

LMA Northeast

COVID-19 Poll Results and Analysis

VERSION 1

Date Created: 03/06/20

Results Reported: 03/15/20

VERSION 2

Complete Responses: 90

Created: 03/15/2020

Results reported: 04/07/2020



CORONAVIRUS FOCUS GROUP

Total Members

Mar 6, 2020 - Apr 17, 2020

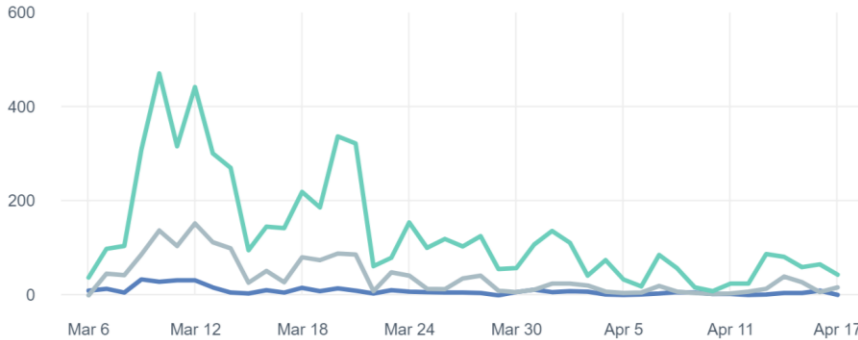
1.0K Members



1,028
Total Members

Mar 6, 2020 - Apr 17, 2020

393 Posts **1.7K Comments** **5.8K Reactions**



393

Posts

1,702

Comments

5,759

Reactions

Facebook Group Insights as of 04.17.20

LEGALMARKETINGASSOCIATION



NORTHEAST REGION

CORONAVIRUS FOCUS GROUP

Top Countries		Top Cities	
United States	4	New York, NY	72
Canada	8	Philadelphia, PA	32
Israel	7	Chicago, IL	31
United Kingdom	7	Washington D.C., I	20
Ireland	4	Los Angeles, CA	19
Brazil	2	Toronto, ON, Cana	17
Puerto Rico	1	Boston, MA	15
El Salvador	1	New Orleans, LA	14
Australia	1	Denver, CO	11
South Africa	1	Dallas, TX	11

Facebook Group Insights

as of 04.17.20



CORONAVIRUS FOCUS GROUP



LMA Northeast Region COVID-19 Poll

v.1 Date created: Friday, 3.6.2020
Results reported: Sunday, 3.15.2020

Key Insights v.1



LMA Northeast Region COVID-19 Poll #2

Date created: Friday, 3.15.2020
Results reported: Tuesday, 4.7.2020

Key Comparisons & Insights

Polls 1 and 2

RESPONSE TEAM



75% indicated their organizations had established a task force or response team, an increase of 25% from Poll 1.

MARKETING INVOLVEMENT



80% reported that marketing was part of the response effort, compared to only half in Poll 1.

TRAVEL RESTRICTIONS



54% work in organizations that banned domestic and international travel, a dramatic increase compared to the 12% ban reported in Poll 1.

INTERNAL EVENTS



Cancelled or postponed events increased to 75% local, 48% regional, and 32% national, compared ~50% reporting no cancellations in Poll 1.

EXTERNAL EVENTS



Organizations cancelled or postponed: 80% local, 62% regional, 48% national and 33% international, compared to the nearly half with no external cancellations / postponements in Poll 1.

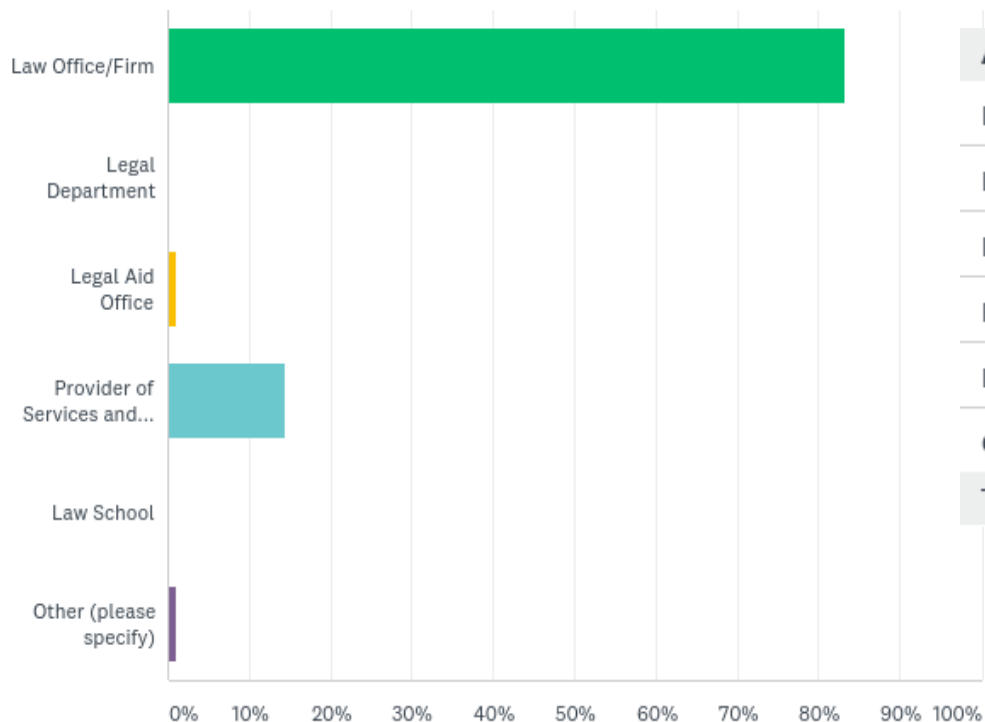
WORKING REMOTELY



97% moved to an online, remote, or virtual event format in lieu of an in person-meeting compared to only a third of respondents in Poll 1.

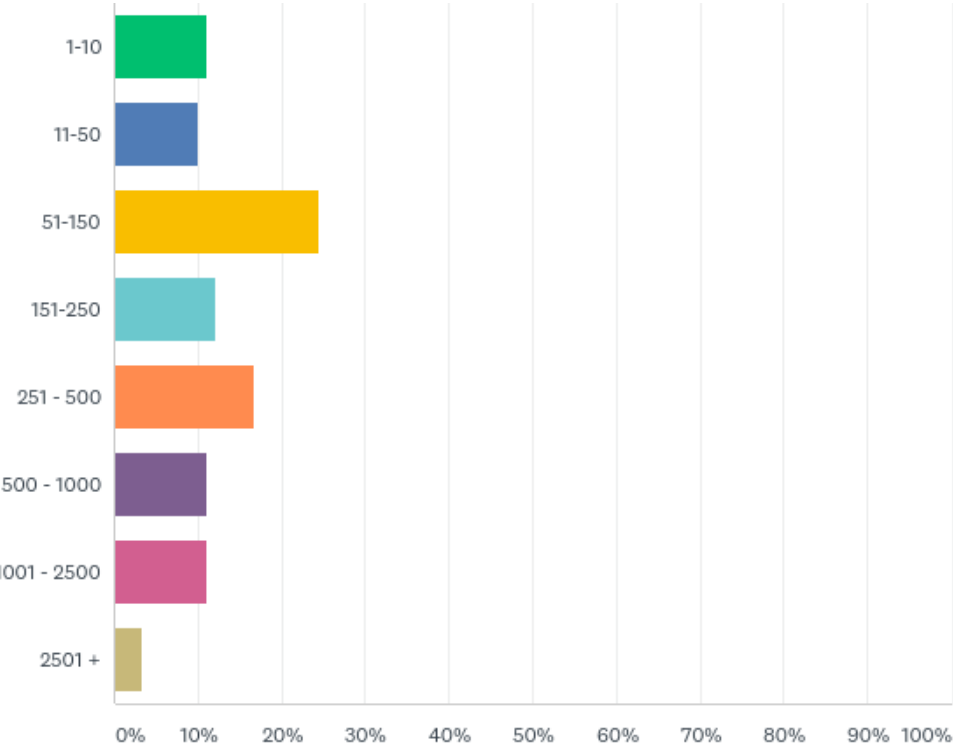
Q1: My organization is a (choose the best answer):

Poll 2



ANSWER CHOICES	RESPONSES
Law Office/Firm	83.33% 75
Legal Department	0.00% 0
Legal Aid Office	1.11% 1
Provider of Services and/or Products	14.44% 13
Law School	0.00% 0
Other (please specify)	1.11% 1
TOTAL	90

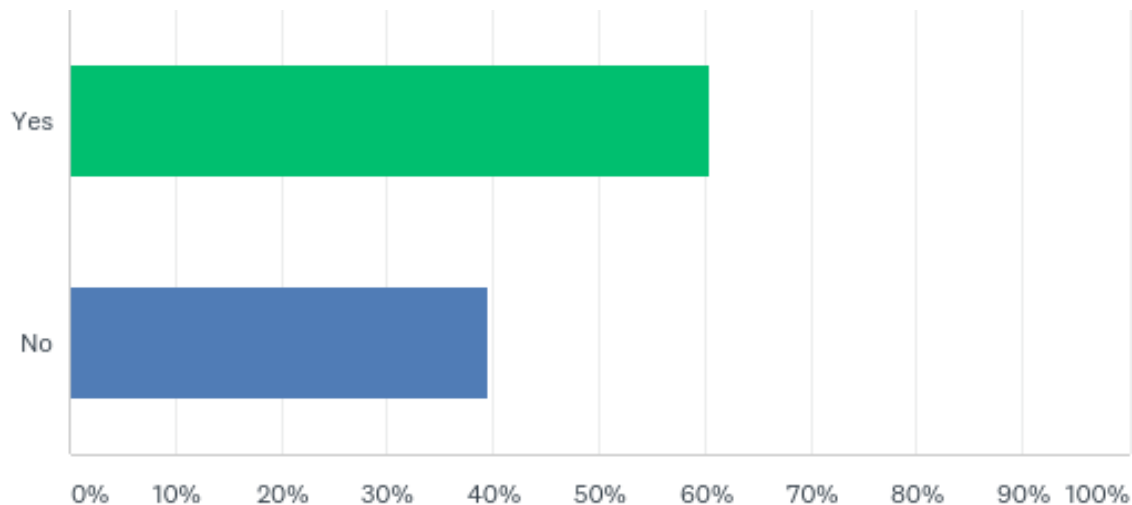
Q2: How many people total are in your organization? Poll 2



ANSWER CHOICES	RESPONSES	
1-10	11.11%	10
11-50	10.00%	9
51-150	24.44%	22
151-250	12.22%	11
251 - 500	16.67%	15
500 - 1000	11.11%	10
1001 - 2500	11.11%	10
2501 +	3.33%	3
TOTAL		90

Q1: Has your organization established a COVID-19 task force or response team?

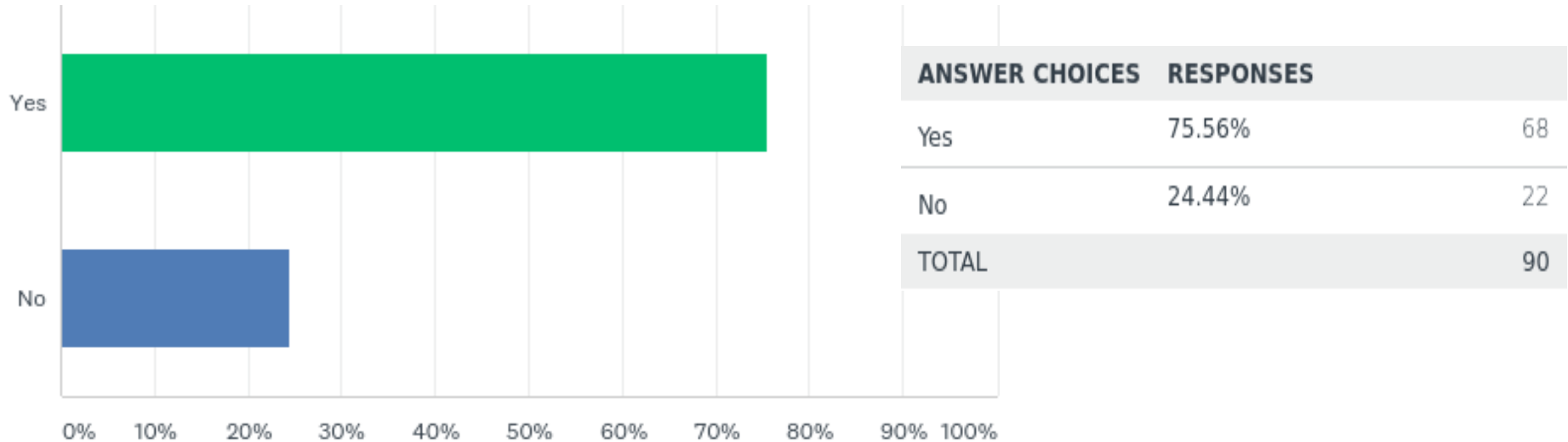
Answered: 43 Skipped: 0



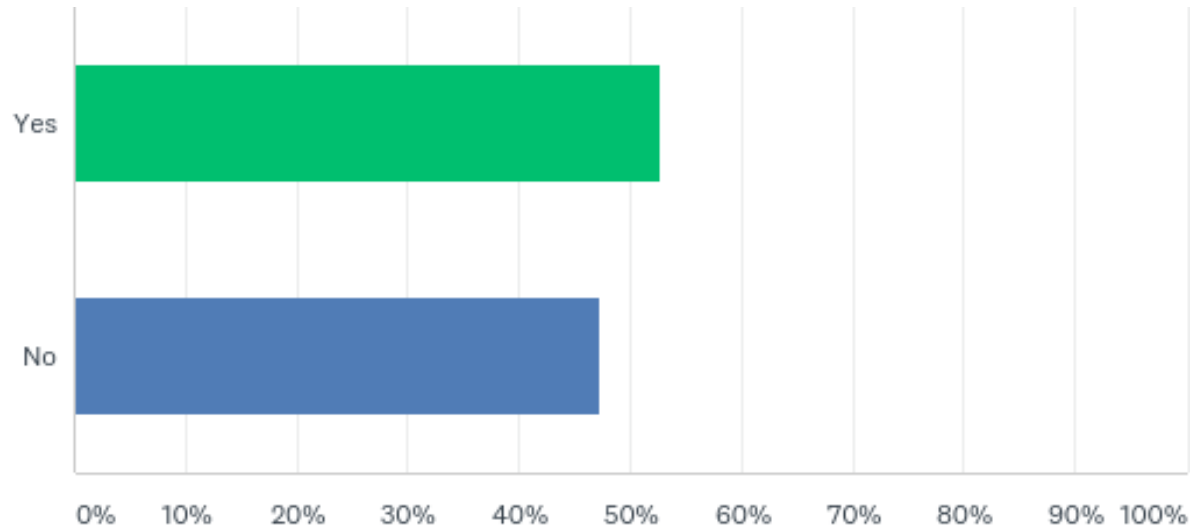
ANSWER CHOICES	RESPONSES	
Yes	60.47%	26
No	39.53%	17
TOTAL		43

Q3: Has your organization established a formal COVID-19 task force, response team, committee or other group type?

Poll 2

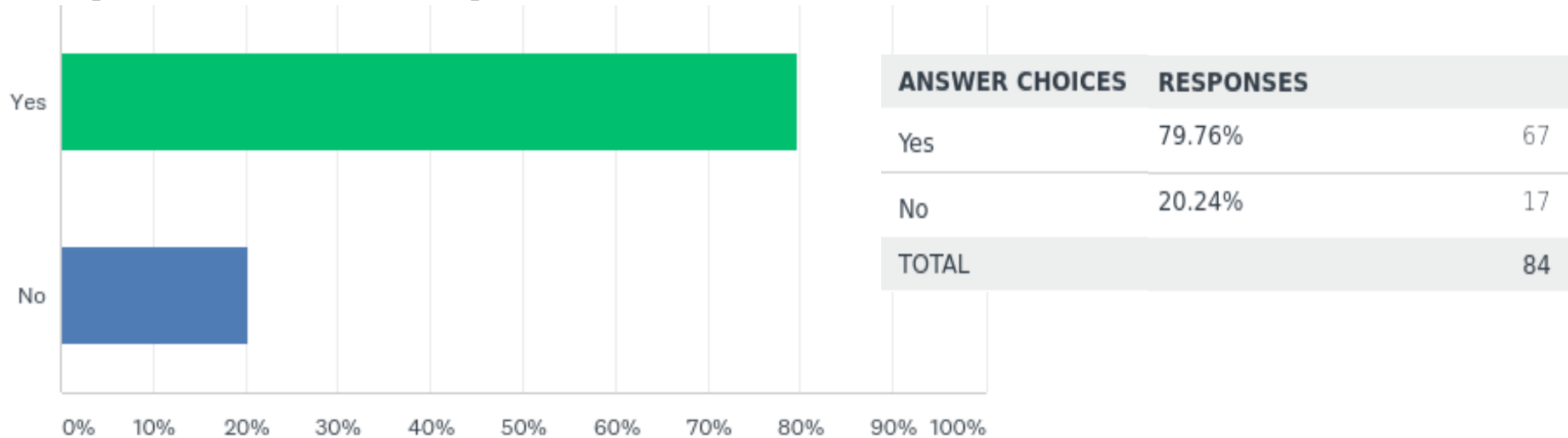


Q2: Is there a marketing member on the team?

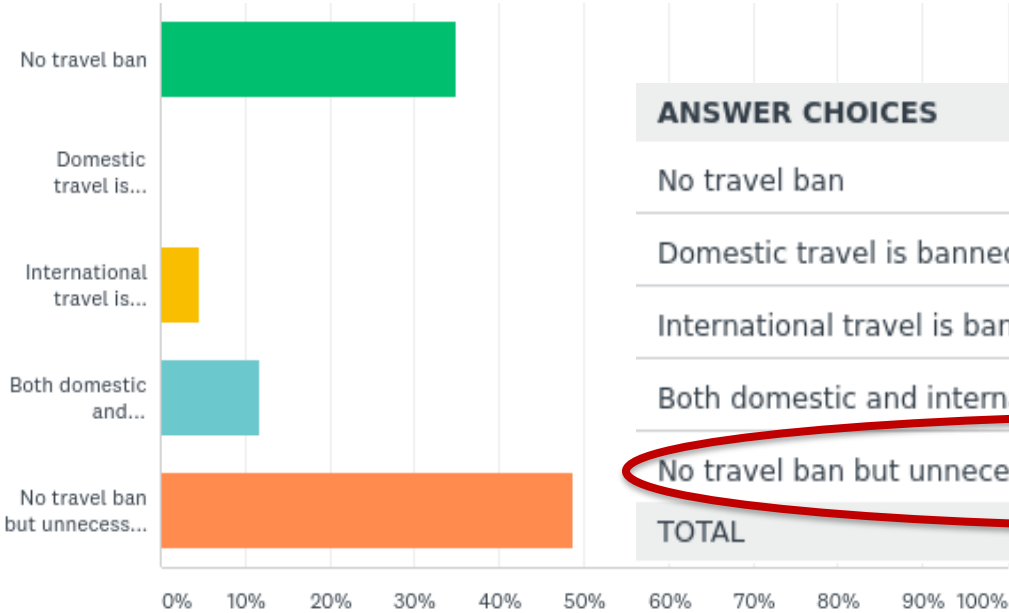


ANSWER CHOICES	RESPONSES	
Yes	52.78%	19
No	47.22%	17
TOTAL		36

Q4: Is a marketing professional a member of the team or part of the response effort?



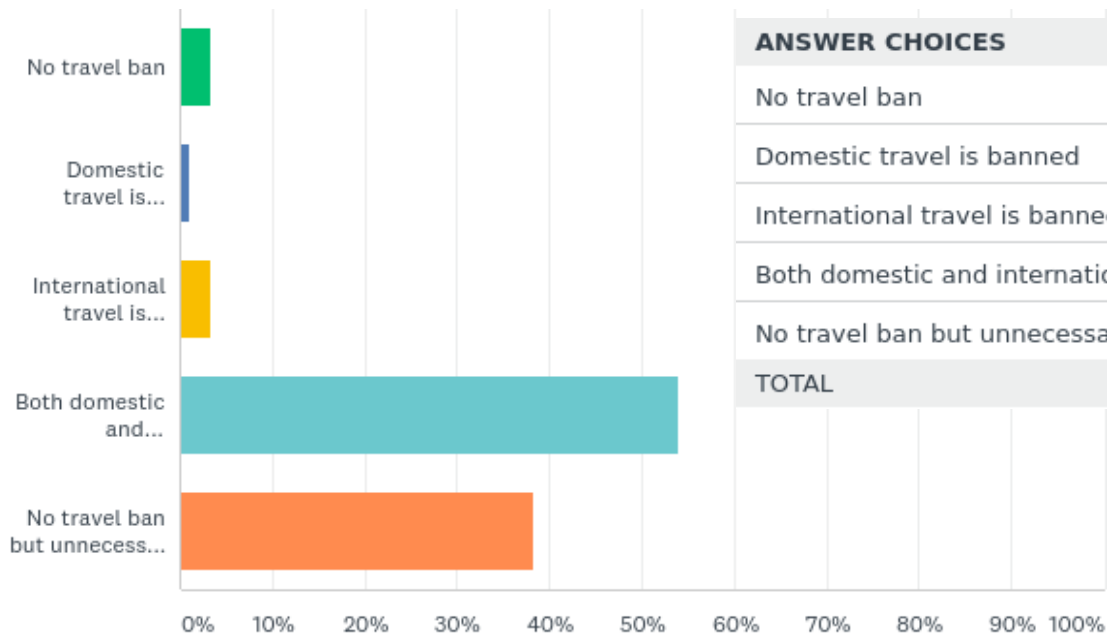
Q3: Has your organization implemented travel restrictions:



ANSWER CHOICES	RESPONSES	
No travel ban	34.88%	15
Domestic travel is banned	0.00%	0
International travel is banned	4.65%	2
Both domestic and international travel is banned	11.63%	5
No travel ban but unnecessary travel is discouraged	48.84%	21
TOTAL		43

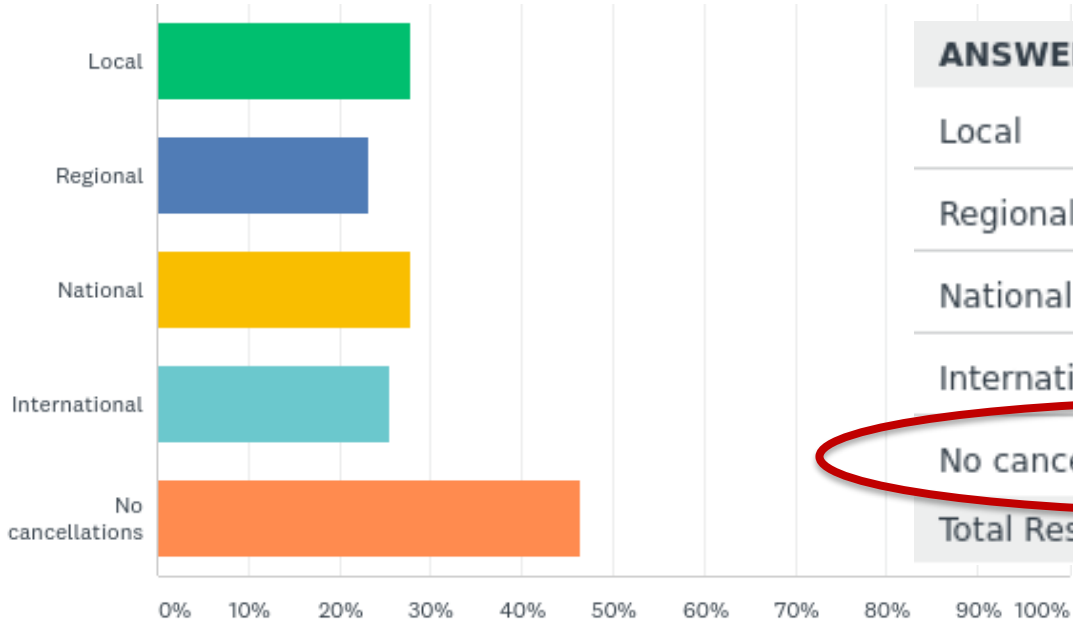
Q5: Has your organization implemented travel restrictions:

Poll 2



ANSWER CHOICES	RESPONSES
No travel ban	3.37% 3
Domestic travel is...	1.12% 1
International travel is...	3.37% 3
Both domestic and international travel is banned	53.93% 48
No travel ban but unnecessary travel is discouraged	38.20% 34
TOTAL	89

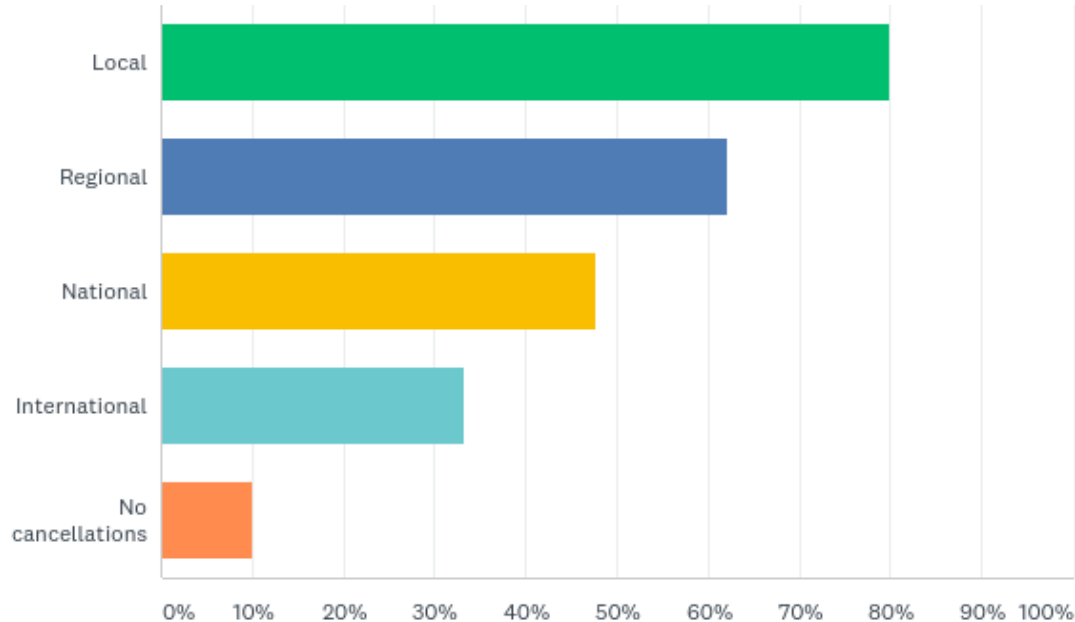
Q4: Has your organization postponed or cancelled any external events? (select all that apply)



ANSWER CHOICES	RESPONSES	
Local	27.91%	12
Regional	23.26%	10
National	27.91%	12
International	25.58%	11
No cancellations	46.51%	20
Total Respondents: 43		

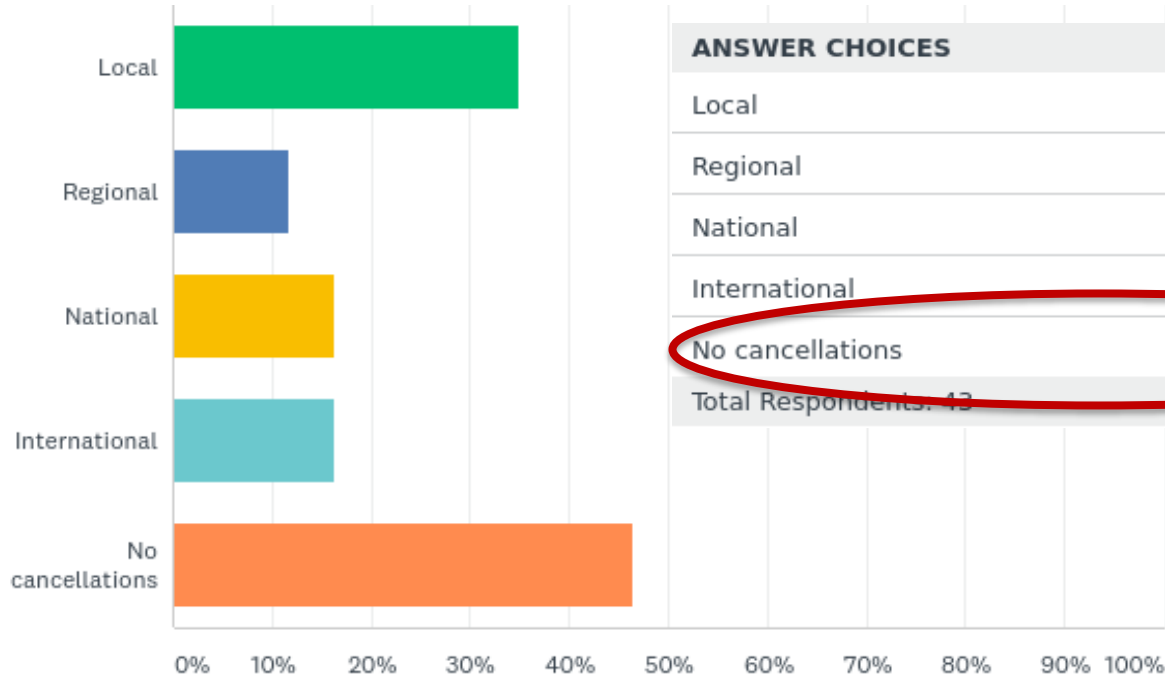
Q6: Has your organization postponed or cancelled any external events? (select all that apply)

Poll 2



ANSWER CHOICES	RESPONSES
Local	80.00% 72
Regional	62.22% 56
National	47.78% 43
International	33.33% 30
No cancellations	10.00% 9
Total Respondents: 90	

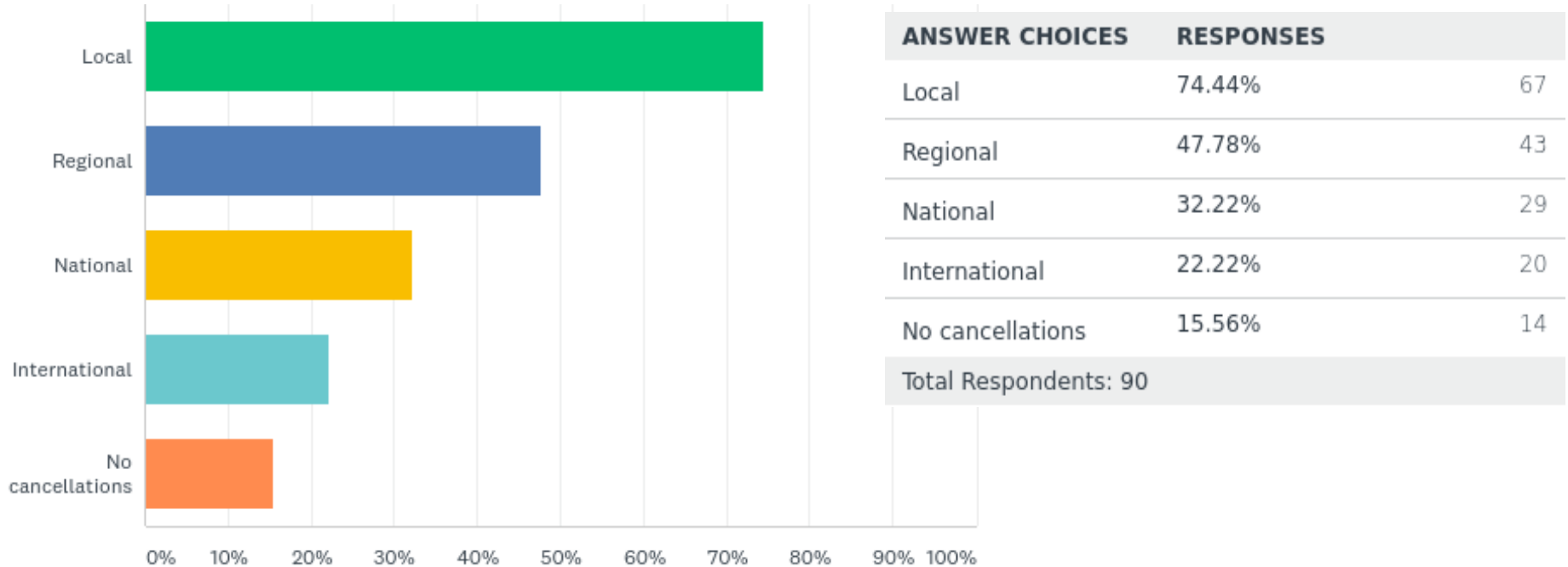
Q5: Has your organization postponed or cancelled any internal events? (select all that apply)



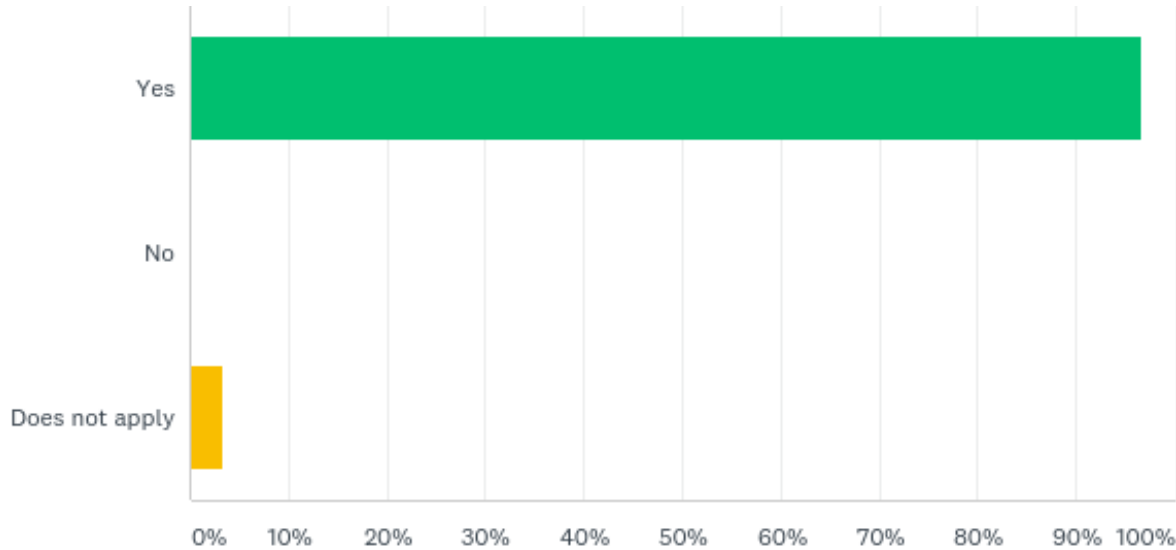
ANSWER CHOICES	RESPONSES
Local	34.88% 15
Regional	11.63% 5
National	16.28% 7
International	16.28% 7
No cancellations	46.51% 20

Q7: Has your organization postponed or cancelled any internal events? (select all that apply)

Poll 2



Q8: Have you moved to working from home and/or an online, remote, or virtual event format in lieu of an in person-meeting?



ANSWER CHOICES	RESPONSES
Yes	96.67% 87
No	0.00% 0
Does not apply	3.33% 3
TOTAL	90

Thanks to all who are sharing in the LMA Northeast Region and legal communities



CORONAVIRUS FOCUS GROUP

<https://www.facebook.com/groups/LMANECOVID19/>

This group is a short-term, dedicated channel originally established for LMA Northeast members to share processes, policies, protocols, updates and communications with regard to their organization's COVID-19 response.

It is a centralized hub of information with regard to legal operations and communication plans. It is open to the legal ecosystem as a service to colleagues and coworkers who value this resource and information exchange.

Idea? Comment or feedback? Contact us! LMA Northeast Board: <https://www.legalmarketing.org/page/northeast-regional-board>