

**22/09/2015**

## **Research Specification: Tracker Survey 2015-17**

### **Purpose**

To gain an understanding of consumer use and experience of legal services in order to inform the Panel's Consumer Impact Report publications.

### **Background**

The Consumer Panel is an independent arm of the Legal Services Board (LSB) created to provide high quality, evidenced-based advice to the LSB and others on the consumer interest in the regulation of legal services. The LSB has been set up to reform and modernise the legal services market place in the interests of consumers, enhancing quality, ensuring value for money and improving access to justice across England and Wales. The LSB achieves this pursuing its regulatory objectives and providing regulatory oversight for the eight approved frontline regulators<sup>1</sup>.

For the last five years, the Panel has published a Consumer Impact Report, which uses a basket of indicators approach to assess the impact of the legal services reforms on consumers. The report measures the direction of travel towards the Panel's vision for the market: responsive services; high quality advice; a diverse workforce that understands its diverse clients; quick, fair and cost-effective complaints handling; and where consumers are placed at the heart of regulation.

The indicators are populated by existing datasets and original research – the Tracker Survey. The Panel wishes to re-run the Tracker Survey again this year, with some minor modifications. The survey we wish to use is annexed to this document.

We wish to commission the next three waves of the Tracker Survey for the period 2015-17 in a single tender exercise with annual break clauses. The results of the first wave will be due in March 2016 and subsequent waves at

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<sup>1</sup> The Law Society, General Council of the Bar, Council for Licensed Conveyancers, The Institute of Legal Executives, The Chartered Institute of Patent Attorneys, The Institute of Trade Mark Attorneys, Association of Law Costs Draftsmen, Master of the Faculties.

the same time of year in 2017 and 2018. The break clauses are necessary in the unlikely event that the Panel decides to discontinue the project within the next three years.

Further information about last year's work is here:

[http://www.legalservicesconsumerpanel.org.uk/publications/research\\_and\\_reports/](http://www.legalservicesconsumerpanel.org.uk/publications/research_and_reports/)

### **Sample**

The research should split consumers by age, gender, ethnicity, social grade and whether they have a disability, to assess what type of individuals are using legal services, the reason for their use, their satisfaction with the service and their awareness of the profession. This will enable us to assess whether there are differences in legal needs among social groups, and whether satisfaction varies.

We would like to collate data from a robust sample of consumers in England and Wales (Northern Ireland and Scotland should be excluded). The tables should be presented to allow for comparison between experience in England and Wales.

The Tracker Survey has two parts:

- National – representative sample (1,000) of the adult population in England and Wales
- Recent users – a sample of people (1,000) who have sought legal advice in the last two years

In addition, we wish to boost the sample as follows to mirror the last sample:

- An additional sample of 150 Welsh respondents shall be surveyed to boost the nationally representative sample
- An additional sample of 150 Welsh legal services users, whose matter has ended, shall be surveyed to boost the recent users sample
- An additional sample of nationally representative ethnic minority respondents, 100 per following group: Indian, Pakistani, Chinese, Mixed Race, Black African and Black Caribbean. Resulting in a total boost of 600 ethnic minority nationally representative respondents
- An additional sample of ethnic minority legal services users, whose matter has ended, 50 per following group: Indian, Pakistani, Chinese, Mixed Race, Black African and Black Caribbean. Resulting in a total boost of 300 ethnic minority legal services users
- Please cost separately for the nationally representative and recent legal users samples and for each of the booster samples.

## **Tender Evaluation Criteria**

All projects commissioned by the Legal Services Consumer Panel are subject to the LSB's standard terms of contract. Tenders will be evaluated on best value for money and will be assessed on the basis of:

1. Overall cost for each of the two samples
2. Quality of proposed approach
3. Ability to deliver the preferred sample option
4. Ability to deliver the data in the proposed timetable

## **Proposals and quotation**

Proposals for carrying out this research should provide a detailed methodology including the following:

- The proposed approach to the work; including surveying methods such as details of how the survey will be conducted (e.g., telephone interviews, online interviews, etc.) If it is proposed to include the questions as a module in an omnibus (rather than a bespoke survey), then details of other modules likely to be included in the omnibus survey should be provided (to ensure no clash or conflict of information/topic). – Rob I'm not sure about this insertion – mostly because it's quite clear what the preferred approach is and the methodology adopted in the past, and the constraints what is your thoughts
- sample recruitment ; including details of how the sample will be selected and indications of the sample size to be achieved within each category to allow valid statistical inferences to be made
- costs for each different element of the project broken down by principal tasks;
- options clearly broken down with costs
- project timetable with key milestones;
- overview of the organisation and details of capability and capacity together with details of the relevant experience of staff who will work on the project;
- responsibilities for analysis and report writing

Price quotations should provide a full breakdown of all costs and must be presented separately from the proposal.

## Essential Deliverables

- Top line findings
- Detailed tabular report (data tables) presenting the survey questionnaire and detailed results from the quantitative work cross-tabulated by the key demographic variables specified above in particular ethnicity as well as the standard demographics and ensuring findings comparable with previous tracker reports
- A verbal briefing with the Panel's project team
- Oral and/or written progress reports – to be agreed as well as at least one checkpoint meeting early on during the project to review progress.
- A presentation of the overall findings from the research to be held at the LSB.
- The Legal Services Consumer Panel will retain ownership of the questions and any data.

## Desirable Deliverables

- A written narrative report of publishable standard, on the key findings of the research, to include an executive summary.
- We may also require that the report looks at the trends over time and compares previous survey (subject to cost)

## Duration

Tenders should set out dates for completing key milestones such as information gathering and fieldwork. Finalised data should be supplied no later than 31 March 2016.

## Publication

It is Panel policy to publish all substantial research reports on the Panel's website [www.legalservicesconsumerpanel.org.uk](http://www.legalservicesconsumerpanel.org.uk). Therefore the final report must be of a standard suitable for publication, at the discretion of the Panel.

**Contact Details** Tenders with any queries about the research specification should contact: Policy team: Lola Bello 020 7271 0077, Research: Rob Cross 020 7271 009. **Tenders must be submitted by 23 October 2015.**

## Annex

### Previous methodology used

This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 350,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

### National representative questionnaire

#Ask all sample (until 1,000 responses)

#BASE: All England Adults

**[Q10] {multiple order=randomize} Which, if any, of the following services have you used a price comparison website for to help you choose between different providers? (Please tick all that apply)**

<1>Household insurance

<2>Current banking account

<3> Legal services (e.g. lawyers, solicitors, barristers)

<4>Gas or electricity

<5>Broadband provider

<6>Car Insurance

<7>None of these

#BASE: All England & Wales Adults

**[NEW QUESTION] {multiple order=randomize} Which, if any, of the following services have you used a website containing previous customer reviews for to help you choose between different providers? (Please tick all that apply)**

<1>Household insurance

<2>Current banking account

<3> Legal services (e.g. lawyers, solicitors, barristers)

<4>Gas or electricity

<5>Broadband provider

<6>Car Insurance

<7>None of these

#BASE: All England & Wales Adults

**[Q15] {single} A quality mark is a logo or badge that makes claims about the quality of the services and goods provided. For example toys have a 'Lion Mark' which indicates that the toy has been classified as safe to use by children, while trades people can be accredited with a 'TrustMark' which indicates that they are reliable and reputable.<br/><br/>Before now, were you aware quality marks existed?**

<1>Yes

<2>No

#BASE: All England Adults who were aware of quality marks

**[Q20 if Q15==1] {multiple} For which, if any, of the following services have you used a quality mark to help you choose between different providers? (Please tick all that apply)**

<1>Building services

<2>Electrical goods

<3>Restaurants

<4>Lawyers, such as solicitors, barristers

<5>Holidays

<6>Toys

<7 fixed>Other [Q20Other] {open prompt= "please specify"}

<8 fixed xor>None of these

<9 fixed xor>Not applicable – never look out for quality marks

#BASE: All England Adults

**[Q30] {grid roworder=randomize} For each of the following types of people, please state whether you generally trust them to tell the truth or not?**

- [Q30\_a]Teachers
- [Q30\_b]Doctors
- [Q30\_c]Car mechanics
- [Q30\_d]Shop assistants
- [Q30\_e]Accountants
- [Q30\_f]Lawyers, such as solicitors, barristers
- [Q30\_g]Estate agents
- [Q30\_h]Bankers
- [Q30\_i]Builders
- [Q30\_j]The ordinary man or woman in the street

<1>Would generally trust them to tell the truth

<2>Neither

<3>Would NOT generally trust them to tell the truth

<4>Don't know

#BASE: All England Adults

**[Q40]{grid roworder=randomize} How confident are you that the rights of consumers are protected when dealing with the following types of businesses?**

- [Q40\_a]Car service and repair businesses
- [Q40\_b]Supermarkets
- [Q40\_c]Estate agents
- [Q40\_d]Lawyers, such as solicitors, barristers
- [Q40\_e]Banks
- [Q40\_f]Builders
- [Q40\_g]Mobile phone companies
- [Q40\_h]Accountants

<1>Very confident

<2>Fairly confident

<3>Neither

<4>Not very confident

<5>Not at all confident

<6>Don't know

#BASE: All England Adults

**[Q50] {grid roworder=randomize} Please imagine that you were dissatisfied with the service provided by a business...How confident would you be making a complaint about the service provided by the following types of businesses?**

-[Q50\_a]Car service and repair businesses

-[Q50\_b]Supermarkets

-[Q50\_c]Estate agents

-[Q50\_d]Lawyers, such as solicitors, barristers

-[Q50\_e]Banks

-[Q50\_f]Builders

-[Q50\_g]Mobile phone companies

-[Q50\_h]Accountants

<1>Very confident

<2>Fairly confident

<3>Neither

<4>Not very confident

<5>Not at all confident

<6>Don't know

#BASE: All England Adults

**[Q60] {single} Please think about the role of Lawyers in general. Although there are different types of lawyers (e.g. Barristers, Solicitors etc) we would like you to think of them collectively when answering the next question. How much knowledge do you have about what lawyers do in general?**

<1>A great deal of knowledge

<2>A fair amount of knowledge

<3>Little knowledge

<4>No knowledge at all

<5>Don't know

#BASE: All England Adults

**[Q70] {multiple order=randomize} Which of the following things is it ONLY possible for REGULATED LAWYERS to do? (Please tick all that apply)**

<1>Conveyancing (the legal process involved when buying or selling property)

<2>Write a will

<3>Represent someone in court

<4>Give legal advice on getting divorced

<5>Give legal advice on a dispute with a neighbour

<6 fixed xor>All of the above

<7 fixed xor>Don't know

#BASE: All England Adults

**[Q80] {multiple order=randomize} Before now, which, if any, of the following organisations had you heard of? (Please tick all that apply)**

<1>The Council for Licensed Conveyancers

<2>The Chartered Institute of Legal Executives

<3>Legal Services Board

<4>Legal Services Consumer Panel

<5>Legal Ombudsman

<6>Solicitors Regulation Authority

<7>Bar Standards Board

<8>The Law Society

<9>The Bar Council

<10 fixed xor>Don't know

<11 fixed xor>None of the above

#BASE: All England Adults

**[Q90] {multiple order=randomize} Which, if any, of the following have you done? (Please tick all that apply)**

- <1>I have made a will
- <2>I have made a power of attorney
- <3>I have a legal expenses insurance policy
- <4 fixed xor> None of the above

#BASE: All

**[Q100]{multiple order=randomize} Which, if any, of the following legal services have you personally used in the last TWO YEARS? (Please tick all that apply)**

- <1>Conveyancing (e.g. legal working involving buying, selling or transferring property)
- <2>Will writing
- <3>Probate (i.e. Legal process of managing the estate of a deceased person by resolving all claims and distributing the deceased person's property under a valid will)
- <4>Family matters
- <5>Accident or injury claims
- <6>Housing, landlord or tenant problems
- <7>Employment disputes
- <8>Any offences or criminal charges
- <9>Immigration matters
- <10>Problems with consumer services or goods
- <11>Advice and appeals about benefits or tax credits
- <12>Debt or hire purchase problems
- <13>Power of attorney (i.e. a legal document allowing one person to act on behalf of another)
- <14>Neighbour disputes
- <15 fixed>Other
- <16 xor fixed> Not applicable – have not used legal services in the last two years

## Legal services users questionnaire

#Ask legal services sample (1,000 people who have sought legal advice in last 24 months)

#BASE: All

**[S1]{multiple order=randomize} Which, if any, of the following legal services have you personally used in the last TWO YEARS? (Please tick all that apply)**

<1>Conveyancing (e.g. legal work involving buying, selling or transferring property)

<2>Will writing

<3>Probate (i.e. Legal process of managing the estate of a deceased person by resolving all claims and distributing the deceased person's property under a valid will)

<4>Family matters

<5>Accident or injury claims

<6>Housing, landlord or tenant problems

<7>Employment disputes

<8>Any offences or criminal charges

<9>Immigration matters

<10>Problems with consumer services or goods

<11>Advice and appeals about benefits or tax credits

<12>Debt or hire purchase problems

<13>Power of attorney (i.e. a legal document allowing one person to act on behalf of another)

<14>Neighbour disputes

<15 fixed>Other

<16 xor fixed> Not applicable – have not used legal services in the last two years

{exit status=screenout if 16 in S1}

**[S2] {single} Thinking of when you have used a legal service in the last two years, has the matter(s) been completed?**

<1> Yes

<2> No

{exit status=screenout if S2==2}

**[Q10] {single} You said you have used legal services in the last TWO YEARS...<br/><br/>Which ONE of the following legal services did you use MOST RECENTLY?**

<1 if 1 in S1>Conveyancing (e.g. legal working involving buying, selling or transferring property)

<2 if 2 in S1>Will writing

<3 if 3 in S1>Probate (i.e. Legal process of managing the estate of a deceased person by resolving all claims and distributing the deceased person's property under a valid will)

<4 if 4 in S1>Family matters

<5 if 5 in S1>Accident or injury claims

<6 if 6 in S1>Housing, landlord or tenant problems

<7 if 7 in S1>Employment disputes

<8 if 8 in S1>Any offences or criminal charges

<9 if 9 in S1>Immigration matters

<10 if 10 in S1>Problems with consumer services or goods

<11 if 11 in S1>Advice and appeals about benefits or tax credits

<12 if 12 in S1>Debt or hire purchase problems

<13 if 13 in S1>Power of attorney (i.e. a legal document allowing one person to act on behalf of another)

<14 if 14 in S1>Neighbour disputes

<15 fixed>Other [Q100Other] {open prompt= "please specify"}

<16 xor fixed> Don't know/ can't remember

#BASE: All who have used a legal service in the last 2 years

\*\*If you have used a legal service more than once in the last two years please think about the service you used MOST RECENTLY when answering the next few questions.\*\*

**[Q20] {single order=randomize} What type of organisation was it that provided you with the legal service?**

<1>Solicitor

<2>Barristers

<3>Licensed conveyancer

<4>Notary

<5>Trade Mark Attorney

<6>Patent Attorney

<7>Law Cost Draftsman

<8>An unregulated legal business

<9 fixed>Other [Q30Other] {open prompt= "please specify"}

<10 fixed>Not sure

#BASE: All who have used a legal service in the last 2 years

\*\*Still thinking about the LAST time you used a legal service... \*\*

**[Q25] {single} Which ONE of the following BEST describes how the use of the legal service was funded?**

<1>I paid for all of it myself or with the help of family or friends

<2>Through legal aid

<3>Through insurance

<4>It was a free service but NOT a no win, no fee arrangement

<5>Through a no win, no fee arrangement

<6>Through a trade union

<7>Through my employer

<8>Some other way

<9>Don't know/ can't remember

#BASE: All who used legal services in last two years

**[Q30 if Q25 !=4] {open-inrange 1 100000 left="£" prompt=""}**Please write in below what was the total cost (in pounds) of your legal service, inclusive of everything VAT and any add-ons. If you are unsure please give your best estimation to the nearest whole £.

#BASE: All who have used a legal service in the last 2 years

**[Q35] {single} When you received the final bill, how was the cost calculated?**

- <1>Fixed fee
- <2>Hourly rate
- <3>A percentage-based fee
- <4>A combination of the above
- <5>It was free of charge/I did not pay any legal costs
- <6>Other
- <7>Don't know/ can't remember

#BASE: All who have used a legal service in the last 2 years

**[Q40] {single} Do you think the overall service and advice provided was...?**

- <1>Very good value for money
- <2>Good value for money
- <3>Neither good nor poor value for money
- <4>Poor value for money
- <5>Very poor value for money
- <6>Don't know

#BASE: All who have used a legal service in the last 2 years

**\*\*Still thinking about the LAST TIME you used a legal service... \*\***

**[Q50] {single} When you were deciding which provider to use, how much choice did you feel you had?**

- <1>A great deal
- <2>A fair amount
- <3>Not very much
- <4>None at all
- <5>Don't know

#BASE: All who have used a legal service in the last 2 years

**[Q60] {single order=randomize} And which ONE of the following BEST describes how you chose your provider?**

- <1>Recommendation from family/friends

<2>I/my family member had used the provider before

<3>Referral by another organisation (e.g. estate agent, insurance company etc)

<4>Saw local offices

<5>Saw an advertisement

<6>Searched for provider on the internet

<7>Knew someone who worked there

<9>They were a family member/ friend

<10>Legal regulator's website/ phone line

<11>Union representation/ recommendation

<12>Recommended by the people I first approached when I realised I had a problem

<13>Contacted by the provider

<14>Other [Q60Other] {open prompt= "please specify"}

<15 fixed xor>Don't know/ can't remember

#BASE: All who have used a legal service in the last 2 years

**[Q70] {single} Did you shop around for the provider you chose? (By shopping around we mean comparing services or prices from a number of different providers before selecting the provider you used.)**

<1>Yes I did

<2>No I didn't

<3>No I wanted to shop around, but didn't know how to

<4>Don't know/ can't remember

#BASE: All who have used a legal service in the last 2 years

**[Q80] {grid roworder=randomize} How important were the following factors when choosing your provider?**

-[Q80\_a]Price

-[Q80\_b]Local offices/convenience of where they are located

-[Q80\_c]Speed of delivery

-[Q80\_d]Reputation

-[Q80\_e]Specialist in my area

-[Q80\_f]Access to an ombudsman in case of dissatisfaction

-[Q80\_g]Quality mark

-[Q80\_h]Recommended by someone

-[Q80\_i]I used them in the past

-[Q80\_j] Trusted brand name

-[Q80\_k] Offers an online service that can be accessed at any time and tracked

<1>Very important

<2>Fairly important

<3>Neither

<4>Not very important

<5>Not at all important

<6>Don't know

#BASE: All who have used a legal service in the last 2 years who shopped around

**[Q90] {single}Thinking about the service as a whole, how easy or difficult was it to make comparisons between different providers?**

<1>Very easy

<2>Easy

<3>Neither easy nor difficult

<4>Difficult

<5>Very difficult

<6>Don't know

#BASE: All who have used a legal service in the last 2 years

**[Q100] {single} How was the service MAINLY delivered?**

<1>Face to face/in person

<2>Via telephone

<3>Email/internet

<4>Post

<5> Online

<6>Other

<7>Don't know

#BASE: All who have used a legal service in the last 2 years

**[Q110] {single} Please now imagine that you were dissatisfied with the legal service that you used. Would you know how to go about making a complaint about the service you received?**

<1>Yes

<2>No

<3>Not sure

#BASE: All who have used a legal service in the last 2 years who would know how to make a complaint

**[Q120] {single order=randomize} Which ONE of the following would you complain to FIRST about a problem with a legal service?**

<1>The firm itself

<2>The Legal Ombudsman

<3>A representative body such as the Law Society or Bar Council

<4>Citizens Advice Bureau

<5>Another solicitor/barrister or firm

<6>Consumer body such as Which?

<7>Your local MP or councillor

<8 fixed>Other [Q110Other] {open prompt= "please specify"}

<9 fixed>don't know

#BASE: All who have used a legal service in the last 2 years

**[Q130] {grid roworder=randomize} We would like to get your views on different aspects of service provided by your legal service provider. For each aspect of service, please say how satisfied or dissatisfied you were with it.**

-[Q130\_a]The clarity of information on the service to be provided

-[Q130\_b]The clarity of information on the costs to be charged

-[Q130\_c]The quality of advice

-[Q130\_d]The extent to which the lawyer acted in a professional manner

-[Q130\_e]The way in which things were explained so that they were easily understood

-[Q130\_f]The extent to which you were treated as an individual, not just another file

-[Q130\_g]Communication while the matter was progressing

-[Q130\_h]The timely way in which your matter was dealt with

<1>Very satisfied

<2>Satisfied

<3>Neither satisfied nor dissatisfied

<4>Dissatisfied

<5>Very dissatisfied

<6>Don't know/ can't remember

#BASE: All who have used a legal service in the last 2 years

\*\*Still thinking about the LAST TIME you used a legal service...\*\*

**[Q140] {grid} Overall, how satisfied or dissatisfied were you with the...?**

-[Q140\_a]OUTCOME of your legal matter

-[Q140\_b]SERVICE you received from your provider

<1>Very satisfied

<2>Satisfied

<3>Neither satisfied nor dissatisfied

<4>Dissatisfied

<5>Very dissatisfied

<6>Don't know

#BASE: All who have used a legal service in the last 2 years who were dissatisfied

**[Q150 if Q140\_b in [4,5]] {multiple} You said you were dissatisfied with the service received from your provider. <br/>What was your response to being dissatisfied? (Please tick all that apply)**

<1>Raised my concerns with the service provider but did not make a formal complaint

<2>Got advice from a third party about what I should do about it

<3>I made a formal complaint to the service provider

<4>I complained to the Legal Ombudsman

<5>I intend to complain but have not yet

<6 xor>I didn't do anything about it