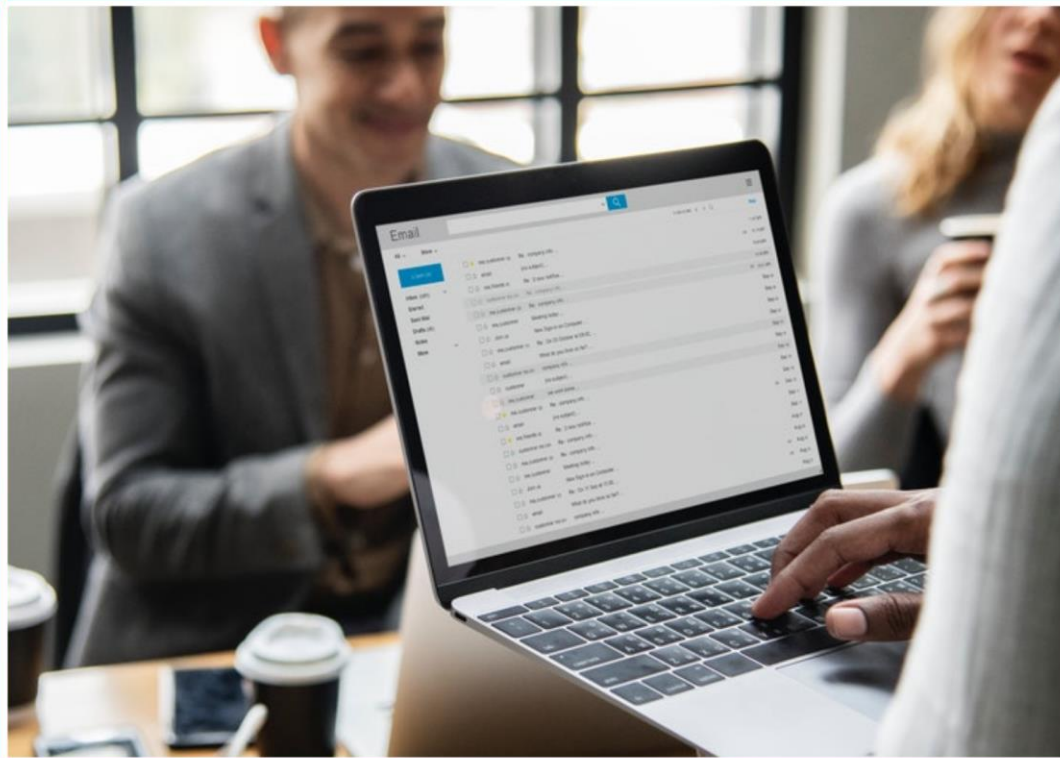




Legal Services Consumer Panel Tracker Survey 2022

How consumers
are using legal
services



July 2022



Contents page

Contents Page	1
Executive summary.....	2
Note on the methodology	4
Context.....	4
Who did we speak to? How are consumers using legal services?	7
Delivery of Legal Services	8
Funding of legal services0.....	12
Unbundling	16
Legal service user satisfaction	17
Complaint behaviour	24
Views on new technology	27

Executive summary

- There has been an increase in the delivery of legal services face to face/in person to 41%, up from 33% in 2021. Meanwhile the proportion reporting primarily email/online service delivery has fallen from 44% to 34% over the same period.
- However, whilst only 9% of those who received their legal services mainly face to face/in person would have liked to talk directly to a legal professional (in person/by phone) more than they did, 28% of those using an email/online service expressed this view, suggesting email/online services do not yet provide an equivalent level of service.
- The majority (71%) of legal services users paid for their legal services themselves or with the help of friends or family. The proportion using legal aid has increased from 4% to 7% since 2021.
 - Respondents from the C2DE social grade (63%), age groups 18 to 24 (46%), 25 to 34 (60%), 35 to 44 (63%), and ethnic minorities (58%) were significantly less likely than the overall sample to state that they paid for their legal services by themselves or with the help of family. This is in line with 2021.
- An increasing proportion of respondents believe that the service they received was good value for money, rising from 65% in 2021 to 70% in 2022. This proportion has risen from 58% in 2012.
- Unbundling is growing in popularity, with the proportion of consumers that used services in this way rising from 13% in 2018 to 18% in 2022, close to the peak of 19% in 2019.
- Satisfaction with the service provided by legal service providers has continued to rise gradually year on year, with 85% reporting they were satisfied in 2022 compared to 79% in 2012.
- Satisfaction with the outcome of legal matters has seen slower growth since 2012, from 84% to 87% this year. However, this marks a drop from a high of 89% in 2021.
 - Satisfaction with the service received and the outcome of the legal matter was significantly higher among those who felt they had a great deal or fair amount of choice over their legal service provider (91% satisfied with service, 91% satisfied with outcome), compared to those who felt they had little or no choice (60% satisfied with service, 66% satisfied with outcome). Those who shopped around were also more likely to be satisfied with the outcome of their legal matter (87%) than those who wanted to shop around but did not know how to (66%). However, there was little difference between those that had shopped around and those who stated 'no I did not' when asked (90%).
- In terms of the individual aspects of service provision, satisfaction is high across all areas with the largest increase seen in the extent to which the lawyer acted in a professional manner since 2012 (79% in 2012 to 82% in 2022).

- For dissatisfied consumers, 44% said they would first complain to the firm itself, with a significantly higher proportion of White respondents (48%) stating this than those from ethnic minorities (30%).

Note on the methodology

Context

The Legal Consumer Services Panel commissioned M·E·L Research to conduct an annual tracker survey and research amongst those who have used legal services in the last two years. This year we talked to 3,500 legal service users. Respondents were invited to complete a survey via an online link, with the respondents being members of an online panel. The survey went live on the Wednesday 23 February 2022 and ended on Wednesday 16 March 2022.

The study asked questions about a legal service they have used in the last two years, so the majority of respondents would be talking about a service they used during the COVID-19 pandemic. Specifically, the survey was designed to:

- Gain an understanding of consumers' understanding and experience of using legal services in England and Wales
- Assess what type of individuals are using legal services, the reason for their use, their satisfaction with the service and their awareness of the profession.

With 3,500 completed surveys, this provides a confidence interval (margin of error) of $\pm 1.66\%$ based on a 50% statistic at the 95% confidence level. For example, where a response of 50% could lie within the range of 48.34% and 51.66%. The lower the margin of error, the more confident we can be that if the survey were to be undertaken again the results would fall within the range given. Table 1 shows the confidence intervals for differing result levels.

Table 1: Indicative confidence intervals at the 95% confidence level

Size of sample	Approximate sampling tolerances		
	10% or 90%	30% or 70%	50%
3500	$\pm 0.99\%$	$\pm 1.52\%$	$\pm 1.66\%$

Statistical significance

The findings throughout the report are presented in the form of percentages, and all differences between subgroups highlighted in the text are statistically significant at a 95% confidence level unless otherwise indicated. In some instances, apparent differences between figures may not be considered 'statistically significant' due to sample sizes. Non-significant findings do not necessarily mean that no change has occurred (e.g., year on year), but indicate a failure to detect differences due to sampling variation.

Reporting conventions

The 'base' or 'n' number referred to in each chart and table is the number of respondents for each question. An asterisk (*) denotes small base sizes (<30) and findings should therefore be considered as indicative only. Due to computer rounding, numbers and percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared to the text. The figures reported in the text will be correct.

Please note: the findings in the report may not appear in the same order as the questionnaire.

Sample

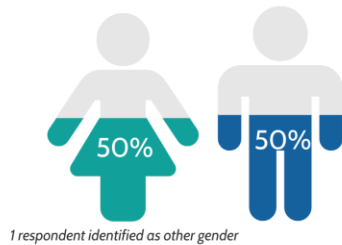
The sample is broadly comparable with previous years, with the main exception seen by age group. More 18-34 year olds were included in the sample this year, and less people 55 and over, to ensure a more robust sample when looking at results by age.

Table 2: Sample comparison on key demographics

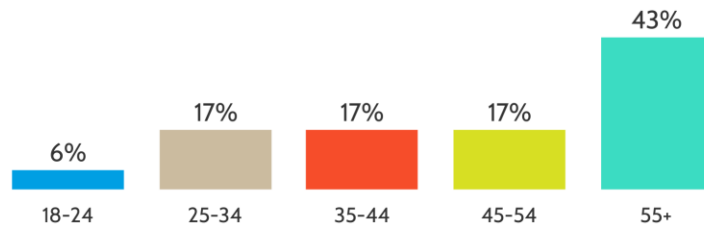
	Year of Survey		
	2021	2022	Difference
Region			
North East	4%	5%	+1
North West	12%	12%	0
Yorkshire and the Humber	9%	9%	0
East Midlands	8%	8%	0
West Midlands	9%	10%	+1
East of England	11%	9%	-2
London	12%	16%	+4
South East	18%	15%	-3
South West	11%	9%	-2
Wales	5%	8%	+3
Net: England	95%	93%	-2
Net: South exc. London	30%	24%	-6
Net: Midlands and Wales	23%	25%	+2
Net: North	25%	26%	+1
Gender			
Male	49%	50%	+1
Female	51%	50%	-1
Age			
18-24	2%	6%	+4
25-34	12%	17%	+5
35-44	15%	17%	+2
45-54	15%	17%	+2
55+	56%	43%	-13
Ethnicity			
White British	75%	77%	+2
Ethnic minority (net)	19%	19%	0
Mixed background	6%	3%	-3
Indian	4%	4%	0
Pakistani	2%	3%	+1
Chinese	1%	2%	+1
Black African	2%	3%	+1
Black Caribbean	1%	1%	0

Who did we speak to? How are consumers using legal services?

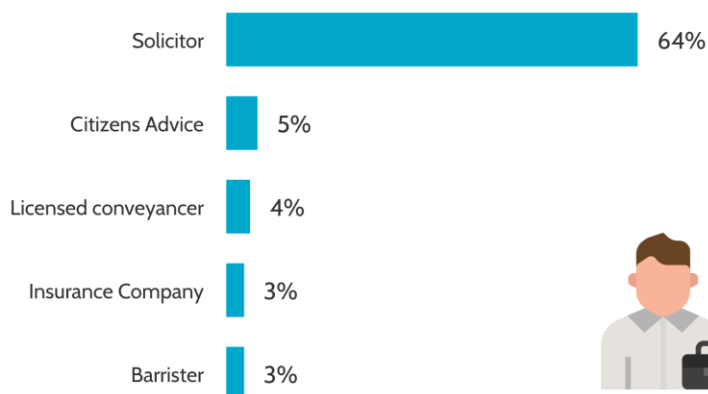
Gender
Base-3500



Age
Base-3500



Top 5 providers used
Base- 3500



Regulated business?
Base- 3500

Most are using a regulated legal business

90%

Said their provider was regulated



Satisfaction with service
Base-3500

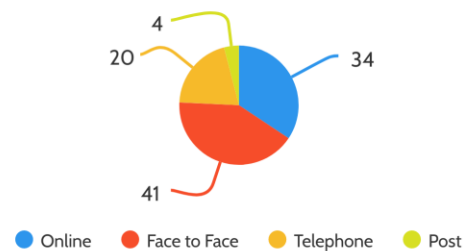


Paid themselves/friends/family
Base-3500

71%



How the service was mainly delivered
Base-3500
Face to face was the most popular mode of delivery



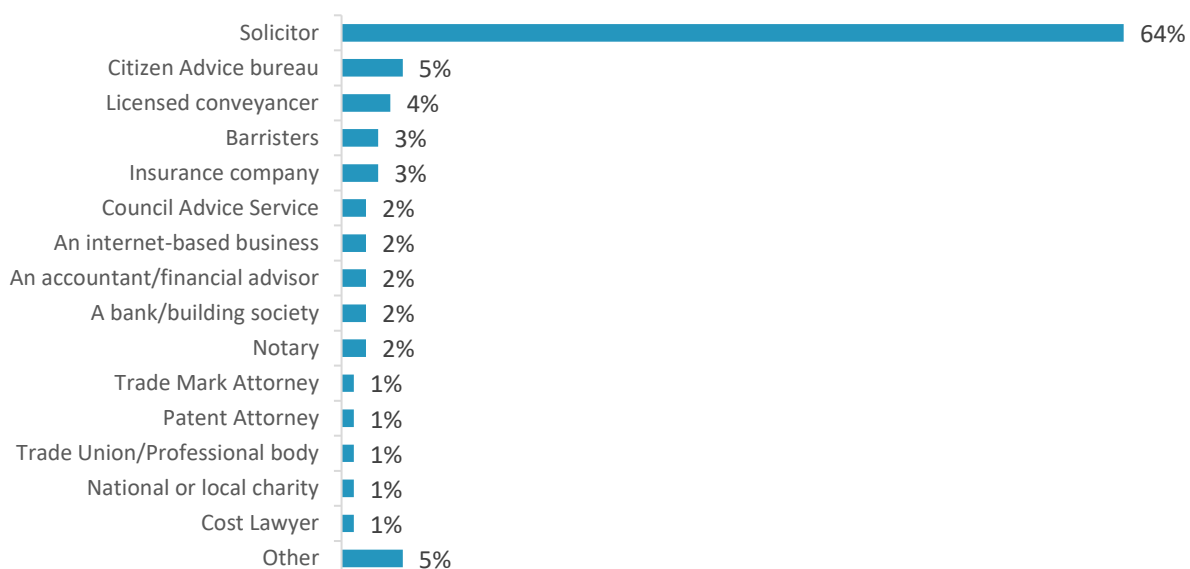
Delivery of Legal Services

Type of service used

Solicitors continue to be the most used providers of legal services (64% in 2022 - see *Figure 1*). This remains consistent with previous years, having fluctuated between 62% and 66% since 2015. However, there are some differences in the use of solicitors by age and ethnicity, with only 44% of 18 to 24-year-old legal services users using them, compared to 68% of 45 to 54 year-olds and 75% of respondents aged 55+. These figures are all significantly different from the average of 64% across the whole sample. However, there has been a rise in the proportion of 18-24-year-olds using solicitors since 2021 (then only 26%).

Meanwhile, White consumers were significantly more likely than other respondents to have used a solicitor (67%), while Asian (49%) and Black (49%) respondents are significantly less likely to – marking a slight change from 2021, when 65% of White respondents used a solicitor, compared to 52% of Asian and 42% of Black respondents. Black consumers were significantly more likely than others to have used a barrister (6%), accountant/financial advisor (5%), trade union and professional body (4%) and patent attorney (3%). Asian respondents are significantly more likely than others to have used a Citizens Advice (7%), barrister (7%), notary (5%), council advice service (4%), patent attorney (3%) and cost lawyer (2%).

Fig 1. What type of organisation was it that provided you with the legal service? (3500)



Among those using a solicitor, over two thirds (68%) used a small local firm, 9% used a large corporate firm and 9% a national brand with a local office. This marks a drop in the proportion using small firms, down from 75% in 2021 and 77% in 2019.

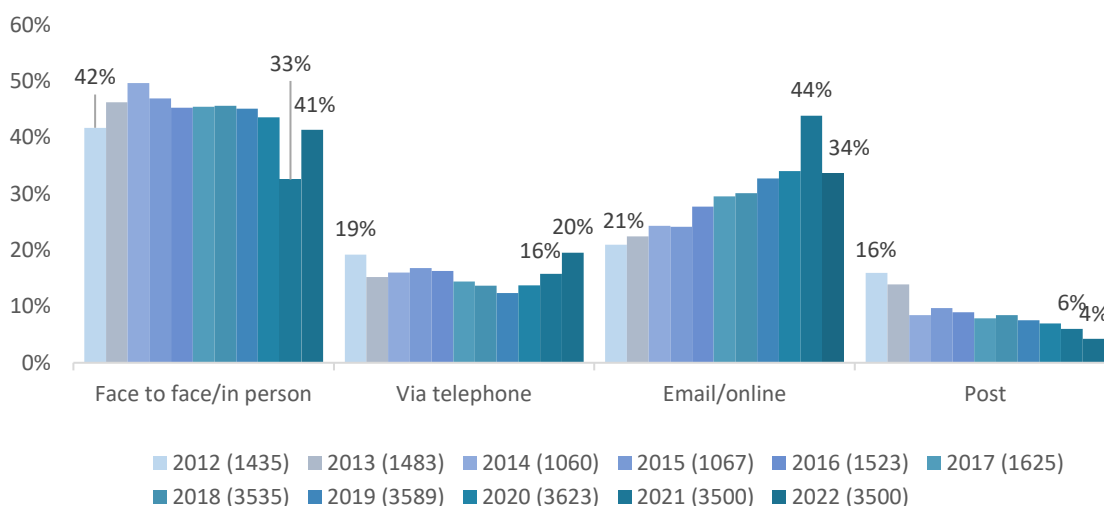
90% reported that the organisation which provided their legal service was a regulated legal business, while 92% state that it was their understanding that their provider was authorised and must comply with requirements set out by a specific regulating body, including requirements concerning complaints handling (e.g. solicitors are regulated by the Solicitors Regulation Authority). These figures mark an increase from 87% and 90% respectively in 2021.

Service delivery

In terms of how legal services were delivered, 2022 marked a return to almost pre-pandemic levels when it came to the proportion of consumers who received their service face to face/in person. This was once again the most common method of delivery, at 41%, whilst 34% received their service over email/online. This stands in contrast to 2021, when 33% received their legal service face to face/in person, and 44% over the internet/email (see *Figure 2*).

When considering this change, it should be noted that in previous years this option has been worded as “email/internet”, with an additional option included for “online”. The latter option was removed for the 2022 survey and the “email/internet” option altered to “email/online”. Respondents who selected the option “online” in previous years have been combined with those who selected “email/internet” in the chart below. This is important when comparing data from 2022 with that from previous years.

Fig 2. How was the service MAINLY delivered? (Base size in brackets, by year.)



The service delivery method varied depending on the type of legal services used, with those using will writing (63%) or services relating to offences or criminal charges (62%) significantly more likely than others to receive their services face to face. This is similar to 2021 (will writing at 59% face to face, and offences or criminal charges related services at 52%). Meanwhile those using conveyancing services (24%), debt or hire purchase problems (25%), accident or injury claims (26%), probate services (31%) and problems with consumer services/goods (33%) were significantly less likely to receive face to face/in person services. It is however notable that among those who used accident or injury claims

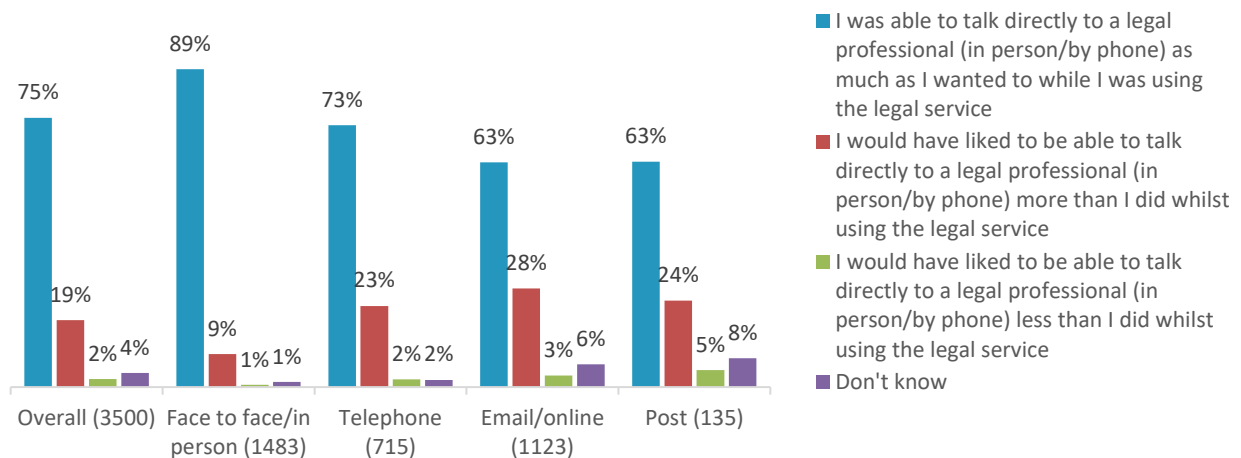
services, the proportion reporting that these services were provided face to face rose from 4% in 2021 to 26% in 2022. Similarly, increases were seen from 2021 to 2022 in the proportion receiving services face to face among those using conveyancing services (12% in 2021, 24% in 2022) and debt or hire purchase problems (15% in 2021, 25% in 2022). These were still amongst the services least likely to be provided face to face in both years.

White (42%) and respondents aged 55+ (45%) were also significantly more likely to have received services face to face than others. By social grade, email/online services were significantly more likely to have been used by respondents in the ABC1 group (35%) than those in C2DE (28%). These differences were similar in 2021. Notably, male respondents were significantly more likely to have used face to face services (46%) than female (37%), but significantly less likely to have used email/online (males 28% vs. females 39%). The differences in the delivery of services by gender are more pronounced than those recorded in 2021, when 34% of male respondents used face to face services, compared to 31% of female. Meanwhile, email/online services were used by 42% of male respondents in that year, only slightly fewer than the 44% of females who reported doing so.

Experience of service delivery

Despite email/online being the second most common method of service delivery, consumers who received their legal services in this way were more likely than those who received legal services through other methods, to report that they would have preferred to speak directly to a legal professional. More than a quarter (28%) of respondents who received their service mainly via email/online would have liked to speak to a legal professional in person/by phone more than they did. Only 9% of those whose service was mainly provided face to face/in person expressed this view (see *Figure 3, overleaf*). This suggests that while email/online provision was commonly used to deliver legal services this year, the level of service consumers received is not yet equivalent to that provided face to face.

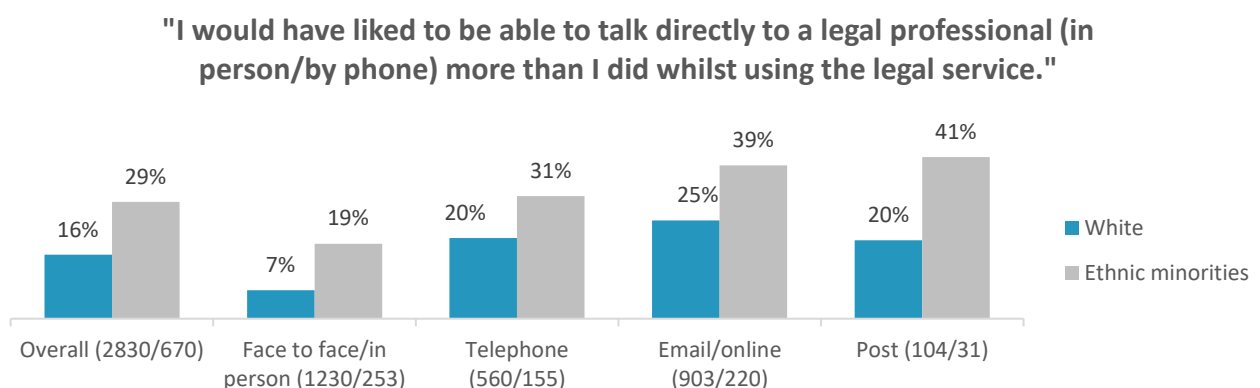
Fig 3. Which of the following best describes your experiences with how the service was delivered? (Base size in brackets, by main service delivery method)



It is notable that among female respondents whose service was provided via email/online, 31% would have liked to be able to speak directly to a legal professional more than they did, while only 23% of male respondents whose service was provided in this way stated the same. This difference may suggest that while female respondents are more likely to use services that are provided via email/online, it is not their preferred method.

Investigating the experiences of ethnic minority consumers reveals that regardless of how they received their legal services, they were significantly more likely than White respondents to state that they would have liked to be able to speak directly to a legal professional more than they did (see *Figure 4*). This may indicate an inequality in the level of service and attention that is provided to legal service users from ethnic minorities regardless of how these legal services are delivered.

Fig 4. How was the service MAINLY delivered? (Base size in brackets, by main service delivery method, only showing respondents who selected "I would have liked to be able to talk directly to a legal professional (in person/by phone) more than I did whilst using the legal service.")

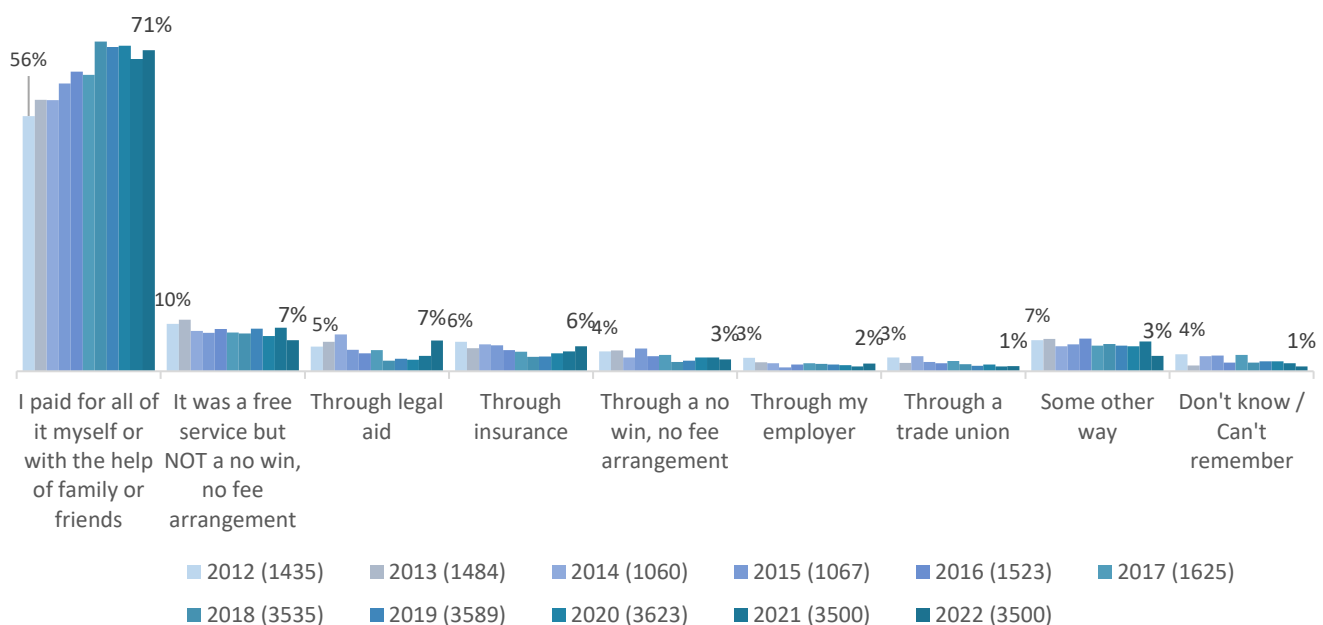


Funding of legal services

Funding method

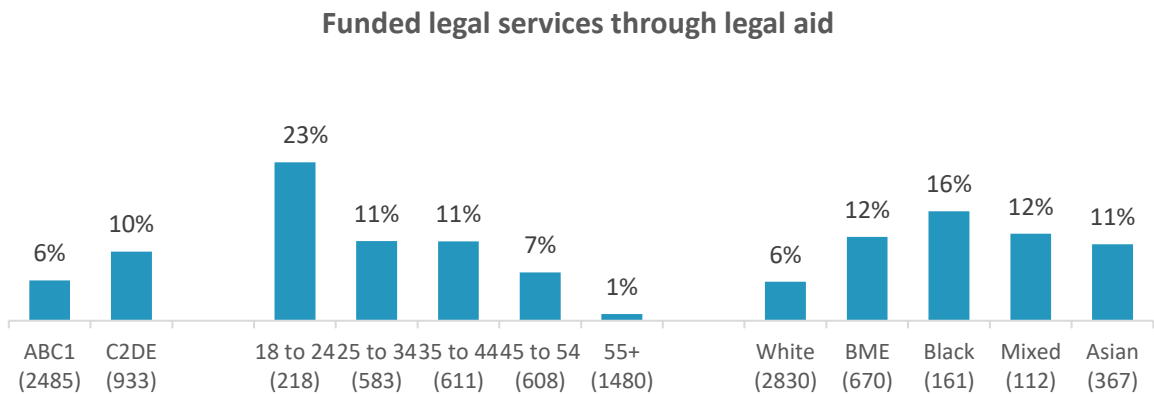
Most consumers paid for their legal services themselves or with the help of family or friends (71%), with free services other than no win, no fee (7%), legal aid (7%) and insurance (6%) the next most common methods of funding. Whilst the proportion that paid themselves has stayed similar to 2021 (69%), the proportion using legal aid and insurance has increased, both from 4%, with the former suggesting an increase in financial hardship facing legal services consumers (see *Figure 5*).

Fig 5. Which ONE of the following BEST describes how the use of the legal service was funded?
(Base size in brackets, by year.)



The ways in which legal services were funded differs by social grade, age and ethnicity. Respondents from the C2DE (63%) social grade, 18 to 24 (46%), 25 to 34 (60%) 35 to 44 (63%) age groups, and ethnic minorities (58%) are significantly less likely than the overall sample to state that they paid for their legal services by themselves or with the help of family. For C2DE social grade and Ethnic minority consumers, this has changed little since 2021. However, by age, in 2021 only those in the 18-24 and the 25-34 age groups were significantly less likely than the overall sample to state that they paid for their legal services by themselves or with the help of family. In 2022, these same groups are also significantly more likely than the overall sample to have used legal aid to fund their legal services (see *Figure 6*, overleaf). Additionally, respondents from the C2DE social grade (2%) and Mixed ethnicities (3%) are more likely than other respondents to have funded their legal services through a trade union.

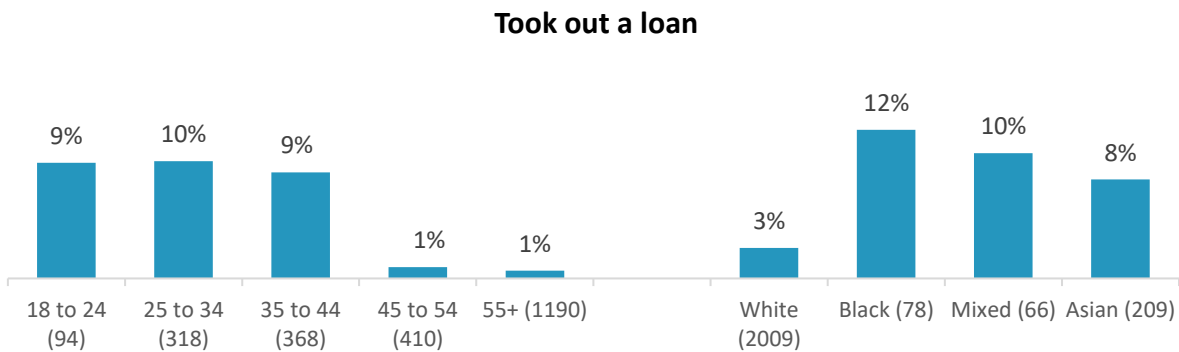
Fig 6. Which ONE of the following BEST describes how the use of the legal service was funded?
(Base size in brackets, by subgroup. Only showing respondents who selected “Through legal aid”.)



Funding method – paid yourself or with the help of family/friends

Among respondents who paid for their legal services themselves, 64% paid for them from their savings and 38% from their regular income/salary. Meanwhile 5% borrowed money from family/friends and 4% took out a loan. Some groups were particularly likely to have taken out a loan, potentially putting them at risk financially, with 18 to 24-year-olds (9%), 25 to 34-year-olds (10%), 35 to 44-year-olds (9%), and Black (12%), Mixed ethnicity (10%) and Asian (8%) respondents being significantly more likely to have done so (see *Figure 7*). The proportion that took out a loan has risen by 1% from the 2021 results amongst most demographic subgroups.

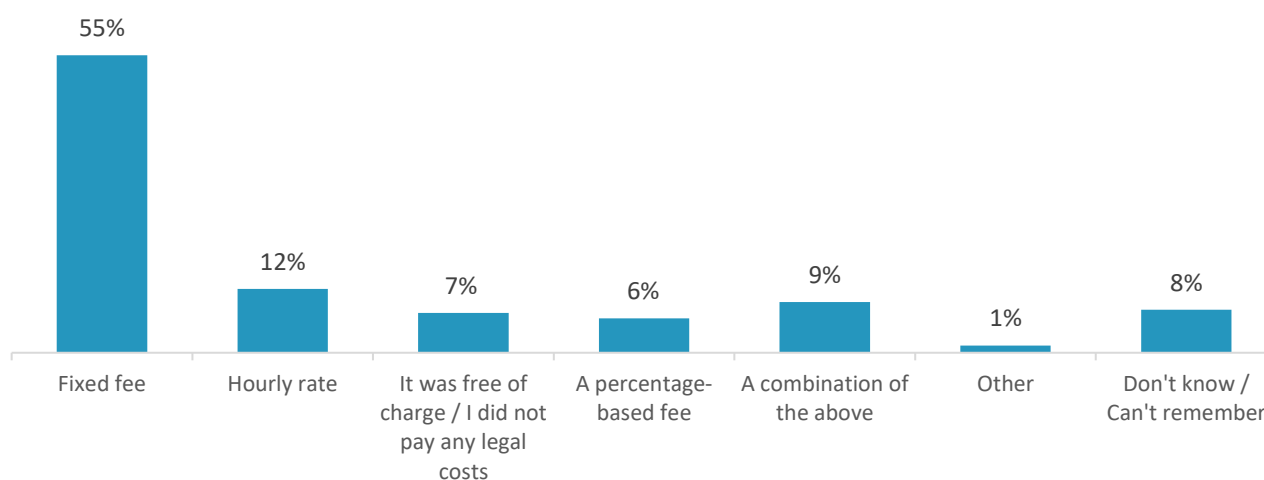
Fig 7. You said you paid for the legal service yourself or with the help of family or friends. How was the payment of your legal services funded? (Base size in brackets, legal service users who paid for the service themselves or with the help of friends and family, by subgroup. Only showing respondents who selected “I took out a loan”.)



How costs were calculated

Consumers were most likely to state that their bill was calculated as a fixed fee (55%) (see *Figure 8*), an increase from 52% in 2021, and 38% in 2020. However, some groups were more likely to have paid in this way than others, with male (60%), ABC1 social grade (58%), 55+ aged (66%) and White (59%) respondents significantly more likely than others to have received a fixed fee. These groups also tended to be slightly more likely to have received a fixed fee than the overall sample in 2021, although not significantly so.

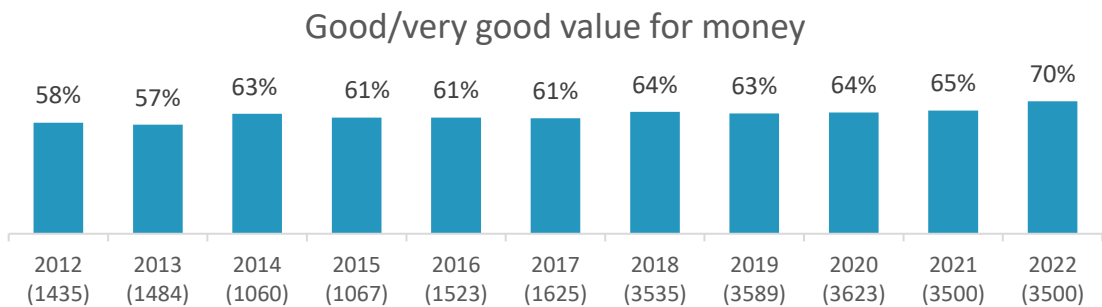
Fig 8. When you received the final bill, how was the cost calculated? (3,500)



Value for money

70% of respondents stated that the overall service and advice they received from their legal service provider was good value for money, rising from 65% in 2021, and 58% in 2012 (see *Figure 9, overleaf*). Those using accident or injury claims (80%), employment disputes (78%) and will writing (77%) services were significantly more likely to state that the service they received was good value for money. This marks a change from 2021 when those using will writing (77%) and employment dispute (74%) services were most likely to say the service they received was good value for money, but those using accident or injury claims services (56%) were much less likely to state this. There is also a difference in the value for money perceived by different social grades, with respondents from the C2DE social grade significantly less likely to state their service was good value (66%) than those in the ABC1 social grade (70%). There is a change here compared to 2021, when both social grades were similarly likely to state the service provided was good value for money (65% for ABC1 vs. 63% for C2DE).

Fig 9. Do you think the overall service and advice provided was...? (Base size in brackets, by year, showing the proportion that believed the service and advice was good value for money.)



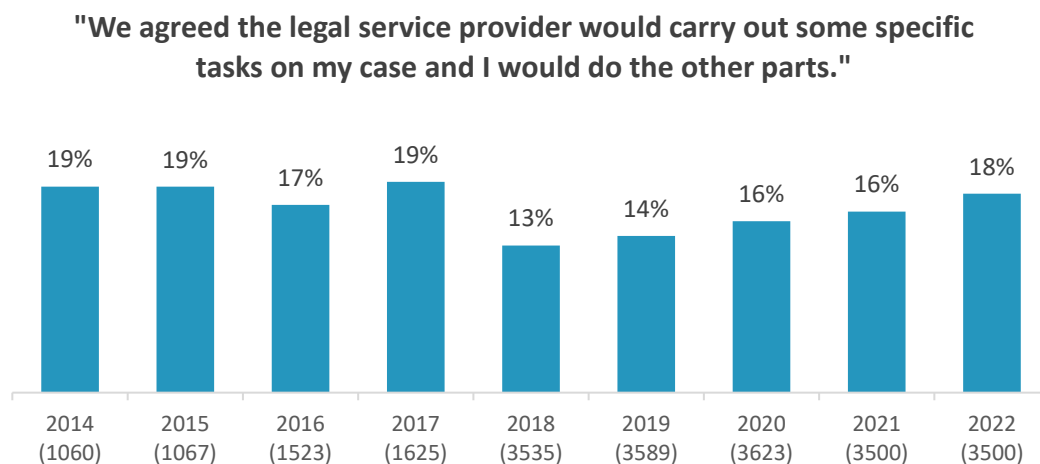
91% of respondents were confident that the legal service provider they used would keep their money safe, although this figure was significantly lower for those using a council advice service (73%), national or local charity (76%), patent attorney (79%) or Citizens Advice (80%) to provide legal services. Confidence in this has risen slightly compared to 2021 (88%), when the groups least likely to state they were confident their provider would keep their money safe were those using no win no fee (70%), Citizens Advice (71%) or an insurance company (71%) to provide their legal services.

Unbundling

Unbundling frequency

There has been an increase in the proportion of legal services users agreeing with their legal services provider to use unbundling (where tasks are shared between the user and provider) since 2021. This marks a continued steady increase in the proportion using legal services in this way since 2018, although the figure has not yet returned to the peak of 19% in 2017 (see *Figure 10*).

Fig 10. Before commissioning the work, did you agree with your legal service provider how the work would be carried out? (Base size in brackets, by year.)



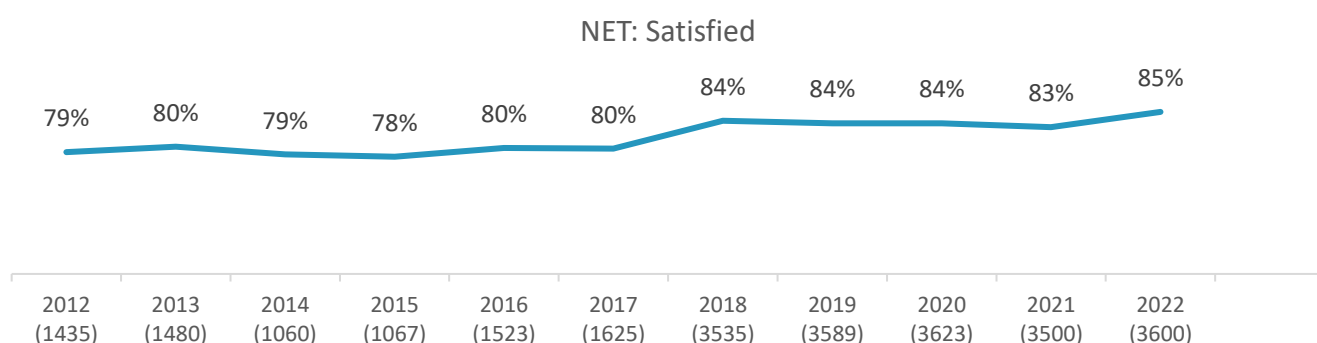
This approach is significantly more common among younger respondents of 18 to 24 (34%), 25 to 34 (28%) and 35 to 44 years of age (27%). While the proportion of 18 to 24 year olds who report this has remained constant since 2021 (34%), the proportion of 25 to 34 year olds and 35 to 44 year olds stating they agreed to carry out their legal services in this way has increased from 22% and 21% respectively. This approach is also significantly more common in 2022 amongst Asian (33%), Mixed (22%) and Black (28%) ethnicity respondents than White (15%) respondents. This trend matches that seen in 2021, when 23% of Asian respondents, 25% of Black respondents and 22% of Mixed ethnicity respondents stated that they were taking this approach, compared to 15% of White respondents.

Legal services user satisfaction

Satisfaction with service provision

Satisfaction with the service received from providers has increased slightly since last year, with 85% of legal services users stating that they were satisfied, compared to 83% in 2021. This marks a slight improvement in satisfaction since 2012, when 79% indicated they were satisfied with the service provided (see Figure 11). However, levels have been fairly consistent since 2018 with satisfaction levels remaining between 83% and 85%.

Fig 11. Overall, how satisfied or dissatisfied were you with the...? SERVICE you received from your provider (Base size in brackets, by year. Showing the proportion who were satisfied.)

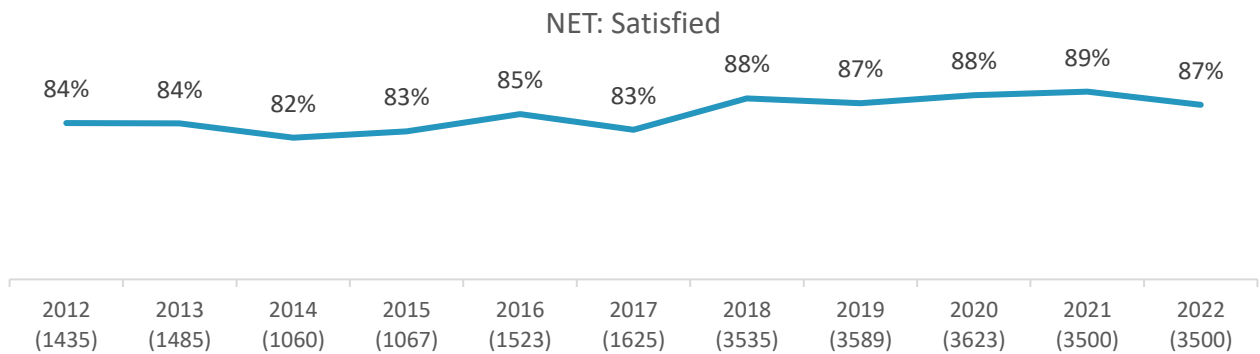


Satisfaction with the service received from providers of legal services was significantly higher among respondents who had used them for typically less complex matters such as will writing (93%) and power of attorney (89%), and significantly lower for those who had used them for more challenging issues such as family matters (79%) and conveyancing (82%). Low satisfaction was also reported among those using legal services for neighbour disputes (78%); however, these differences are not statistically significant due to the low base sizes of these groups. This is roughly in line with the data in 2021, when respondents who used legal services for will writing (93%) and power of attorney (90%) were the most satisfied with the service they received. However, in that year those using accident or injury claims services (69%) or no win no fee services (71%) reported the lowest level of satisfaction. The latter service was not provided as an option to respondents in 2022.

Satisfaction with outcome

Satisfaction with the outcome of the legal matter has also increased since 2012, rising from 84% to 87%. However, unlike satisfaction with service, satisfaction with outcome has dropped slightly from 89% in 2021 (see Figure 12, overleaf).

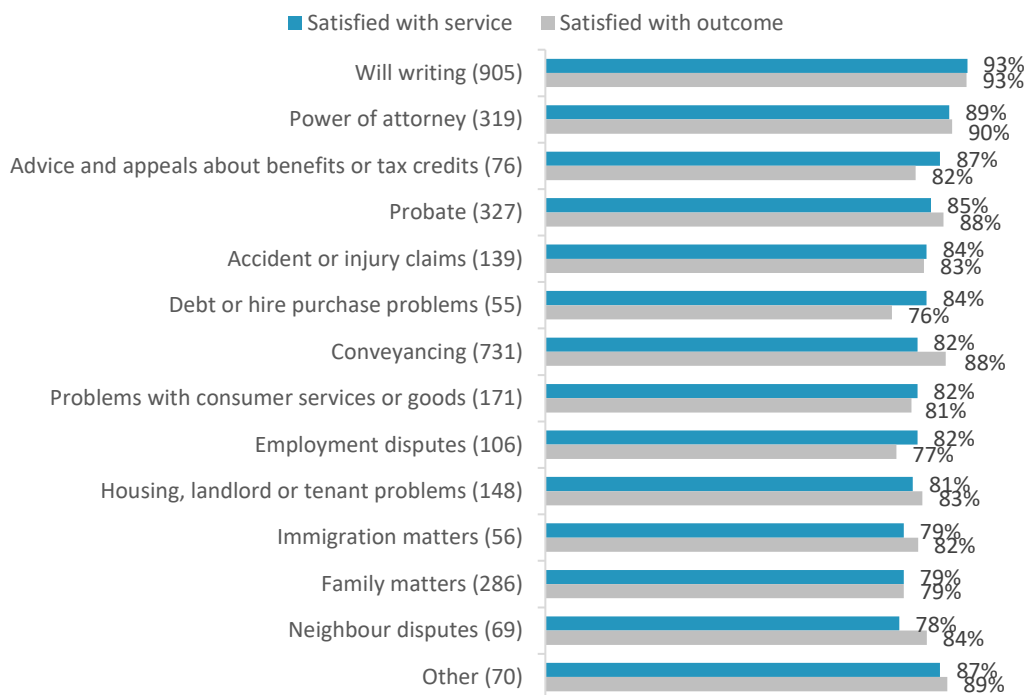
Fig 12. Overall, how satisfied or dissatisfied were you with the...? OUTCOME of your legal matter
(Base size in brackets, by year. Showing the proportion that were satisfied.)



Satisfaction with outcome was generally high for all legal services used. Those who used legal services for will writing reported a significantly higher satisfaction level (93%) than other respondents. However, there is a notable difference in the level of satisfaction reported among those using legal services for typically more challenging issues such as offences or criminal charges where only 71% reported they were satisfied with the outcome whilst 94% reported they were happy with the service they received. Due to the low base size of this group, only the former figure is statistically significant. Satisfaction with the outcome of the legal matter was also significantly lower than other services for those using legal services for debt or hire purchase problems (76%), employment disputes (77%), family matters (79%) and problems with consumer services or goods (81%) (see *Figure 13*, overleaf).

Users of will writing services were also among the most likely to be satisfied with the outcome of their legal services in 2021 (94%). However there have been falls in satisfaction for those using legal services for immigration matters (94% in 2021 to 82% in 2022), conveyancing (93% to 88%), and power of attorney services (93% to 90%).

Fig 13. Overall, how satisfied, or dissatisfied were you with the...? SERVICE/OUTCOME you received from your provider (Base size in brackets, by most recent legal service used. Showing the proportion that were satisfied.)



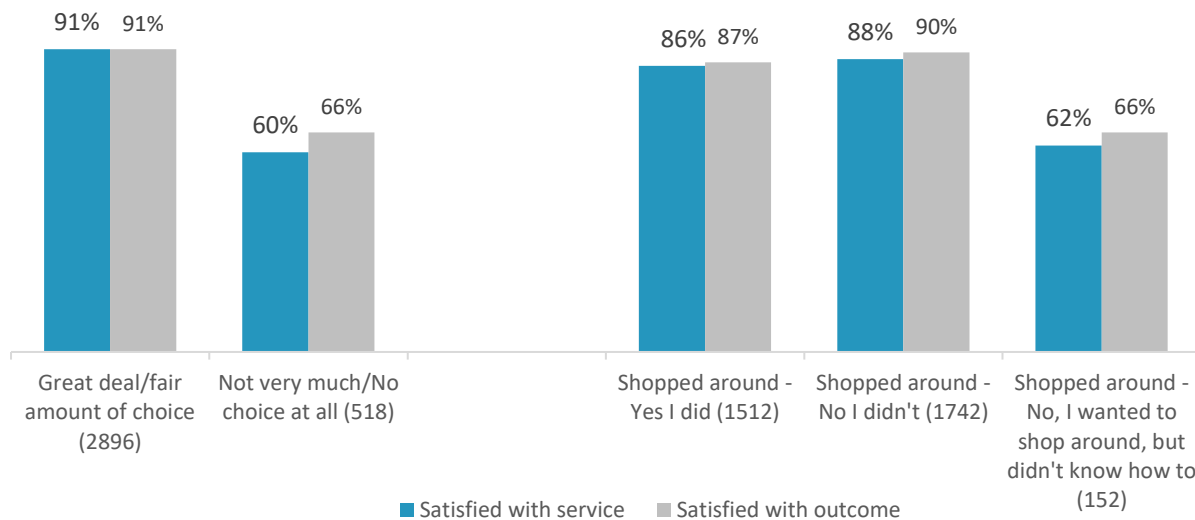
Satisfaction differences by subgroup

Choice of provider/shopping around

Noticeable differences in the level of satisfaction with the service received are reflected in the extent of choice of legal services providers that respondents had, with those who had a great deal or fair amount of choice significantly more likely to be satisfied (91%) than those who had little or no choice (60%). Similarly, there is a significant difference in the satisfaction reported by respondents who shopped around (86%) compared to those who wanted to but did not know how (62%) (see *Figure 14*, overleaf).

Likewise, respondents who had choice over their legal provider (91%), or who shopped around (87%), were more likely to be satisfied with the outcome of their legal matter than those who had little choice (66%) or who wanted to shop around but did not know how (66%) (see *Figure 14*, overleaf). These differences highlight the importance of the correlation between choosing and using legal services; as those with greater choice tend to be more satisfied with the service received from their chosen provider.

Fig 14. Overall, how satisfied or dissatisfied were you with the...? SERVICE/OUTCOME you received from your provider (Base size in brackets, by how service was paid for. Showing the proportion that were satisfied.)

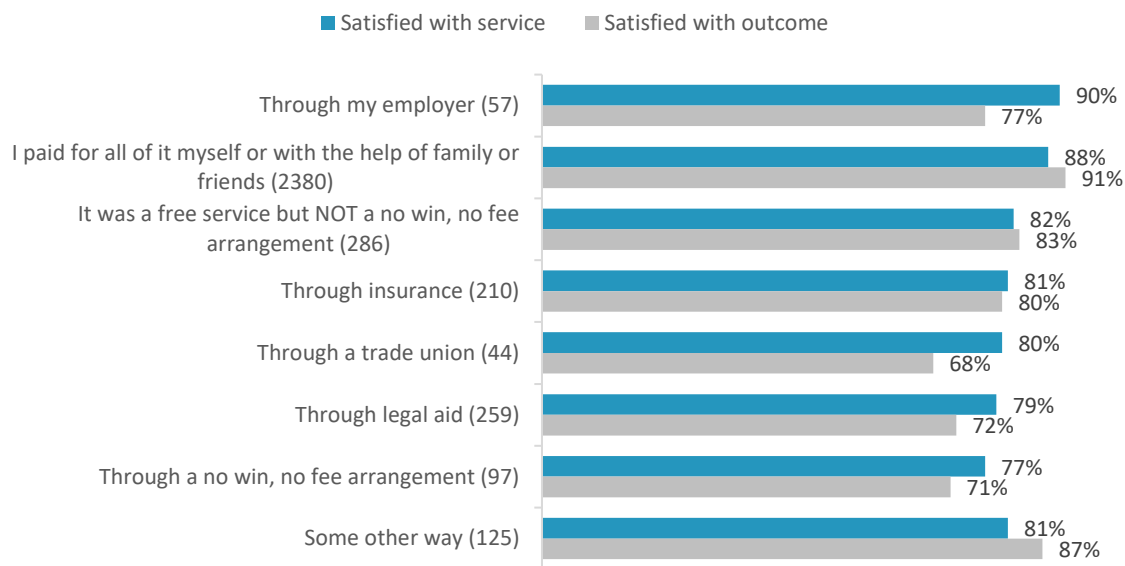


How service was paid for

Satisfaction also varied according to how the legal services had been paid for, with those using a no win, no fee arrangement (77%) and legal aid (79%) significantly less likely than others to say that they were satisfied with the service they received. These were also among the groups least likely to be satisfied with the service they received in 2021 (66% and 74% respectively). However, it is notable that despite reporting the lowest satisfaction, both groups' satisfaction increased year on year. Those that paid through insurance last year were also less satisfied (70%) in contrast to this year at 81%. Meanwhile those who paid for their legal services all by themselves or with the help of family or friends were significantly more likely than others to state that they were satisfied (88%) (see *Figure 15*, overleaf), a slight increase over the 86% reported in 2021.

Similarly, satisfaction with outcome was significantly higher among those who had paid for their legal services themselves or with the help of family or friends (91%), but lower for those who paid for them through a trade union (68%), legal aid (72%), a no win, no fee arrangement (71%), their employer (77%), insurance (80%) or by using a free service other than a no win, no fee arrangement (82%). Some of these groups were significantly less likely to state that they had a great deal or fair amount of choice over their legal services provider, notably, those who funded their legal service through a no win, no fee arrangement (72%), or their employer (70%). Among those using a trade union, legal aid, and their employers to pay for their legal services, there is a notable difference between the satisfaction with the service received and with the outcome of the legal matter (see *Figure 15*, overleaf).

Fig 15. Overall, how satisfied, or dissatisfied were you with the...? SERVICE/OUTCOME you received from your provider (Base size in brackets, by how the legal service was paid for. Showing the proportion that were satisfied.)



Satisfaction with the outcome of the legal services relating to how they were paid for has remained fairly consistent since 2021, when those using a no win, no fee arrangement (73%) or paying through a trade union (76%) were least likely to be satisfied, whereas those who paid for all of the services by themselves or with the help of family or friends were most likely to be satisfied (93%). There was some change within the group who paid for the services through their employer, whose satisfaction with the outcome fell from 88% in 2021 to 77% in 2022.

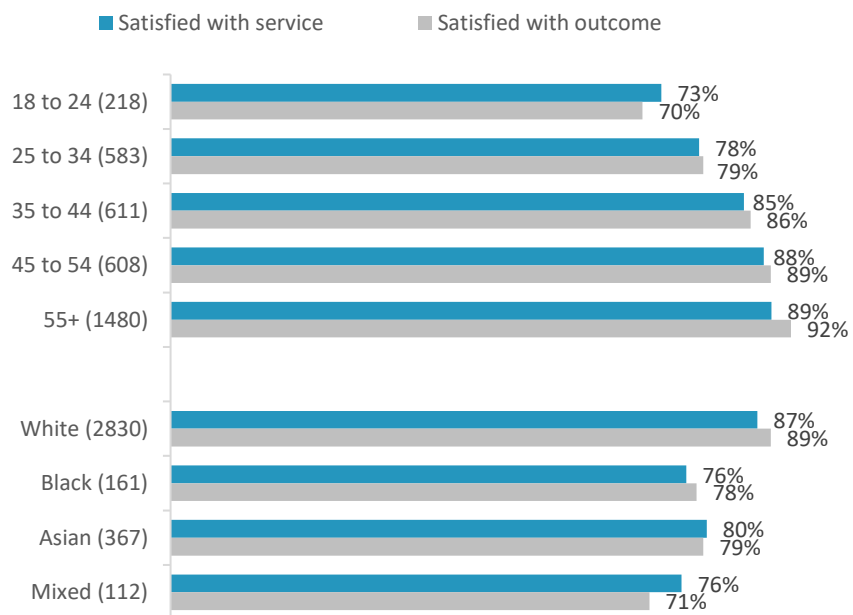
Age and ethnicity

When investigating the experiences respondents had with their service provider by age and ethnicity, younger respondents aged 18-24 (73%) and 25-34 (78%) were significantly less likely to report that they were satisfied with the level of legal services provided than other respondents, as in 2021. Meanwhile those aged 55+ reported a significantly higher level of satisfaction (89%). By ethnicity, Black (76%), Mixed (76%) and Asian (80%) respondents reported a significantly lower level of satisfaction with the service they received than White respondents (87%), suggesting a disparity in the service received by different ethnic groups (see *Figure 16*, overleaf). Compared to 2021, satisfaction among Black respondents has fallen from 83%, while satisfaction amongst those with Mixed ethnicity (79%), Asian (76%) and White (84%) has changed little.

Similar findings appear when looking at satisfaction with outcome, 18 to 24 year olds (70%) and 25 to 34 year olds (79%) again reporting significantly less satisfaction than other respondents, and those aged 55+ (89%) significantly more. Compared to 2021, satisfaction has fallen among 18 to 24 year olds (from 76%), and more notably among 25 to 34 year olds (89%), who in 2021 reported the same level as the overall sample. By ethnicity, White respondents report significantly higher levels of satisfaction (89%) than Mixed (71%), Black (78%) and Asian (79%) respondents (see *Figure 16*, overleaf). This

marks a change from 2021, when the differences in satisfaction with the outcome of the services by ethnicity were less, albeit with some variation. In that year, 90% of White respondents indicated they were satisfied with the outcome of their legal services, compared to 90% of Mixed ethnicity, 87% of Black and 85% of Asian respondents.

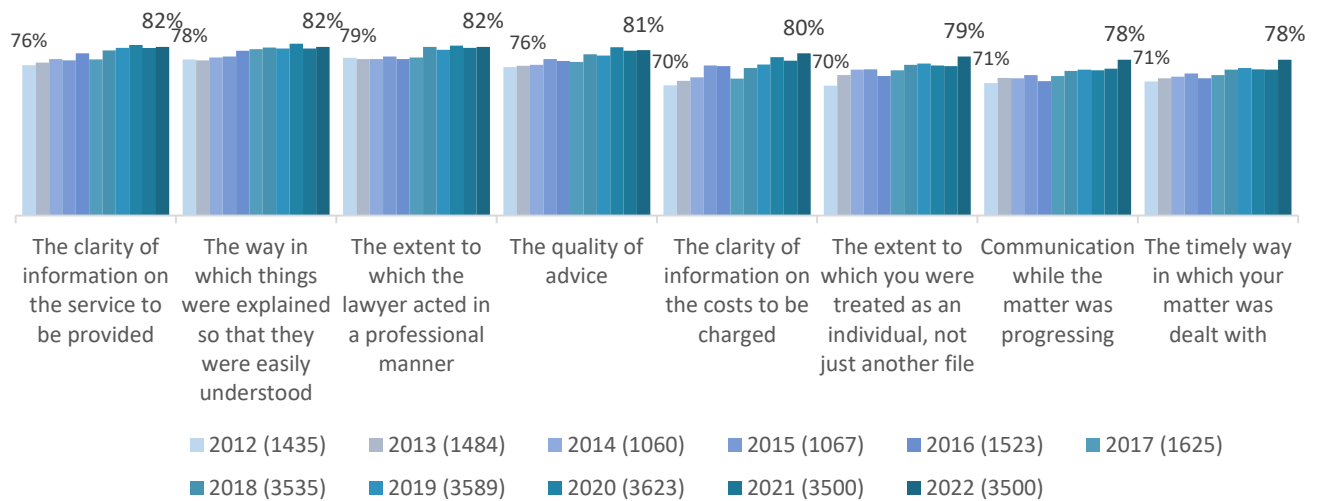
Fig 16. Overall, how satisfied or dissatisfied were you with the...? SERVICE/OUTCOME you received from your provider (Base size in brackets, by age and ethnicity. Showing the proportion that were satisfied.)



Satisfaction with service aspects

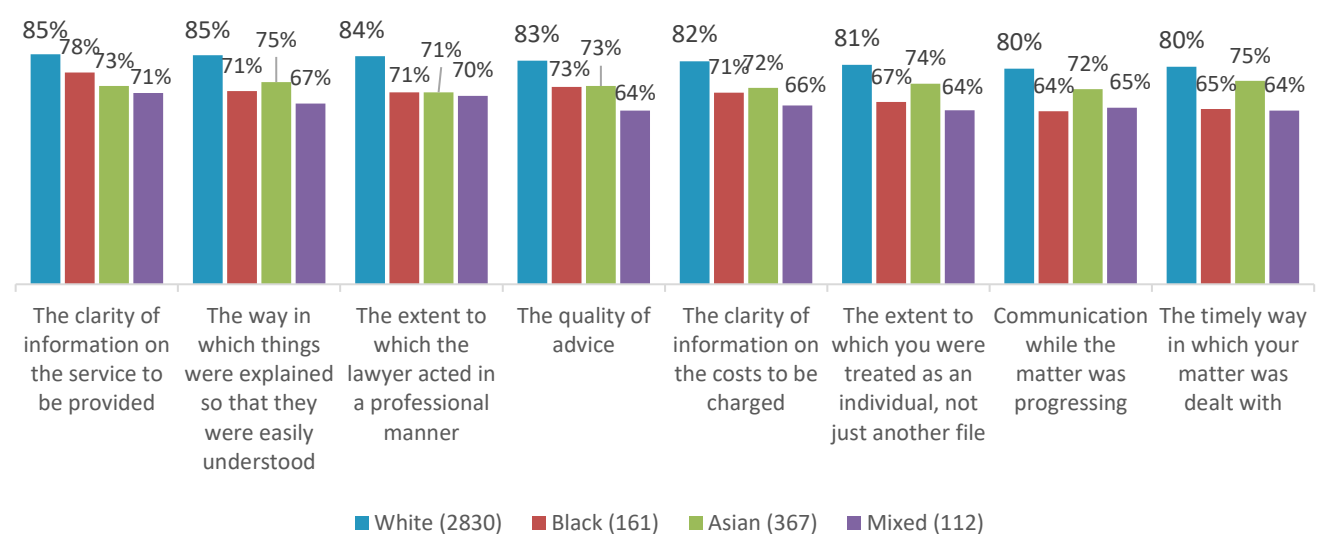
Investigation of the various elements of the service that legal service users received reveals that satisfaction is high across all areas and has continued to rise since 2012. Satisfaction with the clarity of information on the costs to be charged has seen the greatest increase in this time (70% in 2012 to 80% in 2022), while the smallest increase has been seen in the extent to which the lawyer acted in a professional manner (79% in 2012 to 82% in 2022). However, the latter remains one of the areas of highest satisfaction in 2022 (see *Figure 17*). Respondents using typically less complex services, such as will writing, reported the highest level of satisfaction across all areas as in 2021.

Fig 17. For each aspect of service, please say how satisfied or dissatisfied you were with it. (Base size in brackets, by year. Showing the proportion that were satisfied.)



Satisfaction with each of these aspects of services delivered differed by the age and ethnicity of the respondent. By age, this difference was greatest between those saying they were satisfied on the clarity of information on costs. 86% of 55+ year olds were satisfied with this aspect compared to only 58% of 18 to 24 year olds. A similar difference was reported in 2021, when 82% of respondents aged 55+ were satisfied compared to 64% of 18 to 24 year olds. However, in 2022 the gap between these two groups appeared to widen. By ethnicity, Mixed, Black, and Asian respondents were consistently less likely to report that they were satisfied compared to White respondents (see *Figure 18*), as in 2021.

Fig 18. For each aspect of service, please say how satisfied or dissatisfied you were with it. (Base size in brackets, by ethnicity. Showing the proportion that were satisfied.)



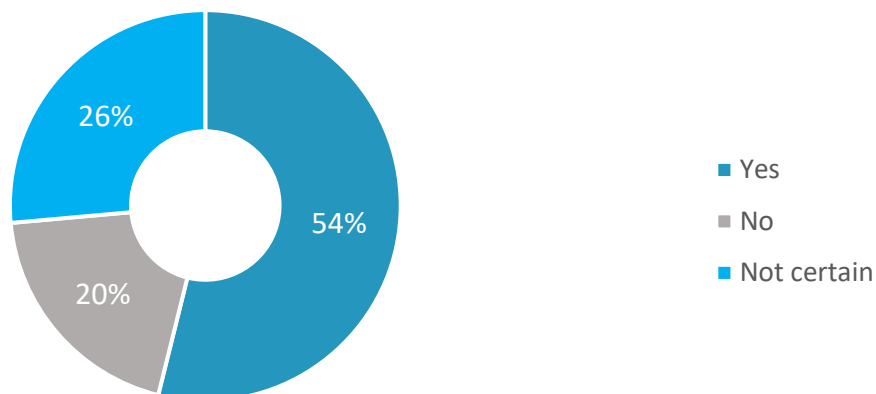
Complaint behaviour

Likelihood to complain

Over half of consumers (54%) reported that they would know how to go about making a complaint about the legal services they used if they were dissatisfied with them, with a further 26% uncertain (see *Figure 19*). This marks a slight fall from 2021, when 56% reported they would know how to go about making a complaint after rising consistently from 48% in 2012.

The proportion that knows where to make a complaint falls to 52% among those who reported being dissatisfied with the service they had received, with some variation across different groups. Male respondents (59%), those from the ABC1 social grade (57%), 18 to 24 year olds (67%), 25 to 34 year olds (59%), 35 to 44 year olds (62%) and Black respondents (67%) were significantly more likely to report knowing how to make a complaint. In 2021, male respondents (59%) and those from the ABC1 social grade (58%) were also among the most likely to know how to make a complaint. However, respondents aged 55+ (61%) or of White ethnicity (57%) were most likely to state they knew how to make a complaint in 2021.

Fig 19. Please now imagine that you were dissatisfied with the legal service that you used. Would you know how to go about making a complaint about the service you received? (3,500)

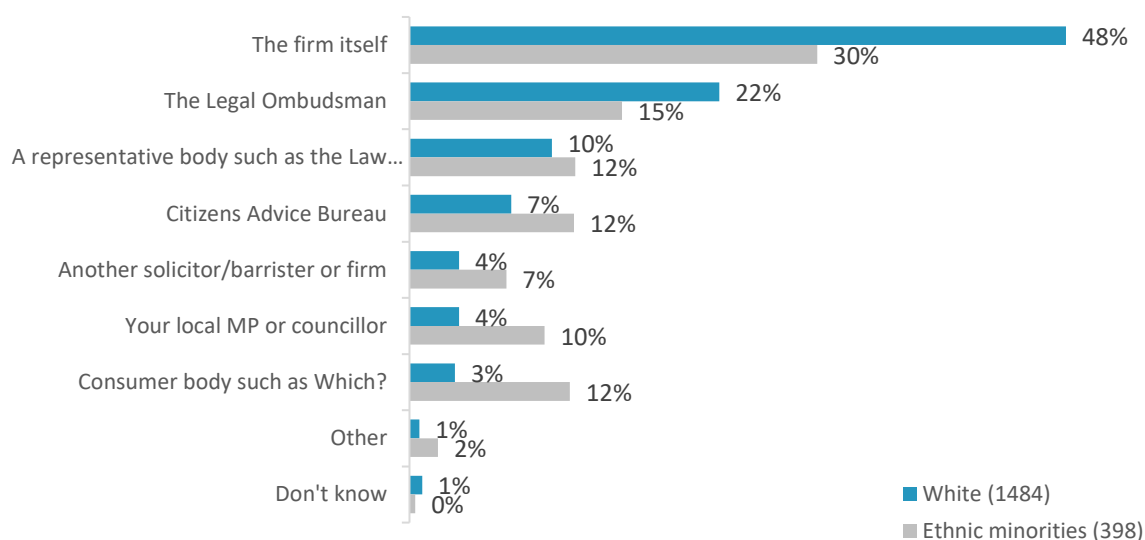


Complaint routes

The most common route respondents reported they would use to first complain about a problem with their legal services provider was the firm itself, with 44% stating they would do so. However, this is more common among older respondents. 62% of 55+ year olds would complain to the firm, compared to 30% of 18 to 24 year olds – similar to 2021 (66% and 39% respectively). The latter group were significantly more likely than other respondents to state they would complain first to their local MP or councillor (14%), or a consumer body such as Which? (11%), perhaps suggesting they might lack the confidence to go directly to their legal services provider.

Similarly, the route respondents would take to complain also varied by ethnicity, with White respondents significantly more likely than respondents from ethnic minorities to complain to the firm itself, and the latter more likely to lodge their first complaint with Citizens Advice (12%), a consumer body such as Which? (12%) or their local MP or councillor (10%) (see *Figure 20*). This has changed little since 2021.

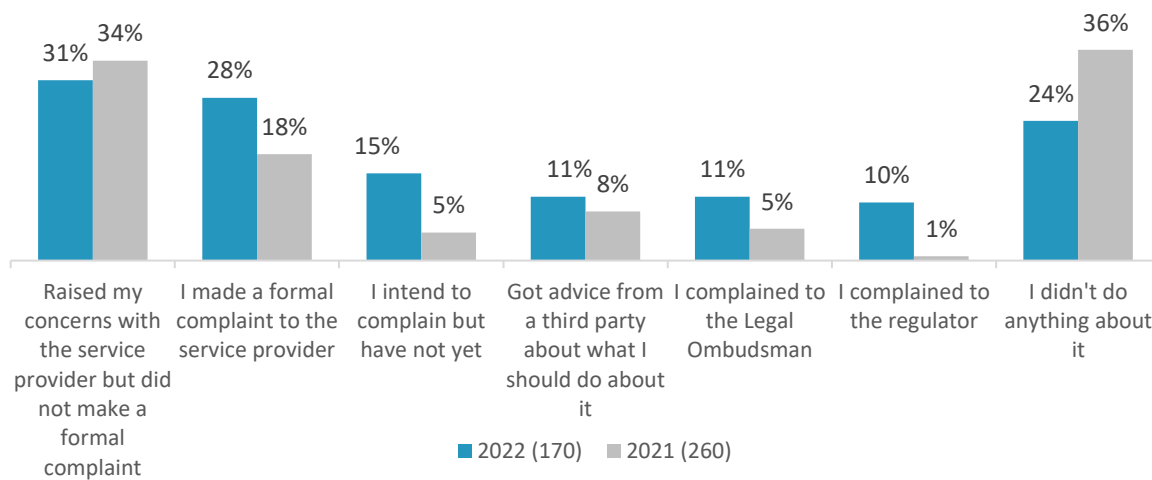
Fig 20. Which ONE of the following would you complain to first about a problem with a legal service? (Service users who were dissatisfied with the service from their provider, by ethnicity.)



Responses to reported dissatisfaction

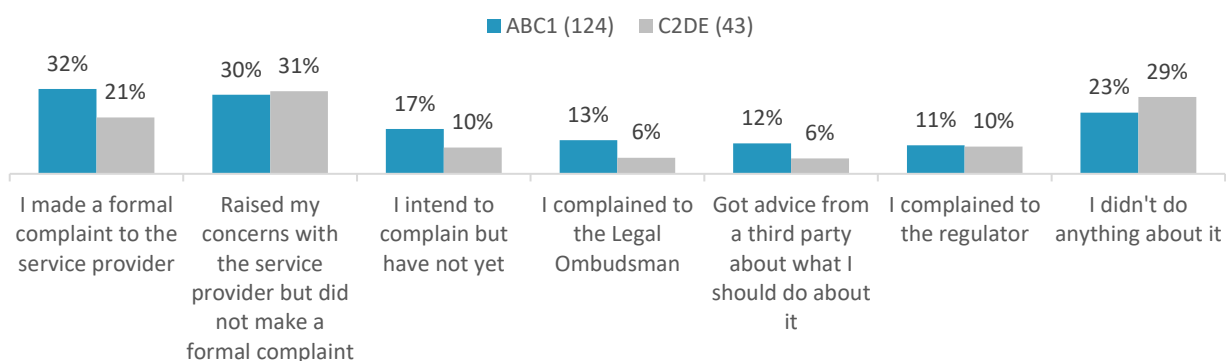
Respondents who were dissatisfied with the service that they received from their legal provider took a range of different courses of action in response to this. Most commonly they raised their concerns with the service provider but did not make a formal complaint (31%), with only a slightly lower proportion making a formal complaint (28%) – rising from 18% in 2021. Nearly a quarter did nothing (24%), a fall from 36% in 2021. This marks a continued fall from 2012, when 42% stated they did nothing in response to being dissatisfied (see *Figure 21*).

Fig 21. You said you were dissatisfied with the service received from your provider. What was your response to being dissatisfied? (Service users who were dissatisfied with the service from their provider, by year.)



Actions taken differed by social group when dissatisfied with the service received. C2DEs were slightly more likely (29%) than ABC1s (23%) to state that they did nothing, and less likely (21%) to make a formal complaint than ABC1s (32%) (see *Figure 22*) (although these are not significant differences). It is of note that these trends are the reverse of those seen in 2021, when ABC1s were more likely (40%) than C2DEs (21%) to state they did nothing and C2DEs were more likely (31%) to have made a formal complaint to the service provider than ABC1s (15%).

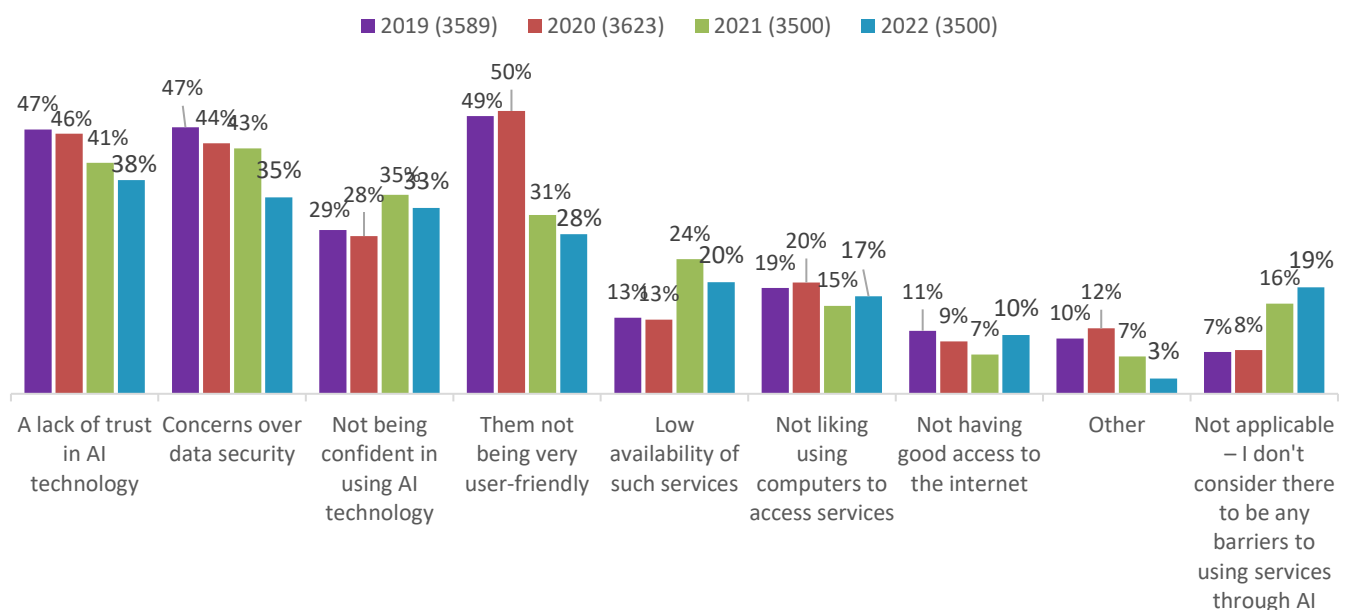
Fig 22. You said you were dissatisfied with the service received from your provider. What was your response to being dissatisfied? (Service users who were dissatisfied with the service from their provider.)



Views on new technology

Legal service users appear to be increasingly open to using technology such as artificial intelligence (AI), with the proportion that stated that they do not consider AI a barrier to using services rising from 7% in 2019 to 19% in 2022. Please note that the question text changed in 2022, including the definition of what AI is and may have impacted responses to this question. In this period, the proportion of respondents who expressed concerns over a lack of trust in AI, data security and user-friendliness has fallen (see *Figure 23*). However, there has been an increase in concern over the availability of AI services suggesting there are still challenges facing consumer adoption of these tools.

Fig 23. Thinking about using 'Artificial Intelligence' (AI) to access services, such as legal services. Artificial intelligence (AI) refers to computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, Interactive Voice Response, and data-driven decision-making. Which of the following, if any, do you consider to be barriers to you personally using services delivered through AI? (Base size in bracket, all legal service users, by year.)



Not all subgroups of respondents were equally open to the use of AI. White respondents were significantly more likely to say that they do not consider AI as a barrier when using these services (20%) than Black (12%) or Asian (13%) respondents. C2DEs were more likely to state this (23%) than ABC1s (18%), and the age group who were most likely to state that they do not see any barriers to using these services are 45 to 54 year olds (25%). There has been some change in these trends since 2021, when Black respondents (21%) and those aged 18 to 24 (23%) were most likely to say they did not consider AI to be a barrier when using these services.

Legal Services Consumer Panel | 3rd floor, The Rookery, 2 Dyott Street, London, WC1A 1DE |

0207 271 0076 | www.legalservicesconsumerpanel.org.uk |

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