

Legal Services Consumer Panel Tracker Survey 2025:

How consumers are using legal services



May 2025

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Executive summary

Unbundling

- The proportion of legal services consumers choosing to use an unbundled service (where tasks are shared between the user and provider) is at its highest since 2014 at 21% (compared with 18% in 2024).
- This year, there has been an increase of unbundling among those living in London (29%, previously 22%) and those using legal services for probate (39%), trademarks (36%), employment disputes (35%) and immigration matters (34%).

Trust in Lawyers and Legal Services

- Perceptions of lawyers and legal professionals were generally positive, although the proportion who trust them to tell the truth (75%) remained lower than for doctors (85%).
- Around six in ten (62%) described lawyers and the legal profession as professional (a slight decline from 65% in 2024), and 57% described them as knowledgeable. Meanwhile, one in ten (10%) described them as self-interested and 11% as difficult to understand, both figures in line with 2024.
- The three key factors that consumers said would increase their trust in a legal professional were being regulated (90%), being a specialist (89%), and explaining things in a way they could understand (88%).

Satisfaction

- Satisfaction with the service received by legal providers remains high at 88%, up from 87% in 2024. This marks a continued upward trend from 79% in 2012. Satisfaction with the outcome of the case is similarly high at 89%.
- As in 2024, satisfaction levels were higher among consumers who felt they had a great deal or fair amount of choice (92% satisfied with both service and outcome), compared to those who felt they had little or no choice (63% satisfied with service, 71% with outcome).
- Consumers who shopped around reported higher satisfaction with both the service (88%) and the outcome (89%) than those who wanted to shop around but did not know how (69% for service, 71% for outcome).

Complaints

- Approximately half of consumers (53%) reported that they would not know how to go about making a complaint if they were dissatisfied with their legal services, in line with previous years.
- Half of those who knew how to complain (49%) said they would first complain directly to the firm if they were dissatisfied.
- Since 2024, those who said they wouldn't complain directly to their service provider were asked why not, with additional options added this year. Around a quarter of these consumers (27%) said that they'd prefer to use a third party to complain for them. A quarter (25%) said that they would be concerned about how their provider would react and 20% said that they would not trust their provider to deal with it properly.

Service Delivery

- Just under half of legal services (46%) were delivered face-to-face, consistent with previous years (45% in 2024).
- Legal services users continue to prefer a hybrid approach to service delivery, with face-to-face most preferred for the initial meeting (51%) and email most preferred for progress updates (43%).
- Consumers in social grades C2DE were also more likely to receive face-to-face services compared to those in the ABC1s (48% vs. 43%).
- Almost one in five (18%) of consumers would have preferred to speak with a legal professional more often than they were able to. Overall, consumers from minority ethnic communities were more likely to express this preference.

Funding Legal Services

- As in 2024, three quarters of consumers (74%) funded their legal services themselves or with the help of family or friends.
- Consumers were most likely to state that their bill was calculated as a fixed fee (57%). Only one in ten (10%) reported being charged an hourly rate.

Note on the methodology

Context

The Legal Services Consumer Panel commissioned M·E·L Research to conduct an annual tracker survey and research among those who have used legal services in the last two years. This year we talked to 3,750 legal services users. Respondents were sourced via an online panel, with quotas set to generate representative results. The survey was live from Thursday, 20 February to Monday, 7 April 2025.

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.

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), rather they 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 individuals responding to the 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 survey questions.

Sample

The sample is broadly comparable with 2024 and previous years by location, age and gender. The sample was weighted to the type of legal service used in the past two years, and the resulting impact of having fewer (-5) respondents from minority ethnic communities was checked to ensure this was

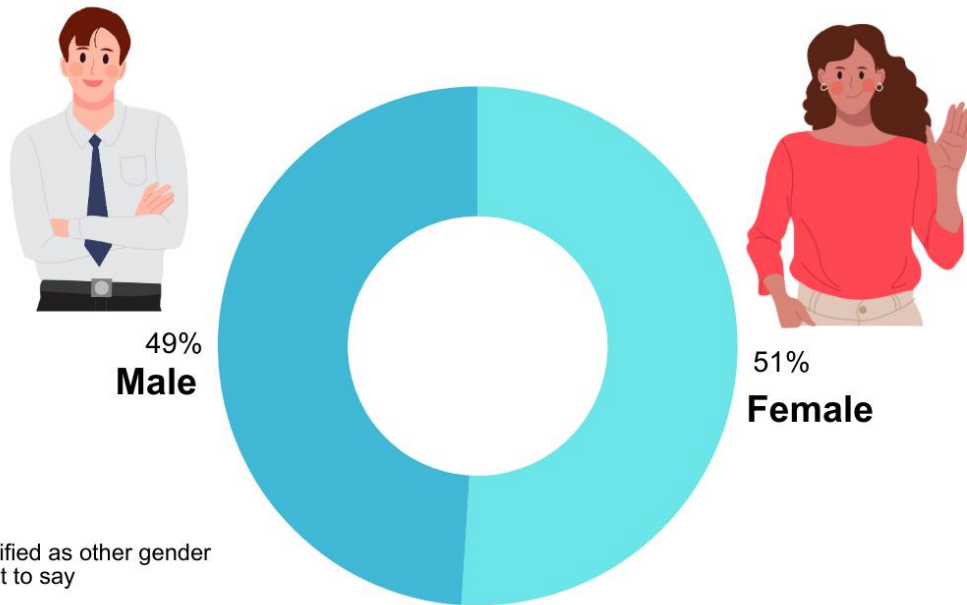
not influencing the results. After reviewing these results, it was decided to not include ethnicity in the weighting as there was little impact on the results.

The 2025 survey includes a boost of 500 respondents in Wales (as opposed to 250 in previous years), to enable robust analysis of legal services users within Wales. When conducting analysis among the overall sample, we have down weighted the proportion of respondents in Wales to match previous waves to ensure comparability of data.

M·E·L Research has conducted the survey from 2022 onwards. Prior to this, between 2012 and 2021, the survey was conducted by YouGov. Comparisons between results in different years are made in the report, and whilst there were some methodological changes introduced in 2022 as a result of the change of research services provider, the sample is broadly comparable with previous years, subject to the differences noted in the samples each year.

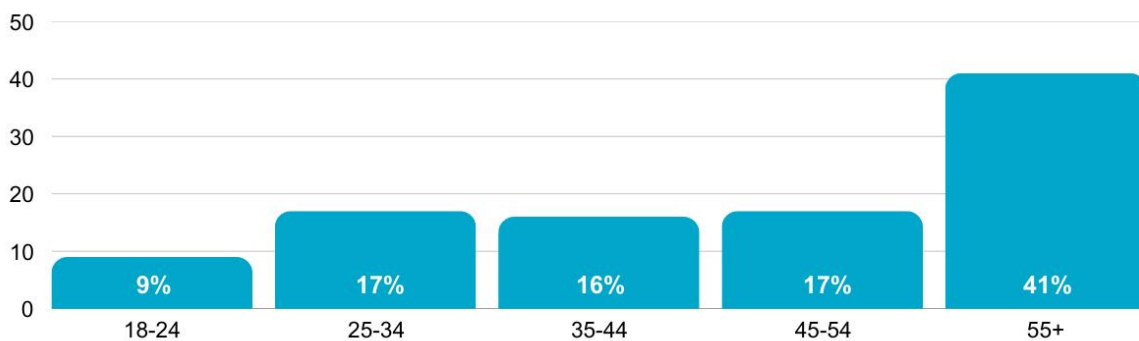
Gender

Base- 3750



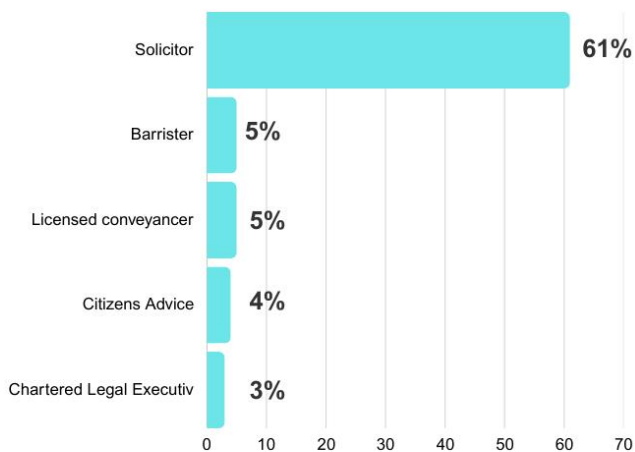
Age

Base- 3750



Top 5 providers used

Base- 3750



Regulated business?

Base- 3750



Satisfaction with service

Base- 3750



are satisfied with their service

Paid themselves/by friends/family

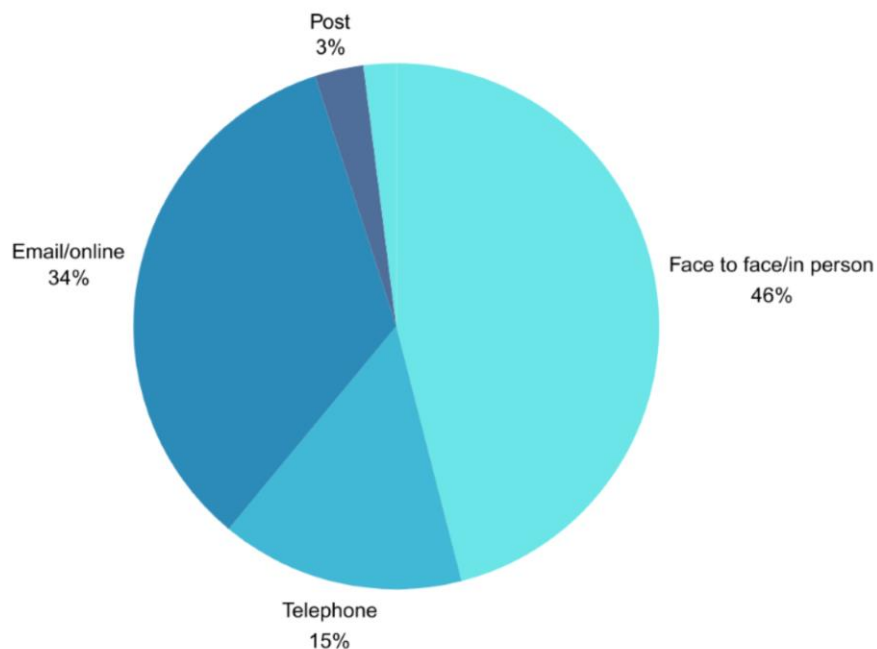
Base- 3750



How the service was mainly delivered

Base- 3750

Face to face was the most popular mode of delivery



Delivery of Legal Services

Type of services used

Solicitors continue to be the most used providers of legal services when consumers were asked which type of organisation most recently provided them with legal services (61% - see *Figure 1*). This figure is in line with results previously reported, having fluctuated between 63% and 66% between 2015 and 2024, with a slight decline compared to last year (63% in 2024). There were some differences in the type of legal organisation used by location, age and ethnicity.

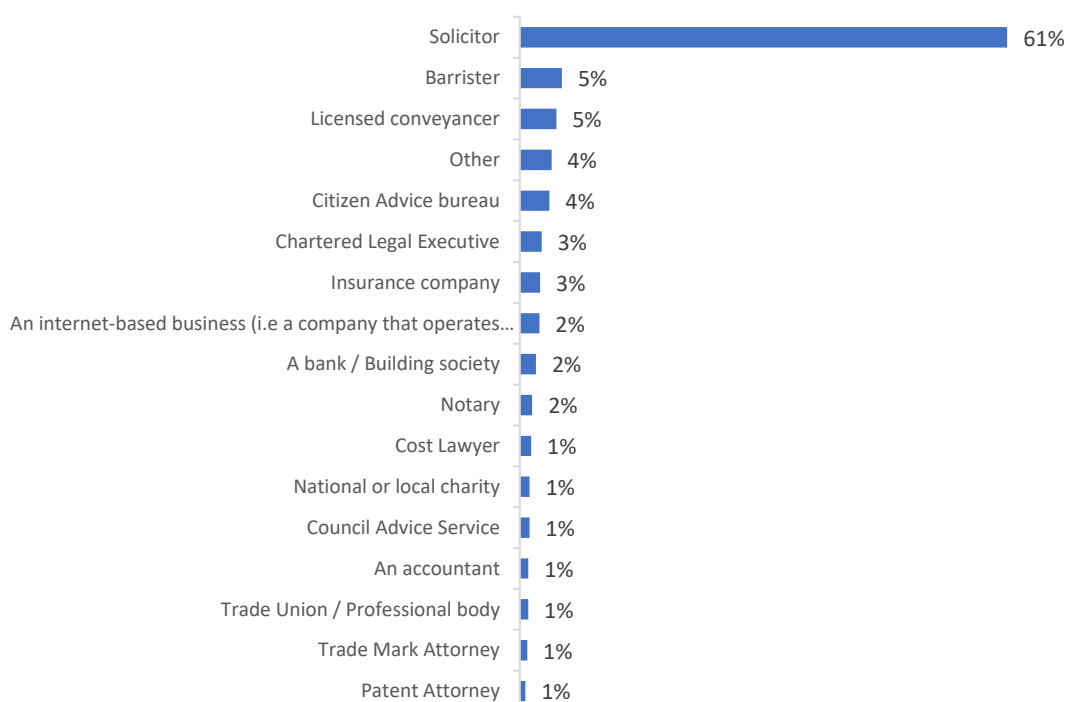
Those most likely to have used a solicitor are:

- Those in Wales (67% vs. 61% overall);
- Those aged 55+ (73% vs 61% overall);
- Those who identify as White (67% vs. 61% overall);
- Those who funded their legal service by themselves (70% vs. 61% overall).

Those least likely to have used a solicitor are:

- Those in London (48% vs. 61% overall);
- Those aged 18 to 24 (38%), 25 to 34 (48%) and 35 to 44 (55%) vs. 61% overall;
- Those who identify as Black African/Caribbean/ (37%).

Fig 1. What type of organisation was it that provided you with the legal service? (3750)



Among those using a solicitor; 67% used a small local firm, a 4 percentage point increase from 2024. Just over one in ten (12%) used a national brand with a local office, up 3 percentage points and 9% a large corporate firm, in line with those reported in 2024.

Nine in ten (90%) reported that the organisation which provided their legal service was a regulated legal business, while 94% stated 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 levels are consistent with previous years.

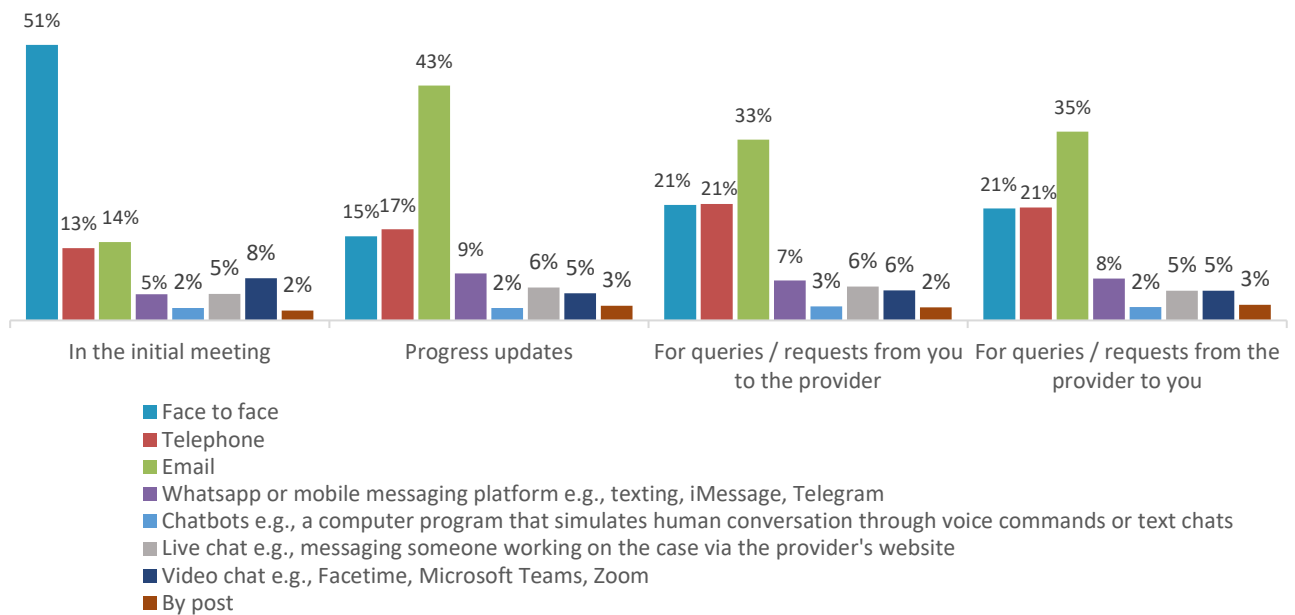
Communication

Preferred communication methods

Consumers were asked how they would prefer legal services to be delivered (see Figure 2). Preferences varied by stage of the process: face-to-face was most preferred for the initial meeting (51% vs 54% in 2024), while email was favoured for progress updates (43% vs 46% in 2024), as well as for queries and requests in both directions (33%–35% vs 36%–39% in 2024). These figures represent a slight decline across all categories compared to 2024. Telephone and face-to-face were preferred in roughly equal proportions throughout.

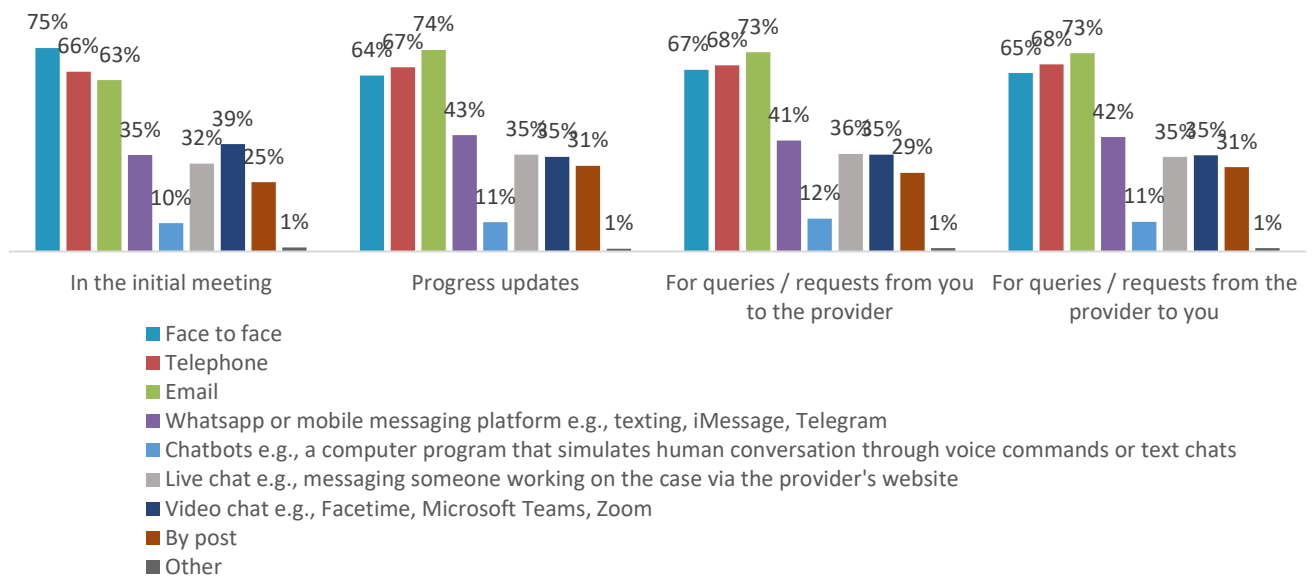
As in 2024, Male consumers, those aged 55+ and those in social grade C2DE tend to be more likely than the overall sample to prefer face-to-face communication at all stages.

Fig 2. With all things being equal, which of the following communication methods would you prefer, or be happy to use at the following times when dealing with the person looking after your case? (3,750, showing the service consumers would prefer to use.)



Consumers were also asked which methods they would be happy to use, as well as their preferred method (see *Figure 3*, overleaf). Consumers were more likely to be happy to communicate face-to-face (75%) for the initial meeting than telephone (66%) and email (63%). At other stages, consumers were similarly likely, or more likely, to be happy to use email and telephone compared to face-to-face communication.

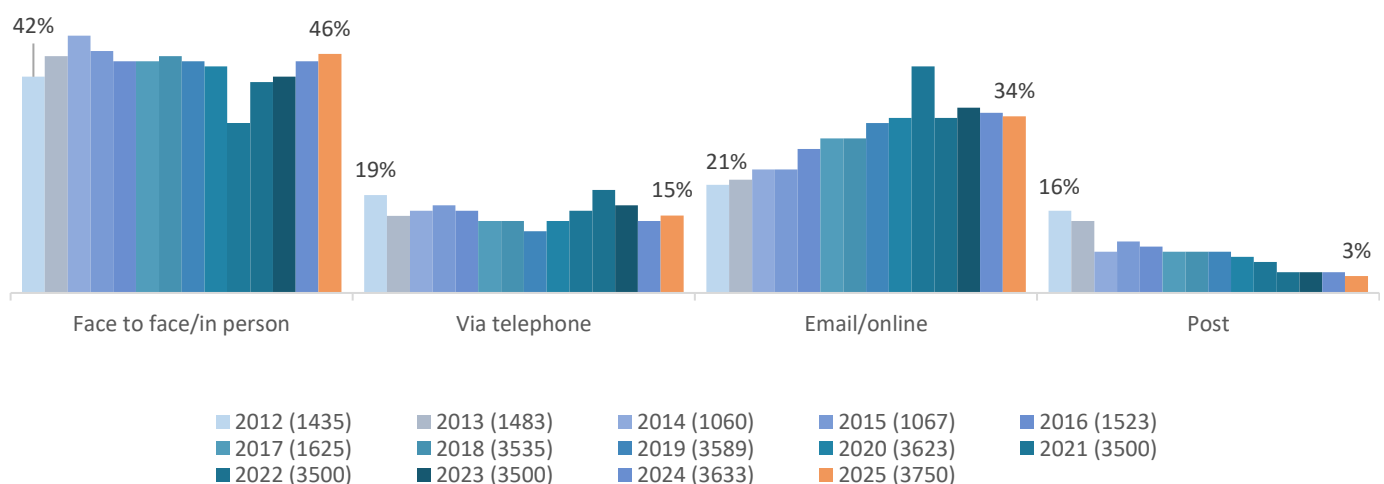
Fig 3. With all things being equal, which of the following communication methods would you prefer, or be happy to use at the following times when dealing with the person looking after your case? (3,750, showing the services consumers would prefer or be happy to use.)



Service delivery

As in previous years, face-to-face was the most common mode of service delivery (46% vs. 45% in 2024). Use of face-to-face services was also in line with pre-pandemic levels (44% in 2020). One third (34%) said their services were mainly delivered by email/online, and 15% by telephone.

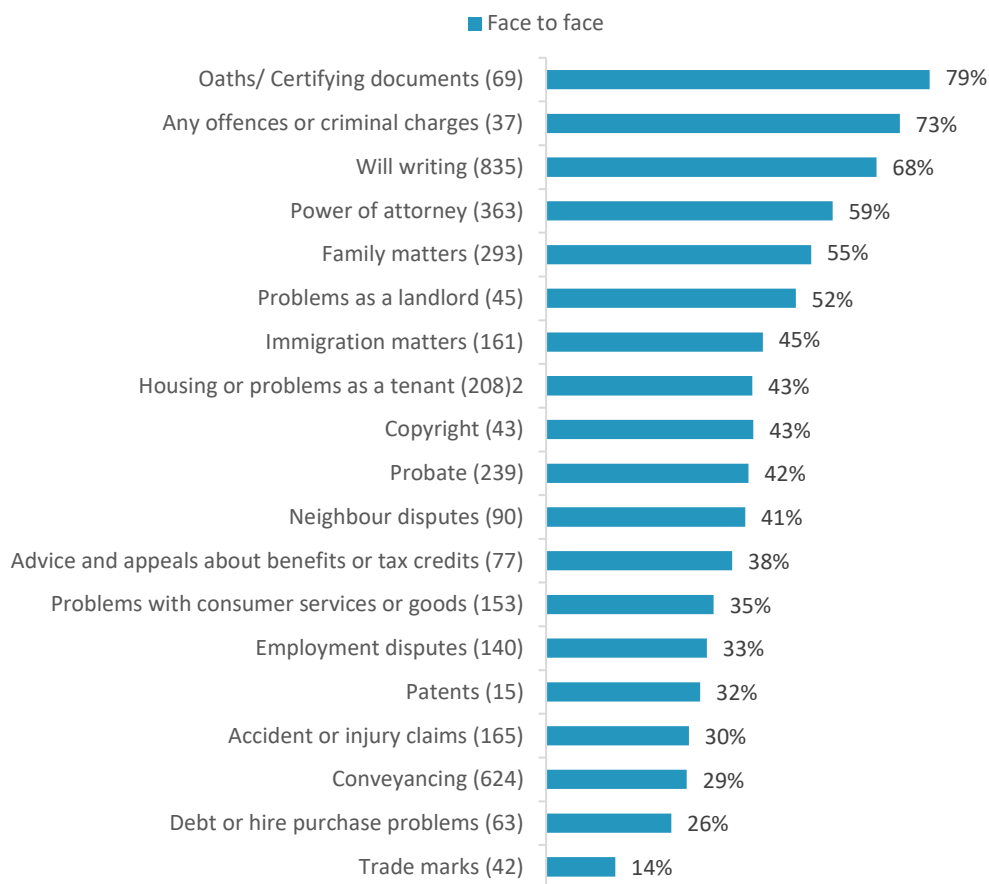
Fig 4. How was the service MAINLY delivered? (Base size in brackets, by year.)



Service delivery method varied depending on the type of legal services used (see *Figure 5*, overleaf). Consumers who used Oaths/ Certifying documents (a new service option added in the 2025 survey) were more likely to have received their services face-to-face (79%), as were those using will writing services (68%), previously 71% in 2024.

Face-to-face service delivery was less common among those using legal services for conveyancing (29%), accident or injury (30%) and debt or hire purchase problems (26%) and trade marks (14%).

Fig 5. Proportion receiving legal services face-to-face (2025 base size in brackets)



Certain groups were more likely to receive services face-to-face:

- Males (51%) compared to females (41%). Females were more likely to use email/online (39%). This is in line with previous years;
- Those who received legal services from notaries (64%), Cost lawyers (63%) and Barristers (55%);
- Consumers aged 55+ (54%);
- Those of White (48%) and mixed (50%) ethnicity;
- Those in the C2DE group (48%) compared to those in ABC1 (43%).

Those who were satisfied with the service they received from their provider were more likely to have received services face-to-face (50%) than those who were dissatisfied (18%).

Experience of service delivery

Consumers were asked whether they were able to speak directly to a legal professional as much as they would have liked (see *Figure 6*). One in five consumers (18%) would have preferred to speak to a legal professional more than they did, regardless of how the service was delivered. This is consistent with 2024.

Those who received services by email/online were more likely than average to say they wanted to speak to a professional more (29%) as observed in 2024.

Fig 6. Which of the following best describes your experiences with how the service was delivered? (Base size in brackets, by main service delivery method)

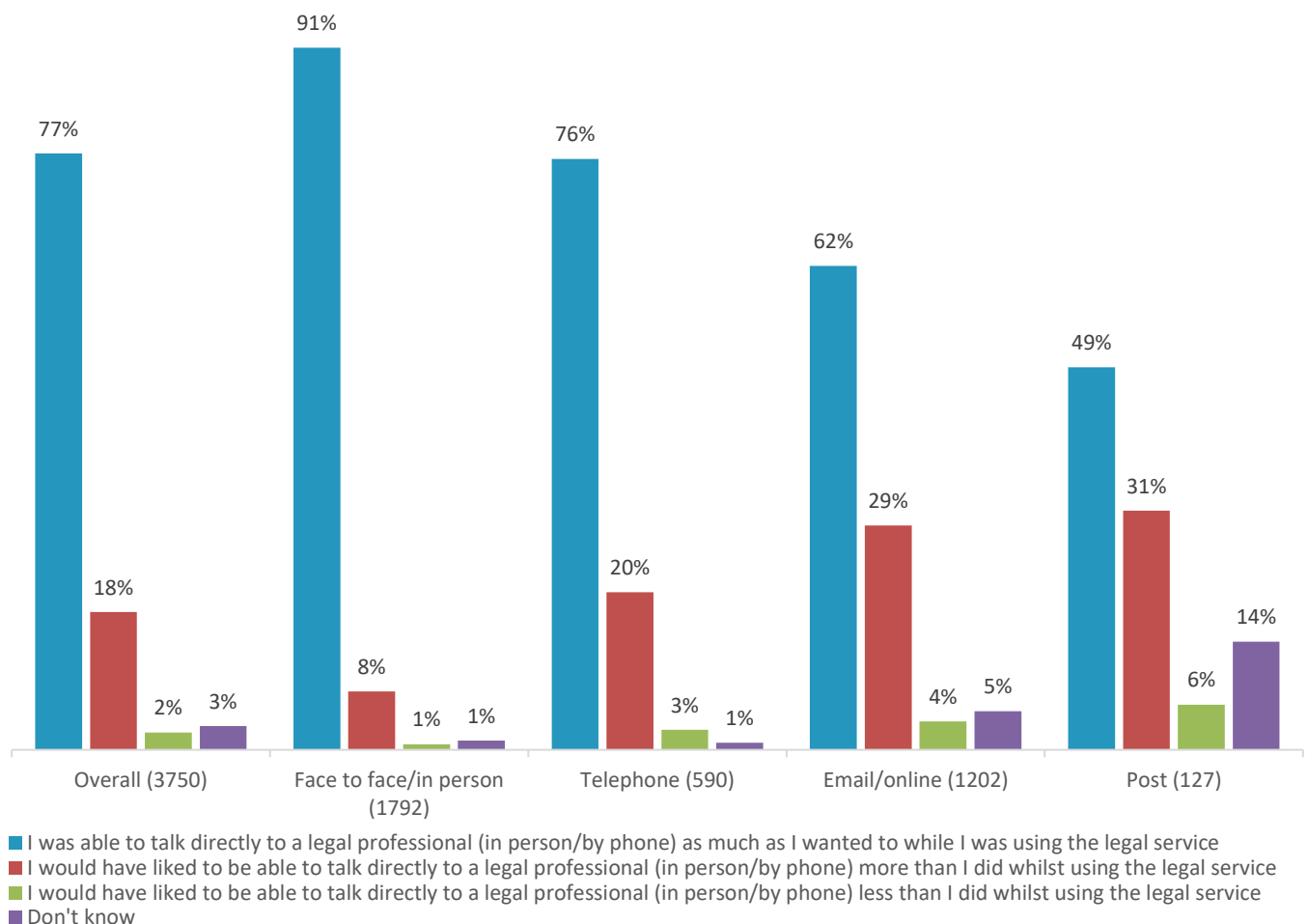
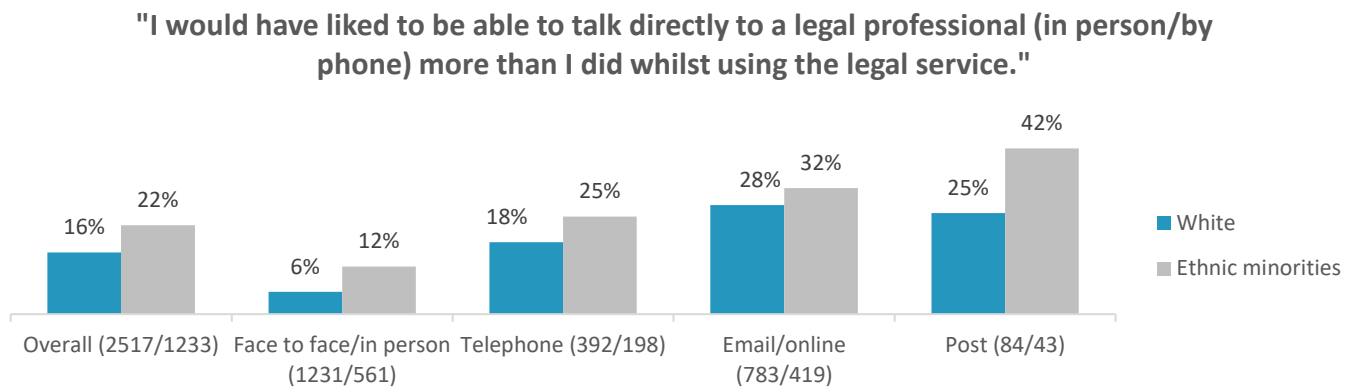


Fig 7. Would have liked to be able to talk to a legal professional more (Base size in brackets, by main service delivery method and ethnicity.)



And, when looking at the ways in which consumers were able to pay for their services, those most likely to say that they would have liked to have been able to talk to a legal professional more paid for their service:

- Through a third-party litigation funder (51%);
- Through insurance (36%);
- Through legal aid (33%);
- Through a trade union (31%);
- Through their employer (31%).

Tribunal/court process use

Wait for initial court date

Around a third of consumers who used legal services in the past two years had a legal issue that involved a tribunal or court process (36%). This is an increase of 5 percentage points since 2024 (31%) and 3 percentage points since 2023 (33%). Consumers using legal services for trademarks (87%) and family matters (71%) were more likely to be involved in a tribunal or court process.

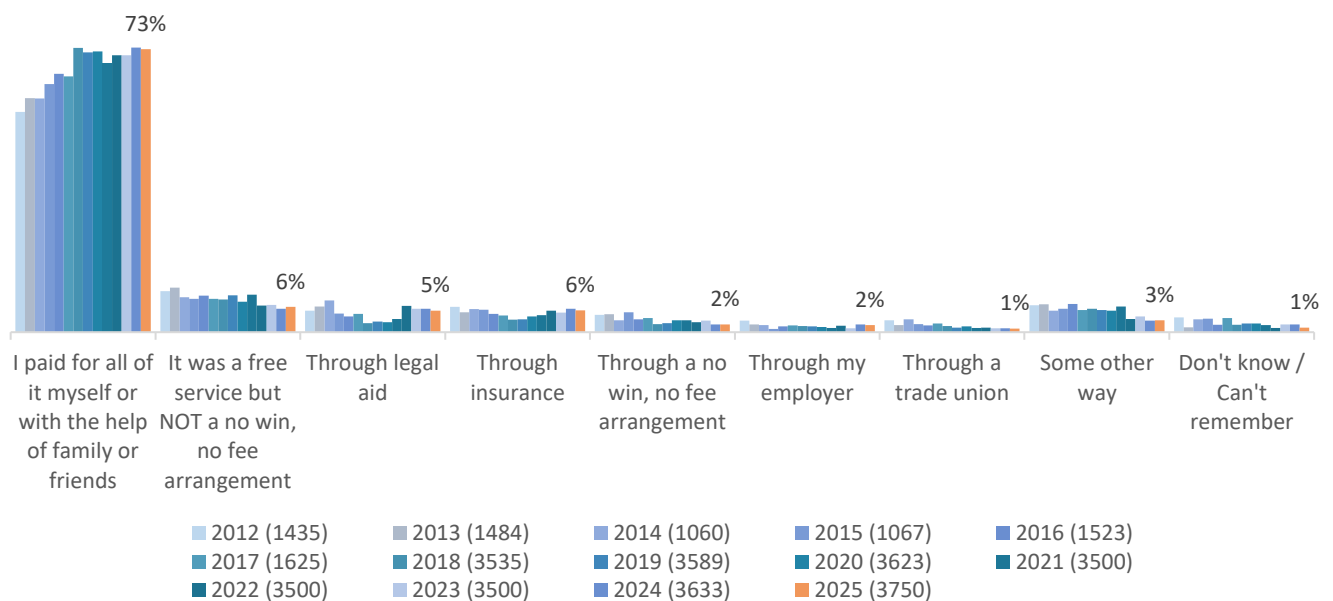
Consumers were asked how long they had to wait for an initial court date, where the legal issue involved a tribunal or court process (see *Figure 8*). Of those who waited, 16% waited more than a year for their initial court date (down from 19% in 2024), with 43% waiting more than six months but less than a year. 40% waited less than six months (38% in 2024). Satisfaction with the service received from their provider was lower amongst those consumers whose legal issue involved a tribunal or court process (82% vs. 91% amongst those whose legal issue didn't include a tribunal or court process).

Funding of legal services

Funding method

As in previous years, most consumers paid for their legal services themselves or with the help of family or friends (73%), with free services (excluding no win, no fee) (6%), legal aid (5%) and insurance (6%) (see Figure 9). All methods were used in almost identical proportion to 2024.

Fig 8. 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 differed by subgroups. Key differences found were:

- Those residing in South West England were most likely to have paid for services themselves (78%) compared to other regions, especially London (67%). Those in London were more likely to have paid through insurance (11%);
- Consumers aged 18-24 were less likely than the overall sample to have paid themselves (47%) and more likely to have used insurance (15%) or legal aid (13%);
- Consumers from White ethnic backgrounds were more likely to have paid for services themselves (75%) compared to those from Black (70%) or Mixed (63%) ethnic backgrounds;
- By social grade, those in C2DE grades were notably more likely to have used a free service (but not a no win, no fee arrangement) (8%) than those in ABC1 grades (6%), who were more likely to have paid for it themselves or with help from friends or family (75%, C2DEs 65%);

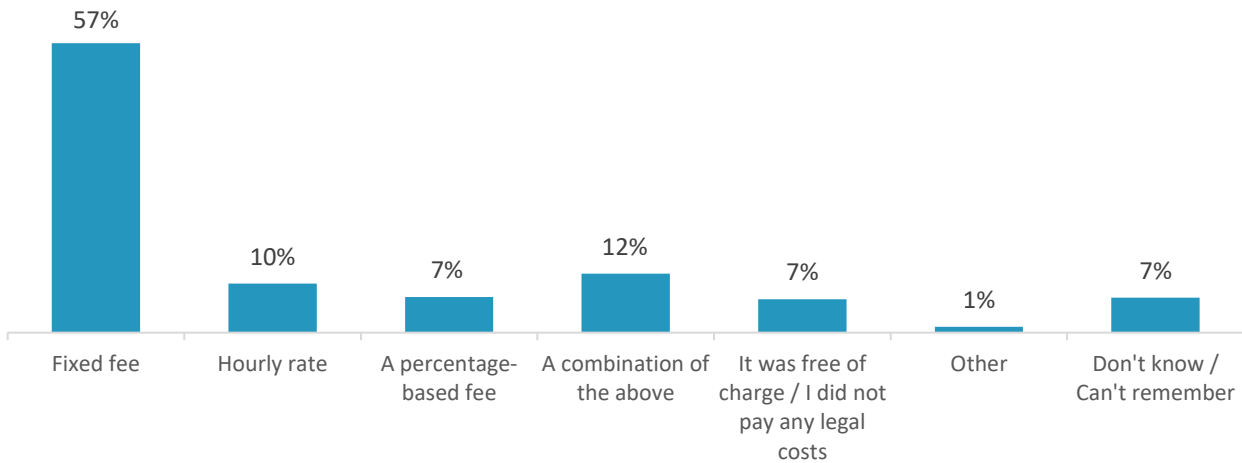
Additionally, Legal Aid was more commonly used by those using legal services for landlords with problems (20%), debt or hire purchase problems (15%) offences or criminal charges (31%), advice and

appeals about benefits or tax credits (10%), neighbour disputes (13%) and trademarks (19%). By the type of organisation that provided legal services, Legal Aid was most commonly used by those using, Citizens Advice Bureau (17%) and barristers (15%).

How costs were calculated

Consumers were most likely to state that their bill was calculated as a fixed fee (57%) (see *Figure 10*), a similar proportion as in 2024 (56%) and 2023 (55%) but an increase from 52% in 2021 and 38% in 2020, showing a steady increase year on year. One in ten (10%) reported being charged an hourly rate, in line with 2024 (9%).

Fig 9. When you received the final bill, how was the cost calculated? (3,750)



Paying by fixed fees was more common among:

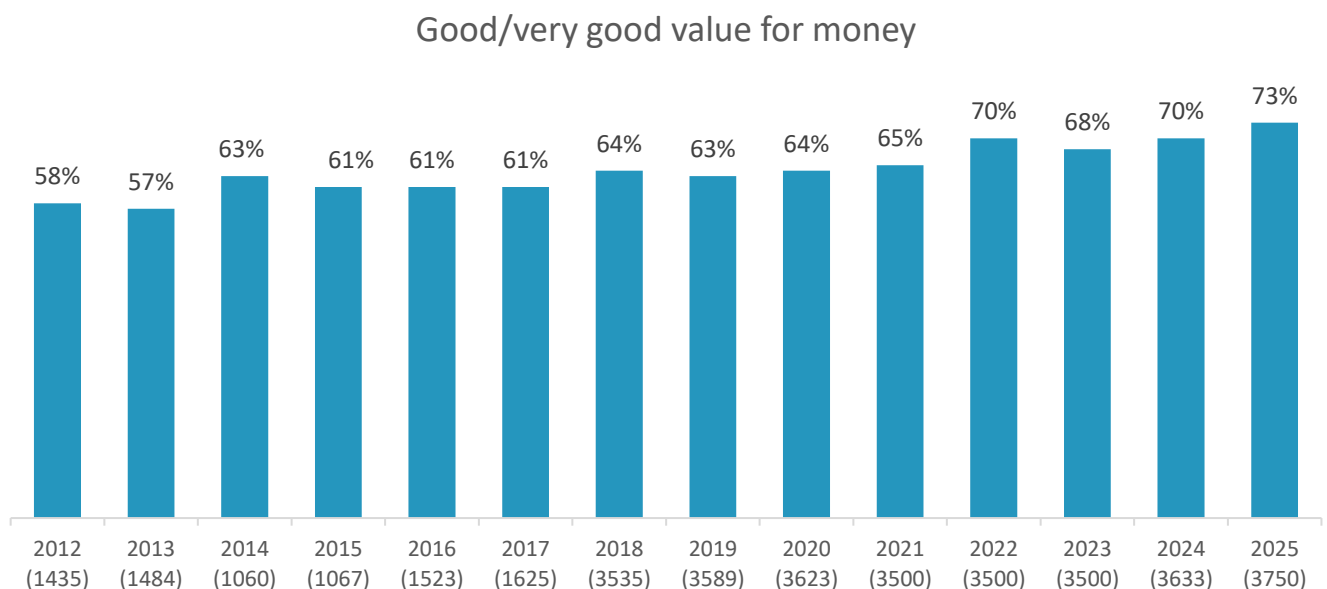
- Male consumers compared to female consumers (60% vs 54%);
- ABC1s (58%) compared to C2DEs (51%);
- Those aged 55+ (67%) compared to all other age groups and
- White consumers (60%).

Paying by fixed fees was also more common among those using power of attorney services (76%), an increase of 5 percentage points from 2024, and will writing (70%).

Value for money

Around three quarters (73%) stated that the overall service and advice they were provided was good or very good value for money, an increase from 2024 (70%), remaining at higher levels than those seen 2012-2021 (see *Figure 11, overleaf*). Male consumers (75%), those aged 55+ (71%), and black consumers (86%) were most likely to state the services they received were good or very good value for money. These groups have consistently been among the most positive about value for money since 2023.

Fig 10. Do you think the overall service and advice provided was good value for money? (Base size in brackets, by year, showing the proportion that believed the service and advice was good value for money.)



Those most likely to state that the service they received was good value for money were those using legal services for:

- Employment disputes (81%);
- Will writing (78%).

Satisfaction that services were good value for money was notably lower among those using probate (58%) than the overall sample.

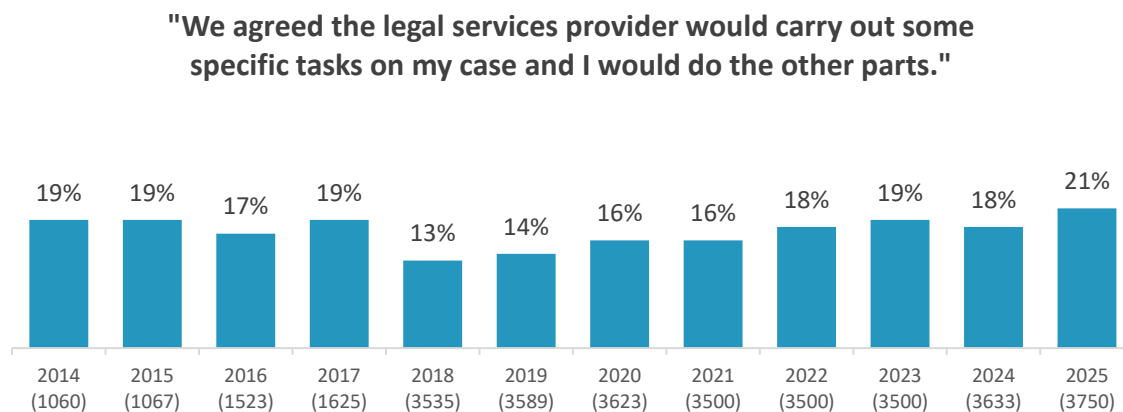
Nine in ten (92%) respondents were confident that the legal services provider they used would keep their money safe, a similar proportion to that reported in 2024 (91%), 2023 (90%), 2022 (91%) and 2021 (88%). This figure was higher among those aged 55+ (95%), though lower for younger consumers (84% of those aged 18 to 24). It was also higher for those using legal services for conveyancing services (96%) and lower for copyright services (76%). Those using an accountant and internet based business (83%) were less confident that their money would be kept safe.

Unbundling

Unbundling frequency

The proportion of legal services consumers choosing to use an unbundled service (where tasks are shared between the user and provider) has increased (21%) since 2024. (see *Figure 12*). This is the highest since 2014.

Fig 11. Before commissioning the work, did you agree with your legal services provider how the work would be carried out? (Base size in brackets, by year.)



This approach was more common among:

- Consumers in London (29%), an increase of seven-percentage points since 2024 (22%);
- Younger respondents aged 18 to 24 (37%);
- Consumers of Pakistani (30%) and Black backgrounds (28%);
- Consumers using legal services for probate (39%), trademarks (36%), employment disputes and (35%), immigration matters (34%).

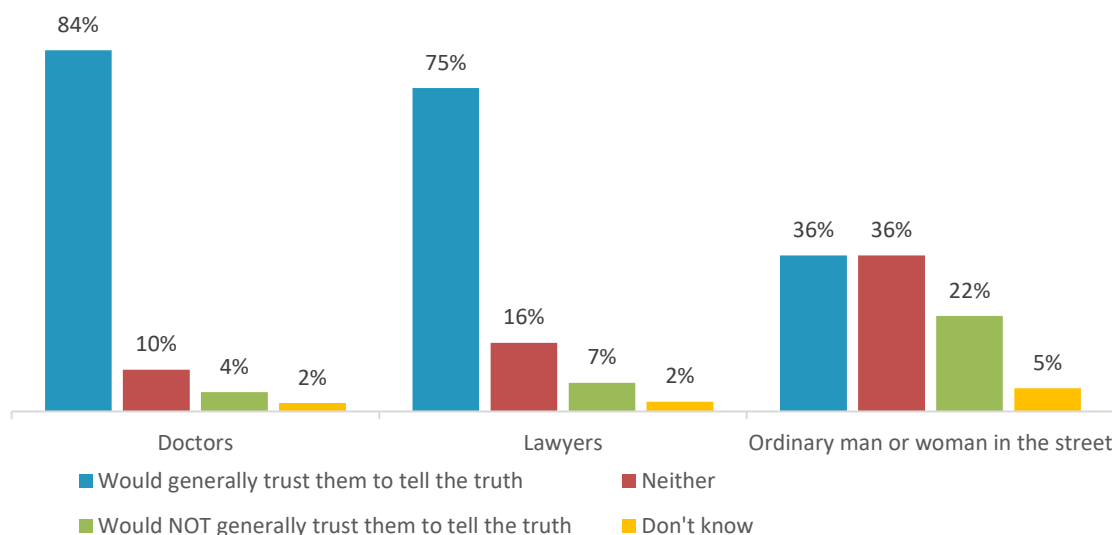
Perception of the legal profession

Trust to tell the truth

Three quarters of consumers (75%) reported that they trust lawyers in general to tell the truth (see *Figure 13* below), a slight increase from 73% in 2024. 7% would not trust lawyers to tell the truth, in line with previous years. Trust in lawyers to tell the truth was lower than trust in doctors (84%), but higher than trust in the ordinary man or woman in the street (36%).

Consumers aged 55+ (82%) and White consumers (78%) were more likely to trust lawyers to tell the truth than the overall sample, the same as seen in previous years.

Fig 12. For each of the following types of people, please state whether you generally trust lawyers to tell the truth or not? (3,750)



Trust to keep money safe

Consumers were asked whether they generally trust various types of people to keep their money safe or not (see *Figure 14*, overleaf). 78% of consumers trust lawyers to keep their money safe, the same proportion that trust banks (78%), in line with 2024 (77% for both). Trust in lawyers was higher than trust in the man or woman in the street (19%).

Trust that lawyers would keep money safe was higher among:

- ABC1s (78%), compared with C2DEs (70%);
- Those aged 55+ (86%);
- White consumers (81%), compared to all other ethnicities, especially Asian consumers (71%).

Attributes associated with the legal profession

Consumers were asked what words they would use to describe lawyers and the legal profession. Professional (62%), a decline from 65% in 2024, and knowledgeable (57%) were the attributes most associated with the legal profession; 11% stated that lawyers/the legal profession are difficult to understand and 10% said that they are self-interested (see *Figure 15*, overleaf). In line with 2024. 22% stated that they are good value for money, an increase from 19% in 2024.

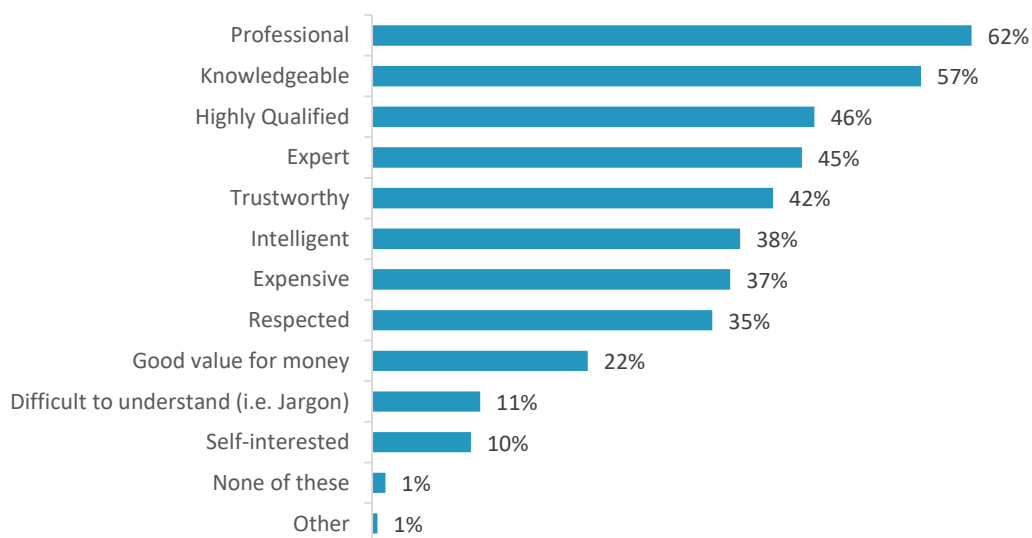
Consumers living in Wales (52%) were less likely to state that lawyers were knowledgeable, whereas those living in England were more likely than average to say this (57%).

Female consumers were less likely than males to state that lawyers and the legal profession are good value for money (20% vs. 25%) and trustworthy (40% vs. 44%).

Overall, younger consumers were least likely to select positive descriptive words for lawyers compared to those aged 55+. Almost three quarters (73%) of those aged 55+ described lawyers as professional and knowledgeable (67%) compared to 39% of those aged 18 to 24 stating that lawyers are knowledgeable and 40% stating that they are professional. Younger consumers are more likely to believe they are self-interested (17% of 18 to 24-year-olds vs. 7% of those aged 55+).

White consumers were also more likely than those from minority ethnic communities to believe that lawyers and the legal profession are professional (64% vs. 58%) , knowledgeable (58% vs. 54%), and highly qualified (48% vs 41%)

Fig 13. When thinking of lawyers and the legal profession, which, if any, of the following would you use to describe lawyers and the legal profession? (3,750)



What would increase your trust level in your legal service professional?

Consumers were asked to what extent, if at all, they agreed or disagreed that various measures would increase their trust level in their legal service professional. Their legal professional being a specialist (89%), being regulated (90%), and explaining things in a way they could understand (88%) were the top three attributes that would increase their trust level in their legal service professional.

Fig 14. To what extent, if at all, do you agree or disagree that the following would increase your trust level in your legal service professional? Those selecting strongly agree or agree (3,750)



The **legal professional being regulated** was more likely to increase the trust of:

- Females (90%) compared to males (88%);
- Those aged 55+ (95%), compared to younger consumers especially those aged 18 to 24 (72%);
- Those from White ethnic groups (91%);
- ABC1s (90%) compared C2DEs (86%);
- Those using power of attorney (96%) and oath/certifying document services (95%).

The **legal professional specialising in the area of law** they need help with would be more likely to increase the trust of:

- Female consumers (90%) compared to male consumers (88%);
- Those living in East Midlands (93%);
- ABC1s (90%) compared C2DEs (85%);
- Those aged 55+ (93%), compared to younger consumers especially those aged 18 to 24 (73%);
- White (90%) and Black African (89%) consumers and
- Those using conveyancing services (92%).

The **legal professional explaining things in a way they can understand** was more likely to increase the trust of:

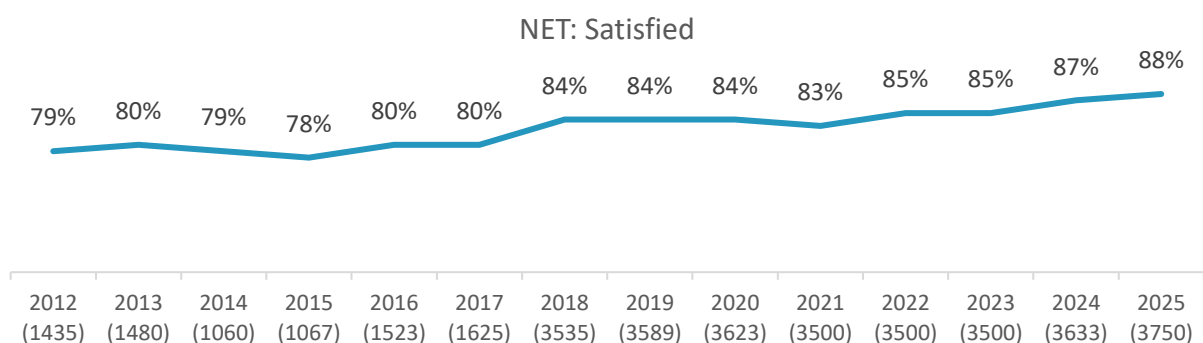
- Females (89%) compared to males (87%);
- Those aged 55+ (91%), compared to younger consumers especially those aged 18 to 24 (76%);
- White consumers (89%) and
- Those using power of attorney (92%) and oath/certifying document services (94%).

Legal services user satisfaction

Satisfaction with service provision

Satisfaction with the service received from providers has slightly increased again this year to almost nine in ten (88%). This is a 1 percentage point increase from 2024 and 3 percentage points since 2023. This marks a continual improvement over time since 2012, when 79% indicated they were satisfied with the service provided (see *Figure 17*).

Fig 15. 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.)



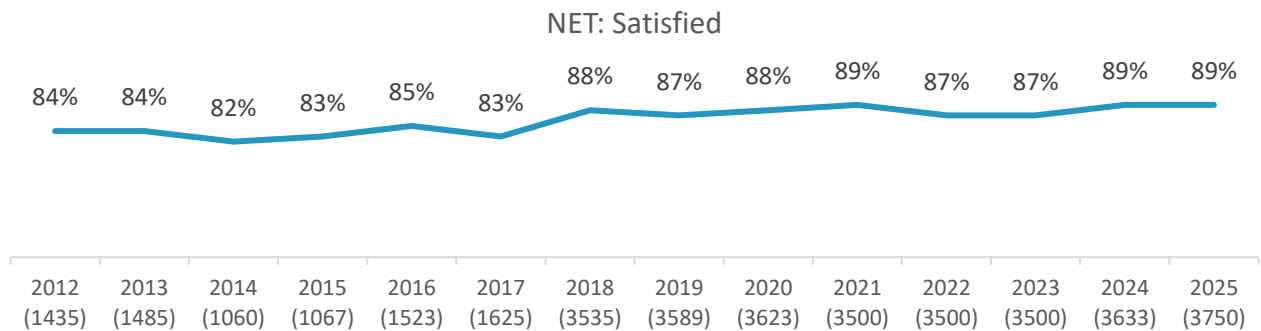
Satisfaction with the service received from their provider was higher amongst:

- Those living in North East England (92%) compared to other regions;
- ABC1s (88%) compared to C2DEs (84%);
- Those aged 55+ (92%) compared to other younger age groups and
- Those using Oaths/ Certifying documents services (95%), will writing services (94%) and Power of attorney services (93%) (see *Figure 19*, overleaf).

Satisfaction with outcome

Satisfaction with the outcome of the legal matter has remained the same in 2025 at 89%, maintaining the satisfaction range between 87% and 89% since 2018. (see *Figure 18*, overleaf).

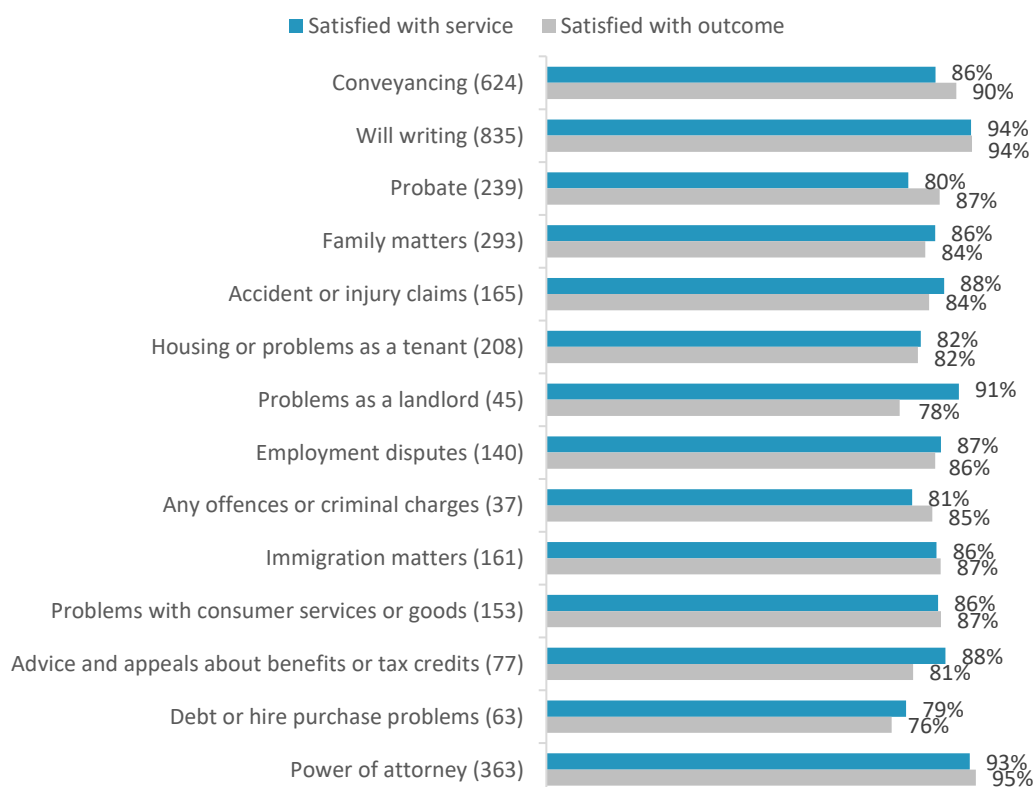
Fig 16. Overall, how satisfied or dissatisfied were you with the OUTCOME of your legal matter?
(Base size in brackets, by year. Showing the proportion that were satisfied.)



Satisfaction with the outcome received from their provider was higher amongst:

- Those living in Yorkshire and the Humber (93%) compared to other regions;
- ABC1s (90%) compared to C2DEs (85%);
- Those aged 55+ (93%) compared to other younger age groups;
- Those using power of attorney services (95%) and will writing services (94%).

Fig 17. 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

Like previous years, satisfaction was linked to perceptions around choice. Those who felt they had a great deal/fair amount of choice over their provider were more likely to be satisfied with the service they received (92%) and outcome of their case (92%) than those who felt they had not very much/no choice at all (63% satisfied with service, 71% satisfied with outcome) (see *Figure 20*).

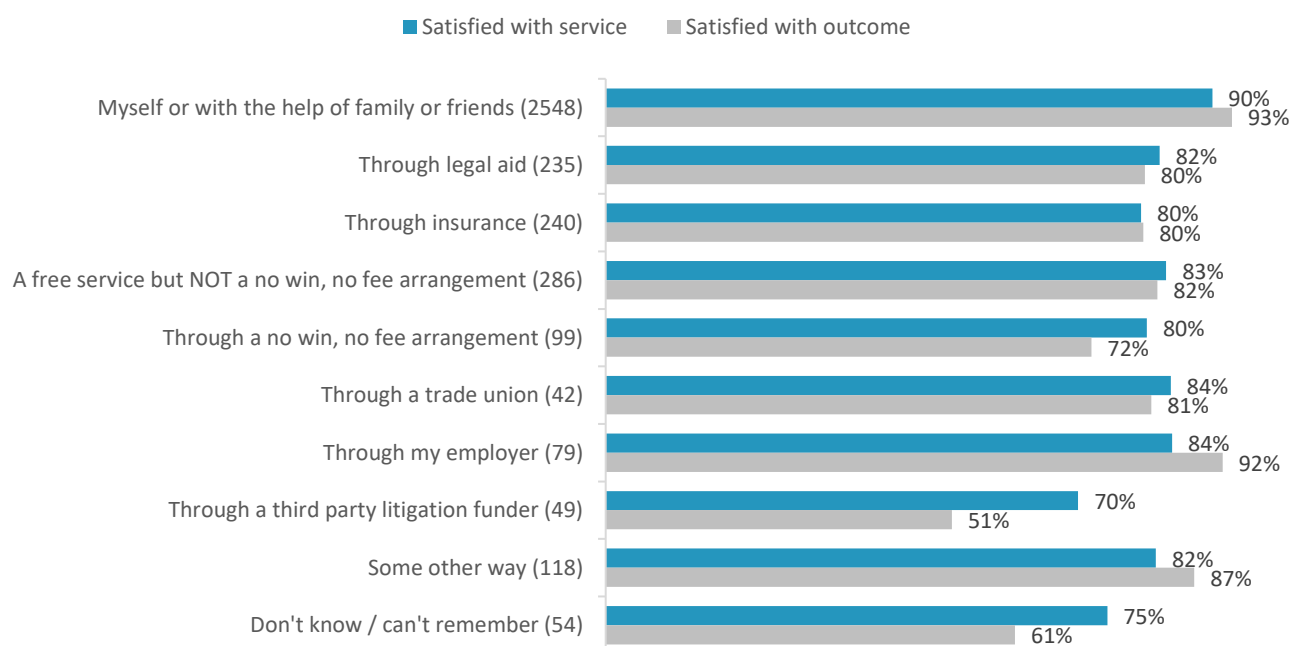
Similarly, when looking at whether consumers shopped around, those who did shop around were more likely to be satisfied with the service received (88%) and outcome (89%) than those who wanted to shop around but did not know how to (71% were satisfied with the service they received, and 69% were satisfied with the outcome of their case).

How legal services were paid for

Satisfaction also varied according to how the legal services had been paid for (see *Figure 21*, overleaf). Those who paid through a third-party litigation funder were the least likely to be satisfied with their service (70%). Satisfaction with the service received was higher among those who paid for the service themselves or with the help of friends/family (90%), in line with previous years.

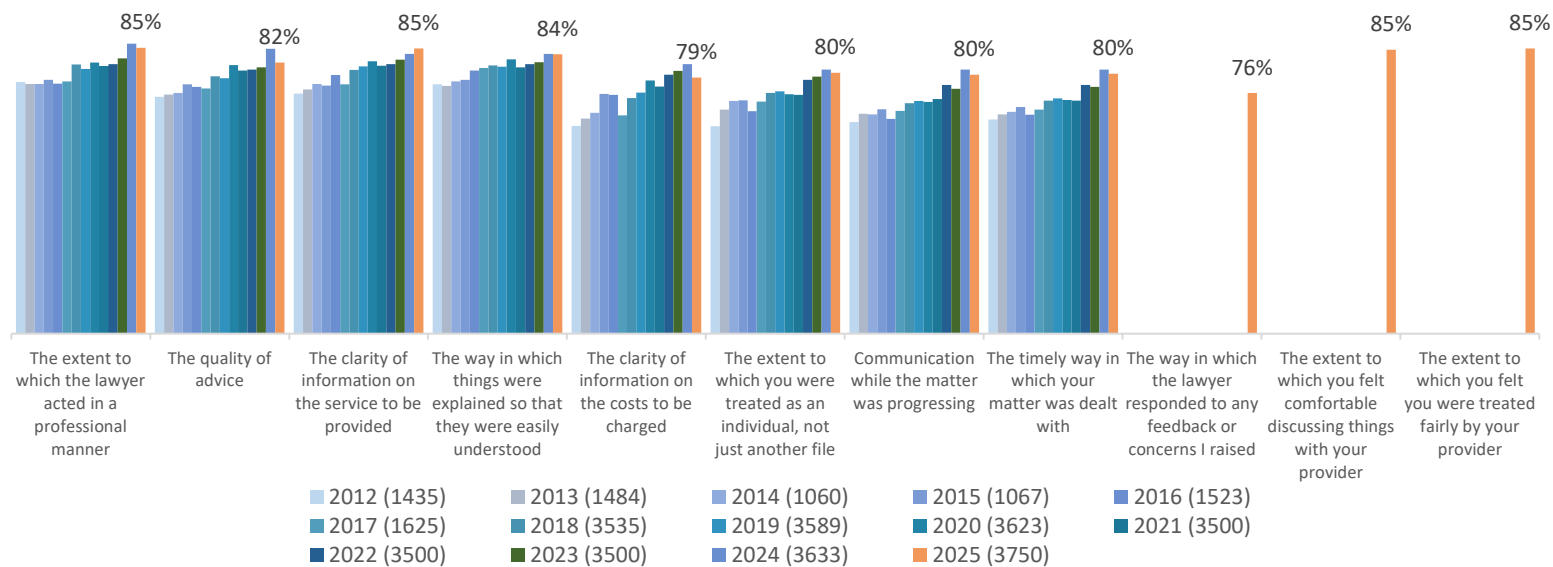
Similarly, satisfaction with the outcome was lower through a third-party litigation funder (51%) and higher among those who had paid for their legal services themselves or with the help of family or friends (93%). The latter is again in line with trends found in 2024 and 2023.

Fig 18. 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 service aspects

Fig 19. 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 all service aspects remain relatively stable this year across all metrics, though some dips can be seen in the extent to which consumers feel their lawyer acted in a professional manner, the quality of the service, and clarity of information compared to 2024. (see *Figure 22*). In 2025, White consumers were most likely to be satisfied with most service metrics compared to other ethnicities. Asian consumers are least likely to be satisfied with all aspects of the service provided. (see *Figure 24*).

Complaint behaviour

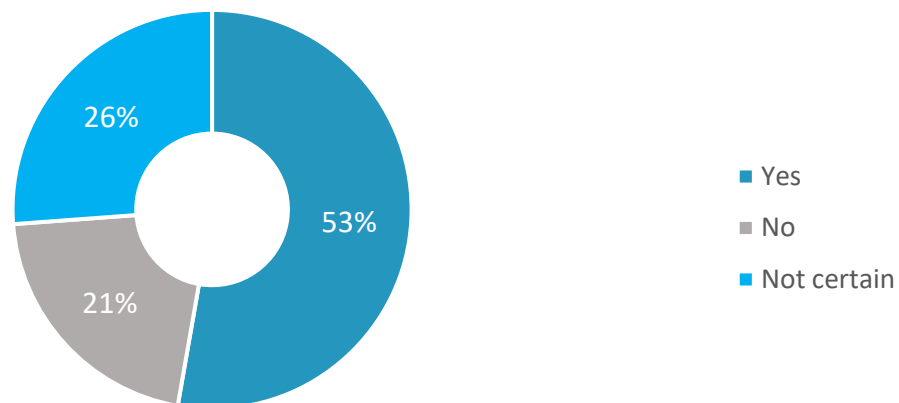
Likelihood to complain

Approximately half of consumers (53%) reported that they would know how to go about making a complaint about the legal services they used if they were dissatisfied, while 26% were uncertain and 21% said they would not know how to do this (see *Figure 25*). The proportion of all answers remains in line with previous years.

Those most likely to know how to go about making a complaint were:

- Male consumers (55%) compared to Female consumers (51%);
- Those in London (62%);
- Those aged 25 to 34-year-olds (62%);
- ABC1s (56%) compared to C2DEs (47%);
- Black consumers (65%).

Fig 20. Please now imagine that you were dissatisfied with the legal services that you used. Would you know how to go about making a complaint about the service you received? (3,750)



Complaint routes

The most common route to first complain about a problem was the provider itself, with 49% stating they would do so, in line with 2024, when it was 48%. This approach is in line with what consumers should have been told, to complain to their provider first, because they cannot lodge a complaint with the Legal Ombudsman without first doing so. As in 2024, this is more common among older respondents. 63% of 55+ year olds said they would complain to the firm, compared to 37% of 35 to 44-year-olds. Younger consumers (18-24) were more likely to have said they would complain to their local MP or councillor (7%), this is similar to previous years, indicating that confidence in complaining to the provider has not improved.

When looking at subgroups differences in complaint routes we see that in 2025:

- Males (4%) were more likely to complain to a consumer body such as Which?, more so than females (2%);
- Those in East Midlands (57%) and South West England (57%) were more likely to complain to the firm itself compared to other regions and the overall (49%);
- By social grade, ABC1s were more likely to complain to the firm itself (51%), whereas C2DEs were more likely than average to complain to Citizens Advice Bureau (15% vs. 6%);
- Chinese consumers (71%) and White consumers (53%) were more likely to complain to the firm itself, more so than other ethnicity groups and the overall (49%);
- Those using a barrister (32%), chartered legal executive (33%), Citizens Advice Bureau (21%), or insurance company (35%) and council advice service (24%) were least likely to complain to the provider itself.

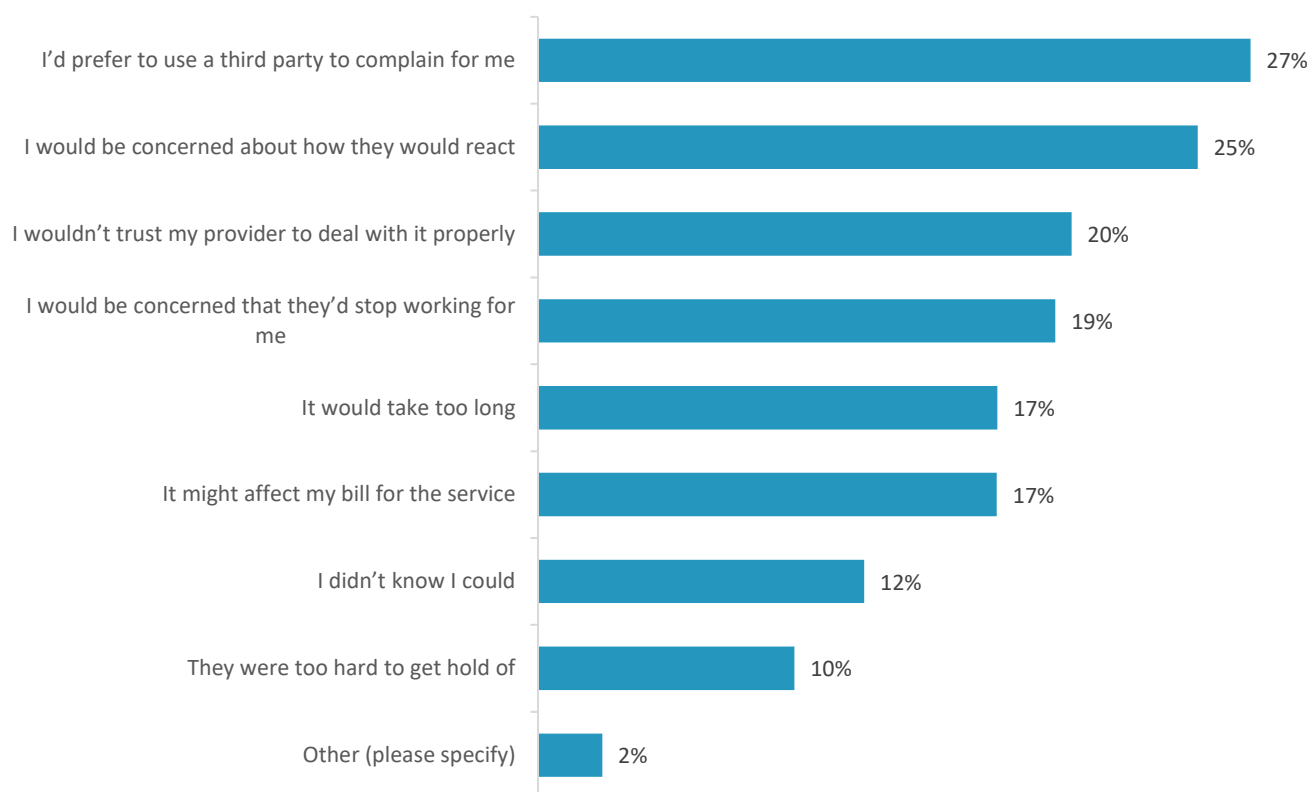
Reasons why they would not complain to the firm itself

In 2024, a new question was asked of those who said they would not complain to their law firm itself in order to gauge why this was. In 2024, the top three reasons for not wanting to complain to the firm itself were not trusting their provider to deal with it properly (33%), thinking it would take too long (32%) and thinking that it might affect their bill for the service (28%).

This year, four new options were added to this question. In 2025, 27% of consumers said that they'd prefer to use a third-party to complain for them. A quarter (25%) said that they would be concerned about how the provider would react and 20% said that they would not trust their provider to deal with it properly. 19% said they would be concerned that the provider would stop working for them.

Only 10% selected 'too hard to get hold of' (compared to 14% in 2024), making it the least selected option in the survey. This suggests that accessibility and communication are not significant concerns.

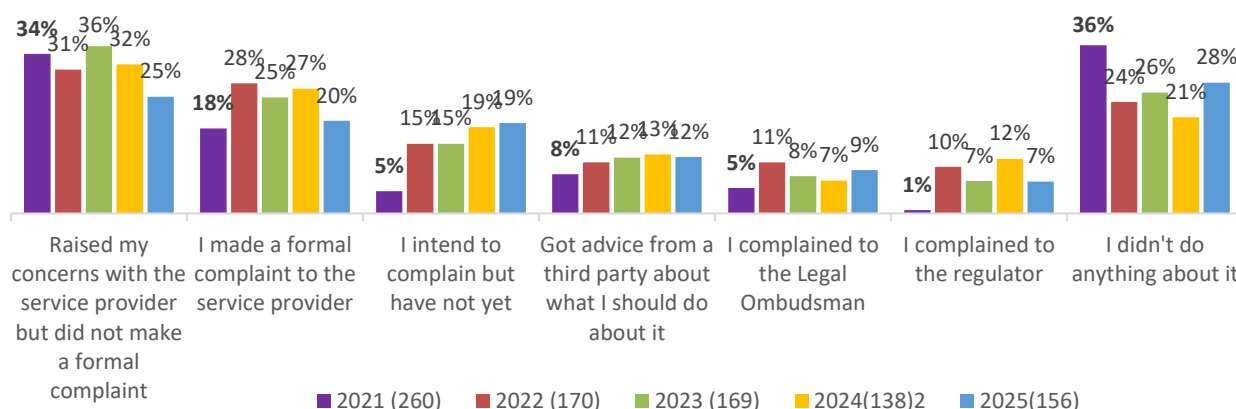
Fig 26. For each aspect of service, please say how satisfied or dissatisfied you were with it.
(Base size 1060)



Responses to reported dissatisfaction

Different courses of action were taken by those consumers who were dissatisfied with the service they received from their legal services provider (see *Figure 27*). This year, the most common response was not to do anything (28%). This is a notable shift from previous years, where raising a non-formal complaint with the service provider remained the most common response. Overall, practical actions seem to have declined this year.

Fig 27. 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.)



Views on new technology

Consumers were asked how they felt about accessing legal services digitally (see *Figure 28*). As with previous years, being able to meet the person working on their case in person (73%) as well as being able to fit into their schedule (72%) are most important to consumers when accessing services digitally. 69% said that having digital legal services would make legal services more accessible (68% in 2024).

Those more likely to agree that digital legal services would make legal services more accessible to them were:

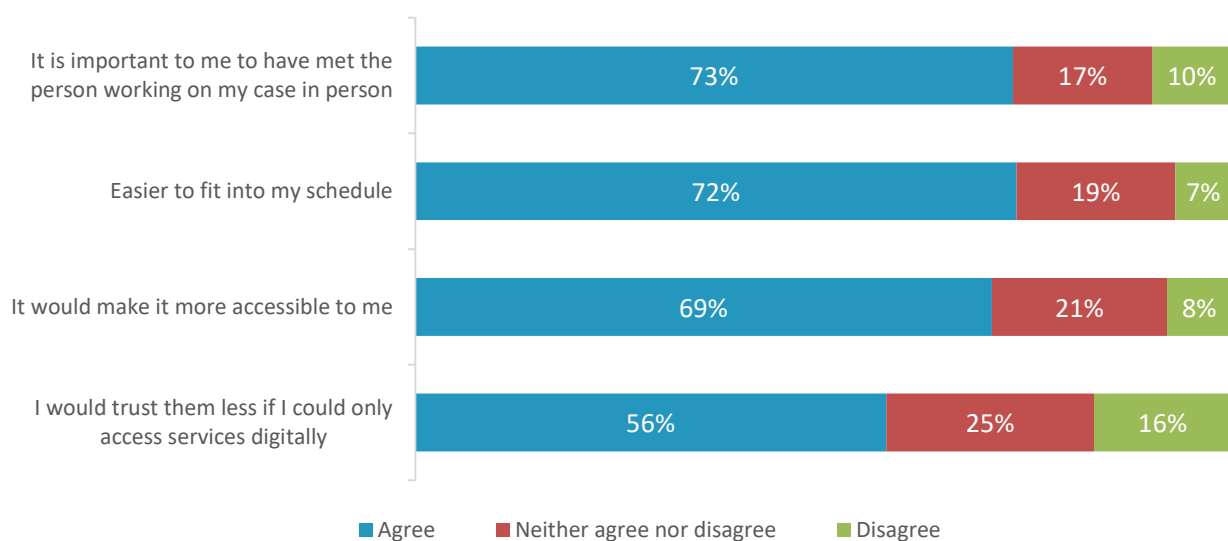
- Those aged 25 to 34 and 35 to 44 (both 81% vs. 69% overall);
- Those in social grade ABC1 (72% vs 69% overall) and
- Those who identify as Black (84% vs. 69% overall).

Over half (56%) of consumers agree that only being able to access legal services digitally would make them trust them less.

Those more likely to agree with this were:

- Men (61% vs 53% of women and 56% overall);
- Those aged 25 to 34 (64% vs 56% overall) and
- Those who identify as Black (63% vs. 56% overall).

Fig 28. To what extent, if at all, do you agree or disagree with the following statements about being able to access legal services digitally? (3,750)



Appendix

Table 2: Sample comparison on key demographics

			Year of Survey					Difference from last year
			2021	2022	2023	2024	2025	
	Region							
North East		4%	5%	5%	5%	5%	0	
North West		12%	12%	12%	12%	12%	0	
Yorkshire and the Humber		9%	9%	9%	10%	9%	-1	
East Midlands		8%	8%	9%	9%	8%	-1	
West Midlands		9%	10%	9%	9%	9%	0	
East of England		11%	9%	10%	9%	10%	+1	
London		12%	16%	14%	14%	14%	0	
South East		18%	15%	15%	15%	15%	0	
South West		11%	9%	10%	10%	10%	0	
Wales		5%	8%	7%	7%	7%	0	
Net: England		95%	93%	93%	93%	93%	0	
Net: South exc. London		30%	24%	25%	25%	25%	0	
Net: Midlands and Wales		23%	25%	25%	25%	24%	-1	
Net: North		25%	26%	26%	27%	27%	0	
	Gender							
Male		49%	50%	49%	49%	49%	0	
Female		51%	50%	51%	51%	51%	0	
	Age							
18-24		2%	6%	10%	10%	9%	-1	
25-34		12%	17%	17%	17%	17%	0	
35-44		15%	17%	15%	17%	16%	-1	
45-54		15%	17%	17%	15%	17%	+2	
55+		56%	43%	42%	41%	41%	0	
	Ethnicity							
White British		75%	77%	68%	76%	65%	-11	
Ethnic minority (total)		19%	19%	29%	24%	32%	+8	
Mixed background		6%	3%	5%	4%	4%	0	
Indian		4%	4%	6%	5%	6%	+1	
Pakistani		2%	3%	4%	3%	4%	+1	
Chinese		1%	2%	2%	2%	3%	+1	
Black African		2%	3%	6%	6%	11%	+5	
Black Caribbean		1%	1%	2%	1%	2%	+1	

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