

Legal Watch™ Dallas 2014

A Lawyer's Guide for Delivering Legal Services to Dallas County Latinos

A UNIQUE STUDY

The only study of the legal experiences, perceptions and needs of Dallas County Latinos.

PAST RESEARCH

Study of Hispanic Legal Needs
DFW Multicultural Study
Health Watch
DFW Latino Trendline Study
Testimony to Texas State Bar
Committee on Legal Advertising

CUSTOM QUESTIONS

In addition to the broad number of topics already included in the study, early subscribers have the option of including their own custom questions for an additional fee.

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It's Time to Re-Evaluate Your Marketing Strategy

Like many legal professionals in Dallas County, your firm undoubtedly has a formula for success or "secret sauce" that keeps your business competitive, including such tactics as paid advertising, a web site, social media, sponsorship of community events, networking at social events, and other strategies. Recent trends, however, suggest that your "secret sauce" may be losing some of its effectiveness in the near future. Consider the following:

- A lackluster economy is causing many individuals and firms to forgo needed legal services, or choose less costly online alternatives like LegalZoom.com.
- The Dallas County population has changed dramatically and is now 64% non-white – creating the demand for communications in non-English languages.
- This culturally-diverse community brings values and traditions that are unique and likely to challenge the delivery of traditional legal services.
- Equally important, many of these individuals will serve on juries that will determine the outcome of lawsuits that may involve your clients.

Without additional knowledge about the legal experiences, attitudes and perceptions of these diverse groups in Dallas County, your firm may find itself at a significant disadvantage by relying on the same formula for success.

The solution to this dilemma will not be found in any law school classroom, text book, or Lexis-Nexis, but rather in a new study that has been designed to update the marketing strategies used by attorneys.

Legal Watch™ Dallas is the brainchild of Dr. Edward T. Rincon, a research psychologist with 34 years of experience in studies of diverse communities, and Kevin Karlson, JD., Ph.D., a litigation consultant who has provided jury consulting, trial preparation, and coaching services to Dallas-area attorneys for more than 30 years. By combining their collective expertise, Dr. Rincón and Dr. Karlson have designed a unique marketing tool for attorneys, law firms, law schools, and supportive legal organizations that will help:

- Evaluate their visibility in the Dallas area and determine whether their advertising efforts, corporate giving or other strategies are achieving their intended objectives;
- Evaluate their competitive position relative to other Dallas-area attorneys or law firms that provide similar services;
- Identify new service and staffing needs that need to be initiated or expanded to better serve Dallas-area Latino residents; and
- Identify new marketing tactics to improve their image among different segments of Latinos.

How the Study Was Conducted

The sampling universe consisted of a random sample of all Latino households in Dallas County with a landline or cellular phone, which was used to conduct telephone interviews with 400 Hispanic adults. Within each household, an adult was selected randomly for the interview. All interviews were conducted by experienced bilingual interviewers in the language preferred by the respondent.

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Research for a multicultural America

STUDY USED FOR

Competitive analysis
Advertising awareness
Media planning
Grant applications
Instructional support
Planning language strategy
Consumer education
Demand analysis

RINCON & ASSOCIATES LLC

For the past 34 years, we have provided research solutions that expand the cultural intelligence of organizations that serve multicultural consumers. These research solutions include:

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For more information on any of our products or services, please visit us on the Web at:

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What the Study Measures

Advertising Recall, Awareness and Usage of Attorneys or Law Firms	Awareness of legal advertisements in past 12 months, top-of-mind awareness of attorneys or law firms in Dallas County, and past 12-month usage of attorneys or law firms
Importance of Selected Factors in Hiring an Attorney	Advertising, race-ethnicity or gender of attorney, language support, perceived trust.
Barriers to Obtaining Legal Services	Barriers that have prevented the use of legal representation in the past 12 months, including costs, language support, treatment by attorneys or their staff, limited English-language proficiency, location, or conflict with attorney office hours.
Attitudes & Perceptions That May Influence Jury Outcomes	Values related to crime and punishment, family and marital issues that could be relevant in jury trials; perceptions of trust of attorneys and the Dallas County court system.
Sources of Information to Find Legal Services	Sources of information generally used to find legal services, including television, radio, newspapers, cable, Internet access & usage, social media, community organizations, family, and friends; most trusted sources of information.
Expected Legal Needs Over the Next 12 Months	Immigration, personal injuries, child custody, job discrimination, business start-up, obtaining a patents and trademark, signing important contracts, home foreclosures, any time of crime, business bankruptcy, and DWIs.
Demographics	Gender, age, marital status, household size and composition, race/ethnicity, years of U.S. residency, and nativity
Socioeconomics	Educational attainment, occupation, household income, homeownership, credit card usage, preferred payment options for legal services
Custom Questions & Analyses	Subscriber-designed questions that are tabulated by a customized banner; special analyses available on request

Becoming a Subscriber

The Basic Report is available for **\$5,000**. The Basic Report includes a preface, study concept and background, study methodology, study findings, conclusions and recommendations. A complete set of tabulations of the survey questions by key demographic subgroups also accompanies the Basic Report.

To become a subscriber, simply complete the **Order Form** on the following page and mail it along with your payment to Rincon & Associates LLC, 6500 Greenville Ave., Suite 120, Dallas Texas 75206. You may also pay online with a major credit card or bank check by using Pay Pal at this web address:

www.rinconassoc.com/legalwatch. Questions concerning the study can be addressed by calling Dr. Edward T. Rincón at 214-750-0102 or sending an email to edward@rinconassoc.com.



Legal Watch™ Dallas 2014 Order Form

SUBSCRIBER INFORMATION

Please complete all of the requested information in this section. We do not ship the study report by regular mail, so please provide us an account number for your preferred shipper or let us know if you will have the report picked up by a courier.

ORDERING NOTES

Please complete all of the requested information related to your order. Quotes for custom analysis can be provided upon receipt of a description of the type of analysis desired.

Please make the check payable to Rincon & Associates LLC, and mail the check and completed Order Form to:

Rincón & Associates LLC
6500 Greenville Ave., Suite 120
Dallas, Texas 75206



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Ordering Information

<i>Item</i>	<i>Qty. Ordered</i>	<i>Cost Per Unit</i>	<i>Subtotal</i>
Basic Report		\$5,000	\$
Extra Copy of Report (subscribers only)		\$300	\$
Custom Tabs			
Banner setup		\$200	\$
Question Tab		\$75	\$
Custom Analysis (quotation only)			\$
			\$
			\$
			\$
Sales tax (8.25%) or attach copy of Tax Exempt Certificate if you are tax exempt.			\$
Total Cost			\$