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# Canadian Law School Applicant Study

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January 2008



Law School Admission Council

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## Background and Objectives

The Law School Admission Council (LSAC) is a nonprofit corporation whose members are more than 200 law schools in the United States and Canada. Founded in 1947 to coordinate, facilitate, and enhance the law school admission process, LSAC assists law schools in serving and evaluating applicants. LSAC also conducts research to help law schools in their recruiting activities.

### Content of the Survey

Applicants to law school were surveyed about their activities prior to and in the process of applying to law school, and again after being accepted and deciding where to enroll.

The research was conducted in two phases. Phase 1 was a self-administered survey (mail/online) among Canadian law school applicants during the period when they were selecting law schools to which to apply. Phase 2 was a telephone survey among a subset of Phase 1 respondents: i.e., those who were admitted to more than one law school and made a final selection on which law school to attend.

### Purpose of the Study

This study was conducted to learn what matters to Canadian law school applicants in deciding where to apply to law school and where to enroll. In addition, the research revealed the challenges and concerns that applicants encounter during the application process.

Similar research was conducted among US law school applicants in 2005.

## Study Methodology

### Phase I

#### *Sample*

The sample consisted of 5,898 Canadian law school applicants (2007) who were randomly chosen to participate in Phase 1.

#### *Data Collection*

Three thousand Canadian law school applicants were sent a paper questionnaire and cover letter explaining the objectives of the study. Respondents were also given the option to complete the survey online using the Web address and PIN provided on the cover letter. A week later, a reminder postcard was sent. Four weeks later, an e-mail was sent to non-responders with a link to complete the survey online followed by a reminder e-mail.

An additional 2,898 law school applicants (beyond the original 3,000) were contacted by e-mail with a link to the survey and invited to participate online. They were then recontacted with a reminder e-mail one week following the invitation.

Completion Method	Number of Completed Interviews	Response Rate
Mail	187	3.20%
Internet	1,325	22.50%
Total	1,512	25.70%

## Study Methodology

### Phase II

#### Sample

There were 721 Canadian law school applicants from Phase I who gave their permission to be recontacted and were chosen to participate in Phase II. Applicants were screened on the following criteria:

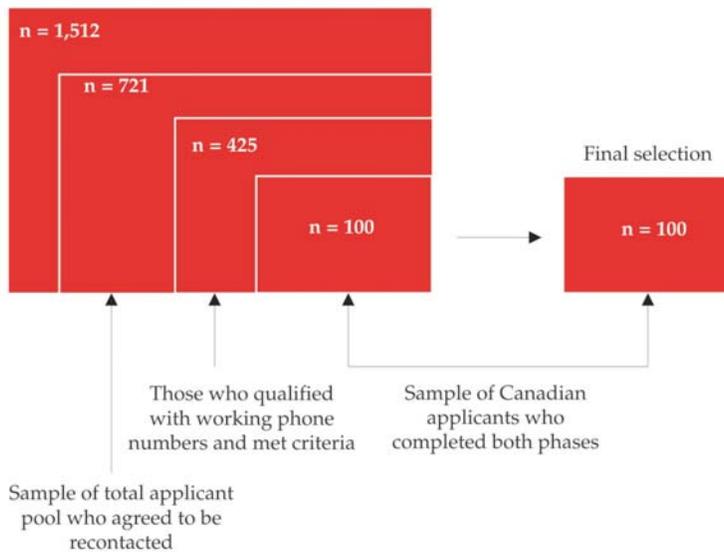
- Committed to attending one of the Canadian law schools they applied to
- Applied to more than one Canadian law school
- Accepted by more than one Canadian law school

#### Data Collection

Admitted applicants were called to complete a thirteen-minute interview by telephone. Fifteen phone numbers were unusable and 281 were not accepted as they did not meet the screener criteria, lowering the effective base to 425. The field period ran from September 5, 2007 to September 25, 2007.

Completion Method	Number of Completed Interviews	Response Rate
Phone	100	23.50%

The following diagram shows how Phase II respondents ( $n = 100$ ) are a subset of Phase I respondents ( $n = 1,512$ ). As appropriate, longitudinal comparisons between Phase I ( $n = 1,512$ ) and Phase II ( $n = 100$ ) are made.



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## Executive Summary

### Phase I

There are several important factors that Canadian law school applicants consider when deciding where to apply. Academic quality and output factors such as the job success of graduates (70%), receiving personal attention (60%), and law school reputation (57%) rank high among survey respondents. Likelihood of admission (65%) also ranks in the top tier of importance among factors determining where to apply. Location plays an important role for 67% of respondents as well as family obligations (51%), the school being in a jurisdiction where applicants hope to work (51%), and the surroundings: neighborhood, city, or town (46%). The availability of a particular academic program/specialty (56%), career support services (46%), and the opportunity for clinics/internships (70%) rank high in the minds of respondents. Lastly, financial factors such as cost of attendance (43%), availability of merit-based financial aid (42%), and availability of need-based financial aid (40%) are also important when deciding where to apply.

Three in four survey respondents reported receiving information regarding the online application service (75%), while 74% receive law school material such as brochures and catalogues. Despite a majority reporting exposure to information, only a minority indicate that law school materials (19%) or the online application service (25%) had a strong influence. Nevertheless, these are still ranked as the two most influential sources of information.

In terms of the sources respondents found most helpful, nearly one half cited law school brochures, catalogues, etc. (49%) as the most helpful, followed by the online application service (33%). This suggests that law schools must split their focus between online and off-line published information sources. Personal contact is also critical as e-mails from law school faculty (16%), meetings with law school graduates (12%), law school tours (11%), and open houses (11%) are among the most helpful personal interactions reported by respondents.

More than one half of respondents reported receiving unsolicited materials, with nearly one in four (24%) applying to one or more law schools as a result of receiving those materials. Respondents reported being most impressed with fee waivers/free applications (14%). School attributes, such as information about the programs offered (13%) and prestige/status information (10%) also impress them. Nearly one in ten respondents reported they want the ability to check the status of their applications (7%), more personalized communication (7%), and more useful/less marketing oriented information (7%). Thirteen percent would like to receive more communications during the application process. This suggests that schools can benefit by establishing dialogues with the applicants they would like to recruit.

Respondents are exposed to varied information other than that provided by law schools. The large majority of them were exposed to the LSAC website/link (83%), friends and family (84%), the *LSAC Official Guide to Canadian Law Schools* (76%), and members of the legal community (69%). The most influential sources of information cited are parents/close relatives (36%), members of the legal community (36%), and the *LSAC Official Guide* (34%). The most helpful sources of information cited are the *LSAC Official Guide* (45%), members of the legal community (32%), and parents or close relatives (28%). Law schools may be able to leverage the power of relationships by fostering programs with local legal communities.

While looking for employment, respondents expect gender (27%) and age (19%) to play the most significant roles in possible discrimination. In general, respondents are less likely to expect discrimination in the application process and while attending law school than in the marketplace. Nearly three in four (71%) provide their racial/ethnic background on admission forms.

Financial considerations play a major role in the decision to apply and where to enroll. Four in ten respondents report applying for financial aid (43%). One in three respondents (33%) report that they excluded law schools from consideration due to cost of tuition. Greater than one third of respondents (36%) report that the amount of financial aid received would be a factor in deciding where to attend law school. Nearly nine in ten respondents (85%) report that the presence of a loan forgiveness program at any law school would not be a significant factor in their decision to apply to that school. Seven in ten (70%) indicate that debt burden and its influence on the job choice would not be a factor in choosing where to apply.

### Phase II

There are several important factors admitted respondents consider when deciding where to enroll. As seen with law school applicants in deciding where to apply, academic quality and output factors, such as the job success of graduates, and school reputation are important factors in deciding where to enroll. Opportunities for clinics/internships, etc. also play a part in the decision making. The weather/climate, the ability to attend part time, and application fee waivers are considered relatively less important in deciding where to enroll.

Two in three admitted respondents report receiving information from law school faculty via letters (64%) and e-mails (64%). Greater than four in ten admitted respondents attended open houses (43%) and tours (44%).

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Significantly fewer admitted respondents were influenced by these types of communications and school visits. However, these items are most often reported as “most helpful.” As a point of leverage, law schools should promote programs, open houses, and school tours that will allow applicants to get a better sense of what it would be like to attend that law school.

The majority of admitted respondents prefer receiving e-mails (62%) because e-mail communication is convenient and easy to access. One in four has a preference for receiving letters (25%), citing that letters allow for better record keeping, while a minority indicate a preferred method of phone calls (14%), or face-to-face meetings (8%).

Overall, admitted respondents are exposed to fewer types of information during the enrollment process than during the application process. Every admitted respondent used the law school links on the LSAC website (100%). Despite the exposure, only two in ten admitted respondents indicate that the LSAC website (20%) has a strong influence in their decision about where to enroll.

Personal interactions with parents/close relatives, friends, and members of the legal community are cited as the most helpful sources of information when deciding where to enroll. Sources such as the *LSAC Official Guide to Canadian Law Schools* and other guidebooks to law schools and law study are less helpful during the enrollment process than the application process.

From the start of the application process to deciding where to enroll in law school, social networks made up of parents/close relatives and members of the legal community play a significant role in the respondents' minds. As stated in Part I, law schools can leverage the power of relationships by fostering additional programs with local legal communities.

Interestingly, advice received from faculty advisors and counselors is least influential among respondents and admitted respondents.

Cost of living is of more concern in deciding where to enroll than to the application process, as greater than four in ten (43%) excluded one or more schools from consideration because the cost was too high. In addition, the amount of merit-based aid received plays more of a role in deciding where to enroll (63%) as compared with where to apply.

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## **Part I: Factors Influencing Application Choices**

Part I of this report examines the factors that influence an applicant to apply to particular law schools in Canada.

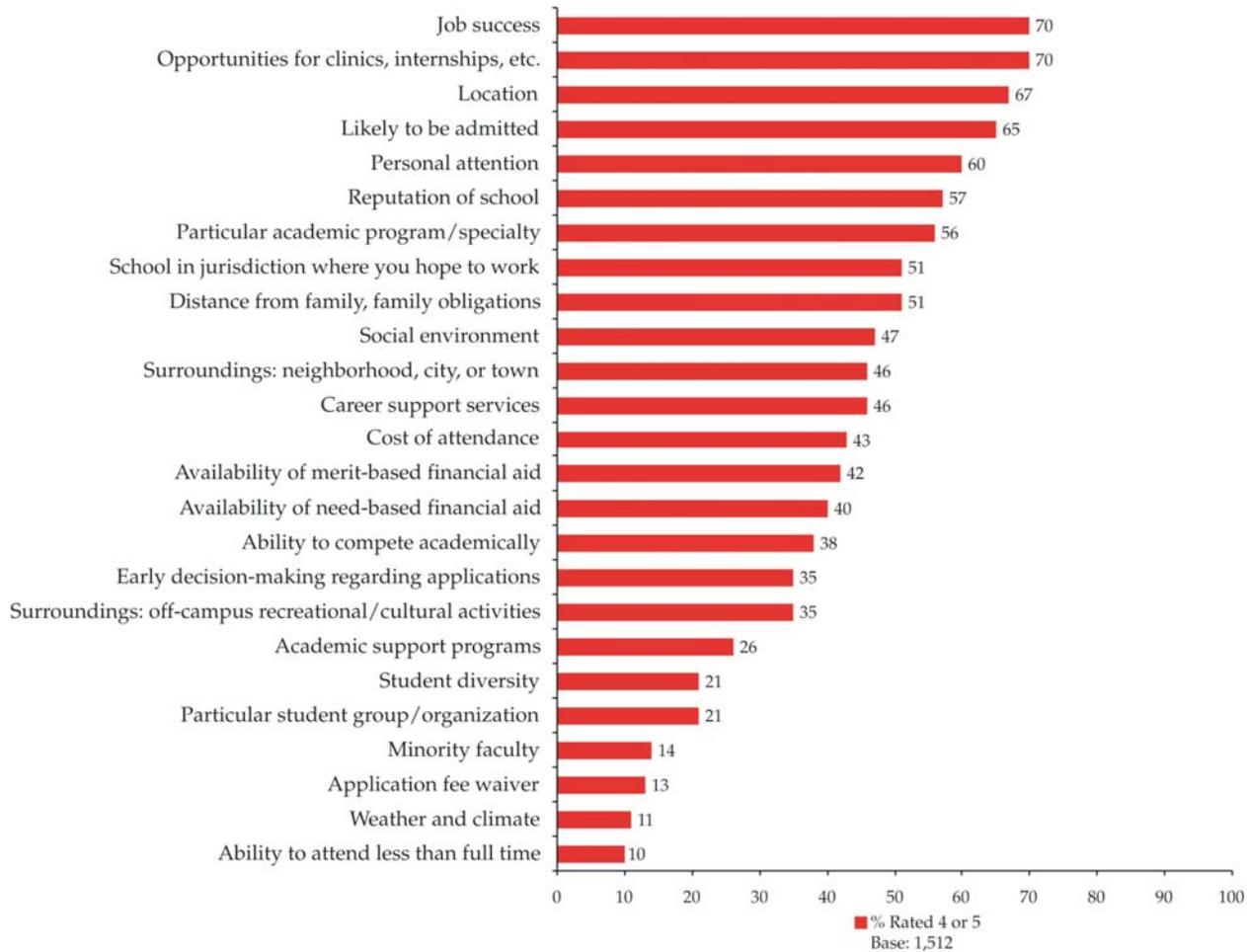
- What factors are most important?
- What factors influenced applicants the most and the least?

These findings can assist Canadian law schools in improving preadmission recruitment programs. For a copy of the paper questionnaire, please refer to Appendix A.

## Chapter 1 (Phase I Results)

### Factors Considered Important by Applicants

Respondents rated 25 factors on a 1 to 5 scale where 1 is “Not at all important,” 3 is “Somewhat important,” and 5 is “Extremely important” in choosing law schools to which they would apply. The chart below shows the percentage of those rating factors as either important or extremely important.



Factors most often reported to be important are:

- Academic quality and output factors: job success of graduates (70%), personal attention (60%), likelihood of being admitted (65%), and reputation (57%).
- Location (67%); distance from family, family obligations (51%); the school being in jurisdiction where respondents hope to work (51%); and surroundings: neighborhood, city, or town (46%).
- Opportunities for clinics, internships, etc. (70%); programs such as a particular academic program/specialty (56%); and career support services (46%).
- Financial factors: cost of attendance (43%), availability of merit-based financial aid (42%), and availability of need-based financial aid (40%).

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### *Subgroup Differences*

Statistically significant differences were found within gender and age subgroups. Female respondents are significantly more likely than male respondents to cite several factors as important.

- Job success
- Opportunities for clinics, internships, etc.
- Particular academic program/specialty
- Distance from family/family obligations
- Availability of merit-based aid
- Ability to compete academically
- Early decision-making regarding applications
- Academic support programs
- Particular student group/organization

Younger respondents (19–23) are more likely to report job success and academic support programs as important. Older respondents (24+) are more likely to report the likelihood to be admitted as important.

Female respondents are more likely to report nearly every factor as important than are male respondents. Student diversity emerges as the factor those 24+ consider more important than younger respondents.

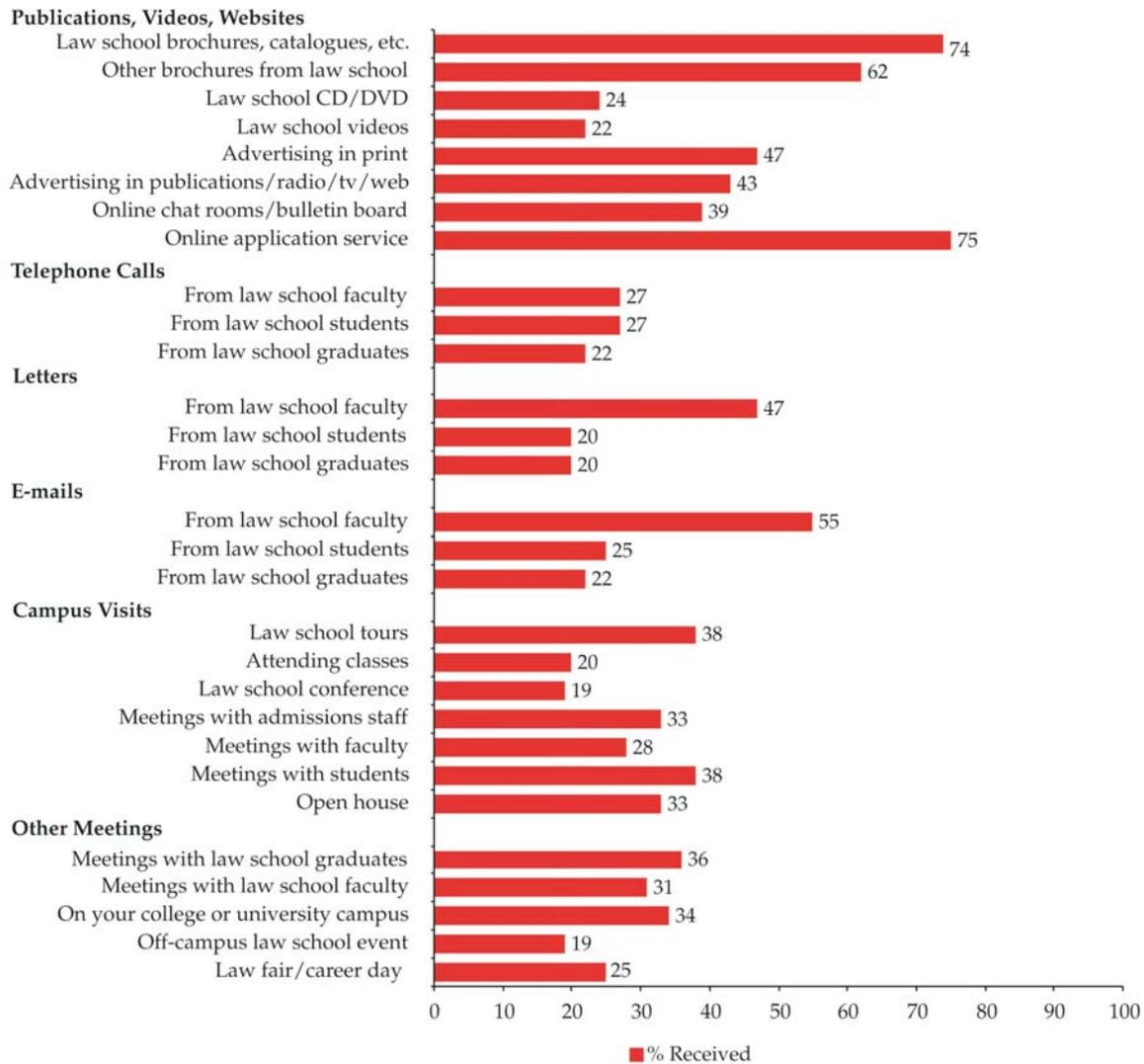
*A detailed breakdown of these results can be found in Table A1 in Appendix A.*

## Exposure, Influence, and Value of Information From Law Schools in Application Choice

This section analyzes information sent to respondents by law schools and other sources in several ways. First, was the respondent exposed to the various types of information? Second, what was its influence on the respondent? Finally, of the information that the respondent saw, what was the most helpful?

### Exposure to Information from Various Sources: What do Applicants See?

The chart below shows the percentage of respondents who indicated that they received information of various types from law schools.



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### *Subgroup Differences*

#### Exposure to Information Received From Law Schools

Statistically significant differences were found within age groups.

Younger respondents are more likely to report being exposed to nearly all types of information from law schools than older respondents.

Older respondents are least likely to be exposed to:

- Phone calls from law school graduates
- Letters from students
- Letters from law school graduates
- E-mails from law school faculty
- E-mails from law school students
- E-mails from law school graduates
- Law school conferences

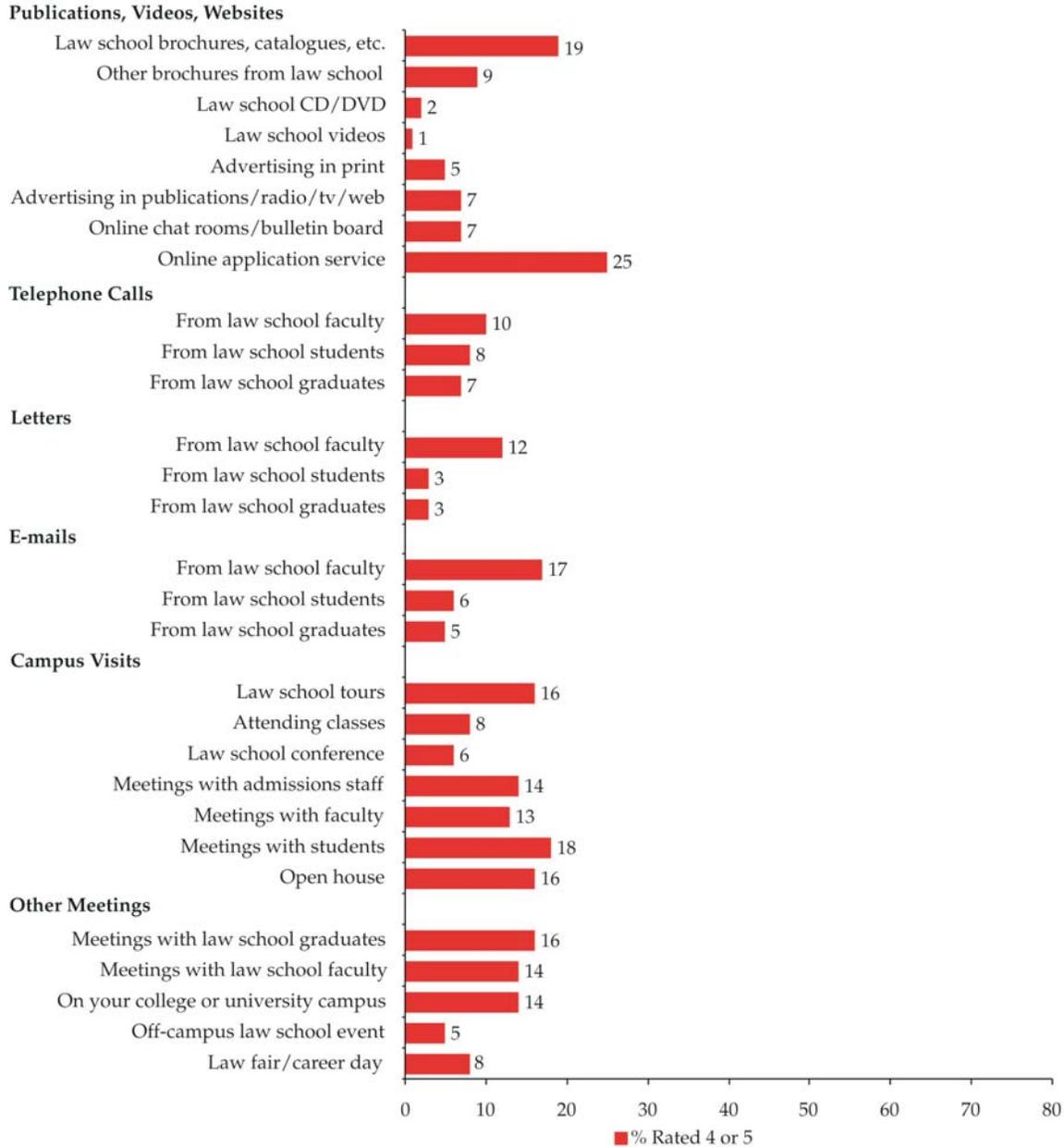
The majority of older respondents report that they were exposed to information via the online application service (83%).

- Male respondents are significantly more likely to take a campus visit to meet with students.

*A detailed breakdown of these results can be found in Table A2-1 in Appendix A.*

**Influence of Information Provided by Law Schools**

Respondents rated the influence of the information on a 1 to 5 scale where 1 is “Little or no influence,” 3 is “Moderate influence,” and 5 is “Strong influence.” The chart below shows the percentage of those rating factors as either important or extremely important:



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### *Subgroup Differences*

#### Influence of Information From Law Schools

- Younger respondents (19–23) are more likely to be influenced by law school visits, specifically with law school tours, open houses, and meetings with students. Older respondents tend to be influenced by materials from law schools such as brochures, catalogues, and online application services.
- Female respondents are more likely to be influenced by nearly every type of information provided by law schools than male respondents.
- Highly qualified respondents (those with LSAT scores of 158 or above), are more likely to have been influenced by law school tours and open houses.

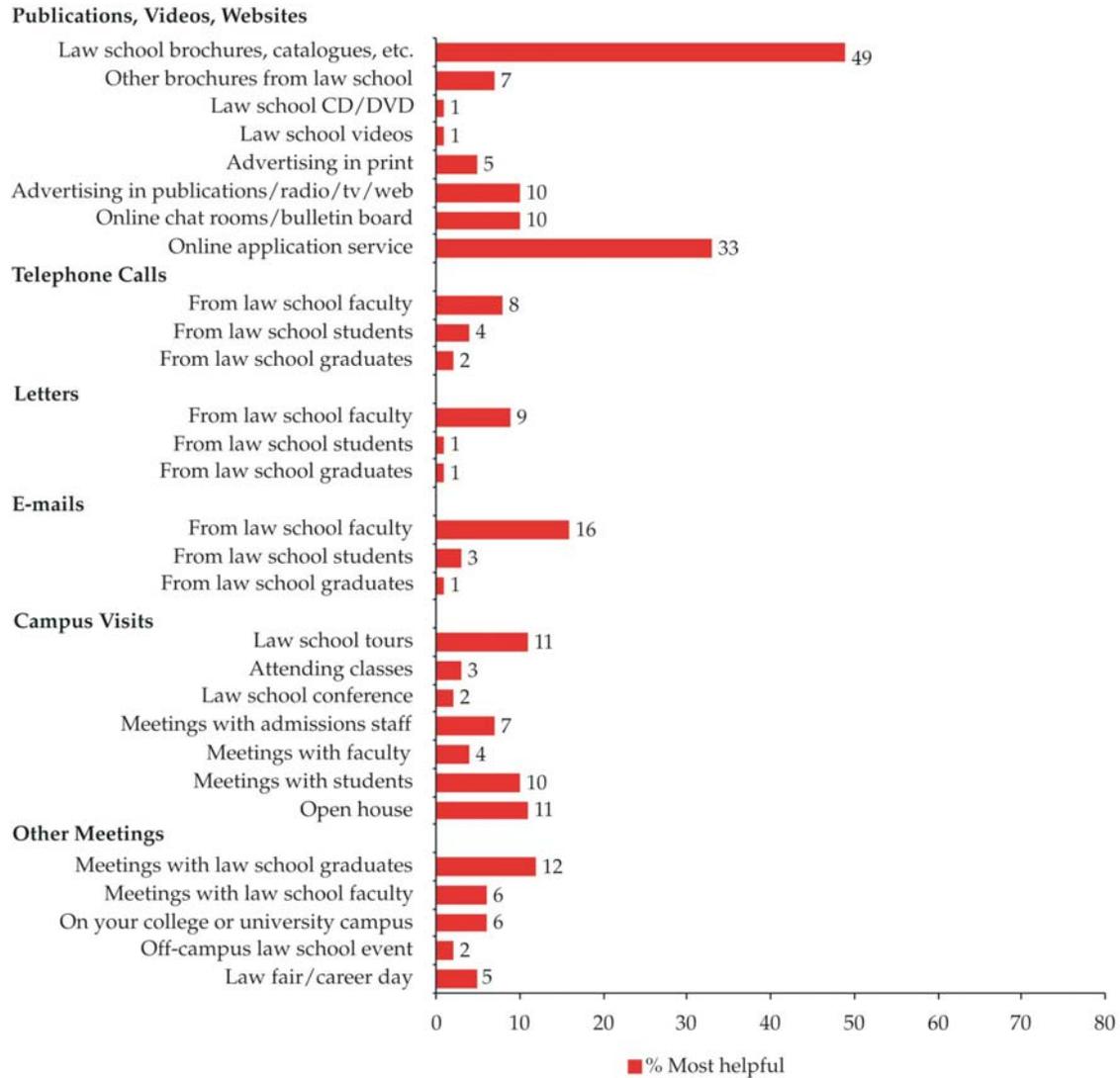
A greater proportion of female respondents than males are more likely to report the following items as influential:

- Online application services
- Letters from law school faculty
- Meetings with students
- Open houses

*A detailed breakdown of these results can be found in Table A2-2 in Appendix A.*

### Most Helpful Information Provided by Law Schools

Respondents listed up to three sources of information from the law schools that were most helpful to them. The results are shown in the chart below.



A majority of the respondents reported receiving information via the online application service (75%), law school brochures, catalogues, etc., (74%); and other brochures from law school (62%). More top sources of information include e-mails from law school faculty (55%), letters from law school faculty (47%), and advertising in print (47%).

Respondents' decisions are shaped by published materials and personal interactions. Of the respondents that used an online application service, 25% reported the service influenced their decision. Additional influential information includes law school brochures, catalogues, etc. (19%); meetings with students (18%); and e-mails from law school faculty (17%).

Nearly one half of the respondents stated that law school brochures, catalogues, etc. (49%) are the most helpful sources. The online application service also ranks highly in providing helpful information (33%). These findings suggest that despite an increasing use of the Web, Canadian law schools need to focus on both online and printed information.

A significantly greater proportion of male respondents are more likely to find e-mails from law school students most helpful.

*A detailed breakdown of these results can be found in Table A3 in Appendix A.*

## Chapter 2

### Unsolicited Information

#### What Unsolicited Materials Were Received

More than one half of the respondents (53%) report receiving unsolicited materials (letters, brochures, catalogues, e-mails, etc.) from one or more law schools. These materials had an impact on their application process, as 24% of the respondents report applying to one or more law schools as a result of receiving these materials.

<b>Received unsolicited materials</b>	<b>53%</b>
Types of Unsolicited Materials Received	Top Mentions
Brochures, Pamphlets, Fliers	76%
Letters	25%
E-mails	24%
Fee waivers	13%
Applications	7%
Invitations to apply	6%
Catalogues	5%
DVDs/CD-ROMs	4%
Viewbooks	4%
Postcards	4%

#### *Subgroup Differences*

- Older respondents (24+) are less likely to have received unsolicited materials than younger ones (62% vs. 76%).
- Slightly more females (72%) received unsolicited materials than males (66%).

#### Types of Unsolicited Materials

Among those who received unsolicited information, 19- to 23-year-old respondents are more likely to have received brochures, pamphlets, and fliers. With the exception of brochures, pamphlets, and fliers, male respondents are more likely to have received unsolicited e-mails.

- Highly qualified respondents are more likely to have received e-mails and view books.

*A detailed breakdown of these results can be found in Table A5/A6 in Appendix A.*

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## What About Unsolicited Materials Impressed Respondents?

Respondents (42%) reported that school attributes presented in unsolicited materials made the greatest impact. The top individual mentions within this category are programs offered (13%) and the prestige/status (10%) of the school. Fee waivers/free applications (14%) also make an impression on respondents.

<b>School Attributes (net)</b>	<b>42%</b>
Programs offered	13%
Prestige/status/reputable name	10%
Location/location of school/description of area	6%
Job prospects/placement	5%
Chance of admission/different admission standards	4%
Mission of school/school philosophy	3%
Emphasis on diversity	1%
<b>Cost/Scholarships/Financial (net)</b>	<b>20%</b>
Fee waivers/free applications	14%
Good scholarship program/attractive scholarship offers	4%
Financial aid/grant information	1%
Cost	1%
<b>Materials (net)</b>	<b>18%</b>
Professional looking materials	7%
Personalized information/letters	7%
Layout/how materials were organized	3%
Viewbooks	1%
<b>General Information (net)</b>	<b>13%</b>
Information I didn't know about	4%
Profiles/information about students	3%
Data statistics	2%
Awareness of schools not familiar with	2%
Website	1%
Other general information	1%
<b>Miscellaneous</b>	<b>25%</b>
Like being pursued	9%
Not interested in unsolicited information	5%
American/US law school communication	3%
Persistence/constant pursuit	2%
Other	5%

## Chapter 3

### How Respondents Believe Communication Could Be Improved

One in three respondents reported that communication could be improved in the form of general information (30%). Having the ability to check application status (7%), personalizing communication (7%), and sending more useful information/less marketing-oriented type information (7%) are top mentions. Approximately two in ten respondents indicated they were pleased with all communications (22%), thus no major improvements are needed. The finding that some respondents (13%) want to receive more information suggests that schools can benefit by establishing dialogues with applicants they would like to recruit.

<b>General Information (net)</b>	<b>30%</b>
Want ability to check application status	7%
Communications should be more personal	7%
More useful information/less marketing type of information	7%
Questions not answered in a timely manner	5%
Information about clinics/programs/concentrations	3%
Like testimonials from current students/alumni	2%
<b>School Attributes (net)</b>	<b>14%</b>
More details about admission process	5%
Received info from schools from locations I'm not interested in	3%
Want info on what separates one school from another	2%
Want info about LSAT/GPA	1%
Job placement	1%
Like information about student organizations/social activities	1%
Want info about the city/area where school is located	1%
<b>Electronic Communications (net)</b>	<b>11%</b>
Better/more up-to-date info on website	5%
Receive more information through e-mails	4%
Sent too many e-mails	2%
<b>Materials (net)</b>	<b>7%</b>
Materials came too late	2%
Low quality	2%
Already made decision/applications submitted to other schools	1%
Lost materials/paperwork	1%
More CDs/DVDs	1%
<b>Miscellaneous</b>	<b>51%</b>
Pleased with all correspondence/no improvements needed	22%
Wanted to receive more communications	13%
Need more helpful/friendly admissions office staff	5%
American/US law school communication	5%
Unsolicited communications make schools seem desperate	4%
Rejection letters less harsh	2%

#### *Subgroup Differences*

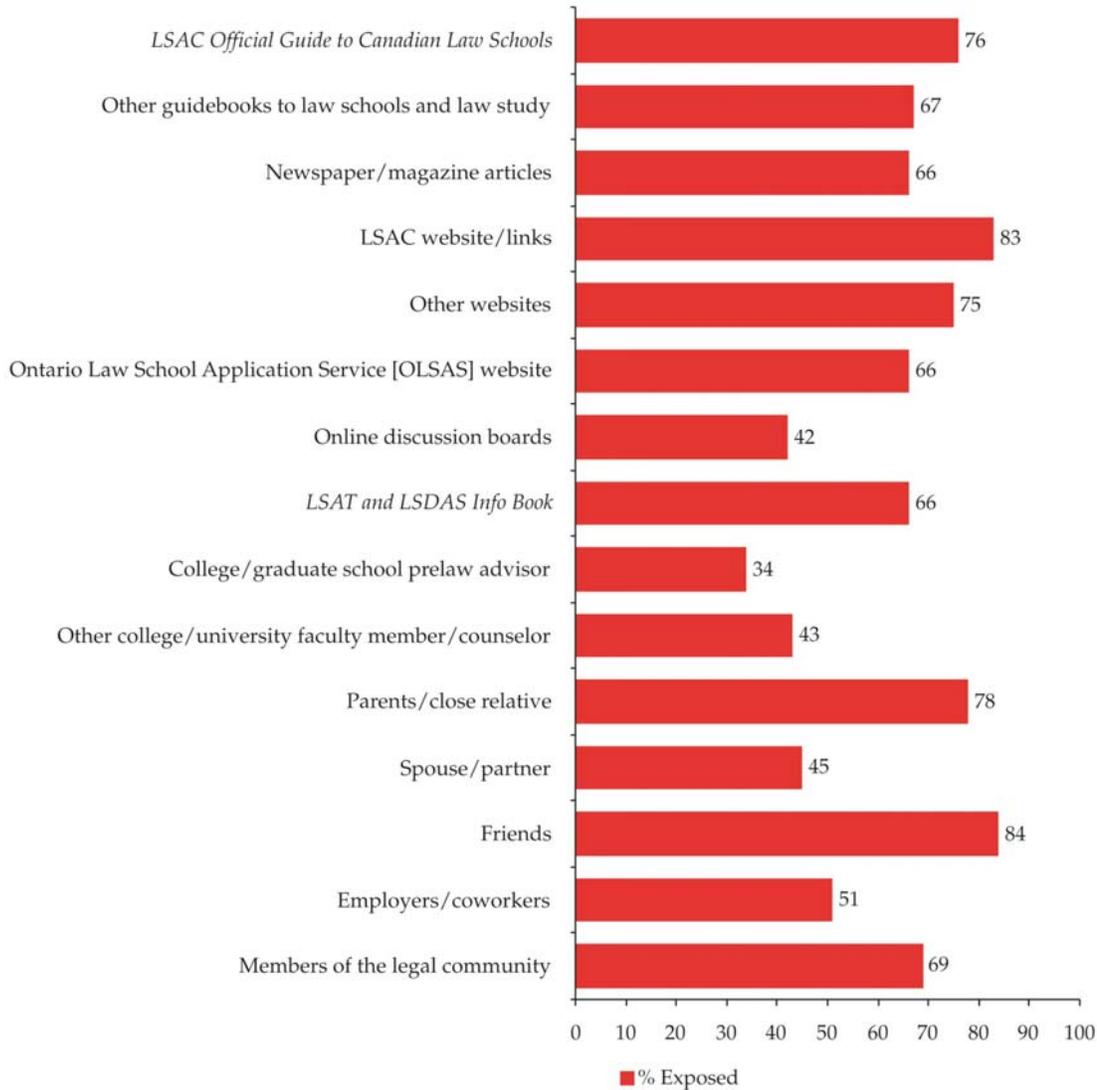
A significantly greater proportion of male than female respondents indicated that communications received could be improved if there was more detail about the admission process.

## Chapter 4

### Exposure, Influence, and Value of Information From Other Sources

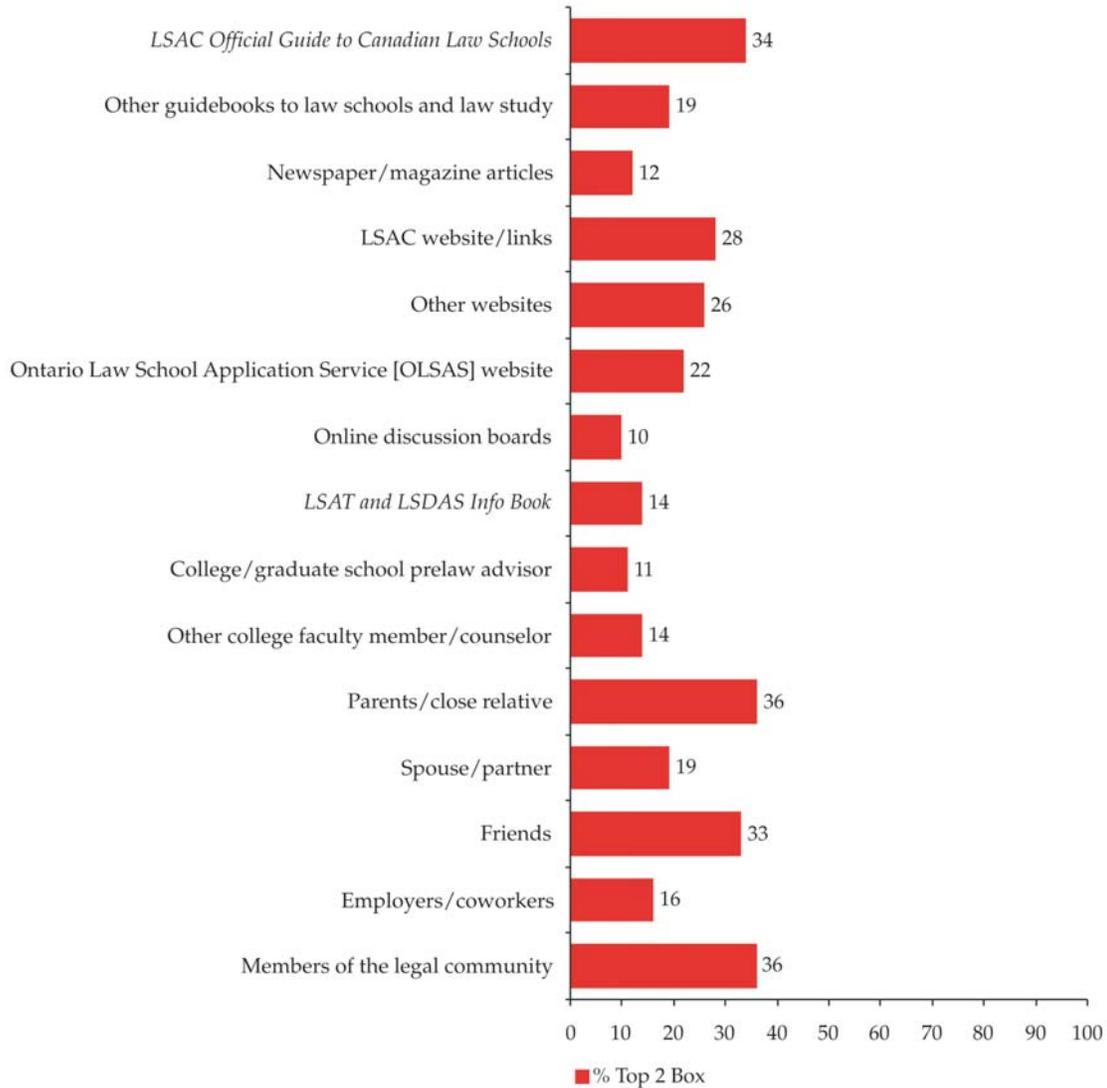
#### Exposure to Information From Various Sources: What Do Respondents See?

The chart below shows the percentage of respondents indicating that they received information of various types from some source other than law schools.



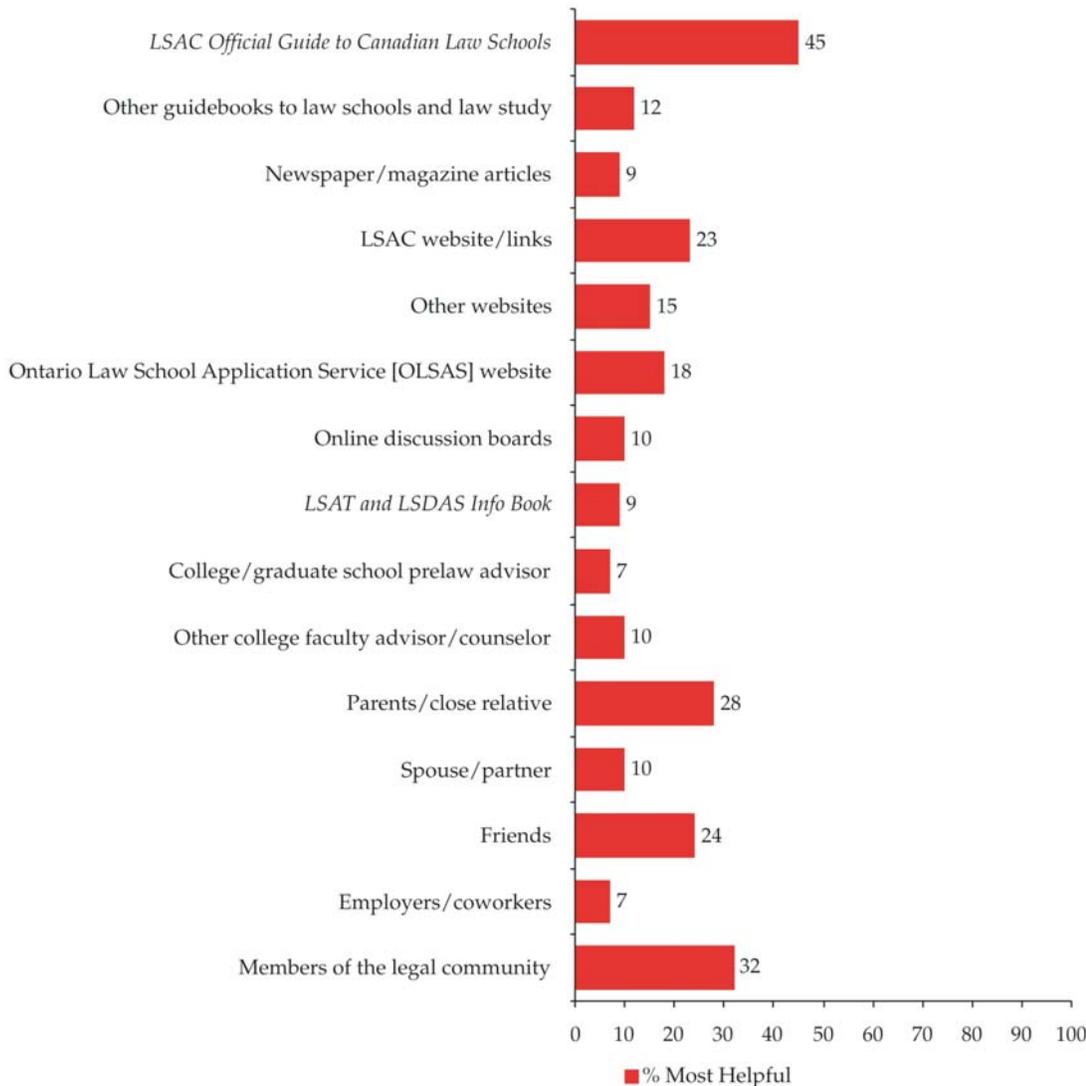
## Influence of Other Sources of Information and Advice

Respondents rated the influence of sources of information and advice other than that provided by law schools. In the 1 to 5 scale, 1 is "Little or no influence," 3 is "Moderate influence," and 5 is "Strong influence." Of the respondents who saw the information, the chart below shows the percentages who rated the information as having a strong or a moderately strong influence.



## Most Helpful Other Information and Advice

Respondents listed up to three sources of information not from the law schools that were most helpful to them. The results are shown in the chart below.



As seen on the chart at the beginning of this chapter, the large majority of respondents reported exposure to information from the LSAC website/links (83%) and from their friends (84%). Other top sources of information include parents/close relative (78%), *LSAC Official Guide to Canadian Law Schools* (76%), other websites (75%), and members of the legal community (69%).

Individuals—parents/close relatives (36%), members of the legal community (36%), and friends (33%)—have a strong influence on law school applicants. Law schools may be able to leverage the power of relationships by fostering programs with local legal communities.

The sources of information cited as most helpful are the *LSAC Official Guide to Canadian Law Schools* (45%), members of the legal community (32%), and parents/close relatives (28%). Interestingly, college/graduate school prelaw advisors are least helpful (7%).

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### Subgroup Differences

#### Exposure to Information Received From Other Sources

Statistically significant differences were found between age and gender groups.

- Male respondents are significantly more likely to visit a campus to meet with students.
- Older respondents (24+) and females are more likely to have received advice from a spouse/partner.
- Not surprisingly, respondents ages 19–23 are significantly more likely than older respondents to have received advice from a parent or close relative.
- Male respondents (63%) are significantly more likely to have been exposed to online discussion boards than females (40%).

*A detailed breakdown of these results can be found in Table A10-1 in Appendix A.*

#### Influence of Information Received From Other Sources

- Parents/close relatives have a stronger influence on younger respondents (47%) than older ones (24%).
- Non-highly qualified respondents (LSAT below 158) are twice as likely to be influenced by websites other than the LSAC website and links (45%).

*A detailed breakdown of these results can be found in Table A10-2 in Appendix A.*

#### Most Helpful Information From Other Sources

- Older respondents are significantly more likely than younger ones to cite a spouse/partner as the most helpful source of information.
- “Members of the legal community” is cited as the most helpful source of information among significantly more females (48%) than males (26%).

*A detailed breakdown of these results can be found in Table A11 in Appendix A.*

#### Interest in Law—Timing

Respondents were asked when they first considered attending law school and when they decided to definitely apply. Nearly one half of the respondents first considered law school during or prior to high school (46%) and the majority (54%) decided to apply while they attended college. This decision generally comes toward the second half of college.

	First Considered	Decided to Apply
During high school or earlier	46%	11%
1st/2nd year of college/university	15%	13%
3rd year of college/university	14%	21%
4th year of college/university	6%	20%
After graduation from college/university	12%	24%
During a break in education	6%	11%

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## Significant Positive Influences

When asked if there was a significant positive influence on their interest in studying law, respondents reported personal experience as being the most positive influence, with 51% stating that it sparked an interest in studying law. This is consistent with the finding that members of the legal community are among the most influential sources of information in the decision to apply to law school.

Influenced by personal experience	51%
Influenced by the career of a public figure	18%
Influenced by TV or movies	13%
Influenced by world events	12%
Influenced by books	8%

Those who indicated that they were positively influenced by public figures provided an example of the public figures, TV/movies, books, experiences, or world events that were influential in their decision to study law. Following are summaries of the top influences within each category.

<b>Public Figures Net</b>	<b>Number of Mentions (181)</b>
Pierre Trudeau	19
Family member/relative	16
Senators/politicians (unspecified)	12
Gandhi	12
Jean Chretien	7
Edward Greenspan	6
Nelson Mandela	6
Louise Arbour	5
Barack Obama	4
Bill Clinton	3
Johnny Cochran	3
<b>TV/Movies/Books</b>	<b>Number of Mentions (65)</b>
John Grisham novels/movies	15
<i>Law &amp; Order</i> (any)	11
<i>To Kill a Mockingbird</i>	6
<i>A Few Good Men</i>	5
<i>Erin Brockovich</i>	3
<i>A Time To Kill</i>	3
<i>Perry Mason</i>	3
<b>Personal Experiences</b>	<b>Number of Mentions (90)</b>
Classes/courses I took	39
Friend/teacher/family member	21
Studied abroad	7
Enjoy law/my own interest/good fit for me	4
Debate/forensics team	3
<b>National or International Events</b>	<b>Number of Mentions (58)</b>
World court/international criminal court	9
High profile cases (i.e., OJ, Peterson, Schiavo)	8
9/11/war	8
International relations/UN	5
Human rights violations	5
Genocide in Rwanda	4
Have experienced/want to fight racism	4
Political developments/recent political debate (unspecified)	3
<b>Work Experiences</b>	<b>Number of Mentions (38)</b>
Have law office experience/work in a lawyer's office	15
Internship	7
Work in a court/with court system	5
Job/employment experience (unspecified)	5

## Chapter 5

### Expectations of Discrimination

Respondents stated whether they anticipate encountering discrimination based on gender, race/ethnicity, sexual orientation, or age in the application process. They are expecting gender (27%), and age (19%) to play the most significant role in discrimination while looking for employment. In general, respondents are less likely to expect discrimination in the application process and while attending law school.

	Gender	Race/ Ethnicity	Sexual Orientation	Age
In application process	9%	13%	1%	15%
While attending law school	10%	10%	2%	11%
In finding employment	27%	15%	2%	19%

- A significant proportion of younger respondents (18–23) are more likely to expect discrimination based on gender during their job search.
- Female respondents are significantly more likely than males to anticipate gender discrimination while attending law school and during the process of looking for a job.

*A detailed breakdown of these results can be found in Table A13 in Appendix A.*

Respondents who reported they would encounter some type of discrimination were asked to describe their concerns. The top concerns (4 or more mentions) are listed below:

<b>Concerns Regarding Gender Discrimination</b>	<b>Number of Mentions</b>
Females are always discriminated against/it's harder for a woman	170
Employers think women will leave/have to interrupt their career for children and families/won't be dedicated	101
Field is dominated by males/white males/more men than women attend law school	78
Glass ceiling still in place	31
Gender (unspecified)	23
Women aren't perceived as being tough/strong	18
Women are still paid less than men	18
Schools may try to balance ratio of men to women/fill gender quotas	17
Females are preferred/accepted over men	13
Women viewed as unintelligent/less intelligent than men	10
It's a man's world/the "old boys club"	6
Other gender comments	9
<b>Concerns Regarding Age Discrimination</b>	<b>Number of Mentions</b>
Young/younger than others	183
Older/mature student/grad	110
Age (unspecified)	36
Other age bias comments	4
<b>Concerns Regarding Race/Ethnicity Discrimination</b>	<b>Number of Mentions</b>
Discrimination because of race/ethnicity	102
Being a white male you receive reverse discrimination/are put at a disadvantage	58
The best candidate should be picked/admission should be based on merit and accomplishments	17
Being in the majority hurts my chances	17
"Ethnically diverse" schools hinder acceptance of non-minorities/priority is given to non-whites	15
Discrimination because of foreign/international status	13
Less qualified minorities are accepted/students with lower GPAs and LSATs are let in because of race	16
LSATs/standardized tests are skewed/biased against/not accurate measure for racial/ethnic minority students	7
Lack of racial/ethnic minorities in field/law school	6
Other race/ethnicity comments	28

<b>Miscellaneous Concerns Regarding Discrimination</b>	<b>Number of Mentions</b>
Discrimination is going to happen no matter what	53
Won't fit in/be accepted by students	33
Discrimination from faculty	19
Lack of minorities in field/law school	15
Discrimination because of religion	11
Minorities hired less frequently/less likely to be hired	10
Poverty/social class as basis	8
Fellow students thinking/saying I only got accepted because I'm a minority	7
My name may be a problem	6
Other miscellaneous comments	70

<b>Concerns Regarding Sexual Orientation Discrimination</b>	<b>Number of Mentions</b>
Discrimination against homosexuals/lesbians	15
Other sexual orientation comments	2

#### *Why Respondents Did Not Reveal Race/Ethnicity on Admission Forms*

Among all respondents, nearly three in four provide their racial/ethnic background when completing law school admission forms (71%). The following are top reasons applicants decide not to provide their racial/ethnic background on admission forms.

Irrelevant/unimportant	36%
Shouldn't matter/race or ethnicity shouldn't be a deciding factor	11%
Not mandatory/wasn't required	13%
I'm white/don't want to be discriminated against because I'm Caucasian/thought it would be a hindrance/hurt my application	12%
Merit should be only consideration/want to be considered on my test scores, résumé, etc.	8%

## Chapter 6

### Cost and Financial Aid

Respondents answered a series of questions regarding cost of attending law school as well as various sources of financial aid. Four in ten reported applying for financial aid (43%). For one third of respondents (33%), cost of tuition is a determining factor for excluding certain law schools from consideration.

Applied for financial aid	43%
Excluded law school(s) from consideration due to <b>cost of tuition</b>	33%
Excluded law school(s) from consideration due to <b>cost of living</b>	30%
Amount of <b>financial aid</b> to be a factor in attendance decision	39%
Amount of <b>merit-based financial aid</b> to be a factor in attendance decision	36%
Amount of <b>need-based financial aid</b> to be a factor in attendance decision	37%
Opportunity to receive an early response to any application for financial aid	30%

Respondents were asked to approximate their total cost of attending the first year of law school (including tuition, books, and housing):

Less than \$15,000	10%
\$15,000–24,999	47%
\$25,000–39,999	35%
\$40,000–75,000+	8%
Mean	\$24,000

Respondents were then asked what percentage of the total cost of their first year of law school they expect to be met by financial aid from all possible sources (including grants and loans).

None	22%
Less than 20% of total cost	10%
20%–39% of total cost	13%
40%–50% of total cost	17%
51%–75% of total cost	15%
76%–99% of total cost	14%
100% of total cost	9%

The large majority of respondents (85%) reported that the presence of a loan forgiveness program at any law school was not a significant factor in their decision to apply to that school.

Seven in ten respondents (70%) indicated that debt burden and its influence on job choice are not factors in choosing where to apply.

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## Chapter 7

### Student Status in Law School

When asked the status of attending law school in 2007, the large majority of applicants (93%) state they would attend law school full-time, while 2% would attend part-time. Five percent of respondents were not sure of their status at the time they completed the survey.

### Relatives Who Attended Law School

Respondents were asked to provide information on who else in their immediate family attended law school.

Parent	10%
Siblings	5%
Spouse/partner	3%
Other close relative	25%

### *Subgroup Differences: When the Decision Was Made to Attend Law School*

#### First considered attending law school

- A significantly greater proportion of younger respondents (19-23) consider attending law school during high school or earlier compared to older respondents (59% vs. 26%).
- Significantly more respondents aged 24+ consider attending law school after they graduate from college/university, or during a break in education.

#### Decided to apply to law school

- A significantly greater proportion of younger respondents decide to apply to law school earlier in their education compared to older respondents (24+).

*A detailed breakdown of these results can be found in Table A15/A16 in Appendix A.*

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## Part II: Factors Influencing Enrollment Choices

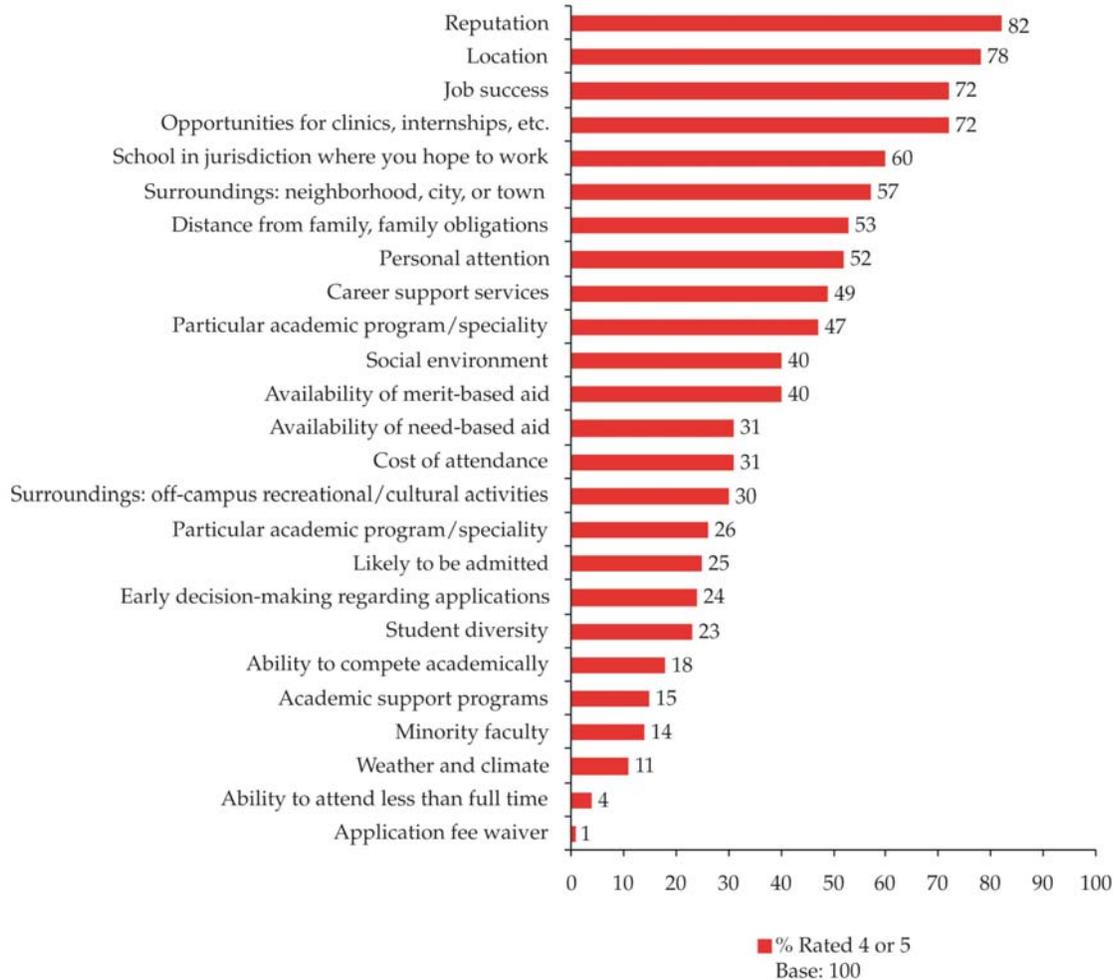
Part I of this report explores the factors that influence an applicant to apply to particular Canadian law schools. In Part II, telephone interviews were conducted with a subset of those surveyed in Part I. Respondents who had been accepted by two or more law schools, and committed to attending one Canadian law school, were asked about key factors in the enrollment decision. These findings can assist Canadian law schools in improving post-admission recruitment programs. For a copy of the telephone questionnaire, please refer to Appendix B.

*Note:* Comparisons between Phase I and Phase II are shown for those applicants who completed both the Phase I and Phase II interviews (n = 100). For results from the full Phase I sample (n = 1,512), please refer to Part I.

## Chapter 1 (Phase II Results)

### Factors Considered Important in Enrollment Choice

Admitted respondents were asked to rate 25 factors on a 1 to 5 scale where 1 is “Not at all important,” 3 is “Somewhat important,” and 5 is “Extremely important” in choosing which law school to attend. The results—percent rating 4 or 5 (Top 2 Box)—are shown below for total admitted respondents.



Factors most often reported to be important in the enrollment decision include:

- Reputation of the law school (82%) and location (78%).
- Opportunities for clinics, internships, etc. (72%) and job success (72%).

#### Subgroup Differences

Statistically significant differences were found among age, gender, and qualification groups.

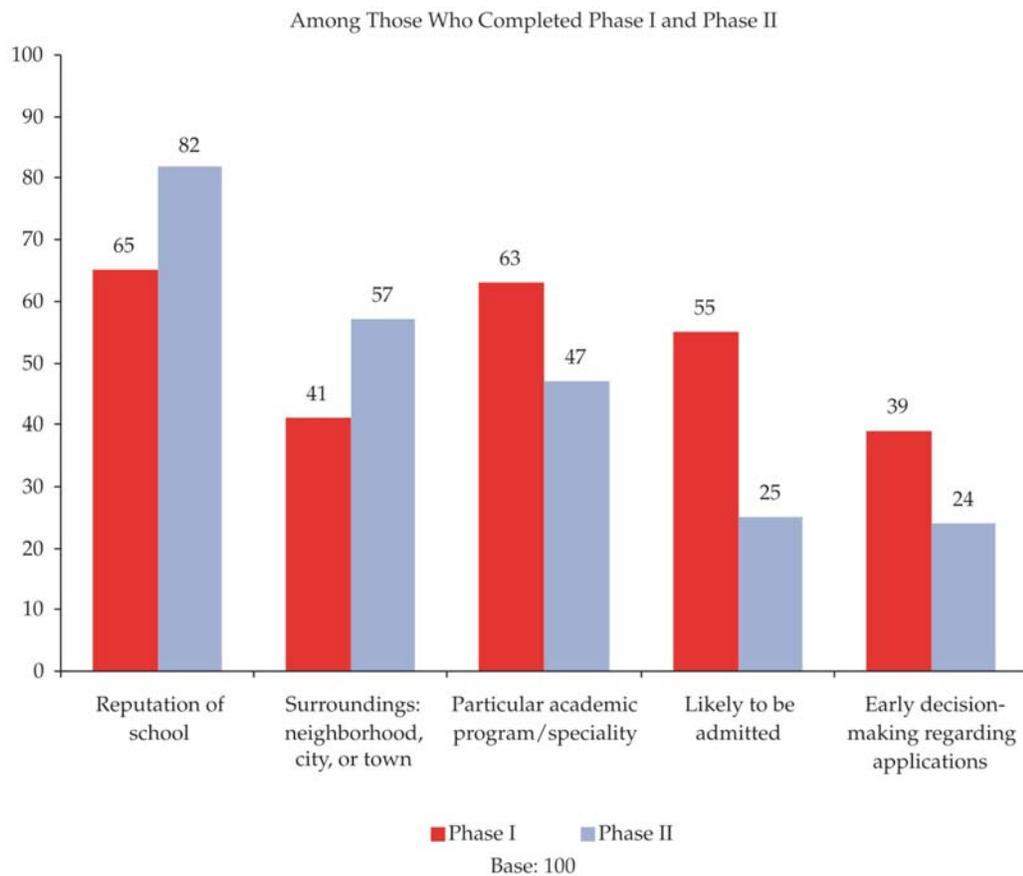
- Younger respondents are significantly more likely to cite cost and having the ability to compete academically as important factors compared to the older respondents.
- Older admitted respondents (24+) consider a law school with a minority faculty significantly more important than those under the age of 24.

- A significantly greater proportion of female respondents than male respondents cite distance from family/family obligations (63%) and having the ability to compete academically (25%) as important factors.
- A significantly greater proportion of non-highly qualified (LSAT below 158) admitted respondents are more likely to cite success in the job market and minority in the faculty as important factors to consider during enrollment than highly qualified respondents.

*A detailed breakdown of these results can be found in Table B1 in Appendix B.*

### Changes Since Application Process—Factors Considered Important

Five factors had a statistically significant change in importance between the application process and the enrollment process. **The results—percent rating 4 or 5 (Top 2 Box)—are shown below only for admitted applicants who completed both the Phase I and Phase II surveys.**



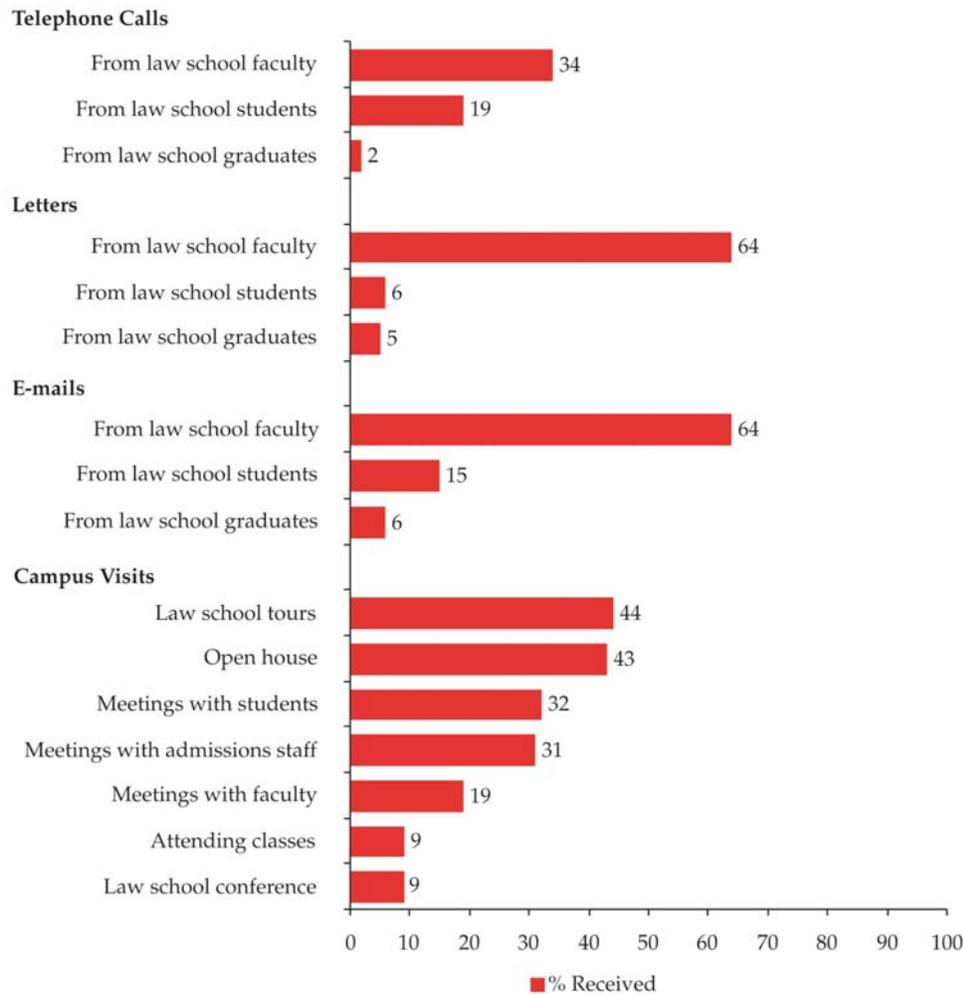
- The presence of a particular academic program/specialty, likelihood of being admitted, and early decision-making with respect to applications are significantly more important factors during the application process than during the enrollment process.
- Reputation of the school and law school surroundings, such as the neighborhood, city, or town are considered more important when deciding where to enroll.

## Chapter 2

### Exposure, Influence, and Value of Information From Law Schools in Enrollment Choice

#### Exposure to Information From Various Sources: What Do Admitted Respondents See?

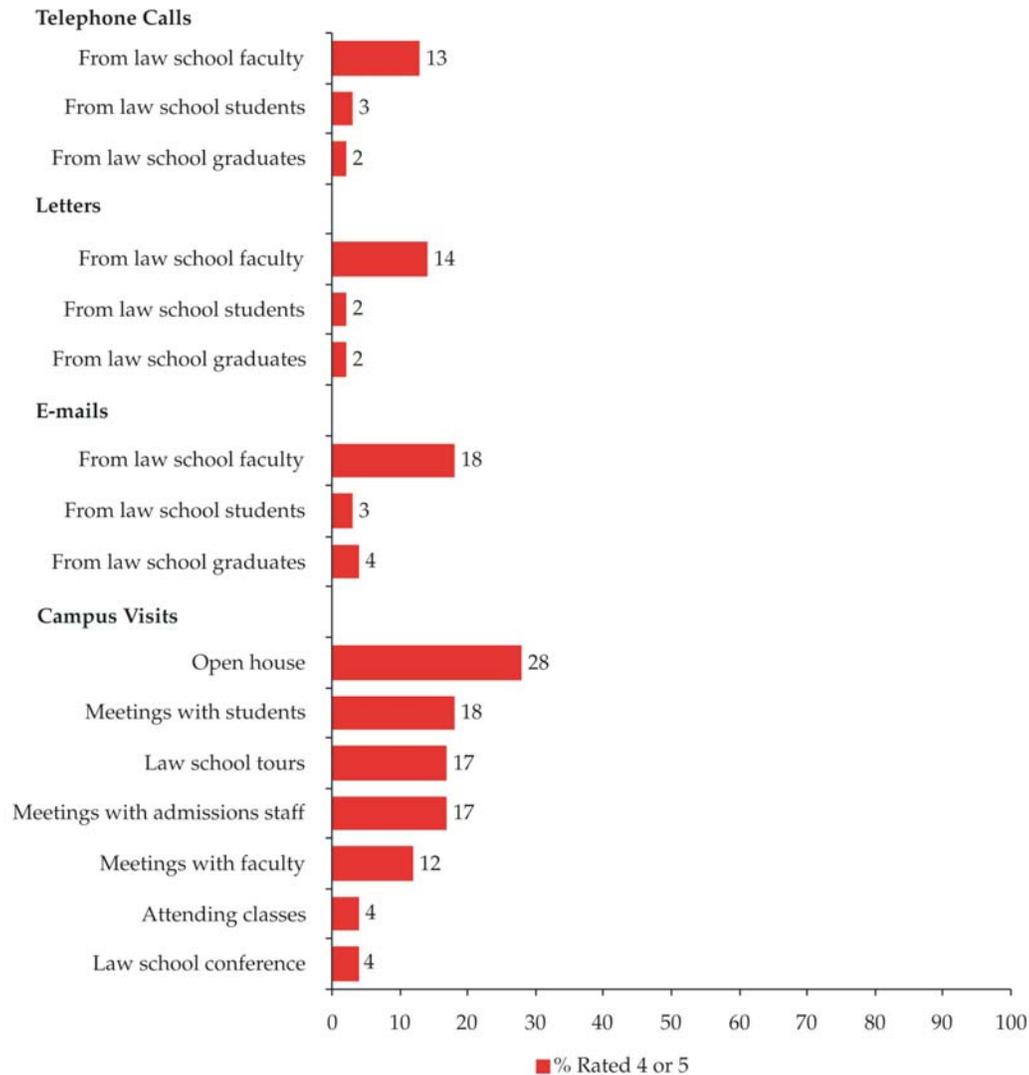
The chart below shows the percentage of admitted respondents who indicated that they received information of various types from law schools.



- Communication from the law school faculty is the most common type of communication received among admitted respondents, as nearly two in three received a letter (64%) and 64% received an e-mail from a faculty member. More than four in ten admitted applicants (44%) also took a tour of the school or attended an open house (43%).

## Influence of Information Provided by Law Schools

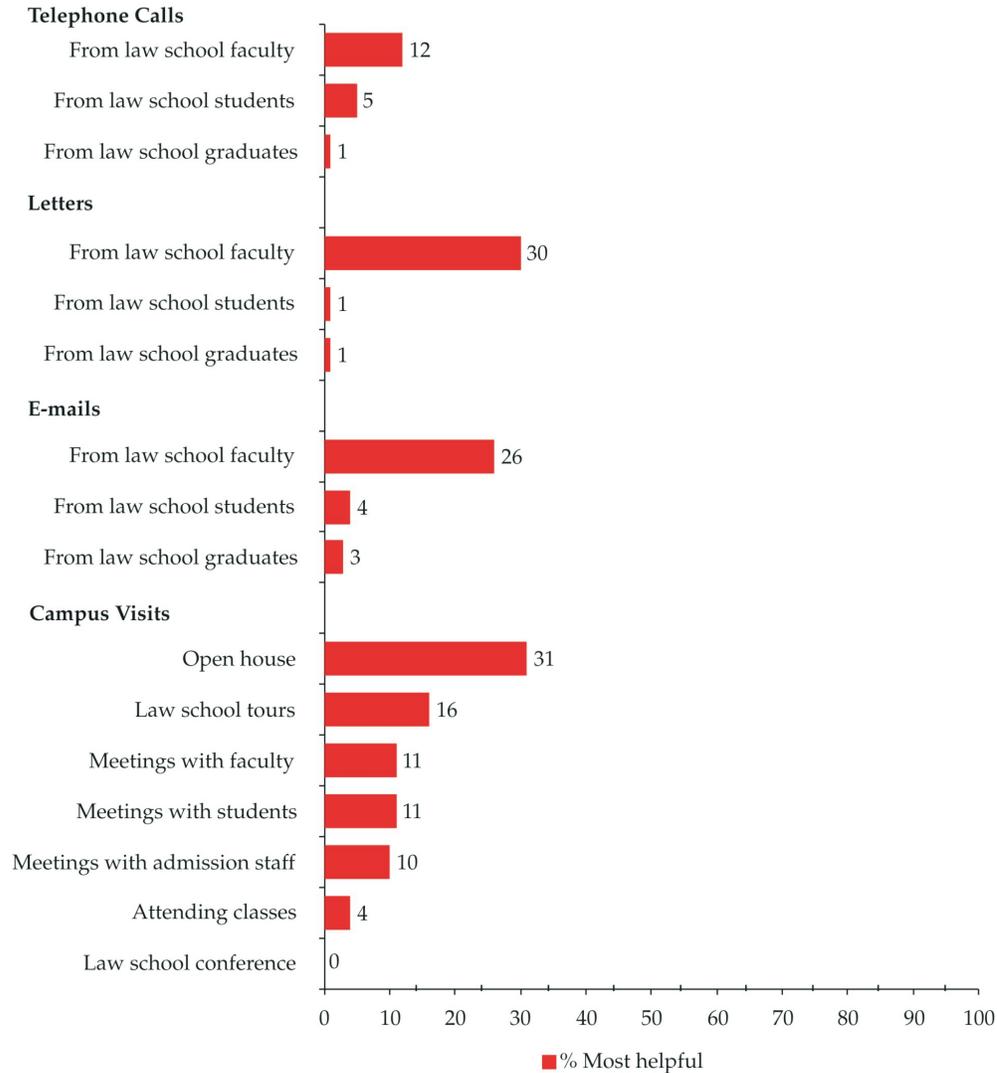
Admitted respondents were asked to rate the influence of the information on a 1 to 5 scale where 1 is “Little or no influence,” 3 is “Moderate influence,” and 5 is “Strong influence.” The results—percent rating 4 or 5 (Top 2 Box)—are shown below for those admitted respondents who saw the information.



- Visiting a campus to attend an open house (28%) or to meet with students (18%) are most influential among admitted respondents. Meetings with admissions staff (17%), law school tours (17%), and e-mails from faculty members (18%) are also strong influences during the enrollment process.
- These findings suggest that applicants considering law school want to get a real taste of what it feels like to attend law school.
- Knowing this, law schools should promote open houses, tours, and programs such as “A Day in the Life,” allowing applicants who are in the process of making an enrollment decision the opportunity to get an in-depth view of the school.

## Most Helpful Information Provided by Law Schools

Admitted respondents were asked to list up to three sources of information from law schools that were most helpful to them. The results are shown in the chart below.

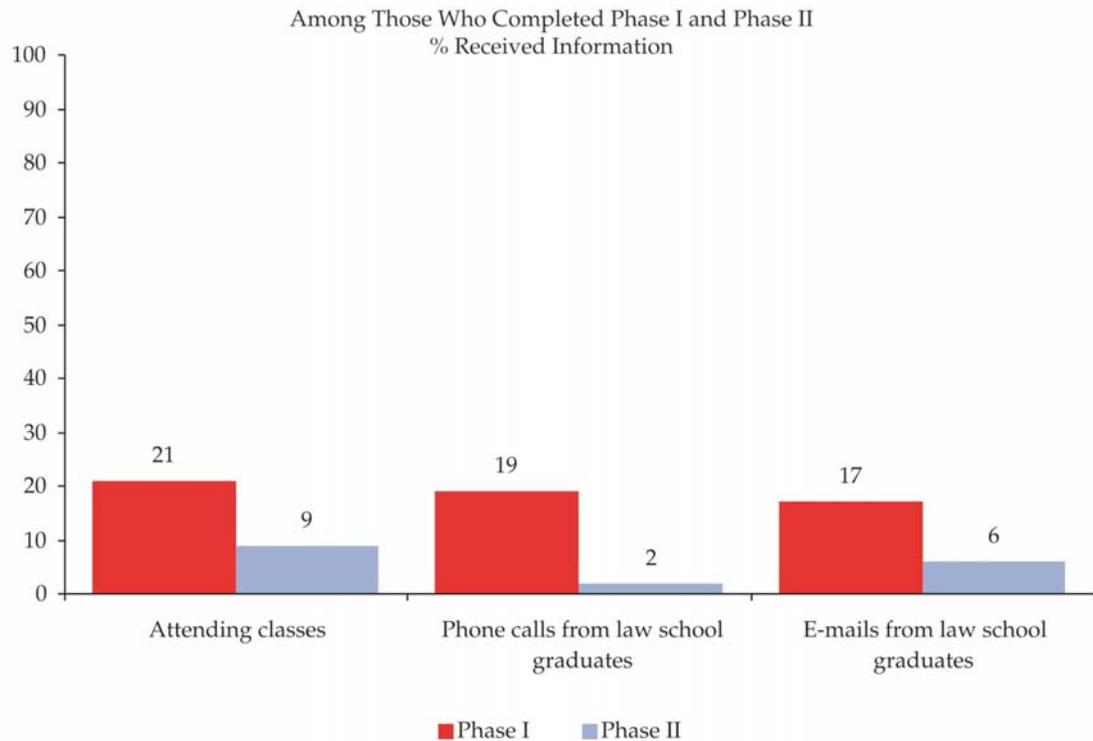


- Among admitted respondents who received the information, communications from faculty members such as letters (30%) and e-mails (26%) were cited as “most helpful.” Campus open house (31%) emerges as the most often cited source of helpful information.

## Changes Since Application Process—Information From Law Schools in Enrollment Choice

### *Exposure to Information From Law Schools*

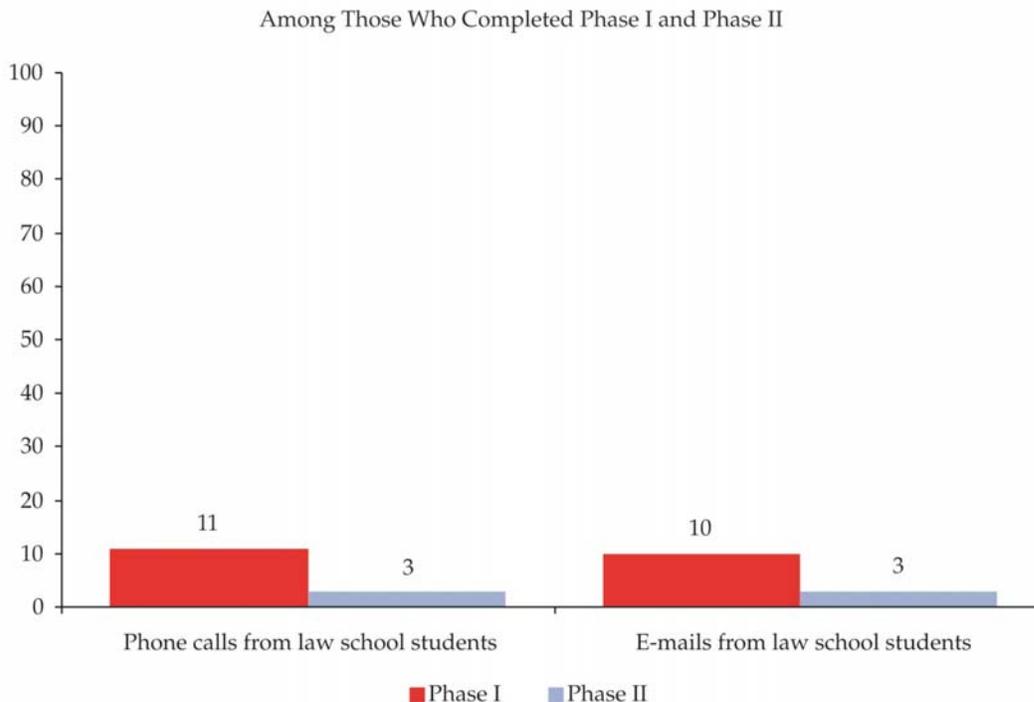
Three sources of information had a statistically significant change in exposure between the application process and the enrollment process.



- Overall, admitted respondents were exposed to less information during the enrollment process than they were exposed to during the application process.
- The results suggest that to attract students, it is important to get them engaged early on in the process.

### *Influence of Information From Law Schools*

Two sources of information had a statistically significant change in influence between the application process and the enrollment process. The results—percent rating 4 or 5—are shown below.



- Phone calls and e-mails from law school students have significantly more influence during the application process than the enrollment process.

### *Subgroup Differences*

#### Exposure of Information From Law Schools

Statistically significant differences were found within the following groups.

- Admitted respondents under the age of 24 are significantly more likely to attend law school open houses than those 24+ (52% vs. 31%).

#### Influence of Information From Law Schools

- Among those who attended a law school open house, a significantly greater proportion of younger respondents were influenced during the enrollment process than older ones.
- Highly qualified respondents are significantly more likely to report law school tours as the most influential type of information.

#### Most Helpful Information From Law Schools

- A significantly greater proportion of highly qualified respondents cited open houses as most helpful during the enrollment process.

## Chapter 3

### Preferred Communication

Respondents were asked what type of communication they prefer and why they prefer that type of communication.

#### Preferred Communication Methods

	Top Mentions
E-mail	62%
Letters	25%
Phone calls	14%
Meetings (face-to-face)	8%

#### Appealing Features of Communication Methods

Respondents who cited e-mail as their preferred method of communication indicate that it is quick and easy to access and they can respond at their leisure. Among those who prefer letters, the fact that they are better for record keeping is most important. Respondents who prefer face-to-face meetings and phone calls indicate the interaction is more personal and makes it easier to ask questions and get answers to questions. Also, respondents report that they can get a better sense of the people/school when on the phone and in person.

	Total
<b>Convenience/Ease of Use (net)</b>	<b>68%</b>
Quick	15%
Easy	15%
Easy to access/accessible everywhere	14%
Can read/respond at my leisure	12%
Efficient/direct	11%
Convenience (nonspecific)	9%
Easier to ask questions	6%
Other convenience mentions	4%
<b>Miscellaneous (net)</b>	<b>42%</b>
More personal	14%
More informative/comprehensive/detailed	7%
Hard copy/paper information	6%
Can get a better sense of the person	5%
Less intrusive	3%
Other mentions	10%

*Please refer to the following page (page 34) for quotes provided from admitted students regarding the type of communication most preferred and why they prefer that method of communication.*

#### Subgroup Differences

- A significantly greater proportion of non-highly qualified respondents cite e-mail as their preferred method of communication.

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## What Admitted Applicants Are Saying About the Types of Communication They Prefer

### *E-mails*

*"They are the easiest way to contact me and I can do it on my own time."*

*"It is quick and efficient."*

*"E-mail because I am more likely to respond."*

### *Letters*

*"Letters, just because they take more time to prepare and they are usually presented better. They are more organized and usually have a spell-check."*

*"Letters because they have more content."*

*"I would say a letter. It gives you time to reflect on the letter and think of questions."*

### *Phone Calls*

*"I like talking to people. It is more personal."*

*"It is easier to ask questions and get a full answer."*

*"I prefer phone calls, it is more personal. You can ask what is on your mind. It is also a more immediate two-way dialogue. You can gauge the responses and the honesty of the people."*

### *Meetings (face-to-face)*

*"Face-to-face because it's usually more genuine because usually people don't have enough time to readjust what they are trying to say to a more socially acceptable form. That is usually the more honest form."*

*"I prefer face-to-face. It is more personal. I feel like I can get to know them and what they are trying to get across."*

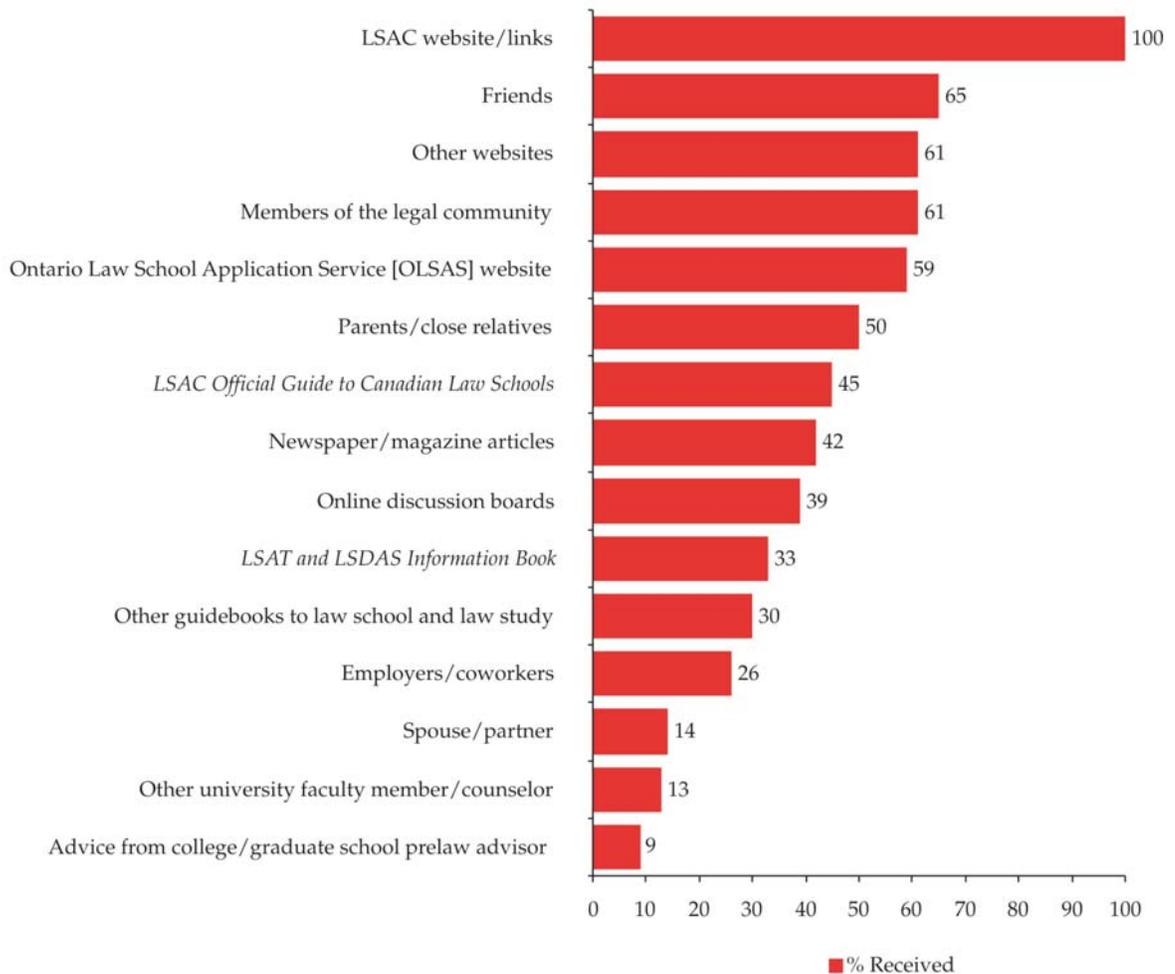
*"Face-to-face meetings, I prefer it because it is more in depth, more detail and more genuine."*

## Chapter 4

### Exposure, Influence, and Value of Information From Other Sources

#### *Exposure to Information From Various Sources: What Do Applicants See?*

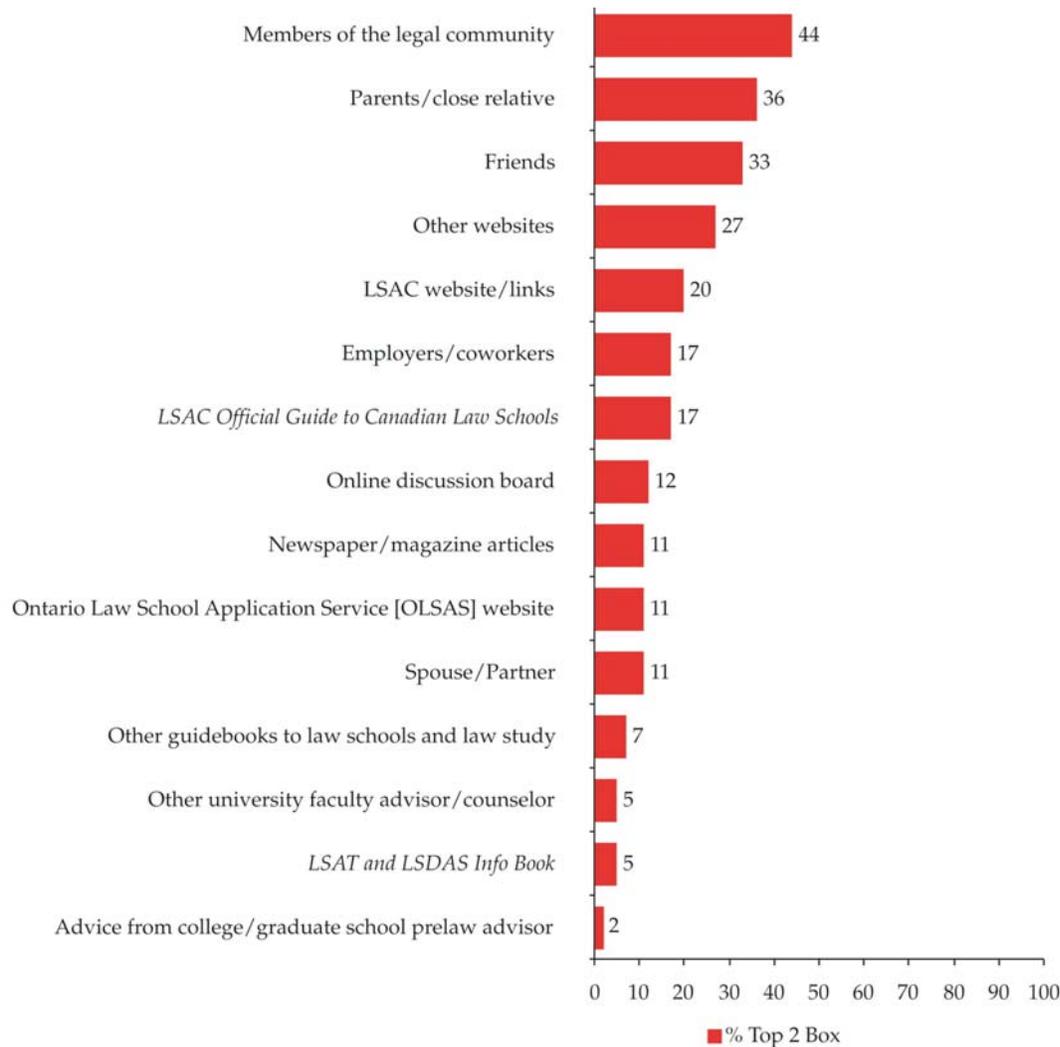
The chart below shows the percentage of respondents who indicated that they received information of various types from sources other than law schools.



- Every respondent obtained information from the LSAC website/links
- Greater than six in ten respondents also received information from friends, members of the legal community, and other websites.

### *Influence of Other Sources of Information and Advice on Enrollment Choice*

Respondents were asked to rate the influence of sources of information other than that provided by law schools. They were rated on a 1 to 5 scale where 1 is “Little or no influence,” 3 is “Moderate influence,” and 5 is “Strong influence.” **The results—percent rating 4 or 5 (Top 2 Box)—are shown below for those respondents who saw the information.**

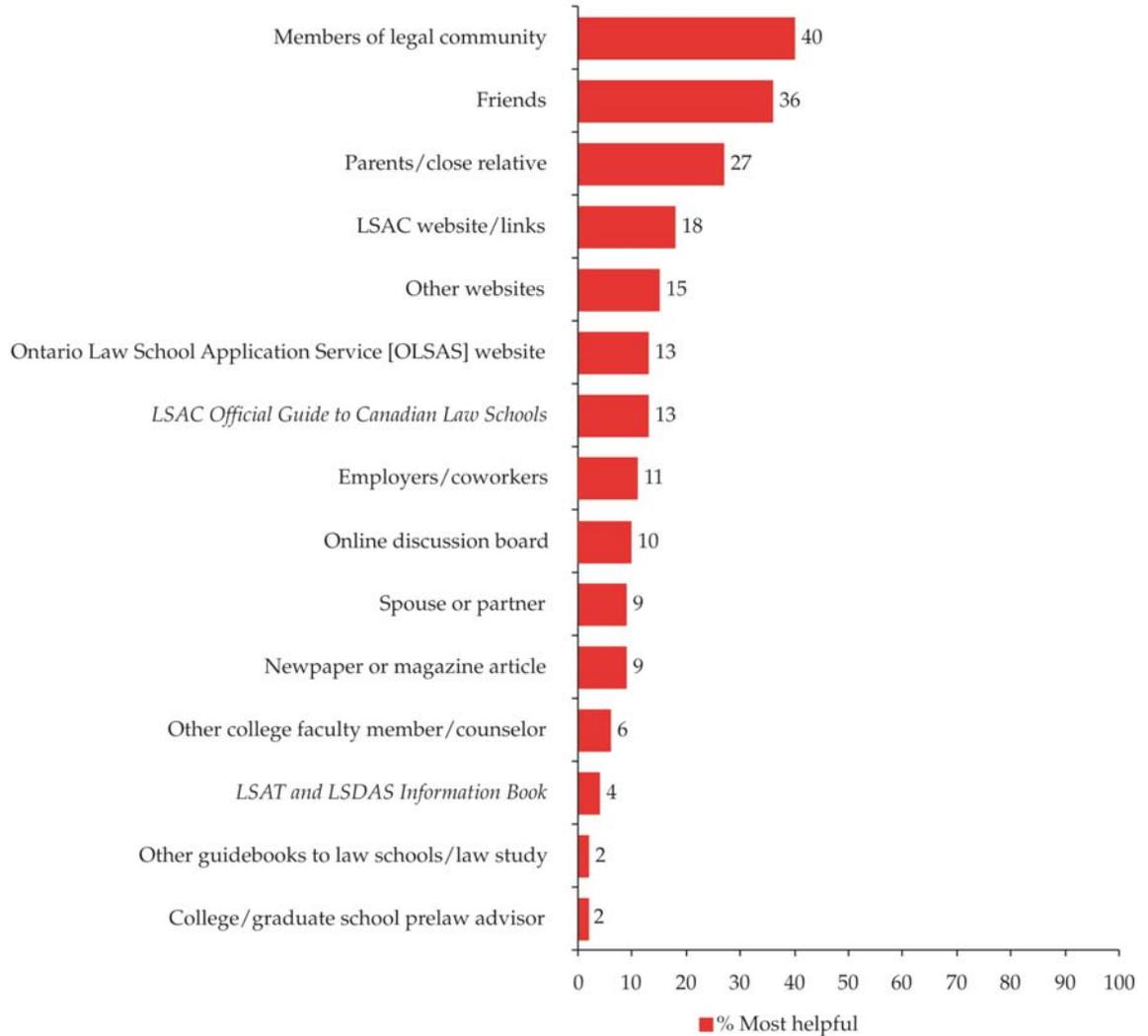


- Among admitted applicants who received the information/advice, members of the legal community (44%), parents/close relatives (36%), and friends (33%) are the most influential sources of information.
- Advice from faculty advisors and counselors is least influential.

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### *Most Helpful Other Information and Advice*

Respondents were asked to list up to three sources of information other than law schools that were most helpful to them. The results are shown in the chart below.



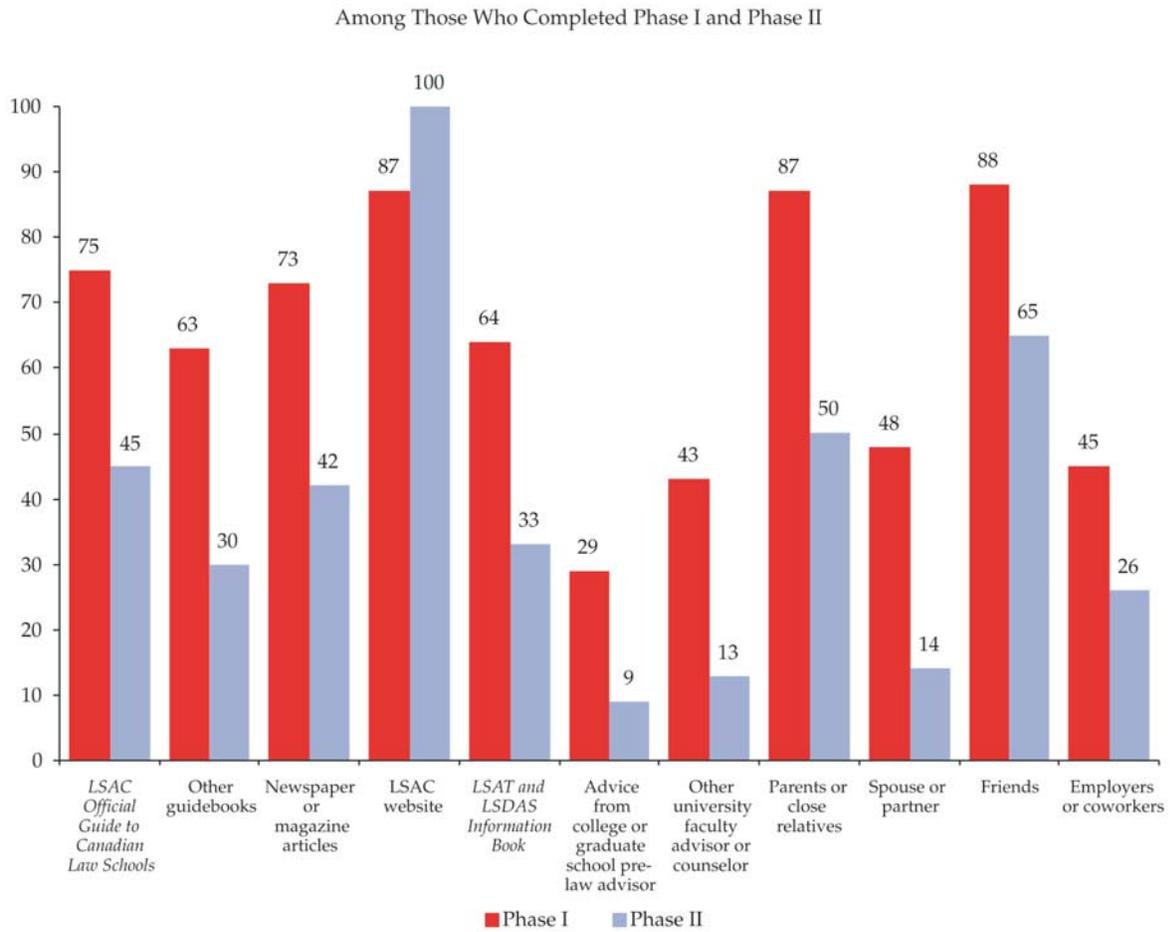
- Not surprisingly, social networks/personal interactions (i.e., members of the legal community, friends, parents/close relatives) are the most helpful sources of information during the enrollment process.

## Changes Since the Application Process

### Information From Other Sources in Enrollment Choice

#### *Exposure to Information From Other Sources*

Thirteen sources of information had a statistically significant change in exposure between the application process and the enrollment process.

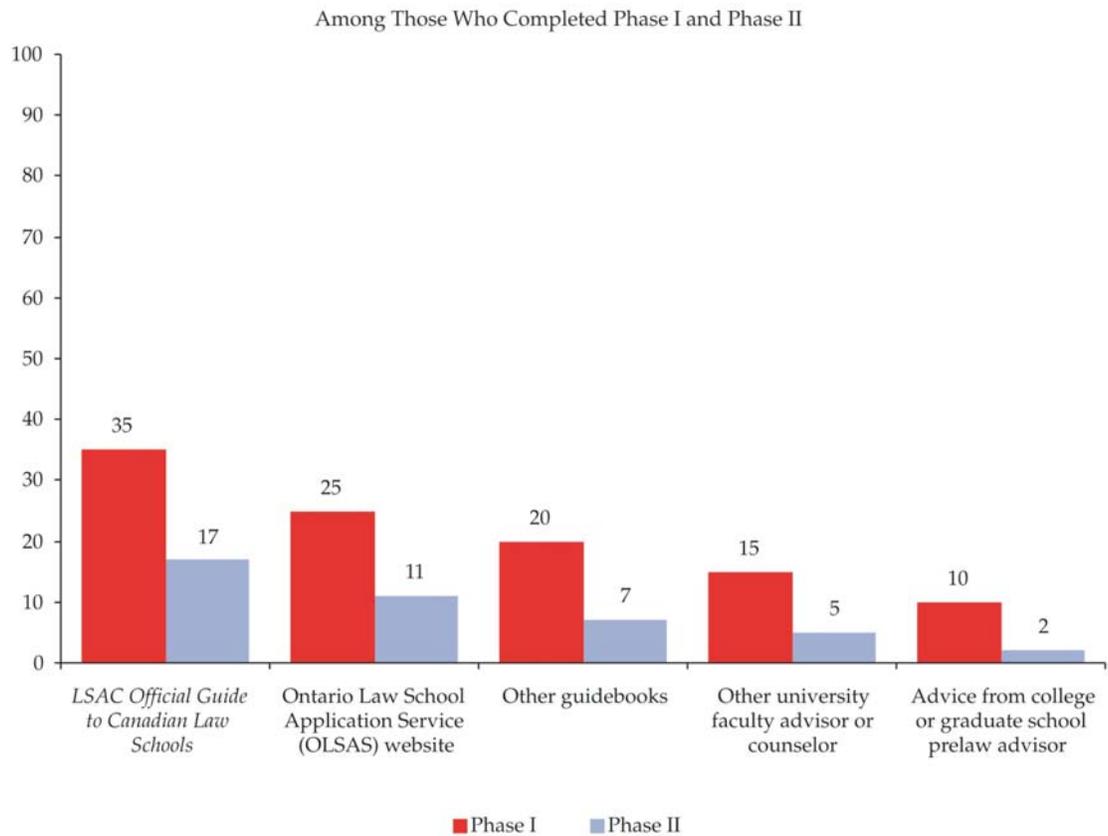


- With the exception of the LSAC website, respondents were exposed to fewer types of information during the enrollment process than during the application process.

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*Influence of Other Sources of Information and Advice on Enrollment Choice*

Five other sources of information had a statistically significant change in influence between the application process and the enrollment process.

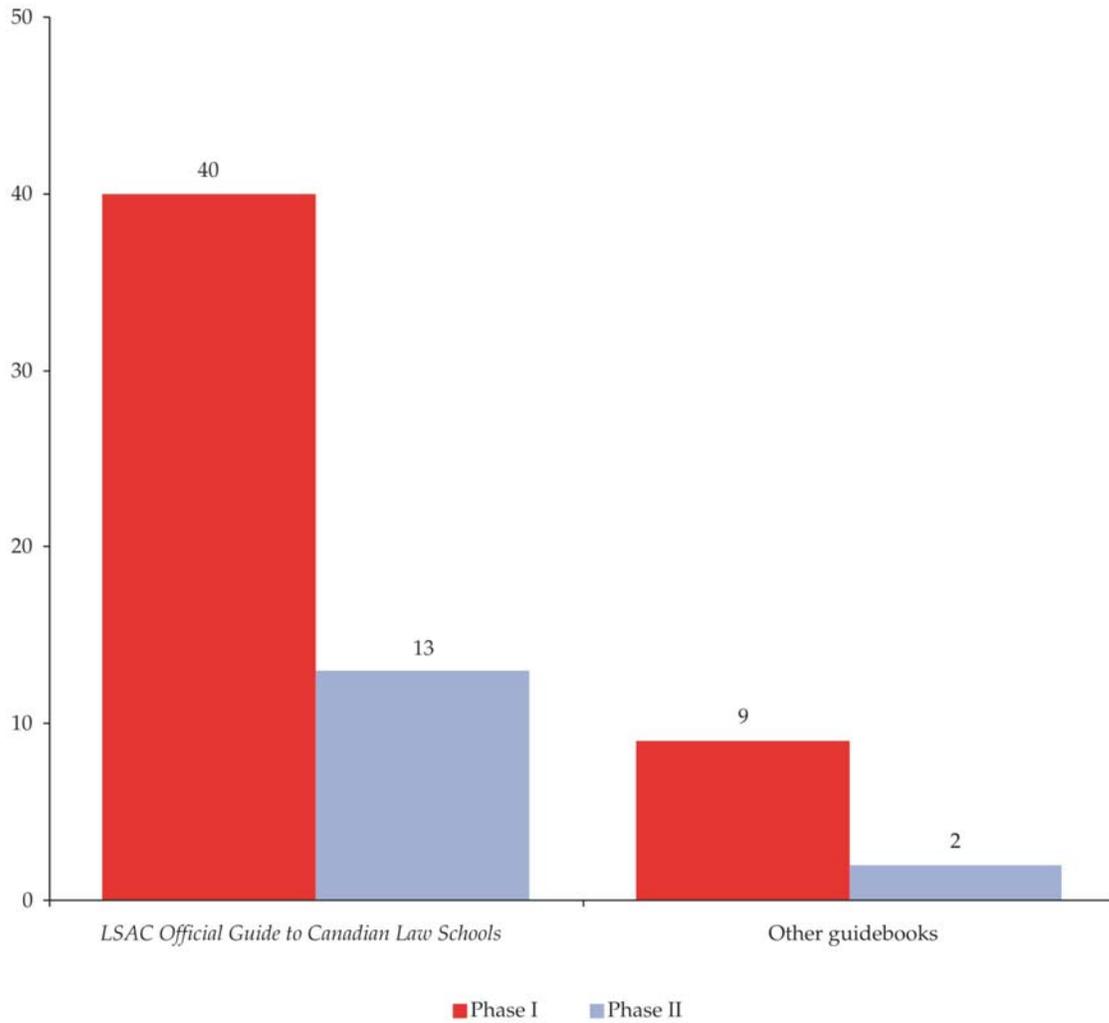


- As was true in the exposure to other sources of information, the influence of information from other sources is greater during the application process than the enrollment process.

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### Most Helpful Information From Other Sources

The following sources of information had a statistically significant change in being cited as “most helpful” between the application process and the enrollment process.



- Outside sources like the *LSAC Official Guide to Canadian Law Schools* and other guidebooks are more likely to be “most helpful” during the application process than they are in the enrollment process.

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### Subgroup Differences

#### Exposure to Information From Other Sources

- Male respondents are more likely to have been exposed to newspaper/magazine articles and online discussion boards than females.

*A detailed breakdown of these results can be found in Table B5-1 in Appendix B.*

#### Influence of Information From Other Sources

- Younger respondents (19–23) are more likely to indicate that other guidebooks to law schools and law study are influential.
- The influence of advice from parents/close relatives and from other guidebooks to law school/study is significantly greater in females, while male respondents find online discussion boards more influential.

*A detailed breakdown of these results can be found in Table B5-2 in Appendix B.*

#### Most Helpful Information From Other Sources

- As seen with the exposure and influential sources of information, significantly more males than females cite newspaper/magazine articles (17% vs. 5%) and online discussion boards (20% vs. 5%) as most helpful.
- Non-highly qualified respondents (LSAT below 158) are significantly more likely to report newspaper/magazine articles and other guidebooks to law school/law study as most helpful.

*A detailed breakdown of these results can be found in Table B6 in Appendix B.*

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## Chapter 5

### Discrimination

Respondents were asked whether they anticipated encountering discrimination based on gender, race/ethnicity, or sexual orientation while attending their chosen law school.

Anticipate discrimination based on:	<u>Gender</u>	<u>Race/Ethnicity</u>	<u>Sexual Orientation</u>
	8%	5%	1%

Less than one in ten respondents expect to encounter discrimination at their chosen law school. Expected levels of discrimination based on race/ethnicity are twice as high among applicants during their application process (10%) than during their enrollment process (5%).

- There are no statistically significant differences between age, gender, or qualification groups, most likely due to small base sizes.

## Chapter 6

### Cost and Financial Aid

Applied for financial aid	59%
Excluded law school(s) from consideration due to cost of tuition	43%
Amount of financial aid to be a factor in enrollment decision	36%
Received merit-based scholarship	24%
Amount of merit-based scholarship to be a factor in enrollment decision*	63%
Received need-based scholarship	21%
Amount of need-based scholarship to be a factor in enrollment decision*	29%
Loan forgiveness program a factor in attending	8%
<u>Debt burden a factor in attending</u>	<u>33%</u>

\*among those who received a merit/need-based scholarship

- Six in ten respondents report applying for financial aid at the law school they committed to attend (59%).
- The cost of living has a greater impact during enrollment (43%) than during the application process (33%).
- The amount of need-based scholarship received has less impact during the enrollment decision (29%) than during the application process (37%).
- The amount of merit-based scholarship received is nearly twice as likely to be a factor to consider during time of enrollment (63%) than when applying to law schools (36%).
- The cost of living is more likely to be a significant factor among younger respondents (52%).
- A significantly greater proportion of females (54%) than males (23%) exclude law school(s) from consideration due to cost of living.

*A detailed breakdown of these results can be found in Table B8 in Appendix B.*

## Appendix A

### Notes on Reading Tables

- LSAC supplied the data for the following subgroups (n = 100).
  - Data shown in Appendix A represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.
  - Data shown in Appendix B represents Phase 2 data.
- Qualification subgroups for “Highly Qualified” were defined as respondents with a 158 or above average LSAT score. Respondents having lower scores fell into the “Non-Highly Qualified” category.
- Response categories are the left-hand column on the table. Subgroups are across the top.
- Each column of data reads down. The percentages are based on the number that appears in the base row.
- All surveys using a sample drawn from a population are subject to tolerances, or margins of error, based on sampling variability alone. The probable limits of such tolerances vary with the size of the sample and the magnitude of the percentage of any survey finding.
  - The table below shows approximate sampling tolerances for the sample as a whole and for various subsamples. These tolerances are based on a confidence level of 95%. This means that the chances are 95 in 100 that the obtained result would not differ by more than plus or minus the indicated number of percentage points if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample	Approximate Sampling Tolerances Applicable to Percentage At or Near These Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,000	1	2	2	2	2
1,750	2	2	2	2	3
1,500	2	2	3	3	3
1,250	2	2	3	3	3
1,000	2	3	3	3	3
750	2	3	3	4	4
500	3	4	4	5	5
250	4	5	6	6	6

- A, B, C, D, etc.: In Table A1, the letter next to the score indicates the percentage is significantly higher than the score in the corresponding column at 95% confidence level.

TABLE A1  
*Important Factors in Canadian Law School Application Choice*

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Job success	75%	83% B	64%	60%	83% C	74%	76%
Opportunities for clinics, internships, etc.	75%	78%	71%	63%	82% C	74%	79%
Location	70%	76%	62%	60%	75%	70%	69%
Reputation of school	65%	71%	57%	57%	69%	71%	52%
Particular academic program/specialty	63%	69%	55%	49%	71% C	67%	55%
Personal attention	59%	62%	55%	54%	62%	56%	66%
Likely to be admitted	55%	47%	67% A	57%	54%	54%	55%
School in jurisdiction where you hope to work	53%	53%	52%	43%	59%	57%	45%
Distance from family, family obligations	53%	57%	48%	34%	63% C	56%	45%
Availability of merit-based financial aid	50%	57%	41%	34%	59% C	50%	48%
Social environment	48%	53%	41%	49%	48%	49%	45%
Career support services	44%	47%	41%	37%	48%	41%	48%
Cost of attendance	44%	45%	43%	40%	46%	44%	41%
Surroundings: neighborhood, city, or town	41%	48%	31%	43%	40%	40%	41%
Surroundings: off-campus recreational/cultural activities	41%	41%	41%	46%	39%	39%	48%
Early decision-making regarding applications	39%	43%	33%	23%	48% C	41%	31%
Ability to compete academically	28%	33%	21%	14%	35% C	24%	35%
Particular student group/organization	24%	28%	19%	11%	31% C	26%	21%
Student diversity	19%	14%	26%	14%	22%	16%	28%
Academic support programs	16%	22% B	7%	6%	22% C	10%	28%
Minority faculty	14%	14%	14%	14%	14%	7%	28%
Weather and climate	11%	14%	7%	9%	12%	10%	14%
Application fee waiver	2%	2%	2%	3%	2%	1%	3%
Ability to attend less than full time	1%	2%	0%	0%	2%	1%	0%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A2-1  
 Exposure to Information Received From Law Schools

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Law school brochures, catalogues, etc.	84%	88%	79%	86%	83%	91%	65%
Online application service	79%	76%	83%	77%	80%	80%	76%
Other brochures from law school	71%	78%	62%	77%	68%	74%	62%
Letters: From law school faculty	58%	59%	57%	51%	61%	57%	59%
E-mails: From law school faculty	57%	67% B	43%	63%	54%	57%	55%
Online chat rooms/bulletin board	47%	53%	38%	51%	45%	51%	39%
Advertising in publications/radio/tv/web	45%	47%	43%	40%	48%	44%	45%
Campus Visits: Meetings with students	45%	48%	40%	31%	52% C	50%	31%
Campus Visits: Law school tours	44%	47%	40%	43%	45%	51%	28%
Advertising in print	42%	41%	43%	37%	45%	43%	41%
Campus Visits: Open house	42%	47%	36%	34%	46%	50%	24%
Campus Visits: Meetings with admission staff	40%	45%	33%	40%	40%	43%	34%
Other meetings: Meetings with law school graduates	36%	33%	40%	26%	41%	39%	31%
Calls: From law school faculty	35%	38%	31%	37%	34%	37%	28%
Calls: From law school students	30%	36%	21%	37%	26%	37%	10%
Campus Visits: Meetings with faculty	30%	31%	29%	26%	32%	31%	28%
Other Meetings: Meetings with law school faculty	28%	29%	26%	20%	32%	33%	17%
Law school CD/DVD	26%	29%	21%	26%	26%	30%	17%
Other Meetings: On your college or university campus	25%	28%	21%	20%	28%	21%	34%
Law school videos	22%	28%	14%	14%	26%	21%	24%
E-mails: From law school students	22%	31% B	9%	20%	23%	27%	7%
Campus Visits: Attending classes	21%	26%	14%	14%	25%	24%	14%
Other Meetings: Law fair/Career day	19%	21%	17%	17%	20%	17%	24%
Calls: From law school graduates	19%	26% B	9%	10%	18%	23%	7%
E-mails: From law school graduates	17%	24% B	7%	17%	17%	21%	3%
Campus Visits: Law school conference	16%	26% B	2%	14%	17%	19%	10%
Letters: From law school students	14%	22% B	2%	14%	14%	17%	3%
Letters: From law school graduates	13%	19% B	5%	17%	11%	16%	3%
Other Meetings: Off-campus law school event	10%	10%	9%	11%	9%	10%	10%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A2-2  
Influence of Information Provided By Law Schools

	Total	Age		Gender		Qualification	
		19-23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Campus Visits: Meetings with students	28%	31%	24%	23%	31%	30%	21%
Campus Visits: Open house	28%	35%	19%	17%	34%	36%	10%
Online application service	25%	24%	26%	20%	28%	26%	21%
Campus Visits: Law school tours	25%	31%	17%	23%	26%	33%	7%
Law school brochures, catalogues, etc.	23%	19%	29%	26%	22%	23%	24%
E-mails: From law school faculty	21%	24%	17%	17%	23%	21%	21%
Campus Visits: Meetings with admission staff	19%	17%	21%	26%	15%	20%	17%
Campus Visits: Meetings with faculty	17%	12%	24%	14%	19%	14%	24%
Other meetings: Meetings with law school graduates	16%	16%	17%	14%	17%	16%	17%
Other Meetings: Meetings with law school faculty	16%	14%	19%	11%	19%	17%	14%
Calls: From law school faculty	15%	12%	19%	14%	15%	17%	10%
Letters: From law school faculty	12%	12%	12%	6%	15%	11%	14%
Calls: From law school students	11%	10%	12%	9%	12%	11%	7%
Other Meetings: On your college or university campus	11%	10%	12%	11%	11%	7%	21%
Advertising in publications/radio/tv/web	10%	12%	7%	11%	9%	7%	14%
E-mails: From law school students	10%	14%	5%	6%	12%	11%	3%
Campus Visits: Attending classes	10%	12%	7%	3%	14%	11%	7%
Other Meetings: Law fair/Career day	10%	10%	10%	14%	8%	9%	14%
Other brochures from law school	9%	7%	12%	9%	9%	7%	14%
Online chat rooms/bulletin board	7%	9%	5%	9%	6%	9%	3%
Calls: From law school graduates	7%	7%	7%	3%	9%	7%	3%
Campus Visits: Law school conference	7%	10%	2%	6%	8%	7%	7%
E-mails: From law school graduates	6%	9%	2%	3%	8%	9%	0%
Advertising in print	4%	2%	7%	9%	2%	1%	10%
Other Meetings: Off-campus law school event	4%	3%	5%	6%	3%	1%	10%
Law school CD/DVD	3%	5%	0%	0%	5%	4%	0%
Letters: From law school students	3%	5%	0%	3%	3%	3%	0%
Law school videos	2%	3%	0%	0%	3%	3%	0%
Letters: From law school graduates	1%	2%	0%	0%	2%	1%	0%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A3  
Most Helpful Information Provided By Law Schools

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Law school brochures, catalogues, etc.	54%	55%	52%	66%	48%	60%	41%
Online application service	29%	28%	31%	20%	34%	26%	38%
Campus Visits: Open house	19%	24%	12%	17%	20%	24%	7%
E-mails: From law school faculty	18%	19%	17%	20%	17%	16%	24%
Campus Visits: Meetings with students	16%	12%	21%	9%	20%	17%	14%
Online chat rooms/bulletin board	12%	14%	10%	9%	14%	11%	14%
Letters: From law school faculty	12%	14%	10%	17%	9%	13%	10%
Campus Visits: Law school tours	11%	16%	5%	11%	11%	14%	3%
Campus Visits: Meetings with admission staff	9%	10%	7%	6%	11%	9%	10%
Other meetings: Meetings with law school graduates	9%	7%	12%	6%	11%	9%	10%
Advertising in publications/radio/tv/web	8%	5%	12%	11%	6%	1%	21%
Calls: From law school faculty	8%	5%	12%	11%	6%	11%	0%
Campus Visits: Meetings with faculty	7%	3%	12%	3%	9%	7%	7%
Other Meetings: Meetings with law school faculty	6%	9%	2%	6%	6%	3%	14%
Other Meetings: Law fair/Career day	6%	7%	5%	6%	6%	6%	7%
Other brochures from law school	5%	3%	7%	6%	5%	4%	7%
Calls: From law school students	5%	3%	7%	9%	3%	7%	0%
E-mails: From law school students	5%	5%	5%	11% D	2%	6%	0%
Law school CD/DVD	3%	3%	2%	0%	5%	4%	0%
E-mails: From law school graduates	3%	3%	2%	6%	2%	4%	0%
Campus Visits: Law school conference	3%	5%	0%	0%	5%	3%	3%
Calls: From law school graduates	2%	3%	0%	3%	2%	3%	0%
Campus Visits: Attending classes	2%	2%	2%	0%	3%	3%	0%
Other Meetings: On your college or university campus	2%	2%	2%	3%	2%	1%	3%
Advertising in print	1%	0%	2%	3%	0%	0%	3%
Letters: From law school students	1%	0%	2%	0%	2%	1%	0%
Letters: From law school graduates	1%	2%	0%	0%	2%	1%	0%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A5  
Received Unsolicited Materials

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	70	44	26	23	47	49	21
Received unsolicited materials	70%	76%	62%	66%	72%	70%	72%
Average number of schools that sent materials	8	8	7	7	8	8	5
Average number of schools that persuaded an applicant to apply *	0	1	0	0	1	0	0

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

\*:among those who received unsolicited material.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A6  
Types of Unsolicited Materials

	Total	Age		Gender		Qualification	
		19-23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	70	44	26	23	47	49	21
Types of Unsolicited Materials Received*:							
Brochures, Pamphlets, Fliers	76%	82%	65%	70%	79%	76%	76%
E-mails	26%	18%	39%	44%	17%	31%	14%
Letters	23%	23%	23%	17%	26%	22%	24%
Fee waivers	21%	18%	27%	26%	19%	20%	24%
Invitations to apply	10%	11%	8%	0%	15%	10%	10%
Viewbooks	10%	11%	8%	13%	9%	14%	0%
Applications	4%	2%	8%	4%	4%	4%	5%
Catalogues	4%	7%	0%	0%	6%	4%	5%
Postcards	4%	5%	4%	4%	4%	2%	10%
DVDs/CD-ROMs	3%	2%	4%	4%	2%	4%	0%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

\*-top mentions within net (4% or higher).

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A9  
Improving Communications

	Age		Gender		Qualification		
	Total	19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
<b>General Information (net)</b>							
Communications should be more personal	14%	14%	14%	23%	9%	14%	10%
Want ability to check application status	8%	7%	10%	9%	8%	9%	7%
Like testimonials from current students	7%	9%	5%	9%	6%	6%	10%
Questions not answered in a timely manner	5%	3%	7%	3%	6%	4%	7%
Information about clinics/programs/concentrations	2%	3%	0%	3%	2%	3%	0%
<b>School Attributes (net)</b>							
Better/More up-to-date info on website	8%	7%	10%	11%	6%	6%	14%
Received info from schools from locations I'm not interested in	7%	10%	2%	6%	8%	9%	3%
More details about admission process	3%	2%	5%	9% D	0%	3%	3%
More info about city/area school is located	3%	2%	5%	3%	3%	3%	3%
<b>Electronic communications (net)</b>							
Receive more information through e-mails	3%	3%	2%	3%	3%	3%	3%
Sent too many e-mails	2%	2%	2%	0%	3%	1%	3%
<b>Materials (net)</b>							
Came too late/should arrive earlier	3%	3%	2%	6%	2%	0%	10%
<b>Miscellaneous (net)</b>							
Pleased with all correspondence/ no improvements needed	26%	29%	21%	23%	28%	27%	24%
Need more helpful/friendly admissions office staff	9%	10%	7%	3%	12%	10%	3%
American/US law school communication	9%	7%	12%	6%	11%	11%	3%
Wanted to receive more communications	4%	2%	7%	3%	5%	6%	0%
Unsolicited communications make schools seem desperate	3%	5%	0%	3%	3%	4%	0%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

\*-top mentions within net (2% or higher shown).

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A10-1  
Exposure to Information From Other Sources

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Friends	88%	86%	90%	89%	88%	89%	86%
LSAC website/links	87%	88%	86%	86%	88%	84%	93%
Parents/close relative	87%	93% B	79%	83%	89%	90%	79%
<i>LSAC Official Guide to Canadian Law Schools</i>	75%	81%	67%	74%	75%	74%	76%
Members of the legal community	74%	79%	67%	66%	78%	74%	72%
Newspaper/magazine articles	73%	76%	69%	63%	78%	76%	65%
Other websites	70%	68%	73%	69%	71%	62%	90%
Ontario Law School Application Service [OLSAS] website	70%	78%	59%	66%	72%	71%	65%
<i>LSAT and LSDAS Info Book</i>	64%	71%	55%	63%	65%	66%	59%
Other guidebooks to law schools and law study	63%	69%	55%	57%	66%	61%	65%
Spouse/partner	48%	38%	62% A	34%	55% C	47%	52%
Online discussion boards	46%	50%	40%	63% D	37%	51%	31%
Employers/coworkers	45%	41%	50%	43%	46%	44%	45%
Other university faculty member/counselor	43%	45%	40%	43%	43%	36%	59%
Advice from university/graduate school prelaw advisor	29%	33%	24%	29%	29%	21%	45%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A10-2  
Influence of Information From Other Sources

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Members of the legal community	41%	48%	31%	29%	48%	43%	35%
Parents/close relative	37%	47% B	24%	26%	43%	37%	35%
<i>LSAC Official Guide to Canadian Law Schools</i>	35%	36%	33%	29%	39%	39%	28%
Friends	31%	33%	29%	34%	29%	30%	31%
LSAC website/links	30%	31%	29%	26%	32%	30%	31%
Other websites	26%	28%	24%	26%	21%	19%	45% E
Ontario Law School Application Service [OLSAS] website	25%	29%	19%	26%	25%	20%	38%
Other guidebooks to law schools and law study	20%	19%	21%	17%	22%	20%	21%
Spouse/partner	20%	14%	29%	17%	22%	20%	21%
Other university faculty member/counselor	15%	17%	12%	9%	19%	13%	21%
Employers/coworkers	15%	10%	21%	6%	20%	17%	10%
Online discussion boards	14%	16%	12%	17%	12%	13%	17%
<i>LSAT and LSDAS Info Book</i>	12%	17%	5%	6%	15%	13%	10%
Newspaper/magazines articles	11%	9%	14%	9%	12%	6%	24%
Advice from university graduate school prelaw advisor	10%	14%	5%	9%	11%	7%	17%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A11  
Most Helpful Information From Other Sources

	Total	Age		Gender		Qualification	
		19-23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
<i>LSAC Official Guide to Canadian Law Schools</i>	40%	40%	41%	43%	39%	39%	45%
Members of the legal community	40%	47%	31%	26%	48% C	43%	35%
Parents/close relatives	28%	33%	21%	20%	32%	33%	17%
Friends	28%	26%	31%	40%	22%	26%	31%
Ontario Law School Application Service [OLSAS] website	19%	22%	14%	23%	17%	19%	17%
Other websites	15%	19%	10%	14%	15%	14%	14%
LSAC website/links	14%	9%	21%	17%	12%	10%	24%
Online discussion boards	12%	14%	10%	17%	9%	14%	7%
Other university faculty member/counselor	12%	14%	10%	11%	12%	13%	10%
Spouse/partner	11%	3%	21% A	14%	9%	9%	17%
Other guidebooks to law schools and law study	9%	10%	7%	6%	11%	7%	14%
Newspaper/magazine articles	6%	7%	5%	3%	8%	4%	10%
<i>LSAT and LSDAS Info Book</i>	6%	5%	7%	0%	9%	4%	10%
University/graduate school prelaw advisor	5%	7%	2%	6%	5%	4%	7%
Employers/coworkers	4%	2%	7%	0%	6%	6%	0%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A13  
Expectations of Discrimination

	Total	Age		Gender		Qualification	
		19-23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
<b>Application Process:</b>							
On the basis of:							
Age	13%	17%	7%	11%	14%	16%	7%
Race/Ethnicity	10%	7%	14%	17%	6%	7%	17%
Gender	8%	5%	12%	11%	6%	3%	21%
<b>While Attending Law School:</b>							
On the basis of:							
Gender	15%	16%	14%	3%	22% C	11%	24%
Age	14%	16%	12%	11%	15%	10%	21%
Race/Ethnicity	8%	5%	12%	9%	8%	6%	14%
<b>During Job Search After Law School:</b>							
On the basis of:							
Gender	35%	43% B	24%	3%	52% C	33%	41%
Age	24%	26%	21%	17%	28%	20%	31%
Race/Ethnicity	15%	14%	17%	14%	15%	14%	17%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A14  
Cost and Financial Aid

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Applied for financial aid	65%	69%	60%	60%	68%	64%	69%
Amount of merit-based financial aid to be a factor in attendance decision	44%	45%	43%	31%	51%	46%	41%
Excluded law school(s) from consideration due to cost of living	41%	43%	38%	31%	46%	41%	38%
Excluded law school(s) from consideration due to cost of tuition	38%	38%	38%	34%	40%	43%	24%
Amount of need-based financial aid to be a factor in attendance decision	37%	35%	41%	26%	43%	34%	45%
Opportunity to receive an early response to any application for financial aid	37%	36%	38%	37%	37%	37%	38%
Amount of financial aid to be a factor in attendance decision	36%	36%	36%	29%	40%	37%	35%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A15  
First Considered Attending Law School

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
During high school or earlier	45%	59% B	26%	40%	48%	43%	48%
1st/2nd year of college/university	18%	22%	12%	9%	23%	20%	14%
3rd year of college/university	16%	10%	24%	26%	11%	19%	10%
4th year of college/university	9%	7%	12%	9%	9%	9%	10%
After graduation from college/university	7%	2%	14% A	11%	5%	4%	14%
During a break in education	5%	0%	12% A	6%	5%	6%	3%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

TABLE A16  
Decided to Apply to Law School

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
4th year of college/university	23%	21%	26%	26%	22%	24%	21%
After graduation from college/university	23%	9%	43% A	23%	23%	21%	28%
1st/2nd year of college/university	22%	29% B	12%	20%	23%	19%	28%
3rd year of college/university	16%	22% B	7%	17%	15%	21%	3%
During high school or earlier	9%	16% B	0%	6%	11%	6%	17%
During a break in education	7%	3%	12%	9%	6%	9%	3%

Note. A, B, C, D: Significantly higher than corresponding score at 95% confidence level.

Data shown above represents Phase 1 data repercentaged to include only applicants who also completed Phase 2.

## Phase I Questionnaire



### APPLICATION TO LAW SCHOOL

1. Some of the factors that might have influenced your law school application choices are listed below. How important to you was each of the following factors in choosing the law school(s) to which you have applied? (CIRCLE THE NUMBER ON EACH LINE THAT BEST REPRESENTS YOUR RATING.)

		Not at all Important	1	2	Somewhat Important	3	4	Extremely Important	5
a.	Overall reputation or prestige of the law school.....	1	2	3	4	5			
b.	Availability of a particular academic program or specialty.....	1	2	3	4	5			
c.	Socio-economic and racial/ethnic diversity of the student body.....	1	2	3	4	5			
3.	4. Location: part of the country, distance from home.....	1	2	3	4	5			
5.	6. Distance from family, family obligations.....	1	2	3	4	5			
7.	8. Weather and climate.....	1	2	3	4	5			
e.	Your ability to compete on a relatively equal academic footing with most students.....	1	2	3	4	5			
h.	Presence of particular student interest groups and organizations.....	1	2	3	4	5			
i.	Cost of attendance.....	1	2	3	4	5			
j.	Social environment in which you would feel comfortable.....	1	2	3	4	5			
k.	Availability of academic support programs (such as a summer program or a tutorial program during the year).....	1	2	3	4	5			
l.	Availability of career support services.....	1	2	3	4	5			
m.	Personal attention to students.....	1	2	3	4	5			
n.	Your ability to attend law school on a less than full time basis.....	1	2	3	4	5			
o.	Presence of minorities on the faculty.....	1	2	3	4	5			
p.	Surroundings: neighborhood, city or town.....	1	2	3	4	5			
q.	Surroundings: availability of off-campus recreational and cultural activities.....	1	2	3	4	5			
r.	Success of graduates in the job market.....	1	2	3	4	5			
s.	Law school in the jurisdiction where you hope to work.....	1	2	3	4	5			
t.	Opportunities to participate in clinics, internships, or similar programs combining practical experience with law study.....	1	2	3	4	5			
u.	Likelihood of being admitted.....	1	2	3	4	5			
v.	Availability of need-based financial aid.....	1	2	3	4	5			
w.	Availability of merit-based financial aid.....	1	2	3	4	5			
x.	Early decision-making with respect to applications.....	1	2	3	4	5			
y.	Availability of an application fee waiver.....	1	2	3	4	5			

**INFORMATION PROVIDED BY LAW SCHOOLS**

2. Please indicate the extent to which various kinds of information provided by law schools influenced your decisions about the law schools to which you would apply. *(IF YOU DID NOT RECEIVE INFORMATION OF A GIVEN TYPE, CIRCLE 0.)*

9.	10.	Did Not Receive That Type of Information	Little or No Influence	11. Moderate 12. Influence	3	4	Strong Influence
<b>Publications, Videos, Web Sites</b>							
a.	Law school brochures, catalogues, viewbooks, etc. ...	0	1	2	3	4	5
b.	Other brochures from law school .....	0	1	2	3	4	5
c.	Law school CDs/DVDs .....	0	1	2	3	4	5
d.	Law school videos .....	0	1	2	3	4	5
e.	Advertising in print and other media .....	0	1	2	3	4	5
f.	Advertising in publications, on radio/TV, on the web .....	0	1	2	3	4	5
g.	Online chat rooms or bulletin boards.....	0	1	2	3	4	5
h.	Online application services.....	0	1	2	3	4	5
<b>Telephone calls</b>							
i.	From law school faculty/staff.....	0	1	2	3	4	5
j.	From law school students .....	0	1	2	3	4	5
k.	From law school graduates .....	0	1	2	3	4	5
<b>Letters</b>							
l.	From law school faculty/staff.....	0	1	2	3	4	5
m.	From law school students .....	0	1	2	3	4	5
n.	From law school graduates.....	0	1	2	3	4	5
<b>E-mails</b>							
o.	From law school faculty/staff.....	0	1	2	3	4	5
p.	From law school students .....	0	1	2	3	4	5
q.	From law school graduates .....	0	1	2	3	4	5
<b>Campus visits</b>							
r.	Law school tours.....	0	1	2	3	4	5
s.	Attending classes.....	0	1	2	3	4	5
t.	Law school conference .....	0	1	2	3	4	5
u.	Meetings with admission staff.....	0	1	2	3	4	5
v.	Meetings with faculty members.....	0	1	2	3	4	5
w.	Meetings with students .....	0	1	2	3	4	5
x.	Law school open house.....	0	1	2	3	4	5
<b>Other meetings with law representatives</b>							
y.	Meeting with graduates of a law school.....	0	1	2	3	4	5
z.	Meeting with law school faculty or staff.....	0	1	2	3	4	5
aa.	On your college or university campus .....	0	1	2	3	4	5
bb.	At an off-campus law school sponsored event.....	0	1	2	3	4	5
cc.	At a law fair or career day.....	0	1	2	3	4	5

13. Which kinds of information listed above were most helpful to you? *(PLEASE WRITE IN UP TO THREE LETTERS FROM THE LIST OF INFORMATION TYPES ABOVE.)*

\_\_\_\_\_

- 
4. Did you receive letters, brochures, catalogues or e-mails that you had not requested from one or more law schools?

Yes (*CONTINUE TO Q5*)       No (*SKIP TO Q9*)

5. How many schools sent you materials you had not requested?

\_\_\_\_\_

6. What types of materials did you receive from these law schools?

\_\_\_\_\_

7. Of these schools that sent you materials you had not requested, how many schools persuaded you to apply?

\_\_\_\_\_

*IF 1 OR MORE ON Q7, ANSWER Q8, OTHERWISE, SKIP TO Q9.*

8. Please describe what it was about the unsolicited materials (information you had not requested) that impressed you:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Thinking more generally about communications from law schools, how do you think the communications you received could be improved? Did any communications from law schools have a negative effect on your perceptions of the law school or of law study? (*PLEASE COMMENT.*)

\_\_\_\_\_

**OTHER SOURCES OF INFORMATION AND ADVICE**

10. Please indicate the extent to which information or advice from the sources listed below influenced your decisions about law schools to which you would apply. *(IF YOU DID NOT RECEIVE INFORMATION OR ADVICE FROM A GIVEN SOURCE, CIRCLE 0.)*

**14.**

	<b>15.</b>	<b>Did Not Receive</b>	<b>Little or No Influence</b>	<b>16.</b>	<b>Moderate Influence</b>	<b>17.</b>	<b>Strong Influence</b>
a.	LSAC Official Guide to Canadian Law Schools.....	0	1	2	3	4	5
b.	Other guidebooks to law schools and law study.....	0	1	2	3	4	5
c.	Newspaper or magazine articles.....	0	1	2	3	4	5
d.	The LSAC web site and links.....	0	1	2	3	4	5
Other web sites (enter up to three web sites):							
e.	Web site #1: .....	0	1	2	3	4	5
f.	Web site #2: .....	0	1	2	3	4	5
g.	Web site #3: .....	0	1	2	3	4	5
h.	Ontario Law School Application Service [OLSAS] website..	0	1	2	3	4	5
i.	On-line discussion boards .....	0	1	2	3	4	5
j.	LSAT and LSDAS Information Book.....	0	1	2	3	4	5
<b>Advice from:</b>							
k.	College or graduate school pre-law advisor .....	0	1	2	3	4	5
l.	Other university faculty advisor or counselor .....	0	1	2	3	4	5
m.	Parents or close relatives .....	0	1	2	3	4	5
n.	Spouse/Partner.....	0	1	2	3	4	5
o.	Friends.....	0	1	2	3	4	5
p.	Employers or co-workers .....	0	1	2	3	4	5
q.	Members of the legal community .....	0	1	2	3	4	5

11. Which sources of information/advice were most helpful to you? *(PLEASE LIST UP TO THREE LETTERS FROM THE LIST ABOVE.)*
- \_\_\_\_\_

12. (a) When did you first consider attending law school? (b)When did you decide definitely that you would apply? *(PLEASE CHECK ONLY ONE RESPONSE PER COLUMN.)*

	<b>(a)</b> <b>First Considered</b>	<b>(b)</b> <b>Decided to Apply</b>
a.	During high school or earlier.....	1 <input type="checkbox"/>
b.	In the first or second year of college/university.....	2 <input type="checkbox"/>
c.	In the third year of college/university.....	3 <input type="checkbox"/>
d.	In the fourth year of college/university.....	4 <input type="checkbox"/>
e.	After graduation from college/university.....	5 <input type="checkbox"/>
f.	During a break in your education.....	6 <input type="checkbox"/>

13. Which of the following have had a significant positive influence on your interest in studying law? *(PLEASE CIRCLE THE NUMBER FOR ALL THAT APPLY AND WRITE IN ANY EXAMPLES OF INFLUENCES.)*

- The career of a particular public figure – Who? \_\_\_\_\_
- Television or movies – For example: \_\_\_\_\_
- Fiction or non-fiction books – For example: \_\_\_\_\_
- Particular personal or educational experiences that you have had – Describe:  
\_\_\_\_\_
- A national or international event – For example: \_\_\_\_\_

14. Do you anticipate encountering discrimination on the basis of any of the following during your application to or attendance at law school or the process of looking for a job following graduation? *(CHECK RELEVANT BOXES UNDER EACH CATEGORY HEADING, ON EACH LINE.)*

	(a)	(b)	(c)	(d)
	<u>Gender</u>	<u>Race/Ethnicity</u>	<u>Sexual Orientation</u>	<u>Age</u>
a. In the application process .....	<input type="checkbox"/> Yes <input type="checkbox"/> No			
b. While attending law school.....	<input type="checkbox"/> Yes <input type="checkbox"/> No			
c. In your job search following graduation.....	<input type="checkbox"/> Yes <input type="checkbox"/> No			

14d. If "Yes" to one or more of the above, please describe your concerns:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

15. Did you provide information on your racial/ethnic background in completing forms for law school admission?

- Yes *(SKIP TO Q16)*                       No *(CONTINUE TO Q15a)*

15a. If "No," please describe briefly your reason for deciding not to provide this information?

\_\_\_\_\_

**COST AND FINANCIAL AID**

16. Did you apply for financial aid at law schools to which you applied? .....  Yes, at all schools     Yes, at some schools     No
17. In deciding where to apply, did you exclude one or more law schools from consideration because of tuition? .....  Yes     No
18. In deciding where to apply, did you exclude one or more law schools from consideration because of the cost of living? .....  Yes     No
19. If you are admitted to law school, will the amount of financial aid you receive be a significant factor in your decision to attend? .....  Yes     No
20. If you are admitted to law school, will the amount of merit-based financial aid be a significant factor in your decision to attend? .....  Yes     No
21. If you are admitted to law school, will the amount of need-based financial aid be a significant factor in your decision to attend? .....  Yes     No
- 21a. Will your decision to attend a law school be affected by the opportunity to receive an early response to any application for financial aid? .....  Yes     No



22. Approximately what do you expect the total cost of attending the first year of law school will be? *(PLEASE INCLUDE COSTS FOR TUITION, BOOKS AND COST OF LIVING. YOUR BEST ESTIMATE WILL BE FINE.)*

\$ \_\_\_\_\_

23. Approximately what percentage of this total cost do you expect to be met by financial aid from all sources (including grants and loans):

\_\_\_\_\_ %

24. Was the presence of a loan forgiveness program at any law school a significant factor in your decision to apply to that school?.....  Yes  No

25. Was debt burden and its influence on job choice a factor in choosing where to apply? .....  Yes  No

26. If you attend law school in 2007, will you attend: *(PLEASE CIRCLE ONE.)*

1 Full-time    2 Less than full time    3 Don't Know

27. Now, thinking of your immediate family, please indicate how many attended law school? (Please write a number for each category. For those categories with no law school attendees please write in "0". )

Your spouse/partner \_\_\_\_\_  
Your parents \_\_\_\_\_  
Your siblings \_\_\_\_\_  
Other close relatives \_\_\_\_\_

22. Approximately what do you expect the total cost of attending the first year of law school will be? *(PLEASE INCLUDE COSTS FOR TUITION, BOOKS AND COST OF LIVING. YOUR BEST ESTIMATE WILL BE FINE.)*

\$ \_\_\_\_\_

23. Approximately what percentage of this total cost do you expect to be met by financial aid from all sources (including grants and loans):

\_\_\_\_\_ %

24. Was the presence of a loan forgiveness program at any law school a significant factor in your decision to apply to that school?.....  Yes  No

25. Was debt burden and its influence on job choice a factor in choosing where to apply? .....  Yes  No

26. If you attend law school in 2007, will you attend: *(PLEASE CIRCLE ONE.)*

1 Full-time    2 Less than full time    3 Don't Know

27. Now, thinking of your immediate family, please indicate how many attended law school? (Please write a number for each category. For those categories with no law school attendees please write in "0".)

Your spouse/partner \_\_\_\_\_  
Your parents \_\_\_\_\_  
Your siblings \_\_\_\_\_  
Other close relatives \_\_\_\_\_

## Appendix B

TABLE B1  
*Important Factors in Canadian Law School  
 Admitted Student Choice*

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Reputation	82%	83%	81%	77%	85%	80%	86%
Location	78%	78%	79%	77%	79%	81%	72%
Job success	72%	69%	76%	71%	72%	64%	90% E
Opportunities for clinics, internships, etc.	72%	76%	67%	69%	74%	71%	76%
School in jurisdiction where you hope to work	60%	57%	64%	51%	65%	59%	66%
Surroundings: neighborhood, city, or town	57%	53%	62%	54%	59%	56%	62%
Distance from family, family obligations	53%	57%	48%	34%	63% C	56%	45%
Personal attention	52%	52%	52%	57%	49%	50%	55%
Career support services	49%	53%	43%	57%	45%	50%	48%
Particular academic program/specialty	47%	47%	48%	43%	49%	43%	59%
Social environment	40%	43%	36%	43%	39%	41%	38%
Availability of merit-based aid	40%	36%	45%	40%	40%	39%	45%
Availability of need-based aid	31%	26%	38%	26%	34%	31%	31%
Cost of attendance	31%	40% B	19%	26%	34%	33%	28%
Surroundings: off-campus recreational/cultural activities	30%	36%	21%	31%	29%	30%	31%
Particular academic program/specialty	26%	29%	21%	23%	28%	27%	24%
Likely to be admitted	25%	22%	29%	29%	23%	26%	24%
Early decision-making regarding applications	24%	29%	17%	14%	29%	21%	28%
Student diversity	23%	17%	31%	23%	23%	24%	21%
Ability to compete academically	18%	26% B	7%	6%	25% C	14%	24%
Academic support programs	15%	14%	17%	17%	14%	13%	21%
Minority faculty	14%	7%	24% A	11%	15%	9%	28% E
Weather and climate	11%	10%	12%	14%	9%	10%	14%
Ability to attend less than full time	4%	5%	2%	0%	6%	3%	7%
Application fee waiver	1%	2%	0%	0%	2%	1%	0%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
 Data shown above represents Phase 2 data.

TABLE B2-1  
Exposure to Information From Law Schools

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Letters: From law school faculty	64%	62%	67%	60%	66%	64%	62%
E-mails: From law school faculty	64%	62%	67%	57%	68%	64%	65%
Campus Visits: Law school tours	44%	55%	29%	26%	54%	53%	24%
Campus Visits: Open house	43%	52% B	31%	34%	48%	47%	34%
Calls: From law school faculty	34%	33%	36%	37%	32%	36%	31%
Campus Visits: Meetings with students	32%	31%	33%	34%	31%	31%	34%
Campus Visits: Meetings with admission staff	31%	29%	33%	37%	28%	31%	31%
Calls: From law school students	19%	21%	17%	20%	18%	24%	7%
Campus Visits: Meetings with faculty	19%	14%	26%	26%	15%	20%	17%
E-mails: From law school students	15%	14%	17%	14%	15%	14%	17%
Campus Visits: Attending classes	9%	12%	5%	3%	12%	10%	7%
Campus Visits: Law school conference	9%	9%	9%	6%	11%	10%	7%
Letters: From law school students	6%	5%	7%	6%	6%	4%	10%
E-mails: From law school graduates	6%	7%	5%	6%	6%	7%	3%
Letters: From law school graduates	5%	5%	5%	6%	5%	6%	3%
Calls: From law school graduates	2%	0%	5%	0%	3%	3%	0%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B2-2  
Influence of Information From Law Schools

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base							
Campus Visits: Open house	28%	36% B	17%	26%	29%	31%	21%
E-mails: From law school faculty	18%	17%	19%	17%	19%	20%	14%
Campus Visits: Meetings with students	18%	14%	24%	17%	19%	20%	14%
Campus Visits: Law school tours	17%	22%	10%	14%	19%	23% F	3%
Campus Visits: Meetings with admission staff	17%	12%	24%	17%	17%	17%	17%
Letters: From law school faculty	14%	17%	10%	6%	19%	16%	10%
Calls: From law school faculty	13%	12%	14%	14%	12%	17%	3%
Campus Visits: Meetings with faculty	12%	9%	17%	14%	11%	14%	7%
E-mails: From law school graduates	4%	3%	5%	6%	3%	4%	3%
Campus Visits: Attending classes	4%	5%	2%	3%	5%	4%	3%
Campus Visits: Law school conference	4%	5%	2%	3%	5%	6%	0%
Calls: From law school students	3%	3%	2%	0%	5%	4%	0%
E-mails: From law school students	3%	3%	2%	3%	3%	4%	0%
Calls: From law school graduates	2%	0%	5%	0%	3%	3%	0%
Letters: From law school students	2%	2%	2%	3%	2%	1%	3%
Letters: From law school graduates	2%	2%	2%	3%	2%	1%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B3  
Most Helpful Information Received From Law Schools

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Campus Visits: Open house	31%	36%	24%	26%	34%	39% F	14%
Letters: From law school faculty	30%	29%	31%	31%	29%	26%	38%
E-mails: From law school faculty	26%	26%	26%	17%	31%	21%	38%
Campus Visits: Law school tours	16%	19%	12%	9%	20%	20%	7%
Calls: From law school faculty	12%	10%	14%	11%	12%	14%	7%
Campus Visits: Meetings with faculty	11%	7%	17%	14%	9%	13%	7%
Campus Visits: Meetings with students	11%	12%	10%	6%	14%	10%	14%
Campus Visits: Meetings with admission staff	10%	10%	10%	14%	8%	11%	7%
Calls: From law school students	5%	2%	10%	6%	5%	7%	0%
E-mails: From law school students	4%	3%	5%	6%	3%	4%	3%
Campus Visits: Attending classes	4%	3%	5%	0%	6%	4%	3%
E-mails: From law school graduates	3%	3%	2%	6%	2%	3%	3%
Calls: From law school graduates	1%	0%	2%	0%	2%	1%	0%
Letters: From law school students	1%	0%	2%	3%	0%	0%	3%
Letters: From law school graduates	1%	0%	2%	3%	0%	0%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B4  
Preferred Communication Methods

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
E-mail	62%	55%	71%	60%	63%	53%	83% E
Letters	25%	29%	19%	29%	23%	27%	21%
Phone calls	14%	16%	12%	20%	11%	19%	3%
Meetings (face-to-face)	8%	9%	7%	11%	6%	10%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B5-1  
Exposure to Information from Other Sources

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Friends	65%	64%	67%	66%	65%	60%	76%
LSAC website/links	64%	65%	62%	60%	66%	66%	62%
Members of the legal community	61%	55%	69%	54%	65%	63%	59%
Other websites	60%	66%	49%	49%	66%	66%	48%
Ontario Law School Application Service [OLSAS] website	59%	62%	55%	54%	61%	59%	59%
Parents/close relatives	50%	55%	43%	49%	51%	51%	45%
<i>LSAC Official Guide to Canadian Law Schools</i>	45%	43%	48%	37%	49%	47%	41%
Newspaper/magazine articles	42%	34%	52%	60% D	32%	43%	41%
Online discussion board	39%	40%	38%	60% D	28%	39%	41%
<i>LSAT and LSDAS Info Book</i>	33%	26%	43%	29%	35%	29%	45%
Other guidebooks to law schools and law study	30%	26%	36%	29%	31%	27%	38%
Employers/coworkers	26%	22%	31%	29%	25%	26%	28%
Spouse/partner	14%	12%	17%	11%	15%	13%	17%
Other university faculty advisor/counselor	13%	14%	12%	14%	12%	14%	10%
Advice from college/graduate school prelaw advisor	9%	12%	5%	9%	9%	11%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B5-2  
Influence of Information from Other Sources and Advice on Enrollment Choice

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Members of the legal community	44%	40%	50%	37%	48%	44%	45%
Parents/close relatives	36%	38%	33%	23%	43% C	37%	35%
Friends	33%	28%	41%	46%	26%	27%	45%
Other websites	27%	27%	26%	32%	25%	32%	17%
LSAC website/links	20%	16%	26%	20%	20%	19%	24%
Employers/coworkers	17%	16%	19%	20%	15%	16%	21%
<i>LSAC Official Guide to Canadian Law Schools</i>	17%	12%	24%	23%	14%	19%	14%
Online discussion board	12%	16%	7%	26% D	5%	10%	17%
Newspaper/magazine articles	11%	7%	17%	14%	9%	10%	14%
Ontario Law School Application Service [OLSAS] website	11%	12%	10%	11%	11%	11%	10%
Spouse/partner	11%	7%	17%	11%	11%	10%	14%
Other guidebooks to law schools and law study	7%	12% B	0%	0%	11% E	6%	10%
Other university faculty advisor/counselor	5%	7%	2%	3%	6%	7%	0%
<i>LSAT and LSDAS Info Book</i>	5%	3%	7%	6%	5%	4%	7%
Advice from college/graduate school prelaw advisor	2%	2%	2%	3%	2%	3%	0%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B6  
Most Helpful Information and Advice

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Members of the legal community	40%	36%	45%	31%	45%	43%	35%
Friends	36%	35%	38%	31%	39%	32%	41%
Parents/close relatives	27%	33%	19%	17%	32%	26%	28%
LSAC website/links	18%	19%	17%	17%	19%	19%	17%
Ontario Law School Application Service [OLSAS] website	13%	12%	14%	14%	12%	13%	10%
LSAC Official Guide to Canadian Law Schools	13%	12%	14%	14%	12%	14%	10%
Other websites (first mention)	11%	10%	12%	6%	14%	14%	3%
Employers/coworkers	11%	9%	14%	6%	14%	10%	14%
Online discussion boards	10%	14%	5%	20% D	5%	10%	10%
Spouse/partner	9%	5%	14%	11%	8%	7%	7%
Newspaper/magazine articles	9%	7%	12%	17% D	5%	4%	21% E
Other university faculty member/counselor	6%	7%	5%	9%	5%	7%	3%
Other guidebooks to law schools/law study	2%	3%	0%	0%	3%	0%	7% E
University/graduate school prelaw advisor	2%	2%	2%	3%	2%	3%	0%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B7  
Expectations of Discrimination While Attending Law School (Q7)

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
On the basis of:							
Gender	8%	5%	12%	3%	11%	6%	14%
Race/Ethnicity	5%	3%	7%	9%	3%	4%	7%
Sexual Orientation	1%	0%	2%	0%	2%	0%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

TABLE B8  
Cost and Financial Aid

	Total	Age		Gender		Qualification	
		19–23 (A)	24+ (B)	Male (C)	Female (D)	Highly Qualified (E)	Non- Highly Qualified (F)
Base	100	58	42	35	65	70	29
Applied for financial aid	59%	64%	52%	49%	65%	60%	59%
Excluded law school(s) from consideration <b>due to cost of tuition</b>	43%	47%	38%	40%	45%	40%	48%
Excluded law school(s) from consideration <b>due to cost of living</b>	43%	52% B	31%	23%	54% C	43%	45%
Debt burden a factor in attending	33%	26%	43%	26%	37%	34%	31%
Received <b>merit-based</b> scholarship*	24%	29%	17%	17%	28%	29%	14%
Received <b>need-based</b> scholarship*	21%	19%	24%	20%	22%	21%	21%
Loan forgiveness program a factor in enrollment decision	8%	9%	7%	9%	8%	10%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.  
Data shown above represents Phase 2 data.

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## Phase II Questionnaire

### *Survey of Canadian Law School Applicants – Phone Questionnaire Phase II*

#### **Final Screener**

**ASK TO SPEAK WITH THE PERSON NAMED IN SAMPLE. IF PERSON NAMED IS NO LONGER AT THAT NUMBER, ASK FOR NEW CONTACT INFO. IF INFO CANNOT BE OBTAINED, CALL THE FRIENDS/FAMILY NUMBERS PROVIDED TO FIND PERSON NAMED IN SAMPLE.**

**[READ WHEN SPEAKING TO PERSON NAMED IN SAMPLE]**

Hello, my name is \_\_\_\_\_ from GfK, a market research company. A couple of months ago you completed a survey on behalf of all of the common law schools of Canada. This is a follow-up survey to learn what decisions you have made about attending law school in 2007. Please be assured that the information you provide will be reported in the aggregate only—no individual information will be made available to LSAC or any Canadian law school.

**[READ IF SPEAKING TO FRIEND/FAMILY]**

Hello, my name is \_\_\_\_\_ from GfK, a market research company. A couple of months ago [NAME IN SAMPLE] completed a survey on behalf of all of the common law schools of Canada and agreed to complete a follow-up survey in the summer. However, we are unable to get in touch with him/her. [NAME IN SAMPLE] gave us your name and number as someone who may know how to contact him/her.

**RECORD NEW CONTACT INFO IF PROVIDED**

S1. Have you committed to attending one of the Canadian law schools you applied to?

- |   |     |                              |
|---|-----|------------------------------|
| 1 | YES | <b>CONTINUE</b>              |
| 2 | NO  | <b>THANK &amp; TERMINATE</b> |

S2. Is this the only Canadian law school to which you applied?

- |   |     |                              |
|---|-----|------------------------------|
| 1 | YES | <b>THANK &amp; TERMINATE</b> |
| 2 | NO  | <b>CONTINUE</b>              |

S3. Is this the only school that admitted you?

- |   |     |                              |
|---|-----|------------------------------|
| 1 | YES | <b>THANK &amp; TERMINATE</b> |
| 2 | NO  | <b>CONTINUE</b>              |

**GO TO MAIN QUESTIONNAIRE**

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**Survey of Canadian Law School Applicants – Phase II  
Main Questionnaire**

Q1. I am going to read you a series of factors that might have influenced your law school selection. Please indicate how important each of the following items were in choosing the law school to which you have committed. Please use a five point scale where 5 is extremely important, 3 is somewhat important and 1 is not at all important. Of course, you may choose any number from 1 to 5. **[READ LIST, ROTATE ITEMS]**

1. Extremely Important
2. Somewhat Important
3. Not at all Important
97. Don't Know
98. Refused

1. Overall reputation or prestige of the law school
2. Availability of a particular academic program or specialty
3. Socio-economic and racial or ethnic diversity of the student body
4. Location including part of the country
5. Distance from family, family obligations
6. Weather and climate
7. Your ability to compete on a relatively equal academic footing with most students
8. Presence of particular student interest groups and organizations
9. Cost of attendance
10. Social environment in which you would feel comfortable
11. Availability of academic support programs such as a summer program or a tutorial program during the year
12. Availability of career support services
13. Personal attention to students
14. Your ability to attend law school on a less than full time basis
15. Presence of minorities on the faculty
16. Surroundings including neighborhood, city or town
17. The availability of off-campus recreational and cultural activities
18. Success of graduates in the job market
19. The law school is in the jurisdiction where you hope to work
20. Opportunities to participate in clinics, internships, or similar programs combining practical experience with law study
21. Likelihood of being admitted
22. Availability of need-based financial aid
23. Availability of merit-based financial aid
24. Early decision-making with respect to applications
25. Availability of an application fee waiver

Q2. Now, I am going to read a list of various kinds of information provided by law schools. Please indicate if you received information from the given source. If you

have, please indicate to what extent the information or advice influenced your decision to commit.

Q2a. Did you [Q21-9: receive; Q210-16: attend]...

1. Yes
2. No

**(READ LIST)**

**[ROTATE ITEMS – ASK Q2B IMMEDIATELY AFTER Q2A FOR EACH ITEM]**

1. Phone calls from law school faculty or staff
2. Phone calls from law school students
3. Phone calls from law school graduates
4. Letters from law school faculty or staff
5. Letters from law school students
6. Letters from law school graduates
7. E-mails from law school faculty or staff
8. E-mails from law school students
9. E-mails from law school graduates
10. Law school tours
11. Attending classes **[READ ONLY ‘CLASSES’ FOR Q2A]**
12. Law school conferences
13. Meetings with admissions staff
14. Meetings with faculty members
15. Meetings with students
16. Law school open houses

**[ASK Q2B IF Q2A = CODE 1]**

Q2b. How much of an influence on your decision to commit did **[INSERT INFO TYPE FROM Q2A]** have? Please use a 5-point scale where 5 means it had a strong influence, 3 means it had a moderate influence and 1 means it had little or no influence. Of course you may use any number from 1 to 5.

5. Strong Influence
- 4.
3. Moderate Influence
- 2.
1. Little or No Influence
97. Don't Know
98. Refused

- Q3. Which kinds of information that you received were most helpful to you?  
**(IF NECESSARY READ LIST OF ITEMS RECEIVED ‘Q2A = CODE 1’. PROBE, LIMIT TO THREE ITEMS)**  
**[RECORD VERBATIM]**
- Q4. Which type of communication do you most prefer receiving, and why do you prefer that type of communication? **[PROBE]**

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**[RECORD OPEN-END VERBATIM]**

Q5. Now, I am going to read you a list of other sources of information and advice. Please tell me if you received information from any of these sources. And if you have, to what extent did the information or advice influence your decision about the law school to which you committed.

Q5a. Did you receive information from...

1. Yes
2. No

**ROTATE ITEMS EXCEPT 4 - 8] [ASK ITEM 2 IMMEDIATELY AFTER ITEM 1 AND ASK ITEM 13 IMMEDIATELY AFTER ITEM 12] [ASK Q5B IMMEDIATELY AFTER Q5A FOR EACH ITEM]**

2. The LSAC Official Guide to Canadian Law Schools
3. Other guidebooks to law schools and law study
4. Newspaper or magazine articles
5. The LSAC web site and links
6. Other web sites **[IF YES, Q5A = CODE 1, READ: CAN YOU TELL ME THE NAME OF THE OTHER WEBSITES?] [RECORD UP TO THREE WEBSITES]**
7. Web site #1: **[SPECIFY]**
8. Web site #2: **[SPECIFY]**
9. Web site #3: **[SPECIFY]**
10. The Ontario Law School Application Service, or OLSAS website
11. On-line discussion boards
12. The LSAT and LSDAS Information Book
13. A college or graduate school pre-law advisor
14. Other university faculty advisor or counselor
15. Parents or close relatives
16. A spouse or partner
17. Friends
18. Employers or co-workers
19. Members of the legal community

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Q5b. How much of an influence on your decision to commit did **[INSERT INFO TYPE FROM Q5A]** have? Please use the same 5-point scale where 5 means it had a strong influence, 3 means it had a moderate influence and 1 means it had little or no influence.

1. Strong Influence
2. Moderate Influence
3. Little or No Influence
97. Don't Know

Q6. Which sources of information or advice that we just discussed were most helpful to you?  
**(IF NECESSARY READ LIST OF ITEMS RECEIVED 'Q5A = CODE 1'. PROBE, LIMIT TO THREE ITEMS) [RECORD VERBATIM]**

Q7. Do you anticipate encountering discrimination on the basis of any of the following statuses while attending the law school you have chosen?

Q7a. Gender?

1. Yes
2. No
97. Don't Know

Q7b. Race or Ethnicity?

1. Yes
2. No
97. Don't Know

Q7c. Sexual Orientation?

1. Yes
2. No
97. Don't Know

Now just a few final questions...

Q8. Did you apply for financial aid at the law school you chose?

1. Yes
2. No

Q9. Did you exclude one or more law schools from consideration because of the cost of tuition?

1. Yes
2. No

Q10. Did you exclude one or more law schools from consideration because of cost of living?

1. Yes
2. No

**[IF Q8 = 1 'YES' ASK Q11 – Q13, ELSE SKIP TO Q14]**

Q11. Did the amount of financial aid you received influence your choice?

1. Yes
2. No

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Q12. Did you receive an early response for financial aid from the law school you chose?

1. Yes **[GO TO Q13]**
2. No **[SKIP TO Q14]**

Q13. And did the early response influence your choice of law schools?

1. Yes
2. No

Q14. Did you receive a merit-based scholarship?

1. Yes
2. No
3. Received a scholarship but not sure if it is merit based **[DO NOT READ]**

**[IF Q14=1 'YES' ASK Q15, ELSE SKIP TO Q16]**

Q15. Did the amount of the merit-based scholarship influence your choice of law schools?

1. Yes
2. No

Q16. Did you receive a need-based scholarship?

1. Yes
2. No
3. Received a scholarship but not sure if it is need based **[DO NOT READ]**

**[ASK IF Q16=1, ELSE SKIP TO Q18]**

Q17. Did the amount of the need-based scholarship influence your choice of law schools?

1. Yes
2. No

Q18. Was the presence of a loan forgiveness program a significant factor in your decision to commit to that school?

1. Yes
2. No

Q19. Was debt burden and its influences on job choice a factor in choosing where to commit?

1. Yes
2. No

Q20. Will you be attending law school full time or part time?

1. Full-time
2. Part-time
97. Don't know

Q21. Will you be attending during the day or in the evening?

1. During the day
2. In the evening
97. Don't Know

**Those are all the questions I have. Thank you very much for participating in the survey.**

