

Segmentation of people using legal services

We ran a segmentation on people using legal services and identified five clusters based on people's demographics and legal capabilities



LEGAL SERVICES
BOARD



- **#1 Under-served (7.0m in England and Wales)**

Youngest age profile, most likely to be single, to have a disability and to be unemployed. Lower legal capabilities and unmet legal needs.



#2 Educated, selective but unconfident (10.8m)

Highest proportion who attended university, most likely to be 30-64 years old. Most likely to shop around, yet have second lowest level of legal confidence.



#3 Slightly younger 'average' (8.0m)

More likely to have dependent children, most ethnically diverse (just).



#4 Less selective but satisfied (8.5m)

Second highest level of satisfaction, more likely to see outcome was fair, least likely to shop around.

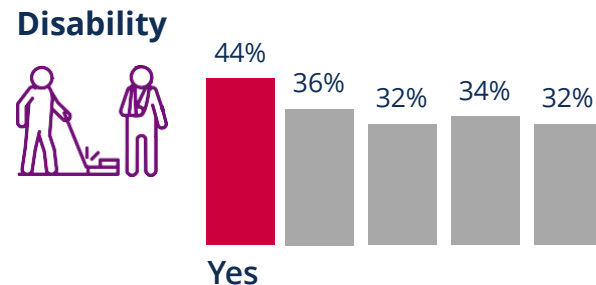
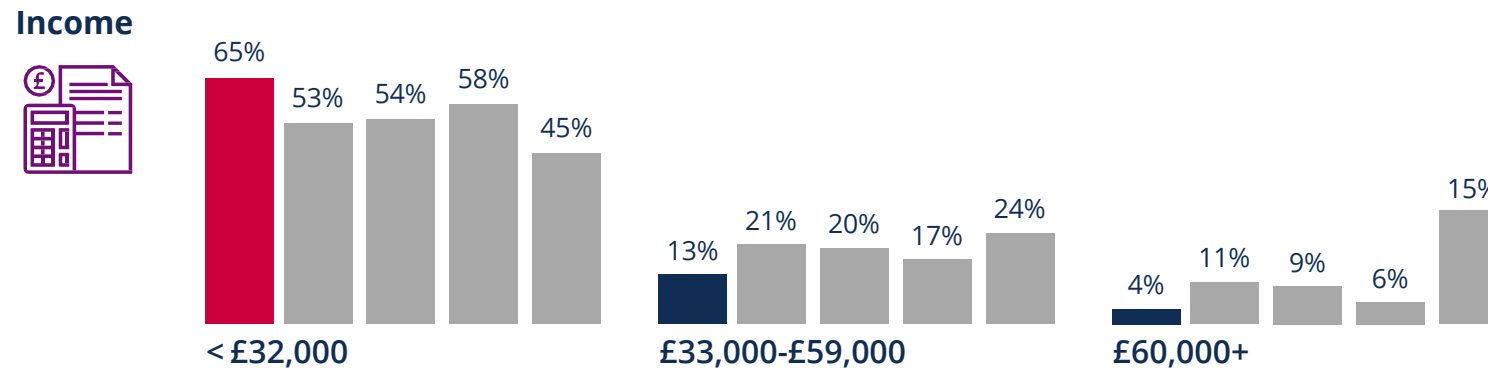
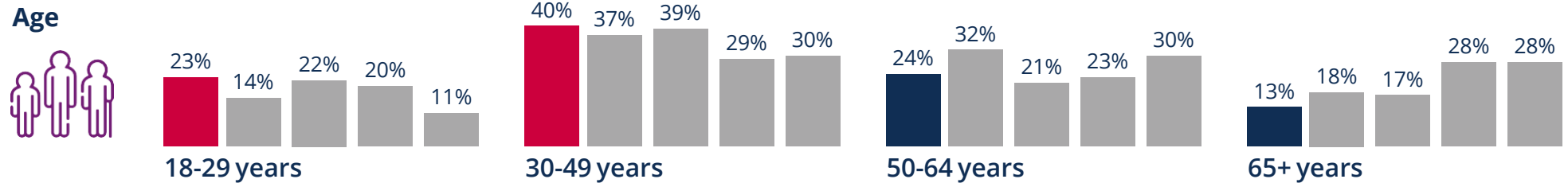


#5 Confident and satisfied 'frequent fliers' (12.2m)

High levels of legal capabilities. Highest average income, oldest age profile. Most likely retired, lowest unmet needs and highest satisfaction.

High priority ← ————— → Low priority

Under-served – 7.0m people in England and Wales

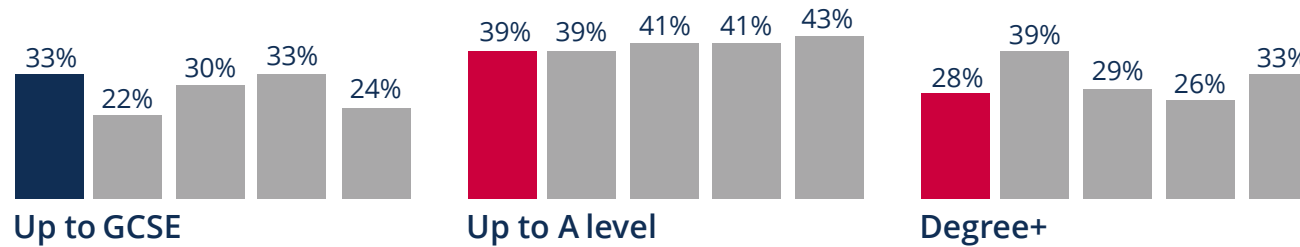


■ Significantly higher than the whole sample ■ Significantly lower than the whole sample ■ Not significantly different

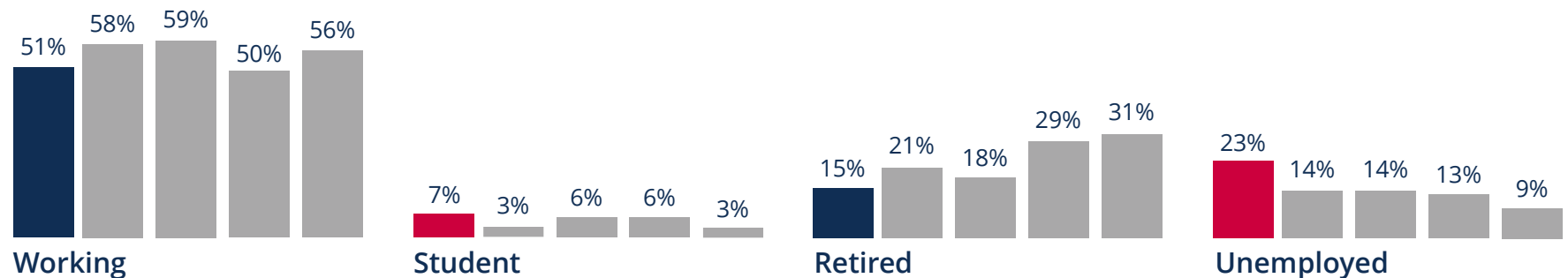


Under-served – 7.0m people in England and Wales

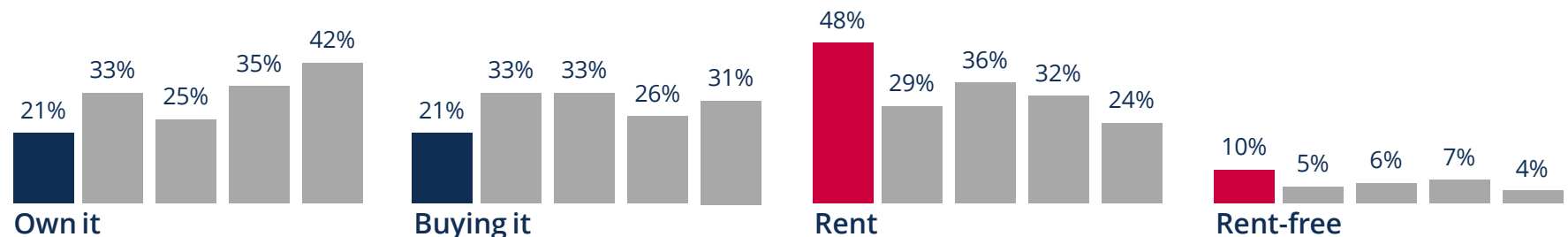
Education



Working status



Housing tenure

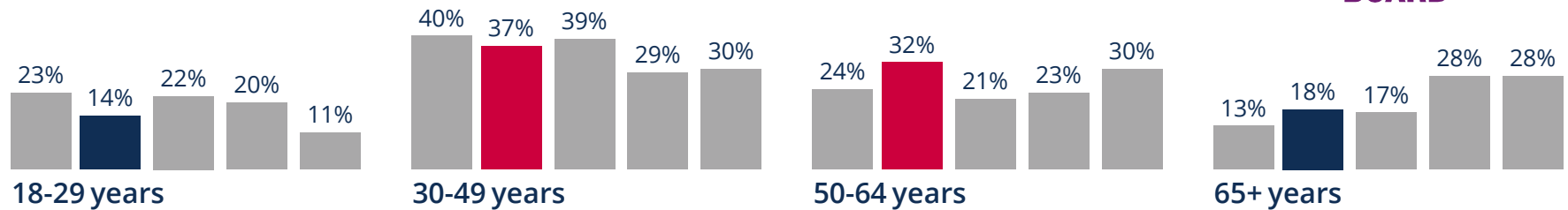


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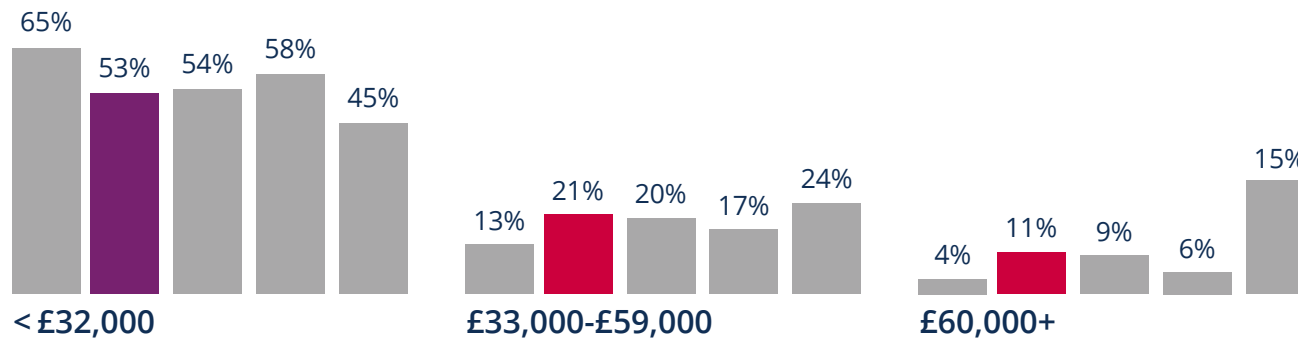


Educated, selective but unconfident – 10.8m people in England and Wales

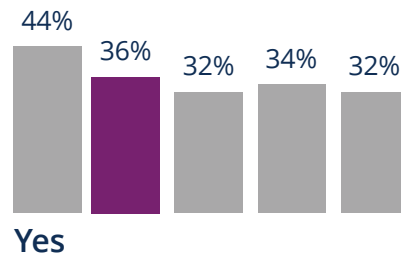
Age



Income



Disability

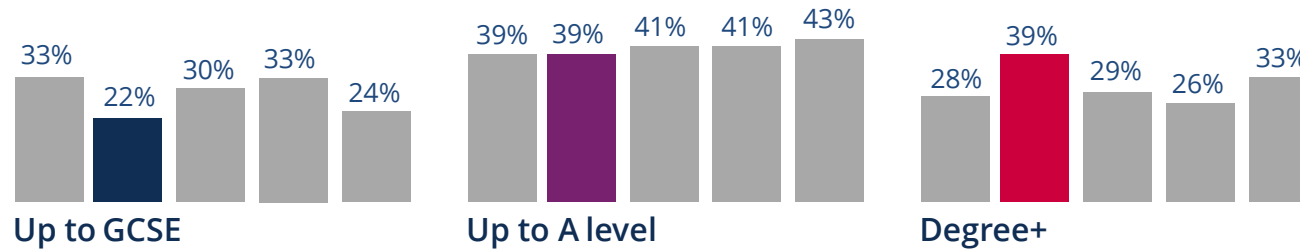


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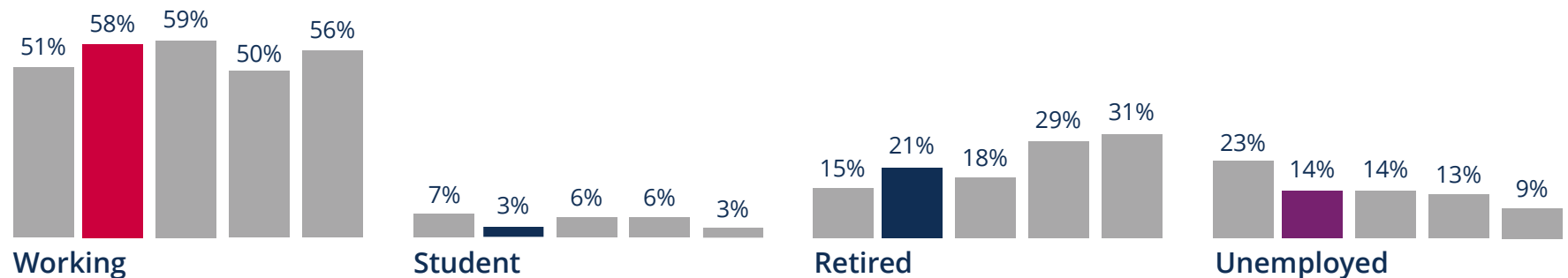


Educated, selective but unconfident – 10.8m people in England and Wales

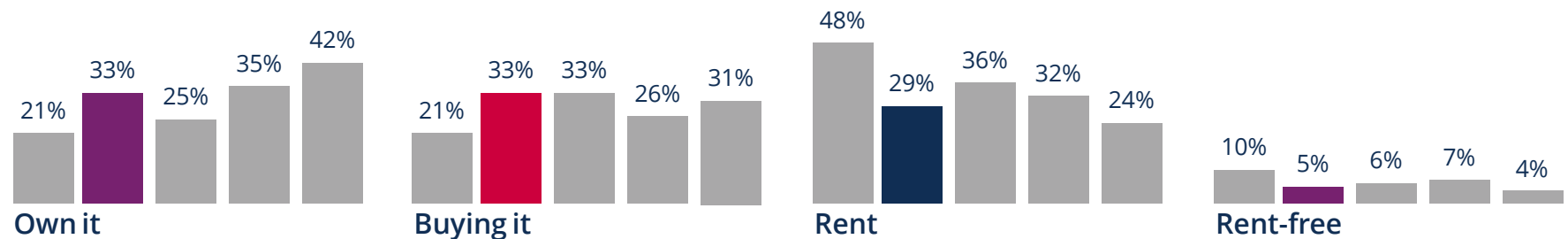
Education



Working status



Housing tenure

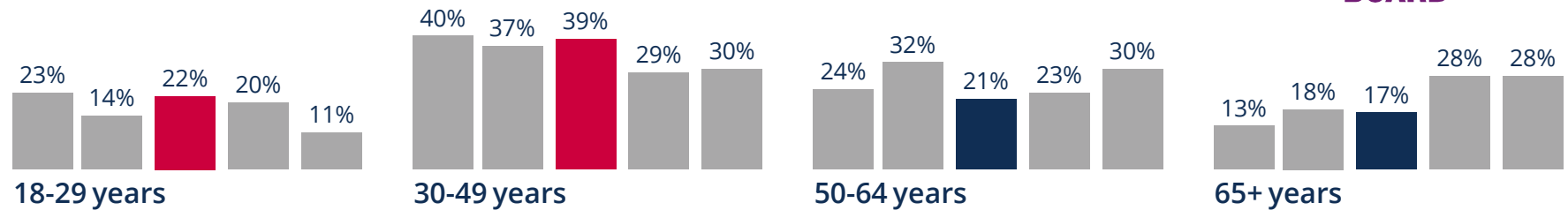


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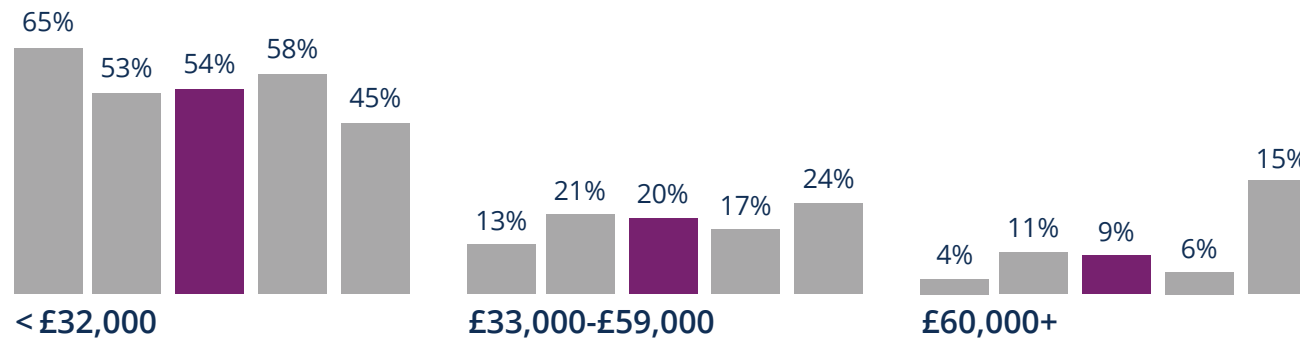


Slightly younger 'average' – 8.0m people in England and Wales

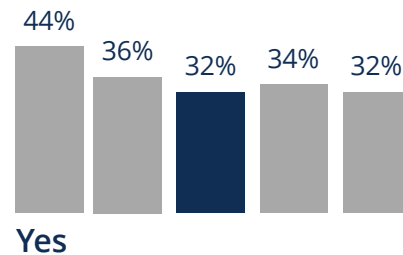
Age



Income



Disability

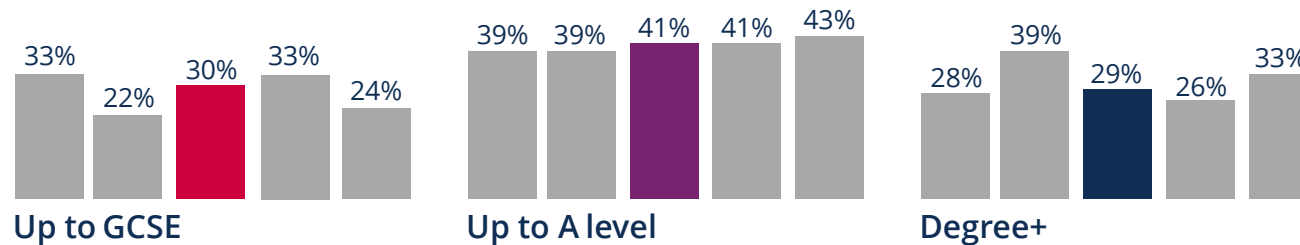


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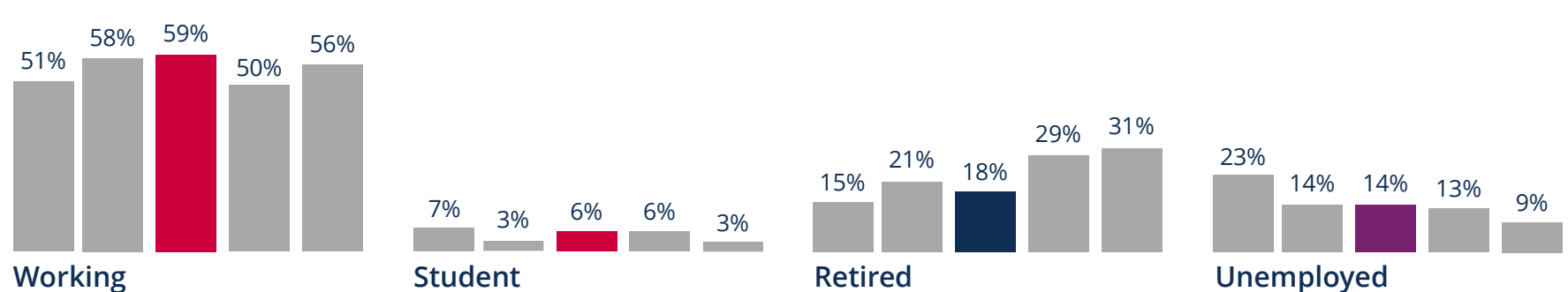


Slightly younger 'average' – 8.0m people in England and Wales

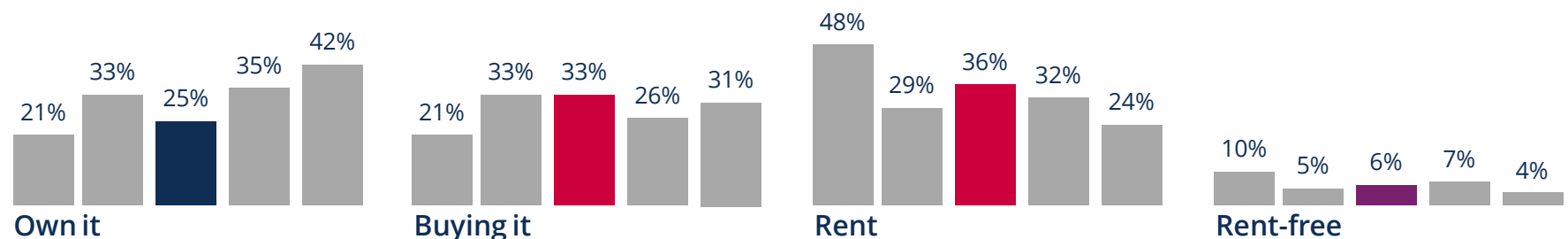
Education



Working status



Housing tenure

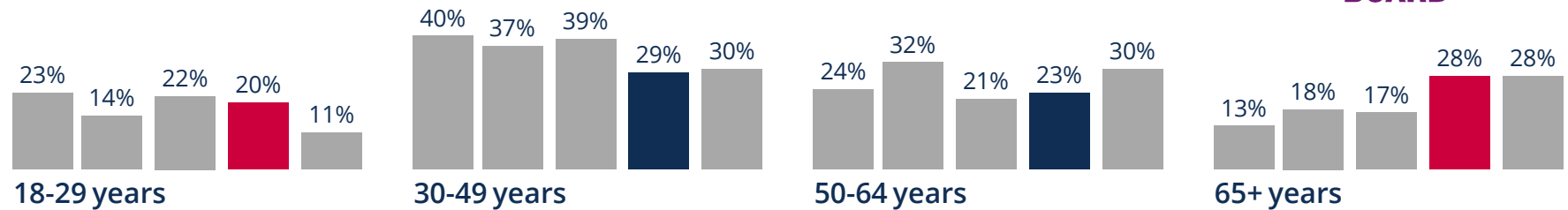


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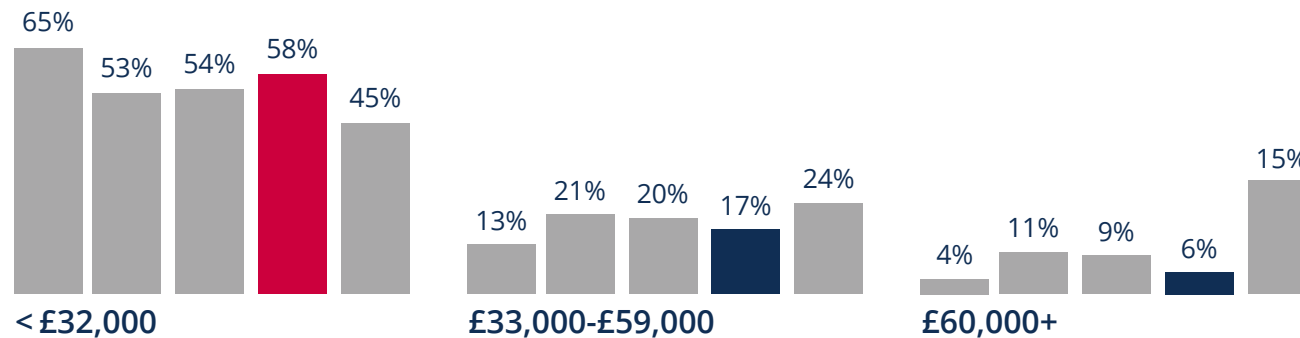


Less selective but satisfied – 8.5m people in England and Wales

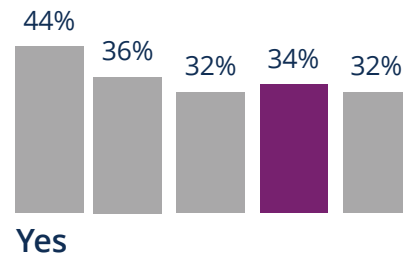
Age



Income



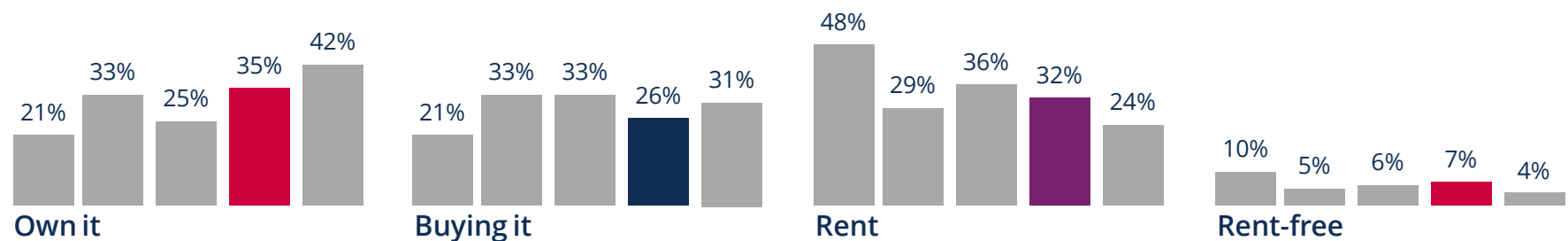
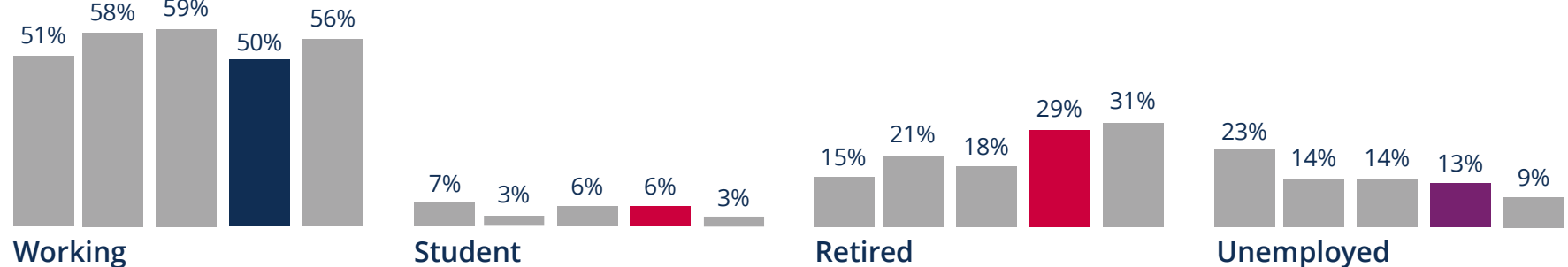
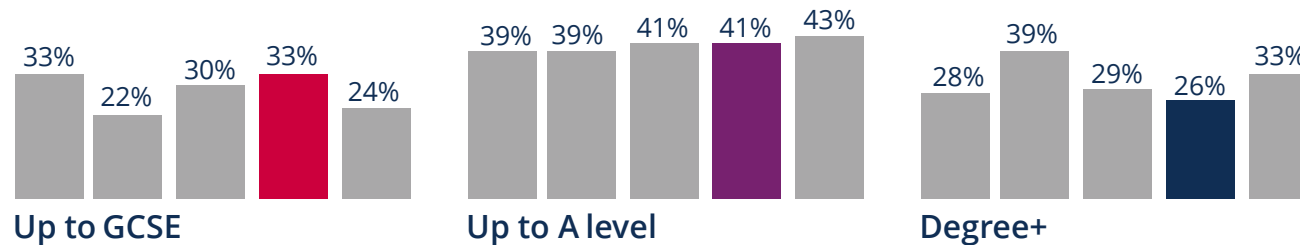
Disability



Yes

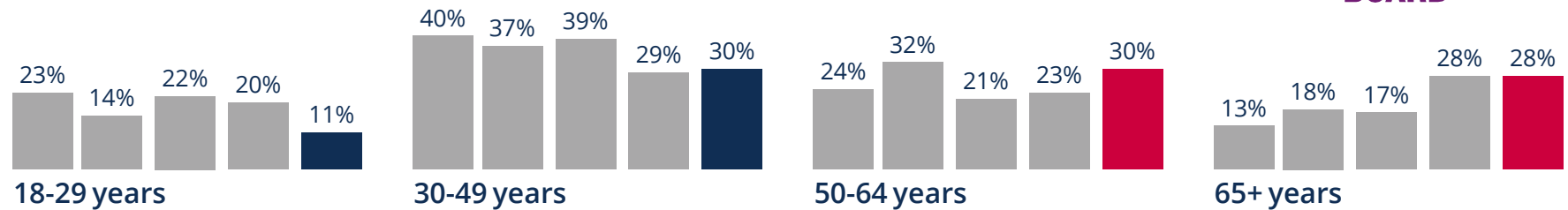
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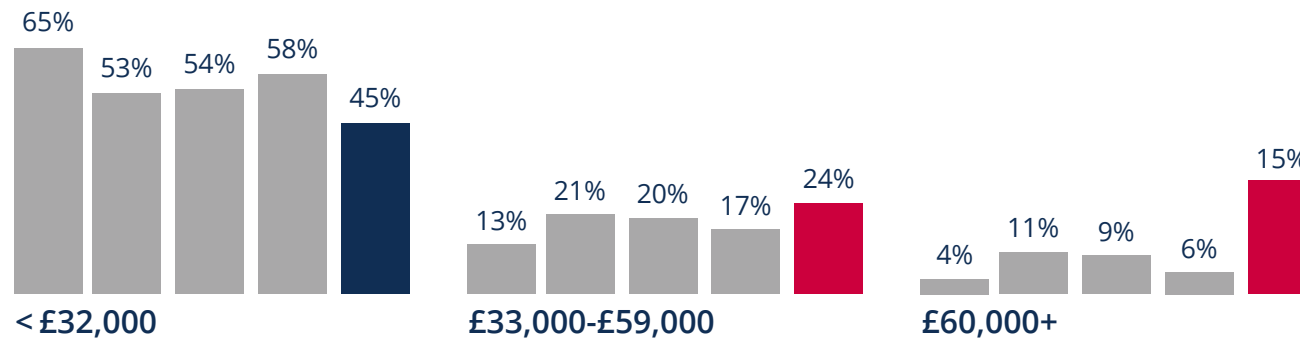


Confident and satisfied 'frequent fliers' – 12.2m people in England and Wales

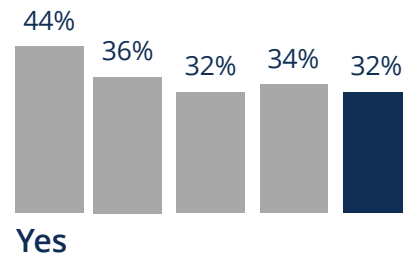
Age



Income



Disability

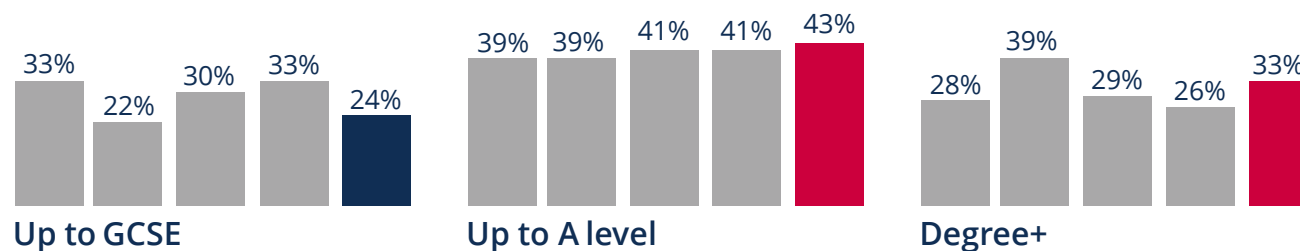


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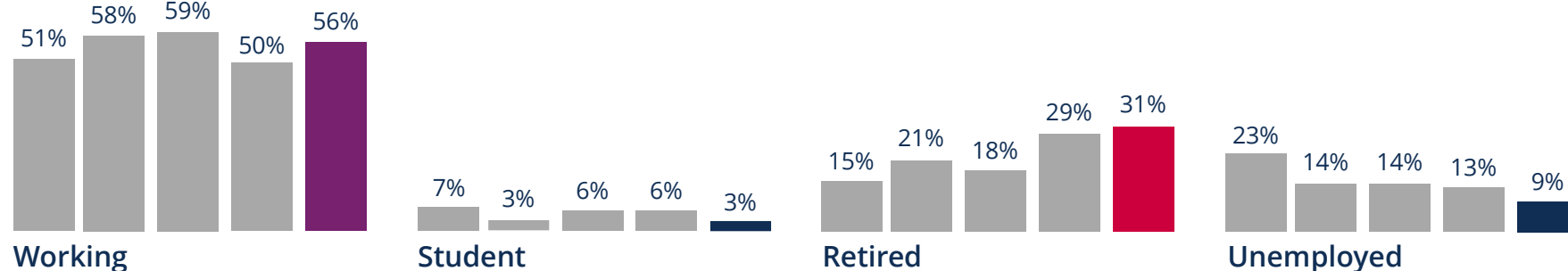


Confident and satisfied 'frequent fliers' – 12.2m people in England and Wales

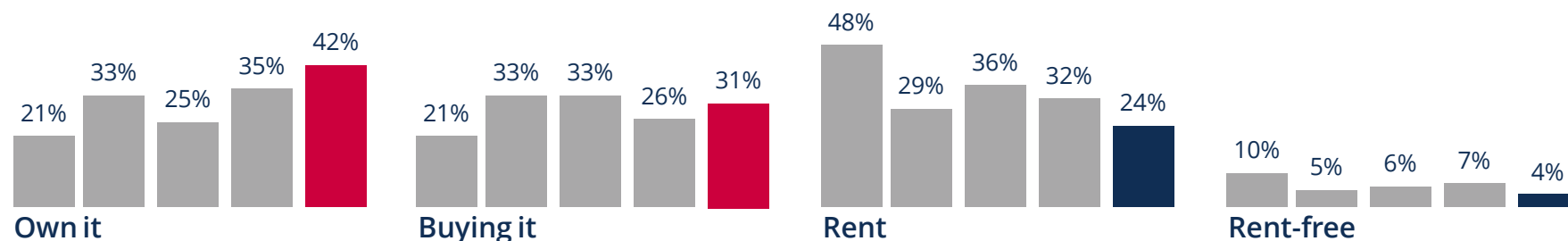
Education



Working status



Housing tenure

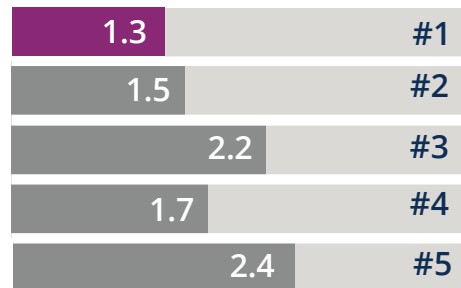


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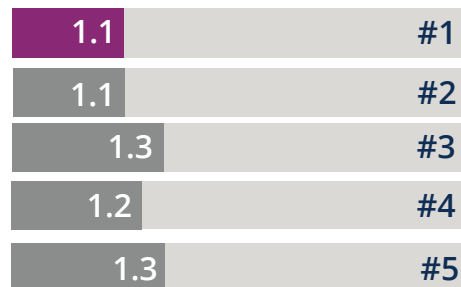


Under-served – legal capabilities and legal issues experienced

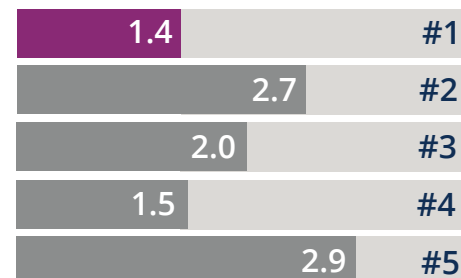
Legal confidence



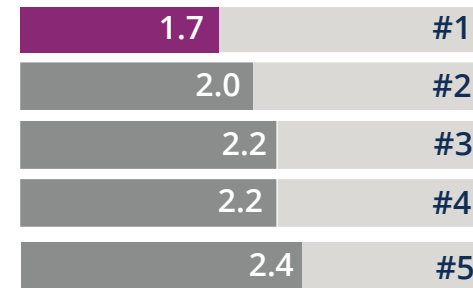
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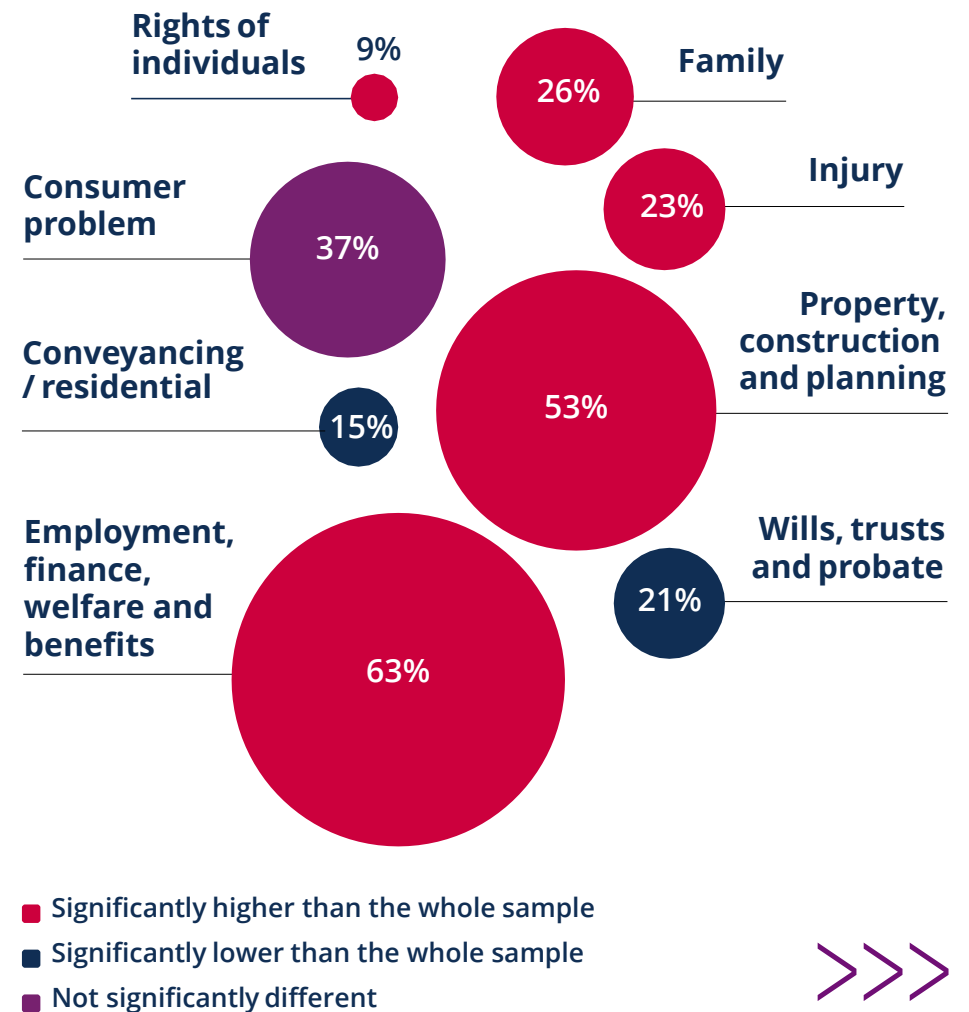
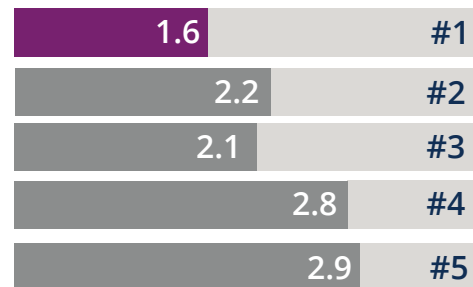
Knowing regulation



Self-efficacy

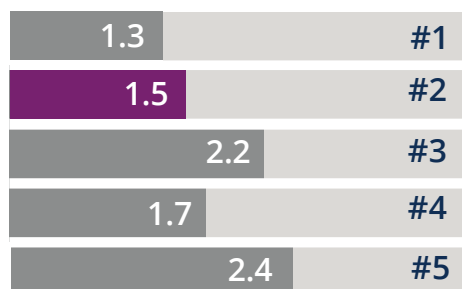


Navigating legal services

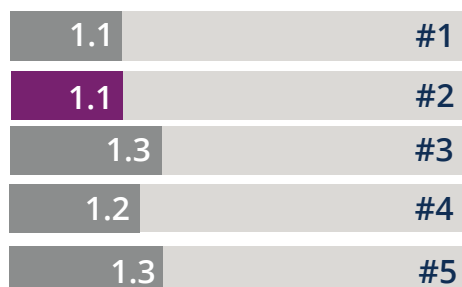


Educated, selective but unconfident – legal capabilities and legal issues experienced

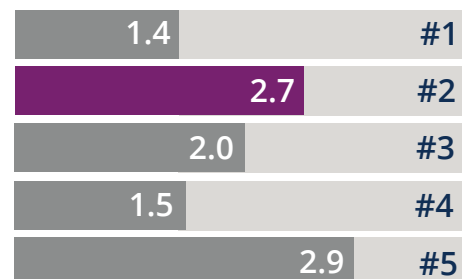
Legal confidence



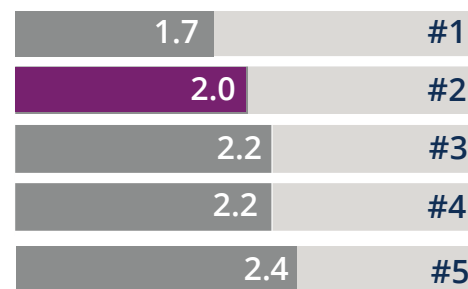
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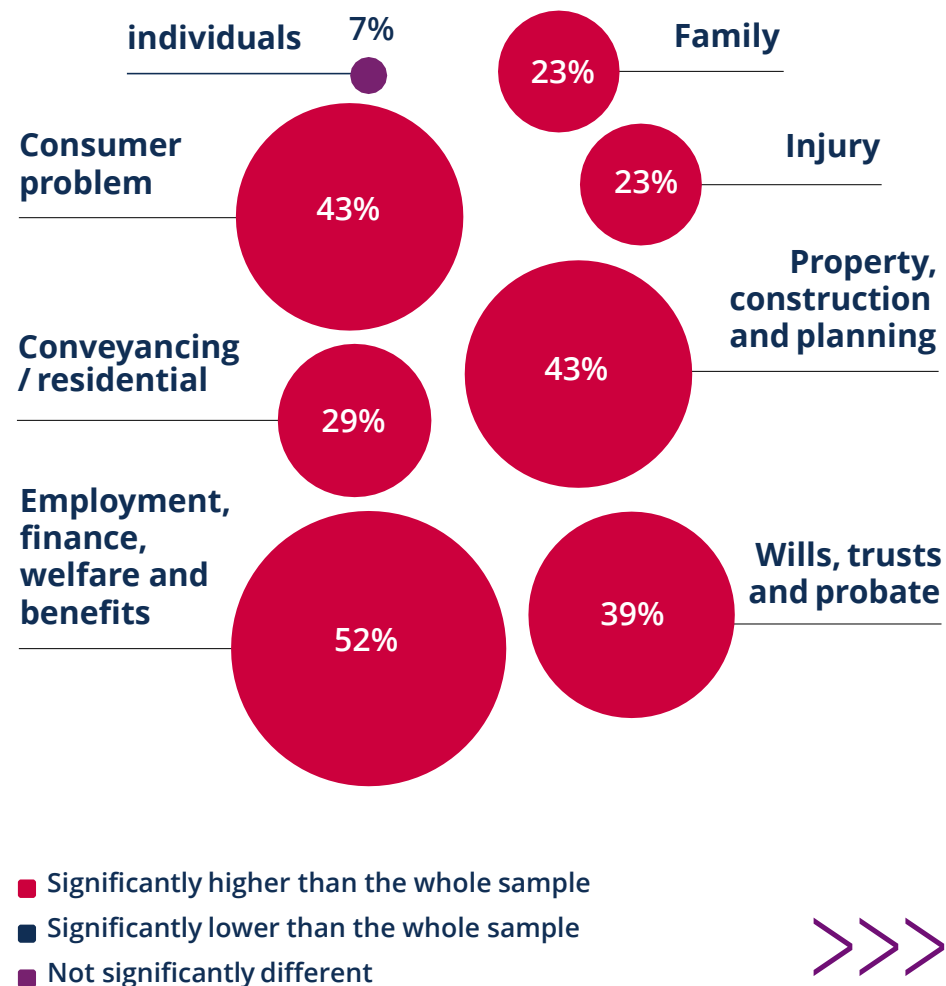
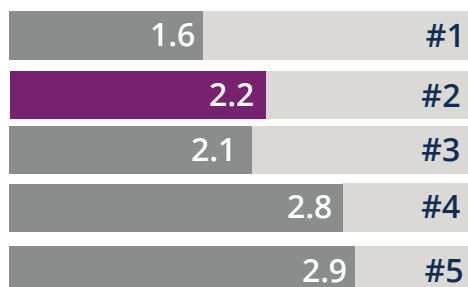
Knowing regulation



Self-efficacy

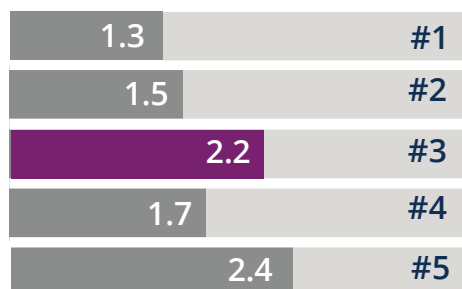


Navigating legal services

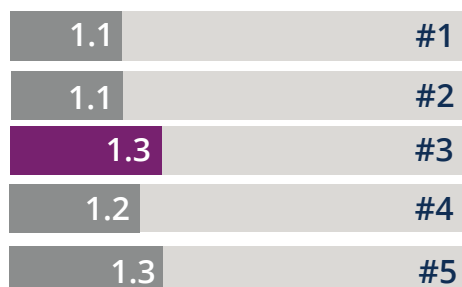


Slightly younger 'average' – legal capabilities and legal issues experienced

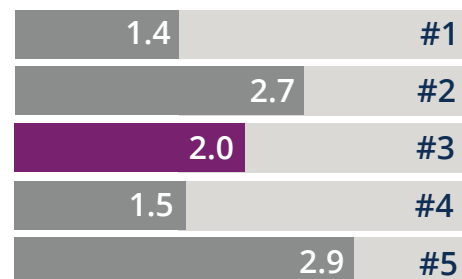
Legal confidence



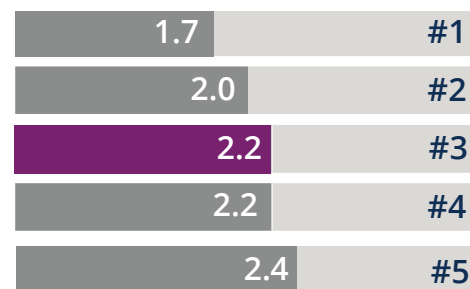
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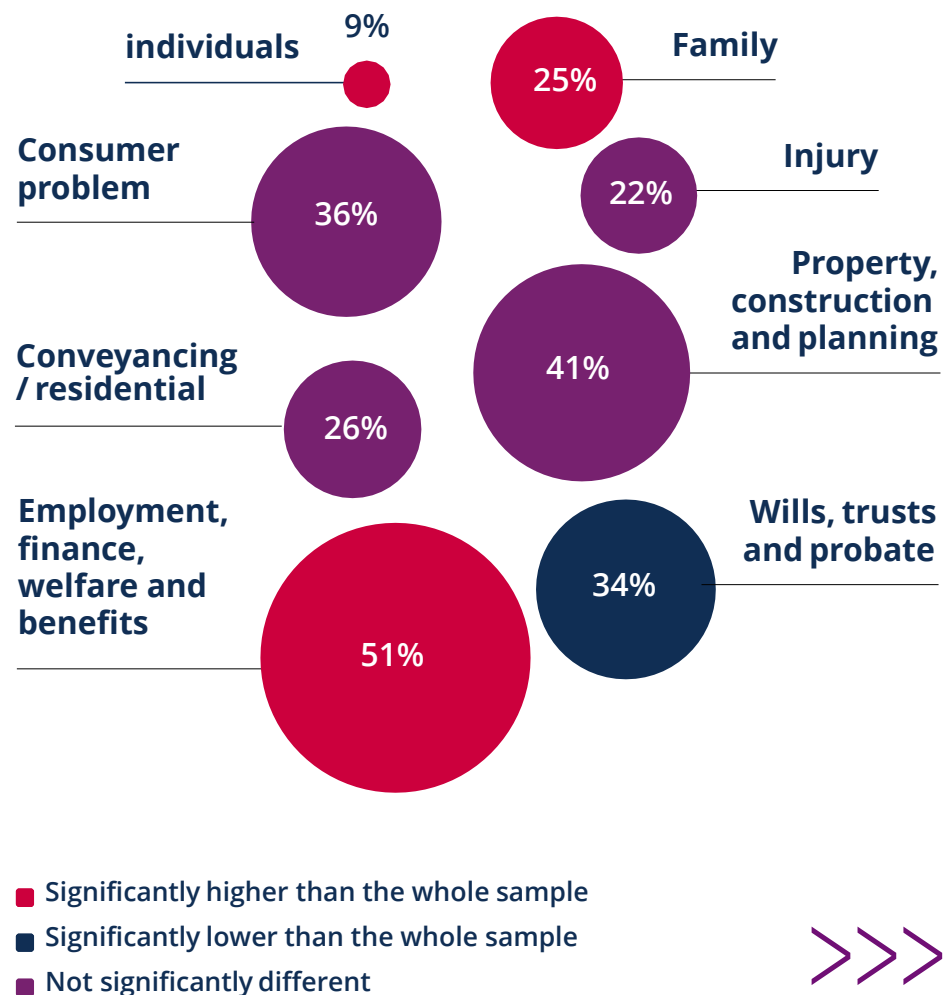
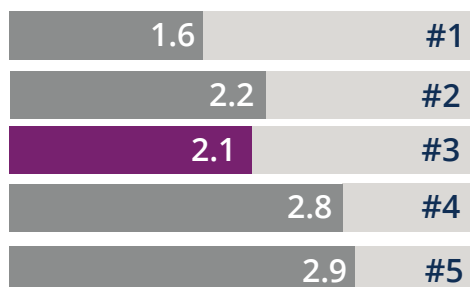
Knowing regulation



Self-efficacy

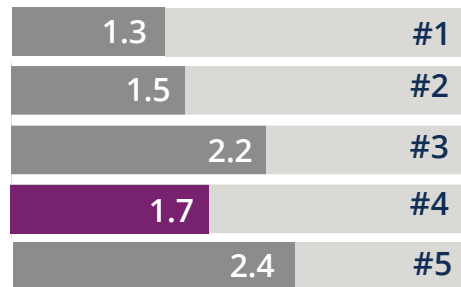


Navigating legal services

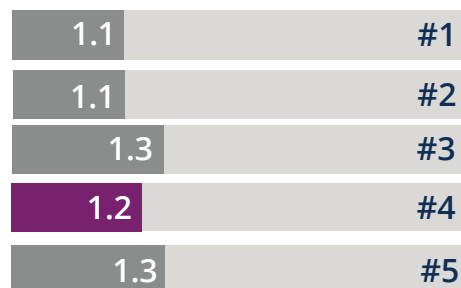


Less selective but satisfied – legal capabilities and legal issues experienced

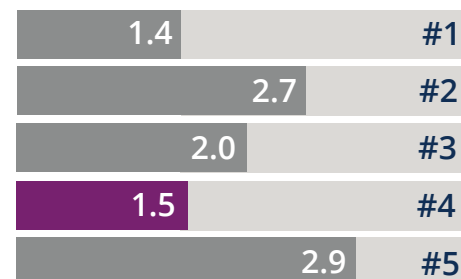
Legal confidence



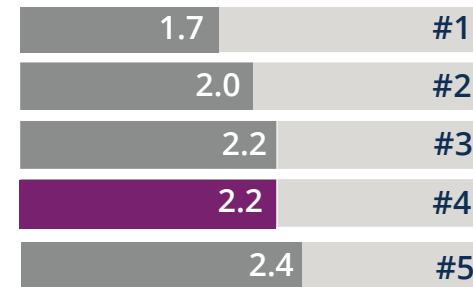
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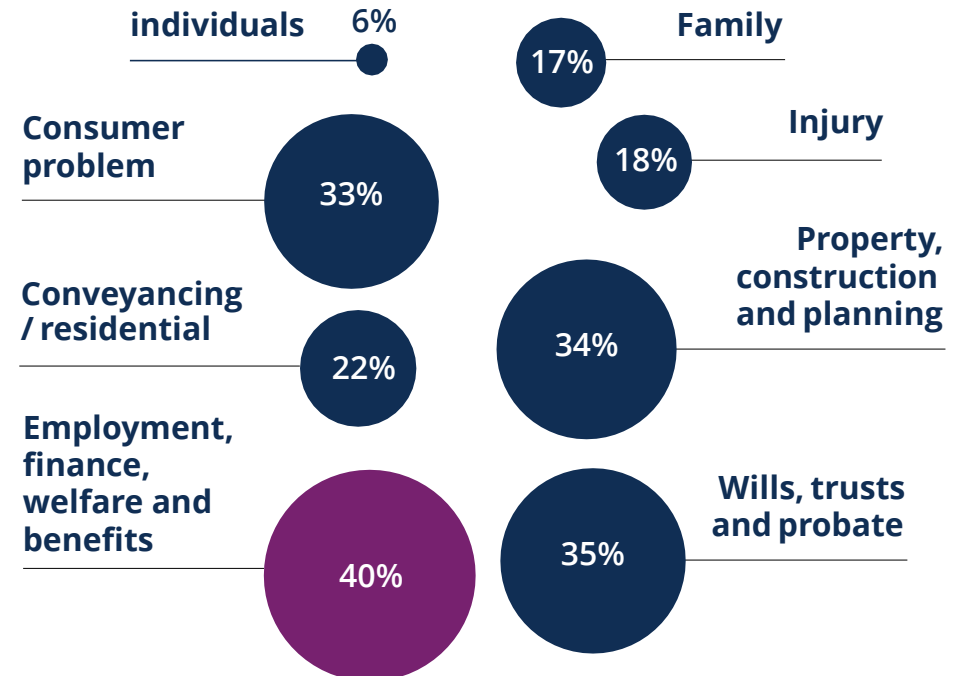
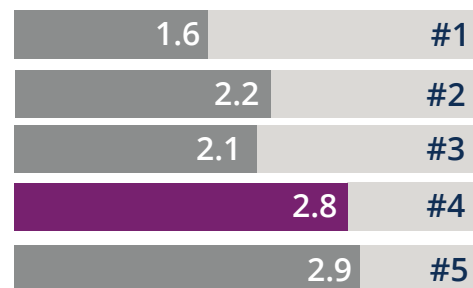
Knowing regulation



Self-efficacy



Navigating legal services

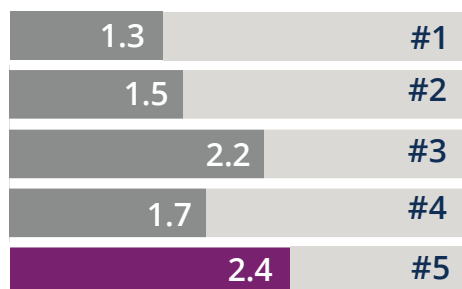


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- Not significantly different



Confident and satisfied 'frequent fliers' – legal capabilities and legal issues experienced

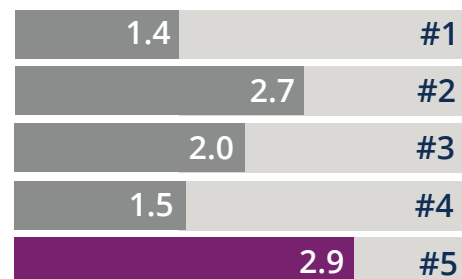
Legal confidence



Accessibility



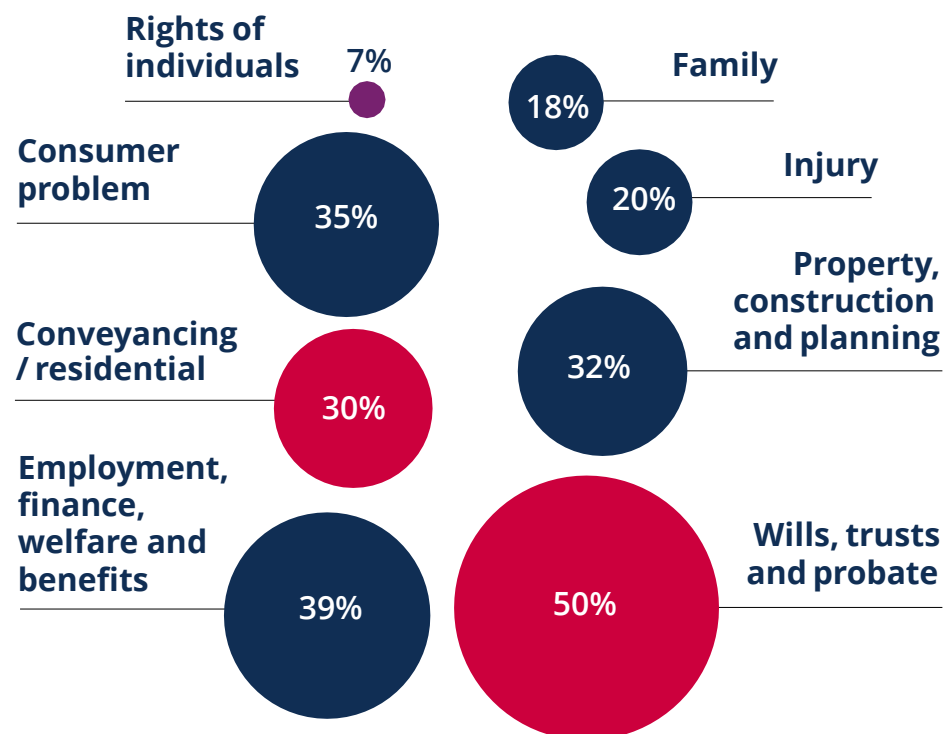
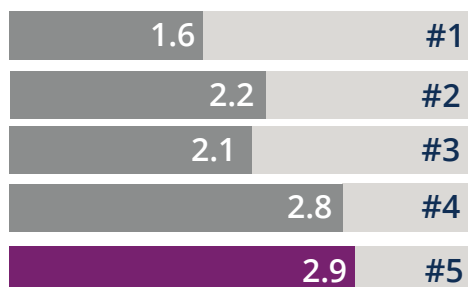
Knowing regulation



Self-efficacy



Navigating legal services



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Underserved – legal needs vs unmet legal needs

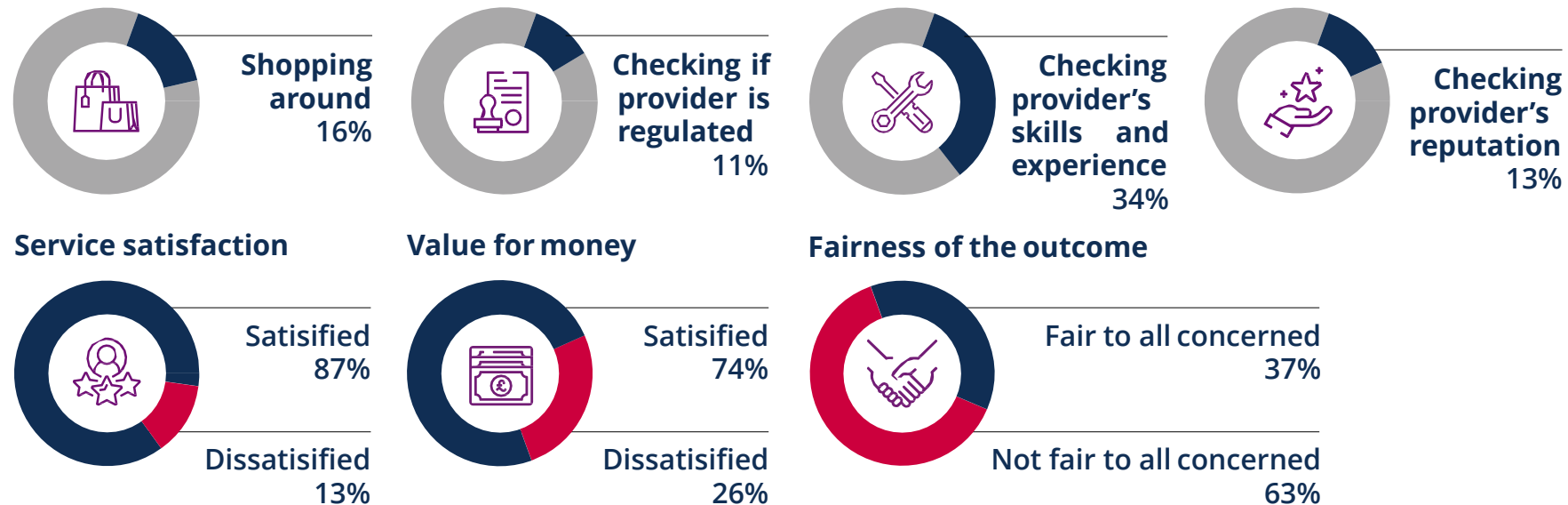
75% had a legal need when an individual needs support to deal with a legal issue.



71% had an unmet legal need (inadequate or no professional help or too long to resolve).



Perceptions and behaviours



Educated, selective but unconfident – legal needs vs unmet legal needs

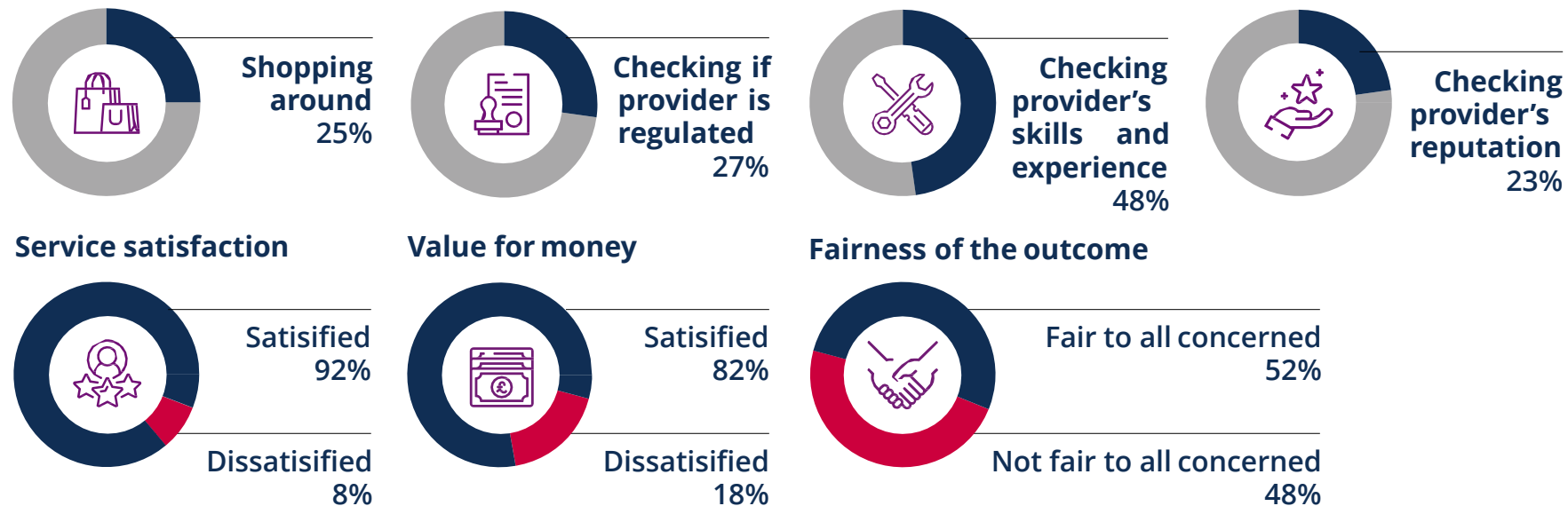
61% had a legal need when an individual needs support to deal with a legal issue.



58% had an unmet legal need (inadequate or no professional help or too long to resolve).



Perceptions and behaviours



Slightly younger 'average' – legal needs vs unmet legal needs

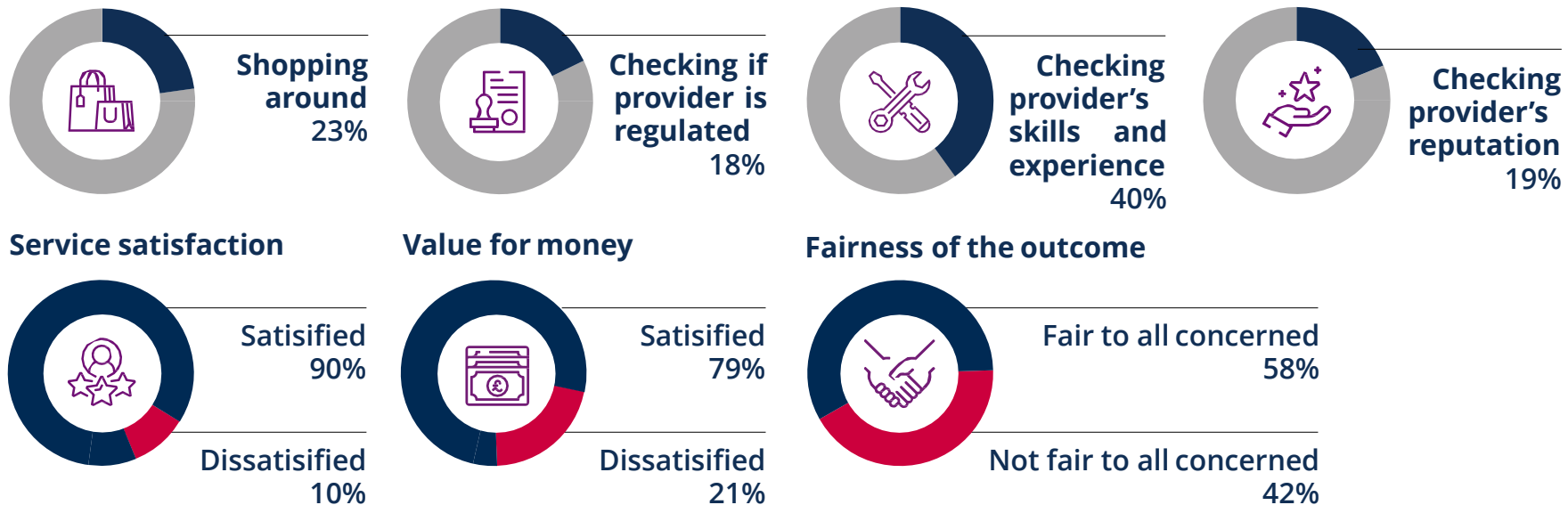
57% had a legal need when an individual needs support to deal with a legal issue.



58% had an unmet legal need (inadequate or no professional help or too long to resolve).

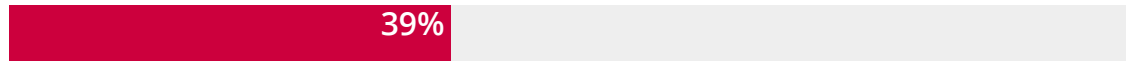


Perceptions and behaviours



Less selective but satisfied – legal needs vs unmet legal needs

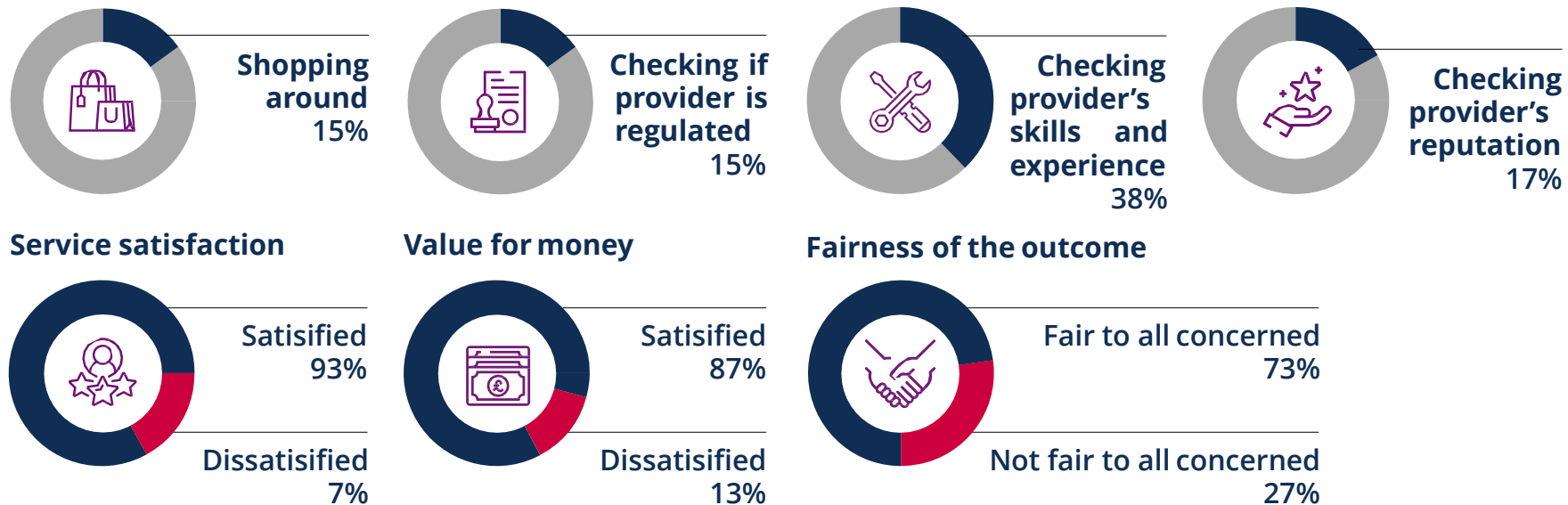
39% had a legal need when an individual needs support to deal with a legal issue.



57% had an unmet legal need (inadequate or no professional help or too long to resolve).

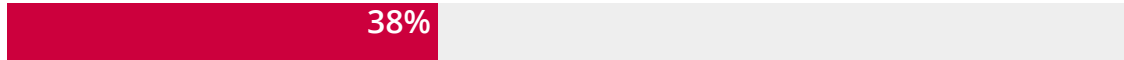


Perceptions and behaviours

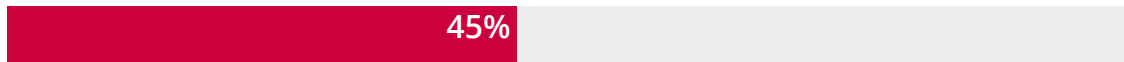


Confident and satisfied 'frequent fliers' – legal needs vs unmet legal needs

38% had a legal need when an individual needs support to deal with a legal issue.



45% had an unmet legal need (inadequate or no professional help or too long to resolve).



Perceptions and behaviours

