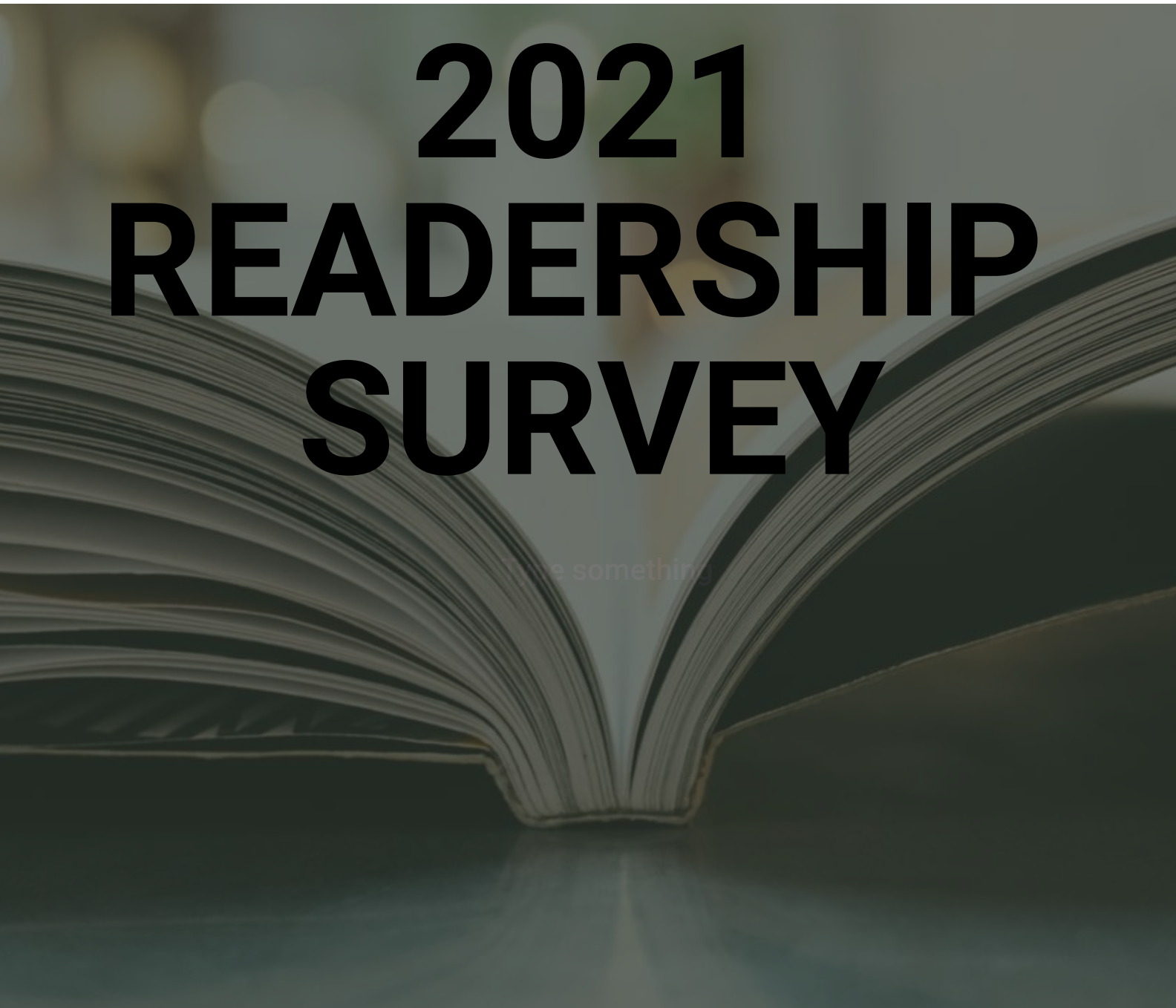


# TBJ

THE TEXAS BAR JOURNAL



## 2021 READERSHIP SURVEY

Do something

# Overview

The 2021 Texas Bar Journal Readership Survey was conducted electronically from March 27 to April 10. 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 106,591 as of December 31, 2020. 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 percent 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.

There were a total of 2,077 members who participated in the survey. With 2,077 respondents, there is a margin of error of  $\pm 2.0$  percent. This means that if 40 percent of the respondents answered "yes" to a question, we can be 95 percent confident that the actual proportion of the population who would answer "yes" to the same question is 2.0 percentage points lower or higher than 40 percent (38 to 42 percent).

## Survey Sampling

Sampling Regions	Populations			
	Active Members	Percentage	Respondents	Percentage
Houston-The Woodlands-Sugar Land MSA	29,996	28.1%	298	24.3%
Dallas-Fort Worth-Arlington MSA	28,929	27.1%	311	25.4%
Austin-Round Rock MSA	12,971	12.2%	137	11.2%
Out-of-State/Country	12,770	12.0%	189	15.4%
San Antonio-New Braunfels MSA	7,305	6.9%	89	7.3%
Non-Metropolitan Counties	3,502	3.3%	42	3.4%
West Texas MSAs	2,566	2.4%	41	3.3%
East and Northeast Texas MSAs	2,278	2.1%	37	3.0%
South Texas MSAs	2,060	1.9%	20	1.6%
El Paso MSA	1,317	1.2%	14	1.1%
Corpus Christi MSA	1,030	1.0%	15	1.2%
Central Texas MSAs	1,142	1.1%	17	1.4%
Beaumont-Port Arthur MSA	725	0.7%	14	1.1%
<b>Total</b>	<b>106,591</b>	<b>100.0%</b>	<b>1,224</b>	<b>100.0%</b>

# Summary Findings

## Demographics

Respondents were less representative of the overall Texas attorney population. While this could be a result of the pandemic, it is also important to note that only 19 percent of respondents provided the voluntary demographic information.

**Sex:** Respondents consisted of more women:  
41% of respondents were women, compared to 35% of the Texas attorney population.

**Age:** Respondents were slightly older:  
The median age of respondents was 52, compared to 49 for the Texas attorney population.

**Occupation:** Largest occupation group of respondents was government attorneys:  
Government attorneys made up 23% of respondents, compared to 11% of the Texas attorney population. Only 10% responded reported being solo practitioners, compared to 23% of Texas attorneys.

## Topics

The top five topics members are interested in reading about: Important legal news issues (78.8%), articles on specific areas of law (73.7%), case law development (71.7%), new laws or proposed legislation (69.2%), and theme issues on specific areas of law (58.6%).

Primary way members read the *Texas Bar Journal*:

Print Magazine

**74%**

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

**23%**

# Texas Bar Journal Readership

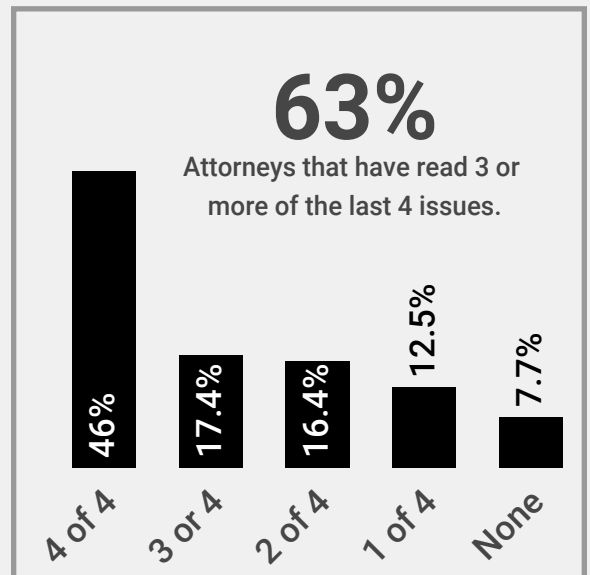
QUESTION: How often do you read the *Texas Bar Journal*?



Frequent Readers

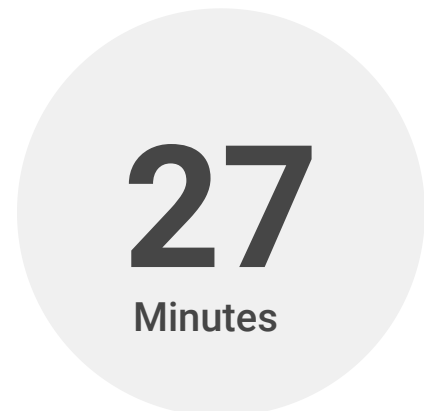
Note: Frequent readers include respondents who reported they always or frequently read the *Journal*. Infrequent readers include respondents who reported they sometimes or never read the *Journal*. Non-readers are attorneys who reported they never read the *Journal*.

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



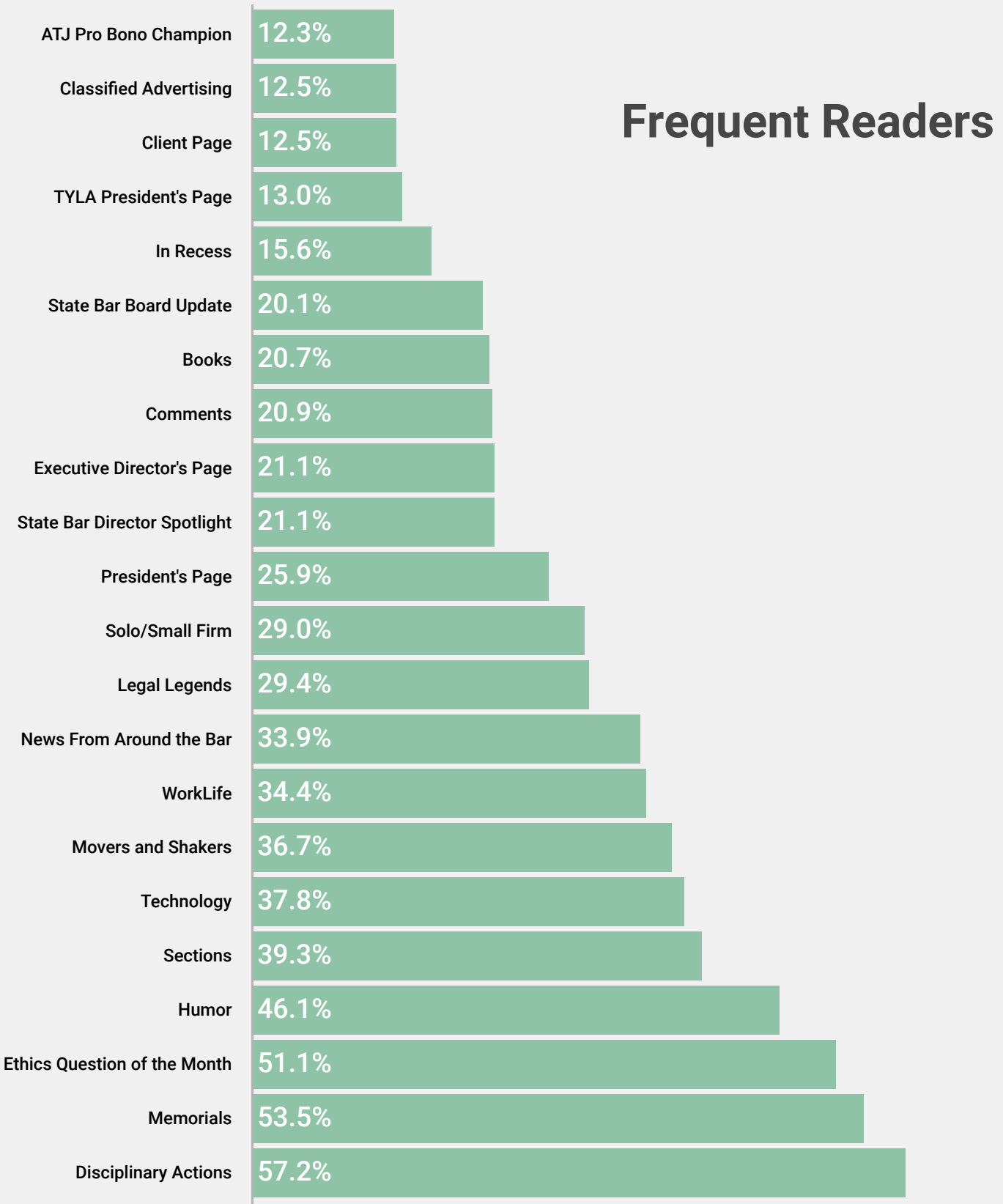
QUESTION: On average, how much time do you spend reading an issue of the *Texas Bar Journal*?

## Median Time

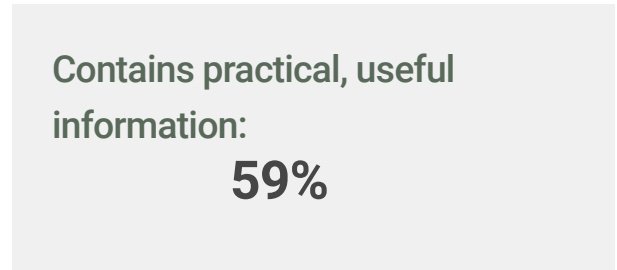
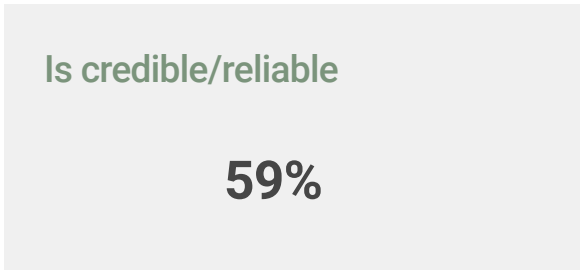


### QUESTION: How often do you read the following columns?

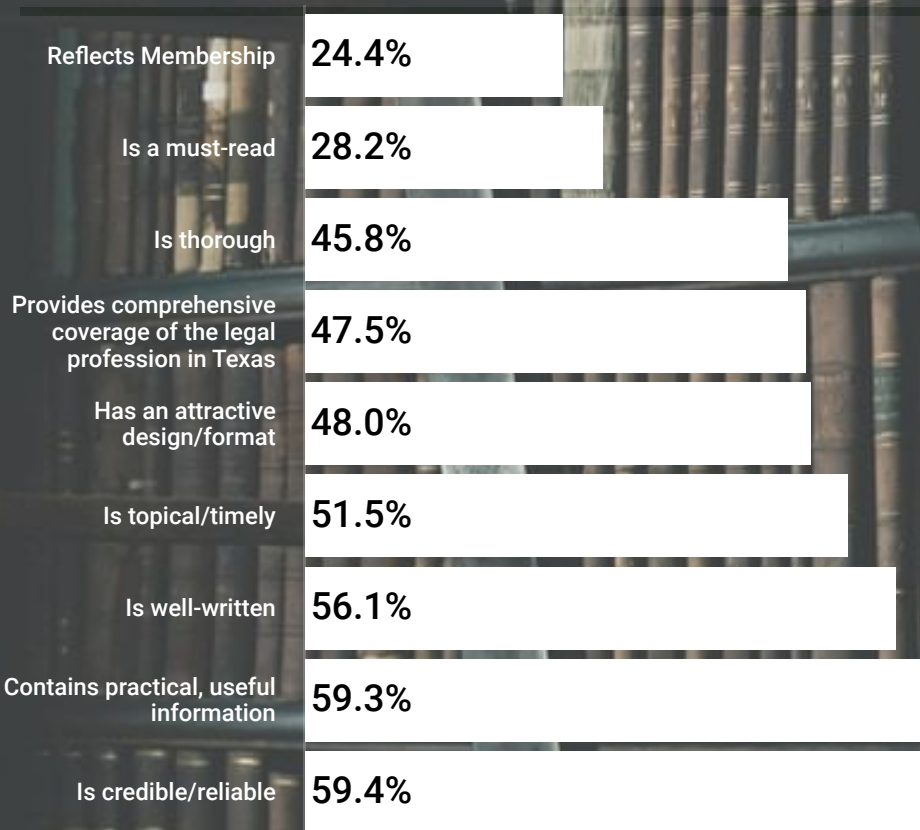
Note: Frequent readers include respondents who reported they always or frequently read the column.



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



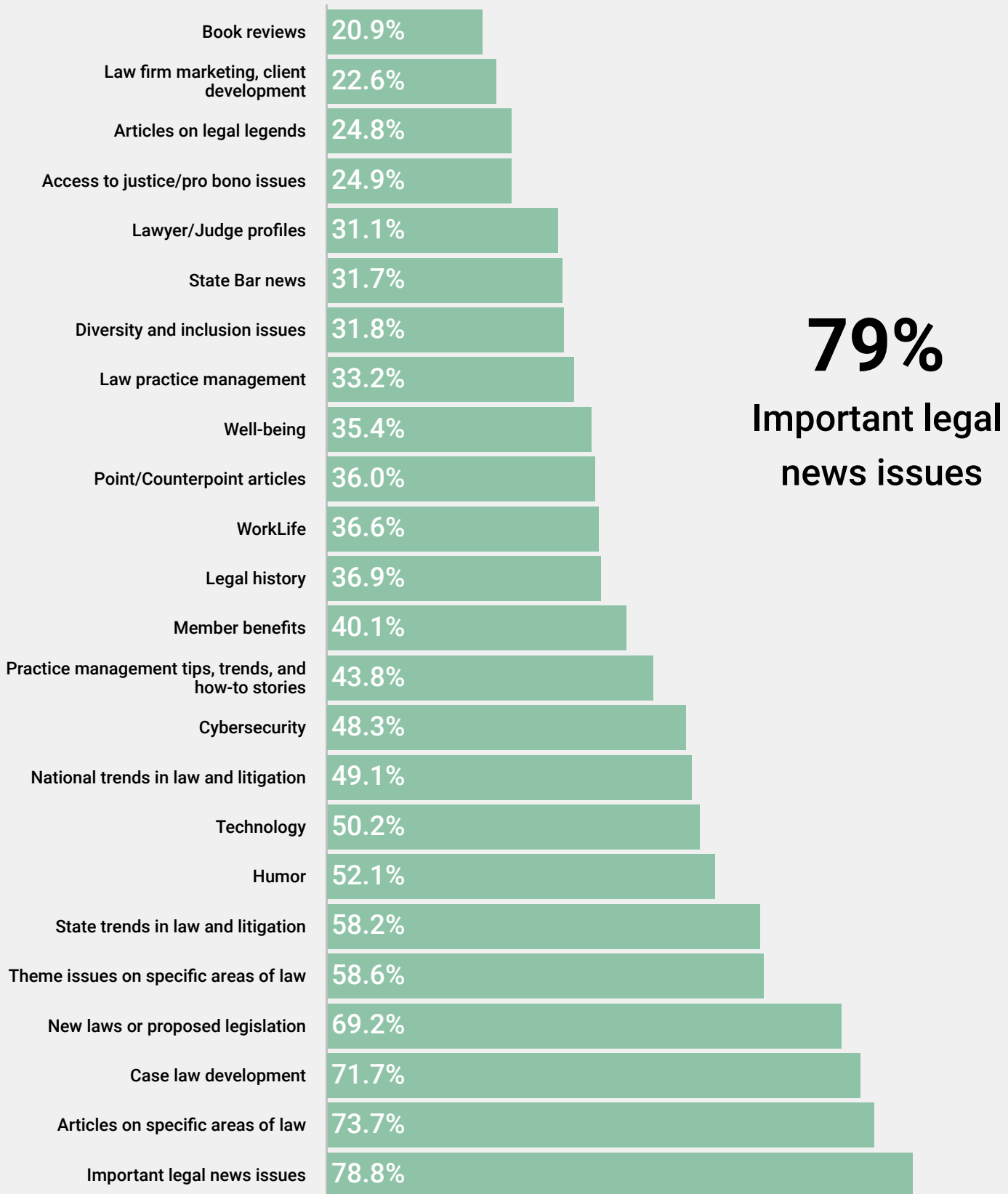
Note: The agreement percent is based on responses of 4 or 5.





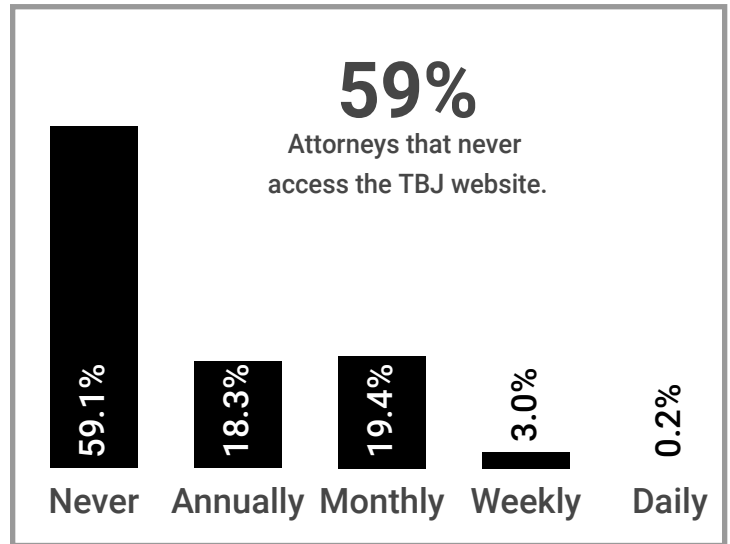
**QUESTION: Rate your level of interest in reading about the following topics:**

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

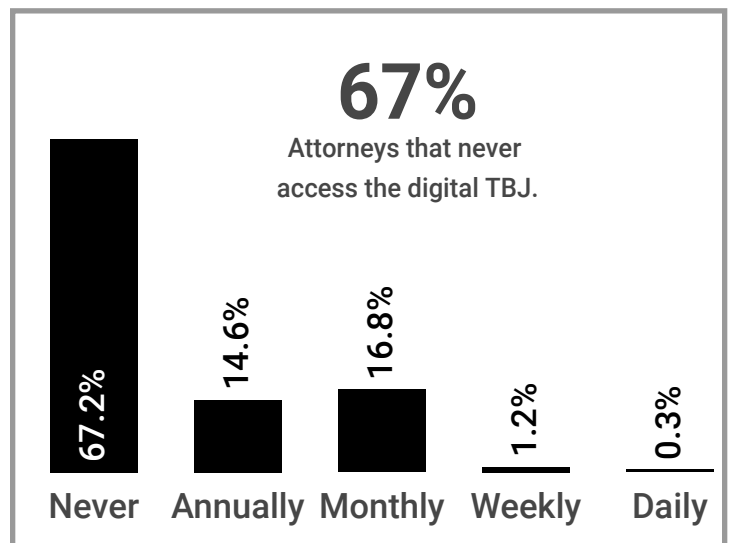


# Electronic Readership

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?



**23%**

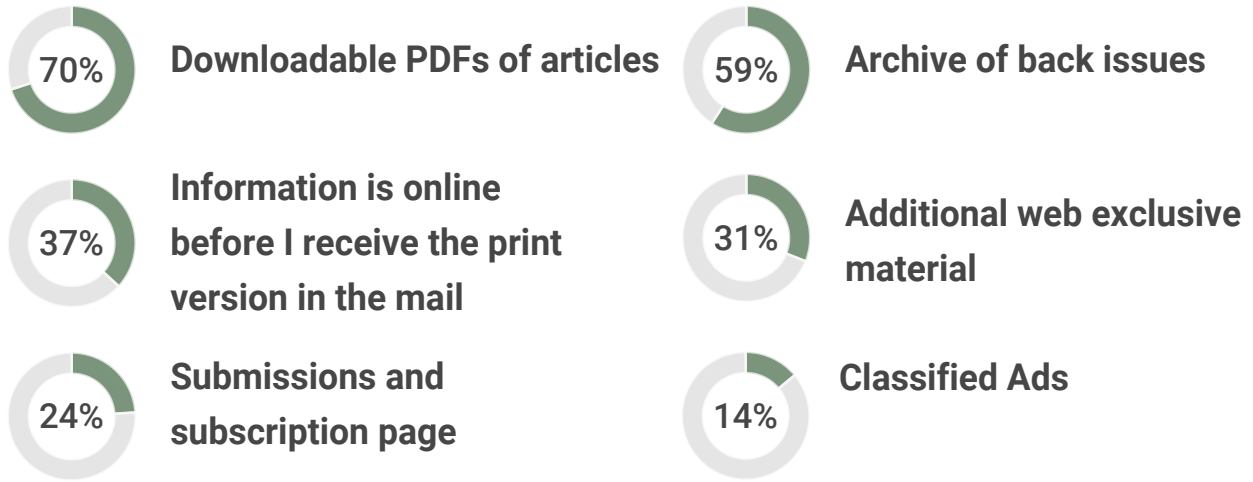


**77%**

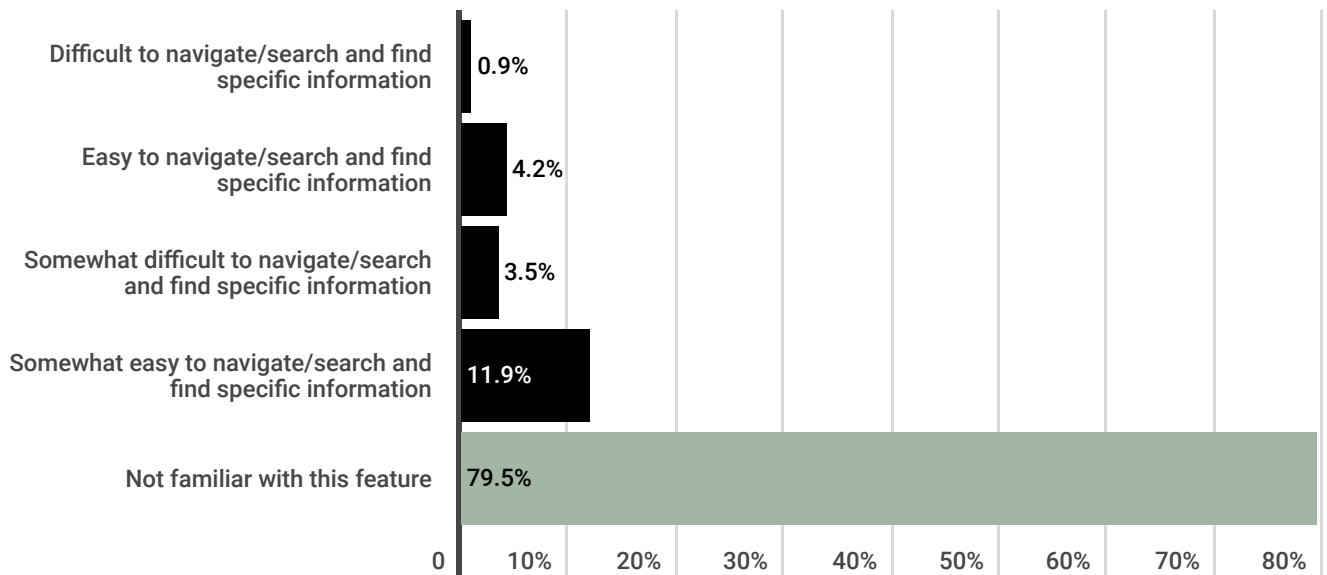


**QUESTION: Please rate how useful the following features from the online version of the *Texas Bar Journal* are to you:**

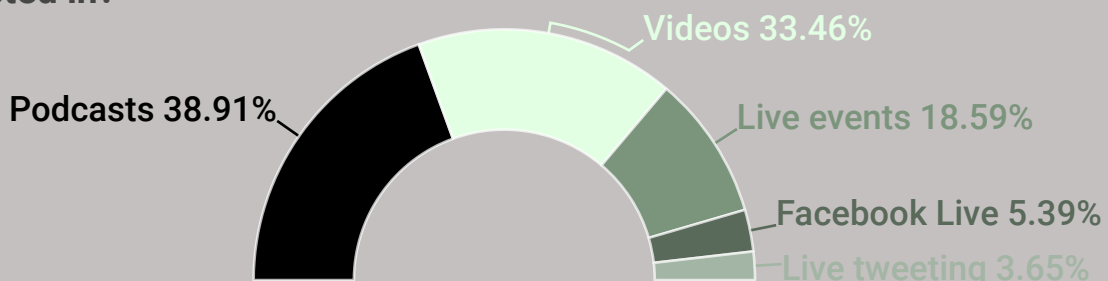
Note: The usefulness percent is based on responses of 4 or 5.



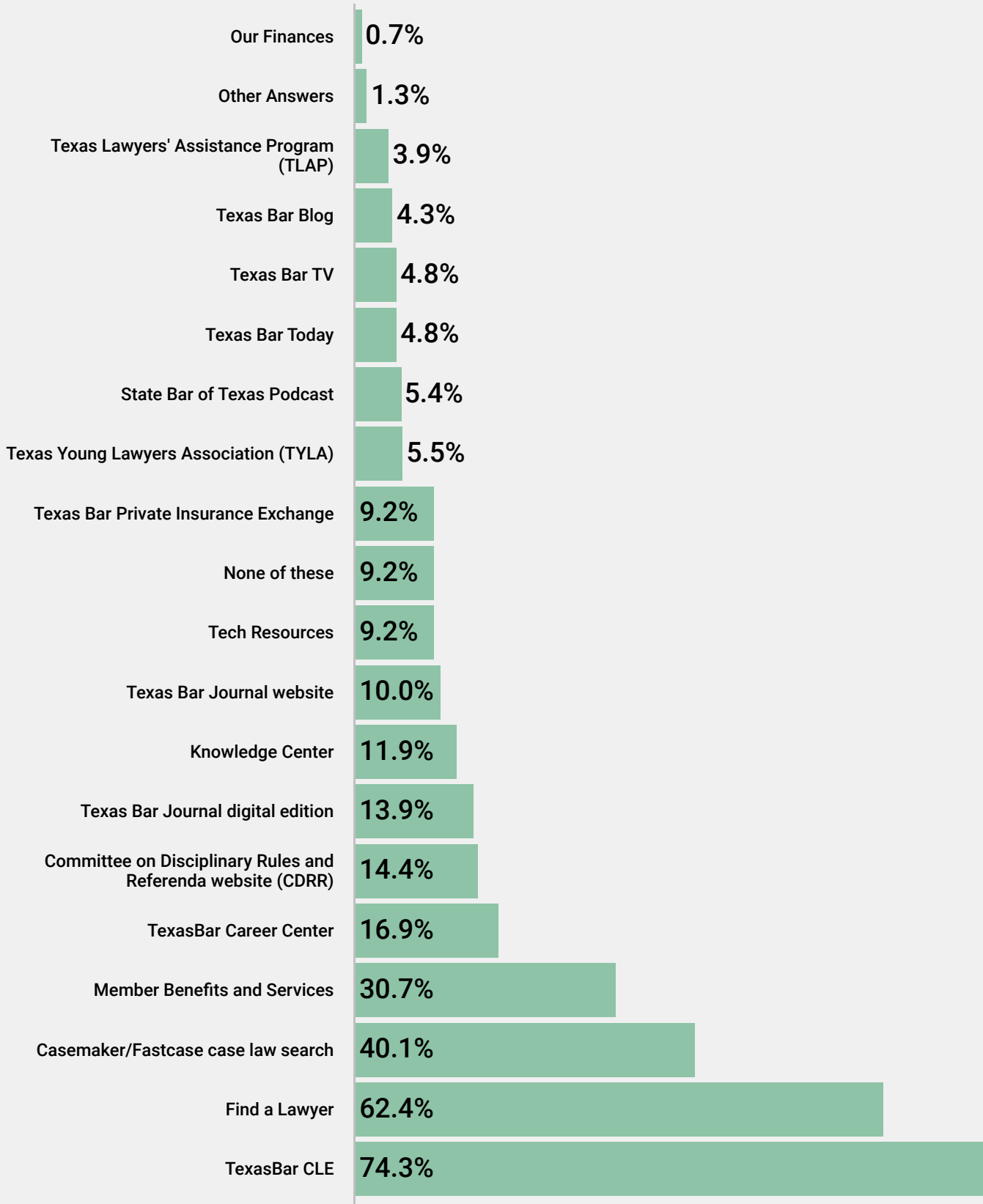
**QUESTION: Which of the following statements is true regarding your experience with the Search the Archives (HeinOnline) feature of the *Texas Bar Journal* website?**



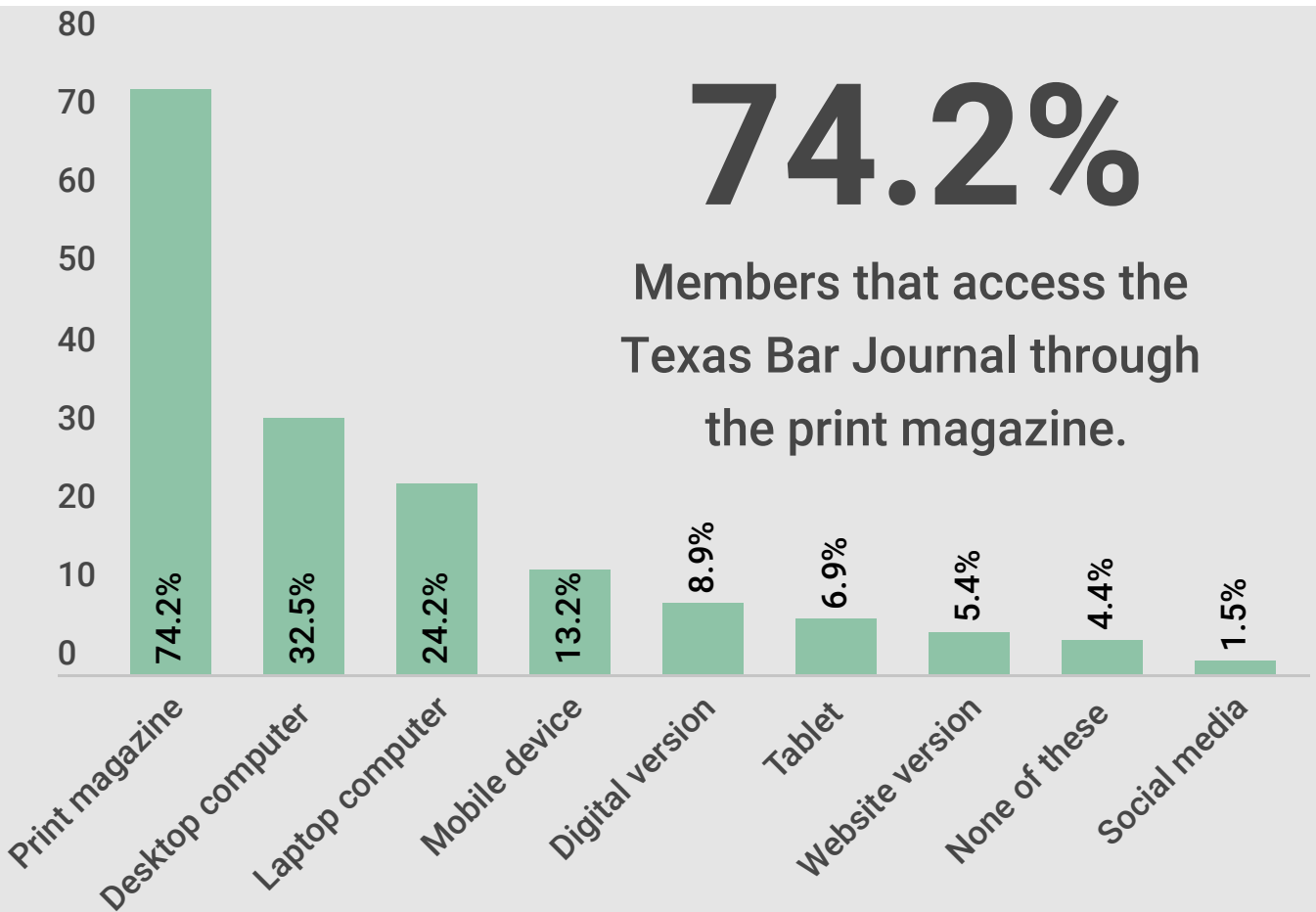
**QUESTION: What content produced by the *Texas Bar Journal* would you be interested in?**



**QUESTION: Which of the following State Bar of Texas online resources at texasbar.com 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?**



75% of members have not viewed any of the State Bar of Texas social media accounts.

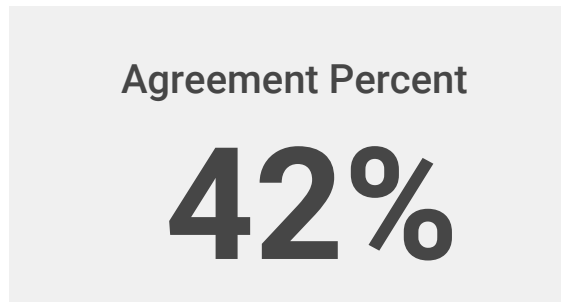
	Twitter	3.7%
	Facebook	7.5%
	YouTube	2.5%
	Instagram	2.0%
	Pinterest	0.2%
	LinkedIn	4.4%
	None of these	74.7%

# Advertising

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

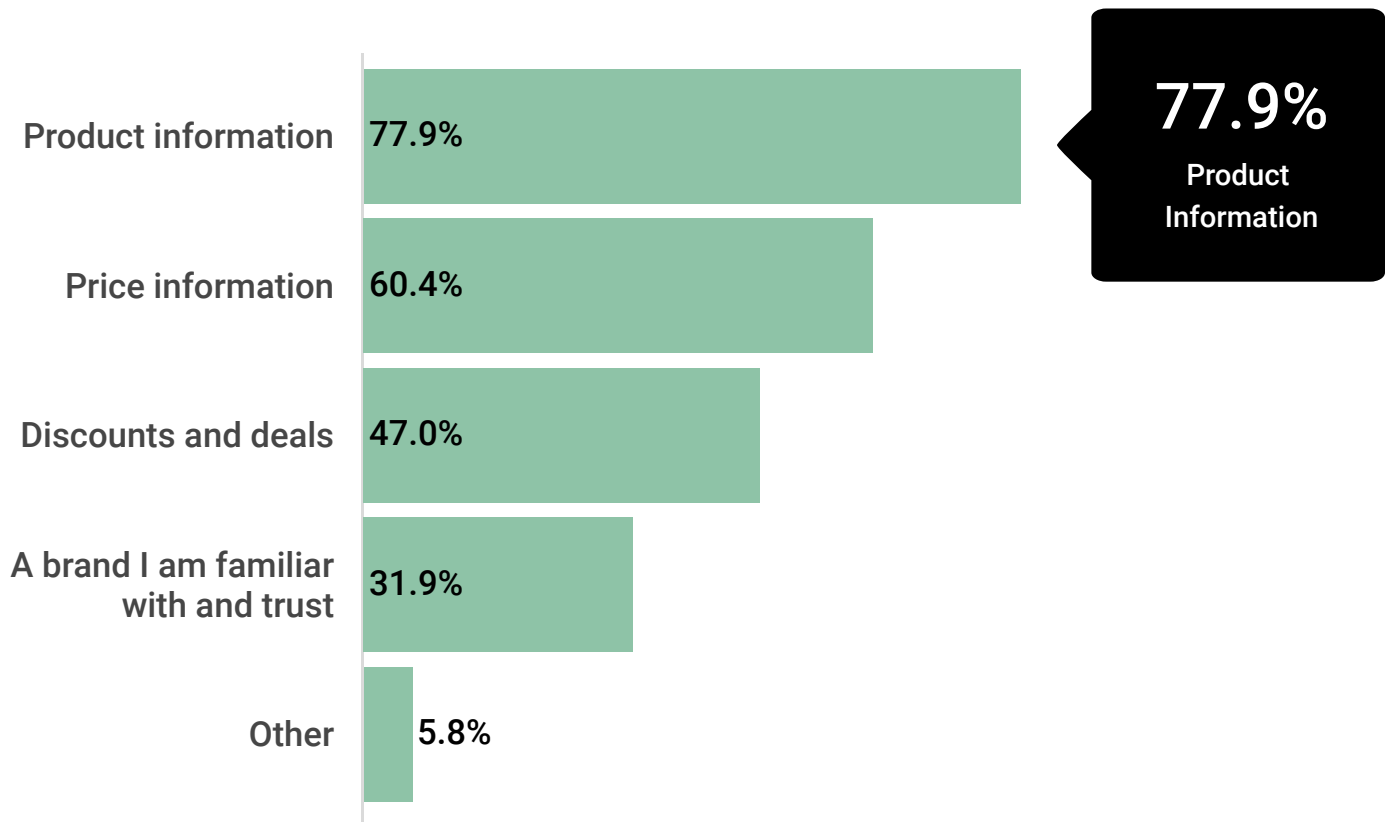


**QUESTION:** The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.

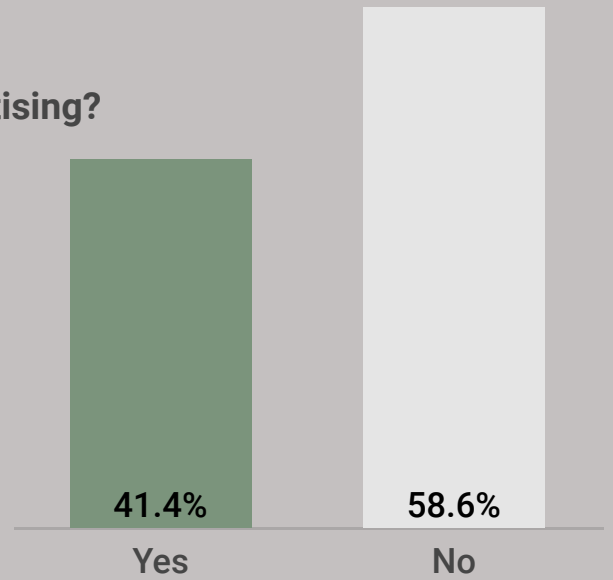


Note: The agreement percent is based on responses of 4 or 5.

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



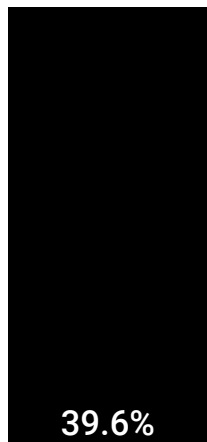
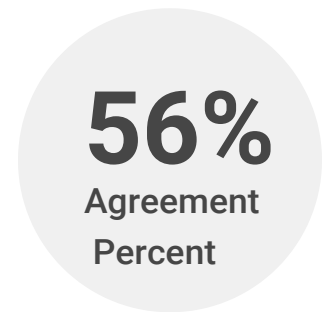
**QUESTION: Do you pay attention to online advertising?**



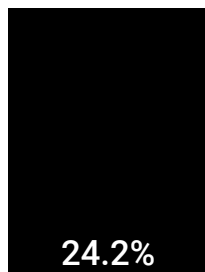
**QUESTION: Do any advertising methods make you feel less inclined to buy a product?**



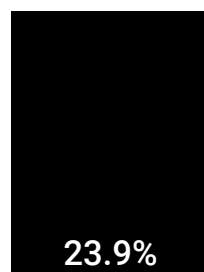
**QUESTION: Advertising is beneficial to consumers because it provides important information about products and services.**



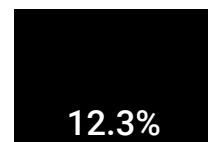
Remember ad



Remember company and product but not ad



Don't remember at all



Remember company but not product or ad

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

# Other Publications

Note: Other publication information is presented exactly as they were provided by respondents. Responses are only visible electronically.

ACC Legal Resources	educational
Law360	Current, topical
#appellatetwitter	insightful coverage of legal issues
#AppellateTwitter	I learn new things
(IABTI) The Detonator	Relevant to professional work
(NACDL) The Champion	Relevant to professional work
(TCDLA) The Voice	Relevant to professional work
.J World Energy L and Business	good perspective from practitioners on intl petroleum, but mixed quality
5th & 9th Circuit Publications	Federal practice primarily.
5th Circuit	Information
5th Circuit Bar Association	Keeps me updated on the law
AAJ	Up to date
AAJ	
AAJ	it focuses on the plaintiff's side
AAJ	Relevant to practice area
AAJ	relevant articles and law
AAJ	Up to date topics for the Plaintiffs' Practice
AAJ	
AAJ Journal	National Legal News/Legal Topics
AAJ Justice	
AAJ TRIAL	Pertinent Articles
AB GP Solo	Interesting articles, comes to me as an email
ABA	articles
ABA	
ABA	interesting
ABA	topics
ABA	National News
ABA	
ABA	comprehensive
ABA	Broadens my horizons

# Comments

Note: Comments are presented exactly as they were provided by respondents. Comments are only visible electronically.

Too much wokeness, virtue signaling, liberal crap. Too much about wellness. Not enough legal substance.

More articles concerning legal analysis of a topic of law; less entertainment, feel-good, socialite type articles

More photos and information and articles about women and attorneys of color. Maybe more law school news? I'm tired of seeing old white guys in the magazine!

While the writers featured write interesting articles, it would be nice to hear from a wider range of writers.

Very few articles that address, or appeal to, government attorneys.

The "letters to the editor"/comments column of the TBJ print magazine has basically disappeared. Many of the comments/letters were critical of the bar or TBJ, and that's likely why it disappeared. The comments column should be retained in TBJ, and perhaps featured on the TBJ or bar website. There should be an outlet for all bar members to provide input or make comments about TBJ articles or Texas Bar issues.

Did not realize that the online version of the Texas Bar Journal contained additional information that is not provided in the print version. Plan to access the website in the future to view the material.

Keep up the good work!

You guys are doing a great job. I prefer print because everything else I do is digitized, and I dislike staring at a screen all day every day. It is nice to unplug and relax with a magazine. Further, my law partner does not know how to use digital products. He and others who have practiced for 50+ years rely upon the printed words to stay connected. If the print versions are eliminated, there are many older attorneys who will be left behind, and some of us 'younger' ones that simply will not seek the material out because they are tired of looking at screens after a long day's work.

I am open to discussing this on the phone and walking through articles. I usually appreciate copious footnotes.

I appreciate the hard work your team puts into providing our Association with a quality journal with timely updates and a broad swath of relevant topics. You do a good job and are likely underappreciated for the good work that you do. Thank you.

Please keep the print journal coming. Most attorneys I know appreciate the print journal and keep it around in a prominent place in their office for the month to be sure they get to glance at everything in it to make sure they read the articles which are important to them.

Stay away from DIVERSITY and RACIAL issues as in this environment it is divisive  
PLEASE LET EMPHASIZE THE NEED FOR TO KNOW AND APPLY THE ORIGINAL INTENT OF THE LAW. Judges and Attorneys are unfamiliar with the law - especially litigation - IT IS a travesty. Attorneys mis-state the law; judges do not know the law - and do not demand attorneys follow the law. Ethics issues should emphasize KNOWLEDGE OF THE LAW, and discipline for misuse, and distortion of the law, and injecting tactics that violate the law. Prior to running for election, Judges should be tested/credentialed on knowledge of the law!!!! it is foundational to the judicial code and attorney code of ethics, but NEVER emphasized or enforced. Appellate justices should be credentialed/tested to an even higher level of legal knowledge. --objectively. Uphold Texas' reputation for fairness and justice, knowledge and correct application of the Law.

I was offended by your query above about ethnicity and race.

Too civil oriented and also not oriented enough to small and solo practitioners.

Focus on articles dealing with the actual practice of law and how to improve a lawyer's legal skills. Leave the political correctness, social moralizing, and liberal pandering to publications not supported by the State compelled payment of bar dues.,

The TBJ needs to get back to its roots and concentrate on legal issues. The magazine feels more like a grocery