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

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>38%</td>
<td>42%</td>
<td>46%</td>
<td>46%</td>
<td>48%</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Trust trends

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

- **Doctors 81%**
- **Lawyers 45%**
- **Accountants 44%**
- **Bankers 20%**

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