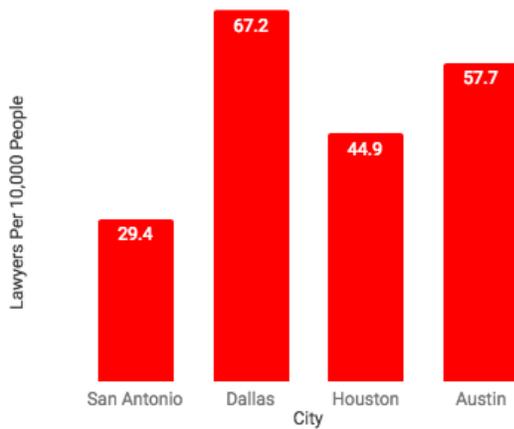


Where are the best lawyers in Texas?

As we oftentimes work with members of the legal profession, we decided to conduct a city-by-city analysis of the profession across Texas. We started with a birds-eye view of the industry by pulling aggregate data from the U.S Census Bureau's County Business Patterns for "law offices". Interestingly, we found that Dallas is a much more litigious city than the other cities with 67.2 legal workers per 10,000 people. This is more than twice that of San Antonio and significantly higher than Austin and Houston. Dallas also sees the highest average annual salary at \$120,134.

Lawyers Per 10,000 People

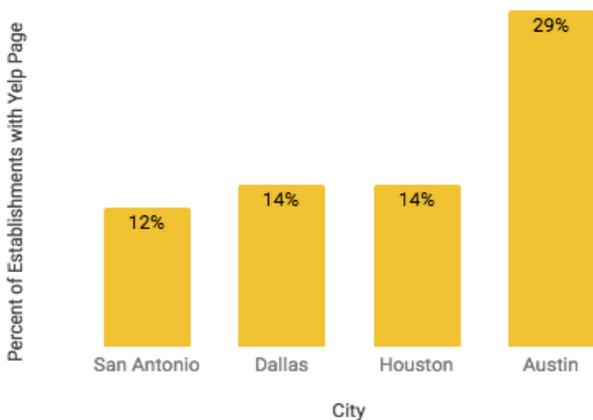


Average Salary



We dug deeper to see if there was a difference in how lawyers were rated by their clients on online review websites. According to the ReviewsTracker.com [blog](#), "about one-third of all legal consumers turn to online resources first to find information on attorneys." And while people may think Yelp is just for restaurants or barbers, a 2014 [survey](#) conducted by Austin-based SoftwareAdvice.com found that Yelp was actually the most popular and trusted website for legal reviews. To analyze Yelp data, we used an API pull to collect all Yelp reviews for law firms with an online presence in the four largest cities in Texas in January 2019.

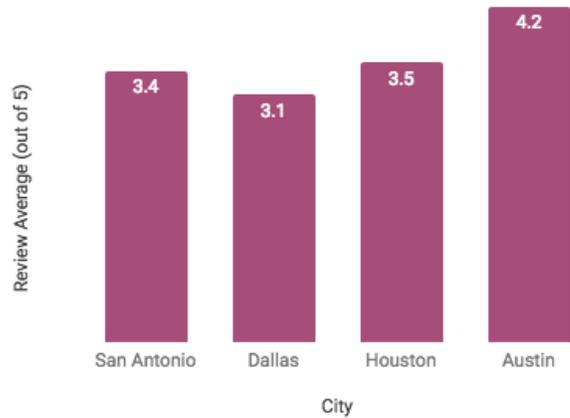
Percent of Establishments with Yelp Page



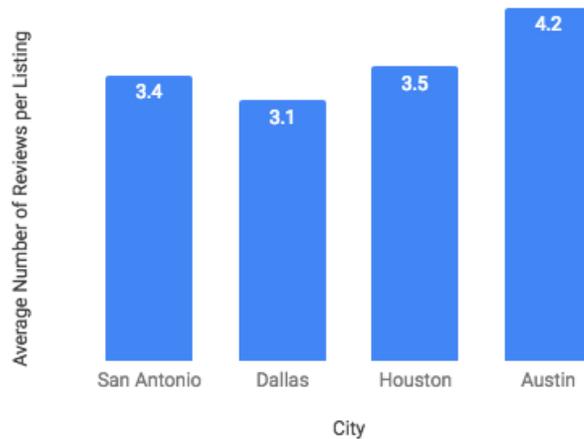
The first major difference that pops out is the percent of total legal office establishments that are listed on Yelp. While the other three cities have between 12 and 14% representation, Austin (a tech-heavy city) has over 29% of its law-offices represented with a Yelp page. Austin clients also rate their lawyers higher with an average rating of 4.2.

Interestingly - across the whole state, the average number of reviews per establishment is very low - with roughly between 3 and 4 reviews per page.

Review Average (out of 5)



Average Number of Reviews per Listing



This could mean that even having a few 5-star reviews on your law-firm profile could make the difference between getting hired and getting scrolled past.

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Intelligent Analytics & Modeling is an economic and social science research think tank based out of Austin, Texas. We provide expert witness testimony and perform antitrust analysis.