

How consumers are choosing legal services

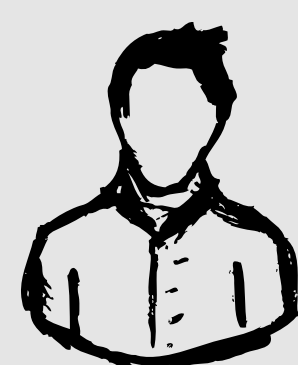
Tracker Survey results 2020



Competition indicators

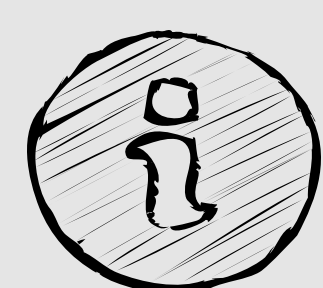


30% of consumers shop around for a provider



64% of consumers first find the price by having a discussion with a provider

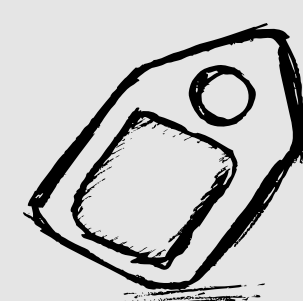
Consumers' experience of finding and assessing information



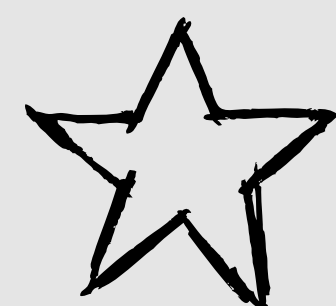
68% of BAME consumers find it easy to understand information about price compared to **80%** of White British consumers



47% of consumers who struggle to find information on cost is due to lack of upfront information compared to **42%** in 2019

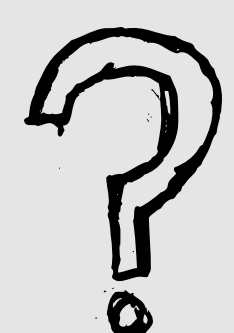


33% of consumers who struggle to find information on cost say are presented with confusing prices compared to **25%** in 2019



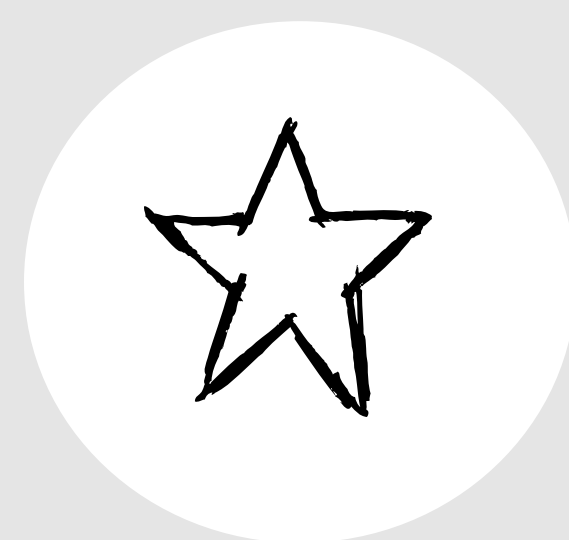
42% of consumers do not find it easy to find information about the quality of services*

* Consumers who said they find it "neither easy nor difficult", and consumers who find it "hard" to find information about the quality of services

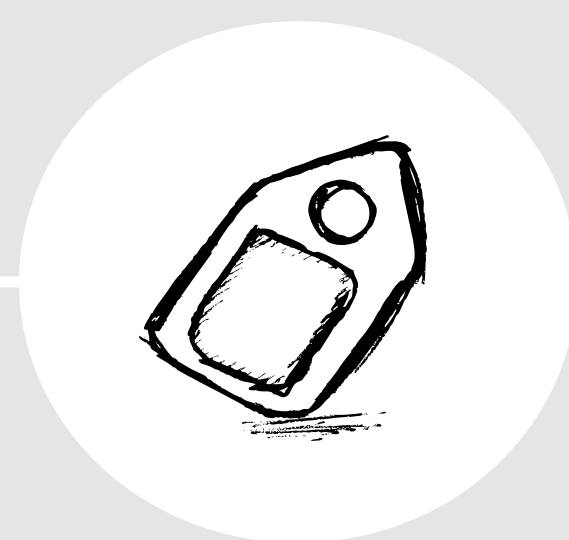


45% of consumers did not come across information about staff, service and timings for delivery compared to **40%** in 2019.

The key factors consumers consider when they shop around



Reputation
81%



Price
72%



Specialism
71%



Speed of delivery
68%



Local offices
66%

However

- Price is the most important factor for those choosing a licensed conveyancer (**86%**)
- Specialism is the most important factor for employment disputes consumers (**86%**)

The research was carried out by YouGov between February and March 2020. 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