Report on the 2017 LRIS Census – Valuable Data for Innovation, Productivity and Funding

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Introduction

This session will for the first time reveal data from the 2017 Lawyer Referral and Information Service Annual Census, which collected information about the operations and characteristics of over half of the LRIS programs nationwide. Presenters will discuss findings on topics such as services, referrals, panelists, fees, marketing, revenue and costs. The hope is that it will enable you to better highlight the enormous impact LRIS programs are having, and provide useful data by which to benchmark yourself against comparable programs.
1,522,796 people contacted programs in 2016

561,825 were referred to a lawyer

119,179 people retained a lawyer

552,150 people referred to social or government service, legal aid or other pro bono organization

Only about 55% of all the programs!
Conversion Rates

Average of 45% of calls are referred to a lawyer

Average of 12% of calls retained a lawyer

Average of 25% of referrals retained a lawyer
### Members in Bar

<table>
<thead>
<tr>
<th></th>
<th>Sum</th>
<th>726,253</th>
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<tbody>
<tr>
<td>Average</td>
<td>6,002</td>
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</tr>
<tr>
<td>Range</td>
<td>93-100,000</td>
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<tr>
<td>Median</td>
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### Number of Panelists

<table>
<thead>
<tr>
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<th>18,210</th>
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<tr>
<td>Average</td>
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<tr>
<td>Range</td>
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<tr>
<td>Median</td>
<td>110</td>
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</table>

Average % Participating in LRIS = 7.9%

Preliminary Data - Subject to Change
Number of FTE Staff

Average = 2.5 / Median = 1.5

Preliminary Data - Subject to Change
Annual Referrals per FTE Staff Person

Average = 2,045
Median = 1,392
Types of Additional Services

- Modest Means/Reduced Fee Program Panel: 60
- Unbundling (Discrete Task Representation) Panel: 29
- Alternative Dispute Resolution: 21
- Call-in Advice Program (Weekly, Bi-monthly, Monthly, Quarterly): 16
- Request-a-Speaker Program: 16
- Programs to Help Self-represented Litigants at Local Courts: 14
- Lawyer-on-Call Instant Telephone Advice: 10
- Radio/TV Show: 7
- Education Column in Local Media: 1

Preliminary Data - Subject to Change
Subject Matter Areas

- 1,522,796...Contacted

Greatest Growth
FAMILY LAW

Greatest Decline
PERSONAL INJURY
Subject Matter Decline

- Personal Injury: 16%
- Immigration: 16%
- Military: 15%
- Elder Law (including wills/trusts/probate/estate planning): 10%
- Unknown: 9%
- Family: 7%
- Other: 5%
- Bankruptcy: 5%
- Landlord/Tenant: 4%
- Business Law: 3%
- Real Estate: 3%
- Employment: 3%
- Criminal: 2%
- No decline: 2%

Preliminary Data - Subject to Change
Referral Fees

- 59%: Yes
- 23%: Yes, with exceptions
- 18%: No

Preliminary Data - Subject to Change
Referral Fee Amounts

Preliminary Data - Subject to Change
Referral Fees and Profitability

Average profit of those that charge a referral fee: $34,752

Average profit of those that don’t charge a referral fee: $41,866
Referral Fees and Call Volume

Average number of contacts/year of those that charge a referral fee:
8,966

Average number of contacts/year of those that *don’t* charge a referral fee:
15,164
Percentage Fees

Sum = $13,439,129 / Average Revenue from Percentage Fees = $186,655
Percentage Fees and Profitability

Average profit of those that charge a percentage fee:
$51,355

Average profit of those that *don’t* charge a percentage fee:
$5,404
Panelist Fees

- Yes: 89%
- No: 1%
- Only non-bar members: 10%

Preliminary Data - Subject to Change
Panelist Fees

For Bar Members
Range: $0-500
Average: $147
Median: $125

For Non-Bar Members:
Range: $50-900
Average: $316
Median: $300

Members vs. Non-Members
Member fee is on average 53.6% of the non-member fee
### Top Paid Marketing Expenditures

<table>
<thead>
<tr>
<th>Original Medium</th>
<th>Highest</th>
<th>Second Highest</th>
<th>Third Highest</th>
<th>Fourth Highest</th>
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<tbody>
<tr>
<td>PRINTED ADVERTISING MATERIALS/BROCHURES/POSTERS</td>
<td>29</td>
<td>29</td>
<td>19</td>
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<tr>
<td>GOOGLE PAID ADVERTISING</td>
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<td>33</td>
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<td>YELLOW PAGES</td>
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<td>7</td>
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<tr>
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<tr>
<td>COURTHOUSES</td>
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<tr>
<td>YOUTUBE PAID ADVERTISING</td>
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<tr>
<td>SHOPPING MALLS</td>
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</tbody>
</table>

- **Average spent on marketing = $20,965**
- **Average % of costs spent on marketing = 19%**
- **Average % of revenue spent on marketing = 11.4%**

*Preliminary Data - Subject to Change*
Top Referral Sources

- COURT
- ATTORNEYS
- LEGAL AID/SOCIAL SERVICES
- WEB/INTERNET (ORGANIC SEARCH RESULTS, NOT PAID)
- WORD OF MOUTH (E.G. PAST CLIENTS)
- GOOGLE PAID ADVERTISING
- YELLOWS PAGES
- PRINTED ADVERTISING MATERIALS/BROCHURES
- SOCIAL MEDIA
- MAGAZINES
- RADIO
- TV
- FACEBOOK PAID ADVERTISING
- SHOPPING MALLS
- MUNICIPAL TRANSPORTATION
- NEWSPAPERS
- YOUTUBE PAID ADVERTISING

Highest
Second Highest
Third Highest
Fourth Highest

Preliminary Data - Subject to Change
Average Revenue: $178,928
Average Costs: $147,770
Average Profit/Loss: $38,509

Loss: 39%
Profit: 61%

Profit/Loss Trend Over Past 3 years

Preliminary Data - Subject to Change
Questions?