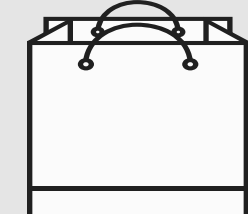


How consumers are choosing legal services

Tracker Survey results 2018



When consumers look for a legal services provider

 **only 27%** shop around

 **66%** choose to use a solicitor

And the key factors they consider when they shop around are



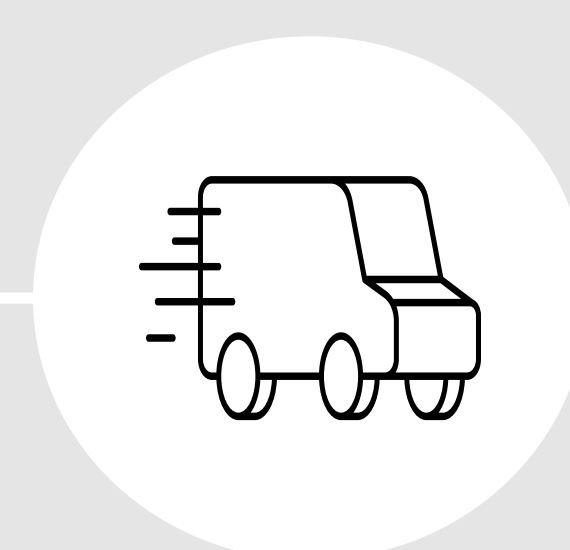
Reputation
78%



Price
72%



Specialism
70%

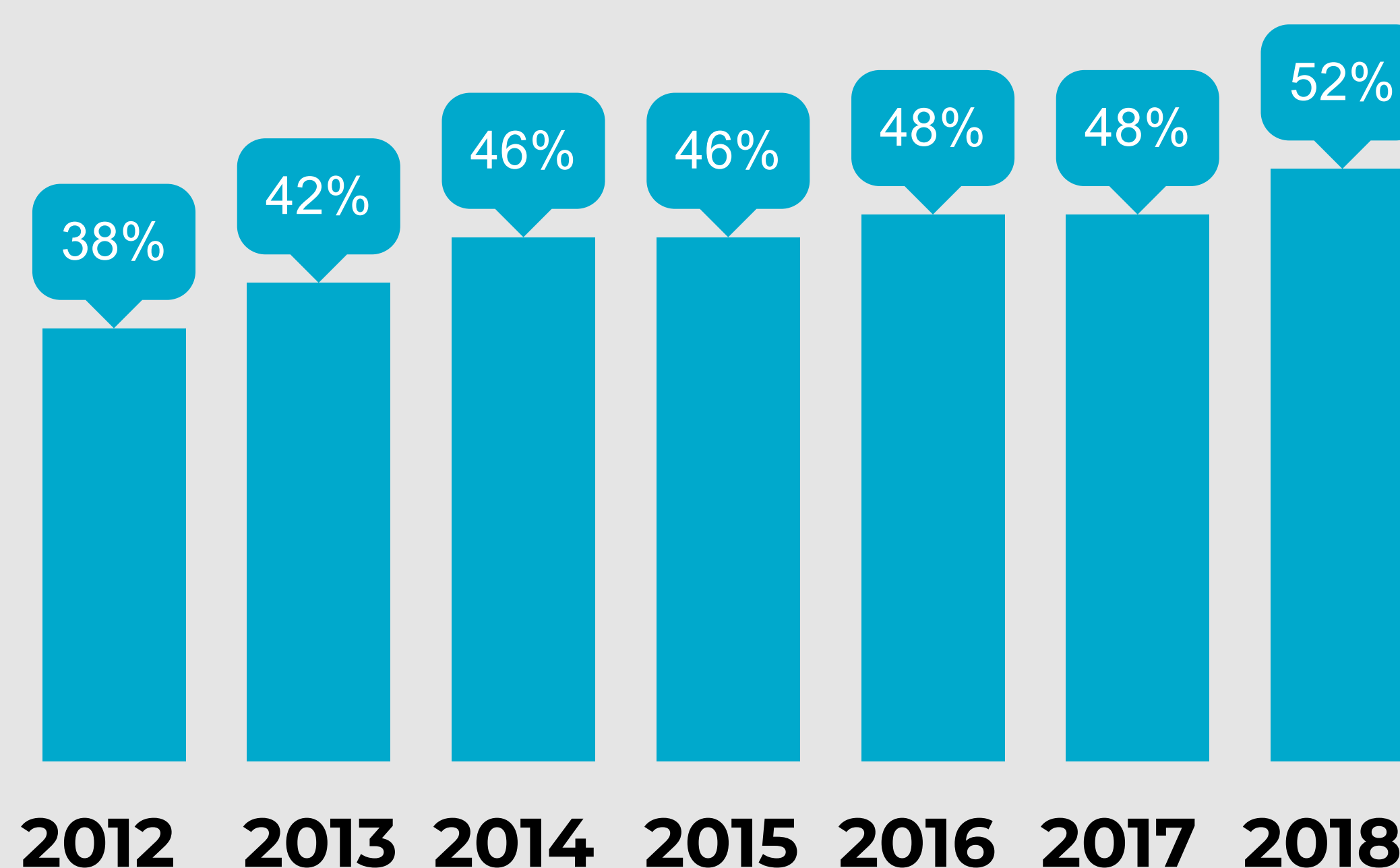


Speed of delivery
69%



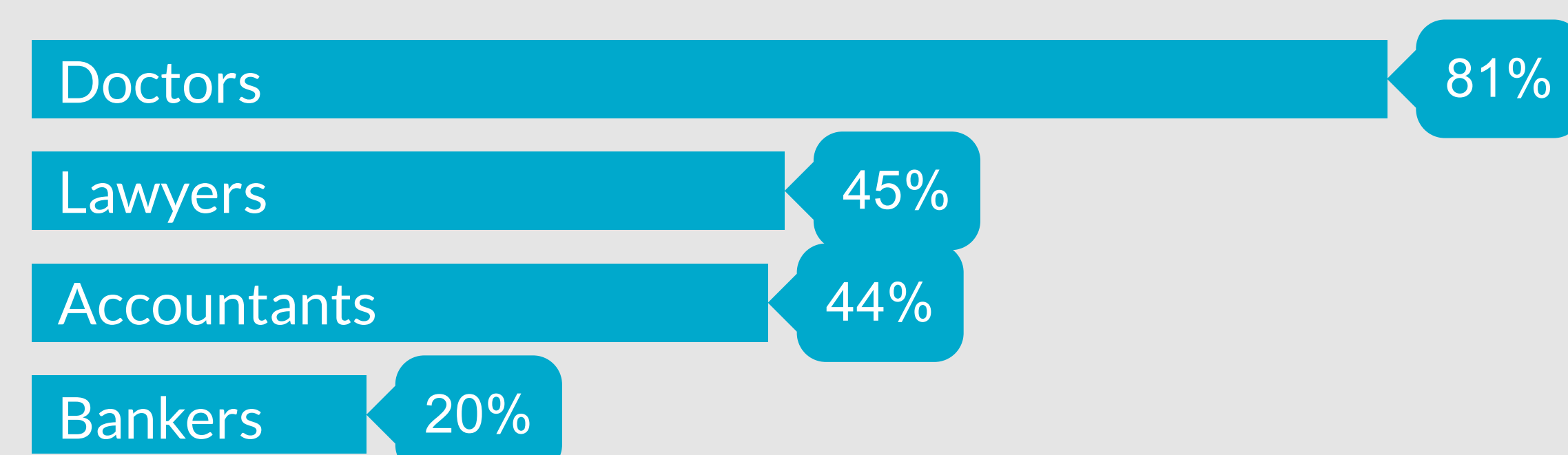
Local offices
68%


There is an upward trend for fixed-fee arrangements



Trust trends

The general public trust the following professions to tell the truth:



 BAME groups have overall lower levels of trust and confidence that their rights are protected than White British consumers (40 vs 49% and 43 vs 52%).

The research was carried out by YouGov in March - April 2018. For consumers it was used a sample of people who used legal services in the last two years (3,535 adults) and for general public it was used a nationally representative sample for England and Wales (1,828 adults).

For the full details of our research please visit our website www.legalservicesconsumerpanel.org.uk