

## **SURVEY METHODOLOGY -**

Survey respondents included approximately sixty representatives from primarily Am Law 200 law firms. This survey data was tallied in New York at the 2005 “Next Generation Business Development Forum©” using live audience feedback technology from Express Interactive Solutions [www.expsolutions.com](http://www.expsolutions.com).

## **DEMOGRAPHICS OF RESPONDANTS -**

**BY POSITION:** Approximately 45% of respondents are firm partners that act as either chairman or head of their firm and/or Business Development/Marketing Committees. The other 45% of respondents are Chief Marketing Officers or an equivalent position within the above firms. The remaining 10% were the equivalent of firm administrators or chief executive officers of their firms

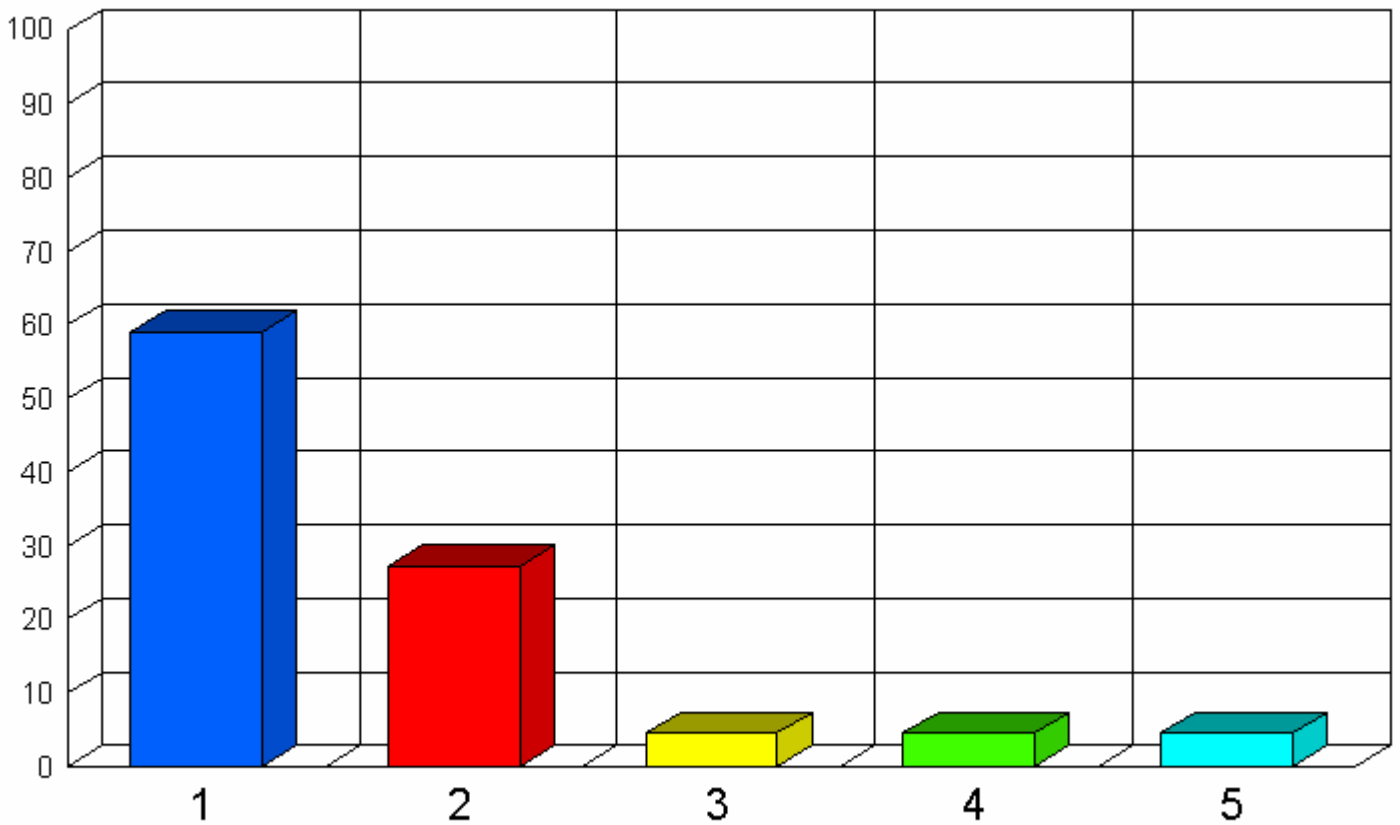
**BY GEOGRAPHY:** Approximately 25% were from the Northwest United States; 40% from the Midwest and Mid-Atlantic regions; 11% Western states; 10% Canadian; and 4% from the United Kingdom.

**BY FIRM SIZE:** Approximately 40% were from firms with over 500 lawyers; 40% from firms with between 51-500 lawyers and 10% from firms with 26-50 lawyers and 5% other.

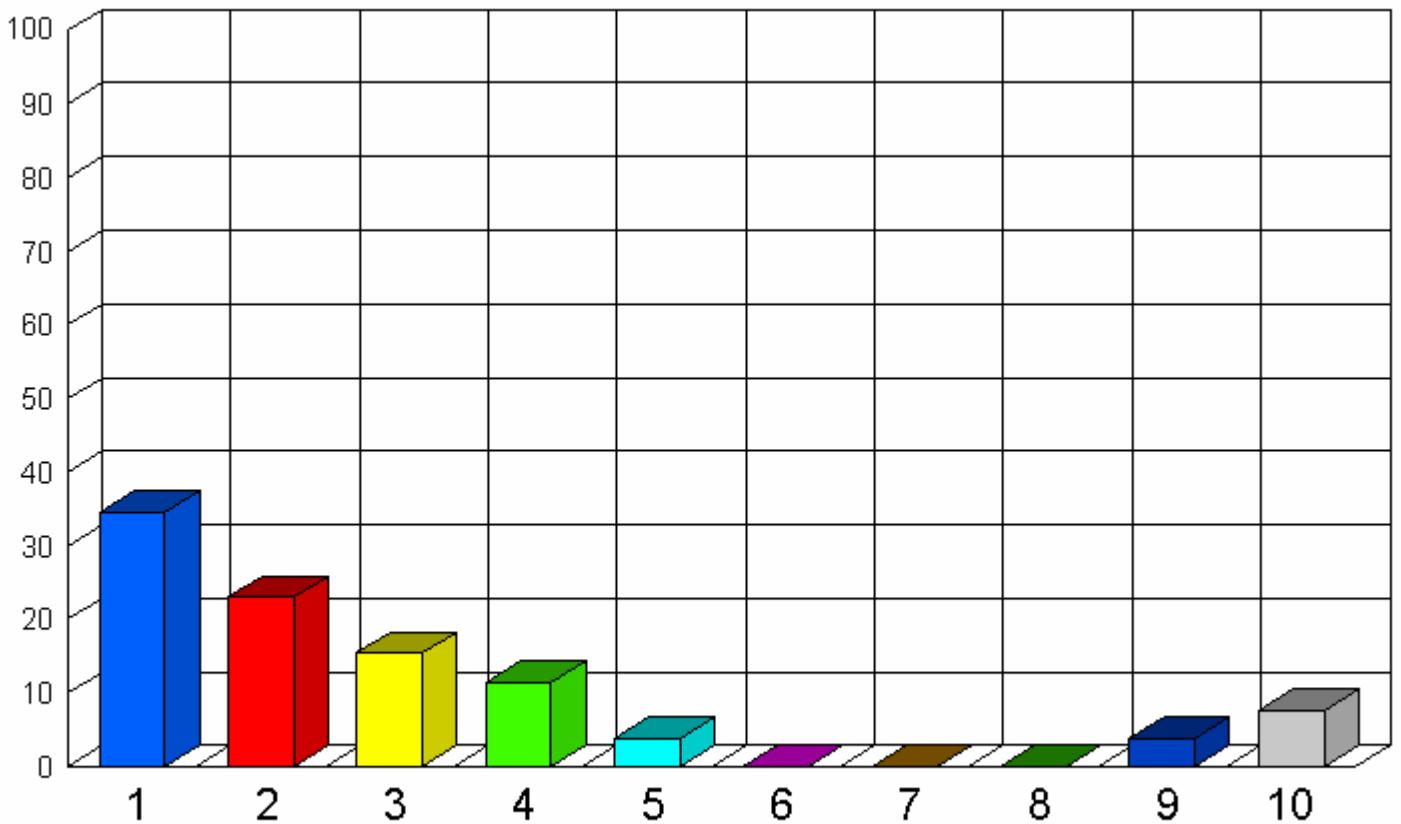
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<b>Question # 10</b>	Has your firm merged with another firm in last 15 years?	%
	1. Yes	59.09
	2. No never even came close	27.27
	3. No but have come close several times	4.55
	4. No but have come close a handful of times	4.55
	5. Our firm will never merge	4.55
<b>Mean Score:</b>		<b>1.68</b>



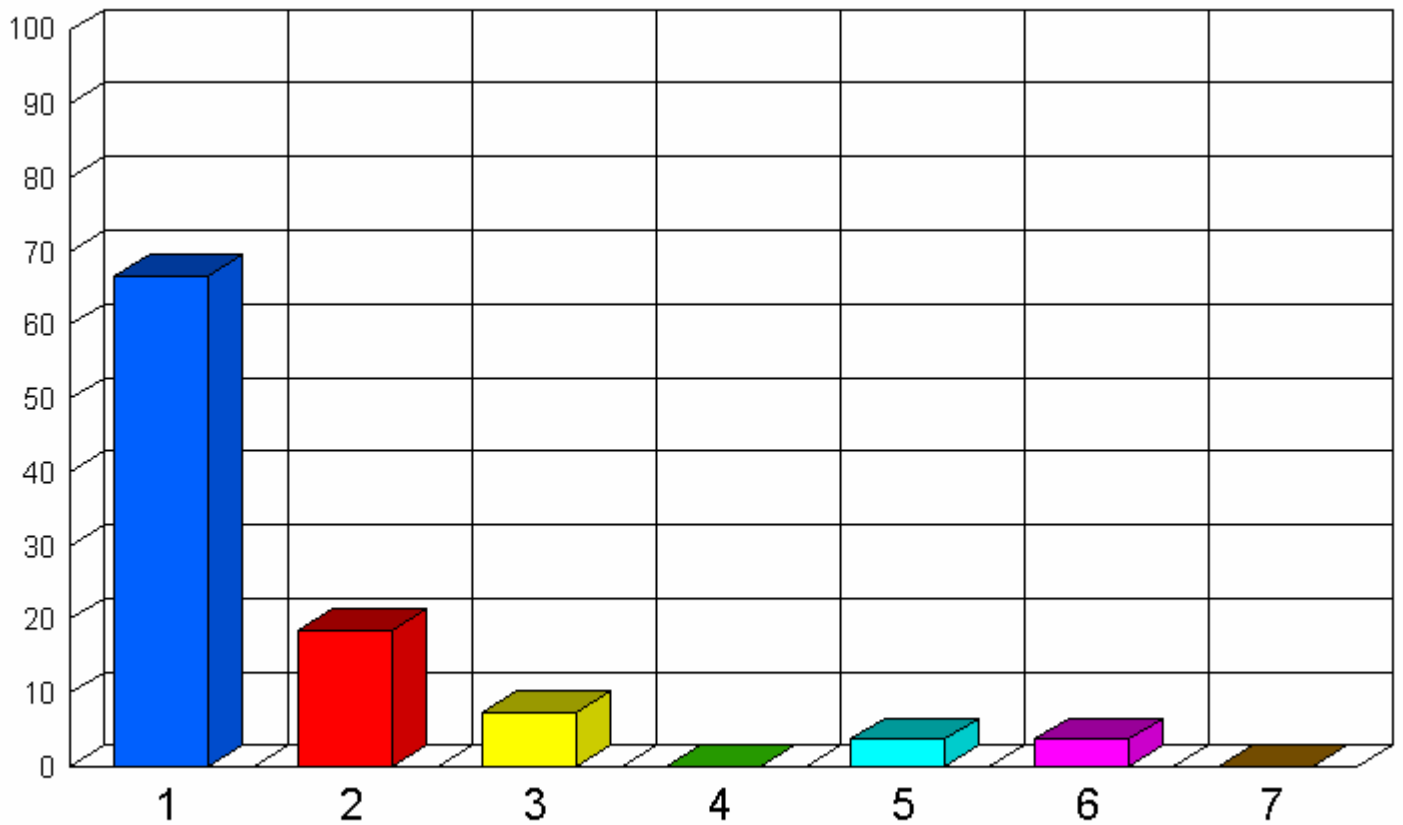
Question # 11	Percentage of Partners/SHs in your firm that are laterals	%
	1. Less than 20%	34.62
	2. 21-25%	23.08
	3. 26-30%	15.38
	4. 31-35%	11.54
	5. 36-40%	3.85
	6. 41-45%	0.00
	7. 46-50%	0.00
	8. 51-55%	0.00
	9. 56-60%	3.85
	10. More than 60%	7.69
<b>Mean Score:</b>		<b>3.04</b>



**Question # 12** Compared to 3-5 years ago please rate the difference in your firm's time investments interest and intensity towards identifying/hiring laterals and/or acquisitions: | %

1.Much higher than ever before	66.67
2.As high as it has been for awhile	18.52
3.Slightly higher than before	7.41
4.About the same for last 3-5 years	0.00
5.Slightly less than before	3.70
6.Definitely less	3.70
7.A lot less than before	0.00

**Mean Score: 1.67**



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