

How consumers are choosing legal services

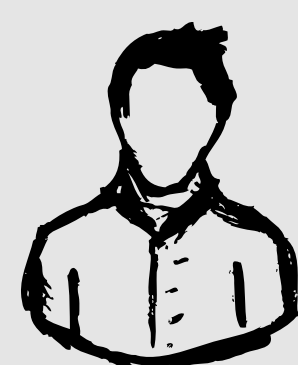
Tracker Survey results 2019



Competition indicators



28% of consumers shop around for a provider



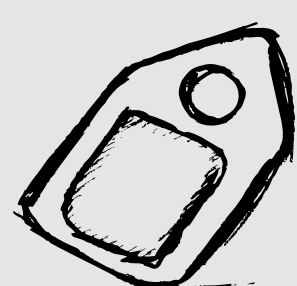
62% of consumers **still** first find the price by having a discussion with a provider

Price comparison and price transparency



42% of consumers do not find it easy to compare providers*

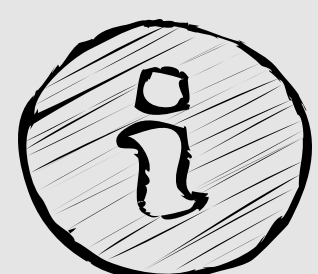
* Consumers who said they find it "neither easy nor difficult", and consumers who find it "hard" to compare providers



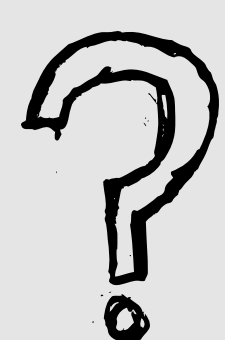
28% of consumers find it difficult to make a price comparison



42% of consumers find it difficult to find information on pricing because no upfront information is provided



67% of BAME consumers find it easy to understand information about price compared to **79%** of White British consumers



34% of consumers with a disability can not find information about staff, service and/or timings for delivery

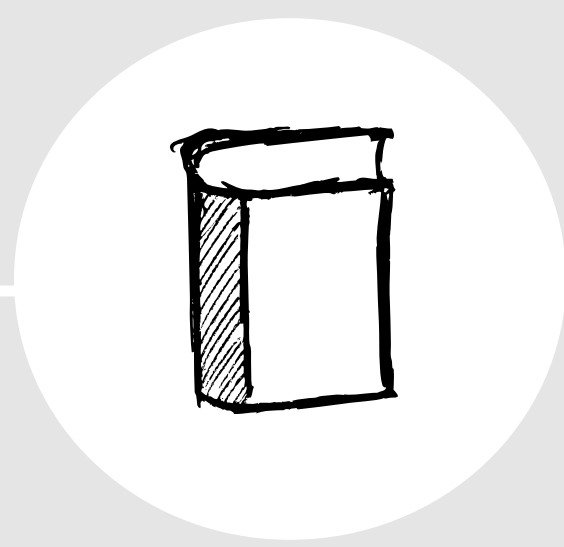
The key factors consumers consider when they shop around



Reputation
79%



Price
72%



Specialism
69%



Speed of delivery
67%



Local offices
67%

However

- Price is the most important factor for conveyancing consumers (**82%**)
- Specialism is the most important factor for employment disputes consumers (**84%**)

The research was carried out by YouGov between February and March 2019. It was used a sample of 3,583 adults who used legal services in the last two years in England and Wales.

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