Legal Specialization Awareness Survey (2022)

**Survey Goal:** To understand the North Carolina general public’s awareness and perceived value of Board Certified lawyers.

**Survey Demographics**

- **Total Participants:** 1,283
- **North Carolina Residents Across 92 counties**

**Survey Findings**

- **55%** of survey participants were not aware that lawyers are not required to become Board Certified Specialists.
- **62%** of survey participants identified years of experience as more important than Board Certification, when asked directly.
- **63%** of survey participants, however, indicated they are more likely to hire a Board Certified Specialist over a lawyer with only more years of experience, when compared side-by-side.

When asked why they would hire Board Certified specialists, survey participants said:

- **Added Value**
- **Specific Expertise**
- **Better Equipped**
- **Trust**
- **Credibility**
- **Higher Standard**
- **Confidence**
- **Focused Knowledge**

**Conclusion**

From this survey, we found that North Carolinians value both years of experience and certification when selecting a lawyer.

- About 63% of respondents identified that board certification is more important to them, before and after receiving education on the significance of attaining board certification.
- The top three important qualities identified when hiring a lawyer are years of experience, board certified specialization, and references.
- When asked directly, respondents stated that years of experience are more important; however, when compared side by side, respondents indicated that specialization is more important.