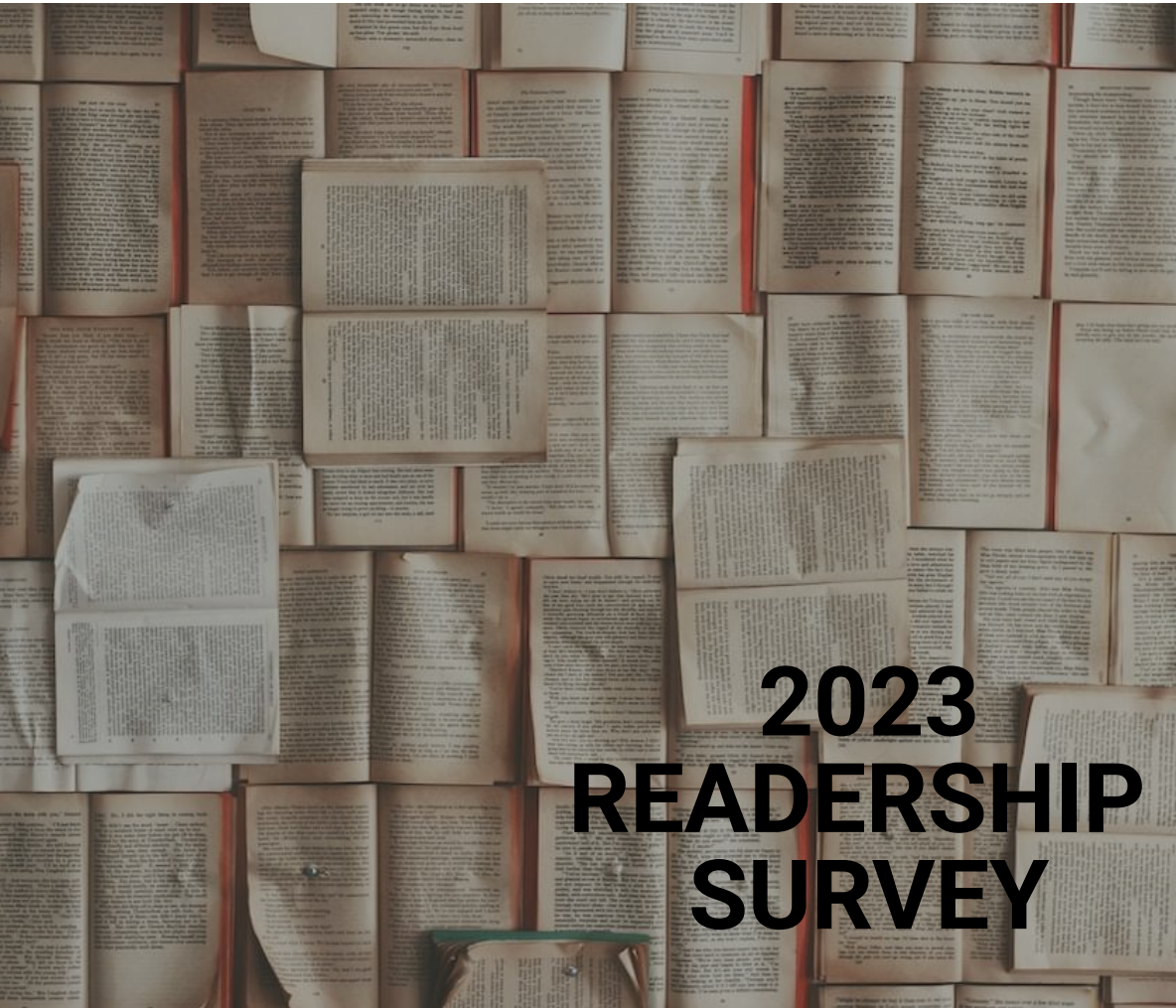


# TBJ

THE TEXAS BAR JOURNAL



**2023  
READERSHIP  
SURVEY**

# Overview

The 2023 Texas Bar Journal Readership Survey was conducted electronically from May 25 to July 5. The primary purpose of the survey was to help the Texas Bar Journal Board of Editors and the magazine’s editorial staff plan future issues of the publication with content applicable to State Bar of Texas members.

The population for the survey was all active State Bar members, a total of 111,412 as of December 31, 2022. Excluded from the survey were members who have opted out of participating and those who had not reported the Texas county they practice in.

In order to obtain a confidence level of 95% and a margin of error of less than 5 percent, the survey was sent to a stratified random sample of 20,000 active members. The sample population was stratified into 13 metropolitan and non-metropolitan statistical areas (MSAs) as defined by the Federal Office of Management and Budget.

A total of 1,866 members participated in the survey. With 1,866 respondents, there is a margin of error of ± 2%. This means that if 40% of the respondents answered “yes” to a question, we can be 95% confident that the actual proportion of the population who would answer “yes” to the same question is 2 percentage points lower or higher than 40% (38% to 42%).

## Survey Sampling

Sampling Regions	Populations		Sample Size
	Active Members	Percentage	
Houston-The Woodlands-Sugar Land MSA	30,895	27.7%	5,546
Dallas-Fort Worth-Arlington MSA	30,116	27.0%	5,406
Austin-Round Rock MSA	13,559	12.2%	2,434
Out-of-State/Country	14,586	13.1%	2,618
San Antonio-New Braunfels MSA	7,563	6.8%	1,358
Non-Metropolitan Counties	3,574	3.2%	642
West Texas MSAs	2,575	2.3%	462
East and Northeast Texas MSAs	2,300	2.1%	413
South Texas MSAs	2,050	1.8%	368
El Paso MSA	1,290	1.2%	232
Corpus Christi MSA	1,024	0.9%	184
Central Texas MSAs	1,176	1.1%	211
Beaumont-Port Arthur MSA	704	0.6%	126
<b>Total</b>	<b>111,412</b>	<b>100.0%</b>	<b>20,000</b>

# Summary Findings

## General Findings

The Texas Bar Journal continues to be a trusted and well-read publication among Texas attorneys. Most respondents are frequent readers (58%, up from 57% in the 2021 survey) and have read at least three of the past four issues (64%, up from 63%). Most rate the TBJ as credible/reliable (84%, up from 59%) and as containing practical, useful information (80%, up from 59%). The primary way members read the magazine remains the print edition (74%, unchanged from 2021).

## Demographics

**Sex**—Respondents were representative of Texas attorneys:  
41% of respondents were women compared to 38% of the Texas attorney population.

**Age**—Respondents were slightly older:  
The median age of respondents was 58 compared to 49 for the Texas attorney population.

**Occupation**—Largest occupation group of respondents was private practitioner:  
Private practitioners made up 59% of respondents compared to 62% of the Texas attorney population. Of those, 22% responded being solo practitioners compared to 21% of Texas attorneys.

## Topics

The top five topics members are interested in reading about: important legal news issues (79.2%), articles on specific areas of law (72.3%), caselaw development (71.5%), new laws or proposed legislation (67.7%), and theme issues on specific areas of law (57.9%).

Primary way members read the  
*Texas Bar Journal*:  
Print Magazine

**74%**

Percent of members who would  
prefer to read the *Texas Bar Journal* solely online:

**23%**

# Texas Bar Journal Readership

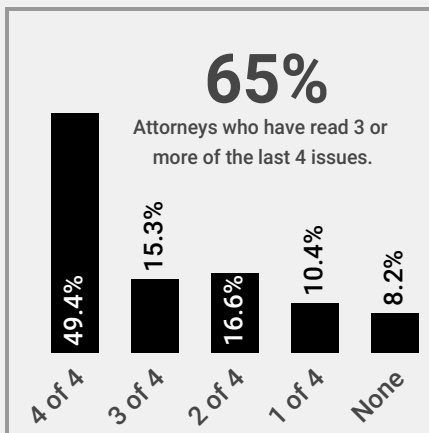
QUESTION: How often do you read the *Texas Bar Journal*?



Frequent Readers

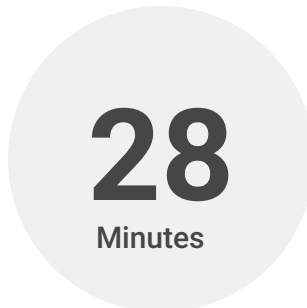
Note: Frequent readers include respondents who reported they always or frequently read the *Journal*. Infrequent readers include respondents who reported they sometimes or never read the *Journal*. Non-readers are attorneys who reported they never read the *Journal*.

QUESTION: How many of the past 4 issues of the *Texas Bar Journal* have you read or looked through?



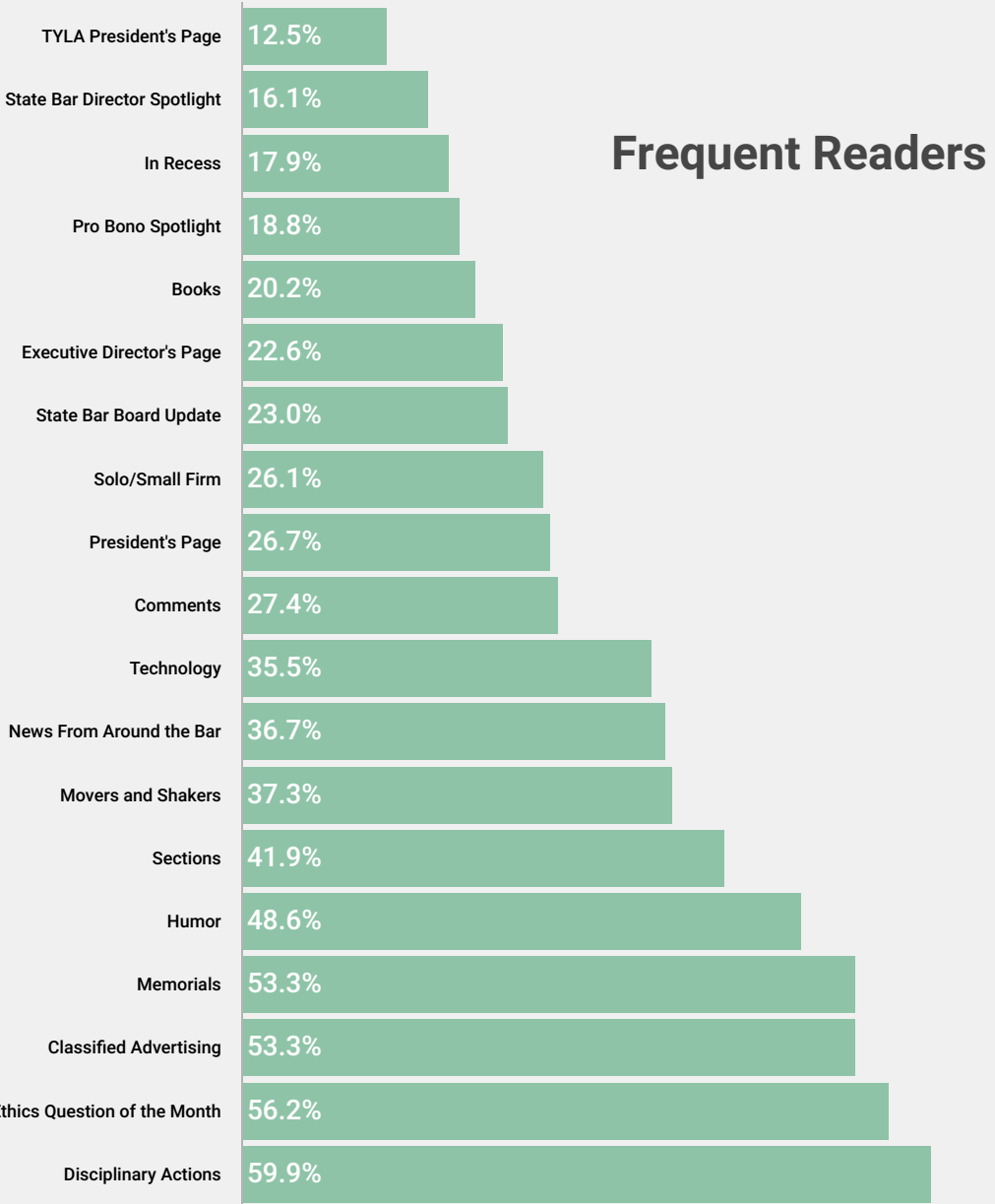
QUESTION: On average, how much time do you spend reading an issue of the *Texas Bar Journal*?

## Median Time

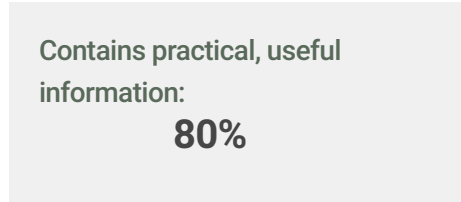
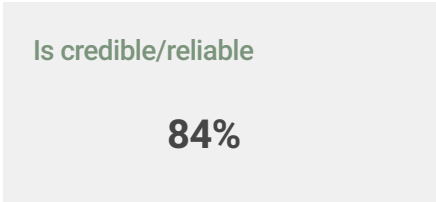


### QUESTION: How often do you read the following columns?

Note: Frequent readers include respondents who reported they always or frequently read the column.

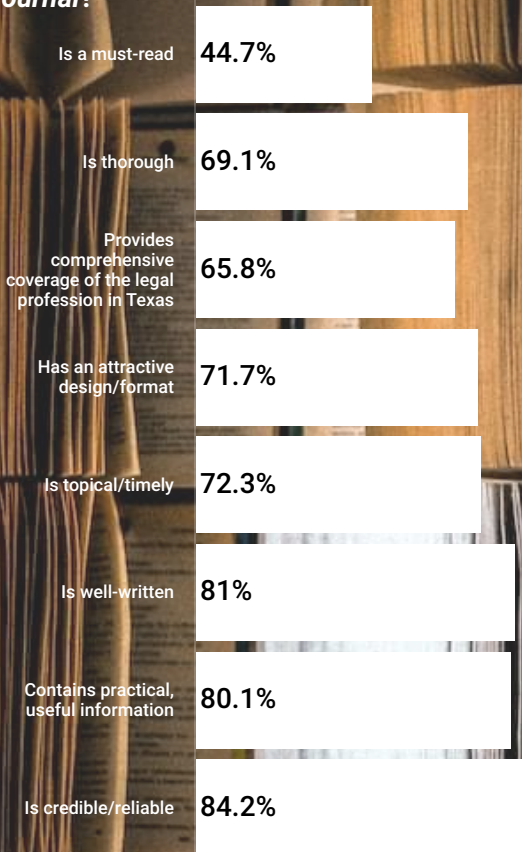


**QUESTION: How strongly do you agree with each statement about the *Texas Bar Journal*?**

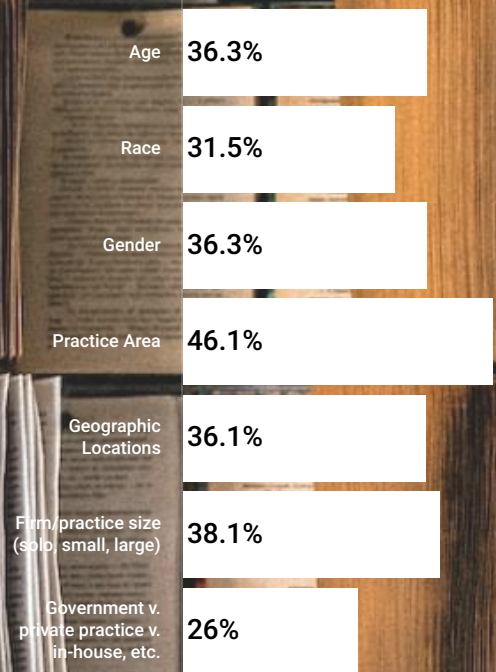


Note: The agreement percent is based on responses of 4 or 5.

**QUESTION: How strongly do you agree with each statement about the *Texas Bar Journal*?**

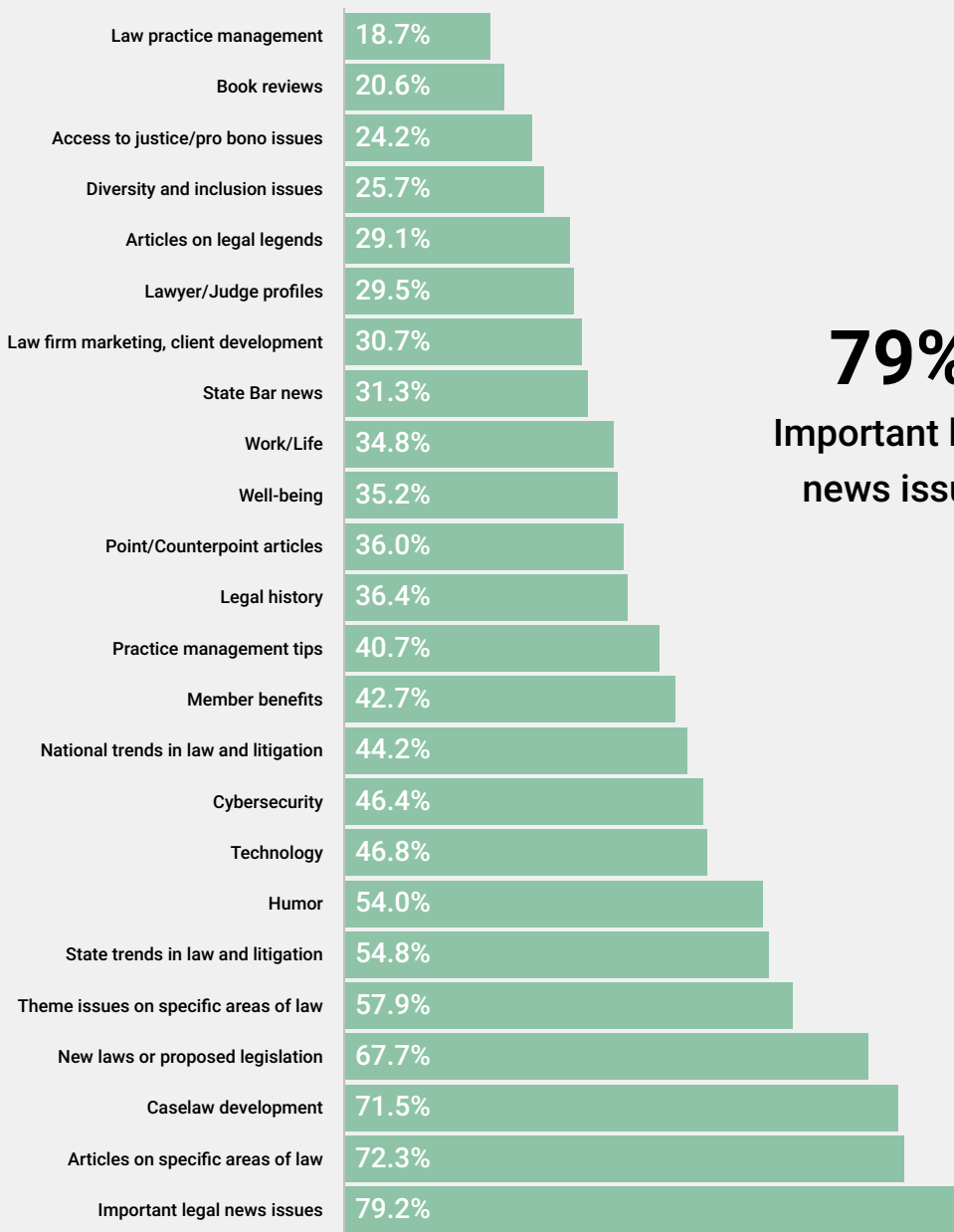


**QUESTION: How strongly do you agree that the *Texas Bar Journal* reflects the membership of the State Bar of Texas in relation to:**



### QUESTION: Rate your level of interest in reading about the following topics:

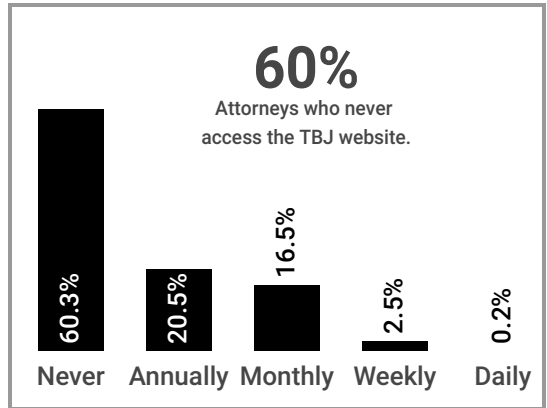
Note: The agreement percent is based on responses of 4 or 5.



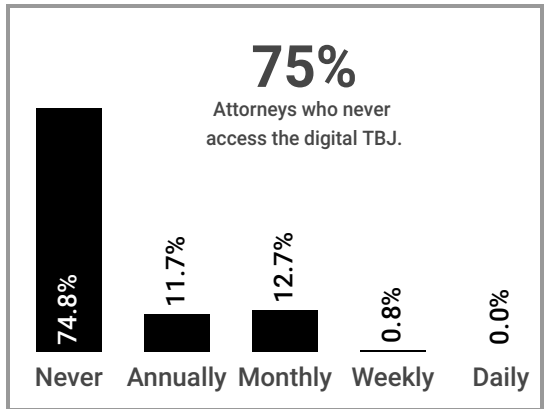
**79%**  
Important legal news issues

# Electronic Readership

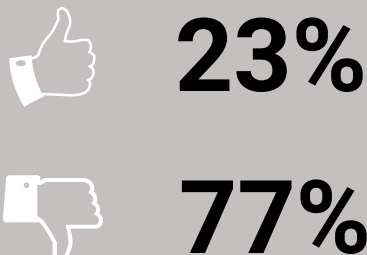
QUESTION: How often do you access the *Texas Bar Journal* website?



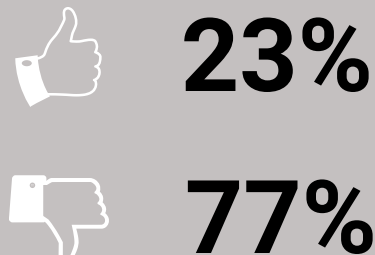
QUESTION: How often do you access the digital version of the *Texas Bar Journal*?



QUESTION: Would you prefer to read your copy of the *Texas Bar Journal* solely electronically?



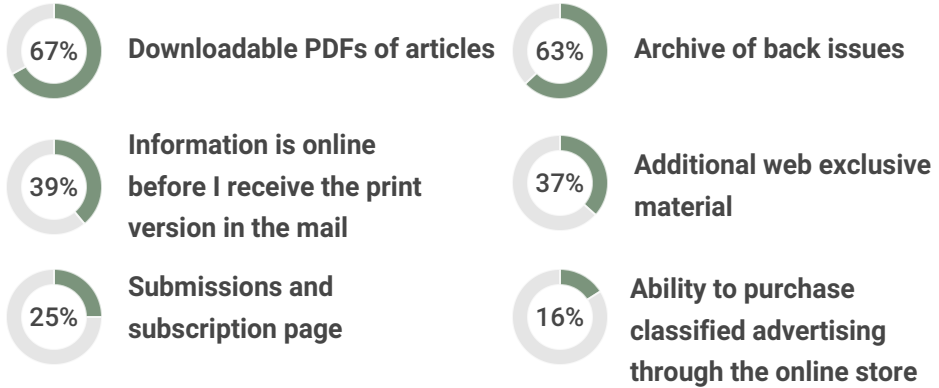
QUESTION: Would you prefer to be able to opt-out of receiving the print version of the *Texas Bar Journal* and receive it electronically?



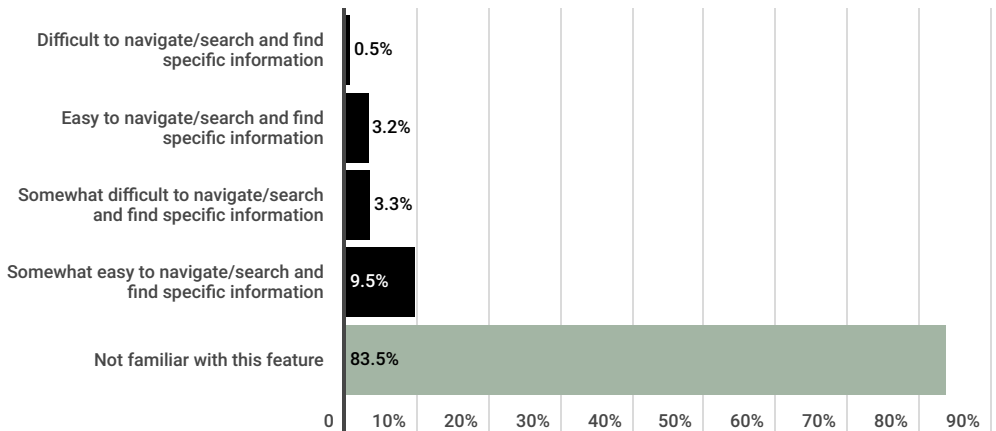


**QUESTION: Please rate how useful the following features from the online version of the *Texas Bar Journal* are to you:**

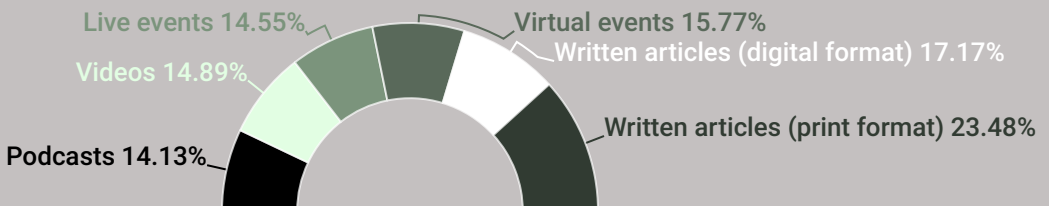
Note: The usefulness percent is based on responses of 4 or 5.



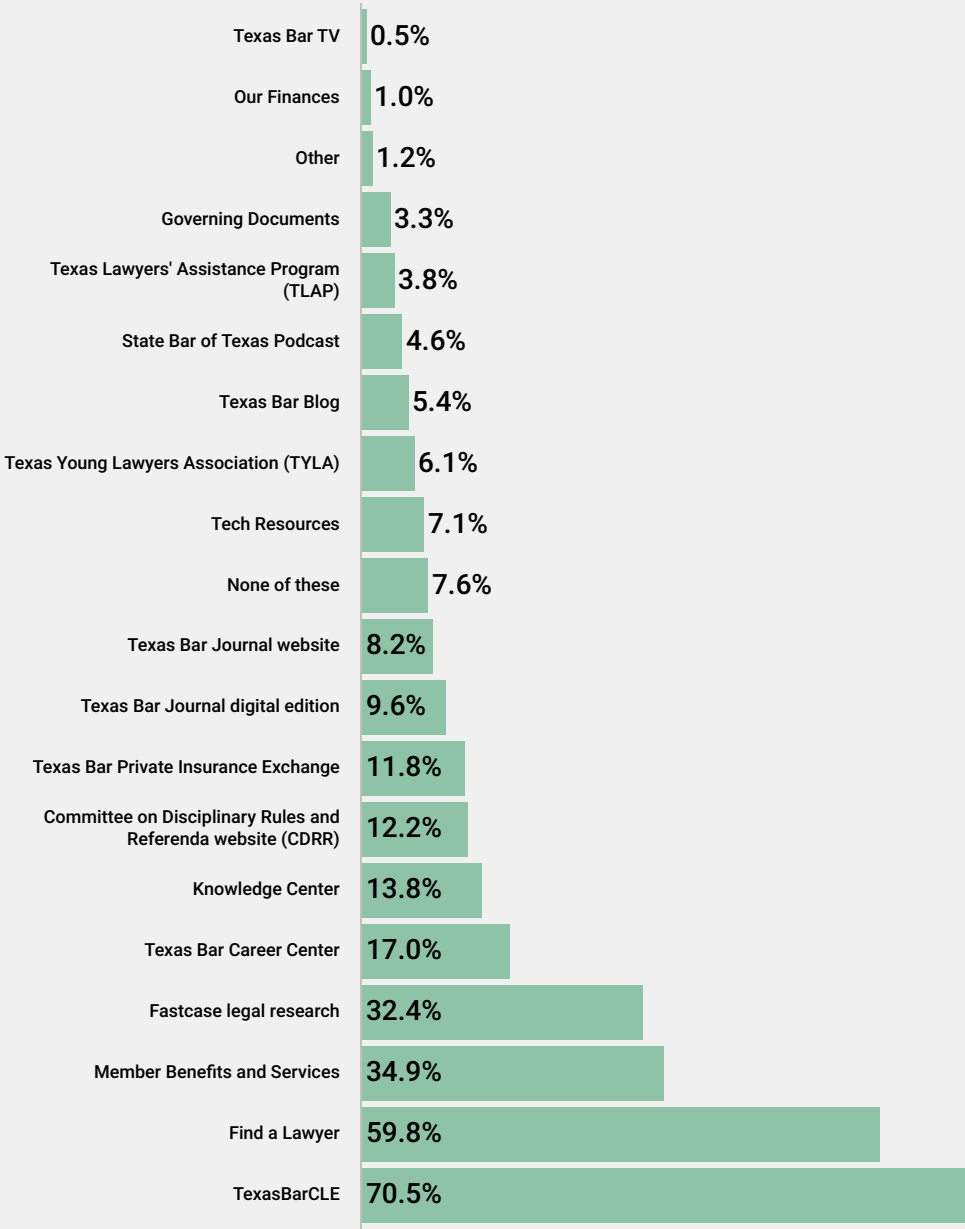
**QUESTION: Which of the following statements is true regarding your experience with the Search the Archives (HeinOnline) feature of the *Texas Bar Journal* website?**



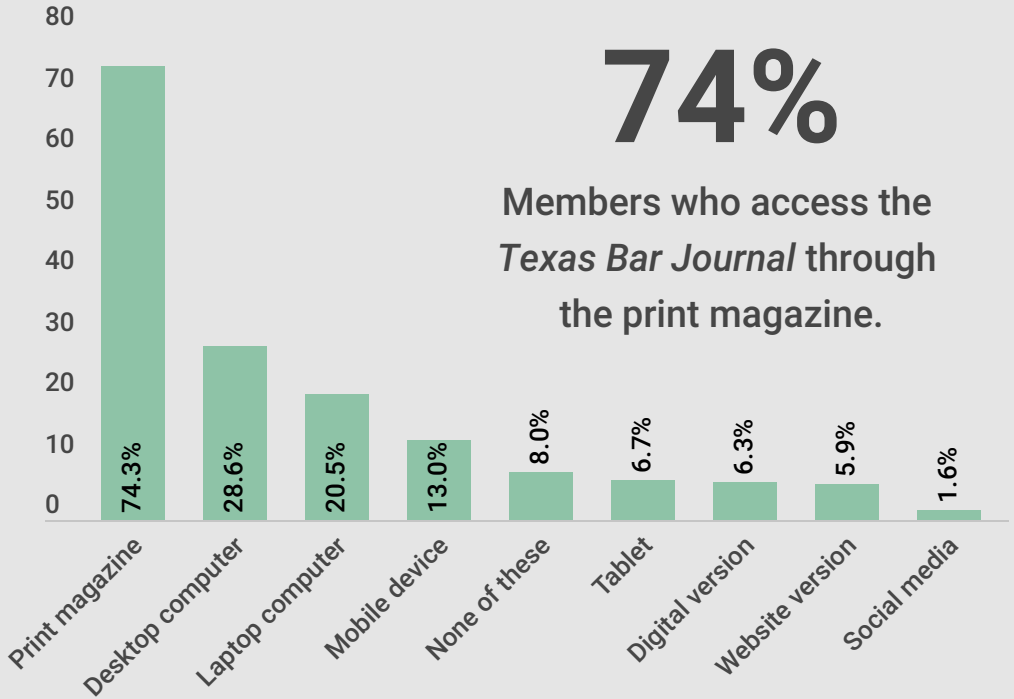
**QUESTION: What content produced by the *Texas Bar Journal* would you be interested in?**



**QUESTION: Which of the following State Bar of Texas online resources at [texasbar.com](https://www.texasbar.com) have you accessed recently?**









**QUESTION: How do you access the *Texas Bar Journal*?**



**QUESTION: Which of the following State Bar of Texas social media accounts have you viewed recently?**

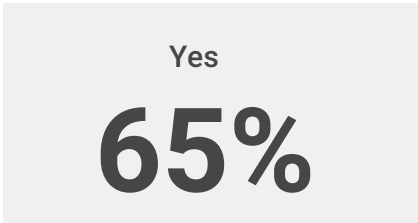


82% of members have not viewed any of the State Bar of Texas social media accounts.

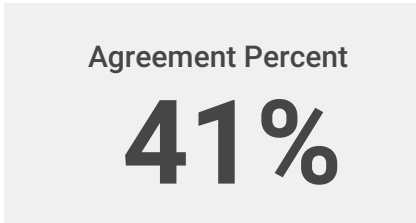
	X (formerly Twitter)	3.3%
	Facebook	7.5%
	YouTube	2.3%
	Instagram	3.6%
	Pinterest	0.4%
	LinkedIn	6.7%
	None of these	82.3%

# Advertising

**QUESTION:** Do you notice the advertisements in the *Texas Bar Journal*?

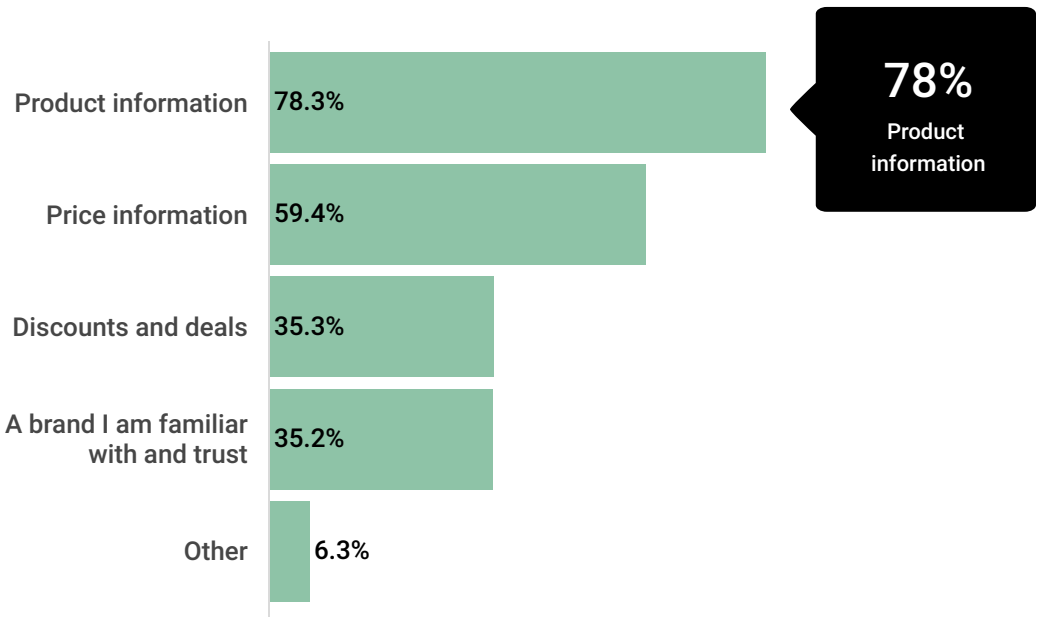


**QUESTION:** The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.

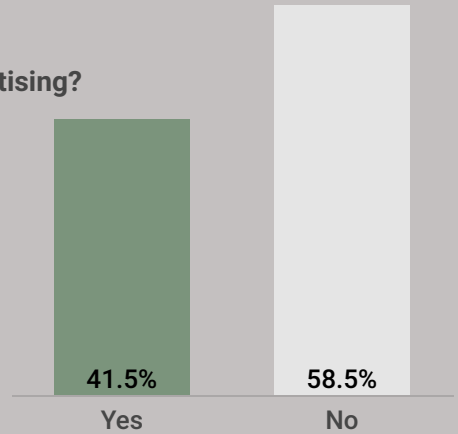


Note: The agreement percent is based on responses of 4 or 5.

**QUESTION:** What do you look for in an advertisement?



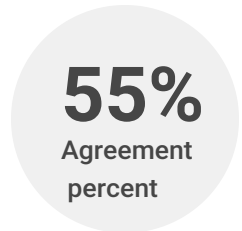
**QUESTION: Do you pay attention to online advertising?**



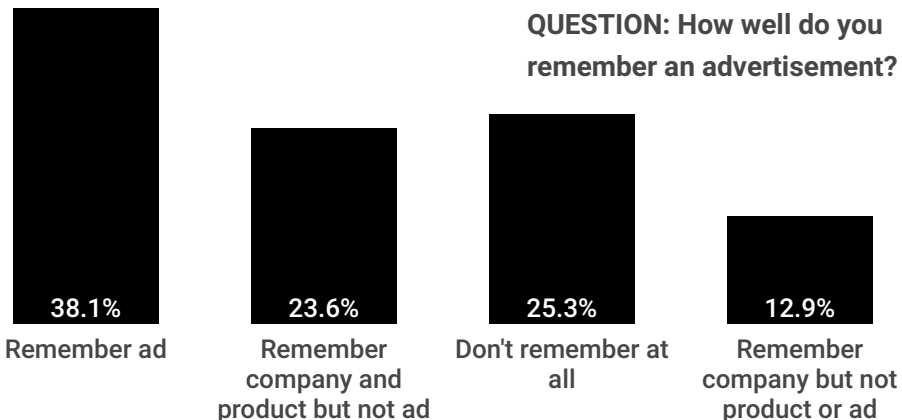
**QUESTION: Do any advertising methods make you feel less inclined to buy a product?**



**QUESTION: Advertising is beneficial to consumers because it provides important information about products and services.**



**QUESTION: How well do you remember an advertisement?**



# Other Publications

Respondents provided 1,254 comments related to other publications. The primary legal publications read by Texas attorneys were from legal associations (82%), major news outlets (58%), and from sections and CLE-related content (26%).

# Comments

There were 283 comments provided by respondents. Overall comments fell approximately in the following categories; general feedback (63%), positive comments (22%), negative comments (10%), survey related (5%), and those unrelated to the TBJ (1%).

Note: [Click here](#) to see a full list of all comments.