

Question C3

Before hiring an attorney, which of the following would you be MOST likely to use to research and compare the credentials of different attorneys?

														Race			/
	Sex			Age						Region				White	Black	His-	
	Total	Male	Fe-	18-	25-	35-	45-	55-	65+	North	Mid-	South	West	Only	Only	panic	
(A)	(B)	male	24	34	44	54	64	65+	-east	west	South	West	(Non-	(Non-	(Any		
		(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)		
Unweighted Total	1166	571	595	85	291	143	239	195	213	225	253	427	261	884	91	117	
Weighted Total	1000	475	525	131*	183	178	193	149	167	183	223	367	227	695	102*	128*	
Would research different attorneys (Net)	824	405	419	119	165	155	155	121	108	149	183	303	188	554	92	110	
	82%	85% <sup>C</sup>	80%	91% <sup>GI</sup>	90% <sup>GH</sup>	87% <sup>I</sup>	81% <sup>I</sup>	82% <sup>I</sup>	64%	82%	82%	82%	83%	80%	90%	86%	
The Internet (Subnet)	377	196	181	66	90	73	75	47	25	76	71	150	80	234	49	50	
	38%	41%	34%	50% <sup>HI</sup>	49% <sup>HI</sup>	41% <sup>I</sup>	39% <sup>I</sup>	32% <sup>I</sup>	15%	42%	32%	41%	35%	34%	48% <sup>N</sup>	39%	
The Internet using a desktop computer	292	152	140	47	58	56	64	45	22	55	55	119	62	187	36	37	
	29%	32%	27%	36% <sup>I</sup>	32% <sup>I</sup>	32% <sup>I</sup>	33% <sup>I</sup>	30% <sup>I</sup>	13%	30%	25%	32%	27%	27%	35%	29%	
The Internet using an iPad or other tablet	59	31	28	8	22	15	10	3	2	17	10	19	13	37	7	7	
	6%	7%	5%	6%	12% <sup>GHI</sup>	8% <sup>HI</sup>	5%	2%	1%	10%	5%	5%	6%	5%	7%	6%	
The Internet using a smartphone	26	12	14	11	11	3	2	0	0	3	6	12	5	10	6	6	
	3%	3%	3%	8% <sup>FGH</sup>	6% <sup>GHI</sup>	1%	1%	0	0	2%	3%	3%	2%	1%	6% <sup>N</sup>	5% <sup>N</sup>	
Ask a friend or relative	291	123	168	38	47	54	59	45	49	44	77	96	74	215	32	34	
	29%	26%	32%	29%	25%	30%	31%	30%	30%	24%	35% <sup>J</sup>	26%	32%	31%	31%	26%	
Local bar association	104	60	44	6	15	18	15	24	27	16	24	35	29	77	7	12	
	10%	13%	8%	4%	8%	10%	8%	16% <sup>DE</sup>	16% <sup>DEG</sup>	9%	11%	10%	13%	11%	7%	9%	
Yellow pages	41	20	21	10	13	9	4	2	3	13	9	16	4	19	3	14	
	4%	4%	4%	7%	7% <sup>GHI</sup>	5%	2%	2%	2%	7% <sup>M</sup>	4%	4%	2%	3%	3%	11% <sup>N</sup>	
Other information source	10	6	4	0	*	2	2	3	3	0	2	6	2	8	0	*	
	1%	1%	1%	0	*	1%	1%	2%	2%	0	1%	2%	1%	1%	0	*	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P - Q/R/S  
 Overlap formulae used. \* small base

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Before hiring an attorney, which of the following would you be MOST likely to use to research and compare the credentials of different attorneys?

	Sex			Age						Region				Race		
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North -east (J)	Mid- west (K)	South (L)	West (M)	White Only (Non- Hisp) (N)	Black Only (Non- Hisp) (O)	His- panic (Any Race) (P)
Weighted Total	1000	475	525	131*	183	178	193	149	167	183	223	367	227	695	102*	128*
I already have or know an attorney and would not research different attorneys	176 18%	70 15%	106 20%B	12 9%	18 10%	22 13%	37 19%DE	27 18%E	59 36%DE	34 18%	39 18%	65 18%	39 17%	141 20%	10 10%	18 14%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O/P - Q/R/S  
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Before hiring an attorney, which of the following would you be MOST likely to use to research and compare the credentials of different attorneys?

	Household Income						H.H. Size			Children In H.H.				Education		
	Total (A)	LT \$35K (B)	\$35K- LT \$50K (C)	\$50K- LT \$75K (D)	\$75K- LT \$100K (E)	\$100K Or More (F)	1 (G)	2 (H)	3 Or More (I)	None (J)	Any (K)	Under 13 (L)	13- 17 (M)	HS Grad or less (N)	Coll Incom- plete (O)	Coll Grad (P)
Unweighted Total	1166	261	171	272	203	259	176	539	451	866	300	220	136	290	355	521
Weighted Total	1000	300	149	222	152	177	139	415	446	699	301	226	159*	444	272	284
Would research different attorneys (Net)	824 82%	240 80%	129 87%	185 83%	123 81%	147 83%	109 78%	336 81%	379 85%	561 80%	263 87%J	205 90%	131 83%	359 81%	224 83%	240 85%
The Internet (Subnet)	377 38%	114 38%	64 43%	76 34%	57 38%	66 37%	40 29%	143 35%	194 43%GH	238 34%	139 46%J	109 48%	66 42%	181 41%	92 34%	104 37%
The Internet using a desktop computer	292 29%	85 28%	56 37%F	60 27%	45 29%	46 26%	30 21%	117 28%	145 33%G	192 27%	100 33%	77 34%	44 28%	130 29%	74 27%	88 31%
The Internet using an iPad or other tablet	59 6%	15 5%	6 4%	11 5%	10 7%	17 9%	9 6%	17 4%	34 8%	35 5%	25 8%	20 9%	14 9%	36 8%	11 4%	12 4%
The Internet using a smartphone	26 3%	14 5%	3 2%	4 2%	3 2%	3 1%	2 1%	9 2%	15 3%	12 2%	14 5%J	12 5%	7 5%	15 3%	7 3%	5 2%
Ask a friend or relative	291 29%	71 24%	38 26%	83 37%BC	45 30%	54 31%	36 26%	136 33%	119 27%	211 30%	80 27%	60 27%	40 26%	114 26%	83 30%	95 33%N
Local bar association	104 10%	29 10%	18 12%	25 11%	13 9%	18 10%	23 16%I	45 11%	37 8%	79 11%	25 8%	18 8%	9 6%	33 7%	37 14%N	34 12%
Yellow pages	41 4%	21 7%D	6 4%D	1 *	6 4%D	8 5%D	5 4%	8 2%	28 6%H	22 3%	20 7%J	18 8%	15 9%	27 6%P	8 3%	6 2%
Other information source	10 1%	5 2%	2 1%	1 *	2 1%	1 1%	4 3%I	4 1%	2 *	10 1%	0 0	0 0	0 0	4 1%	4 2%	2 1%
I already have or know an attorney and would not research different attorneys	176 18%	60 20%	20 13%	37 17%	29 19%	30 17%	31 22%	79 19%	67 15%	138 20%K	38 13%	22 10%	28 17%	85 19%	48 17%	44 15%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P  
Overlap formulae used. \* small base