

Texas Bar Journal

Results of the 2008 Readership Survey

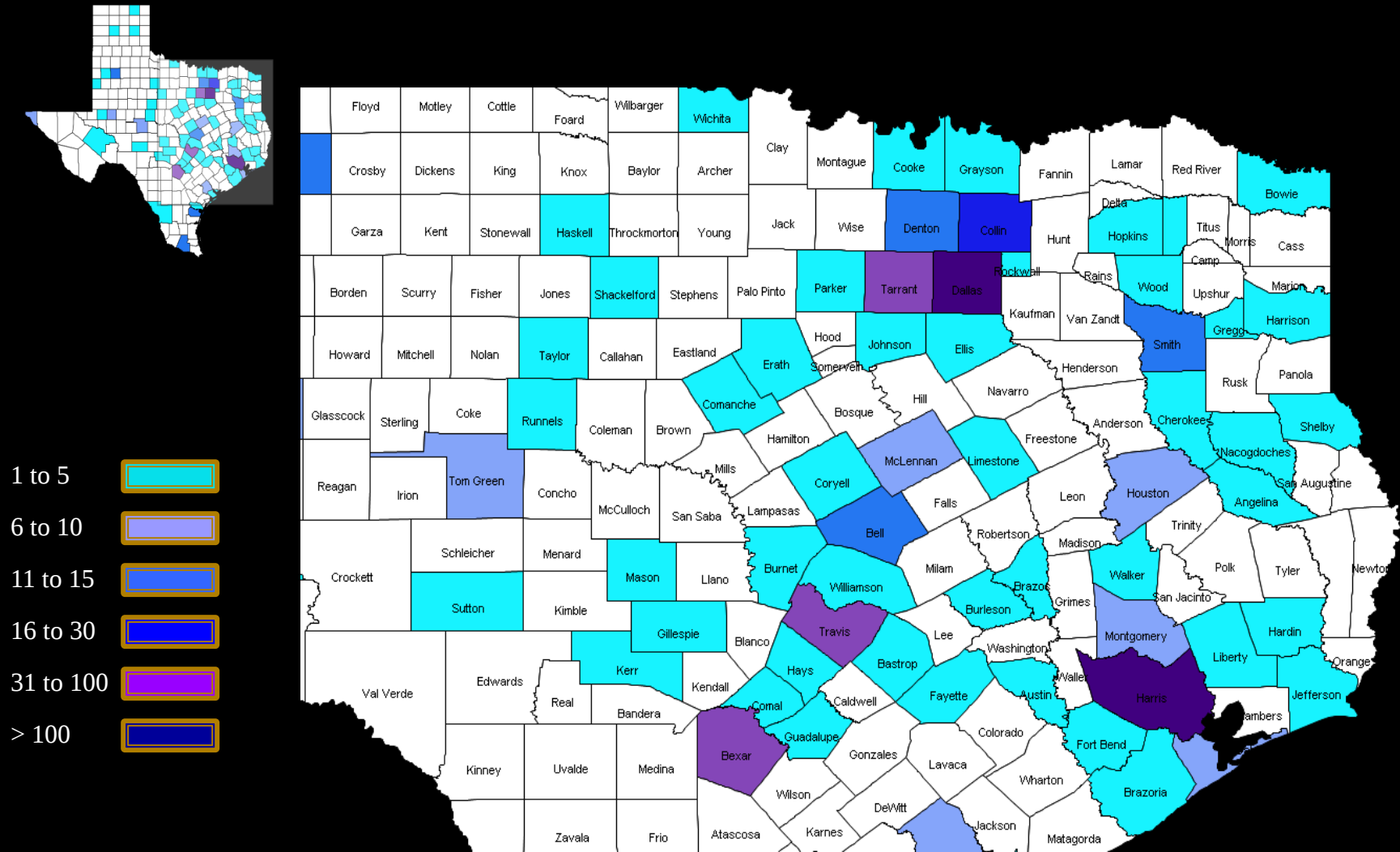
- This table shows the total responses per question

Question	Responses
Do you read the Texas Bar Journal?	982
If yes, how often?	990
On average, how much time do you spend reading the Texas Bar Journal?	995
In general, do you find the articles in the Texas Bar Journal to be:	974
How often do you access the Texas Bar journal website?	967
Would you prefer to read your issue of Texas Bar Journal solely online?	971
Do you notice the advertisement in the Texas Bar Journal?	950
Have you purchased a product as a result of an advertisement?	946
How much time do you spend on leisure each week?	892
How often do you dine out each week?	876
How often do you travel each month?	893
Gender	892
How many years have you practiced law?	954
What is your legal occupation or classification?	935
If in private practice, what size law firm?	643
What is your primary practice area?	1004
What is your net income?	744
What is the approximate worth of your investment portfolio?	659
What Texas county is your law firm located?	849

- The survey was sent out to 12,000 randomly selected active attorneys on 12/15/2008.
 - There were a total of 1,137 views of the survey as of 12/22/2008.
 - A total of 938 attorneys completed the entire survey, however several chose not to answer every question.

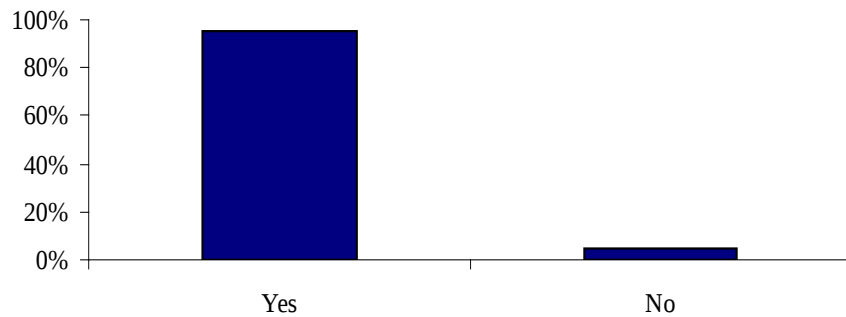
*Note that the totals for the questions regarding publications, columns, hobbies/interests and products and services are not displayed because respondents had multiple choices.

Geographic Distribution of Responses

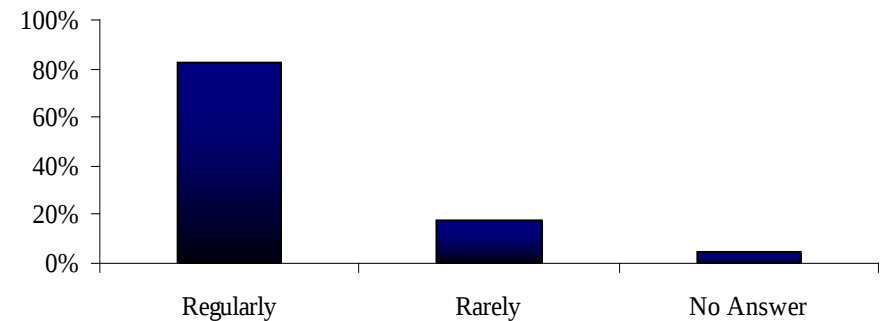


Texas Bar Journal Questions

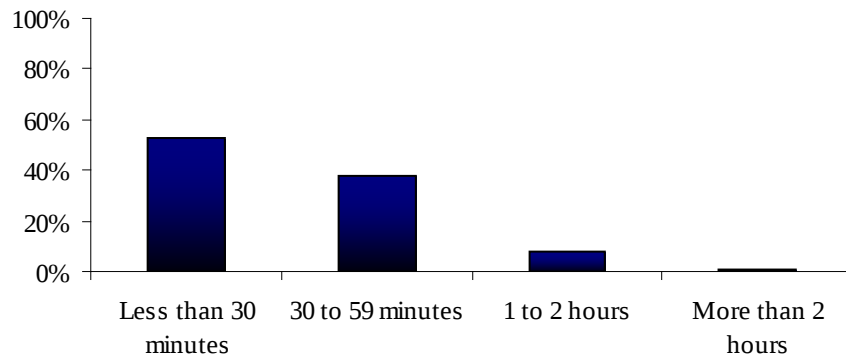
Do you read the *Texas Bar Journal*?



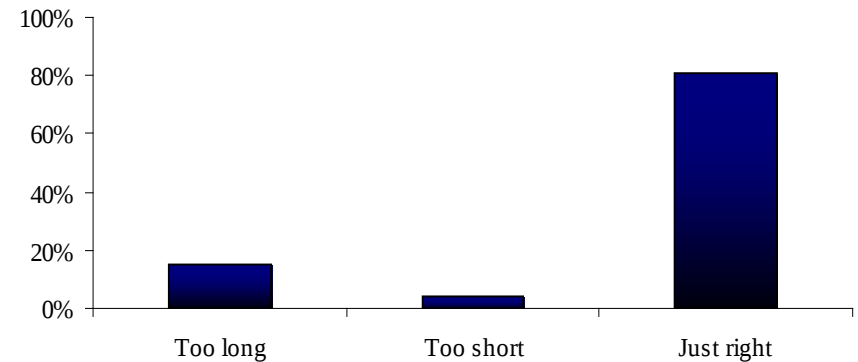
If yes, how often?



On average, how much time do you spend reading an issue of the *Texas Bar Journal*?

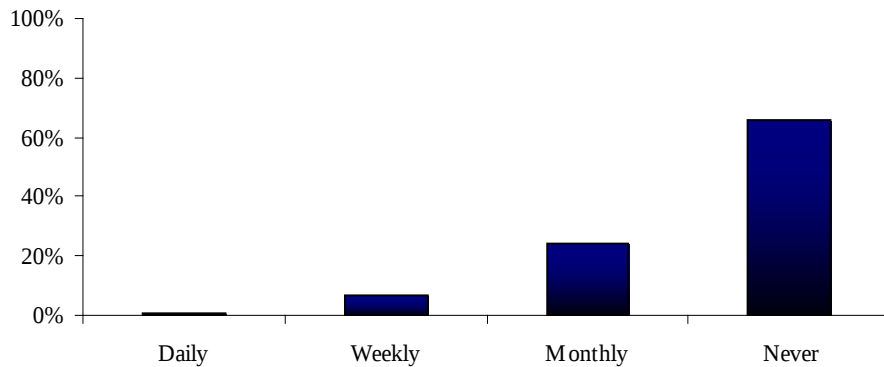


In general, do you find the articles in the *Texas Bar Journal* to be:

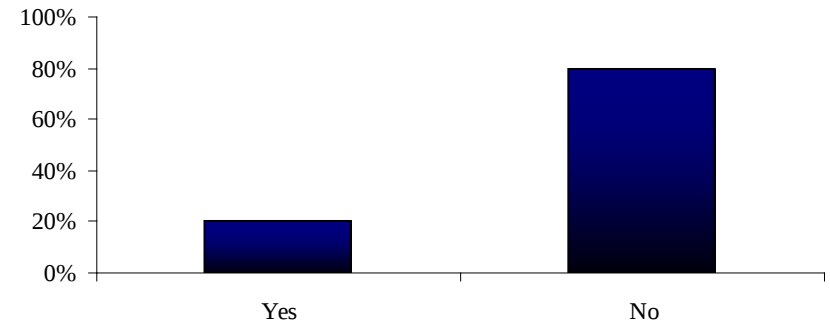


Texas Bar Journal Questions Cont.

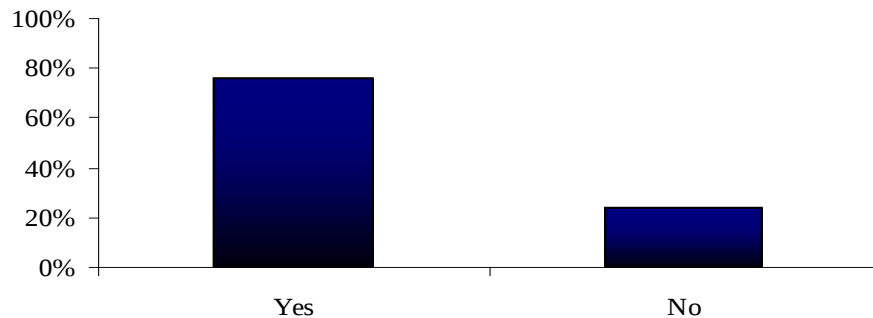
How often do you access the *Texas Bar Journal* website?



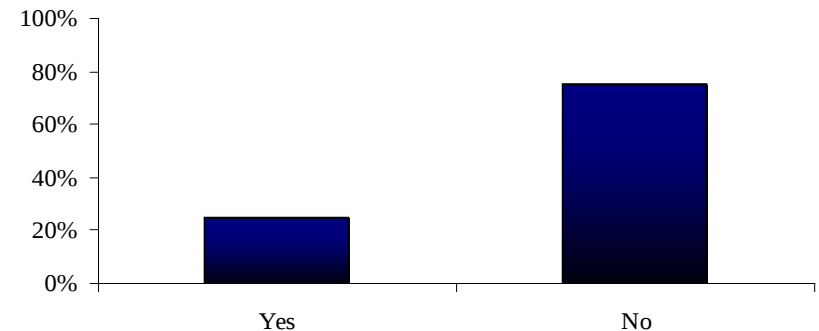
Would you prefer to read your copy of the *Texas Bar Journal* solely online?



Do you notice the advertisements in the *Texas Bar Journal*?

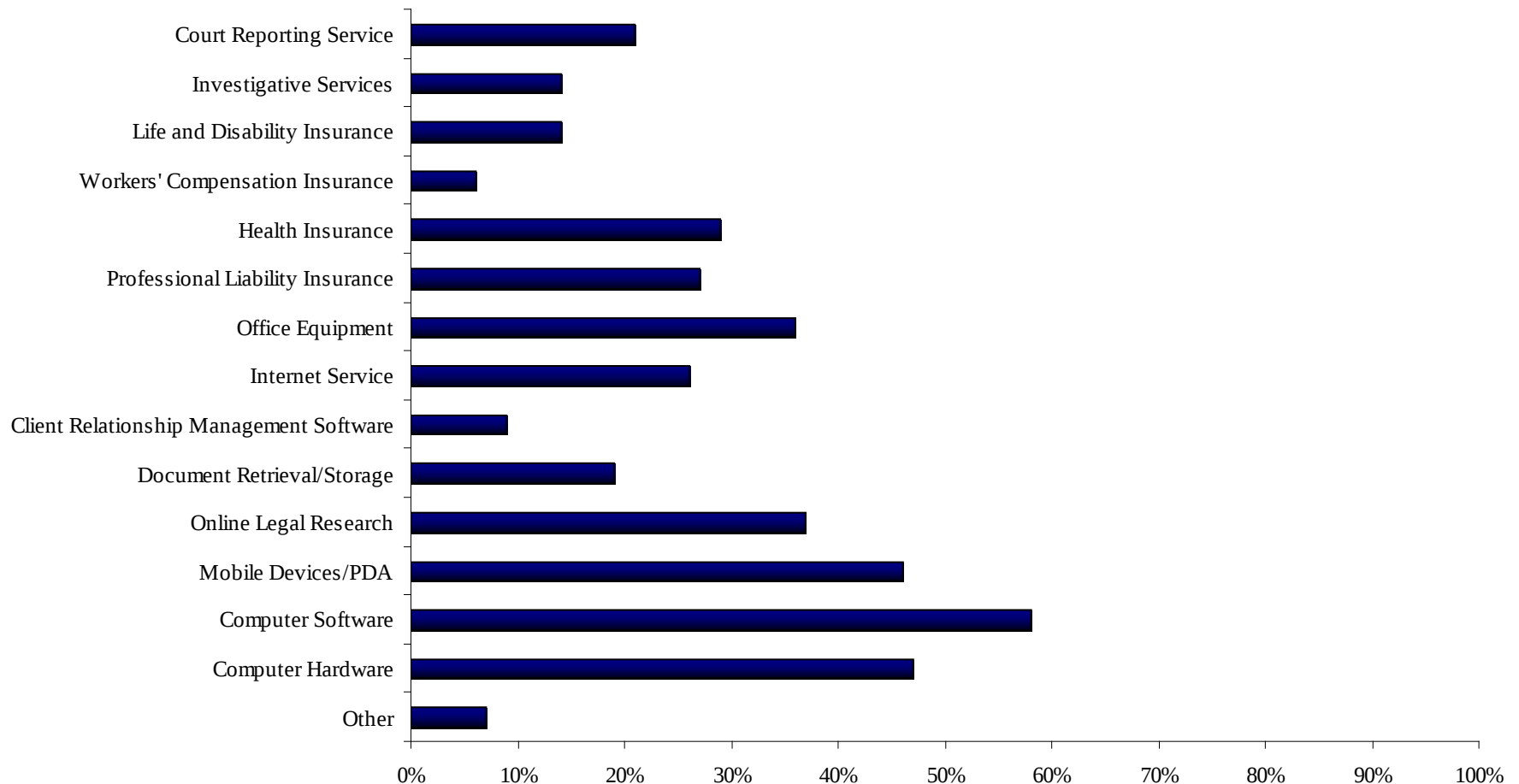


Have you purchased a product or service as a result of an advertisement?



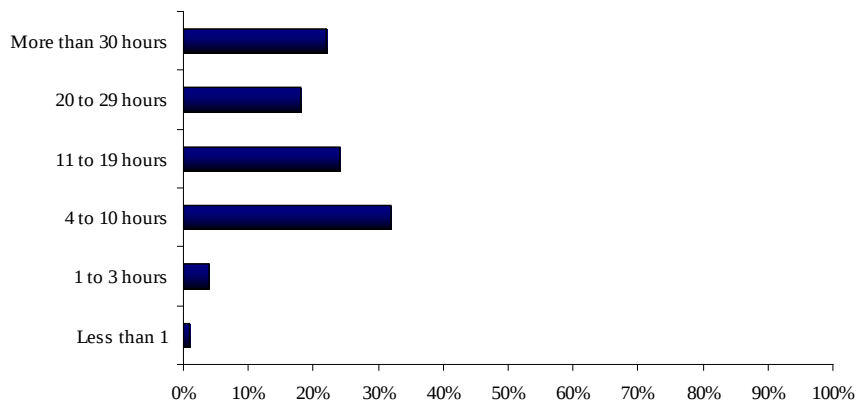
Products and Services

Please Indicate the products or services you plan to purchase in the next 12 months:

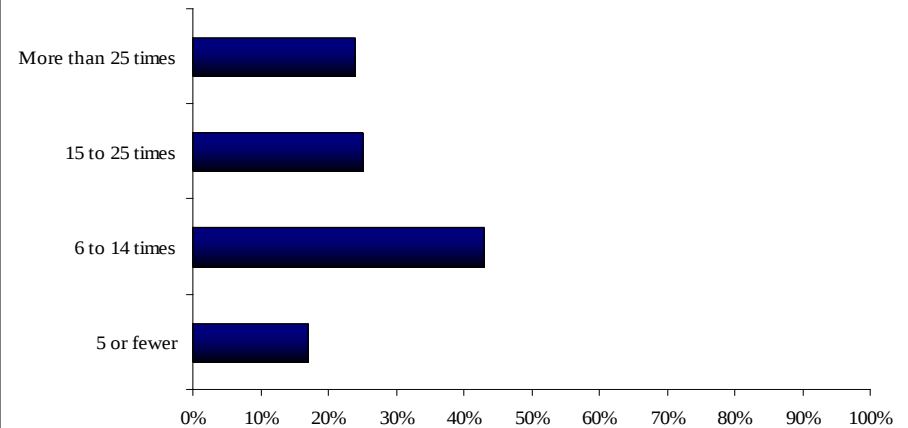


Personal Questions

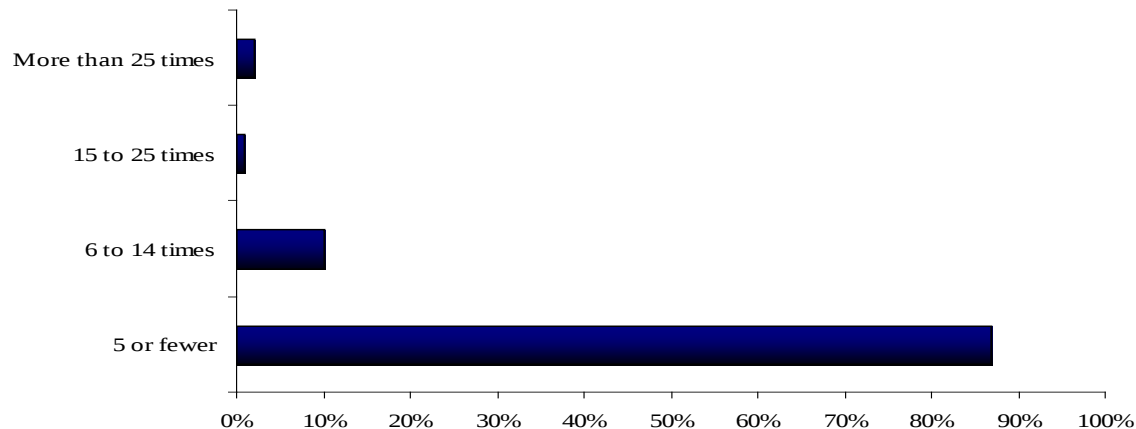
On average, how many hours per month do you spend on leisure activities?



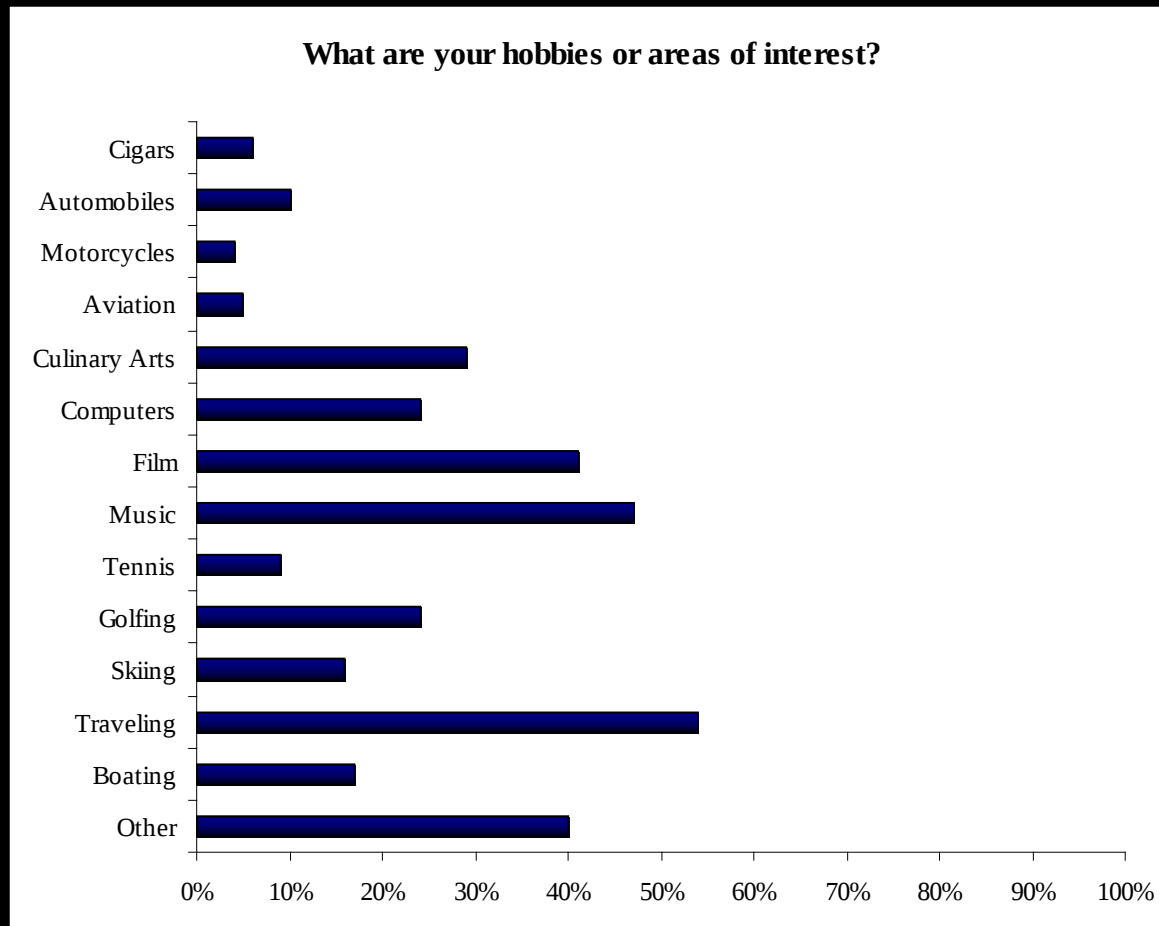
On average, how many times a month do you dine out?



On average, how many times a month do you travel?

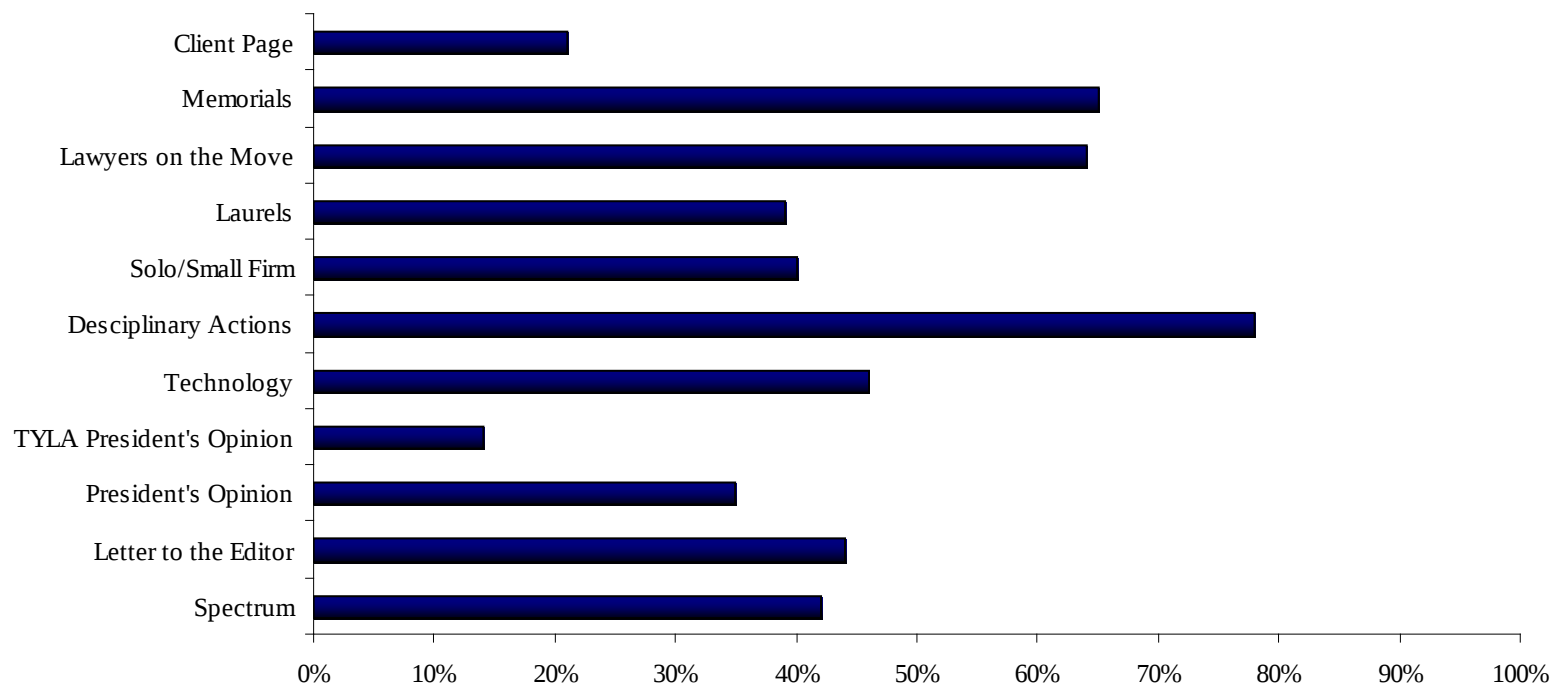


Personal Questions Cont.



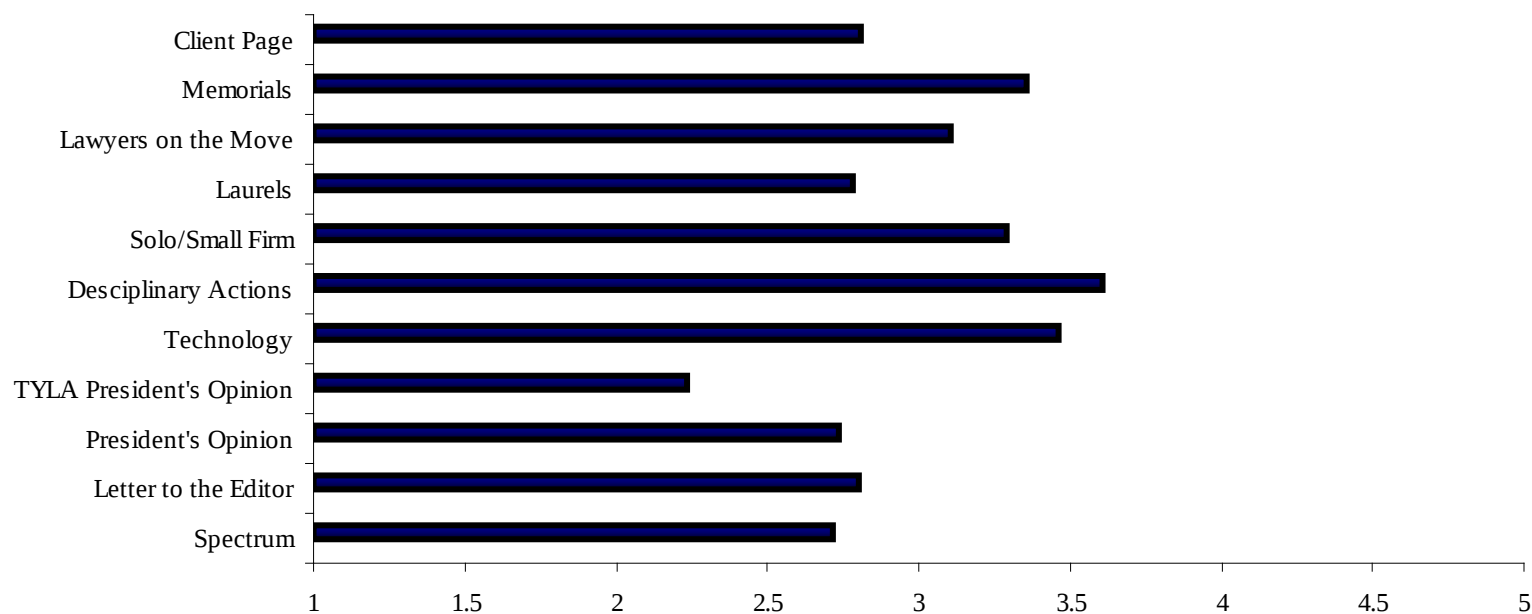
Columns

Please indicate which of the following *Texas Bar Journal* columns you read on a regular basis.

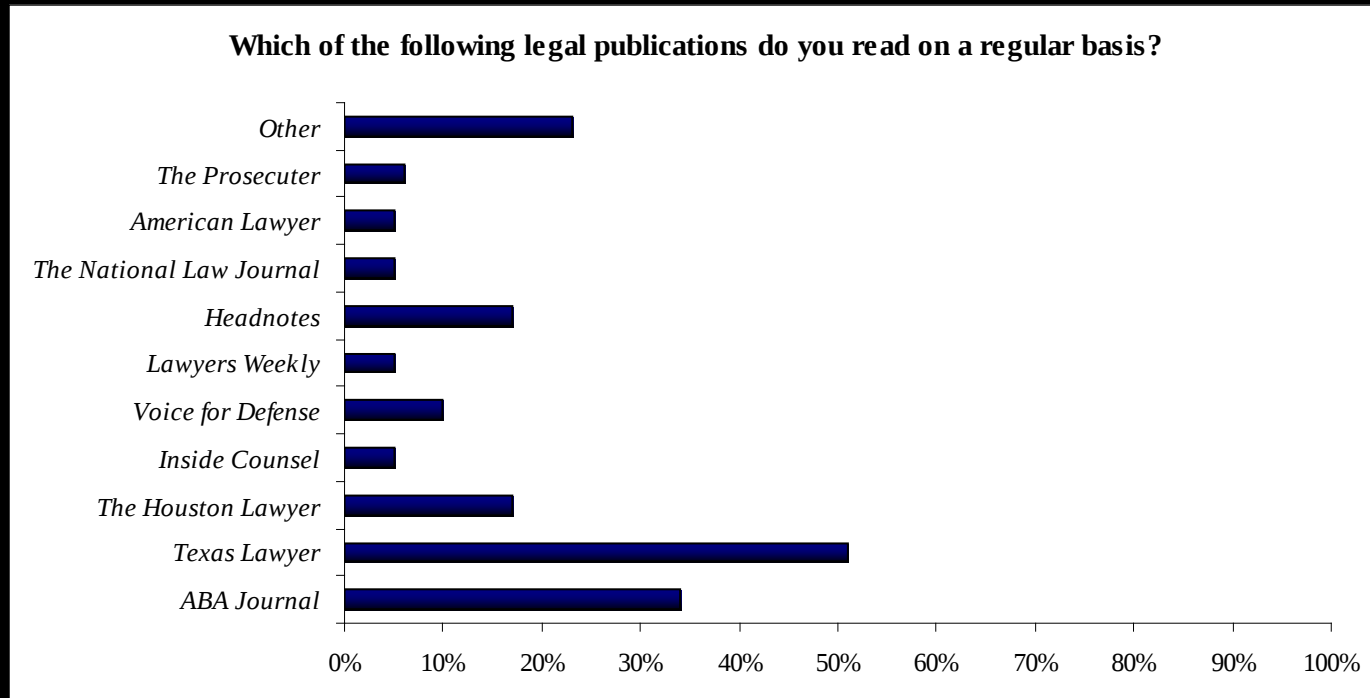


Columns Cont.

For each of the following columns you read please rate how valuable you find them.

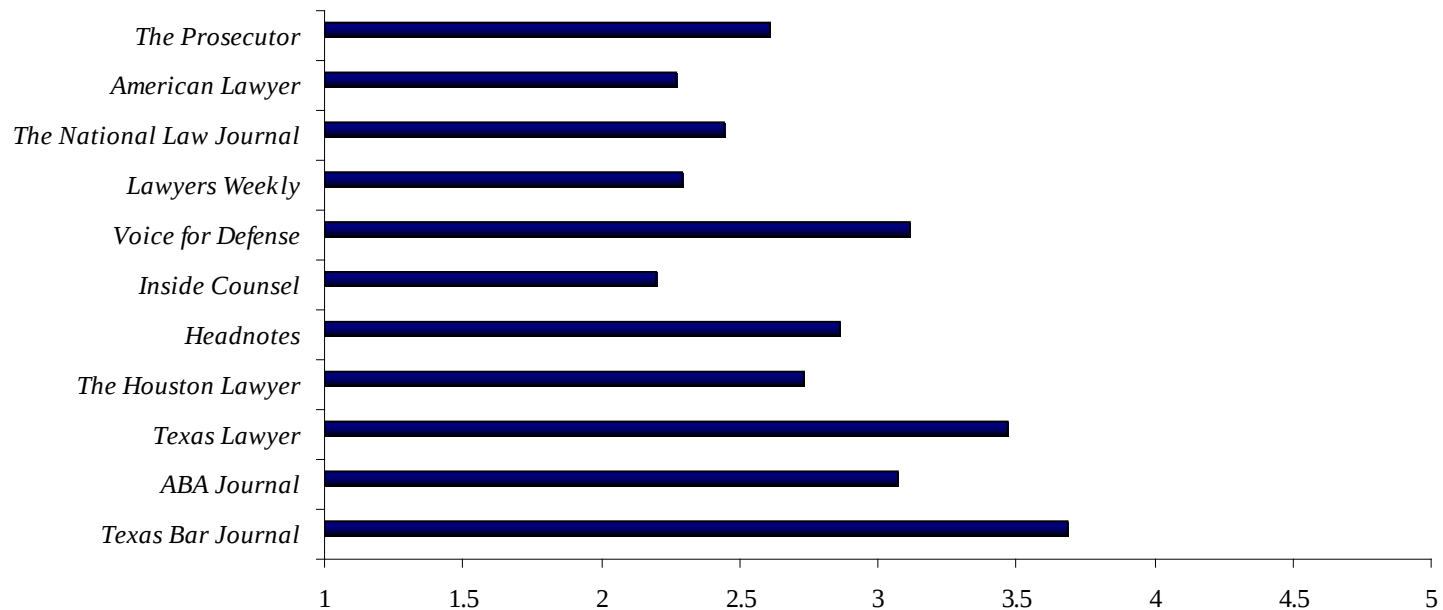


Publications



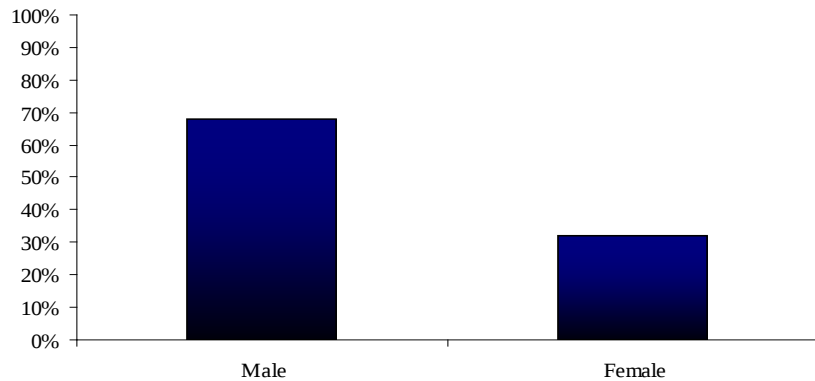
Publications Cont.

For each of the publications you read please rank them on how valuable you find them.

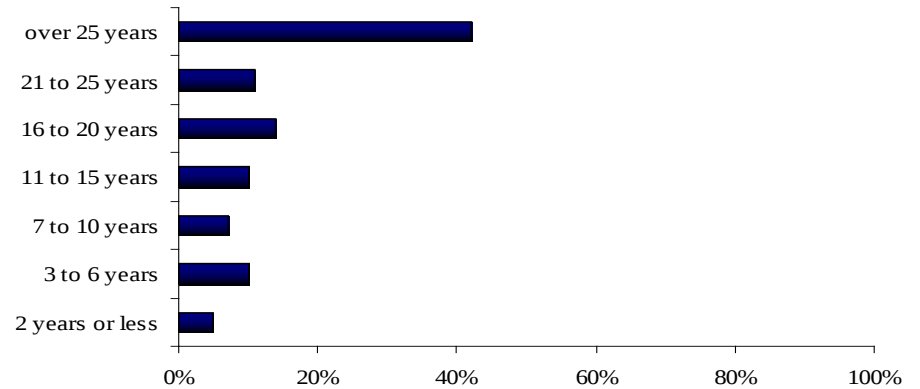


Demographics

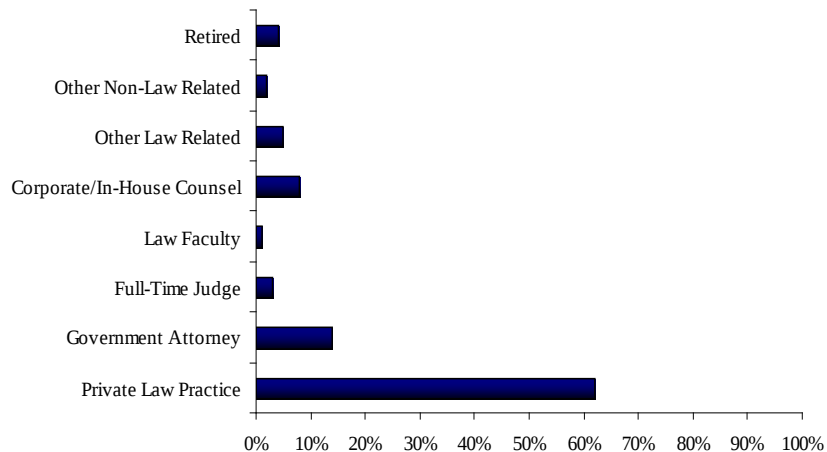
Gender



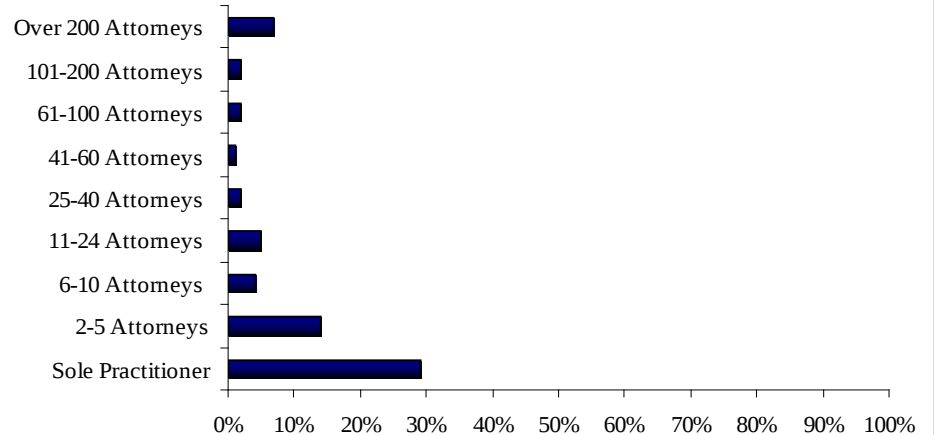
How many years have you been an attorney?



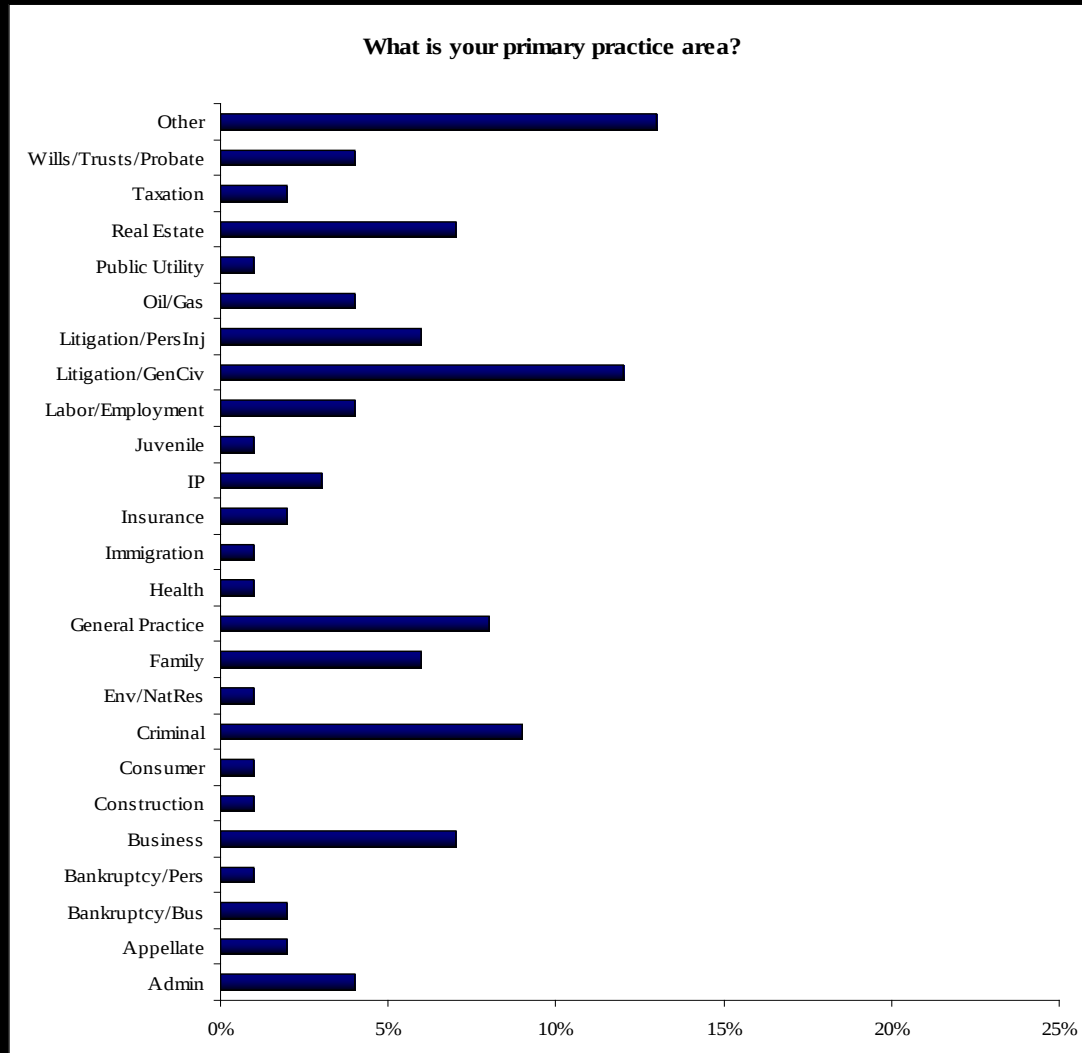
What is your legal occupation or classification?



If you are in private law, what size law firm?

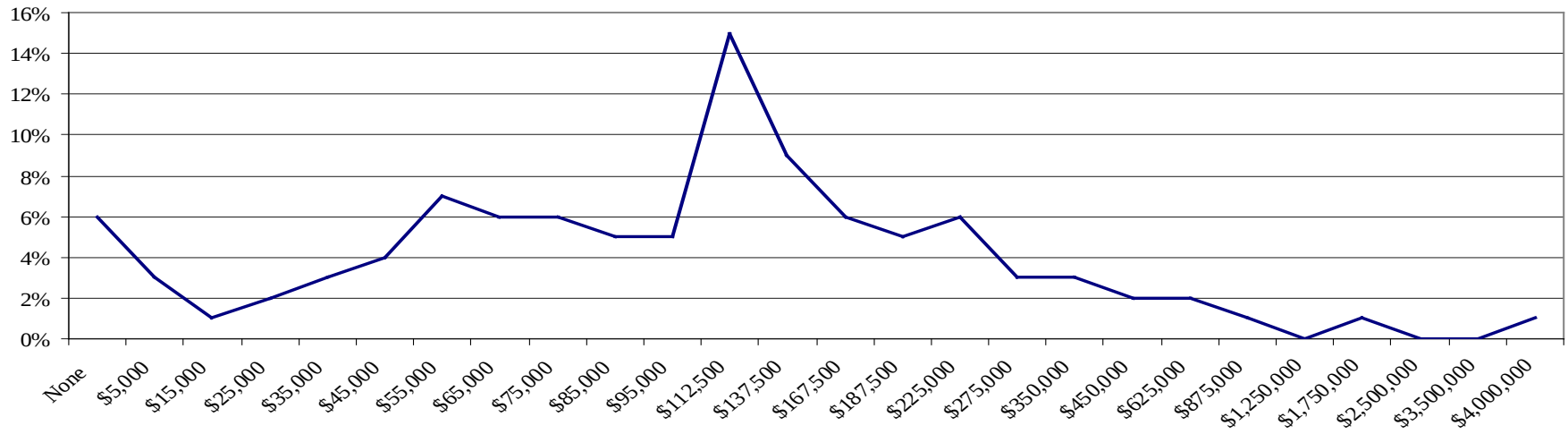


Demographics Cont.



Demographics Cont.

What is your approximate net income?



What is the approximate worth of your investment portfolio?

