How consumers are using legal services
Tracker Survey results 2019

Consumers are satisfied

❤️ 87% are satisfied with the outcome
👨 84% are satisfied with the legal service

Consumers struggle with complaining

❓ 46% of overall consumers do not know or are not certain of how to make a complaint
📄 64% of consumers using immigration services do not know or are not certain of how to make a complaint
❗️ 37% of consumers dissatisfied with the service *do nothing*
🔍 30% of consumers find it hard or do not know how to find information about how to complain to the Ombudsman

Consumers' attitude to online and lawtech services

The proportion of consumers who have their services delivered online has increased over time

<table>
<thead>
<tr>
<th>Year</th>
<th>% of consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>21%</td>
</tr>
<tr>
<td>2016</td>
<td>27%</td>
</tr>
<tr>
<td>2019</td>
<td>33%</td>
</tr>
</tbody>
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The top 3 factors consumers consider to be barriers to using lawtech/AI services are

- Not user friendly: 49%
- Concerns over data security: 47%
- Lack of trust in AI technology: 47%

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