

Legal Specialization Awareness Survey (2022)

SURVEY GOAL:

To understand the North Carolina general public's awareness and perceived value of Board Certified lawyers.



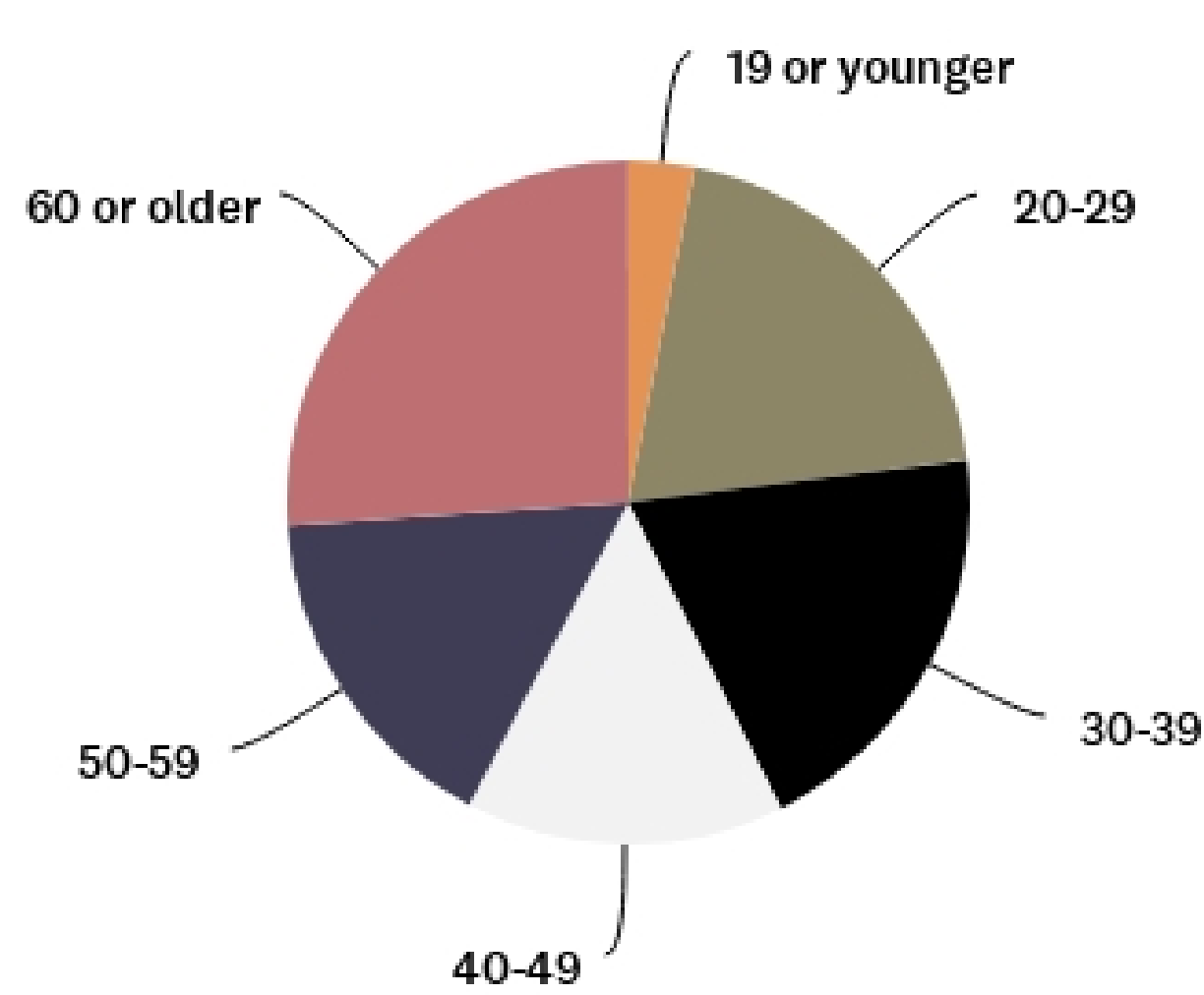
Survey Demographics

TOTAL PARTICIPANTS

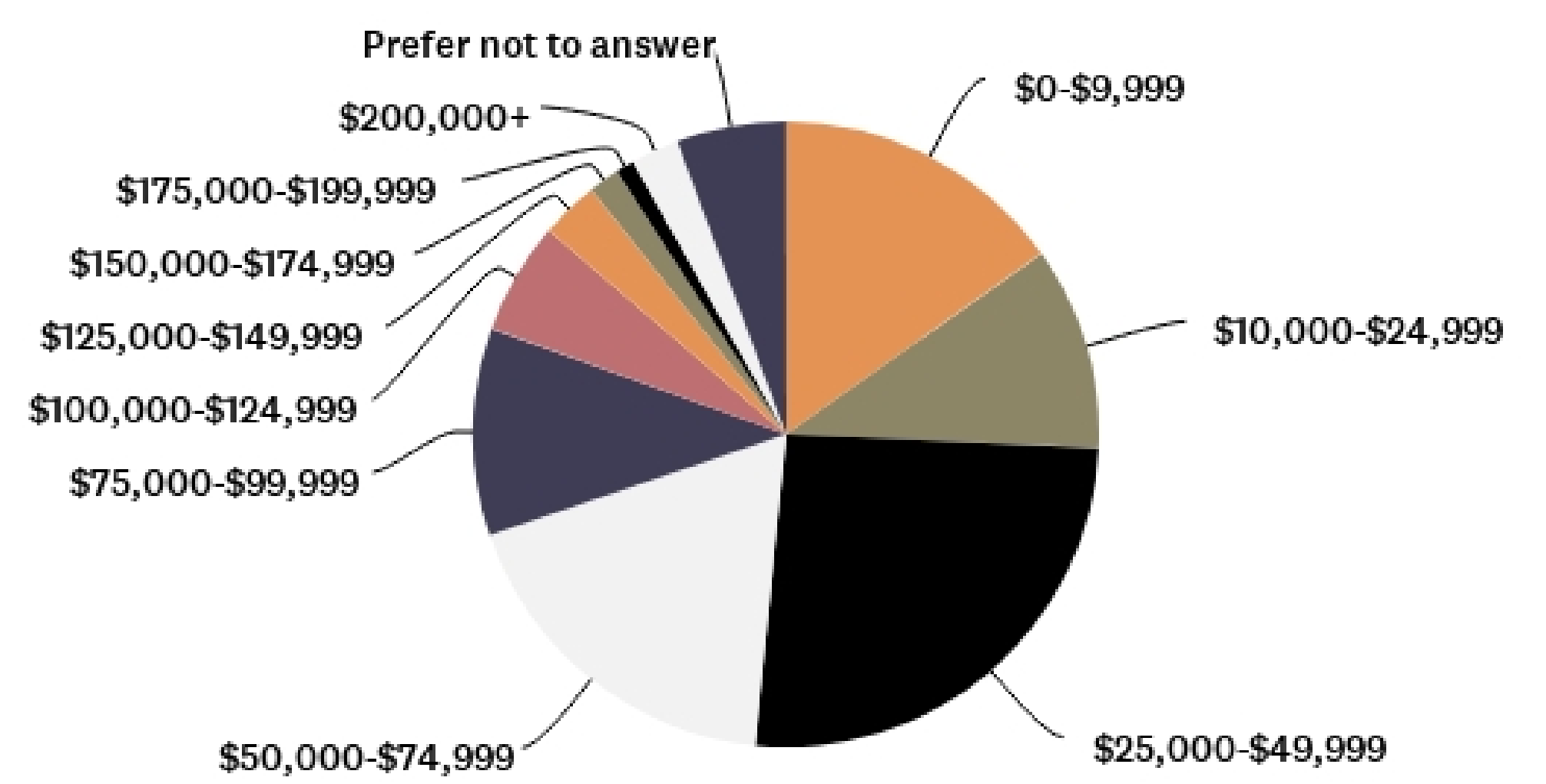
1,283

North Carolina Residents
Across 92 counties

PARTICIPANT AGE



HOUSEHOLD INCOME



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:



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.

