

myELF Survey and Focus Group Results
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Number of subjects: 1,211

Number of subject which are part-time residents of the state of Michigan: 19

Age range of subjects: 18-74

Percent of subjects which are male: 47%

Percent of subjects which are female: 50%

Percent of subjects whose sex is unknown: 3%

On locating and researching an attorney:

Most people would look for an attorney by asking a friend, using a referral service, using the yellow pages, or using the internet (Combined total 99.8%)

Most important variables when choosing an attorney include opinions of friends, price and payment, years in practice, case history, and referral agency opinion.

Least important variables when choosing an attorney include AV/BV/CV ranking, size of yellow pages ad, website, and big office.

99.8% of Michigan Residents surveyed would research an attorney before hiring.

90% felt the most reliable research information was available through friends and colleagues.

63% felt independent research information found on the internet was reliable.

5% felt information obtained directly from the attorney or firm was enough information to make a decision in choosing an attorney.

On attorney expertise:

Most Michigan Residents prefer to hire an attorney who has experience in the area of law in which the Resident has a dispute (100%)

An attorney who has showed his or her expertise by publishing a written work about the area of law in which the Resident has a dispute is 80% more likely to be viewed as an expert in that area of law than an attorney who has not published any form of work.

An attorney who has published a written work about any other area of law than the Resident has a dispute, is 59% more likely to be viewed as an expert than an attorney who has not published any form of work.

On use of paralegals:

100% felt case research should be completed by an experienced researcher.

88% felt a paralegal who had completed educational courses and passed exams was qualified to complete case research.

3% felt only an attorney was qualified to complete case research.

1% felt general office staff, or a paralegal that has not taken educational courses or passed an exam was qualified to complete legal research.

On CLE:

If given the choice, 71% would select an attorney who has completed at least 3 hours Continuing Legal Education specific to the case, within the previous 12 months.

53% would select an attorney who has completed 3 hours of Continuing Legal Education specific to any area of law, within the previous 12 months.

51% would select an attorney whose paralegal has completed 3 hours of Continuing Legal Education specific to the case, within the previous 12 months.

27% would select an attorney whose paralegal has completes 3 hours of Continuing Legal Education specific to any area of law, within the previous 12 months.

On cost-saving measures:

97% would select an attorney who accepted credit card payments, even if they did not plan to pay by credit card.

24% would select an attorney based on long-term payment plans.

68% would select an attorney who uses a tiered billing system, by using paralegals.

100% would select an attorney who uses computerized billing and case-tracking systems.

94% would select an attorney who uses the internet to conduct research.

Of the 94%, 53% would prefer an attorney who uses the myBlawg system as a means of researching their case.

Product Preview Focus Group:

302 participants

Interaction with completed program:

100% said information was presented in an easy-to follow and understand method

100% said they would recommend it to friends and family who were searching for an attorney

99% said it provided all the necessary information to select an attorney

Focus group participants were 80% more likely to select an attorney from the myELF database than from friends or family, and 100% more likely to select an attorney from the myELF database than from the yellow pages.

Research and development of the product will continue indefinitely.