

1. Have you ever used a lawyer Yes No
2. If yes to question number 1, how did you choose a lawyer the last time you used him or her? You may choose a combination of factors.
- (a) Location of Office
 - (b) Recommendation of a friend
 - (c) Previously used that lawyer
 - (d) Yellow Pages Advertisement
 - (e) Newspaper Advertisement
 - (f) Recommendation of a related business contact (eg: real estate agent)
 - (g) Lawyer spoke to a group you belong to
 - (h) Read about the lawyer in a newspaper or saw on television
3. What factors are important to you when choosing a lawyer? Please rank in order of importance.
- | | |
|--|---------------------------|
| (a) Location of office | Priority (low 1- 7 high): |
| (b) Hourly rate or fee | Priority (low 1- 7 high): |
| (c) Number of years of practice | Priority (low 1- 7 high): |
| (d) Specialist in the area of law required | Priority (low 1- 7 high): |
| (e) The recommendation of a previous client | Priority (low 1- 7 high): |
| (f) The recommendation of a business contact | Priority (low 1- 7 high): |
| (g) An attractive advertisement | Priority (low 1- 7 high): |



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4. Did you refer friends to your previous lawyer?
If not why not? Yes No

- (a) Did not like the work done
- (b) Did not like the lawyer's personality
- (c) Did not like the fee charged
- (d) Did not like how long the work took
- (e) Did not have the opportunity to refer friends
- (f) Did not think of referring friends
- (g) Other

Comments about choosing a lawyer

Name:

Address:

Telephone Number:

Date:



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