Consumer segmentation – how to make a start

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15 November 2017

Consumer segmentation

1. The Market Segmentation model

2. Legal needs data

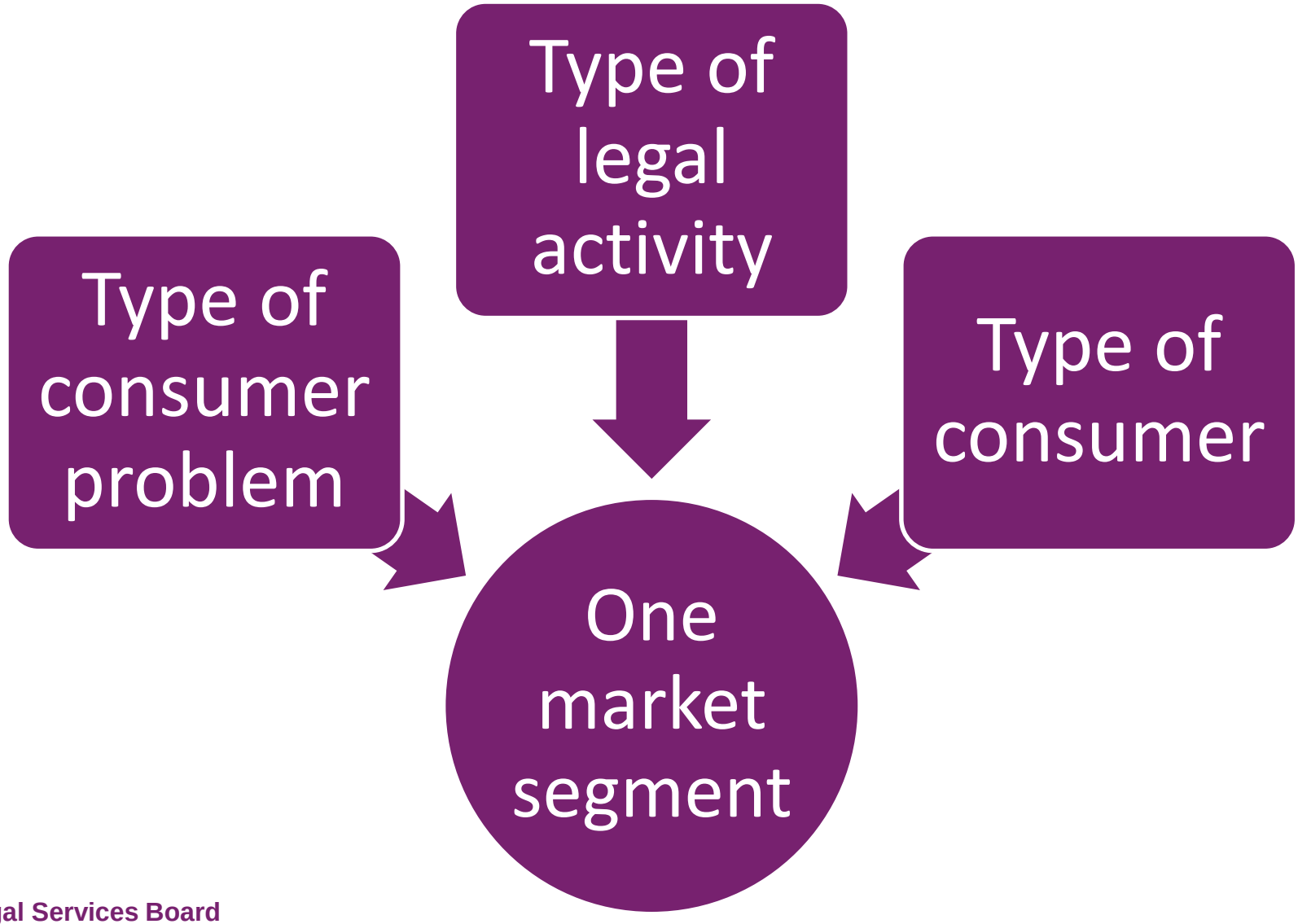
3. Information sources

The market segmentation model

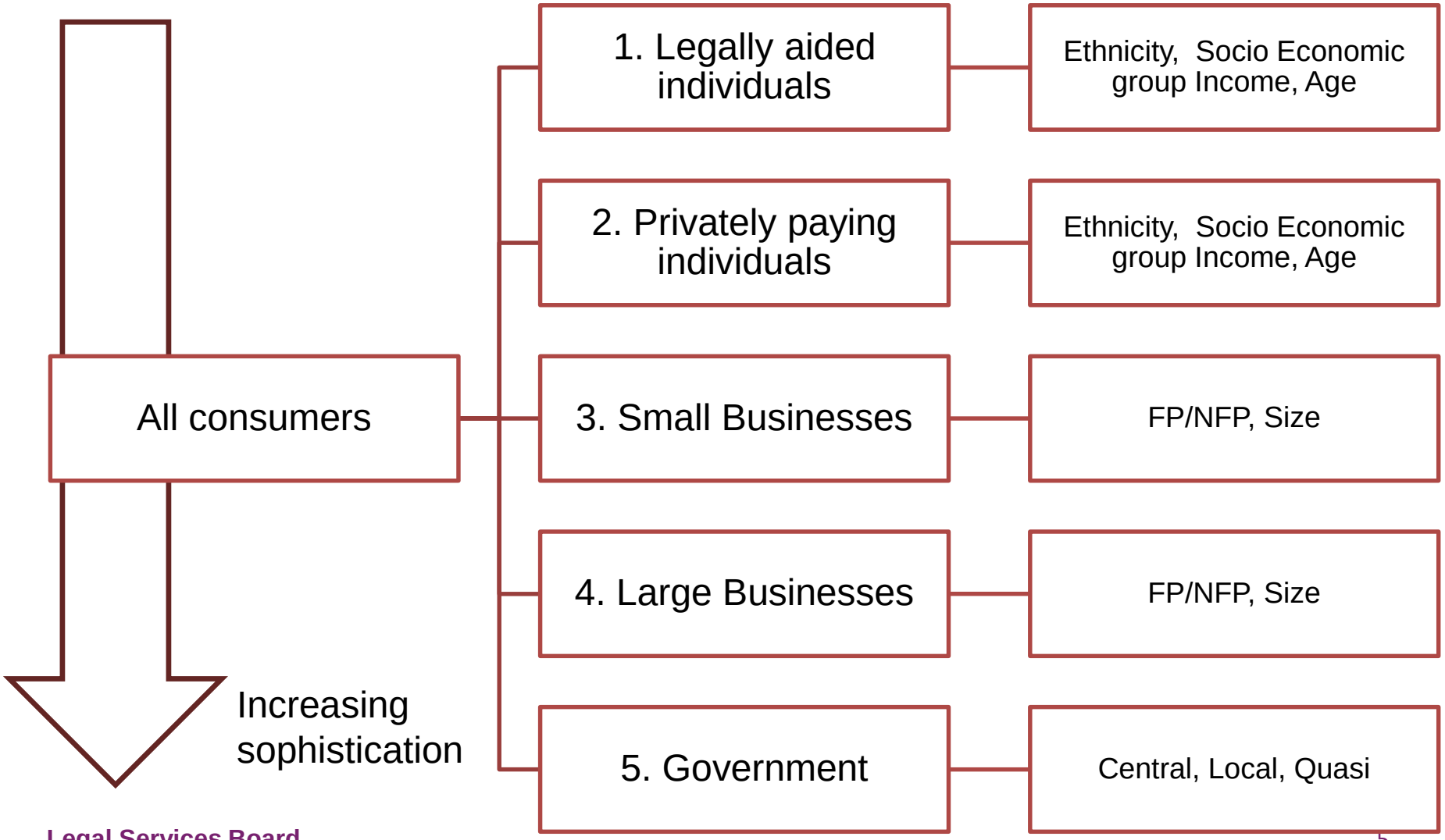
- Developed in 2011 to help understand change and target regulation
- Covers the whole market – regulated and unregulated
- Flexible enough to cope with different data sources
- Has three dimensions

Summary available here:
https://research.legalservicesboard.org.uk/news/market-segmentation/

The three dimensions



The types of consumer



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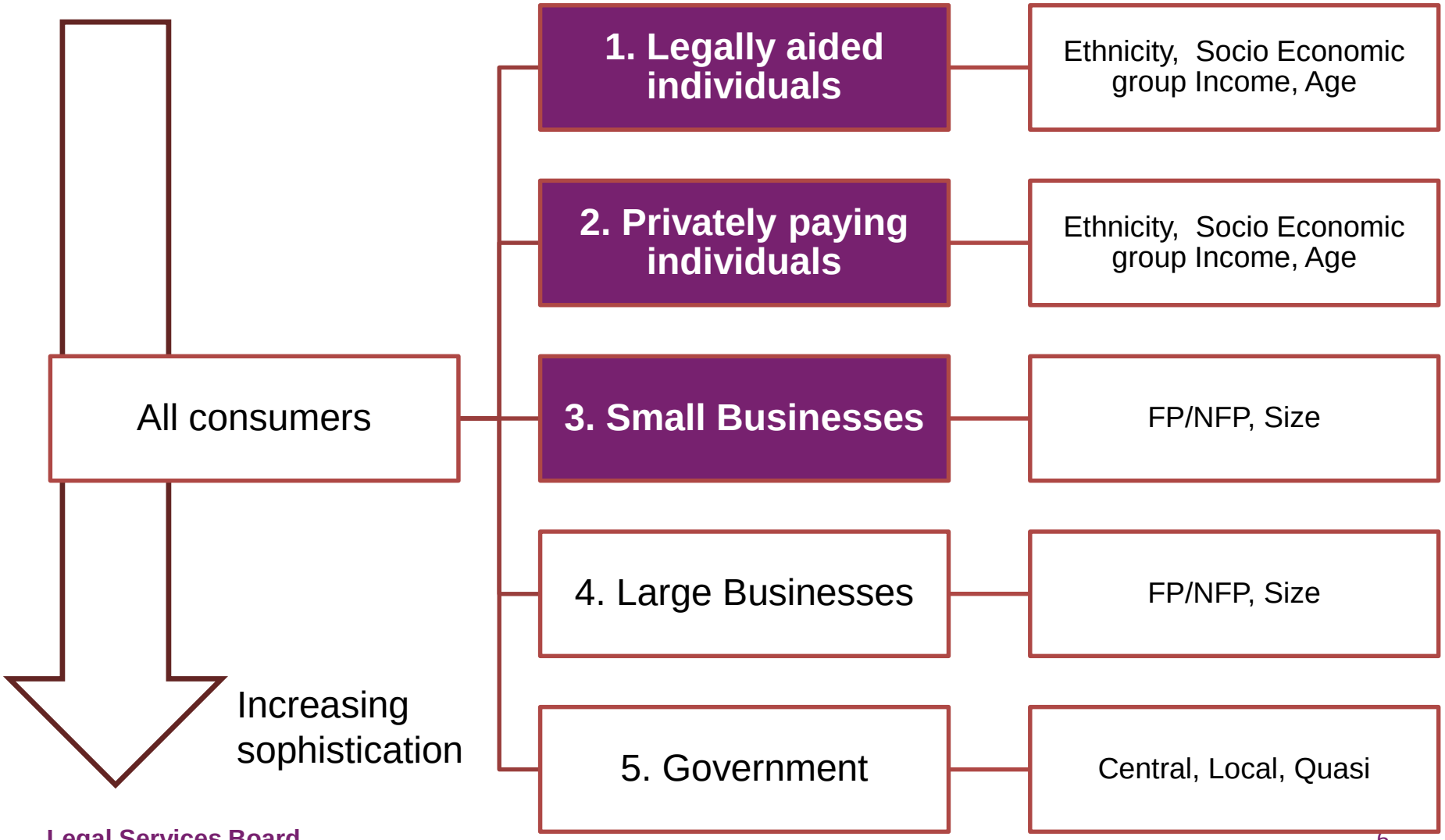

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Legal needs – the structure

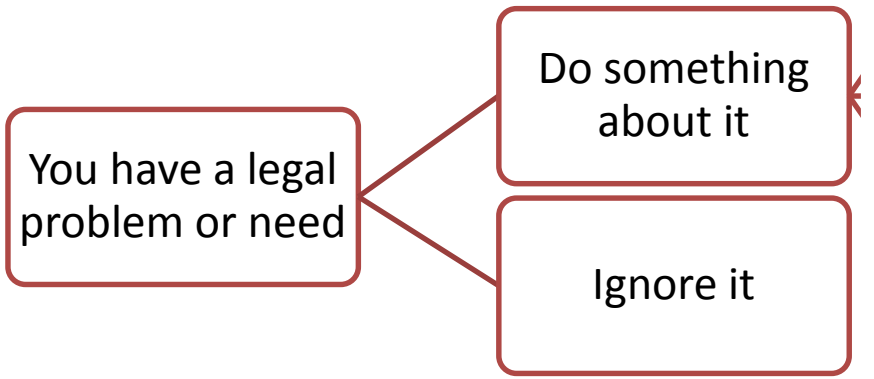
In the past three years, have you experienced any of the following issues or problems?

You have a legal problem or need

Individuals:
29 problem types

Small Business:
82 problem types

Legal needs – the structure



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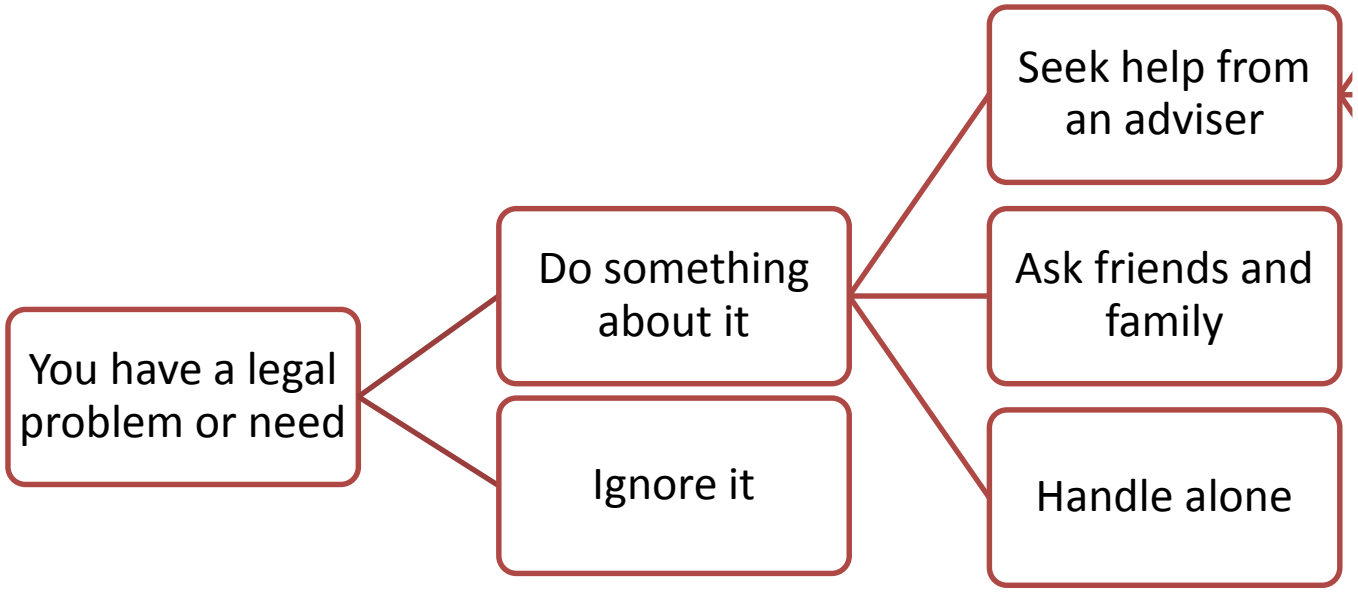

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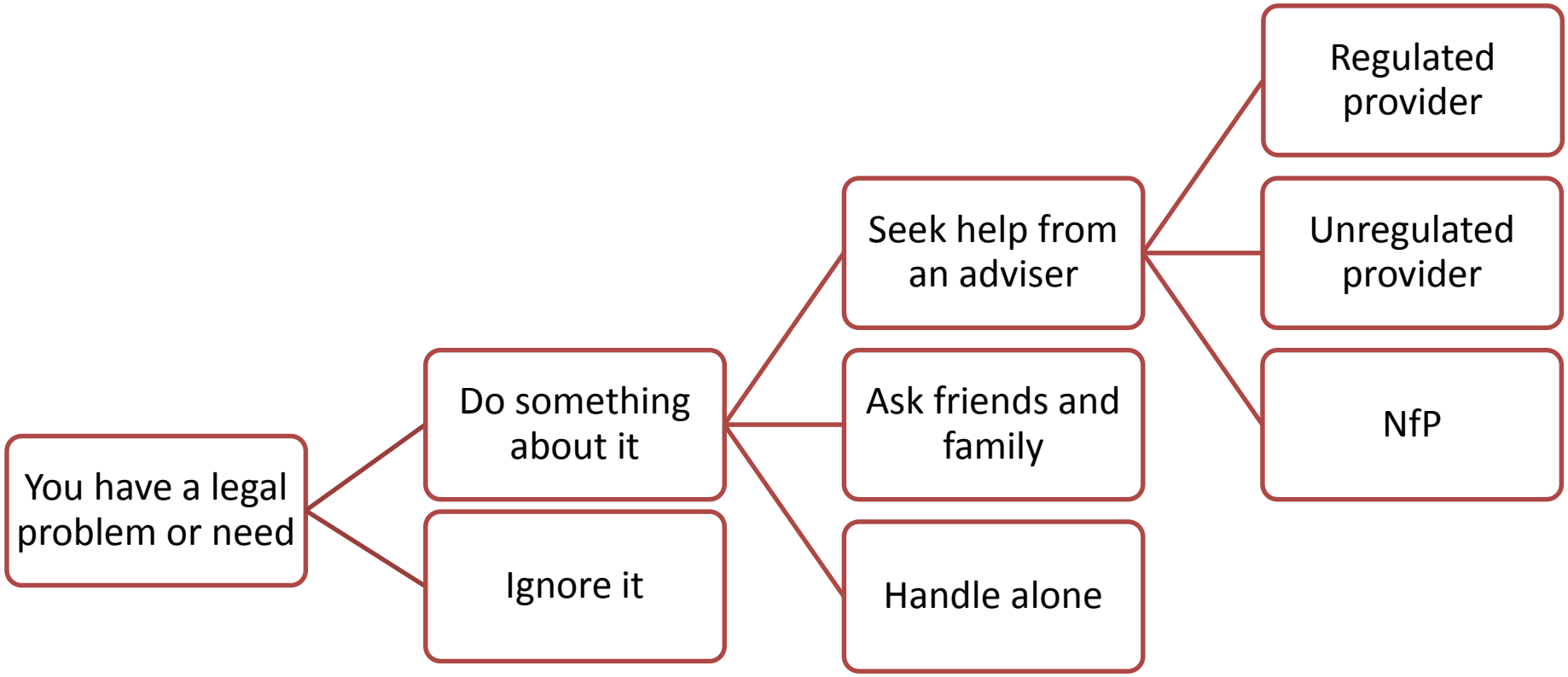
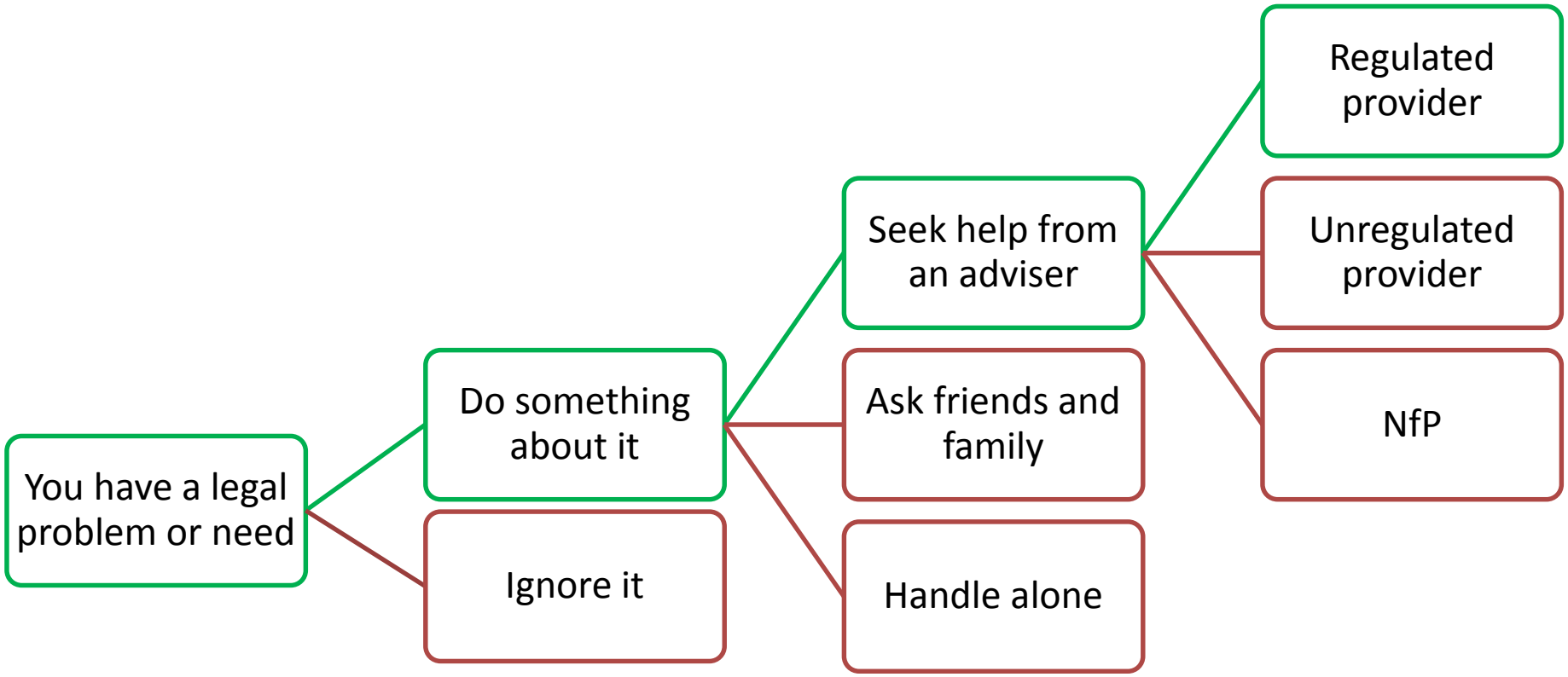


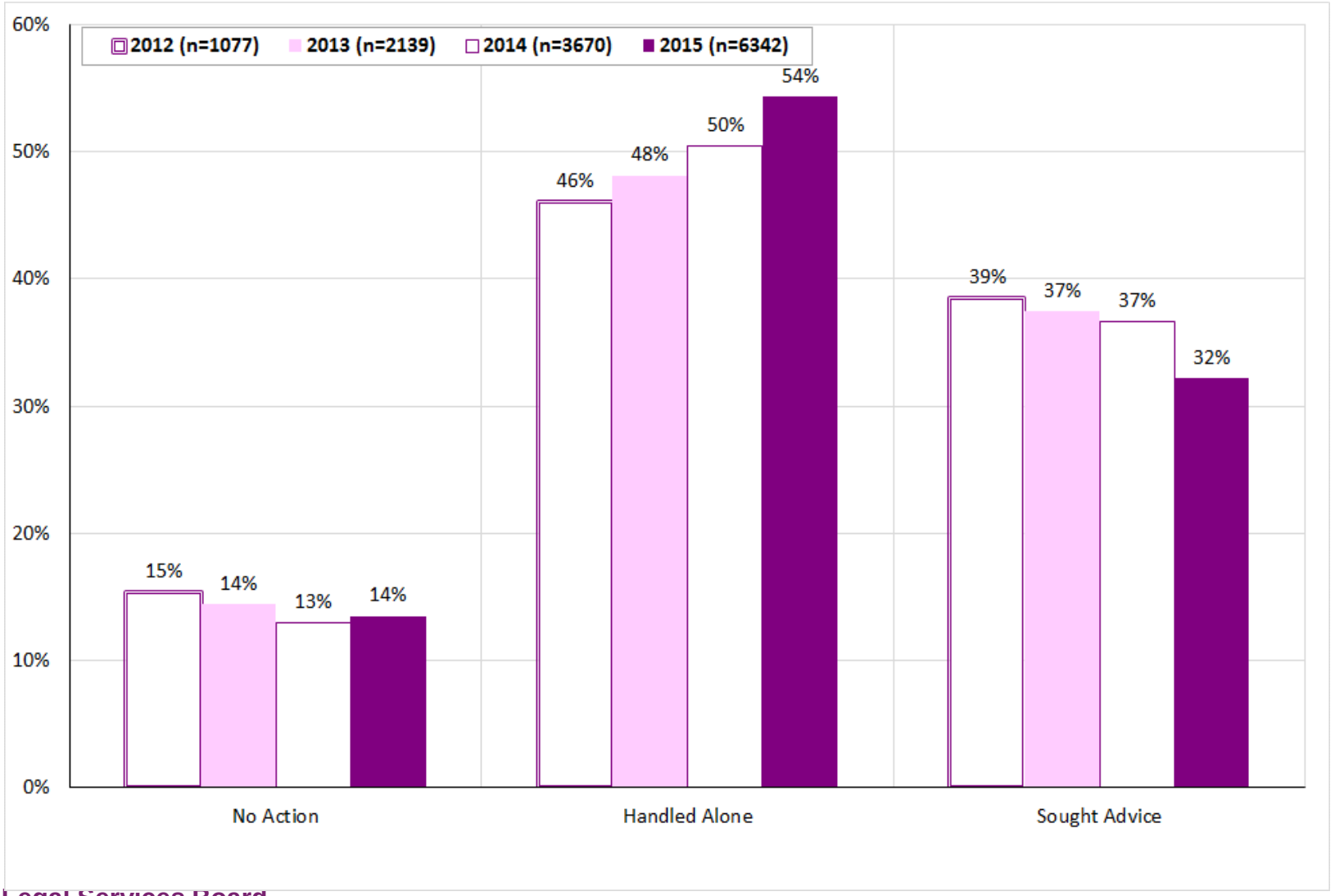
Legal needs – the structure



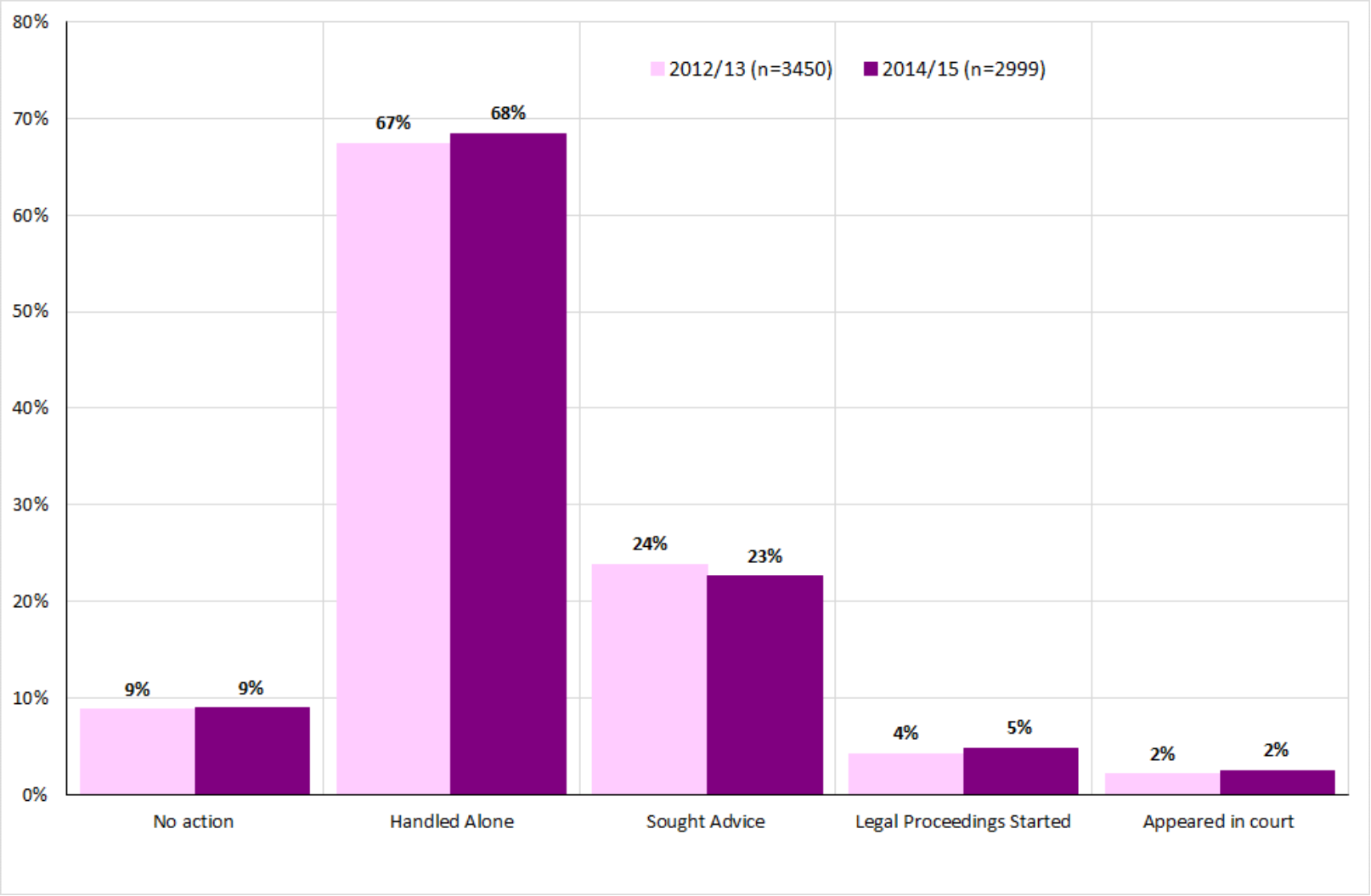
Legal needs surveys

Date	Study	Size
1997	Paths to Justice	4,125
2001	Civil & Social Justice Survey (CSJS)	5,611
2004		5,015
2006-9		10,537
2010	Civil & Social Justice Panel Survey (CSJPS)	3,806
2012		3,911
2012	LSB survey of individual consumer legal needs	4,017
2013	LSB survey of small business legal needs	9,703
2015	LSB survey of small business legal needs	10,528
2016	TLS & LSB survey of individual consumer legal needs	8,192
2017	LSB survey of small business legal needs (yet to be published)	10,579

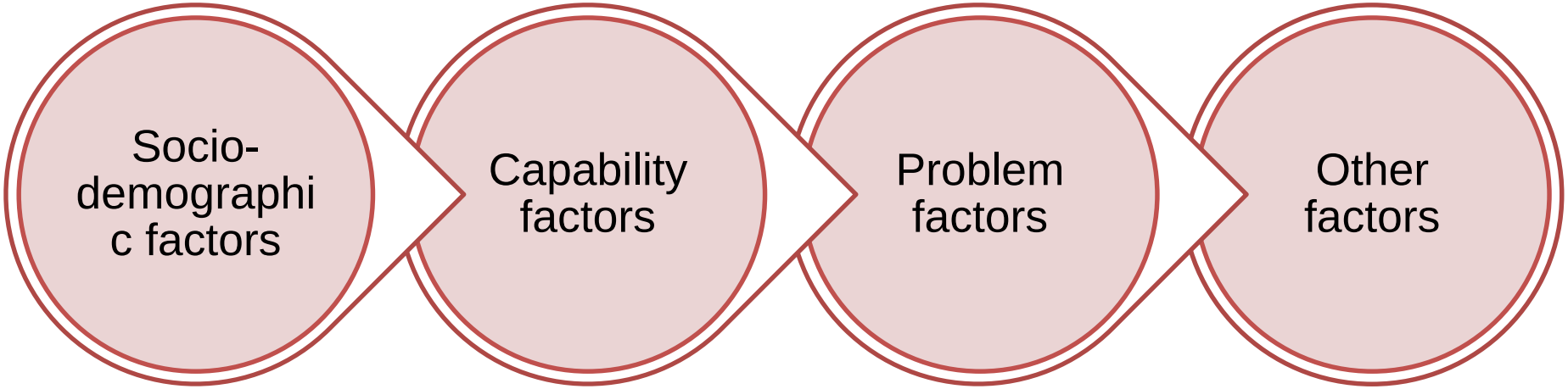
Individual consumers – 2015



Small business consumers 2012 and 2015



Meaningful differences - example: problem resolution strategy



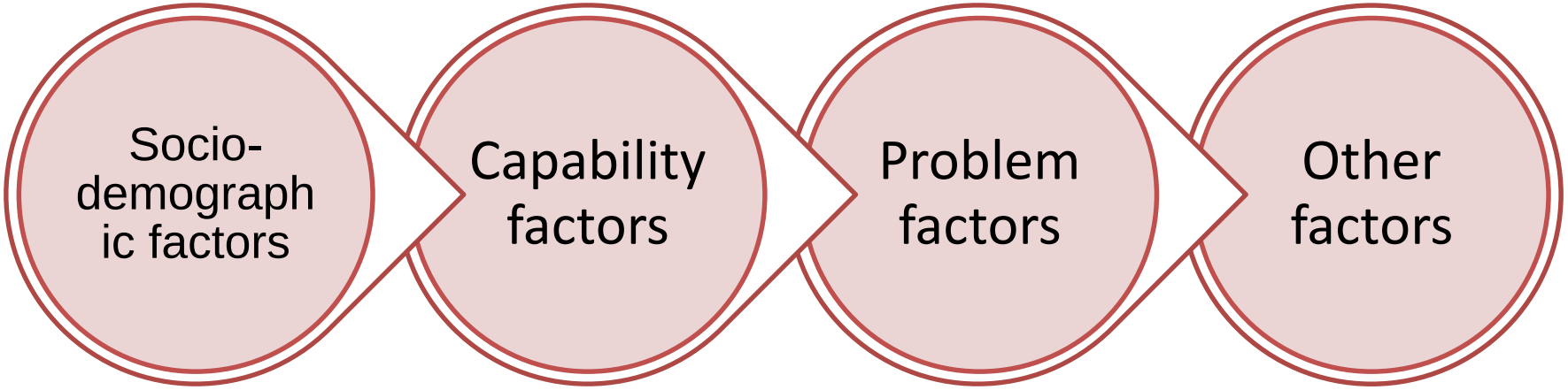
- Gender, Ethnicity, Tenure type, House type, Recent victim of crime

- Age, Family type, academic qualifications, experience of study or work in law, income, receipt of unemployment benefits, use of motorised transport, physical health status, mental health status, problem characterisation, perceived knowledge of rights, knowledge of adviser types, subjective legal empowerment.

- Problem type, problem severity, whether discrimination was involved

- Problem duration, adverse consequences of problems, psychological factors (including emotional stability, openness to experience, self-efficacy, locus of control)

Meaningful differences - example: problem resolution strategy

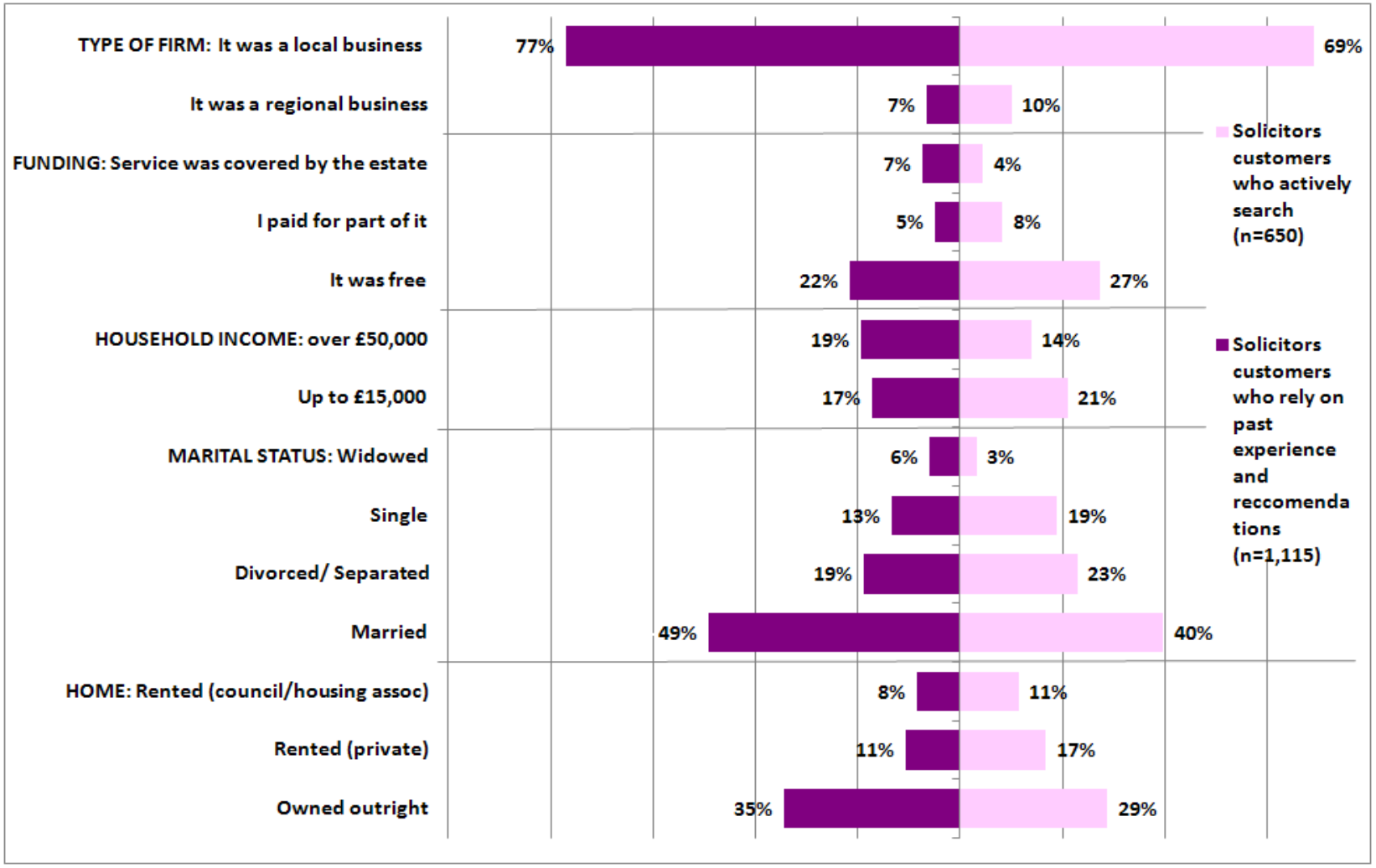


- 2 Problem characterisation,
- 3 Perceived knowledge of rights,
- 4. Subjective legal empowerment.

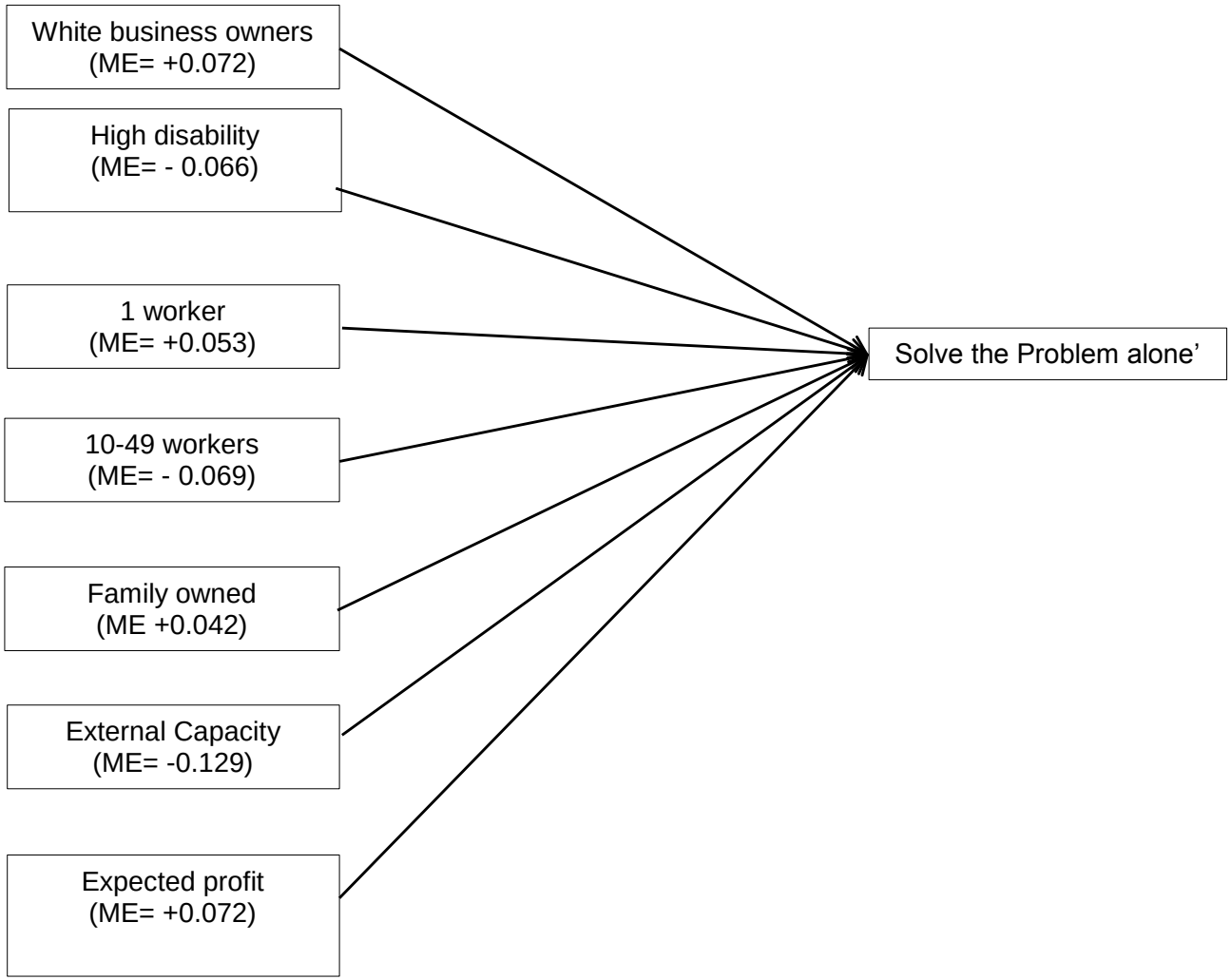
- 1. Problem type,
- 5 problem severity

- 6 Problem duration,
- 7. Adverse consequences of problems

Meaningful differences - example: Solicitors customers



Meaningful differences - example: Small business going it alone



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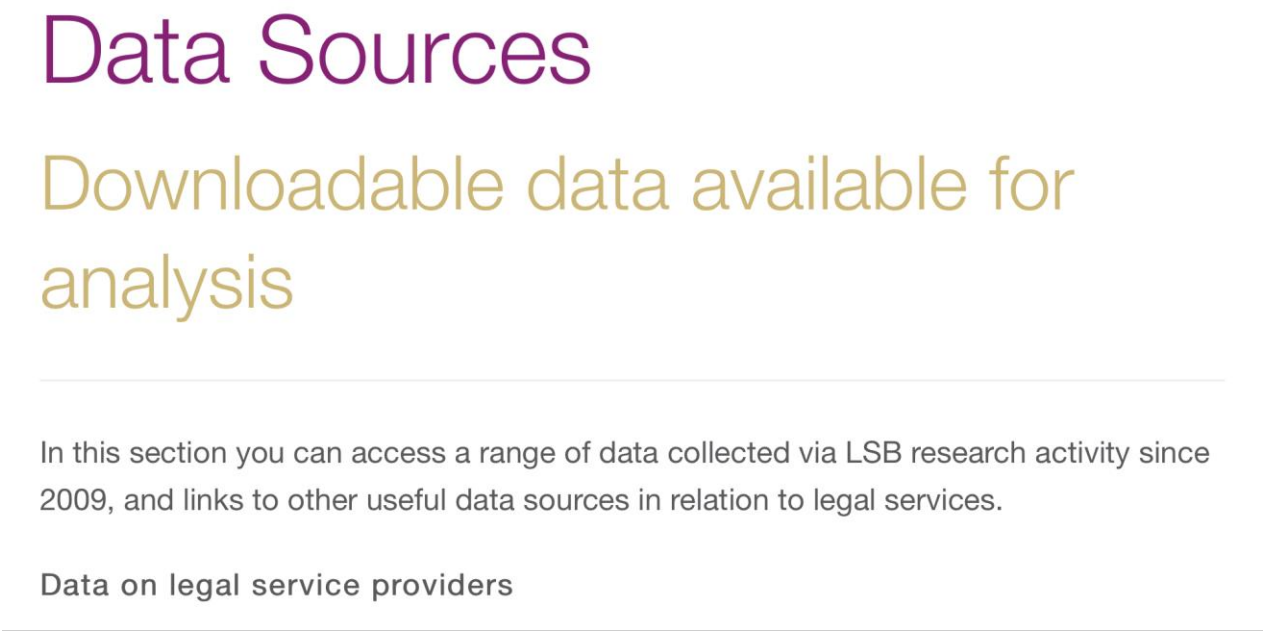
Information sources

- LSB data and links to other relevant data can all be found here:
- https://research.legalservicesboard.org.uk/news/data-sources/



Questions?

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