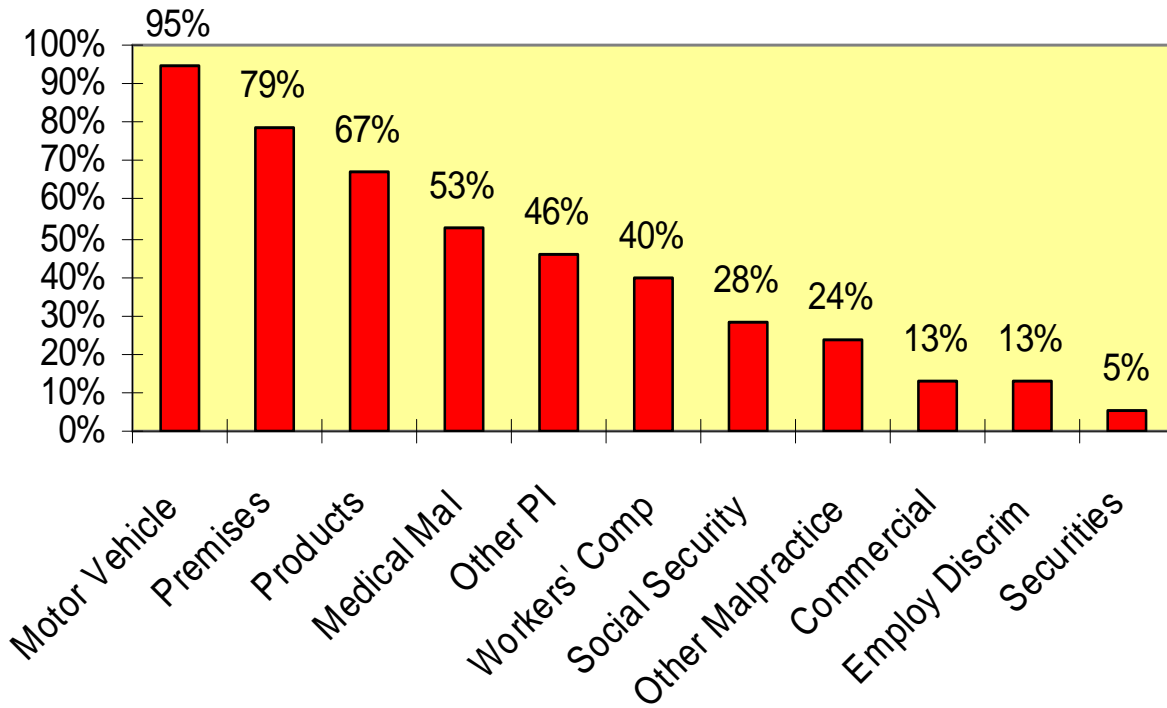


WHAT TYPES OF CASES DO YOU GENERALLY HANDLE ON A CONTINGENT FEE BASIS?

% OF FIRMS
THAT RESPONDED



COMMUNITY RELATIONS:

PERCENTAGE OF ALL RESPONDING FIRMS WHICH USE THESE TACTICS

TACTIC	OVERALL USE (%)
SCHOOL PROGRAMS: ARRIVE ALIVE, BOOZE-CRUISE, PROM PLEDGE, ETC.	37
SCHOLARSHIPS	21
CHILD SAFETY: FINGERPRINTING, BIKE HELMET GIVE-AWAY OR RODEO	16
MINORITY / ETHNIC GROUP EVENT APPEARANCES OR SPONSORSHIPS	17

WE SEE MORE FIRMS DOING COMMUNITY RELATIONS BECAUSE PLACING MORE ADS DOES NOT INCREASE THEIR CASE VOLUME.

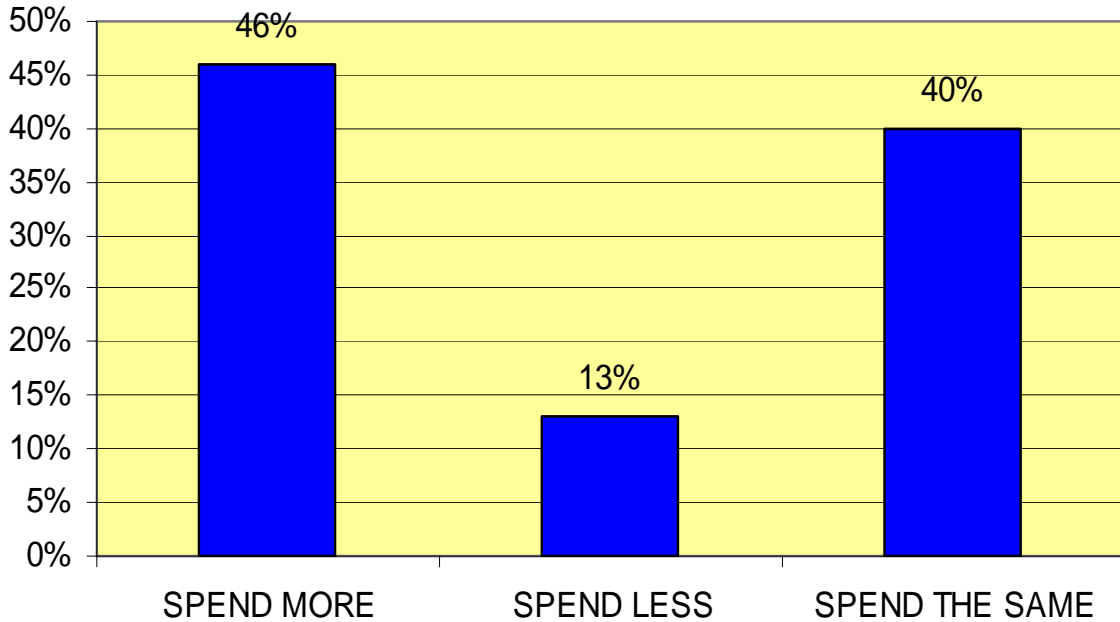
BY CASE VALUE

**FIRMS WHICH REPORTED CASE VALUES UP TO \$4,999
REPORTED THE FOLLOWING:**

TACTIC	RESPONDING FIRMS USED (%)	MANY CASES DEVELOPED (%)	FEW CASES DEVELOPED (%)	NO CASES DEVELOPED (%)
SCHOOL PROGRAMS: ARRIVE ALIVE, BOOZE-CRUISE, PROM PLEDGE, ETC.	32	0	66	34
SCHOLARSHIPS	16	0	28	72
CHILD SAFETY: FINGERPRINTING, BIKE HELMET GIVE-AWAY OR RODEO	21	0	55	45
MINORITY / ETHNIC GROUP EVENT APPEARANCES OR SPONSORSHIPS	11	0	50	50

**OVERALL, WHAT AMOUNT DO YOU EXPECT TO SPEND
ON MARKETING IN 2005?**

**% OF FIRMS
THAT RESPONDED**



FUTURE MARKETING BUDGET BY CASE VALUE:

CASE VALUE	SPEND MORE (%)	SPEND LESS (%)	SPEND THE SAME (%)
Up to \$4,999	47	11	42
\$5,000 to \$9,999	53	24	23
\$10,000 to \$24,999	30	8	62
\$25,000 +	44	12	44