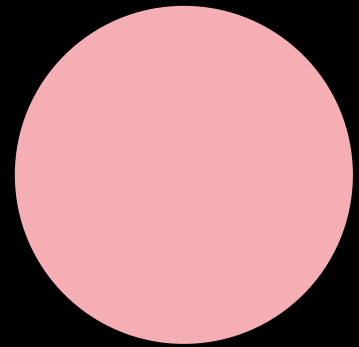
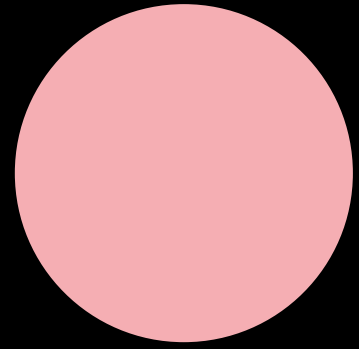


January 2023

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# Law Society of Scotland – Solicitor Polling



Classified: Private

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*Methodology: Savanta conducted an online survey with 1,044 Scottish adults aged 18+ between 2nd December 2022 and 19<sup>th</sup> December 2022.*

**Q3. On how many occasions have you instructed a solicitor within the last five years?** *Base: Those who have instructed in a personal capacity and personally paid for the services of a solicitor in last 5 years (n=952)*

Once	58%
Twice	32%
Three times	5%
Four or more times	4%

- Among those who have personally instructed and paid for a solicitor in the last 5 years, nearly three in five (58%) have done so once and almost a third (32%) have done so twice.
- Those aged 55–64 years old are more likely than the other age groups to have personally instructed and paid for a solicitor once in the last 5 years (69%).

**Q4. Which of the following factors, if any, impacted your decision to either instruct or not instruct a solicitor?** *Base: All respondents (n=1,044)*

Solicitor or firm I have used before	29%
Requirement to instruct a solicitor (such as buying or selling a house)	26%
Reputation of the solicitor or firm	26%
I was recommended a solicitor or firm	24%
Services or expertise offered by solicitor or firm	21%
Location of solicitor firm	20%
Satisfied with the price of the legal service	19%
Approached a solicitor or firm and obtained a quote from them with which I was satisfied (telephone call, email or attended an appointment at the solicitor firm)	14%
Concerns about cost as I did not think I could afford a solicitor	10%
Sought advice from another agency or person such as citizens' advice bureau, law clinics, local councillor, MSP or MP	7%
Considered pricing information on a solicitor firm's website	7%
No or insufficient information on pricing easily available	5%
Did not think it was an issue that a solicitor could assist me with	5%
Decided to represent myself	3%
Other	1%
None of the above factors	2%

- The top three factors that have impacted the decision to instruct or not instruct a solicitor among Scottish adults are past usage of the solicitor/firm (29%), requirement to instruct a solicitor (26%), and reputation of the solicitor/firm (26%).
- Older people are more likely to say the solicitor's/firm's reputation is important, for example, 30% of 45-54 and 65+ year olds respectively vs 20% of 18-24 and 25-34 year olds respectively.

- Past usage of the solicitor/firm is more important to males (33% vs 26% for females), while recommendation of a solicitor/firm is less important to males (20% vs 38% for females).

**Q5. Are you aware that law firms in Scotland have been advised to display pricing for some or all services on their website (under guidance issued by the Law Society of Scotland in January 2021)?** *Base: All respondents (n=1,044)*

Yes, I am aware	27%
No, I am not aware	73%
Prefer not to say	0%

- There is a low level of awareness among Scottish adults (27%) that law firms in Scotland have been advised to display pricing for their services on their website.
- The data suggests the younger people are, the higher the likelihood of awareness on the display of pricing for solicitors' services. Fifty-six percent of 18-24 year olds were aware, dropping to 31% of 35-44 year olds, 24% of 45-54 year olds, and 16% of 55-64 year olds.
- Awareness is highest among people in Glasgow (37%) and lowest among those in Highlands and Islands (14%).

**Q6. Have you seen any prices being advertised by law firms on their websites since January 2021?** *Base: All respondents (n=1,044)*

Yes	20%
No	79%
Prefer not to answer	1%

- Four in five Scottish adults (79%) have not seen any prices being advertised by law firms on their websites since January 2021.
- The data suggests the younger people are, the higher the likelihood of seeing prices advertised by law firms, with 46% of 18-24 year olds versus 10% of 55-64 year olds and the average of 20%.

**Q7. To what extent do you agree or disagree with the following statement? 'The publication of prices on a solicitor firm's website for some legal services (e.g., buying or selling a house, creating a will) would impact my decision to instruct a solicitor in the future.'** *Base: All respondents (n=1,044)*

Strongly disagree	2%
Disagree	4%
Neutral	20%
Agree	45%
Strongly Agree	29%
Prefer not to answer	0%

- Three quarters (74%) of Scottish adults at least agree that the publication of prices on a solicitor firm's website for legal services would impact their decision to instruct a solicitor.

- Females are more likely to say they strongly agree that the publication of prices would impact their decision (33% vs 25% of males), while those aged 65+ are least likely to say so (21%).

**Q8A. Which of the following, if any, are reasons why the publication of prices on a solicitor firm's website would impact your decision to instruct a solicitor in the future?** *Base: Those who are impacted by or neutral towards the publication of prices on their decision to instruct a solicitor (n=984)*

It would allow me to compare prices for different solicitors or firms	73%
It would assist me in deciding whether I can afford the service	63%
Other	1%
Not applicable	2%

- Among those who said they are impacted by or neutral towards the publication of prices, over seven in ten (73%) said they would be impacted because it would allow them to compare prices for different solicitors/firms. Also, over six in ten (63%) said so because it would assist them in deciding if they can afford the service.
- Older people aged 55-64 years old are more likely than other age groups to say the publication of prices would allow for comparison of prices for different solicitors or firms (82%).
- Respondents who initially said they are impacted by the publication of prices are more likely to say they can compare prices of different solicitors/firms (75%) and decide if they can afford the service (66%), compared to those who said they were neutral (64% and 50%).

**Q8B. Which of the following, if any, are reasons why the publication of prices on a solicitor firm's website would not impact your decision to instruct a solicitor in the future?** *Base: Those who are not impacted by or neutral towards the publication of prices on their decision to instruct a solicitor (n=262)*

I have a preferred solicitor or firm whom I am likely to continue to instruct	60%
I am more likely to approach a solicitor or firm which has been recommended to me	37%
I am unlikely to check prices online	9%
Other	1%
Not applicable	7%

- Among those who said they are not impacted by or neutral towards the publication of prices, three in five (60%) said they would not be impacted because they have a preferred solicitor/firm to instruct. Additionally, over a third (37%) said so because they are more likely to approach a solicitor/firm which has been recommended to them.
- Older people aged 65+ are most likely to say they have a preferred solicitor/firm they are likely to continue to instruct (86% vs the average of 60%).
- Nearly half of those aged 18-24 (47%), 25-34 (49%), 35-44 (48%), and 45-54 (48%) say they are not impacted by publication of prices because they would approach a solicitor/firm that was recommended to them, compared to only one in five people aged 65+ (20%).