

YouGov/ SixthSense Survey Results

Sample Size: 2336

Fieldwork: 1-3 November 2010

Total	Social Grade		GOR New							
	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

L16. Here is a list of some leading consumer brands in the UK which might consider offering a range of legal services in the future. Choose up to 5 brands that you might consider using if they offered legal services.

Unweighted Base										
Base										
AA	18%									
RAC										
Virgin	15%									
BT										
BUOPA										
Coop	18%									
Sainsbury's										
Tesco										
Waitrose										
Powergen										
Barclays	19%									
Lloyds TSB										
HSBC										
NatWest										
Halifax										
Kwik Fit										
None of these	40%									

L19a. 'If looking for a law firm, I would be more likely to choose one that offered me the convenience of online access to legal services and documents (e.g. wills, lasting powers of attorney, pre-nuptials and employment agreements etc)'. Here are some statements regarding online use of legal services. Please select your level of agreement or disagreement with each statement.

Unweighted Base										
Base										
Strongly agree	3%									
Agree	32%									
Neither agree nor disagree	37%									
Disagree	18%									
Strongly disagree	4%									
Don't know	7%									

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Total	Age Gender 16+								Gender	
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female

L16. Here is a list of some leading consumer brands in the UK which might consider offering a range of legal services in the future. Choose up to 5 brands that you might consider using if they offered legal services.

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HSBC										
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None of these	40%									

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Unweighted Base										
Base										
Strongly agree	3%	3%	3%					2%		
Agree	32%	37%	40%					39%		
Neither agree nor disagree	37%									
Disagree	18%									
Strongly disagree	4%									
Don't know	7%									

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Total	Education Age						Still at school/Full time student	Can't remember
	15 or under	16	17-18	19	20+			

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Lloyds TSB							
HSBC							
NatWest							
Halifax							
Kwik Fit							
None of these	40%						

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Agree	32%						
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Don't know	7%						

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	Marital Status						
Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

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Neither agree nor disagree	37%						
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Don't know	7%						

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Fieldwork: 1-3 November 2010

	Housing Status					
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

L16. Here is a list of some leading consumer brands in the UK which might consider offering a range of legal services in the future. Choose up to 5 brands that you might consider using if they offered legal services.

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None of these	40%					

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Disagree	18%					
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Don't know	7%					

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Fieldwork: 1-3 November 2010

	Household Size											
Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+

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Don't know	7%											

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	Gross Household Income								
Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

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Disagree	18%								
Strongly disagree	4%								
Don't know	7%								

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	Gross Household Income							
Total	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

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Total	Social Grade		GOR New							
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L19b. 'If choosing between law firms, my choice would be positively influenced by a firm that offered the convenience of online access to their services and easy access to information about the progress of my legal matter.' : Here are some statements regarding online use of legal services. Please select your level of agreement or disagreement with each statement.

Unweighted Base	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Base										
Strongly agree										
Agree										
Neither agree nor disagree										
Disagree										
Strongly disagree										
Don't know										

L19c. I would change from a law firm I normally use if an alternative firm offered me a similar service but at a reduced fee if I provided some initial details about my legal matter online. : Here are some statements regarding online use of legal services. Please select your level of agreement or disagreement with each statement.

Unweighted Base	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Base										
Strongly agree										
Agree										
Neither agree nor disagree										
Disagree										
Strongly disagree										
Don't know										

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Total	Age Gender 16+								Gender	
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Unweighted Base	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female
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Agree											
Neither agree nor disagree											
Disagree											
Strongly disagree											
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Unweighted Base	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female
Base											
Strongly agree											
Agree											
Neither agree nor disagree											
Disagree											
Strongly disagree											
Don't know											

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Total	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember

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