



2012 Law Firm Surveys

Selecting Comparison Groups for Benchmarking Your Firm

The following information will assist your Firm in choosing the appropriate comparison groups to be presented in your reports from the following three distinct PwC Law Firm Surveys:

- **2012 Billing Rate & Associate Salary Survey^{plus} (BRASS^{plus}) - Initial Release**
- **2011 Law Firm Statistical Survey (LFSS)**
- **2012 Cultural Awareness & Inclusion Scorecard (CAIS)**

In addition, to assist Survey participants with better understanding the wide-range of Survey Reports available, PwC will be conducting a webcast. We will be sending an invitation to all law firms with additional information on how to participate approximately 10 days prior to these events.

In compliance with antitrust regulations, comparison groups must be comprised of at least five members. Therefore, the availability of each group will be determined at production. Additionally, group size ranges may change according to the composition of participants for the 2012 Surveys.

Understanding the Different Types of Comparison Groups

Data submissions are sorted into comparison groups according to the following criteria:

1. Market Characteristics and Member Attributes

- **Geography** - city, state, or region (e.g., Boston, California, Midwest).
- **Practice Focus** - primary type of law practiced in the firm (e.g., Intellectual Property).
- **Tier** - geographic markets with similar demographic and economic characteristics.
- **Theme or Organization** - common defining characteristic shared by all members in a group (e.g., Highly Profitable or Dispersed Practice Firms).

2. Member Size by Attorney Count

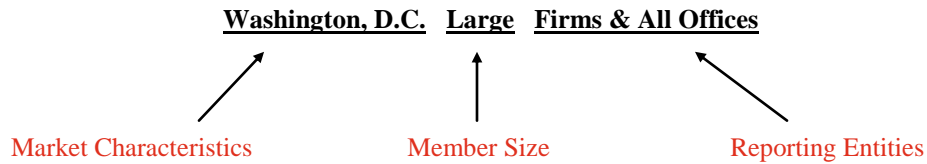
3. Reporting Entities

- **Total Firm** - data for either a single office firm or the entirety of a Multi-Office firm.
- **Principal Office** - data for the main office of a Multi-Office firm; generally, the principal office is located in the city where the firm's operations are based and is typically the largest office; it may also be referred to as the "home office" or "headquarters". Firms can identify more than one principal office.
- **Non-Principal Office** - an office located in any city other than that of the principal office.



Determining the Membership of the Group

Each group name contains descriptors of the market characteristics, member size and reporting entities.



Please note that if a member size descriptor is not included in the name, the group includes all firms/offices regardless of the number of attorneys. (Typical size descriptors are “Small”, “Medium”, “Large”, “Largest”, “Mega”, and “Super” but the actual number of attorneys corresponding to each name varies by market.)

Reporting Entity	Members Included in the Group
Firms	-Total Firm Data for Single-Office Firms -Total Firm Data for Multi-Office Firms
Firms/Principal Offices	-Total Firm Data for Single Office Firms -Total Firm Data for Multi-Office Firms not submitting Office data -Principal Office Data of Multi-Office Firms
Firms & All Offices	-Total Firm Data for Single Office Firms -Total Firm Data for Multi-Office Firms not submitting Office data -Principal Office Data of Multi-Office Firms -Non-Principal Office Data of Multi-Office Firms
Principal & Non-Principal Offices	-Principal Office Data of Multi-Office Firms and -Non-Principal Office Data of Multi-Office Firms
Non-Principal Offices	-Non-Principal Office Data of Multi-Office Firms

The following rules apply to comparison groups with a size descriptor:

- For the three comparison groups with the word 'Firm' preceding the group name - Firms, Firms/Principal Offices and Firms & All Offices - membership is based on the number of attorneys in the Total Firm (and not in the specified office).
- For the remaining three comparison groups - Principal & Non-Principal Offices, Principal Offices and Non-Principal Offices - membership is based on the number of attorneys in the specified office (and not firmwide).