Dissatisfied
Base:	n = 301	n = 344	n = 304	n = 179
Satisfied (a rating of 5, 6, or 7)	<78%>	<69%>	47%	40%
Neutral (a rating of 4)	16	22	<38>	<29>
Dissatisfied (a rating of 1, 2, or 3)	5	6	<13>	<30>
No answer	2	3	3	2

< > Significant difference at the 95% confidence level.

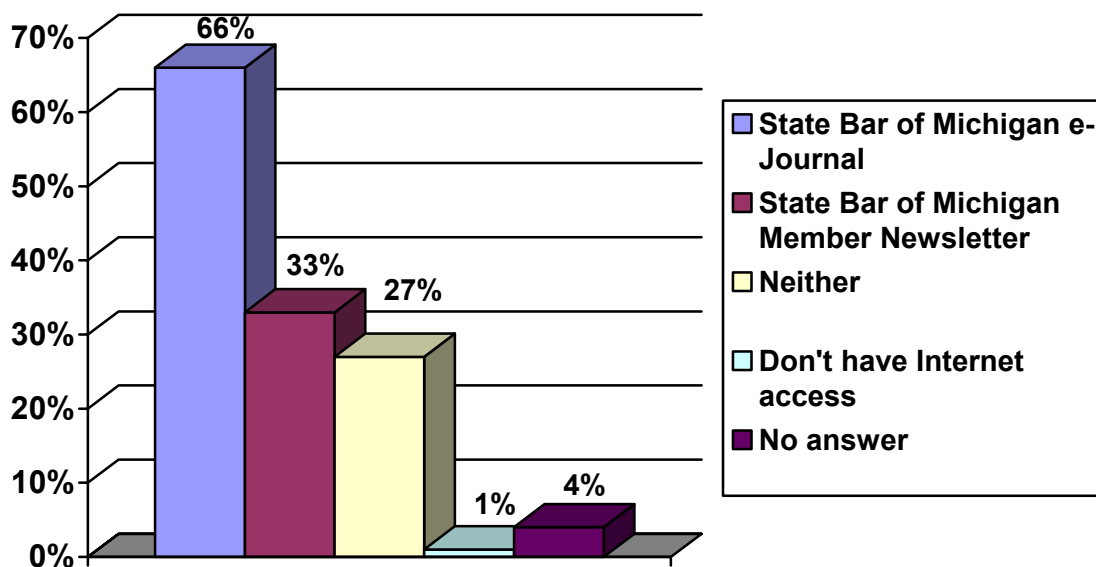
- When readers of the *Journal* were asked what suggestions they could offer for improvements to the *Journal* that would encourage them to read it, read it more often, or read it more thoroughly, the majority did not offer any suggestions (74%). Of the suggestions that were provided, most were varied enough as to not provide any meaningful consensus. *More information on a specific legal specialty and return to the previous design/less color/fewer pictures* were each mentioned by 3% of respondents.

### III. Electronic and Online Resources

#### Electronic Resources

- The State Bar of Michigan *e-Journal* is popular with Members. Two-thirds of all Members receive the *e-Journal* (66%) and of this group, most say they use it (85%).
- One-third of Members receive the State Bar of Michigan *Member Newsletter* (33%) and of this group, most say they use it (85%).
- One Member in four receives *neither* the *e-Journal* nor the *Member Newsletter* (27%). Only eleven Members indicated that they *do not have Internet access* (1%). Only eleven Members indicated that they *do not have Internet access* (1%).

Electronic Resources, if Any, Received by Members



- State Bar Members who are residents of Michigan are more likely than out-of-state Bar Members to receive both the *State Bar of Michigan e-Journal* (69% vs. 48%) and the *State Bar of Michigan Member Newsletter* (35% vs. 26%). Nearly half of all out-of-state Members receive neither the *e-Journal* nor the *Member Newsletter* (46% vs. 24% of Michigan residents).
- The vast majority of Members who receive and use the *e-Journal* find it to be *useful* and fully one-third described it as *extremely useful*. One Member in six feels the *e-Journal* is *not useful*.

<b>Usefulness of the State Bar of Michigan e-Journal (on a scale of 1 to 7)</b>	<b>Members Who Receive and Use the e-Journal</b>
<b>Base:</b>	<b>n = 677</b>
<b><u>Useful (a rating of 5, 6, or 7)</u></b>	<b><u>72%</u></b>
7 – Extremely Useful	34
6 – Very Useful	21
5 – Somewhat Useful	17
<b>4 – Neutral (a rating of 4)</b>	<b>13</b>
<b><u>Not Useful (a rating of 1, 2, or 3)</u></b>	<b><u>14</u></b>
3 – Somewhat Not Useful	6
2 – Very Not Useful	5
1 – Not At All Useful	3
No answer	1
Mean rating	5.4

- Among those who use the *e-Journal*, Members with 9 years or less of State Bar membership are more likely to describe the *e-Journal* as either *very* or *extremely useful* (62% vs. 49% among those with 20 or more years of membership). Similarly, Members who are 54 years of age and younger are more likely to report that the *e-Journal* is either *very* or *extremely useful* (60% vs. 43% among older adults).

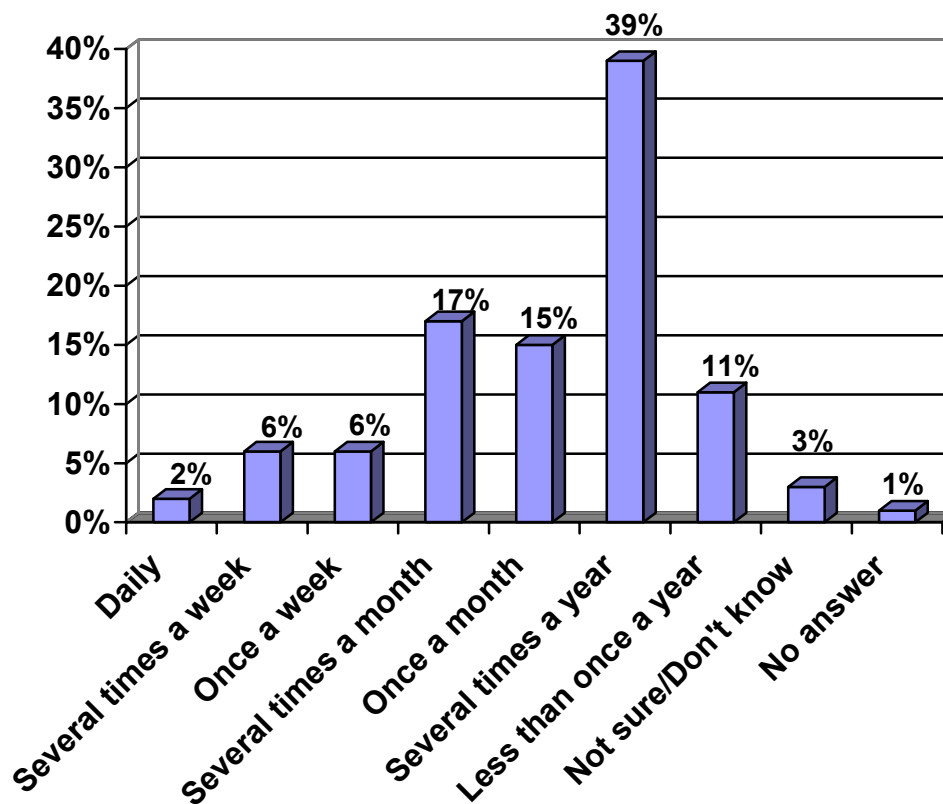
- Members who are *very/extremely satisfied* with the *Michigan Bar Journal's* content are more likely than those who report that they are *dissatisfied* with the content to note that the *e-Journal* is either *very* or *extremely useful* (61% vs. 45%).
- Slightly more than half of the Members who receive and use the *Member Newsletter* find it to be *useful*. One Member in five feels the *Member Newsletter* is *not useful*.

<b>Usefulness of the State Bar of Michigan <i>Member Newsletter</i> (on a scale of 1 to 7)</b>	<b>Members Who Receive and Use the <i>Member Newsletter</i></b>
<b>Base:</b>	<b>n = 336</b>
<b><u>Useful (a rating of 5, 6, or 7)</u></b>	<b><u>58%</u></b>
7 – Extremely Useful	11
6 – Very Useful	23
5 – Somewhat Useful	24
<b>4 – Neutral (a rating of 4)</b>	<b>20</b>
<b><u>Not Useful (a rating of 1, 2, or 3)</u></b>	<b><u>20</u></b>
3 – Somewhat Not Useful	9
2 – Very Not Useful	7
1 – Not At All Useful	3
No answer	2
Mean rating	4.7

## State Bar of Michigan Web site

- Nearly half of all Members visit the Bar's Web site at least once a month (46%) while two in five Members visit the Web site several times a year or less. The estimated mean number of visits to the Bar's Web site is 2.6 times each month.

### How Often Do You Visit the Bar's Web site, [www.michbar.org](http://www.michbar.org)?

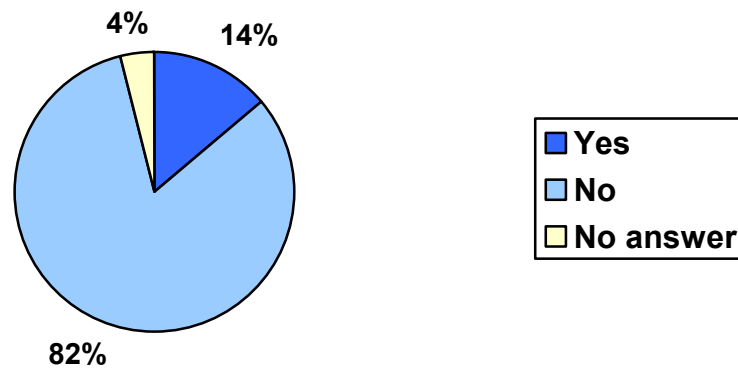


- Michigan resident Bar members are twice as likely as out-of-state members to visit the State Bar's Web site *at least once a month* (50% vs. 25%).

- Members who are *satisfied* (a rating of 5, 6, or 7 on a 7-point scale) with the content of the *Bar Journal* are more likely than those who are *dissatisfied* (a rating of 1, 2, or 3 on a 7-point scale) with the *Journal's* content to visit the State Bar's Web site *at least once a month* (50% vs. 39%).
- Members who use the online version of the *Bar Journal* are more likely than Members who do not use it to visit the Web site *at least once a month* (65% vs. 42%).

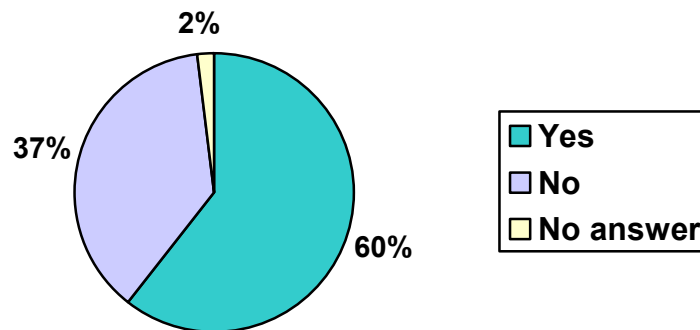
- Among Members who have Internet access, a relatively small proportion responded that they use the online version of the *Michigan Bar Journal* (14%). Among the Members who do use the online version of the *Journal*, one in three report that they use the online version more than the print version of the *Journal* that they receive (29%).

### Do You Use the Online Version of the *Journal* ?



- Many State Bar of Michigan Members reported that they have visited the Bar's Web site for reasons other than to read the online version of the *Michigan Bar Journal* or the *e-Journal*.

**Have You Ever Visited the Bar's Web site for Reasons Other Than to Read the Online Version of the *Journal* or the *e-Journal* ?**



- Survey respondents that have visited the Bar's Web site for reasons other than to read the online version of the *Bar Journal* or the *e-Journal* are more likely to be:
  - **Michigan residents** (63% vs. 49% of out-of-state Members); and
  - **Members who use the online version of the *Bar Journal*** (85% vs. 58% of Members who do not use the online version of the *Bar Journal*).

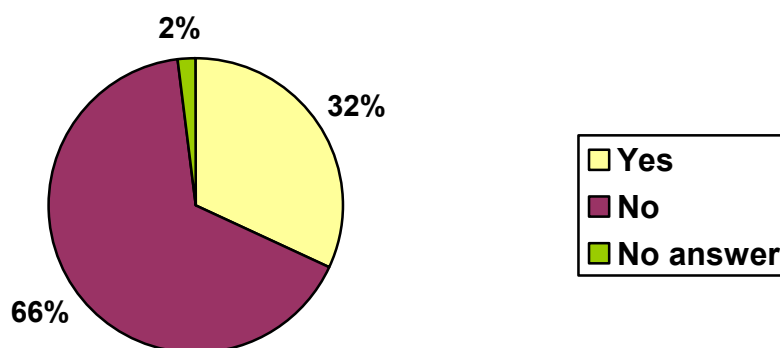
- The likelihood of Members visiting the State Bar’s Web site for reasons other than to read the online version of the *Journal* or the *e-Journal* decreases with length of membership in the State Bar.

	Number of Years of Membership		
	9 years of less	10 to 19 years	20 years or more
<b>Base:</b>	<b>n = 319</b>	<b>n = 341</b>	<b>n = 532</b>
Members who have visited the Web site for reasons other than to read the online version of the <i>Journal</i> or the <i>e-Journal</i>	<76%>	<61%>	51%

< > Significant difference at the 95% confidence level.

- One-third of Members have used the online Member Directory.

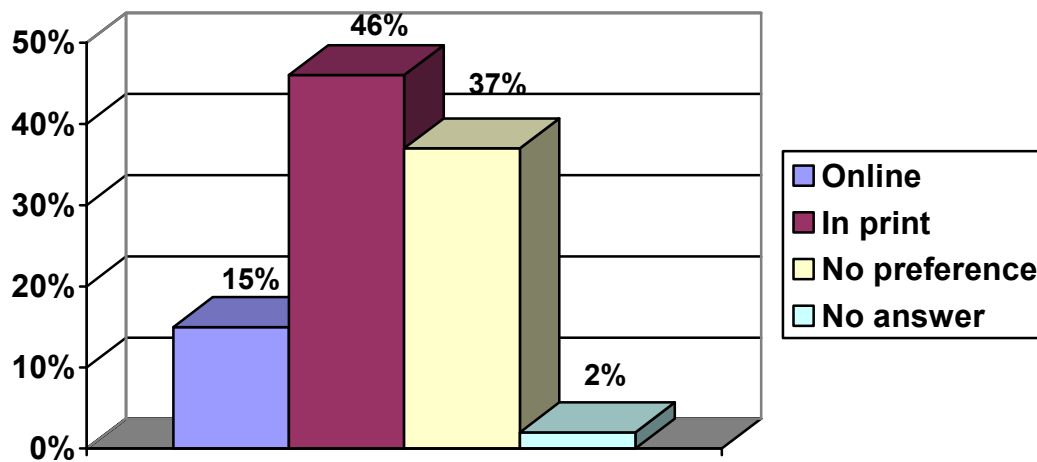
### Have You Ever Used the Online Member Directory?



- State Bar Members that have used the online Member Directory are more likely to be:
  - **Members who completed the questionnaire online** (40% vs. 28% of Members who returned their questionnaire via U.S. Mail);
  - **Those who have been Members of the State Bar for 9 years or less** (51% vs. 25% of those who have been State Bar Members for 10 years or longer); and
  - **Members who use the online version of the *Bar Journal*** (47% vs. 30% of Members who do not use the online version of the *Bar Journal*).

- Nearly half of all Members who have Internet access stated a clear preference for viewing State Bar materials *in print*, however, one in three Members claims to have *no preference* (37%). One Member in six prefers to view State Bar materials *online* (15%).

**Members' Preference for Viewing State Bar of Michigan Materials (Among Those Who Have Internet Access)**



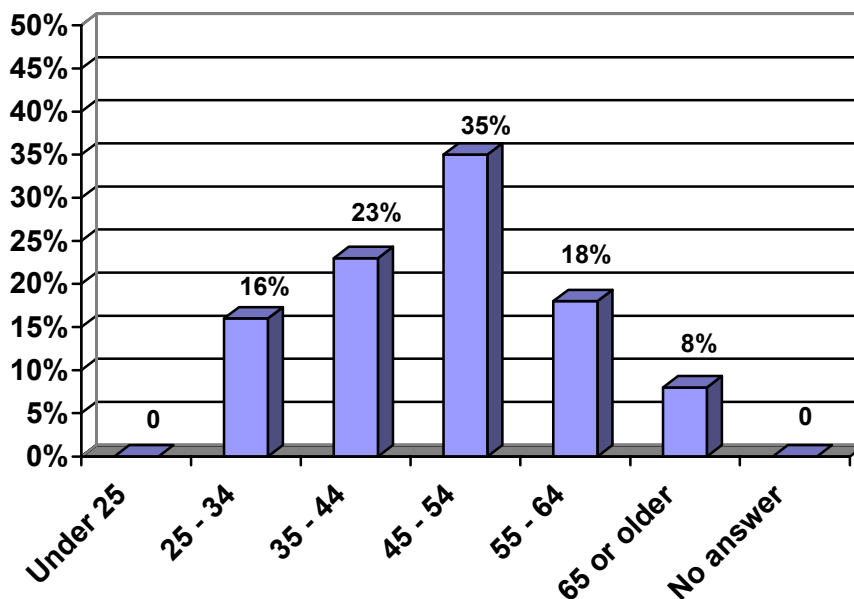
- When readers of the *Journal* were asked if they had any other issues or concerns that they wanted the State Bar of Michigan to be aware of, most did not offer any suggestions. Of the suggestions that were provided, most were varied enough as to not provide a consensus (a detailed list of all of the verbatim responses provided can be found in Appendix D to this report).

## IV. Profile of State Bar of Michigan Members

### Age of State Bar of Michigan Members

- More than half of all Members responding to this survey are 35 to 54 years of age (58%), while fully one-third are 45 to 54 years of age (35%). The estimated mean age among Members is 47.1 years of age.

**Age of State Bar of Michigan Members**

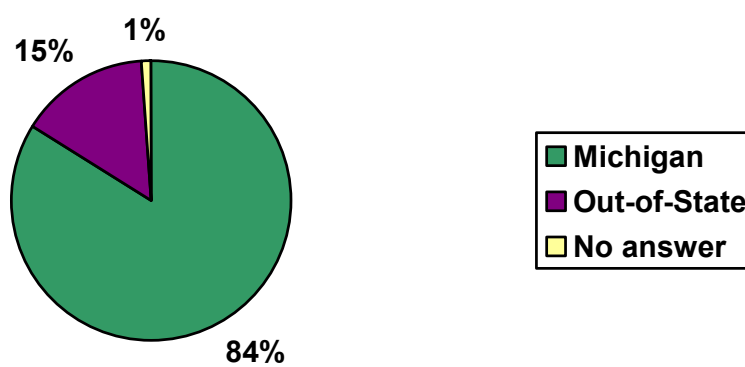


- Three in four survey respondents are male (74% vs. 26% of females).
- Female State Bar of Michigan respondents are significantly younger than the males. More than half of all female Bar Members are 25 to 44 years of age (57% vs. 32% of men). The estimated mean age among the women is 42.2 years compared to 48.7 among the men.

## Residence

- The vast majority of current Members responding to this survey reside in Michigan (84%). No other state comprises more than 2% of Members' residency.

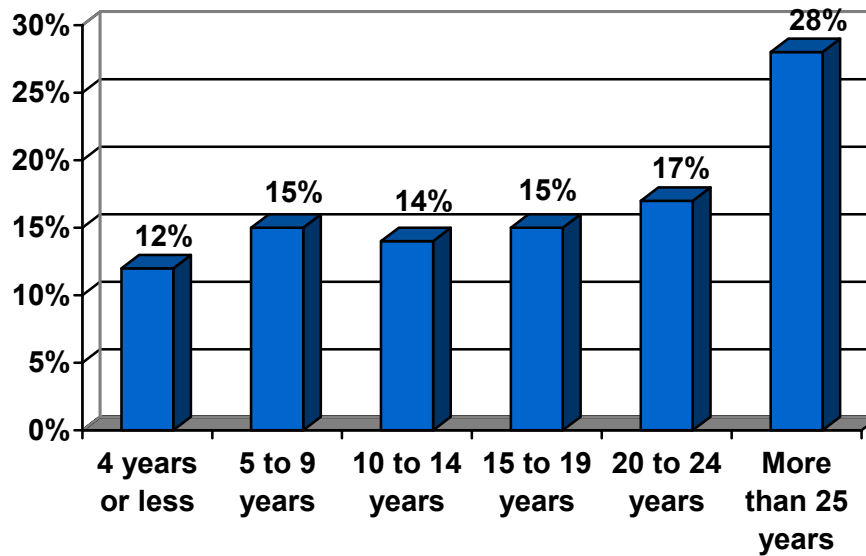
### Residence of State Bar of Michigan Members



## Length of Membership in the State Bar of Michigan

- **One-quarter of all Members have been affiliated with the State Bar of Michigan for more than 25 years.** The estimated mean length of State Bar Membership among respondents is 16.4 years.

**Length of Membership with the State Bar of Michigan**



## Area of Legal Specialization

- Equal proportions of Members devote most of their time to *General Practice* and *Litigation*. The balance is comprised of a variety of legal specialties.

Area of Legal Specialization	Total Members
Base:	n = 1,206
General Practice	11%
Litigation	10
Corporate	7
Governmental Lawyer	6
Family Law	5
Probate and Estate Planning	5
Criminal	5
Labor and Employment	5
Negligence	5
Real Property	5
Judge	3
Intellectual Property	3
Tax	3
Business, consumer	2
Educator	1
Environmental	1
Social Security, Workers' Compensation, Health Care	1
Administrative	1
Legislator	1
Other area of legal specialization	8
Retired/No longer practice law	4
No answer	9

- Bar Members who reside in Michigan are more likely than out-of-state Members to be *general practitioners* (12% vs. 5%). Out-of-state Members are more likely than Michigan residents to practice *corporate law* (15% vs. 6%).

## Readership Habits of Men and Women

- There are a number of differences between male and female readers of the *Bar Journal*.

	Gender	
	Female	Male
<b>Men are <u>more likely</u> than women to:</b>		
Have read or browsed all of the last four issues of the <i>Bar Journal</i>	70%	<78%>
Spend <i>less than 15 minutes</i> reading the <i>Bar Journal</i>	15	<22>
Read <i>less than one-quarter</i> of an issue's total editorial content	17	<26>
Read the <b>Business Problems and Planning</b> magazine feature <i>always</i> or <i>most of the time</i> :	19	<32>
Have more than 25 years of Bar membership	8	<35>
<b>Women are <u>more likely</u> than men to:</b>		
Read about <i>one-half</i> of an issue's total editorial content, excluding advertising	<31>	23
Read the following regular or monthly magazine features <i>always</i> or <i>most of the time</i> :		
<b>Access to Justice</b>	<28>	14
<b>Legislative Report</b>	<43>	32
<b>Plain Language</b>	<58>	44
<b>President's Page</b>	<42>	34
<i>Strongly agree</i> that the <i>Bar Journal</i> :		
<b>Is informative</b>	<49>	42
<b>Is well organized/easy to find things</b>	<48>	38
<b>Is timely</b>	<46>	39
Use the <i>Bar Journal's</i> advertisements	<46>	38
Share <i>Bar Journal</i> issues or articles with others	<47>	38
Have visited the Bar's Web site for reasons other than to read the online version of the <i>Bar Journal</i> or the <i>e-Journal</i>	<68>	58
Have used the online Member Directory	<40>	29

< > Significant difference at the 95% confidence level.

- In addition, women are more likely than men to:
  - Have 14 years or less of Bar membership (60% vs. 33%).

Length of State Bar of Michigan Membership	Gender	
	Female	Male
Base:	n = 305	n = 881
4 years or less	<20%>	9%
5 to 9 years	<22>	12
10 to 14 years	<18>	12
15 to 19 years	18	14
20 to 24 years	14	18
More than 25 years	8	<35>
Estimated Mean	12.6 years	<17.7> years

< > Significant difference at the 95% confidence level.

- Select *family law* as the area of legal specialization to which they devote most of their time (11% vs. 4%).

## Readership Habits of Various Age Groups

- There are a number of differences worth noting between *Bar Journal* readers representing different age groups.
  - The sharing of *Bar Journal* issues or articles with others and members who have used the online Member Directory declines with the age group of the respondent.

	Age of Members			
	34 and younger	35 to 44 years	45 to 54 years	55 and older
Base:	n = 182	n = 261	n = 407	n = 297
Member shares <i>Bar Journal</i> issues or articles with others	<54%>	<41%>	<43%>	31%
Member has used the online Member Directory	<53>	<38>	26	22

< > Significant difference at the 95% confidence level.

- State Bar Members who are **34 years of age and younger** are more likely to use the online version of the *Journal* (20% vs. 13% of Members 35 years of age and older).
- State Bar Members who are **35 years of age and older** are more likely to have read or browsed all of the last four issues of the *Bar Journal* (78% vs. 65% of Members 34 years of age and younger).
- **Members who are 45 years of age and older** are more likely than younger readers to:
  - Read the following regular or monthly magazine features **always** or **most of the time**:
    - **In Memoriam** (52% vs. 27%); and
    - **Orders of Discipline and Disability** (69% vs. 59%).
  - Be *satisfied* (a rating of 5, 6, or 7) with the content of the *Bar Journal* (60% vs. 50%).

- **Older Members** spend more time reading the *Journal* than **younger Members**. Bar Members who are **55 years of age and older** spend an estimated mean of 33 minutes reading a typical issue of the *Bar Journal* compared to an estimated mean of 26 minutes among readers who are **34 years of age or younger**.

	Age of Members			
	34 and younger	35 to 44 years	45 to 54 years	55 and older
<b>Base:</b>	<b>n = 182</b>	<b>n = 261</b>	<b>n = 407</b>	<b>n = 297</b>
Estimated mean length of time spent reading a typical issue of the <i>Bar Journal</i> (in minutes)	25.7	26.8	<29.3>	<32.9>

< > Significant difference at the 95% confidence level.

- Agreement with the following statements about the *Bar Journal* tends to increase as the age of the reader increases:

Readers Who <i>Strongly Agree</i> with Statements about the <i>Journal</i>	Age of Members			
	34 and younger	35 to 44 years	45 to 54 years	55 and older
<b>Base:</b>	<b>n = 182</b>	<b>n = 261</b>	<b>n = 407</b>	<b>n = 297</b>
Is well written.	38%	46%	46%	<56%>
Covers a wide variety of topics and legal issues.	40	39	<49>	55

< > Significant difference at the 95% confidence level.

- The likelihood of Members visiting the State Bar’s Web site for reasons other than to read the online version of the *Journal* or the *e-Journal* decreases with the age of the respondents.

	Age of Members			
	34 and younger	35 to 44 years	45 to 54 years	55 and older
<b>Base:</b>	n = 188	n = 275	n = 420	n = 305
Members who have visited the Web site for reasons other than to read the online version of the <i>Journal</i> or the <i>e-Journal</i>	<78%>	<66%>	<58%>	48%

< > Significant difference at the 95% confidence level.

- As would be expected, length of membership in the State Bar increases with age.

	Age of Members			
	34 and younger	35 to 44 years	45 to 54 years	55 and older
<b>Base:</b>	n = 188	n = 277	n = 423	n = 312
Estimated mean length of Bar membership (in years)	5.5	<11.6>	<19.3>	<23.4>

< > Significant difference at the 95% confidence level.

## Conclusions and Recommendations

- Overall, the majority of *Bar Journal* readers have responded positively to the changes in the design, content, and size of this magazine.
  - The changes to the design of the magazine have been well received by the majority of *Bar Journal* readers. Readers with fewer years of State Bar membership (less than 10 years) responded more favorably to the re-design of the *Bar Journal*. Only one in ten feels the new design is worse than the previous black-and-white design. Since the new design was launched just over a year ago, some readers may still be in the process of adjusting to these changes.
  - Many readers also view the current size of the magazine positively. Again, very few readers expressed any dissatisfaction with this change. Readers dissatisfied with the content of the *Journal* are also the ones who are most dissatisfied with the current size, suggesting that this is also related to resistance to change, which will dissipate over time.
- Readers of the *Bar Journal* have very favorable perceptions of coverage, organization, and content in this magazine. *Bar Journal* readers are **more likely** to agree that the *Journal is well written, covers a wide variety of topics and legal issues, is informative, is well organized/easy to find things, and is timely.* These are strengths that the *Bar Journal* will want to continue to capitalize on by continuing to emphasize the diversity/variety of its content, maintaining a well organized layout/design, and setting high standards for writing.

- There are several attributes that were rated less favorably that offer opportunities for the *Bar Journal*. Readers are less likely to agree with the value of the information, particularly as it relates to their own practice and their personal development. Specifically, readers are less likely to agree that that the *Michigan Bar Journal contains information useful for my practice, contains information not readily available elsewhere, is a valuable resource compared to other professional publications I read, and is primarily an educational resource for me.* The *Bar Journal's* ability to provide useful information to Members for the development of their practice and continuing education should be emphasized in any communications about this publication intended to foster reader or increased readership and in packaging/labeling of content within the magazine. This is particularly true when targeting newer Members (less than 10 years of membership) who are not recognizing that the *Journal* offers these potential benefits.
- The *Bar Journal* is successful in attracting regular readership of this magazine. Three-quarters of all Members responding to this survey have read all of the last four issues. The challenge in building and maintaining a regular readership base is creating content that will encourage Members to utilize it more fully. Only one in five Members read as much as three-quarters of a typical issue of the *Bar Journal*.
- Members read the *Bar Journal* to keep up-to-date with the latest information and changes that may impact on their legal practices. Two of the top three mentioned reasons for reading the *Journal* were: (1) to find out about *updates on changes or developments in the law* and (2) *Other updates and/or changes in practices and procedures.* These two reasons combined represented 41% of all mentions.
- *Bar Journal* readers are interested in reading information that is pertinent to their specific legal specialties. One in ten readers mentioned this as a reason for reading the *Journal*. Among those who spend less than 15 minutes reading this magazine, one in five mentioned reading *Articles and information pertaining to my practice.* *Not finding relevant information* for a specific practice was also mentioned most often by

the very small sample of non-readers. With the wide diversity of legal specialties, this represents a very challenging opportunity for the magazine. The *Bar Journal* might want to consider creating a news briefs page in each issue with newsworthy items for the individual legal specialties, similar to the 50 state news briefs in *USA Today*. If the list of the most likely candidates is too exhaustive, it could be split into two or three lists that are published alternately on a regular basis.

- Members are more likely to make it a point of reading the following regular or monthly features *always or most of the time*: *Orders of Discipline and Disability, From the Michigan Supreme Court, Plain Language, and In Memoriam.* Clearly these topics represent important content items for Members that the *Journal* must continue to provide regularly.
- The regular or monthly features that Members are less likely to report reading *always or most of the time* are: *From the Committee on Standard Civil Jury Instructions, Money Judgement Interest Rate, Access to Justice, Crossing the Bar, and Public Policy Committee Report.* This does not mean that any of these features are candidates for elimination. There is a considerable proportion of Members who read these features at least *occasionally*. For space considerations, the *Michigan Bar Journal* may want to consider running these features less frequently in the future.
- The majority of readers enjoy the current ratio of theme issues to general issues. Only one-quarter would prefer that the *Bar Journal* publish fewer theme issues in favor of more general issues. Therefore, the *Bar Journal* should continue to offer a mix of general and theme issues.
- The State Bar of Michigan should continue to offer both the *e-Journal* and the *Member Newsletter*. Many Members take advantage of these resources and find them *useful*.

- The *Michigan Bar Journal* is a useful resource for readers and advertisers.
  - Three out of five readers retain the *Journal* for future reference.
  - The *Journal* is shared with others. Younger Members (under 35 years old) and newer Members (less than 10 years) were the most likely to be sharing this resource.
  - Two in five readers have used the advertising in the *Journal* as a resource. Utilization of this advertising is higher among newer Members and females.

**Appendix A:**

**Survey Invitations**

**Cover Letter Invitation for Mailed Questionnaire  
(Printed on State Bar of Michigan Letterhead)**

March 15, 2002

«FULL\_NAME»  
«COMPANY»  
«ADDRESS\_1»  
«ADDRESS\_2»  
«CITY», «STATE\_PROVINCE» «ZIP»

Dear «FULL\_NAME»:

We need your help with the enclosed questionnaire about the *Michigan Bar Journal*. By sharing your opinions about the content and design of this magazine, you will help us to shape the *Journal* to best meet your needs. Your name has been selected at random from our members. The questionnaire should take about 10 minutes to complete.

The State Bar of Michigan has contracted Digital Research, Inc., an independent market research firm, to conduct this survey among our members. Your individual responses will remain completely confidential, and all data will be reported to the State Bar of Michigan in the aggregate only. No responses will be directly attributable to you or your organization.

Please return your completed questionnaire by **Friday, April 5, 2002**. A postage-paid business reply envelope is enclosed for your convenience. If you prefer, you can also fax the completed questionnaire to the attention of Kristine McNeil at Digital Research, Inc. at (207) 985-5569, or you may complete the questionnaire online by going to:

<http://www.digitalresearch.com/project102/survey0399.htm>.

Each questionnaire includes an ID number for tracking purposes only. If you complete the questionnaire online, please be sure to include the ID number, which can be found on the upper right-hand corner of the first page of the questionnaire. This ID number will never be used to link you or your organization to your responses. If you complete the paper version, please mark the check boxes carefully so that your answers are recorded correctly. Unless otherwise specified, please check only one answer per question.

Thank-you for your assistance with this request. We greatly appreciate your participation.

Sincerely,

Frederick M. Baker, Jr., Chairperson  
Michigan Bar Journal Advisory Board

**E-mail Invitation**  
**(E-mailed by Digital Research, Inc. on Behalf of**  
**the State Bar of Michigan)**

Dear «FULL\_NAME»:

The State Bar of Michigan needs your opinions about the *Michigan Bar Journal*. By completing our brief online survey, your comments about the content and design of this magazine will help the State Bar of Michigan shape the *Journal* to best meet your needs. This short survey should only take about 10 minutes of your time to complete.

The State Bar of Michigan has contracted Digital Research, Inc., an independent market research firm, to conduct this survey among State Bar of Michigan members. Your name was selected at random by the State Bar and provided to Digital Research for this purpose only. Your individual responses will remain completely confidential, and all data will be reported to the State Bar of Michigan in the aggregate only. No responses will be directly attributable to you or your organization.

Please complete this survey by **Friday, April 5, 2002**. To begin, click on or copy and paste the following URL into your browser:

<http://www.digitalresearch.com/project102/survey0399.htm>

For organizational and tracking purposes, please enter the following ID number in the survey where prompted:

«ID»

This ID number is being used for administrative purposes only and will enable us to avoid re-contacting you once we have received your completed survey. Once again, your individual responses will remain confidential and be reported in the aggregate only.

Thank-you for your assistance with this request. We greatly appreciate your participation.

Sincerely,

Robert Cuzner, Research Director  
Digital Research, Inc.

If you would prefer to receive a paper copy of the questionnaire, please contact Kristine McNeil at Digital Research, Inc. at (207) 985-7660 and she will fax or mail a copy to you.

## **Appendix B:**

# **Survey Instrument**



1. How long have you been a member of the State Bar of Michigan?

- 4 years or less -1      10 to 14 years -3      20 to 24 years -5  
5 to 9 years -2      15 to 19 years -4      More than 25 years -6

2. Do you ever read or browse through the issues of the *Michigan Bar Journal* that you receive?

- Yes -1 → Please skip to Question 4      No -2 → Please continue

3. If no, for what reasons do you not read or browse through the *Journal*? (PLEASE PROVIDE AS MANY REASONS AS APPLY TO YOU. USE AN ADDITIONAL SHEET OF PAPER IF NECESSARY.)

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(If "No" in Question 2, please skip to Question 16)

4. How much time do you spend reading a typical issue of the *Journal*?

- Less than 15 minutes -1      61 to 90 minutes -5  
15 to 30 minutes -2      More than 90 minutes -6  
31 to 45 minutes -3      Not sure/Don't know -7  
46 to 60 minutes -4

5. Of the last 4 issues of the *Journal*, how many did you read or browse?

- All four -1      Two -3      None -5  
Three -2      One -4

6. How much of an issue's total content, excluding advertising, would you estimate you typically read or browse each month?

- Read all or almost all -1      Read about one-quarter -4  
Read about three-quarters -2      Read less than a quarter -5  
Read about one-half -3      Not sure/Don't know -6

7. Do you use the *Journal's* advertisements as a resource when you are looking for information on products, services, or employment?

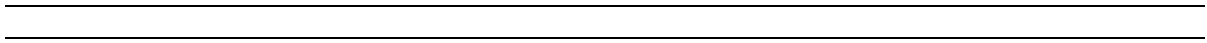
- Yes -1      No -2

8. For what reasons do you read the *Journal*? (PLEASE PROVIDE AS MANY REASONS AS APPLY TO YOU. USE AN ADDITIONAL SHEET OF PAPER IF NECESSARY.)

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9. Please indicate how often you read each of the following regular or monthly features in the *Journal*.

<b>Magazine Feature</b>	<b>Always</b>	<b>Most of the Time</b>	<b>Occasionally</b>	<b>Rarely</b>	<b>Never</b>
Access to Justice	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Business Problems and Planning	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Crossing the Bar (Legal Education Committee column)	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
From the Committee on Standard Civil Jury Instructions	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
From the Michigan Supreme Court	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
In Memoriam	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Legislative Report	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Money Judgement Interest Rate	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Orders of Discipline and Disability	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Plain Language	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
President's Page	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Public Policy Committee Report	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Speaking Out	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Technology	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Viewpoints (Executive Director's message)	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5

10. How strongly do you agree or disagree with each of the following statements about the *Journal*? You will be using a seven-point scale where a "1" means "strongly disagree" and a "7" means "strongly agree."

<b>The Michigan Bar Journal....</b>	<b>Strongly Disagree</b>							<b>Strongly Agree</b>
Is well written.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Is timely.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Is informative.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Is well organized/easy to find things.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Contains information useful for my professional development.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Contains information useful for my practice.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Always has something of interest to me.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Covers a wide variety of topics and legal issues.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Is a valuable resource compared to the other professional publications I read.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Contains information not readily available elsewhere.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	
Is primarily an educational resource for me.	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5	<input type="checkbox"/> -6	<input type="checkbox"/> -7	

11. What other topics or types of content would you like to see covered in the *Journal*? (PLEASE PROVIDE AS MANY TOPICS AS YOU CAN THINK OF. USE AN ADDITIONAL SHEET OF PAPER IF NECESSARY.)

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12. Do you or your firm save the *Journal* for future reference?

Yes \_1 No \_2

13. Do you share *Journal* issues or articles with others?

Yes \_1 No \_2

14. For budgetary reasons, the *Journal* has had to reduce the number and length of articles and columns in the past several months. Please indicate below your overall satisfaction with the content and current size of the magazine. Please use a seven-point scale where a "1" means "extremely dissatisfied" and "7" means "extremely satisfied."

	Extremely Dissatisfied			Extremely Satisfied			
Overall satisfaction with the <i>Journal's</i> content	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6	<input type="checkbox"/> _7
Overall satisfaction with the <i>Journal's</i> current size	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6	<input type="checkbox"/> _7

15. The *Journal* was redesigned with the January 2001 issue to include more graphics and a more colorful presentation. How does the current design of the magazine compare to the previous black-and-white design? You will be using a seven-point scale where "1" means "much worse" and "7" means "much better."

	Much Worse			Much Better			
Design of the magazine today compared to previous black-and-white design	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6	<input type="checkbox"/> _7

16. Most monthly issues of the *Journal* are devoted to a specific "theme" (such as tax law, environmental law, criminal law, or the like) usually produced in cooperation with a sponsoring section of the State Bar. About three issues a year are devoted to general-interest articles on a variety of subjects. Would you prefer that the *Journal*: (PLEASE CHECK ONE ANSWER)

- Continue about the same ratio of theme issues to general issues \_1
- Publish fewer theme issues and more general issues \_2
- Discontinue theme issues and publish only general issues \_3

17. What suggestions do you have for improving the *Journal* that would encourage you to read it, read it more often, or read it more thoroughly? (USE AN ADDITIONAL SHEET OF PAPER IF NECESSARY.)

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18. In addition to the *Michigan Bar Journal*, the State Bar of Michigan also makes the following electronic resources available. Which of these do you receive and use? (PLEASE CHECK ALL THAT APPLY)

	<u>Receive</u>	<u>Use</u>
State Bar of Michigan <i>e-Journal</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _1
State Bar of Michigan Member Newsletter	<input type="checkbox"/> _2	<input type="checkbox"/> _2
Neither	<input type="checkbox"/> _3	→ Please skip to Question 20
<a href="#">Don't have Internet access</a>	<input type="checkbox"/> _4	→ Please skip to Question 25

19. If you use either of the above, please tell us how useful these resources are to you on a scale where "1" means "not at all useful" and "7" means "extremely useful."

	Not at all Useful			Extremely Useful			
State Bar of Michigan <i>e-Journal</i>	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6	<input type="checkbox"/> _7
State Bar of Michigan Member Newsletter	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _5	<input type="checkbox"/> _6	<input type="checkbox"/> _7

20. A version of the *Bar Journal* can be found online at the Bar's Web site, www.michbar.org. Do you...

	YES	NO
Use the online version of the <i>Journal</i> ?	<input type="checkbox"/> _1	<input type="checkbox"/> _2
Use the online version more than the print version?	<input type="checkbox"/> _1	<input type="checkbox"/> _2

21. Have you ever visited the Bar's Web site for reasons other than to read the online version of the *Bar Journal* or the *e-Journal*?

Yes \_1 → Please continue                      No \_2 → Please skip to Question 23

22. How often do you visit the Bar's Web site, www.michbar.org?

Daily \_1                      Several times a month \_4                      Less than once a year \_7  
 Several times a week \_2                      Once a month \_5                      Not sure/Don't know \_8  
 Once a week \_3                      Several times a year \_6

23. Have you ever used the online Member Directory?

Yes \_1                      No \_2

24. Do you prefer to view materials from the State Bar online, in print, or do you have no preference?

Online \_1                      In print \_2                      No preference \_3

**Finally, just a few questions to help us group your answers with others.**

25. What is your area of legal specialization? (PLEASE CHOOSE ONE AREA THAT BEST DESCRIBES WHAT YOU DEVOTE MOST OF YOUR TIME TO)

Administrative <input type="checkbox"/> _1	Family law <input type="checkbox"/> _9	Negligence <input type="checkbox"/> _17
Antitrust, franchise, and trade regulation <input type="checkbox"/> _2	General practice <input type="checkbox"/> _10	Probate and estate planning <input type="checkbox"/> _18
Business, consumer <input type="checkbox"/> _3	Governmental lawyer <input type="checkbox"/> _11	Real property <input type="checkbox"/> _19
Computer <input type="checkbox"/> _4	Intellectual property <input type="checkbox"/> _12	Social security, workers' compensation, health care <input type="checkbox"/> _20
Corporate <input type="checkbox"/> _5	Judge <input type="checkbox"/> _13	Tax <input type="checkbox"/> _21
Criminal <input type="checkbox"/> _6	Labor and employment <input type="checkbox"/> _14	Retired <input type="checkbox"/> _22
Educator <input type="checkbox"/> _7	Legislator <input type="checkbox"/> _15	Other (Please specify below):
Environmental <input type="checkbox"/> _8	Litigation <input type="checkbox"/> _16	_____

26. What is your age group?

Under 25 \_1                      35 – 44 \_3                      55 – 64 \_5  
 25 – 34 \_2                      45 – 54 \_4                      65 or older \_6

27. Your gender:

Female \_1                      Male \_2

28. Are there any other issues or concerns that you would like the State Bar of Michigan to be aware of?

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**Thank-you again for taking the time to complete this survey.**

**We greatly appreciate your participation.**

## **Appendix C:**

### **Detailed Data Tabulations**

The analytic groups are defined as follows:

Analytic Group	Sample Size	Definition
<b>Total</b>	1,206	Total number of respondents who completed a questionnaire (online and mail combined).
<b>Method of Completion</b>		
Online	406	Respondents who completed the questionnaire online.
Mail	800	Respondents who completed a paper version of the questionnaire and returned it via U.S. Mail.
<b>Residence</b>		
Michigan	1,009	Respondents who are residents of Michigan.
Out-of-State	182	Respondents who reside outside of the State of Michigan.
<b>Length of State Bar of Michigan Membership</b>		
9 years or less	320	Respondents who have been members of the State Bar for 9 years or less.
10 to 19 years	344	Respondents who have 10 to 19 years of membership with the State Bar.
20 years or more	540	Respondents who have 20 or more years of membership with the State Bar.
<b>Time Spent Reading the Journal</b>		
Less than 15 minutes	236	Respondents who say they spend less than 15 minutes reading/browsing a typical issue of the <i>Bar Journal</i> .
15 to 30 minutes	523	Respondents who say they spend 15 to 30 minutes reading/browsing a typical issue of the <i>Bar Journal</i> .
31 to 45 minutes	236	Respondents who say they spend 31 to 45 minutes reading/browsing a typical issue of the <i>Bar Journal</i> .
46 minutes or longer	143	Respondents who say they spend at least 46 minutes reading/browsing a typical issue of the <i>Bar Journal</i> .
<b>Overall Satisfaction with the Journal's Content</b>		
Extremely/Very Satisfied	301	Readers who say they are either <i>extremely</i> or <i>very satisfied</i> with the <i>Journal's</i> content (a rating of 6 or 7 on a 7-point scale).
Satisfied	344	Readers who say they are <i>satisfied</i> with the <i>Journal's</i> content (a rating of 5 on a 7-point scale).
Neutral	304	Readers who say they have a <i>neutral</i> opinion of the <i>Journal's</i> content (a rating of 4 on a 7-point scale).
Dissatisfied	179	Readers who say they are <i>dissatisfied</i> with the <i>Journal's</i> content (a rating of 1, 2, or 3 on a 7-point scale).
<b>Uses Online Version of the Journal?</b>		
Yes	167	Respondents who use the online version of the <i>Journal</i> .
No	984	Respondents who do not use the online version of the <i>Journal</i> .
<b>Gender of Respondent</b>		
Female	305	Respondents who are female.
Male	881	Respondents who are male.
<b>Age of Respondent</b>		
34 and younger	188	Respondents who are 34 years of age and younger.
35 to 44	277	Respondents who are 35 to 44 years of age.
45 to 54	423	Respondents who are 45 to 54 years of age.
55 and older	312	Respondents who are 55 years of age and older.

## **Appendix D:**

### **Verbatim Responses Open-ended Questions**

To read the verbatim responses, please contact the *Michigan Bar Journal* staff at (517) 346-6300.