

Consumer Behaviour and Attitudes towards Price and Service Transparency

Technical Annex



Wherever possible London Economics uses paper sourced from sustainably managed forests using production processes that meet the EU eco-label requirements.

Copyright © 2014 London Economics. Except for the quotation of short passages for the purposes of criticism or review, no part of this document may be reproduced without permission.

About London Economics

London Economics is one of Europe's leading specialist economics and policy consultancies. Based in London and with offices and associate offices in five other European capitals, we advise an international client base throughout Europe and beyond on economic and financial analysis, litigation support, policy development and evaluation, business strategy, and regulatory and competition policy.

Our consultants are highly-qualified economists who apply a wide range of analytical tools to tackle complex problems across the business and policy spheres. Our approach combines the use of economic theory and sophisticated quantitative methods, including the latest insights from behavioural economics, with practical know-how ranging from commonly used market research tools to advanced experimental methods at the frontier of applied social science.

We are committed to providing customer service to world-class standards and take pride in our clients' success. For more information, please visit www.londoneconomics.co.uk.

Head Office: Somerset House, New Wing, Strand, London, WC2R 1LA, United Kingdom.

w: londoneconomics.co.uk e: info@londoneconomics.co.uk t: [@LondonEconomics](https://twitter.com/LondonEconomics)
t: +44 (0)20 3701 7700 f: +44 (0)20 3701 7701

About YouGov

YouGov (www.yougov.com) is a full-service market research agency pioneering the use of the internet and information technology to collect high quality, in-depth data for research and analytics. Launched in 2000, YouGov has grown rapidly. In 2010 we captured over 7,000,000 on-line survey responses and managed a research panel of around 600,000 UK residents. Our client base is diverse and includes public, private and third sector organisations and we have subsidiaries and offices in Germany, Scandinavia, North America and the Middle East with staff numbers of over 450 worldwide and a group turnover in excess of £60m. Well known for our trusted reputation in political polling, YouGov also provides sector specialist research teams in the fields of: Public Services; Consumer Trade & Retail; Technology & Telecoms; Media; Financial Services and Political research. These are supported by specialist qualitative and advanced analytics teams.

YouGov's company details are as follows:

Address: 50 Featherstone Street, London, EC1Y 8RT

Companies House Registration no. 03607311

Authors

London Economics: Dr Ashwini Natraj, Dr Charlotte Duke, Agata Makowska. **YouGov:** Ian Neale, Olivia Joyner, Lorien Perry, Ben Butler



Wherever possible London Economics uses paper sourced from sustainably managed forests using production processes that meet the EU Ecolabel requirements.

Copyright © 2018 London Economics. Except for the quotation of short passages for the purposes of criticism or review, no part of this document may be reproduced without permission.

London Economics Ltd is a Limited Company registered in England and Wales with registered number 04083204 and registered offices at Somerset House, New Wing, Strand, London WC2R 1LA. London Economics Ltd's registration number for Value Added Tax in the United Kingdom is GB769529863.

Table of Contents

Page

Index of Tables, Figures and Boxes	1
Annex 1 Focus group discussion guides	2
Annex 2 Consumer survey and behavioural experiment questionnaire	10
Annex 3 Mock-ups shown to participants in behavioural experiment	25

Index of Tables, Figures and Boxes

Figures

Figure 1	Price/service presentation: Divorce – Minimum Disclosure	25
Figure 2	Price/service presentation: Divorce – Mandatory disclosure – fixed fees	26
Figure 3	Price/service presentation: Divorce – Hourly fees – mandatory disclosure	27
Figure 4	Price/service presentation: Divorce – scenario-based – mandatory disclosure	28
Figure 5	Price/service presentation: Divorce – Fixed fees – discretionary disclosure	29
Figure 6	Price/service presentation: Divorce – hourly fees – discretionary disclosure	30
Figure 7	Price/service presentation: Divorce – scenario-based – discretionary disclosure	31
Figure 8	Price/service presentation: Employment – minimum disclosure	32
Figure 9	Price/service presentation: Employment – fixed fees – mandatory disclosure	33
Figure 10	Price/service presentation: Employment – hourly fees – mandatory disclosure	34
Figure 11	Price/service presentation: Employment – scenario-based – mandatory disclosure	35
Figure 12	Price/service presentation: Employment – fixed fees – discretionary disclosure	36
Figure 13	Price/service presentation: Employment – hourly fees – discretionary disclosure	37
Figure 14	Price/service presentation: Employment – scenario-based – discretionary disclosure	38

Annex 1 Focus group discussion guides

Introductions (5 minutes)

Good evening and thanks for being on time. My name is Olivia/Lorien and I will be moderating the session for the next 2 hours.

Just a few points before we start. Today's discussion is a very informal session - I am here to hear your thoughts and opinions. So please be as open and honest as possible, and the more you have to say, the better!

Everything you share is anonymous and will not be attributed to you.

Please also remember that there are no right or wrong answers and please also respect each other's views even if they are different from your own.

Tonight, we will be discussing your experiences of searching and selecting a barrister/ barristers chambers- we are NOT focusing on your experiences of the actual service (once selected / instructed).

Please note that we will not be exploring any personal reasons for you needing to access the legal service.

- Please start by introducing yourself by your first name, age, who else is in your household, job role (if relevant) and which region you live in
- Tonight we are focusing on use of a barrister. We understand that you have used/ are using services of a barrister in the last 2 years. When did you decide you needed to access this service?
- After deciding you needed to access this service, when did you first start the process of finding/ researching a provider?

Section 2: Accessing services (20 mins)

Just a reminder that tonight, we will be discussing your experiences of searching and selecting a barrister/ barristers chambers- we are NOT focusing on your experiences of the actual service (once selected / instructed) or why you need to access the service.

- Please now think back to when you first decided you needed to access a barrister.....what were the steps you took to find a barrister? Please explain in detail. Why did you do this?
 - o Did you do any research to find a barrister- why or why not?
 - o How many barristers do you think you researched initially? Why?
 - o How many did you contact? Why?
- If you did contact any how did you do this and why did you choose this initial communication method? E.g. email, phone, f2f visit

- If you contacted them again (before making your final decision), which method did you use and why?

Detailed probes:

- Did you use any of these sources of information and if so what role did they play in your decision making process?

1. Recommendations from friends and family
 2. Recommendations from your solicitor
 3. Recommendations / information provided from another service provider (e.g. Citizens Advice, Mackenzie Friends, Legal aid)
 4. Research online
 5. Promotional material e.g. flyers, leaflets and posters
 6. Face to face visit(s) to potential providers
 7. Telephone call(s) to potential providers
 8. Providers used before
 9. Other- if so what?
- o Why did you seek or engage with these sources of information?
 - o How did they help or hinder your decision making process?
 - o POLL: Which sources of information (add above in poll) would you trust the most when looking for a barrister – why?
 - o POLL: Which sources of information (add above in poll) would you trust the least when looking for a barrister – why?
 - o If searching online:
 - o Did you use any of the following online sites to find out information on barristers/ barrister chambers and why / why not:
 1. Search engine – if so, which search terms did you use?
 2. Specific barrister chambers website
 3. Customer review sites / advice sites- which one?
 4. Social media site - which one?
 5. Other online site / tool

- What kind of information would you expect to be on a barrister's / chambers website to help customers select a provider? Why?
 - o Probe: service information in plain language, contact details, staff expertise / qualifications, different stages involved, offer of interview (if so, do they expect this to be free or at a fixed price), timeframes for the service, seniority/ years of experience of staff
 - o What elements of price would you expect to see, if any? (e.g. hourly rate, fixed price, price for different elements of work)

- If they did not use a recommendation/ went direct: Why did some of you find a barrister directly yourself? (no help from a solicitor)

- Ask to all- What are the advantages and disadvantages of finding a barrister yourself, rather than using the one a solicitor recommended to you? What makes you think this?
 - o Are there any challenges or barriers to finding a barrister yourself/ accessing one directly? If so, what?

- If they used recommendations: Did you also use any other sources of information or did you just go by the recommendation? Why or why not?
 - o How important is a recommendation? Why?

- What type of information/ documents (hard copy or digital) did you receive from any providers during your search stage (if any) e.g. contract, price estimate or price quotes (e.g. per hour), timeframes, experience of staff, fact sheet?
 - o Please describe what it covered
 - o Did you ask for this information or were you just given it? At what stage?
 - o How influential was it on your decision on which barrister/ barrister's chambers to use? Probe: price, price transparency
 - o How easy was it to understand the information? Why do you say this? probe price info specifically
 - o Do you remember reading any small print when reviewing these documents? Why is this? (e.g. rarely read small print, typically don't understand language often used in small print, lack of time etc.)
 - o Was a free interview offered? Was a fixed fee interview offered?

Section 3: Assessing services (35- 40 mins)

- When conducting research on a barrister/ barrister's chambers - what are/ were you looking for to help you make a decision on which provider to use?
 - o What are the most important criteria you require a legal provider to fulfil? Why?
 - o What are the least important criteria you require a legal provider to fulfil? Why?
 - o How many providers of barristers' services at the research stage did you seriously consider using?
 - o What made you seriously consider some providers over others? What criteria did they fulfil in your mind?

- What type of questions, if any, did you ask or seek out from the barrister chambers or clerks when considering to use them or not?
 - o Why did you ask this? How important was their answer to you?
 - o How did you ask them e.g. over the phone, in writing, via email, via their website contact form or live chat?

- Did you or are you currently taking into account any of the following when deciding which provider/barrister to use...(Please see the board and say the relevant numbers) - why or why not?
 1. A fixed price provided
 2. Being able to pay per hour (a hourly rate provided)
 3. How easy is it to understand what to expect about prices and other costs (e.g. court fees) and how prices may vary
 4. How easy it it to understand how long it takes to complete work and how this may vary
 5. Whether the provider/barrister is regulated
 6. Location of the provider/ geographical convenience
 7. Method of communication with the provider if instructed e.g. phone, online, f2f, skype or mixed method
 8. Level of experience of barrister (less than 5 years and more than 5 years)
 9. Feedback from previous clients

10. Level of service e.g. frequency of communication, availability of provider such as out of hours / weekends / during bank holidays

- o From the list on the board....Please say what are the 2 most influential factors in your decision making process and why?
- o Please say what are the 2 least influential factors in your decision making process and why?
- o Probe how important the years of experience a barrister has to them

Explore in depth:

- Ease of understanding: How easy or not was it to understand the service the barrister(s) were offering?

- o Did you have an idea of what to expect from the service e.g. stages of work, type of activities? How did you know this?

- o Did you have an idea of timings of the work? How did you know this?

- o Were/ are you aware that timings can vary according to the complexity of the case and what barristers need to do? If so, how?

- How do you feel about this? Was this made sufficiently clear to you? Why/ why not?

- Price: How important was/is price to you in your decision making of which barrister / barrister's chambers to use? Why?

- Did you or do you have a concept of what a 'reasonable' price is for the service you required? If so, what was / is this price?

- What / who has shaped this perception? E.g. research, communication from the providers, word of mouth, previous experience, perception of complexity of the case etc.

- o How easy or not was it to find out the price of the service?

- o How did you find this out? Did the provider(s)/Barrister explain the price to you, if so how? Did you have to ask for it or did they offer you the price information?

- o Do you know how price can be calculated?

- If a fixed fee is not feasible, are you aware of how legal providers can charge? (probe hourly rates, based on different scenarios, how simple/complex a case is)

o Thinking about any conversations or information received about price - how simple or complex has the price been to you? Why do you say this?

o How transparent (clear, visible, easy to understand) do you think the price for services of a barrister are? What makes you say this?

- How important is it for the price to be transparent to customers at the set up / research stage? Why do you think this?

- Do you think the level of transparency would impact on your decision to use a barrister's services? Would you be more likely to use a barrister's service if the price is more transparent? Why / why not?

- Do you think the level of transparency would impact on your decision to search for alternative providers? If so, how? Why/why not?

- Do you think the level of transparency would impact on your choice of provider (barrister A over barrister B etc)? If so, how? Why/ why not?

- Would you feel any more confident in searching for and choosing a provider yourself (without a solicitor's advice) if prices were more transparent? Why/ why not?

- How could price be made more transparent/ clear to customers?

o What if anything, can affect the final price (while the barrister is doing the work)? Why do you think / know this?

- Did the provider tell you that the final price can vary? If so, when? How?

- On the board:

The final price for a legal service can vary from the estimated price provided before the work begins. It may vary based on the complexity of the case, experience of the staff carrying out the work and unexpected complications e.g. parties disagreeing on terms

- What are your initial reactions to this?

- Is this reasonable or not to you? Why?

Section 4: Testing of materials for the experiment (50 mins total)

Scenario testing (20mins):

We are now going to show you a range of imaginary scenarios, which may or may not be similar to your own situation. We want you to focus on the scenario we show you and NOT your own personal

situation to answer the following questions please. There are no right or wrong answers- we are just interested in your honest views

Show each scenario one at a time on board and then ask the following questions:

- Can you imagine this happening to a legal services customer? Why / why not?
 - o Let's say this scenario is placed in a questionnaire/survey, which is sent to the general public. How easy or not is it for you to imagine this scenario for the purpose of research?
 - o How simple or complex do you think this legal situation might be for the legal services customer?
- How realistic do you think this scenario is? What makes you say this?
- Is anything unclear or confusing here? If so, what?
- How could it be improved to make it more realistic?

Treatment testing (30mins):

We are now going to show you a range of ways that costs may be presented to a customer- the prices and names of the barrister's chambers have been made up for the purpose of research. Imagine you are looking to choose a barrister / barrister's chambers.

Please imagine that these services are offered through the Public Access scheme, which means you can access the services yourself and you do not need to go via a solicitor.

The fees are indicative only and intended to enable comparison

Show each treatment on board one at a time and explain what service it is for- employment or divorce. Then ask per treatment:

- What are your first reactions to how the price is explained / shown here? How does it make you feel? E.g. confused, informed, stressed, positive, negative, motivated
- How easy or not is the information to understand / find the relevant information you need? Why or why not? Probe: format (table vs words), wording, hourly rate vs fixed fee (per stage of work) vs scenario based

- o What do you think it means by 'if complex'? What could make something 'complex'
- How clear is this distinction for you?
- o Probe: how useful it has been splitting by level of barrister's experience and stage of work? And estimated hours (for hourly rate treatment) vs estimated fixed fee (per stage).
- o Would it be useful to show a range of prices (minimum to maximum) rather than estimated averages? Why or why not?
- o How could it be made clearer? Probe: too much or too little info here

- Does it contain all relevant information for you to be able to assess the price and make a decision on which provider to go with? If not, what's missing?
- Do you feel that you understand what to expect from the price, and how/why prices may change from the information presented to you here?
- How does this way of presenting prices make you feel about the skill or experience of the barristers? What makes you say this?

- If information were shown this way, would you feel confident comparing quotes from alternative barristers? Why or why not?
- If information were shown this way, would you feel confident choosing a barrister yourself (without a referral from a solicitor)? Why or why not?

Section 5: Conclusions and close (5 mins)

- Thinking about the different ways the price was displayed to you in these scenarios:
 1. Fixed fees per stage of work (table)
 2. Hourly fees (table)
 3. Scenario based (text)
- o Which format is most transparent/ clear?
- o Which format is least transparent / clear?
- o Which format would make you feel more confident in comparing alternative quotes?

o Which format would make you feel more confident in choosing a barrister yourself (without a referral from a solicitor)? Why?

• Is there any other information you would want to be displayed differently or explained to you to make you feel more confident / willing to choose a barrister yourself in the future? Why?

Any other comments? Thanks and close

Annex 2 Consumer survey and behavioural experiment questionnaire

****Introductory text screen*****

Display the following text to all respondents:

Thank you for agreeing to participate in this survey. In this survey, we would like to understand what is important to you when searching for and choosing a barrister.

We would first like to understand your experiences when you look for services online.

*****Questions assessing respondents' previous experiences searching for services online***

Display the following text to all respondents:

Q1. Thinking about your own experiences, in the past two years, have you used any of the following legal services providers? Please select all that apply.

Randomise options, record response.

- a. Solicitor
- b. Will writer
- c. Barrister
- d. Licensed conveyancer
- e. None of the above
- f. Don't know/can't remember

If respondent answers option a, b, c, d, ask Q1a, else Q2.

Q1a. And what service did you need from the provider? Please select all that apply.

Randomise options, record response.

- a. Conveyancing (i.e. legal work involving buying, selling or transferring property)
- b. Will writing
- c. 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)
- d. Family matters
- e. Accident or injury claims
- f. Any offences or criminal charges
- g. Immigration and asylum matters
- h. Power of attorney (i.e. a legal document allowing one person to act on behalf of another)
- i. Litigation
- j. Other
- k. Don't know/ can't remember

Ask Q2 to all respondents.

Q2. In the past two years, have you SEARCHED FOR any of the following legal services providers? Please select all that apply.

Randomise options, record response.

- a. Solicitor
- b. Will writer
- c. Barrister
- d. Licensed conveyancer
- e. None of the above
- f. Don't know/can't remember

If respondent clicks a, b, c or d, take them to Q2a and Q2b, else go to Q3.

Q2a. When you searched for a legal service provider, did you use any of the following information sources? Please select all that apply.

Randomise options, record response.

- a. Recommendations from friends and family
- b. Recommendations from your solicitor
- c. Recommendations / information provided from another service provider (e.g. Citizens Advice, Mackenzie Friends)
- d. Legal aid
- e. Research online
- f. Promotional material e.g. flyers, leaflets and posters
- g. Face to face visit(s) to potential providers
- h. Telephone call(s) to potential providers
- i. Providers used before
- j. Other
- k. None of the above
- l. Don't know/can't remember

Q2b. How many providers did you research?

Record response.

- a. One
- b. Two
- c. Three or more
- d. Don't know/can't remember

If respondent selected 'c' for Q2, ask Q2c followed by Q2d, else go to Q3.

Q2c. How easy was it to find information on...

Display options in a grid.

Vertically, display the following options. Randomise and record response.

- a. What price to expect
- b. What work the barrister would do
- c. How long the work might take
- d. How and why the price might be different from the quote

e. How and why the time to complete the work may be different from the estimated time

Horizontally, display the following:

1 – Very difficult

2 – Difficult

3 – Easy

4 – Very easy

5 – Don't know/can't remember

Q2d. Where, if at all, was the information shown?

Display options in a grid.

Vertically, display the following options. Randomise and record response.

f. What price to expect

g. What work the barrister would do

h. How long the work might take

i. How and why the price might be different from the quote

j. How and why the time to complete the work may be different from the estimated time

Horizontally, display the following, randomise:

a. On the legal providers' website

b. After calling the barrister or the barristers office

c. After meeting face to face with the barrister or someone in the barristers office

d. In the barrister's promotional material

e. In any other material I got from the barrister

f. I didn't receive and couldn't find the information

g. Don't know/can't remember

Go to Q3.

Q3. In the past two years, have you searched for any of the following services online? Please select all that apply

Randomise options, record response.

- a. Financial products (bank account, mortgage, insurance etc.)
- b. Energy provider
- c. Mobile phone/internet provider
- d. Other
- e. I haven't searched for any services online in the past two years
- f. Don't know/can't remember

Go to Q4.

Q4. Do you feel confident searching for services online?

Record response.

- 1 – I feel very unconfident
- 2 – I feel confident
- 3 – I feel confident
- 4 – I feel very confident
- 5 – Don't know

[Show respondents scenario]

*****Respondents' assessment of scenario complexity *****

Display the following text to all respondents:

QSCEN1. How complex do you think this legal situation is?

- 1 – Very simple
- 2 – Simple
- 3 – Complex
- 4 – Very complex
- 5 – Don't know

Record response.

*****Task A: DECISION TO ACCESS *****

In this task, we show respondents a quote and record whether they choose to compare alternative quotes.

Display the following text to all respondents:

QA1. Keeping in mind the legal situation you were shown, please imagine that you have found the following information about the price and services offered by a barrister.

[Respondents are shown mock-up for a quote]

Display the following text to respondents:

Would you like to choose the barrister chambers based on the information you just saw, or would you like to compare alternative quotes?

The alternative quotes will be presented in the same format as the quote you just saw.

[Respondents are shown mock-up for two alternative quotes]

*****TASK A: FOLLOW-UP QUESTIONS*****

IF respondent clicks 'Choose barrister based on information shown' WITHOUT clicking 'compare alternative quotes' even once, ask the following question:

QAFF1. Why did you choose to not compare alternative quotes? Please select all that apply.

Randomise response options. Record responses.

- a. I could not easily understand the information in the quote I was shown and didn't want to search further.
- b. I did not feel confident comparing alternative quotes in the format of the original quote.
- c. I felt I had enough information to make my decision.
- d. Other (please specify)

If respondent clicked 'Compare alternative quotes', ask the following question:

QAFF2. Why did you choose to compare alternative quotes? Please select all that apply.

Randomise response options. Record responses.

- a. I could not easily understand the information in the quote I was shown and wanted to search further.
- b. I could easily understand the information in the quote I was given, but wanted to make sure I got the best deal.

- c. I felt confident comparing alternative quotes in the format of the original quote.
- d. I felt I needed more information to make my decision.
- e. Other (please specify)

*****TASK B: ASSESS AND ACT *****

Display the following text to respondents:

We will now show you two quotes for barristers and ask you about your opinions of the way information is presented. There are no 'right or wrong' answers to any of the questions, so please answer honestly.

As a reminder, we would like you to imagine that you are searching for a barrister for your [INSERT practice_area] and your situation is as detailed below. We want you to use the situation you are given below (and not your own personal situation) to answer the questions.

[Show scenario]

Display the following text to all respondents:

QB1. Keeping this situation in mind, please imagine that you are shown information from two barristers, as follows.

[Show quotes side by side]

*****TASK B: FOLLOW-UP QUESTIONS*****

Ask the following question to all respondents:

QBFF1. Which of these barristers would you choose?

Randomise options, record response.

- a. Nicholl and Osborn Chambers
- b. Laburnum Tree Chambers

Ask the following question to all respondents:

QBFF1a. In your opinion, which barrister's chambers are likely to be cheaper based on the information you were shown?

Randomise options, record response.

- a. Nicholl and Osborn Chambers
- b. Laburnum Tree Chambers
- c. I do not have enough information to answer this question

Ask the following question to all respondents:

QBFF1b. Why did you choose the barrister you selected? Please select all the reasons that apply.

Randomise options, record response.

- a. The chambers I chose were cheaper
- b. The chambers I chose offered better service
- c. The chambers I chose had more experienced barristers
- d. None of the above
- e. Don't know/can't remember
- f. Other (please specify)

Ask the following question to all respondents:

QBFF2. If you were searching for a barrister and you were shown price/service information in the format you just saw, how confident would you feel in choosing a barrister?

- 1 – Extremely nervous about making a choice
- 2 – Nervous about making a choice
- 3 – Confident about making a choice
- 4 – Extremely confident about making a choice
- 5 – Don't know

Record response.

If respondent chooses option 1 or 2 for QBFF2, display the following question:

QBFF2a. You said that you would not feel confident about making a choice. Why do you think this? Please select all that apply.

Randomise options and record response.

- a. I could not understand the pricing information
- b. I could not understand what services the barrister was offering
- c. I could not understand how long my legal work would take
- d. I could not understand how costs might change for my legal work
- e. I found it difficult to compare between the two barristers

f. I did not have all the information I needed to compare between barristers and make my decision

g. Other (please specify)

If respondent chooses option 3 or 4 for QBFF2, display the following question:

QBFF2b. You said that you would feel confident about making a choice. Why do you think this? Please select all that apply.

Randomise options and record response.

a. I could easily understand the pricing information

b. I could easily understand what services the barrister was offering

c. I could easily understand how long my legal work may be expected to take

d. I could easily understand how costs might change for my legal work

e. I found it easy to compare between the two barristers

f. I had all the information I needed to compare between barristers and make my decision

g. Other (please specify)

*****TASK C: ASSESSMENT OF AN INDIVIDUAL OFFER *****

Display the following text to all respondents:

QC1. Please consider the information below carefully, and then answer the questions that follow, based on the information you were shown.

In some cases information to answer the question may be placed behind an 'i' button.

In some cases you will not be shown enough information to answer the questions. In that case, please select the option 'The information shown does not include this'.

[Show quote]

If practice_area = Divorce, display the following questions:

QCD1. What is the hourly fee for a barrister with less than 5 years' experience?

Randomise response options, record answer.

a. £50

b. £75

- c. £100
- d. £150
- e. £200
- f. None of the above
- g. The information shown does not include this
- h. Don't know

Create variable right_qcd1. right_qcd1=1 IF respondent chooses option g AND one of the following is true:

- IF treatment=Minimum
- IF treatment=Fixed
- IF treatment=Scenario AND disclosure_level=Mandatory

right_qcd1=1 IF respondent chooses option c AND one of the following is true:

- Treatment= Hourly
- Treatment= Scenario AND disclosure_level=Discretionary

Else, right_qcd1=0

QCD2. What is the estimated cost per day for a barrister to make a court appearance every day after the first day, if the barrister has more than 5 years' experience?

Randomise response options, record answer.

- a. £500
- b. £1,000
- c. £1,500
- d. £2,000
- e. £3,000
- f. None of the above
- g. The information shown does not include this
- h. Don't know

Create variable right_qcd2=1 IF respondent chooses option g AND one of the following is true:

- treatment=Minimum

- disclosure_level=Mandatory

right_qcd2=1 IF respondent chooses option f AND disclosure_level=Discretionary

Else, right_qcd2=0

QCD3. Some factors may affect the timescales for your case. Which factors were explicitly mentioned in the information you were shown? Please select all that apply.

Randomise response options, record answer.

- a. The complexity of the case
- b. Whether any third parties are involved in your case
- c. The gender of any dependant children
- d. None of the above
- e. The information shown does not include this
- f. Don't know

Create variable right_qcd3.

right_qcd3=0.5 IF respondent chooses option a OR b.

right_qcd3=1 IF respondent chooses option a AND b.

Else, right_qcd3=0

If practice_area = Employment, display the following questions:

QCE1. What is the estimated hourly fee if you engage a barrister with more than 5 years' experience?

Randomise response options, record answer.

- a. £50
- b. £100
- c. £200
- d. £250
- e. £300

- f. None of the above
- g. The information shown does not include this
- h. Don't know

Create variable `right_qce1`. `right_qce1=1` IF respondent chooses option g AND one of the following is true:

- IF `treatment=Minimum`
- IF `treatment=Fixed`
- IF `treatment=Scenario` AND `disclosure_level=Mandatory`

`right_qce1=1` IF respondent chooses option e AND one of the following is true:

- `Treatment= Hourly` AND `disclosure_level=Mandatory`
- `disclosure_level=Discretionary` AND `treatment NOT Fixed`

Else, `right_qce1=0`

QCE2. What is the estimated cost per day for a barrister to make a court appearance every day after the first day, if the barrister has less than 5 years' experience?

Randomise response options, record answer.

- a. £300
- b. £500
- c. £600
- d. £750
- e. £900
- f. None of the above
- g. The information shown does not include this
- h. Don't know

Create variable `right_qce2`. `right_qce2=1` IF respondent chooses option g AND one of the following is true:

- IF treatment=Minimum
- IF disclosure_level=Mandatory

right_qce2=1 IF respondent chooses option b AND disclosure_level=Discretionary

Else, right_qce2=0

QCE3. Some factors may affect the timescales for your case. Which factors were explicitly mentioned in the information you were shown? Please select all that apply.

Randomise response options, record answer.

- a. The number of employees at your employer or former employer
- b. The complexity of the case
- c. Whether any third parties are involved in your case
- d. None of the above
- e. The information shown does not include this
- f. Don't know

Create variable right_qce3.

right_qce3=0.5 IF respondent chooses option b OR c.

right_qce3=1 IF respondent chooses option b AND c.

Else, right_qce3=0

Display the following question to all respondents:

QCS1. Do you think there was enough information about the following elements in the quote you were shown?

Display responses in a grid.

Vertically, display the following options (randomise):

- a. Expected price
- b. How prices may vary
- c. Time to complete legal work
- d. How times may vary

e. Services offered by the barrister

Horizontally, display the following:

Not enough information

Just enough information

Too much information

Display the following question to all respondents:

QCS2. Thinking of the quote you were shown, overall how easy to understand was it?

1 – Very difficult to understand

2 – Difficult to understand

3 – Easy to understand

4 – Very easy to understand

5 – Don't know

Record response.

Display the following question to all respondents:

QCS3. And how easy was it to find information about...

Display responses in a grid.

Vertically, display the following options (randomise):

a. Prices

b. Time taken to complete the work

c. How prices may vary

d. How times to complete the work may vary

e. Services offered by the barrister

f. How to complain

g. Whether the barrister is regulated

Horizontally, display the following:

1 – Very difficult or impossible to find

2 – Difficult to find

3 – Easy to find

4 – Very easy to find

5 – Don't know

Display the following question to all respondents:

QSC4. How does this way of presenting pricing information make you feel about the barrister's....

Display responses in a grid.

Vertically, display the following options (randomise):

- a. Skill
- b. Professionalism
- c. Quality of service

Horizontally, display the following:

1 – Very poor

2 – Poor

3- It didn't make me feel it would be good or poor

4 – Good

5 – Very good

6– Don't know

Annex 3 Mock-ups shown to participants in behavioural experiment

Figure 1 Price/service presentation: Divorce – Minimum Disclosure

Orchard Chambers

Orchard Chambers are a family law chambers that can provide legal representation and services covering a range of areas of family law such as dealing with contact arrangements, maintenance issues and divorce cases. Our barristers can advise you on your case and represent you in court. Below we provide information on our charging models for barristers in Orchard Chambers.

For information and estimates for fees for your case, you can contact the clerks on XXXXXX. Quotations will be provided as soon as possible. We always aim to set out quotations clearly, but please contact us after receiving your quotation if there is something you do not understand.

For more information on fees and timescales for your case, click 

Fees and Terms

Our barristers undertake cases subject to:

Fixed fees (a fee per case or per hearing)

Brief fee and refresher (A brief fee covers all of the preparation for a trial and the first day. A refresher is for each subsequent day of the trial)

The types of fees offered will depend on the type of case and the barrister you choose to instruct.

For more information about Orchard Chambers and how to complain, click 

London Economics

Figure 2 Price/service presentation: Divorce – Mandatory disclosure – fixed fees

Nicholl Osborn Chambers

Our barristers can advise you on your claim and represent you for your divorce if you and your partner cannot reach a financial settlement. Below we provide an estimate of average fees for barristers in Nicholl Osborn Chambers.

The fees below include all preparation, a conference at court of up to an hour, negotiations and advocacy and drafting of any orders (if required).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

Stage of work and barrister experience level	Estimated fee
Fixed Fees - Financial Disputes in Divorce	
Barrister with less than 5 years' experience	£4,200 to £5,600
Barrister with more than 5 years' experience	£8,400 to £11,200
Fixed fees are based on the completion of all the following typical stages of divorce hearings:	
First Directions Appointment (first court hearing exchanging financial information)	
Financial Dispute Resolution hearing (second court hearing to reach a financial settlement)	
Final Hearing if no settlement was reached in the Financial Dispute Resolution (first day)	
Court appearance (all subsequent days after first day of Final Hearing)	

For more information about Nicholl Osborn Chambers and how to complain, click 

London Economics

Figure 3 Price/service presentation: Divorce – Hourly fees – mandatory disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you for your divorce if you and your partner cannot reach a financial settlement. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers.

The fees below include all preparation, a conference at court of up to an hour, negotiations and advocacy and drafting of any orders (if required).

For more information on fees and timescales for your case, [click](#) ¹

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

Barrister experience level	Hourly fees and estimated number of hours
Barrister with less than 5 years' experience	
Hourly fee	£200
Barrister with more than 5 years' experience	
Hourly fee	£400
Typical Number of Hours - Financial Disputes in Divorce	30 hours to 37 hours
Estimated hours are based on the completion of all the following typical stages of divorce hearings:	
First Directions Appointment (first court hearing exchanging financial information)	
Financial Dispute Resolution hearing (second court hearing to reach a financial settlement)	
Final Hearing if no settlement was reached in the Financial Dispute Resolution (first day)	
Court appearance (<u>per day</u> , for any subsequent days after first day of Final hearing)	

For more information about Laburnum Tree Chambers and how to complain, [click](#) ¹

London Economics

Figure 4 Price/service presentation: Divorce – scenario-based – mandatory disclosure

Orchard Chambers

Our barristers can advise you on your claim and represent you for your divorce if you and your partner cannot reach a financial settlement. Below we provide an estimate of average fees for barristers in Orchard Chambers.

The fees below include all preparation, a conference at court of up to an hour, negotiations and advocacy and drafting of any orders (if required).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

If your barrister has less than 5 years' experience, they will represent you in court for an estimated cost between £3,150 to £3,850. If your barrister has more than 5 years' experience, they will represent you in court for an estimated cost between £9,450 and £11,550.

Estimated costs are based on the completion of all of the following typical stages of a divorce case:

- First Directions Appointment (first court hearing exchanging financial information)
- Financial Dispute Resolution hearing (second court hearing to reach a financial settlement)
- Final Hearing if no settlement was reached in the Financial Dispute Resolution (first day)
- Court appearance (per day, for any subsequent days after first day of Final hearing)



For more information about Orchard Chambers and how to complain, click

London Economics

Figure 5 Price/service presentation: Divorce – Fixed fees – discretionary disclosure

Nicholl Osborn Chambers

Our barristers can advise you on your claim and represent you for your divorce if you and your partner cannot reach a financial settlement. Below we provide an estimate of average fees for barristers in Nicholl Osborn Chambers. Note that a 'simple' financial case refers to assets below £300,000. A 'complex' financial case refers to assets between £300,000 and £600,000. For assets over £600,000, please contact the clerks on XXXXXXXX.

The fees below include all preparation, a conference at court of up to an hour, negotiations and advocacy and drafting of any orders (if required). Court fees are an additional £245 to £550.
Timescales for a divorce may be 8 months (18 months if the case is complex).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

Stage of work and barrister experience level	Estimated fee
First Directions Appointment (first court hearing exchanging financial information)	
Barrister with less than 5 years' experience	£600 (£800 if case is complex)
Barrister with more than 5 years' experience	£1,200 (£1,600 if case is complex)
Financial Dispute Resolution hearing (second court hearing to reach a financial settlement)	
Barrister with less than 5 years' experience	£600 (£1,800 if case is complex)
Barrister with more than 5 years' experience	£1,200 (£3,600 if case is complex)
Final Hearing if no settlement was reached in the Financial Dispute Resolution (first day)	
Barrister with less than 5 years' experience	£1,000
Barrister with more than 5 years' experience	£2,000
Court appearance (per day, every subsequent day after first day of Final Hearing)	
Barrister with less than 5 years' experience	£1,000
Barrister with more than 5 years' experience	£2,000

For more information about Nicholl Osborn Chambers and how to complain, click 

London Economics

Figure 6 Price/service presentation: Divorce – hourly fees – discretionary disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you for your divorce if you and your partner cannot reach a financial settlement. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers. Note that a 'simple' financial case refers to assets below £300,000. A 'complex' financial case refers to assets between £300,000 and £600,000. For assets over £600,000, please contact the clerks on XXXXXXXX.

The fees below include all preparation, a conference at court of up to an hour, negotiations and advocacy and drafting of any orders (if required). Court fees are an additional £245 to £550.
 Timescales for a divorce may be 8 months (18 months if the case is complex).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

Stage of work and barrister experience level	Hourly fees and estimated number of hours
Hourly fee	
Barrister with less than 5 years' experience	£200
Barrister with more than 5 years' experience	£400
Estimated number of hours	
First Directions Appointment (first court hearing exchanging financial information)	4 hours (5 hours if case is complex)
Financial Dispute Resolution hearing (second court hearing to reach a financial settlement)	5 hours (11 hours if case is complex)
Final Hearing if no settlement was reached in the Financial Dispute Resolution (first day)	7
Court appearance (<u>per day</u> , for <u>any</u> subsequent days after first day of Final hearing)	7

For more information about Laburnum Tree Chambers and how to complain, click 

London Economics

Figure 7 Price/service presentation: Divorce – scenario-based – discretionary disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you for your divorce if you and your partner cannot reach a financial settlement. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers. Note that a 'simple financial case refers to assets below £300,000. A 'complex' financial case refers to assets between £300,000 and £600,000. For assets over £600,000, please contact the clerks on XXXXXXXX.

The fees below include all preparation, a conference at court of up to an hour, negotiations and advocacy and drafting of any orders (if required). Court fees are an additional £245 to £550.
Timescales for a divorce may be 8 months (18 months if the case is complex).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

If your barrister has less than 5 years' experience, the hourly rate is £200. If your barrister has more than 5 years' experience, their hourly rate is £400.

If your barrister has less than 5 years' experience, they will represent you at the First Directions Appointment (first court hearing exchanging financial information) for an average fixed fee of £800 (£1,000 if the case is complex). If your barrister has more than 5 years' experience, they will represent you at the First Directions Appointment for an average fixed fee of £1,600 (£2,000 if the case is complex).

If your barrister has less than 5 years' experience, they will represent you at the Financial Dispute Resolution (second court hearing to reach a financial settlement) for an average fixed fee of £1,000 (£2,200 if the case is complex). If your barrister has more than 5 years' experience, they will second court hearing to reach a financial settlement for an average fixed fee of £2,000 (£4,400 if the case is complex).

Your barrister will agree the fixed fee with you before preparation.

If your barrister has less than 5 years' experience, they will represent you in court at the Final Hearing (if no settlement was reached in the Financial Dispute Resolution) for an average fixed fee of £1,400 for the first day, and an average of £1,400 for every day after that. If your barrister has more than 5 years' experience, they will represent you in court at the Final Hearing for an average fixed fee of £2,800 for the first day, and an average of £2,800 for every day after that.

For more information about Laburnum Tree Chambers and how to complain, click 

London Economics

Figure 8 Price/service presentation: Employment – minimum disclosure

Orchard Chambers

Orchard Chambers are an employment law chambers that can provide legal representation and services covering a range of areas of employment law. Our barristers can advise you on your case and represent you in court. Below we provide information on our charging models for barristers in Orchard Chambers.

For information and estimates for fees for your case, you can contact the clerks on XXXXXX. Quotations will be provided as soon as possible. We always aim to set out quotations clearly, but please contact us after receiving your quotation if there is something you do not understand.

[For more information on fees and timescales for your case, click !\[\]\(b6622b548e3d7d8d90b199bab18a30f5_img.jpg\)](#)

Fees and Terms

Our barristers undertake cases subject to:

- Fixed fees (a fee per case or per hearing)
- Brief fee and refresher (A brief fee covers all of the preparation for a trial and the first day. A refresher is for each subsequent day of the trial)

The types of fees offered will depend on the type of case and the barrister you choose to instruct.

[For more information about Orchard Chambers and how to complain, click !\[\]\(4c569646a83557539e533734d7fcbb23_img.jpg\)](#)

London Economics

Figure 9 Price/service presentation: Employment – fixed fees – mandatory disclosure

Orchard Chambers	
Our barristers can advise you on your claim and represent you at the employment tribunal. Below we provide an <u>estimate</u> of average fees for barristers in Orchard Chambers.	
For more information on fees and timescales for your case, click 	
The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.	
Stage of work and barrister experience level	Estimated fee
Fixed Fees - Financial Disputes in Employment cases	
Barrister with less than 5 years' experience	£1,800 to £2,300
Barrister with more than 5 years' experience	£5,400 to £6,900
Fixed fees are based on the completion of all the following typical stages of employment cases:	
Advice on claim	
Preparation of case including assistance with drafting of court/tribunal documents	
First day's court appearance	
Court appearances (all subsequent days after first day)	

[For more information about Orchard Chambers and how to complain, click](#) 

London Economics

Figure 10 Price/service presentation: Employment – hourly fees – mandatory disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you at the employment tribunal. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers.

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

Barrister experience level	Estimated fee
Barrister with less than 5 years' experience	
Hourly fee	£70
Barrister with more than 5 years' experience	
Hourly fee	£200
Typical Number of Hours - Financial Disputes in Employment	18 hours to 20 hours
Estimated hours are based on the completion of all the following typical stages of employment cases:	
Advice on claim	
Preparation of case including assistance with drafting of court/tribunal documents	
First day's court appearance	
Court appearances (all subsequent days after first day)	

For more information about Laburnum Tree Chambers and how to complain, click 

London Economics

Figure 11 Price/service presentation: Employment – scenario-based – mandatory disclosure

Nicholl Osborn Chambers

Our barristers can advise you on your claim and represent you at the employment tribunal. Below we provide an estimate of average fees for barristers in Nicholl Osborn Chambers.

[For more information on fees and timescales for your case, click !\[\]\(0ced6b67fbff79b684b4619a328310ee_img.jpg\)](#)

[The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.](#)

If your barrister has less than 5 years' experience, they will advise on your case for an estimated cost of £1,800 to £2,160. If your barrister has more than 5 years' experience, they will advise on your case for an estimated cost of £4,500 to £5,400.

The estimated fixed fees are based on the completion of all typical stages of an employment case:

- Advice on claim
- Preparation of case including assistance with drafting of court/tribunal documents
- Preparation of case including assistance with drafting of court/tribunal documents
- Court appearances (all subsequent days after first day)

[For more information about Nicholl Osborn Chambers and how to complain, click !\[\]\(4b11504a0f214aadd35f449f4844c88d_img.jpg\)](#)

London Economics

Figure 12 Price/service presentation: Employment – fixed fees – discretionary disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you at the employment tribunal. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers. There are no tribunal fees for employment cases. Discrimination or equal pay cases are likely to be more complex than unfair/wrongful dismissal cases. Timescales for your employment case may be about 9 months (18 months if the case is complex).

For more information on fees and timescales for your case, click?

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

Stage of work and barrister experience level	Estimated fee
Advice on claim	
Barrister with less than 5 years' experience	£70 (£140 if case is complex)
Barrister with more than 5 years' experience	£200 (£400 if case is complex)
Preparation of case including assistance with drafting of court/tribunal documents	
Barrister with less than 5 years' experience	£140 (£210 if case is complex)
Barrister with more than 5 years' experience	£400 (£600 if case is complex)
First day's court appearance	
Barrister with less than 5 years' experience	£350
Barrister with more than 5 years' experience	£1,000
Court appearances (per day, all subsequent days after first day)	
Barrister with less than 5 years' experience	£350
Barrister with more than 5 years' experience	£1,000

For more information about Laburnum Tree Chambers and how to complain, click?

London Economics

Figure 13 Price/service presentation: Employment – hourly fees – discretionary disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you at the employment tribunal. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers. There are no tribunal fees for employment cases.

Discrimination or equal pay cases are likely to be more complex than unfair/wrongful dismissal cases.

Timescales for your employment case may be about 9 months (18 months if the case is complex).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison.
For more accurate estimates, please contact the clerks on XXXXXX.

Stage of work and barrister experience level	Hourly fees and estimated number of hours
Hourly fee	
Barrister with less than 5 years' experience	£70
Barrister with more than 5 years' experience	£200
Estimated number of hours	
Advice on claim	1 hour (2 hours if case is complex)
Preparation of case including assistance with drafting of court/tribunal documents	2 hours (3 hours if case is complex)
First day's court appearance	5 hours
Court appearance (per day, for <u>any</u> subsequent days after first day)	5 hours

For more information about Laburnum Tree Chambers and how to complain, click 

London Economics

Figure 14 Price/service presentation: Employment – scenario-based – discretionary disclosure

Laburnum Tree Chambers

Our barristers can advise you on your claim and represent you at the employment tribunal. Below we provide an estimate of average fees for barristers in Laburnum Tree Chambers. There are no tribunal fees for employment cases. Discrimination or equal pay cases are likely to be more complex than unfair/wrongful dismissal cases. Timescales for your employment case may be about 9 months (18 months if the case is complex).

For more information on fees and timescales for your case, click 

The estimated fees for each type of barrister are indicative only and intended to enable comparison. For more accurate estimates, please contact the clerks on XXXXXX.

If your barrister has less than 5 years' experience, the hourly rate is £70. If your barrister has more than 5 years' experience, the hourly rate is £200.

If your barrister has less than 5 years' experience, they will advise on your claim for an average fixed fee of £70 (£140 if the case is complex). If your barrister has more than 5 years' experience, they will advise on your claim for an average fixed fee of £200 (£400 if the case is complex).

If your barrister has less than 5 years' experience, they will prepare your case (including assistance with drafting of court/tribunal documents) for an average fixed fee of £140 (£210 if the case is complex). If your barrister has more than 5 years' experience, they will prepare your case for an average fixed fee of £400 (£600 if the case is complex).

Your barrister will agree the fixed fee with you before preparation.

If your barrister has less than 5 years' experience, they will attend the employment tribunal for an average fixed fee of £350 for the first day, and an average of £350 for every day after that. If your barrister has more than 5 years' experience, they will attend the employment tribunal for an average fixed fee of £1,000 for the first day, and an average of £1,000 for every day after that.

For more information about Laburnum Tree Chambers and how to complain, click 

London Economics



Somerset House, New Wing, Strand,
London, WC2R 1LA, United Kingdom
info@londonics.co.uk
londoneconomics.co.uk
[@LondonEconomics](https://twitter.com/LondonEconomics)
+44 (0)20 3701 7700