

Technical annex: Market study into the supply of legal services in England and Wales – consumer findings

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1 Background and objectives

- 1.1 The Competition and Markets Authority (CMA) is an independent, non-ministerial department. It works to promote competition and make markets work well for the benefit of consumers, businesses and the economy, both within and outside the UK.
- 1.2 Earlier this year the CMA began a market study into legal services. The purpose of this study was to examine whether competition in the legal services sector in England and Wales is working effectively for consumers and small enterprises and – if found not to be working well – how it might be improved.
- 1.3 As part of the market study, the CMA commissioned IFF Research to conduct mixed-methods research (quantitative telephone interviews and follow-up qualitative depth interviews) with individual consumers in England and Wales. The study explored consumer experiences of using a legal service provider (an LSP) to inform the CMA's understanding of the consumer side of the legal services market.
- 1.4 The research sought to identify and explore the following topics:

Key research areas

- How consumers decided between legal service providers (LSPs) and which LSP to use – what factors influenced their decision?
- Consumer awareness of information on quality and price – what information was available? How did consumers access it?
- What consumers used to judge quality – were there particular measures or

standards they used?

- How easy or difficult consumers found it to compare LSPs in terms of quality and cost – did they compare at all?
- The accuracy (or otherwise) of initial fee estimates received by consumers from LSPs – did they end up paying more or less or as much as expected?
- Whether consumers received the quality/level of service they expected – did they feel they had received value for money?
- Whether consumers were aware of and used redress mechanisms (and their experiences of using them) – how did they find out about these? Did they make a complaint?

2 Research overview

- 2.1 The research was comprised of two methodological strands – quantitative telephone interviews each lasting approximately 20 minutes and follow-up qualitative face-to-face or telephone depth interviews lasting 60-90 minutes.
- 2.2 Participants for the quantitative strand were identified using a random digit dialling (RDD) approach – the sample was comprised of randomly generated landline and mobile numbers (to account for mobile-only households) in England and Wales.
- 2.3 A total of 757 quantitative telephone interviews were conducted with consumers aged 18 and above, living in England or Wales, who had experienced a legal matter¹ since 1st January 2014 and

¹ This list comprised the following legal matters (listed here in alphabetical order but randomised for the quantitative interviews): Accident/injury claims, Benefits/tax problems, Consumer problems, Conveyancing, Debt/hire purchase problems, Disputes with neighbours, Family matters,

used a legal service provider² to assist with this matter. The final sample size was 750 completed interviews due to data edits (see 7.7 for more detail).

- 2.4 Potential participants for the qualitative strand were identified and recruited from the achieved quantitative sample. Fieldwork ran from 4th April to 20th May 2016.
- 2.5 A total of 40 qualitative interviews were conducted across England and Wales with consumers whose experience of using an LSP met a range of specific criteria. This included, for example, consumers who had used a recommendation from family/friends/a third party or a referral from a professional intermediary organisation to identify their LSP; or who had switched to another LSP as a result of being dissatisfied with their provider.
- 2.6 All quantitative sub-group differences described in the main research report are statistically significant – if no difference is reported, this is because no statistically significant difference was found or the base sizes are too small to report on reliably.
- 2.7 It is important to note that there are limitations in the extent to which the qualitative research is able to provide an insight into how experiences varied for

Housing/landlord/tenant problems, Making a will, Offences or criminal charges, Probate/estate management, Visa/immigration problems, Work problems, Other legal matter - specify. *Those whose only or most recent legal matter was an offence/criminal charge were screened out of the survey, subsequently.*

² This list comprised the following LSPs (listed here in alphabetical order but randomised for the quantitative interviews): Accountant, Advisory service/legal advice centre, Barrister, Council/Local Authority Advice Service, Costs lawyer, Financial provider/financial adviser, Insurance company, Internet-based company, Legal executive, Legal helpline, Licensed conveyancer, McKenzie Friend, Charity, Notary, Solicitor, Trade Union or professional body, Will writer, Other – specify.

different sub-groups of respondent. (The number of interviews achieved (40) is a good base size for a qualitative study of this nature, but does not enable generalisable comparisons to be made.)

3 Sample

Quantitative sample

- 3.1 A random digit dialling (RDD) sampling approach was adopted for the quantitative research strand. This is a technique where random landline phone numbers are computer generated according to area codes within a defined geographical area (England and Wales). Mobile numbers were also included in the sample to account for mobile-only households (though it is not possible to define geographical area for mobiles).
- 3.2 A total of 83,200 randomly-generated sample records were purchased from the sample house UK Changes over the course of fieldwork.
- 3.3 The sample was comprised of approximately 77% landline and 23% mobile numbers. The RDD sample was pre-validated to remove unusable numbers (e.g. business numbers, fax machines etc.) prior to calling (ensuring numbers were 'live' at the start of fieldwork).
- 3.4 The reason for taking an RDD approach was to allow the incidence of legal service providers used in the last two years (since January 2014) to fall out naturally. Assuming no non-response bias, this ensured a representative sample was reached. Taking this approach provided a picture of the overall population (on a statistically rigorous basis), and of the overall incidence of using each LSP, along with a robust profile of who within the population experiences each type of legal matter.

3.5 To participate, consumers needed to have experienced one or more legal matters in scope of the research study in a personal capacity – i.e. the research excluded those who had experienced a legal matter through their role as a sole trader or because they own a business. Eligible respondents also had to be 18 or older at the time of their legal matter.

3.6 **Table 3.1** presents the final sample outcomes for the quantitative research strand, including the number of no answers, refusals to participate, screen outs (ineligible to participate in the survey, or “ineligible survey leavers”), survey leavers (those who were eligible to participate in the survey but dropped out before the interview was completed, or “eligible survey leavers”), and completed interviews. At 74% of those who answered the phone, the **refusal rate** was both high and higher than expected; this may have been a feature of the RDD approach (in which individuals are dialled ‘cold’ and asked to participate in research, and which assumes they are both available and willing to participate), but a further challenge in encouraging participation was the apparent sensitivity of the research topic. The **incidence rate** was 14% (i.e. the proportion of individuals who were eligible to take part in the survey at all). The overall survey **response rate** was 10%³.

Table 3.1 Final quantitative sample outcomes

	Sample outcome	Final total
A	Starting sample	83,200
B	Fresh (sample not called)	69
C	Effective starting sample	83,131
D	Unusable records, e.g. unobtainable, business numbers	29,971
E	Usable leads (C-D)	53,160
F	Answered:	25,746
G	... of which interview completed	750
H	... of which eligible survey leavers	221
I	... of which ineligible survey leavers	5,696
J	... of which refused	19,079
K	Incidence rate (G+H) / (G+H+I)	14%
L	No answer	27,414
M	Estimated “No answer” ineligible leads (L x 86%)	23,576
N	Estimated “Refused” ineligible leads (J x 86%)	16,408
O	Total estimated eligible respondents (E - (I+M+N))	7,480
P	Response rate (G/O)	10%
Q	Refusal rate (J/F)	74%

³ While the final sample size does allow for robust statistical analysis and sub-group comparisons to be made, it is necessary to bear in mind that the relatively low overall response rate of 10% of the sample population means the data should be treated with some caution. It is possible that a particular ‘type’ of consumer was more likely to agree to participate in the research study.

Qualitative sample

- 3.7 Potential participants for the qualitative research strand were identified and recruited from the achieved quantitative sample. All respondents were asked, at the end of the telephone interview, whether they would be willing and available to take part in a follow-up qualitative interview at a later date.
- 3.8 Those who agreed to participate and met the quota criteria were then contacted to book an interview.
- 3.9 Participants were offered an incentive of £40 as a thank you for taking part.
- 3.10 Table 3.2 presents the final quota numbers for the qualitative sample. Quota targets were identified by the CMA for consumers whose experience of using an LSP met a range of specific criteria. This included, for example, consumers who had used a recommendation from family/friends/a third party or a referral from a professional intermediary organisation to identify their LSP; or who had switched to another LSP as a result of being dissatisfied with their provider.
- 3.11 There were two sets of quota categories. One set was mutually exclusive, i.e. consumers could fall within one category only. A second set of quota categories were interlocking and not mutually exclusive, i.e. consumers could fall within one or more quota categories.
- 3.12 Where the original quota category targets could not be met – due to an insufficient number of respondents in the quantitative sample meeting the selection criteria – alternative quotas were developed (as highlighted in Table 3.2).
- 3.13 The total qualitative sample size was 40 consumers.

Table 3.2: Final qualitative sample outcomes

QUOTA CATEGORY – MUTUALLY EXCLUSIVE (NOT INTERLOCKING)	Target	Completed
Legal issue = employment	3	3
Legal issue = employment AND used a barrister	3	2
Legal issue = employment AND used a trade union	3	3
Legal issue = employment AND used a recommendation	3	4
Legal issue = employment AND used a referral	3	0
Alternative Quota: Conveyancing AND used a referral	0	2
Legal issue = making a will	4	5
Legal issue = making a will AND used a will writer	2	2
Legal issue = probate/estate management	6	6
Legal issue = probate/estate management AND used an accountant	2	1
Alternative Quota: probate/estate management AND used third-party recommendation (not family/friend)	0	1
Legal issue = probate/estate management AND used a licensed conveyancer	1	0
Alternative Quota: probate/estate management AND used third-party recommendation (not family/friend)	0	1
Legal issue = other	10	10
TOTAL	40	40
QUOTA CATEGORY – NOT MUTUALLY EXCLUSIVE (CAN BE INTERLOCKING)	Target	Completed
Those who did compare	20	20
Those who did not compare but who identified a provider using a recommendation	10	9
Those who did not compare but who identified a provider using a referral	5	5
Those who did not compare and did not identify a provider using a recommendation, referral or previous experience	5	11
Those who were dissatisfied and complained	3	3
Those who were dissatisfied and did not complain	5	7
Those who switched legal service provider	2	3
Those who have used a legal service provider before	5	25

4 Quantitative questionnaire design

- 4.1 A structured quantitative questionnaire was developed in conjunction with the CMA to explore and address the research objectives.
- 4.2 Questionnaire length was a key design parameter. There was an overriding need to keep the telephone interview relatively short and focused to facilitate efficient recruitment (in general longer interviews are more difficult to recruit for) and to maximise engagement levels during the interview. Hence we sought to design a questionnaire that would take on average 20 minutes to administer. This required some prioritisation of the question areas and IFF liaised closely with the CMA to ensure that the questionnaire focused on the key information areas for the study.
- 4.3 The questionnaire design was also refined through a process of cognitive testing and a pilot phase in advance of the mainstage fieldwork period (see 6.2 for more detail).

Mainstage questionnaire content

- Introduction – introduces the research and the CMA and establishes whether the respondent is willing to participate.
- Screener questions – establishes whether a legal matter has been experienced since 1st January 2014, location (England/Wales), and whether consumers were aged 18+ at the time of the legal matter. Includes a 'next birthday' question to ensure random selection of respondents in the household where more than one person has experienced a legal matter since 1st January 2014, and is aged 18+.
- Identifying the legal matter(s) (A5 and A7) from a read out list⁴.
- Identifying the LSP(s) used (B1 and B2) from a read out list⁵.
- Identifying whether the legal matter was ongoing/concluded, whether or not consumers were first time users of an LSP and had compared/had not compared different LSPs.
- Section C (for people who did not compare) and Section D (for people who had compared): established how the LSP was identified, the time taken to search for an LSP, choice factors and the importance of these, what type of information was gathered (cost), why did/didn't compare and the ease of comparing (for those who did compare).
- Section E – Clarity of fees: asked only of those whose legal issue was completed and where a fee had been paid. Covered the final amount paid, whether this was more/less than expected and why.
- Section F – Quality of advice and service: establishes satisfaction with the quality of service provided by the LSP and for those whose legal issue was completed, their satisfaction with the quality of legal advice they received and the outcome of their legal issue.
- Section G – Current regulations and redress mechanisms, after a purchase was made: established whether or not the respondent was made aware of complaints/redress processes, whether or not they made a complaint about their LSP, why/why not, and the nature of the complaint if one was made (who to, what about), satisfaction with how the complaint was handled and the outcome of the complaint.

⁴ See footnote 1 for the A5 read out list of types of legal matter.

⁵ See footnote 2 for the B1 read out list of types of LSP.

- Sections H and I: collected demographic information such as age, gender, ethnicity, working status, as well as permission to re-contact for qualitative interview recruitment.

4.4 The quantitative questionnaire is presented in Appendix 1.

5 Qualitative topic guide design

5.1 A semi-structured topic guide was used to carry out the interviews, to ensure key topics were explored in sufficient detail but also allowing the flexibility to explore issues raised spontaneously by individual consumers.

5.2 The focus of the qualitative interviews was to explore in greater detail the responses given during the quantitative survey and capture greater insight/nuance for the CMA, as well as to explore new issues not addressed in the quantitative interviews because of their complexity. Some issues required more detailed exploration within the topic guide than others, so a modular design was adopted. This consisted of core modules of questioning for all respondents followed by a number of other modules that covered discrete issues or of relevance to specific target audiences. This modular design enabled us to more closely tailor the interviews to individual respondents and ensured that only relevant questions were asked, therefore maximising respondent engagement levels. Having core modules of questions also meant that comparisons on some issues could be made across all consumers.

5.3 All interviews were recorded using an encrypted digital voice recorder and notes were taken by interviewers to produce detailed write-ups. Full transcriptions were also provided to the CMA.

5.4 Separate versions of the guide were developed for those consumers who said they had compared LSPs in their telephone interview and those who said they had not compared LSPs. These were slightly different in that one explored reasons for comparing and the other explored reasons for not comparing.

Qualitative topic guide content

- Introduction – general introduction to the research purpose and the interview. Clarification of the specific legal matter and legal service provider to focus upon, in line with what was discussed during the quantitative survey. Highlights that the CMA is also interested in how participant's experiences with legal services are different/similar to their experiences with other services/sources of help.
- Section A – needing legal help: the aim of this section was to 'warm up' the respondent, get a sense of what their legal matter was, why they needed legal help, whether they tried to deal with the matter themselves before seeking the help of a legal service provider. Some questions were asked about previous use (if any) of an LSP to see whether this had influenced their experience at all, and how their recent experience compared to previous use of an LSP.
- Section B – finding out information on LSPs: the aim of this section was to get a sense of what information the consumer wanted to find out about their LSP once they had decided to use one. Most of the questions were relevant only to those who either had received a recommendation of an LSP from a family/friend, or were referred to an LSP by a professional third party.

In the comparer guide, this section also included questions on why they compared, how easy they found it etc. In the non-comparer guide, this section included

questions on why they didn't compare, what might help them to compare in future etc.

Section C – information on the quality of legal help: the aim of this section was to explore what consumers understand as quality, how they judged the quality of their LSP, whether they compared the quality of LSPs and how, awareness and understanding of more formal indicators of quality such as quality mark schemes, professional bodies etc.

The questions on comparison were specifically about whether the consumer compared the quality of LSPs (as opposed to general comparison questions which were asked in Section B).

- Section D – information on the price of legal help: explored what price information was received, whether it was understood and in the desired format, whether consumers compared price information on LSPs and how, whether the final price was close to what they expected from the price information they had received and by how much.
- Section E – what you know about types of legal service provider: this section tried to establish what consumers knew about the different types of LSP before they started to look for legal help and if this changed after they started looking, whether they understood how LSPs might be different, and awareness and understanding of regulated vs unregulated providers.
- Section F – dissatisfaction with legal help: this section was only covered in the interview if consumers said they were dissatisfied with some aspect of service during the quantitative survey. It explored why they were dissatisfied and what they did about it. Separate questions asked if respondents had chosen to switch LSPs. Slightly different questions were asked depending on whether the respondent

complained or not (views/awareness of the complaints process).

- Section G – summarising your experience: this section tried to get top level views of consumers' experience of looking for and using a LSP, anything they would change or do differently, what might make the process easier if they did it again.
- Section H – thank and close: checked if the consumer had anything further to add, and if they were happy for the interview transcript to be shared the CMA, details collected for incentive payment.

5.5 Versions of both the comparer and non-comparer topic guide are available in Appendix 2.

6 Fieldwork

Quantitative

- 6.1 All interviewers working on the project were given a face-to-face briefing regarding the research before they began to conduct interviews. As part of this briefing, all interviewers received a set of briefing instructions in order to provide them with background information about the project, information on the sample design and methodology, as well as information on specific sections of the questionnaire. Interviewers who worked on the survey pilot also worked on the mainstage fieldwork.

Cognitive testing

- 6.2 Cognitive testing of the questionnaire was undertaken in order to:
- Understand whether questions and pre-codes included in the draft questionnaire clearly conveyed what they were intended to (or whether respondents answered 'incorrectly' through a lack of clarity in questions/pre-codes);

- Understand whether the pre-codes included in the questionnaire were sufficient and appropriate, enabling respondents to select answers that matched their circumstances; and
 - Understand whether the questionnaire was sufficiently engaging, to avoid deterioration in the quality of answers given.
- 6.3 A total of 11 face-to-face cognitive interviews were conducted during w/c 29th February 2016.
- 6.4 The main changes to the questionnaire arising from the cognitive testing findings included:
- Refinement of the introductory text to the survey;
 - Clarification of some interviewer instructions;
 - Some re-ordering of questions to improve the flow of the survey for the participant, and some question deletions to reduce the length of the survey;
 - Minor tweaking of question wording to make questions more succinct and direct;
 - Adding in answer codes for some questions to account for situations not currently addressed – for example if someone had received their legal service for free;
 - Adding in clarification text for some of the types of legal service provider which tend to be less commonly known – such as Notaries and McKenzie Friends.
 - Removal of a standalone question assessing consumer knowledge of regulated vs unregulated providers. This decision was based on the cognitive testing finding that responses to this question tended to be based on an *assumption* the LSP was regulated rather than the certainty or knowledge that this was the case.

Pilot testing

- 6.5 The questionnaire was revised to reflect the cognitive testing outcomes and then small-scale pilot testing was undertaken in w/c 14th March for further refinement.
- 6.6 Seven interviews were achieved during the pilot testing.
- 6.7 Further refinements were made to the questionnaire following the pilot, in time for the mainstage fieldwork.
- 6.8 The main changes to the questionnaire arising from the pilot testing included:
- Further changes to the introductory text;
 - Question re-ordering to improve the flow of the survey and help increase the response rate – for example bringing the 'next birthday' question up earlier in the survey and the 'confirmation of age' question later.
 - Adding in further prompts and clarifications to interviewer instructions and script routing;
 - Adding a new question on age ranges to the demographics section at the end of the survey. This amend was made to collect data on the age of respondents which would be useful for the data analysis stage. The question was included at the end of the survey because of sensitivities around asking this question (based on interviewer feedback).

Mainstage

- 6.9 The mainstage fieldwork period ran from 21st March to 1st May 2016. Fieldwork was conducted during the day, evenings and weekends.
- 6.10 In total, 757 complete interviews were achieved (including the 7 pilot interviews) over the course of fieldwork.

Quality control

- 6.11 During the mainstage fieldwork period, a number of issues had to be addressed to

ensure a sufficient number of interviews were achieved.

- 6.12 The refusal rate was much higher than expected (74% of those who answered the telephone call). It was unclear why this should be the case but it is suspected to be related to a) the survey's sensitive subject matter and possible consumer concerns about 'cold-call scams' and b) relatively low awareness of the CMA amongst the general public. To address this, a number of different ways of introducing the survey were trialled to establish how best to maximise engagement in the first few seconds of the telephone call.
- 6.13 The incidence level for the survey (i.e. the proportion of the general population who were eligible to be interviewed) was lower than anticipated. The survey was resourced on a CMA/IFF agreed incidence of 20%. Whilst the incidence of those who said they had experienced at least one legal matter in the last two years was around 17%, not all were eligible to participate in the survey as they had not used a legal services provider to help with addressing their legal matter. Therefore, the true incidence for the survey – all who had a legal matter in scope since January 2014 and had used an LSP – was 14%. Given the impact of the lower incidence rate on the number of interviews that could be achieved in the time available for fieldwork, the CMA agreed that the target achieved sample size could be reduced from the original 1,000 to 750 interviews.
- 6.14 The survey also experienced consumers leaving the survey after being established as eligible for the survey but before going on to complete an interview in full. To reduce this, questions were amended where possible (with CMA approval) where drop-outs tended to occur.
- 6.15 To compensate for the higher refusal rate, the lower incidence rate and the drop-

outs, an additional 63,200 RDD sample records were purchased after the start of fieldwork, i.e. 83,200 records in total.

- 6.16 Throughout the fieldwork period the survey was prioritised in IFF Research's CATI centre to ensure that as many telephone interviewers as possible were allocated to the project. The scale of the survey fieldwork effort can be judged from the fact that over 221,000 telephone calls were made.

Qualitative

- 6.17 As with the quantitative interviews, all interviewers working on the qualitative strand of the project underwent a specific briefing before they began conducting interviews and received detailed materials.
- 6.18 Consumers were recruited through a data download of the quantitative interviews, to identify a) consumers who had consented to participate in the qualitative interviews and b) consumers who met one of the mutually exclusive quota categories and one or more of the interlocking quota categories.
- 6.19 Once identified, these consumers were contacted by telephone by experienced and fully briefed recruiters. The sample was screened to confirm that consumers were still happy to participate and available in the fieldwork period, and to confirm the responses given during the quantitative telephone interview which made them eligible for the qualitative interview.
- 6.20 The interviews were carried out with consumers across England and Wales, with a combination of face-to-face (26) and telephone depth (14) interviews conducted.
- 6.21 The qualitative fieldwork was carried out between 4th April and 20th May 2016.

Consumers were offered £40 as a thank you for taking part.

7 Coding and data editing – quantitative strand

Data coding

- 7.1 Coding is a key stage in analysing data where the survey has collected verbatim responses. It involves a thorough review of all open-ended responses and categorising these responses either into pre-existing codes, or through the development of new codes.
- 7.2 Throughout the questionnaire there were a number of questions where an ‘other – please specify’ option was included to allow consumers to provide an alternative response if their answers did not fit into the existing code frames assigned to each question.
- 7.3 In many cases, it was possible to code these responses back into the existing code frame. Where this was not possible – and if similar or identical responses emerged among the ‘other’ answers with sufficient frequency – additional codes were created. For example, at A5/A7 the new code ‘non-conveyancing property matter’ was created as this emerged from the interview responses.
- 7.4 Some questions had no pre-developed code frame and these required the interviewer to record verbatim what was said by the respondent (for example, questions C2/D3 which asked how long consumers had spent looking for an LSP; and questions C5/D6 which asked consumers what other factors they had considered important in their decision about which LSP to use). Once the CATI fieldwork had ended, the IFF research and coding teams drew up code frames to reflect the common themes recorded.

Data editing

- 7.5 Quality assurance checks were carried out as part of the final stage of data preparation. Value and logic checks were used to sense check responses, for example, looking at verbatim or implausible responses given.
- 7.6 The following edits were made to the final sample datasets:
- 7.7 Of the final 757 complete interviews achieved, seven records were removed from the final dataset as the responses they provided to key eligibility questions at the start of the interview were found on further analysis to make them ineligible for participation in the survey. Four respondents had said their only/most recent legal matter was PPI; one had identified their only/main LSP as ‘medical negligence’; two had refused to say what their legal matter was.
- 7.8 This left a total of 750 complete quantitative interviews as the final sample.
- 7.9 In addition, some retrospective data edits were made where a verbatim response to a question was subsequently back-coded into an existing pre-code, but (as a result) meant the respondent had not been asked follow-up questions filtered from this pre-coded response. In these cases, records were added to the ‘Don’t know/Can’t remember’ code in the follow-up questions to ensure the base size was correct for the filtered questions.
- 7.10 Some data editing was required as a result of splitting the original question G2 into two separate parts (G2a – which was new – and G2 – the original question). Twenty records had to be manually edited to ensure they were correctly added to the base and response codes for the new question, G2a.

8 Analysis

Quantitative

- 8.1 The quantitative data was not weighted.
- 8.2 Data tables were run on the final dataset of 750 complete interviews. A set of agreed summary/derived variables were developed and added to the data tables as crossbreaks where considered potentially informative/explanatory (such as age, qualification level etc.).
- 8.3 The analysis was carried out on all 750 consumers interviewed and also at a filtered and sub-group level, most commonly split between consumers who compared LSPs (166) and consumers who did not (580). Four respondents answered 'Don't know' when asked whether they had compared or not. During survey completion, these four respondents were treated as 'non-comparers'. Subsequently, the non-comparer analysis is sometimes reported on a base of 584 (including these four 'Don't know' records) and sometimes 580, depending on the question.
- 8.4 It is also worth noting that some questions that were asked of the entire quantitative sample have a base of less than 750 – where this is the case, it is because 'Don't know' or 'Refused' respondents have been removed from the base for that question.
- 8.5 Statistically significant differences between sub-groups were reported on.

Qualitative

- 8.6 As per the standard IFF Research approach to qualitative analysis, the qualitative interviews were written up by interviewers. An analysis framework was developed based on the topic guide, key themes explored and research objectives. The framework was also amended and

evolved to capture new themes as they emerged from the interviews.

- 8.7 The interview write ups were entered into the framework and the framework used as a guide for a thematic analysis across all 40 interviews and between sub-groups where applicable. For example, comparisons were made between comparers and non-comparers and those who did and did not use a referral/recommendation to identify their LSP.

Appendix 1 – quantitative questionnaire

Legal Services Market Study

Telephone

S Introduction

ASK ALL

- S1 **Hello. My name is NAME, and I'm calling on behalf of a government body, the Competition and Markets Authority (the CMA). We're doing a survey for the CMA about the types of legal help that people get when they need it, for example, when they make a will, get divorced, buy a house and so on. I'm calling from IFF Research, an independent market research company and anything we discuss will be totally confidential. Is now a good time to go through my questions with you?**

PROMPT IF NECESSARY: OTHER THINGS THAT PEOPLE MAY NEED LEGAL HELP WITH ARE: LOSING THEIR JOB, ARRANGING A POWER OF ATTORNEY, DEALING WITH A LANDLORD, SORTING THINGS OUT AFTER A RELATIVE OR FRIEND DIES ETC.

ADD ONLY IF PROMPTED: The survey will take around 20 minutes to complete.

REASSURE IF NECESSARY: YOU WILL NOT BE OFFERED ANY LEGAL SERVICES AS A RESULT OF TALKING TO ME TODAY. IT WILL NOT BE POSSIBLE FOR THE CMA TO IDENTIFY YOU BASED ON THE INFORMATION YOU GIVE TODAY.

REASSURE IF NECESSARY: YOUR TELEPHONE NUMBER HAS BEEN SELECTED COMPLETELY AT RANDOM BY A COMPUTER. WE WILL NOT TRY TO SELL YOU ANY LEGAL SERVICES AS PART OF THIS SURVEY.

ABOUT THE CMA IF ASKED: THE CMA IS THE UK'S PRIMARY COMPETITION AND CONSUMER AUTHORITY. IT'S RESPONSIBLE FOR MAKING SURE MARKETS WORK WELL FOR CONSUMERS, BUSINESSES AND THE ECONOMY. IT TOOK OVER FROM THE OFFICE OF FAIR TRADING AND COMPETITION COMMISSION IN 2014.

Yes - Continue	1	CONTINUE
Referred to someone else in household NAME_____	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Business number	5	THANK AND CLOSE

Hang up	6	
Engaged	7	
No reply / Answer phone	8	
Refused	9	
Refusal – taken part in recent survey	10	
Nobody in household able to answer questions	11	
Fax line	12	
Dead line	13	

S2 Please note this call may be recorded for quality and training purposes only.

REASSURANCES TO USE IF NECESSARY

The information collected from this survey will be used by the CMA to review the legal services market and to consider what changes may be necessary if it finds competition is not working well.

Your contribution to this survey is very valuable. We will not collect any personal information about the legal matter you have experienced, and the information you provide today will not be used against you or linked back to your legal matter in any way. Please note that your individual answers will not be reported to the CMA in any way that would allow you to be identified.

The interview will take around 20 minutes to complete.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- **MRS: Market Research Society on 0500 396999**
- **IFF: Alex Pearson on 020 7250 3035**

Or they can visit: www.gov.uk/cma-cases/legal-services-market-study

A Screener

ASK ALL

A1 Since January 2014, have you or anyone else in your household needed help or advice with a legal matter of some kind?

PROMPT IF NECESSARY: THIS COULD BE WITH ANY KIND OF LEGAL MATTER SUCH AS: MAKING A WILL, GETTING INJURED IN AN ACCIDENT, BUYING OR SELLING A HOUSE, ADOPTING A CHILD, ARRANGING A POWER OF ATTORNEY, DEALING WITH A LANDLORD, SORTING THINGS OUT AFTER A RELATIVE OR FRIEND DIES ETC.

REASSURE IF NECESSARY: WE WON'T BE COLLECTING ANY DETAILS ABOUT THE LEGAL MATTER ITSELF, AND THE INFORMATION YOU PROVIDE WON'T BE LINKED BACK TO YOUR LEGAL MATTER/USED AGAINST YOU IN ANY WAY. IT WON'T BE POSSIBLE FOR THE CMA TO IDENTIFY YOU AS AN INDIVIDUAL.

DO NOT READ OUT. SINGLE CODE.

Yes – one person in household (person on phone)	1	CONTINUE TO A3
Yes – one person in household (someone else)	2	TRANSFER, RE-INTRODUCE AT S1 AND THEN RESUME AT A3
Yes – more than one person in the household	3	GO TO A2
No	4	THANK & CLOSE
Refused	5	
Don't know/can't remember	6	

ASK IF A1=3

A2 It's important that we interview a cross-section of people of all different ages, so we're selecting people at random within a household to speak to.

Thinking about everyone in your household who is 18 or older and, since January 2014, has needed help or advice with a legal matter of some kind ... could I please speak to the person who has the next birthday coming up, if they're available?

DO NOT READ OUT. SINGLE CODE.

Yes – currently speaking	1	CONTINUE
Yes – someone else in household who is available	2	TRANSFER, RE-INTRODUCE AT S1 AND THEN RESUME AT A3
No – someone else in household who is not available	3	RE-CONTACT AT LATER DATE / SOFT APPOINTMENT
Don't know/can't remember	4	THANK & CLOSE
Refused	5	

ASK ALL

A3 Please could you confirm that you are a resident of either England or Wales?

DO NOT READ OUT. SINGLE CODE.

Yes - England	1	CONTINUE
Yes - Wales	2	
No	3	THANK & CLOSE
Refused	4	

ASK ALL

A4 Could you please confirm that you were aged 18 years or older on 1st January 2014?

DO NOT READ OUT. SINGLE CODE.

Yes	1	CONTINUE
No	2	THANK & CLOSE
Don't know/can't remember	3	
Refused	4	

ASK ALL

A5 Since January 2014, which of the following matters, if any, did you need some legal help or advice with? (We mean any help or advice you needed in a personal capacity, rather than something you needed because you have your own business/are a sole trader).

READ OUT. MULTICODE.

ROTATE ORDER 1-13.

Accident or injury claims	1	CONTINUE
Buying/selling/re-mortgaging a property (conveyancing)	2	
Dealing with the estate of someone who has died (probate/estate management)	3	
Debt or hire purchase problems	4	
Disputes with neighbours (e.g. boundary disputes)	5	
Family matters (e.g. adoption, divorce, child custody, power of attorney)	6	
Making a will	7	
Problems at work (e.g. disciplinary, discrimination, unfair or wrongful dismissal, redundancy)	8	
Problems with benefits or tax credits	9	
Problems with consumer services or goods/products (e.g. bought faulty goods from a store)	10	
Problems with housing/landlord or tenant problems	11	
Visa/immigration matters	12	
Any offences or criminal charges	13	IF THIS IS THE ONLY CODE THANK & CLOSE
Another type of legal matter (SPECIFY)	14	CONTINUE
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	15	THANK & CLOSE
DO NOT READ OUT: REFUSED	16	
DO NOT READ OUT: NO LEGAL MATTER IN PAST 2 YEARS	17	
PPI	18	IF THIS IS THE ONLY CODE THANK & CLOSE

A6 QUESTION DELETED

ASK IF TWO OR MORE CODES AT A5=1-14.

A7 And of these, which one did you most recently need some legal help or advice with?

DO NOT READ OUT. SINGLE CODE. PROMPT IF NECESSARY.

[IF A5=1] Accident or injury claims	1	
[IF A5=2] Buying/selling/re-mortgaging a property (conveyancing)	2	
[IF A5=3] Dealing with the estate of someone who has died (probate/estate management)	3	
[IF A5=4] Debt or hire purchase problems	4	
[IF A5=5] Disputes with neighbours (e.g. boundary disputes)	5	
[IF A5=6] Family matters (e.g. adoption, divorce, child custody, power of attorney)	6	
[IF A5=7] Making a will	7	
[IF A5=8] Problems at work (e.g. disciplinary, discrimination, unfair or wrongful dismissal, redundancy)	8	
[IF A5=9] Problems with benefits or tax credits	9	
[IF A5=10] Problems with consumer services or goods/products (e.g. bought faulty goods from a store)	10	
[IF A5=11] Problems with housing/landlord or tenant problems	11	
[IF A5=12] Visa/immigration matters	12	
[IF A5=13] Any offences or criminal charges	13	THANK & CLOSE
[IF A5=14] [INSERT VERBATIM FROM A5=14]	14	
DO NOT READ OUT: Don't know/can't remember	15	THANK & CLOSE
DO NOT READ OUT: Refused	16	THANK & CLOSE
DO NOT READ OUT: Have not had a legal matter in the last two years	17	THANK & CLOSE
PPI	18	THANK & CLOSE

DUM 2s – WHERE A5 = SINGLE CODE.

(A5 = 1) ONLY	1	Accident or injury claims
(A5 = 2) ONLY	2	Conveyancing
(A5 =3) ONLY	3	Probate/estate management
(A5 = 4) ONLY	4	Debt or hire purchase problems
(A5= 5) ONLY	5	Disputes with neighbours
(A5 = 6) ONLY	6	Family matters
(A5 = 7) ONLY	7	Making a will
(A5 = 8) ONLY	8	Problems at work
(A5 = 9) ONLY	9	Problems with benefits or tax credits
(A5 = 10) ONLY	10	Problems with consumer services or goods/products
(A5 = 11) ONLY	11	Problems with housing/landlord or tenant problems
(A5 = 12) ONLY	12	Visa/immigration matters
(A5 = 14) ONLY	14	Other legal matter (SPECIFY)

DUM 2m – WHERE A5 = MULTICODE

(A5 = 1) AND (A7=1)	1	Accident or injury claims
(A5 = 2) AND (A7=2)	2	Conveyancing
(A5 =3) AND (A7=3)	3	Probate/estate management
(A5 = 4) AND (A7=4)	4	Debt or hire purchase problems
(A5= 5) AND (A7=5)	5	Disputes with neighbours
(A5 = 6) AND (A7=6)	6	Family matters
(A5 = 7) AND (A7=7)	7	Making a will
(A5 = 8) AND (A7=8)	8	Problems at work
(A5 = 9) AND (A7=9)	9	Problems with benefits or tax credits
(A5 = 10) AND (A7=10)	10	Problems with consumer services or goods/products
(A5 = 11) AND (A7=11)	11	Problems with housing/landlord or tenant problems
(A5 = 12) AND (A7=12)	12	Visa/immigration matters
(A5 = 14) AND (A7=14)	14	Other legal matter (SPECIFY)

B Background

ASK ALL

B1 **You told me that your legal matter was to do with [INSERT FROM DUM1A/1B]. Please can you think about this legal matter while you answer the rest of the questions.**

When someone needs help or advice with a legal matter, they can get it from a range of different legal service providers. Did you use any of the following types of legal service provider?

INTERVIEWER – ASK IF PARTICIPANT HAS MENTIONED EARLIER THAT THEY USED A CERTAIN LEGAL SERVICE PROVIDER: YOU ALREADY MENTIONED TO ME THAT YOU USED A/AN [INSERT LEGAL SERVICE PROVIDER MENTIONED]. I JUST NEED TO CHECK WHETHER YOU USED ANY OTHER TYPE OF LEGAL SERVICE PROVIDER AS WELL.

READ OUT. ROTATE ORDER 1-17. MULTICODE.

IF B1 = 18 ONLY: SEE INSTRUCTIONS IN TABLE – INTERVIEWER TO EXERCISE JUDGEMENT ABOUT HOW RESPONSE IS CODED.

Accountant	1	
Advisory service/legal advice centre (e.g. Citizen's Advice Bureau, LawWorks etc).	2	
Barrister	3	
Council/Local Authority Advice Service	4	
Costs lawyer (DO NOT READ OUT: Costs lawyers specialise in the law relating to legal costs. The term "legal costs" is defined in guidance as " <i>the remuneration of legal representatives (e.g. solicitors and barristers) which are controlled by statute or common law.</i> " Areas of legal costs in which a costs lawyer may become involved are: costs payable "between the parties", solicitor and "own client" costs, publicly-funded (legal aid) costs.)	5	
Financial provider/financial adviser	6	
Insurance company	7	
An internet-based company (i.e. a company that operates solely online)	8	
Legal executive (DO NOT READ OUT: Legal executives are trained and qualified legal professionals. They often specialise in one particular area of law and carry out work similar to that done by a solicitor.)	9	
Legal helpline (e.g. FSB, Which?)	10	
[IF DUM 2= 2 or 3 ONLY] Licensed conveyancer	11	
McKenzie Friend (DO NOT READ OUT: A person who represents him/herself in court is called a <i>Litigant in Person</i>)	12	

(LIP). A LIP may be accompanied by someone to help them and this person is called a <i>McKenzie Friend (MF)</i> . <i>The MF does not need to be legally qualified but provides advice and support to the LIP before and during any court hearing. Some MFs charge fees and (essentially) anyone can be a MF.)</i>		
Charity (DO NOT READ OUT: national or local)	13	
Notary (DO NOT READ OUT: [aka Notary Public]. Notaries are qualified lawyers (usually solicitors) primarily concerned with the authentication and certification of signatures and documents for use abroad.)	14	
Solicitor	15	
Trade Union or professional body	16	
Will writer	17	
Other (SPECIFY)	18	<p>IF 18 = SINGLE CODE:</p> <p>INTERVIEWER TO EXERCISE PERSONAL JUDGEMENT HERE ABOUT THE RESPONSE. IF CONSIDERED SENSIBLE / TO MAKE SENSE AS A STANDALONE RESPONSE, ROUTE TO B3.</p> <p>IF RESPONSE IS NOT SENSIBLE / UNCLEAR – RECORD AS 'NONE OF THESE' AND THANK AND CLOSE.</p>
DO NOT READ OUT: None of these	19	THANK & CLOSE
DO NOT READ OUT: Don't know/can't remember	20	
DO NOT READ OUT: Refused	21	

ASK IF MORE THAN ONE OPTION SELECTED AT B1 (>1 CODED AT B1_ = 1-18)

B2 And of the different types of legal service provider you used for your legal matter, which one had the most responsibility overall?

DO NOT READ OUT. SINGLE CODE. PROMPT IF NECESSARY.

[IF B1=1] Accountant	1	
[IF B1=2] Advisory service/legal advice centre (e.g. Citizen's Advice Bureau, LawWorks etc).	2	
[IF B1=3] Barrister	3	
[IF B1=4] Council/Local Authority Advice Service	4	
[IF B1=5] Costs lawyer	5	
[IF B1=6] Financial provider/financial adviser	6	
[IF B1=7] Insurance company	7	
[IF B1=8] An internet-based company (i.e. a company that operates solely online)	8	
[IF B1=9] Legal executive	9	
[IF B1=10] Legal helpline (e.g. FSB, Which?)	10	
[IF B1=11] Licensed conveyancer	11	
[IF B1=12] McKenzie Friend	12	
[IF B1=13] Charity	13	
[IF B1=14] Notary	14	
[IF B1=15] Solicitor	15	
[IF B1=16] Trade Union or professional body	16	
[IF B1=17] Will writer	17	
[IF B1=18] Other (SPECIFY)	18	
DO NOT READ OUT: Don't know/can't remember	19	
DO NOT READ OUT: None of these	20	THANK AND CLOSE
DO NOT READ OUT: Refused	21	

DUM 3s – IF B1 IS A SINGLE CODE

(B1 = 1) ONLY	1	Accountant
(B1 = 2) ONLY	2	Advisory service/legal advice centre
(B1 = 3) ONLY	3	Barrister
(B1 = 4) ONLY	4	Council/Local Authority Advice Service
(B1 = 5) ONLY	5	Costs lawyer
(B1 = 6) ONLY	6	Financial provider/financial adviser
(B1 = 7) ONLY	7	Insurance company
(B1 = 8) ONLY	8	Internet-based company
(B1= 9) ONLY	9	Legal executive
(B1= 10) ONLY	10	Legal helpline
(B1= 11) ONLY	11	Licensed conveyancer
(B1= 12) ONLY	12	McKenzie Friend
(B1= 13) ONLY	13	Charity
(B1= 14) ONLY	14	Notary
(B1= 15) ONLY	15	Solicitor
(B1= 16) ONLY	16	Trade Union or professional body
(B1= 17) ONLY	17	Will writer
(B1= 18) ONLY	18	Other (SPECIFY)

DUM 3m – IF B1 IS A MULTICODE

(B1 = 1) AND (B2=1)	1	Accountant
(B1 = 2) AND (B2=2)	2	Advisory service/legal advice centre
(B1 = 3) AND (B2=3)	3	Barrister
(B1 = 4) AND (B2=4)	4	Council/Local Authority Advice Service
(B1 = 5) AND (B2=5)	5	Costs lawyer
(B1 = 6) AND (B2=6)	6	Financial provider/financial adviser
(B1 = 7) AND (B2=7)	7	Insurance company
(B1 = 8) AND (B2=8)	8	Internet-based company
(B1= 9) AND (B2=9)	9	Legal executive
(B1= 10) AND (B2=10)	10	Legal helpline
(B1= 11) AND (B2=11)	11	Licensed conveyancer
(B1= 12) AND (B2=12)	12	McKenzie Friend
(B1= 13) AND (B2=13)	13	Charity
(B1= 14) AND (B2=14)	14	Notary
(B1= 15) AND (B2=15)	15	Solicitor
(B1= 16) AND (B2=16)	16	Trade Union or professional body
(B1= 17) AND (B2=17)	17	Will writer
(B1= 18) AND (B2=18)	18	Other (SPECIFY)

IF B1 = 1 CODE FROM 1-17 OR IF B1 = 18 ONLY:

READ OUT LOUD: For the rest of the survey, I'd like you to think about the [INSERT FROM B1=1-17 OR B1=18] you used for the legal matter you had relating to [INSERT FROM DUM1A/1B].

IF B1 = 1 CODE FROM 1-17 AND ALSO 18 AND B2 = 19:

READ OUT LOUD: For the rest of the survey, I'd like you to think about the [INSERT FROM B1=1-17] you used for the legal matter you had relating to [INSERT FROM DUM1A/1B].

IF B1 = 2> CODES FROM 1-17 AND ALSO 18 AND B2 = 19:

READ OUT LOUD: For the rest of the survey, I'd like you to think about the [INSERT RANDOMLY SELECTED CODE FROM B1=1-17] you used for the legal matter you had relating to [INSERT FROM DUM1A/1B].

IF B1= 1 CODE FROM 1-17 AND ALSO 18: AT B3, ONLY CODE 1-17 TO BE USED.

READ OUT LOUD: For the rest of the survey, I'd like you to think about the [INSERT FROM B1=1-17] you used for the legal matter you had relating to [INSERT FROM DUM1A/1B].

IF B1 = 2> CODES FROM 1-17 AND ALSO 18: AT B3, ONLY 1 RANDOMLY SELECTED CODE FROM B1=1-17 TO BE USED:

READ OUT LOUD: For the rest of the survey, I'd like you to think about the [INSERT RANDOMLY SELECTED CODE FROM B1=1-17] you used for the legal matter you had relating to [INSERT FROM DUM1A/1B].

B3 Which of the following best describes the legal service provider's work on the legal matter that we are discussing?

READ OUT. SINGLE CODE.

Their work is still ongoing	1	
Their work is concluded	2	
DO NOT READ OUT: Don't know/can't remember	3	
DO NOT READ OUT: Refused	4	

ASK IF LSP'S WORK IS NOT ONGOING (B3#1)

B4 And could you tell me in which year and month your legal matter was concluded? If you can't remember precisely, your best estimate is fine.

SELECT FROM LIST

DS TO SET UP: TWO LISTS, ONE FOR YEARS (LISTING 2014, 2015, 2016) AND ONE FOR MONTHS (ALL 12 MONTHS IN THE YEAR). NB IF 2016 IS SELECTED THEN ONLY JANUARY, FEBRUARY, MARCH AND APRIL SHOULD BE SELECTED.

WRITE IN – YEAR AND MONTH		
Don't know/can't remember	1	
Refused	2	

ASK ALL

B5 Thinking about the [INSERT FROM DUM2A/2B OR IF (B1=1-18 AND B2=19) THEN INSERT 1 RANDOMLY SELECTED CODE FROM B1=1-17] [IF B3=1: you are using] [IF B3 ≠1: you used] for your legal matter, [IF B3=1: is] [IF B3≠1: was] it the first time you have used a legal service provider?

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know/can't remember	3	
Refused	4	

ASK ALL

B6 When deciding which legal service provider to use for your legal matter, did you compare two or more legal service providers?

DO NOT READ OUT. SINGLE CODE.

Yes	1	GO TO D1
No	2	GO TO C1
Don't know/can't remember	3	GO TO C1
Refused	4	GO TO C1

C Choosing a legal service provider: Non-comparers

ASK IF DID NOT COMPARE (B6#1)

C1 How did you identify a legal service provider who could help you with your legal matter?

DO NOT READ OUT. MULTICODE.

Personal experience of using them before	1	
Recommendation from family or friends	2	
Recommendation from a professional third-party (e.g. accountant, Citizen's Advice, estate agent, trade union, charity etc.)	3	
Referral from/choice made by a professional intermediary (e.g. insurance company, mortgage provider, trade union etc.)	4	
Internet search using a search engine/browser (e.g. Bing/Google etc.)	5	
Internet search using a price comparison website, referral site (e.g. Compare Legal Costs, Nelsons Online, Legal Brokers Ltd etc.)	6	
Legal directories (e.g. Law Society 'Find a Solicitor' database, Chambers)	7	
The Phone Book / Yellow Pages / Thompson Local / 118	8	
Advert in the paper	9	
Advert on TV / radio / internet / social media	10	
The provider's office was local to my home / work / place of study	11	
Other (SPECIFY)	12	
Don't know/can't remember	13	
Refused	14	

ASK IF DID NOT COMPARE (B6#1)

C2 Roughly how long did you spend searching for a legal service provider to use, once you decided you needed legal help? Please provide your best estimate in minutes or hours.

INTERVIEWER NOTE: PLEASE ENSURE RESPONDENT IS CLEAR ABOUT THE SCALE OF TIME AND ALLOW RESPONDENT TO ESTIMATE IN MINUTES OR HOURS, AS THEY PREFER. ENSURE YOU RECORD WHETHER RESPONDENT'S ANSWER REFERS TO MINUTES OR HOURS.

WRITE IN. PROMPT AS NECESSARY.

WRITE IN – NUMBER OF MINUTES/HOURS		
[IF C1=4] Not applicable	1	
Don't know/can't remember	2	
Refused	3	

ASK IF DID NOT COMPARE (B6#1)

C3 Which of the following types of information, if any, did you use to choose your legal service provider?

READ OUT. MULTICODE.

DS - ROTATE ORDER 1-8

Your experience of using them before	1	
Feedback/recommendations from family or friends	2	
Feedback/recommendations from a professional third party (e.g. accountant, estate agent, trade union, charity etc.)	3	
Information about the provider's qualifications and previous experience	4	
Information about the provider's reputation (e.g. from customer reviews, its ranking in legal directories etc.)	5	
The provider's costs	6	
The provider's location	7	
The provider's name/brand	8	
Other (SPECIFY)	9	
DO NOT READ OUT: NONE OF THESE	10	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	11	
DO NOT READ OUT: REFUSED	12	

ASK IF DID NOT COMPARE (B6#1)

C4 How important, if at all, were each of the following factors to you when you chose your legal service provider?

READ OUT. SINGLE CODE FOR EACH.

DS – ROTATE THE ORDER OF ITERATIONS _1 - _5

DS – REVERSE ORDER OF CODES (EXC. DK AND REF) FOR 50% OF RESPONDENTS (I.E. UNIMPORTANT-IMPORTANT).

	Important	Fairly important	Neither important nor unimportant	Fairly unimportant	Unimportant	DO NOT READ OUT: Don't know	DO NOT READ OUT: Refused
_1 Cost	1	2	3	4	5	6	7
_2 That the provider has a well-known name/ is a trusted brand	1	2	3	4	5	6	7
_3 The provider's location	1	2	3	4	5	6	7
_4 The provider's qualifications and previous experience	1	2	3	4	5	6	7
_5 The provider's reputation (e.g. from recommendations, customer reviews, its ranking in legal directories etc.)	1	2	3	4	5	6	7

ASK IF DID NOT COMPARE (B6#1)

C5 And what, if any, other factors were important to you when choosing a provider?

WRITE IN. PROBE FULLY.

WRITE IN		
DO NOT READ OUT: None	1	
DO NOT READ OUT: Don't know/can't remember	2	
DO NOT READ OUT: Refused	3	

ASK IF DID NOT COMPARE (B6#1)

C6 And before you chose your legal service provider, did you feel you were able to adequately judge the likely quality of the help that they would give you (i.e. whether their advice was likely to meet best practice quality standards)?

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	
Refused	4	

ASK IF DID NOT COMPARE (B6#1)

C10 Before you made direct contact with your legal service provider, did you have any idea from them of what the cost of their work would be?

READ OUT. REVERSE RESPONSE LIST (EXCLUDING DK/REFUSED) FOR 50% OF SAMPLE. SINGLE CODE.

_1 Yes – I knew exactly what it would be, because all their prices were already available	1
_2 Yes – I knew roughly what it would be, because a guide to their prices was already available	2
_3 No – I didn't have any idea	3
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4
DO NOT READ OUT: REFUSED	5

ASK IF DID NOT COMPARE (B6≠1)

C7 Can you please think back to the time after you made direct contact with your legal service provider, but before you made a commitment to using them by signing an agreement or contract.

Did you receive any kind of information about the cost of their work from them?

DO NOT READ OUT. SINGLE CODE.

Yes	1	GO TO C8
No	2	GO TO C13
Don't know/can't remember	3	
Refused	4	

ASK IF C7=1

C8 And which of the following best describes the information you received regarding the cost of the legal service?

READ OUT IF NECESSARY:

AN ESTIMATE IS WHAT THE SUPPLIER THINKS THE WORK WILL COST BASED ON PAST EXPERIENCE, BUT IS NOT A FIRM (OR BINDING) OFFER TO DO THE WORK AT THAT PRICE. THE CUSTOMER MAY END UP PAYING MORE OR LESS THAN THE PRICE ESTIMATED WHEN THE WORK IS COMPLETED.

A QUOTATION IS AN OFFER TO DO THE WORK AT A CERTAIN PRICE OR FOR A FIXED FEE. ONCE ACCEPTED BY THE CUSTOMER, THE PRICE IS BINDING, UNLESS THE CUSTOMER SEEKS TO VARY THE CONTRACT BY CHANGING THE WORK TO BE DONE.

READ OUT. MULTICODE.

You received an estimate of the costs	1	GO TO C10
You received a quotation of the costs	2	
DO NOT READ OUT: Received something but not sure whether it was an estimate or quotation	3	
DO NOT READ OUT: Something else (SPECIFY)	4	
READ OUT: You were told the service was free or "pro bono"/ you did not need to pay anything for the service/ the service would be paid for by someone else	5	GO TO C12
DO NOT READ OUT: Don't know/can't remember	6	GO TO C12
DO NOT READ OUT: Refused	7	GO TO C12

ASK IF PROVIDED WITH COST INFORMATION (C8 =1-4) AND LSP'S WORK IS ONGOING (B3=1)

C9 Which of the following best describes how the cost information was calculated?

READ OUT. SINGLE CODE.

As a cost per hour <u>with</u> a guide to the number of hours needed for the work (plus any third-party fees/disbursements)	1	
As a cost per hour <u>without</u> a guide to the number of hours needed for the work (plus any third-party fees/disbursements)	2	
As a fixed/flat/all-in fee for the specified services	3	
On a 'no win, no fee' basis	4	
Other (SPECIFY)	5	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	6	
DO NOT READ OUT: REFUSED	7	

ASK IF PROVIDED WITH COST INFORMATION (C8=1-4)

C11 In order to get cost information from your legal service provider, how much information did you have to share about your legal matter?

READ OUT. SINGLE CODE.

Just the legal matter itself was enough	1	
The legal matter plus a limited amount of background and other relevant information	2	
The legal matter plus detailed disclosure of background and other relevant information	3	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4	
DO NOT READ OUT: REFUSED	5	

ASK IF DID NOT COMPARE (B6#1)

C12 Earlier, you told me that in deciding which legal service provider to use, you did not compare between two or more legal service providers. Can you tell me why you did not compare providers?

DO NOT READ OUT. MULTICODE.

Didn't have a choice: they were a referral from/choice made by a professional intermediary (e.g. insurance company, mortgage provider etc.)	1	
I had previous experience of using them	2	
I trusted the recommendation I was given	3	
I was happy with the first one I looked at	4	
My legal matter was routine / simple	5	
My legal matter was urgent	6	
They (providers) are all much the same/equally competent	7	
Thought it would be too difficult to do	8	
Thought it would be too time-consuming to do	9	
Other (SPECIFY)	10	
Don't know/can't remember	11	
Refused	12	

ASK IF CONSIDERED IT TO BE TOO DIFFICULT/TIME-CONSUMING (C12=8 AND/OR 9)

C13 **Why do you say that you thought it would be** [IF C12=8: **too difficult**] [IF C12=8 AND 9: **and**] [IF C12 = 9 **too time-consuming**] **to compare two or more legal service providers?**

DO NOT READ OUT. MULTICODE.

A meeting with the provider was required to get all the information I needed and I didn't have time to do this multiple times	1	
Wouldn't know how to compare them/what to compare them on	2	
Don't know how/where to find all the necessary information	3	
Too much hassle to find all the necessary information	4	
Information not supplied in a standard/like-for-like way by different providers	5	
Not possible to compare costs with the information available	6	
Not possible to compare quality with the information available	7	
Other (SPECIFY)	8	
Don't know/can't remember	9	
Refused	10	

D Choosing a legal service provider: Comparers

ASK IF DID COMPARE (B6=1)

D1 In total, how many legal service providers did you compare? If you can't remember exactly, please give your best estimate.

WRITE IN. PROBE AS NECESSARY.

WRITE IN		
Don't know/can't remember	1	
Refused	2	

ASK IF DID COMPARE (B6=1)

D2 How did you identify and compare legal service providers who could help with your legal matter?

DO NOT READ OUT. MULTICODE.

Personal experience of using them before	1	
Recommendation from family or friends	2	
Recommendation from a professional third-party (e.g. accountant, Citizen's Advice, estate agent, trade union, charity etc.)	3	
Referral from/choice made by a professional intermediary (e.g. insurance company, mortgage provider, trade union etc.)	4	
Internet search using a search engine/browser (e.g. Bing/Google etc.)	5	
Internet search using a price comparison website, referral site (e.g. Compare Legal Costs, Nelsons Online, Legal Brokers Ltd etc.)	6	
Legal directories (e.g. Law Society 'Find a Solicitor' database, Chambers)	7	
The Phone Book / Yellow Pages / Thompson Local / 118	8	
Advert in the paper	9	
Advert on TV / radio / internet / social media	10	
The provider's office was local to my home / work / place of study	11	
Other (SPECIFY)	12	
Don't know/can't remember	13	
Refused	14	

ASK IF DID COMPARE (B6=1)

D3 Roughly how long did you spend searching for a legal service provider to use, once you decided you needed legal help? Please provide your best estimate in minutes or hours.

INTERVIEWER NOTE: PLEASE ENSURE RESPONDENT IS CLEAR ABOUT THE SCALE OF TIME AND ALLOW RESPONDENT TO ESTIMATE IN MINUTES OR HOURS, AS THEY PREFER. ENSURE YOU RECORD WHETHER RESPONDENT'S ANSWER REFERS TO MINUTES OR HOURS.

WRITE IN. PROMPT AS NECESSARY.

WRITE IN - NUMBER OF MINUTES/HOURS		
[IF D2=4] Not applicable		
DO NOT READ OUT: Don't know/can't remember		
DO NOT READ OUT: Refused		

ASK IF DID COMPARE (B6=1)

D4 Which of the following types of information, if any, did you use to choose your legal service provider?

READ OUT. MULTICODE.

DS - ROTATE ORDER 1-8

Your experience of using them before	1	
Feedback/recommendations from family or friends	2	
Feedback/recommendations from a professional third party (e.g. accountant, estate agent, trade union, charity etc.)	3	
Information about the provider's qualifications and previous experience	4	
Information about the provider's reputation (e.g. from customer reviews, its ranking in legal directories etc.)	5	
The provider's costs	6	
The provider's location	7	
The provider's name/brand	8	
Other (SPECIFY)	9	
DO NOT READ OUT: NONE OF THESE	10	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	11	
DO NOT READ OUT: REFUSED	12	

ASK IF DID COMPARE (B6=1)

D5 How important, if at all, were each of the following factors to you when finding and comparing legal service providers?

READ OUT. SINGLE CODE FOR EACH.

DS – ROTATE THE ORDER OF ITERATIONS _1- _5

DS – REVERSE ORDER OF CODES (EXC. DK AND REF) FOR 50% OF RESPONDENTS (I.E. UNIMPORTANT- IMPORTANT)

	Important	Fairly important	Neither important nor unimportant	Fairly unimportant	Unimportant	DO NOT READ OUT: Don't know	DO NOT READ OUT: Refused
_1 Cost	1	2	3	4	5	6	7
_2 That the provider has a well-known name/ is a trusted brand	1	2	3	4	5	6	7
_3 The provider's location	1	2	3	4	5	6	7
_4 The provider's qualifications and previous experience	1	2	3	4	5	6	7
_5 The provider's reputation (e.g. from recommendations, customer reviews, its ranking in legal directories etc.)	1	2	3	4	5	6	7

ASK IF DID COMPARE (B6=1)

D6 And what, if any, other factors were important to you when finding and comparing legal service providers?

WRITE IN. PROBE FULLY.

WRITE IN		
DO NOT READ OUT: None	1	
DO NOT READ OUT: Don't know/can't remember	2	
DO NOT READ OUT: Refused	3	

ASK IF DID COMPARE (B6=1)

D7 Before you chose your legal service provider, did you feel you were able to adequately judge the likely quality of the help they would give you (i.e. whether their advice was likely to meet best practice quality standards)?

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know/can't remember	3	
Refused	4	

ASK IF DID COMPARE (B6=1)

D11 Before you made direct contact with your legal service provider, did you have any idea from them of what the cost of their work would be?

READ OUT. REVERSE RESPONSE LIST (EXCLUDING DK/REFUSED) FOR 50% OF SAMPLE. SINGLE CODE.

1 Yes – I knew exactly what it would be, because all their prices were already available	1
2 Yes – I knew roughly what it would be, because a guide to their prices was already available	2
3 No – I didn't have any idea	3
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4
DO NOT READ OUT: REFUSED	5

ASK IF DID COMPARE (B6=1)

D8 Can you please think back to the time after you made direct contact with your legal service provider, but before you made a commitment to using them by signing an agreement or contract.

Did you receive any kind of information about the cost of their work from them?

DO NOT READ OUT. SINGLE CODE.

Yes	1	GO TO D9
No	2	GO TO D14
Don't know/can't remember	3	GO TO D14
Refused	4	GO TO D14

ASK IF D8=1

D9 And for the legal service provider that you used, which of the following best describes the information you received regarding the cost of the legal service?

READ OUT IF NECESSARY:

AN ESTIMATE IS WHAT THE SUPPLIER THINKS THE WORK WILL COST BASED ON PAST EXPERIENCE, BUT IS NOT A FIRM (OR BINDING) OFFER TO DO THE WORK AT THAT PRICE. THE CUSTOMER MAY END UP PAYING MORE OR LESS THAN THE PRICE ESTIMATED WHEN THE WORK IS COMPLETED.

A QUOTATION IS AN OFFER TO DO THE WORK AT A CERTAIN PRICE OR FOR A FIXED FEE. ONCE ACCEPTED BY THE CUSTOMER, THE PRICE IS BINDING, UNLESS THE CUSTOMER SEEKS TO VARY THE CONTRACT BY CHANGING THE WORK TO BE DONE.

READ OUT. MULTICODE.

You received an estimate of the cost	1	GO TO D11
You received a quotation of the cost	2	
DO NOT READ OUT: Received something but not sure whether it was an estimate or quotation	3	
DO NOT READ OUT: Something else (SPECIFY)	4	
READ OUT: You were told the service was free or “pro bono”/ you did not need to pay anything for the service/ the service would be paid for by someone else	5	GO TO D13
DO NOT READ OUT: Don’t know/can’t remember	6	GO TO D13
DO NOT READ OUT: Refused	7	GO TO D13

ASK IF PROVIDED WITH COST INFORMATION (D9=1-4) AND LSP'S WORK IS ONGOING (B3=1).

D10 Which of the following best describes how the cost information was calculated?

READ OUT. SINGLE CODE.

As a cost per hour <u>with</u> a guide to the number of hours needed for the work (plus any third-party fees/disbursements)	1	
As a cost per hour <u>without</u> a guide to the number of hours needed for the work (plus any third-party fees/disbursements)	2	
As fixed/flat/all-in fee for the specified services	3	
On a 'no win, no fee' basis	4	
Other (SPECIFY)	5	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	6	
DO NOT READ OUT: REFUSED	7	

ASK IF PROVIDED WITH COST INFORMATION (D9=1-4)

D12 In order to get cost information from the legal service provider you used, how much information did you have to share about your legal matter?

READ OUT. SINGLE CODE.

Just the legal matter itself was enough	1	
The legal matter plus a limited amount of background and other relevant information	2	
The legal matter plus detailed disclosure of background and other relevant information	3	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4	
DO NOT READ OUT: REFUSED	5	

ASK IF DID COMPARE (B6=1)

D13 Generally speaking, how easy or difficult did you find it to compare the cost of different legal service providers?

READ OUT. SINGLE CODE.

DS - REVERSE RESPONSE LIST (EXC. DON'T KNOW AND REFUSED) FOR 50% RESPONDENTS

Very easy	1	CONTINUE
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	GO TO D14
Very difficult	5	
DO NOT READ OUT: Don't know	6	CONTINUE
DO NOT READ OUT: Refused	7	

ASK IF FOUND IT DIFFICULT TO COMPARE PROVIDERS (D13=4 OR 5)

D14 Why do you say you found it difficult to compare the likely cost of using different legal service providers?

DO NOT READ OUT. MULTICODE.

Difficult to get cost information from some/all of the providers	1	
Information not supplied in a standard/like-for-like way by different providers	2	
Didn't understand the information they gave me/too complicated	3	
Hard to tell whether more expensive = better quality	4	
The different costs e.g. time and third party fees (disbursements), were not separated out	5	
Other (SPECIFY)	6	
Don't know/can't remember	7	

E Clarity of fees

ASK IF LSP'S WORK IS NOT ONGOING (B3#1) AND RESPONDENT PAID (C8=1/2/3/4/6/7 OR D9=1/2/3/4/6/7)

E1 In total, how much did you pay for the work done by the legal service provider in relation to your legal matter? This is the total amount you paid, including VAT and third-party fees (disbursements). If you don't know the precise amount your best estimate will be fine.

WRITE IN.

WRITE IN		
DO NOT READ OUT: Don't know/can't remember	1	
DO NOT READ OUT: Refused	2	

IF DON'T KNOW / REFUSE EXACT NUMBER – PROMPT WITH RANGES

Less than £100	1
£100-£250	2
£251-£500	3
£501-£750	4
£751-£1,000	5
£1,001-£1,500	6
£1,501-£2,000	7
£2,001-£5,000	8
£5,001-£7,500	9
£7,501-£10,000	10
£10,000 or more	11
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	12
DO NOT READ OUT: REFUSED	13

ASK IF LSP'S WORK IS NOT ONGOING (B3#1) AND RESPONDENT PAID (C8=1/2/3/4/6/7 OR D9=1/2/3/4/6/7)

E2 Which of the following best describes how the final amount you paid was calculated?

READ OUT. SINGLE CODE.

As a fixed/flat/all-in fee	1	
As a cost per hour basis	2	
On a 'no win, no fee' basis	3	
Other (SPECIFY)	4	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	5	
DO NOT READ OUT: REFUSED	6	

IF E2=1

E3 And which of the following best describes how the fixed fee was calculated?

READ OUT. SINGLE CODE

A fully inclusive fee	1	
A fee inclusive of specified services, and itemised charges for any additional, necessary services	2	
Other (SPECIFY)	3	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4	
DO NOT READ OUT: REFUSED	5	

IF E2=2

E4 And which of the following best describes how the hourly cost was calculated?

READ OUT. SINGLE CODE

A cost per hour, <u>with</u> an estimate of/guide to the number of hours likely to be needed for the work plus any third-party fees (disbursements)	1	
A cost per hour, <u>without</u> an estimate of/guide to the number of hours likely to be needed for the work plus any third-party fees (disbursements)	2	
Other (SPECIFY)	3	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4	
DO NOT READ OUT: REFUSED	5	

IF E2=3

E5 And which of the following best describes how the 'no win, no fee' arrangement was calculated?

READ OUT. SINGLE CODE

'No win, no fee', conditional fee arrangement (CFA) (in the event of winning the case, the client pays the legal service provider's fees and a "success fee" but then can usually recover these amounts from the losing side in the case)	1	
'No win, no fee', contingency fee arrangement (in the event of winning the case, the legal service provider can claim a percentage of any money they win on your behalf plus expenses)	2	
Other (SPECIFY)	3	
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	4	
DO NOT READ OUT: REFUSED	5	

ASK IF LSP'S WORK IS NOT ONGOING (B3#1) AND RECEIVED COST INFORMATION FROM PROVIDER(S) (C8=1-4 OR D9=1-4)

E6 And was the final bill calculated on the same basis as the cost information you received initially?

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know/can't remember	3	
Refused	4	

ASK IF LSP'S WORK IS NOT ONGOING (B3#1) AND RESPONDENT PAID (C8=1/2/3/4/6/7 OR D9=1/2/3/4/6/7)

E7 Thinking about the final amount you paid for the work done by the legal service provider in relation to your legal matter, was this more than you expected to pay, the same as you expected to pay or less than you expected to pay?

DO NOT READ OUT. SINGLE CODE.

More than expected to pay	1	GO TO E8
The same as expected to pay	2	GO TO E10
Less than expected to pay	3	
Don't know/can't remember	4	
Refused	5	

ASK IF FINAL FEE WAS MORE THAN EXPECTED TO PAY (E7=1)

E8 In total, how much more than expected did you pay for the work done by the legal service provider in relation to your legal matter?

If you don't know the precise amount your best estimate will be fine.

WRITE IN.

WRITE IN		
DO NOT READ OUT: Don't know/can't remember	1	
DO NOT READ OUT: Refused	2	

IF DON'T KNOW /REFUSE EXACT NUMBER – PROMPT WITH RANGES

Less than £100	1
£100-£199	2
£200-£299	3
£200-£399	4
£400-£499	5
£500-£599	6
£600-£699	7
£700-£799	8
£800-£899	9
£900-£999	10
£1000-£1,999	11
£2,000-£2,999	12
£3,000-£3,999	13
£4,000-£4,999	14
£5,000-£5,999	15
£6,000-£6,999	16
£7,000-£7,999	17
£8,000-£8,999	18
£9,000-£9,999	19
£10,000 or more	20
DO NOT READ OUT: DON'T KNOW/CAN'T REMEMBER	21
DO NOT READ OUT: REFUSED	22

ASK IF FINAL FEE WAS MORE THAN EXPECTED TO PAY (E7=1)

E9 As far as you know, why was your final bill more than you expected?

DO NOT READ OUT. MULTICODE.

Additional fees paid to court and/or barristers' fees	1	
Additional lawyer(s) on the case	2	
Initial estimate or quotation provided by legal service provider was unrealistic for the amount of work involved	3	
Need for expert reports (e.g. from a medical doctor)	4	
New information or developments to the case	5	
Third-party fees (disbursements) were higher than expected	6	
Work took longer than originally estimated	7	
Other (SPECIFY)	8	
Don't know/can't remember	9	
Refused	10	

ASK IF LSP'S WORK IS NOT ONGOING (B3#1) AND RESPONDENT PAID

(C8=1/2/3/4/6/7OR D9=1/2/3/4/6/7)

E10 Overall, how would you describe the value for money you received from your legal service provider? Would you say it was ... ?

READ OUT. SINGLE CODE.

Very good	1	
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
DO NOT READ OUT: DON'T KNOW	6	
DO NOT READ OUT: REFUSED	7	

F Quality of service and advice

ASK IF LSP'S WORK IS ONGOING (B3=1)

F1 Overall, how satisfied or dissatisfied are you so far with the quality of service you are receiving from your legal service provider (this is separate to the quality of the legal advice you are receiving)?

READ OUT. SINGLE CODE.

DS - REVERSE RESPONSE SCALE (EXC. DON'T KNOW AND REFUSED) FOR 50% OF RESPONDENTS

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: DON'T KNOW	6	
DO NOT READ OUT: REFUSED	7	

ASK IF LSP'S WORK IS ONGOING (B3=1)

F2 And how satisfied or dissatisfied are you so far with each of the following aspects of the service you are receiving from your legal service provider?

READ OUT. SINGLE CODE AT EACH.

DS – ROTATE ITERATIONS _1- _5

DS – REVERSE RESPONSE SCALE (EXC. DON'T KNOW, REFUSED AND NOT APPLICABLE) FOR 50% OF RESPONDENTS

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: DON'T KNOW	DO NOT READ OUT: REFUSED	DO NOT READ OUT: NOT APPLICABLE
_1 The clarity of information on the initial cost estimate or quotation	1	2	3	4	5	6	7	8
_2 The clarity of information on any changes to the initial cost estimate or quotation	1	2	3	4	5	6	7	8
_3 The clarity of information on any changes to the service to be provided to you	1	2	3	4	5	6	7	8
_4 How efficiently they respond to any issues you have	1	2	3	4	5	6	7	8
_5 The level of explanation given about the progress of and key developments in the case	1	2	3	4	5	6	7	8

ASK IF LSP'S WORK IS NOT ONGOING (B3#1)

F3 Overall, how satisfied or dissatisfied were you with the quality of service you received from your legal service provider (this is separate to the quality of the legal advice you received)?

READ OUT. SINGLE CODE.

DS - REVERSE RESPONSE SCALE (EXC. DON'T KNOW AND REFUSED) FOR 50% OF RESPONDENTS

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: DON'T KNOW	6	
DO NOT READ OUT: REFUSED	7	

ASK IF LSP'S WORK IS NOT ONGOING (B3#1)

F4 And how satisfied or dissatisfied were you with each of the following aspects of the service you received from your legal service provider?

READ OUT. SINGLE CODE AT EACH.

DS – ROTATE ITERATIONS _1- _5

DS – REVERSE RESPONSE SCALE (EXC. DON'T KNOW, REFUSED AND NOT APPLICABLE) FOR 50% OF RESPONDENTS

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: DON'T KNOW	DO NOT READ OUT: REFUSED	DO NOT READ OUT: NOT APPLICABLE
_1 The clarity of information on the initial cost estimate or quotation	1	2	3	4	5	6	7	8
_2 The clarity of information on any changes to the initial cost estimate or quotation	1	2	3	4	5	6	7	8
_3 The clarity of information on any changes to the service to be provided to you	1	2	3	4	5	6	7	8
_4 How efficiently they responded to any issues you had	1	2	3	4	5	6	7	8
_5 The level of explanation given about the progress of and key developments in the case	1	2	3	4	5	6	7	8

ASK IF LSP'S WORK IS NOT ONGOING (B3#1)

F5 Overall, how satisfied or dissatisfied were you with the quality of the legal advice you received from your legal service provider?

READ OUT. SINGLE CODE.

DS - REVERSE RESPONSE SCALE (EXC. DON'T KNOW AND REFUSED) FOR 50% OF RESPONDENTS

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: DON'T KNOW	6	
DO NOT READ OUT: REFUSED	7	

ASK IF LSP'S WORK IS NOT ONGOING (B3#1)

F6 And overall, would you say you were satisfied or dissatisfied with the outcome of your legal matter?

DO NOT READ OUT. SINGLE CODE.

Satisfied	1	
Dissatisfied	2	
DO NOT READ OUT: DON'T KNOW	3	
DO NOT READ OUT: REFUSED	4	

G Current regulations and redress mechanisms – after a purchase is made

ASK ALL

G1 How confident are you, if at all, that your legal service provider explained the following things to you, either verbally or in writing (or both)?

READ OUT. SINGLE CODE AT EACH.

READ OUT SCALE FULLY ONCE AND THEN READ OUT AS NECESSARY.

	I am very confident that this was explained	I am fairly confident that this was explained	Neither/nor	I am fairly confident that this was not explained	I am very confident that this was not explained	DO NOT READ OUT: DON'T KNOW	DO NOT READ OUT: REFUSED
_1 Your right to complain and how complaints can be made	1	2	3	4	5	6	7
_2 What types of complaints are covered	1	2	3	4	5	6	7
_3 The potential outcomes from complaining	1	2	3	4	5	6	7
_4 Whether the service was regulated or not	1	2	3	4	5	6	7

ASK ALL

G2a **May I just check, at any point [IF B3#1: did you make] [IF B3=1: have you made] a complaint about your legal service provider? We mean a complaint about quality of service, quality of advice and/or the legal service provider's conduct.**

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
Don't know / can't remember	3	
Refused	4	

ASK IF MADE A COMPLAINT (G2A=1)

G2 **Which of the following, if any, did you make a complaint to?**

READ OUT. SINGLE CODE AT EACH.

	Yes	No	DO NOT READ OUT: DON'T KNOW / CAN'T REMEMBER	DO NOT READ OUT: REFUSED
_1 The legal service provider itself	1	2	3	4
_2 The appropriate regulator/professional body/membership organisation	1	2	3	4
_3 The legal ombudsman	1	2	3	4
_4 Citizen's Advice	1	2	3	4
_5 Trading Standards or another consumer organisation	1	2	3	4

ASK IF MADE A COMPLAINT TO ONE OR MORE OF PROVIDER/REGULATOR/
OMBUDSMAN/ CAB/ CONSUMER ORG. (ANY OF G2_1-5=1)

G3 What, if anything, happened as a result of your complaint?

DO NOT READ OUT. MULTICODE,

I received an apology from the legal service provider	1	
I received an explanation of what had gone wrong and why	2	
The legal service provider did additional work to correct what had gone wrong	3	
My bill was reduced/refunded	4	
I was awarded compensation	5	
The legal service provider refused to continue working for me	6	
Other (SPECIFY)	7	
Nothing – I did not receive/have not received a response to my complaint	8	
Nothing – I gave up the complaint	9	
Nothing – there were no grounds for my complaint	10	
Nothing YET – the complaint is ongoing	11	
Don't know	12	
Refused	13	

ASK IF GAVE UP COMPLAINT (G3=9)

G4 Why did you give up your complaint?

DO NOT READ OUT. MULTICODE.

I didn't believe my complaint would be resolved fairly	1	
I didn't believe my complaint would be resolved to my satisfaction	2	
I didn't understand the complaints process	3	
It was too time-consuming to pursue	4	
No one was taking my complaint seriously	5	
The issue was minor/not that serious	6	
The potential cost of pursuing the complaint made it not worthwhile	7	
My complaint was made in error	8	
Other (SPECIFY)	9	
Don't know/can't remember	10	
Refused	11	

ASK IF THERE WAS AN OUTCOME TO THE COMPLAINT (G3=1-7, 9 OR 10)

G5 How satisfied or dissatisfied were you with the outcome of your complaint?

READ OUT. SINGLE CODE.

DS – REVERSE RESPONSE SCALE (EXC. DON'T KNOW AND REFUSED) FOR 50% OF RESPONDENTS

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: DON'T KNOW	6	
DO NOT READ OUT: REFUSED	7	

ASK IF MADE A COMPLAINT TO ONE OR MORE OF PROVIDER/REGULATOR/
OMBUDSMAN/ CAB/ CONSUMER ORG. (ANY OF G2_1-5=1)

G6 How satisfied or dissatisfied were you with the handling of your complaint (that is, the complaints process overall)?

READ OUT. SINGLE CODE.

DS – REVERSE RESPONSE SCALE (EXC. DON'T KNOW AND REFUSED) FOR 50% OF RESPONDENTS

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: DON'T KNOW	6	
DO NOT READ OUT: REFUSED	7	

ASK IF DISSATISFIED WITH THE QUALITY OF SERVICE RECEIVED (F1 OR F3=4 OR 5) AND/OR DISSATISFIED WITH THE QUALITY OF ADVICE RECEIVED (F5=4 OR 5) AND DID NOT MAKE A COMPLAINT (G2A=2)

G7 **Earlier, you mentioned to me that you were dissatisfied with the** [IF F1 OR F3=4 OR 5 AND F5 =1,2,3,6,7: **quality of service**] [IF F1 OR F3 = 1,2,3,6,7 AND F5=4 OR 5: **quality of legal advice**] [IF F1 OR F3=4 OR 5 AND F5=4 OR 5: **quality of service and quality of legal advice**] [IF B3≠1: **you received**] [IF B3=1: **you have received so far**] **from your legal service provider.**

Why [IF B3≠1: **didn't you make**] [IF B3=1: **haven't you made**] **a complaint?**

DO NOT READ OUT. MULTICODE.

I didn't believe my complaint would be resolved fairly	1	
I didn't believe my complaint would be resolved to my satisfaction	2	
I didn't know I could complain	3	
I didn't realise at the time that I had received such a poor service	4	
I didn't understand the complaints process	5	
It was too late to pursue the complaint	6	
It was too time-consuming to pursue	7	
No one would take my complaint seriously	8	
The issue was minor/not that serious	9	
The potential cost of pursuing the complaint made it not worthwhile	10	
Other reason (SPECIFY)	11	
Don't know	12	
Refused	13	

ASK IF DISSATISFIED WITH THE QUALITY OF SERVICE RECEIVED (F1 OR F3=4 OR 5) AND/OR QUALITY OF ADVICE RECEIVED (F5=4 OR 5) AND DID NOT MAKE A COMPLAINT (G2A=2) OR ASK IF MADE A COMPLAINT (G2A=1)

G8 [IF ANY OF G2_1-5=1: **Thinking about the reason for your complaint] Did you switch to another legal service provider as a result [IF F1 OR F3=4 or 5 AND/OR F5=4 OR 5 AND ALL OF G2_1-5=2: of this dissatisfaction]?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
DO NOT READ OUT: DON'T KNOW	3	
DO NOT READ OUT: REFUSED	4	

H Demographics

ASK ALL

Thank you very much for your time so far. Before we finish, I just need to ask you for a few personal details. This is to make sure that we are speaking to a wide range of people. Please be assured that your personal information will not be passed on to the Competition and Markets Authority in a way that would allow you to be individually identified.

ASK ALL

H1. INTERVIEWER: PLEASE NOTE GENDER

DO NOT READ OUT. SINGLE CODE.

Male	1	CONTINUE
Female	2	
DO NOT READ OUT: Don't know	3	
DO NOT READ OUT: Refused	4	

ASK ALL

H1a. Could you please tell me your age?

WRITE IN AND AUTOMATICALLY CODE TO RANGES		
Refused	1	Prompt with ranges

IF REFUSE EXACT NUMBER – PROMPT WITH RANGES

Under 18	1
18-20	2
21-30	3
31-40	4
41-50	5
51-60	6
61-70	7
71-80	8
Over 80	9
DO NOT READ OUT: REFUSED	10

ASK ALL

H2. **And how would you describe your ethnicity?**

SINGLE CODE. DO NOT READ OUT. PROMPT AS NECESSARY.

WHITE	1	CONTINUE
MIXED	2	
BLACK	3	
ASIAN	4	
OTHER ETHNICITY (SPECIFY)	5	
DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

ASK ALL

H3. **Would you say you speak English as your first or main language?**

DO NOT READ OUT. SINGLE CODE.

Yes	1	CONTINUE
No	2	
Don't know	3	
Refused	4	

ASK ALL

H4. **And can I ask if you have any children?**

DO NOT READ OUT. SINGLE CODE

Yes (SPECIFY NUMBER)	1	CONTINUE
No	2	
Refused	3	

ASK ALL

H5. **What is your current working status?**

DO NOT READ OUT. PROMPT AS NECESSARY. SINGLE CODE.

Employed - full time	1	CONTINUE
Employed - part time	2	
Employed - flexible or zero hours contract	3	
Student	4	
Unemployed - seeking work	5	
Unemployed	6	
Other (SPECIFY)	7	
Don't know	8	
Refused	9	
Retired	10	

ASK ALL

H6. **And what is your highest level of educational qualification?**

DO NOT READ OUT. PROMPT AS NECESSARY. SINGLE CODE.

Entry Level (includes Entry level certificate, Entry level Skills for Life, Entry level award, certificate and diploma, Entry level Functional Skills, Entry level Foundation Learning)	1	
Level 1 (includes GCSEs grades D-G, NVQ Level 1, BTEC award, certificate and diploma level 1, Key Skills Level 1, Skills for Life Level 1, Functional Skills level 1)	2	
Level 2 (includes GCSE grades A*-C, NVQ Level 2, BTEC award, certificate and diploma level 2, Key Skills Level 2, Skills for Life Level 2, Functional Skills level 2)	3	
Level 3 (includes A Level, AS Level, International Baccalaureate, NVQ Level 3, BTEC award, certificate and diploma level 3, Key Skills Level 3)	4	
Level 4 (Level 4 includes NVQs at level 4, Certificate of higher education, BTEC Advanced Professional award, certificate and diploma level 4, Key Skills Level 4)	5	
Level 5 (Level 5 includes Foundation degree, NVQ Level 4, Higher National Diploma, Diploma of further education, Diploma of higher education, BTEC Advanced Professional award, certificate and diploma level 5)	6	
Level 6 (includes Bachelor's degree, Graduate certificate, Graduate diploma, BTEC Advanced Professional award, certificate and diploma level 6)	7	
Level 7 (includes Master's degree, postgraduate certificate, postgraduate diploma, NVQ Level 5, BTEC Advanced Professional award, certificate and diploma level 7)	8	
Level 8 (includes PhD, Vocational qualifications Level 8)	9	
Other (SPECIFY)	10	
Don't know	11	
Refused	12	

I Thank and close

ASK ALL

Thank you very much for taking the time to speak to us today. IFF Research has asked these questions on behalf of the Competition and Markets Authority (the CMA), an independent public body which is currently carrying out a market study into the supply of legal services in England and Wales. Your participation in this survey will help the CMA to consider what changes may be needed if it finds competition in the legal services market is not working well.

- I1 We are hoping to have face-to-face discussions with some of the participants in this survey in order to explore a couple of the topics in greater detail. The discussions would last for between 45 and 60 minutes and, as a thank you, participants would receive £40. Would you be willing to take part in such a discussion if you were selected? The discussion would take place between Friday 1st and Wednesday 27th April at a time convenient to you.**

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK IF I1=1

- I2 Could you tell me which local authority you live in, and your postcode? This will help us organise the follow-up discussions.**

REASSURE IF NECESSARY – THIS INFORMATION WILL NOT BE PASSED ON TO THE CMA.

WRITE IN LOCAL AUTHORITY AND POSTCODE		
DO NOT READ OUT: Don't know	1	
DO NOT READ OUT: Refused	2	

ASK ALL

- I3 **Would you be willing to be contacted again for clarification purposes or be invited to take part in further research by IFF Research, the CMA or another research company working for the CMA to help with further research about legal service providers in the next 12 months?**

DO NOT READ OUT. MULTICODE.

Yes – happy to be re-contacted by IFF Research	1	
Yes – happy to be re-contacted by the CMA	2	
Yes – happy to be re-contacted by another research agency working on behalf of the CMA	3	
No – prefer not to be contacted	4	

IF CONSENT TO RECONTACT (I1=1 OR I3=1)

- I4 **Thank you. Could you please tell me your name and, if you have one, your email address so that we can contact you if we need to?**

Name: RECORD DETAILS OF RESPONDENT WHO COMPLETED INTERVIEW	
Email address:	

IF CONSENT TO RECONTACT (I1=1 OR I3=1)

- I5 **And could I just check, is [NUMBER] the best number to call you on?**

Yes	1	
No - write in number	2	

THANK RESPONDENT AND CLOSE INTERVIEW

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

Appendix 2 – qualitative topic guide

Legal Services Market Study

Follow-up Discussion Topic Guide

COMPARED/DID NOT COMPARE

Face-to-face

Introduction to the research [2-3 mins]

- Introduce self.
- Thank you for agreeing to participate in this follow-up discussion about your experience of getting legal help, after you spoke to IFF Research over the phone.
- As you're already aware, IFF has been commissioned by the Competition and Markets Authority (CMA) to conduct a research study to help them better understand whether the legal sector is working well and what happens when people need a legal service provider's help with a legal matter. By 'legal service provider' I mean who you could use for legal help – such as a barrister, will writer, accountant, legal advice centre etc., among others.
- While talking to me today, please think about the experiences that you spoke about in the first interview – where your legal matter was [INSERT DUM2] and you received help from a/an [INSERT DUM3]. Just to reassure you that what we talk about today will have no impact in any way on your legal matter.
- We're also interested to hear whether your experience of finding legal help was similar or different to choosing other goods and services, such as finding a dentist, buying home insurance or finding a loan provider. If you felt it was different in any way, for example, easier or more difficult, we'd like to hear about that.
- The discussion will last for roughly one hour and as a thank you, you will receive £40 as a cheque or PayPal payment.
- Just to remind you that anything we discuss today will be held in the strictest of confidence and will be used only for research purposes. The information we report back to the CMA will not identify you personally.
- Before we begin can I just check that you're happy for me to record our discussion? This is so I can focus on what you're saying and refer back to our conversation at a later date if needed.

A Needing legal help

READ OUT TO ALL: First I'd like to get some background about your legal matter and when you decided you needed a legal service provider's help with this.

- So to start, could you tell me a little about your legal matter?
 - What was it?
 - When did it arise?
 - Why did it arise – what were the circumstances surrounding it?
- At what point did you decide that you needed a legal provider's help with this?
- Why did you decide that you needed a legal provider's help with this?
- And how did you feel about needing to get legal help with your legal matter, once you had decided to do this?
 - How would you describe your general frame of mind at the time?
- Did you ever consider dealing with the matter yourself instead of getting help? Why/why not?

IF YES

- Did you try at all to deal with the matter yourself? How far did you get? Why did you stop and decide to use a legal service provider?

ASK ALL

- Once you'd decided you needed a legal provider's help, how did you go about finding one?
 - Briefly, what did you do? Where did you start and how did you go on from there?
 - Did you ask anyone for advice? Who?
 - Why/ why not?
- Thinking about how you looked for a legal provider in this instance, how easy or difficult was it compared with other situations when you've looked for help or advice with something (generally speaking)? For example, if you were opening a bank account, or looking for a mechanic to work on your car. Why?

ASK IF USED A LEGAL SERVICE PROVIDER BEFORE:

- When we spoke to you before, you told us that this wasn't the first time you'd used a legal service provider. In comparison with your previous experience(s), how easy or difficult did you find it to look for legal help in this instance? Why?
-
- How, if at all, did your previous experience(s) influence your search for a legal service provider this time? How relevant/useful was your previous experience(s), if at all?
-
- Did you use the same provider this time as you used last time? And was it for the same type of legal matter or for a different legal matter?

B Finding out information on legal service providers

INTERVIEWERS – THERE MAY WELL BE OVERLAP WITH SOME OF THE TOPICS DISCUSSED IN SECTION B AND WITH THE QUESTIONS ON QUALITY (SECTION C) AND PRICE INFORMATION (SECTION D). PLEASE ADOPT A FLEXIBLE APPROACH AND ADAPT THE DIRECTION OF YOUR CONVERSATION AS APPROPRIATE, SO IT FLOWS NATURALLY WHILST ALSO ENSURING YOU EXPLORE THE DIFFERENT QUESTIONS. PLEASE PRIORITISE QUESTIONS ON PRICE AND QUALITY (RATHER THAN ON INFORMATION IN GENERAL).

- I'd now like to talk to you about the information you used to find your [INSERT DUM3]. So, once you'd decided you needed legal help, what (if any) criteria or requirements did you have for choosing your provider? Why was/were this/these important to you?

IF DID HAVE CRITERIA/REQUIREMENTS:

- Where did you look to find out whether or not the provider met these criteria/requirements?

ASK ALL

- Did you get any advice/recommendations or referrals about where to find legal help? For example, from a friend or family member, or a third party?
 - Who from?
 - What did they advise/recommend?

ASK IF GOT A REFERRAL FROM A THIRD PARTY:

- Thinking about your referral - how many options of different legal service providers, if any, did the person / organisation that made the referral give you?
 - Was it enough? IF NO - do you think you could have found a better provider if you were given more choices by this person / organisation? Why?
- Thinking specifically about the source of your referral – what, if anything, do you know about their relationship with the legal service provider(s) they referred you to? For example, are they part of the same business or do they receive a referral fee?
- And as far as you're aware, had the person / organisation making the referral compared different providers before referring you?
 - How do you know this?

IF YES

- How many different providers had they compared?
- What information if any, had they provided to you about the comparisons?

ASK IF GOT ADVICE/RECOMMENDATION FROM FAMILY / FRIENDS:

- Was the information they provided enough for you to make a decision of what legal help to use, or did you want to find out anything else? Why/why not?
 - What else did you want to find out?
 - Where did you look to find this information?
- And in your opinion, how knowledgeable was the person / organisation that made the recommendation? Why do you say that?
 - On what basis was the recommendation made? Did they base their recommendation on their own experience of a particular provider? How much comparing of providers had they done?
 - How do you know this?

ASK IF GOT A RECOMMENDATION FROM FRIENDS/FAMILY OR A REFERRAL FROM A THIRD PARTY:

- How trustworthy did you consider the recommendation / referral to be? Why – what made you trust it?
 - Was it because of the source of the recommendation / referral had particular weight / expertise / qualifications etc. in this area?
 - Was it the source of the recommendation / referral that was trustworthy in general?
 - Or was it that the recommendation / referral reflected what you already knew about [INSERT DUM3] so you trusted it?
 - And / or anything else?

ASK ALL

- Did any of the information you found out ever make you aware of the option of handling some of the legal work yourself, also known as ‘unbundling’?

CLARIFY IF NECESSARY: ‘UNBUNDLING’ IS WHERE A PACKAGE OF LEGAL SERVICES IS SEPARATED INTO PARTS AND THE WORK IS SHARED BETWEEN CONSUMER AND LAWYER. AN EXAMPLE OF UNBUNDLING IS A CONSUMER PREPARING THE EVIDENCE AND THE COURT BUNDLE THEMSELVES AND THEN DIRECTLY INSTRUCTING THE BARRISTER WHO REPRESENTS THE CONSUMER AT THE COURT HEARING.

- How were you made aware of this option?
- Who gave you this information / what was the information source?
- At what point were you made aware of this option?
- Did you take this option up?

IF COMPARED:

- In your telephone interview, you mentioned that you had made comparisons between different sources of legal help. How easy or difficult was it to make these comparisons? Why?
 - Was this linked to the accessibility of the information?
 - Was it linked to the available information (or lack of)?
 - Was it linked to the way the information was presented (e.g. inconsistently which made comparisons difficult or in a standardised way which helped compare)?
- What, if anything, would have made it easier or simpler for you to make comparisons? Why?
 - Is there anything that might have been useful for you but was missing – such as a particular tool to help you or a particular type of information? What was this? Why is this important?

IF DID NOT COMPARE:

- In your telephone interview, you mentioned that you had not compared different providers. Can you tell me why you didn’t?
- Did you deliberately decide not to compare types of legal help, or was this influenced by other factors (for example, time pressures)?
- Was there anything in particular that put you off from making comparisons? What?
 - Lack of confidence in the types of legal help available?
 - Lack of confidence in your abilities to make comparisons?
 - Lack of knowledge about what different types of legal help are available?
 - Uncertainty about where to find information about types of legal help?
 - Didn’t know how to make comparisons?
 - Felt too difficult to make comparisons because of how the information is presented?
 - Lack of time to make comparisons / the legal matter was too urgent?

- What, if anything, do you think might encourage you to compare different types of legal help in the future?
 - Is there any particular information, way of accessing this or tool that might help, for example? What?
- What, if anything, would help to ensure that if you did compare in the future, this would be easy for you to do?

ASK ALL

- Now that you've been through the experience of looking for legal help, is there anything you wish you'd known then that might have helped you?
 - Where do you think you might have been able to find this out?

C Information on the quality of legal help

- First, can you tell me a bit about the sort of things you look for when you're trying to judge the quality of a product or service?
- And what does "quality" mean to you, in the context of legal help?

IF NOT ALREADY MENTIONED

- How important, if at all, would you say the actual legal work done / legal service provided is as an indicator of quality? Why / why not?
- And what about the customer service you receive - how important do you think this is as an indicator of quality of legal help? Why / why not?

ASK ALL

- Were you able to judge the quality of the legal provider you used, before you used them? How?
 - Did you feel you just had to go by gut feel/instinct? Why?

IF DID NOT JUST GO BY GUT FEEL/INSTINCT

- What factors did you weigh up in judging the quality of the legal provider?
 - Was the legal provider's reputation / brand a factor? Why / why not?
 - Was their job title (e.g. solicitor) a factor? Why / why not?
 - Location of their premises and the look of their office/first impressions – was any of this relevant?
 - Was price an indicator of quality? Why?
- Which of the specific quality factors you've identified, would you say mattered or influenced your decision on what legal provider to use? Why?
 - Which mattered most? Why?
 - Which mattered least? Why?

ASK ALL

- To what extent, if at all, would you say quality considerations in general influenced your decision of which legal service provider to use?
 - E.g. did you only want to use a provider you judged to be "the very best quality" or were you satisfied using one that was "good enough"? Why?
 - How does this relate to your idea of what quality of legal help means to you?
- I'd now like to talk to you about the information you used to judge the quality of your [INSERT DUM3]. Where did you get this information?
 - What sources of information did you use?
 - How easy / difficult was it to find this information?
 - How helpful was the information you found?
 - Is there anything that might have been useful for you but was missing – such as a particular tool or piece of information? What might this be? Why is this important?
 - If you were trying to judge the quality of help or advice when booking a holiday, or buying a car – would you look for any different information to the information you used for judging the quality of your legal service provider? What? Why?
 - Was it easier or harder for you to find information about the quality of your legal provider, than when you've looked for quality information in these other situations?

- And thinking about the information on quality you were able to find – to what extent did this have an impact on your decision about which legal service provider to use?
 - Was an insufficient amount of information available?
 - Did the information not provide enough detail?

IF COMPARED LSPS:

- And when you compared legal service providers, how, if at all, did you compare the quality of legal help you would receive from them?

IF DID COMPARE QUALITY

- On what basis did you make this comparison – what factors did you consider?
- How easy or difficult did you find it to compare providers on the quality of legal help they would provide? Why?
 - Was it because you weren't sure how to measure quality?
 - Was it because you didn't have all the information to hand / available?
 - Was it because the information was presented differently?
- Was it easier/harder/about the same to make comparisons on quality for legal help as it has been when you've looked for quality information in other situations, such as buying a car or booking a holiday? Why do you say that?

IF DID NOT COMPARE QUALITY

- Why not?
- Is this something you considered doing but decided against? Why?

ASK IF USED A RECOMMENDATION/REFERRAL FROM FAMILY / FRIENDS OR A THIRD PARTY:

- To what extent would you say the recommendation / referral that you received, influenced your view on quality of legal help you expected to get? Why?
- Did you look for any other information relating to the quality of legal help or was the recommendation / referral enough? Why / why not?

IF DID NOT LOOK FOR INFORMATION TO JUDGE QUALITY

- Why did you not look for any information?

ASK ALL

- What do you know or have you heard about quality mark schemes for types of legal help? (CLARIFY IF NECESSARY: These are like quality standards or certifications)
 - Have you heard about these schemes? How/where from?
 - Have you used these schemes? How? Why / why not?

ASK ALL

- And are you aware of any professional bodies or membership bodies for legal services – such as the Law Society or Society of Will Writers?
 - Which ones?
 - Which, if any of these, are relevant to your specific legal matter?

IF AWARE

- How did you find out about these?
- What do you know about these?

ASK ALL

- What if anything, do you know about the Legal Ombudsman and regulators for legal service providers?

- Have you or would you use information published by professional/membership bodies (e.g. The Law Society), regulators or the Legal Ombudsman to help you judge the quality of legal help? Why / why not?

ASK ALL

- What, if anything, would help you to judge the quality of legal help or compare the quality of legal services, in the future?
- In your opinion, what sort of information should be available to people to help them judge the quality of legal help? E.g. customer reviews, relevant experience, qualifications, complaints data?
- And generally, what sources of information about legal help do you think are the most trustworthy?
 - Why are some more or less trustworthy than others?
- Have you ever used customer reviews before, as an indicator of quality?
 - Did you use these to help you find a legal service provider?

IF YES

- How useful did you find these? Why?
- How trustworthy are customer reviews? Why?

D Information on the price of legal help

READ OUT TO ALL: I'm now going to ask you a few questions about pricing.

- First of all, what information did you want to find out about the price of your [INSERT DUM3]?
 - Did you have any idea beforehand (a rough or a firm one) of what the cost was likely to be? Where did this idea come from?

ASK IF GOT ADVICE/RECOMMENDATION FROM FAMILY / FRIENDS:

- Did the recommendation you received include any information on the price of legal help?
 - What information did it include?
 - How useful was this?

ASK ALL

- And what price information did you actually receive/get?
 - Were you offered the option of a 'fixed fee'?
- How did you find this information?
 - Providers' websites?
 - Price comparison website?
 - Direct contact with the providers (e.g. by phone or email)?
 - Something else? What?
- How easy or difficult was it for you to find this information?
 - How long did it take?
 - Did it involve a number of different steps or stages, or were you able to get the information on your first try?
 - Did you know how to find this information out before you started looking?
 - Other difficulties such as needing to speak to providers to get price information, time/effort involved in talking to providers and needing to repeat the details of your legal matter, charges from providers to provide price information etc.
 - Were you aware when you started looking for the information that there might be some difficulty/cost (time/effort or charges) involved?
- Did you understand the price information you received/got?
 - Was it clear what an estimate means?
 - Was it clear what a quotation means?
- How easy or difficult was it for you to understand the price information? Why?
 - Was it easier or harder to understand than you'd expected? Why?
- How would you prefer to have received the price information – in what format?
- Did you mention this to your [INSERT DUM3]? Why / why not?

IF COMPARED LSP:

- When you compared legal service providers, did you compare their price information?

IF DID COMPARE PRICE INFORMATION

- How easy or difficult did you find it to compare the price information? Why?
 - Was it because the information was presented differently?

- Was it because you had difficulties understanding what the information meant (e.g. if a quote or an estimate; the language used to describe different parts of the costs like “disbursements”, “contingency” etc.)
 - Was it because you had difficulties knowing what the final cost of the help would be? (E.g. if price information an estimate, or on an hourly basis).
- Roughly how long would you say it took you to compare prices?
 - Were you able to do this in one go or did you have to revisit it a few times? Why?

IF DID NOT COMPARE PRICE INFORMATION OR LSP:

- Is this something you considered doing? Why / why not?
 - Why didn't you do it?

ASK IF GOT A REFERRAL FROM A THIRD PARTY:

- As far as you know, had the person / organisation that made the referral compared prices of different providers?

IF YES

- Do you know how they judged the price? How did they identify which was the best / worst price?
- How did you know whether or not you were getting a good price for the legal help you received?

ASK ALL

- Was there anything about the price of the legal help that you wanted to find out but couldn't? What?

ASK ALL WHO HAD AN IDEA ON COSTS BEFOREHAND

- How close was the final price you ended up paying, to your original idea of what the cost would be?

ASK ALL WHO RECEIVED/GOT PRICE INFORMATION

- How close was the final price you paid to the price information you received/got from the provider?
 - If it was higher, do you know/understand why (and do you accept why) it was higher?

ASK ALL

- Do you feel that you received value for money? Why/why not?

E What you know about types of legal service provider

- At the time of your legal matter arising, who did you think might be able to help you?
 - Thinking about legal help in general
 - Thinking about help with your specific legal matter
- How if at all, did this change once you'd started looking for a legal service provider's help?
 - Did you become aware of other types of legal service provider generally? What were these?
 - Did you become aware of other types of provider that could help with your specific legal matter? What?
 - How did you become aware of these?

ASK IF (BECAME) AWARE OF DIFFERENT TYPES OF LEGAL SERVICE PROVIDER

- Can you tell me what you know about different types of legal service providers and how they might vary?
 - Prices and price structure (e.g. fixed pricing)
 - Quality of advice
 - Customer service
 - Levels of training
 - Qualifications
 - Previous experience in an area of law
 - Availability of redress if something goes wrong (e.g. complaints handling; indemnity insurance).

ASK ALL

- I'd like you to think generally about getting help or advice – such as from an insurance company, or a holiday provider. Generally speaking, what do you think it means for customers when the help they get comes from a “regulated” provider? And what do you think it means when help comes from an “unregulated” provider?
- Are there any differences, for example, in terms of the ‘products’ or services they can offer/types of work they can do, how they have to deal with customers etc.?
- And what do you think it might mean for customers in terms of getting help from a regulated legal provider compared with an unregulated legal provider?
- In your opinion, is the quality of help that legal providers give to customers influenced by whether they're regulated or unregulated?
 - How (better/worse)?
 - Why?
- As far as you know, what differences are there (if any) between regulated and unregulated legal providers for customers in terms of the protection customers would have if something went wrong or the provider gave a poor quality service?
 - E.g. Redress options? Being more/less likely to have professional indemnity insurance?
- When you were looking for help, how clear to you was it whether legal providers were regulated or unregulated?
 - How was this information provided?
 - How often was this information provided?
- Would you prefer to use one (regulated or unregulated) over the other? Why?
 - What difference do you think it would make to your experience of getting legal help?

F Dissatisfaction with legal help

SECTION F ONLY TO BE ASKED IF PARTICIPANT SAID THAT THEY WERE DISSATISFIED WITH SOME ASPECT OF THE SERVICE AND / OR ADVICE RECEIVED FROM THEIR SOURCE OF LEGAL HELP, IN THE TELEPHONE INTERVIEW.

- In your telephone interview, you mentioned that you were dissatisfied in some way with your [INSERT DUM3]. When and how did you first become aware that there was something you were unhappy with?
- Can you tell me why you felt unhappy or dissatisfied?
 - Linked to the quality of service?
 - Linked to the quality of advice?
 - Linked to the final price of the service (was this more than what was expected? Were there unexpected charges / did the work take longer than expected?) Why?
 - Linked to the outcome of the legal matter?
- Was this an ongoing or a one-off issue?
- What, if anything, did you decide to do about it? What steps did you take?
 - How did you reach this decision?
 - What factors influenced this decision?

ASK IF SWITCHED LEGAL PROVIDERS

- Was your decision to switch to another legal service provider influenced by your dissatisfaction?
 - If no, why did you switch?
- What were the main difficulties, if any, in switching between legal service providers?
 - Was it a time-consuming process?
 - Did it have any financial implications?

ASK IF DISSATISFIED AND DID NOT COMPLAIN

- How aware are you of the process for making a complaint about the legal help you use?
 - What do you know about this?
 - Who can you complain to?
 - How did you find out about the complaints process?
- You mentioned in your telephone interview that you did not complain about your [INSERT DUM3]. Given your dissatisfaction, can I ask why you decided not to complain?
- What, if anything, might have encouraged you to complain? Why?

ASK IF DISSATISFIED AND DID COMPLAIN

- How did you find out about the complaints process?
- Can I ask why you decided to make a complaint?
- How did you feel about the process that you used to complain? How satisfied or dissatisfied were you? Why?
- And how satisfied or dissatisfied were you with the outcome of your complaint? Why?
- Having been through a complaints process, how do you think this could be improved, if at all?

G Summarising your experience [3 min]

READ OUT TO ALL: **Thank you for your time so far. Lastly, I wanted to talk to you a little about your experience overall of using a [INSERT DUM3].**

- How would you sum up your experience of getting legal help?
- Overall, what would you say were the most positive and most negative parts of your experience of finding and using legal help?
 - What aspects, if any, were particularly noteworthy (for good or bad reasons)?
- What, if anything, could have made this process easier? Why?
 - What would you change to improve any of the different aspects of the process for customers of legal services that we've discussed today?
- What, if anything, might you do differently the next time you seek legal help? Why?

IF DID NOT COMPARE LSP:

- Would you look for more information / compare sources of legal help?

H Thank and close [2-3 mins]

H1 **Thanks for taking the time today to go talk about your experiences of seeking legal help for your legal matter. Is there anything else related to what we have been talking about today that you'd like to add?**

H2 **Our client (the CMA) would like to receive a copy of the recording, for quality and training purposes. You will not be identifiable from the recording in any way. Would you be happy for us to pass the recording of this interview back to them for this purpose?**

Yes	1	
No	2	

H3 **As a thank you for your time today, IFF are offering £40 as an incentive by either a PayPal transfer or a personal cheque. How would you like to receive your incentive? I'll just need to confirm some details:**

PayPal transfer ☐

Personal cheque ☐

PayPal email account _____

(if applicable)

For personal cheque make sure Payee Name is recorded correctly!

Name on cheque & postal address _____

(if applicable) _____

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	Mins

“

IFF Research illuminates the world for organisations businesses and individuals helping them to make better-informed decisions.”

Our Values:

1. Impartiality and independence:

IFF is a research-led organisation which believes in letting the evidence do the talking. We don't undertake projects with a preconception of what “the answer” is, and we don't hide from the truths that research reveals. We are independent, in the research we conduct, of political flavour or dogma. We are open-minded, imaginative and intellectually rigorous.

2. Being human first:

Whether employer or employee, client or collaborator, we are all humans first and foremost. Recognising this essential humanity is central to how we conduct our business, and how we lead our lives. We respect and accommodate each individual's way of thinking, working and communicating, mindful of the fact that each has their own story and means of telling it.

3. Making a difference:

At IFF, we want to make a difference to the clients we work with, and we work with clients who share our ambition for positive change. We expect all IFF staff to take personal responsibility for everything they do at work, which should always be the best they can deliver.



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