



UK Government

**ANNEX A TO:**

**Government Response to the  
Consultation on the Implementation  
of the new Subscription Contracts  
Regime**

**Consultation and Analysis Methodology**

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## Annex A: Consultation and analysis methodology

### Consultation methodology

The consultation ran from the 18 November 2024 to the 10 February 2025. The Department for Business and Trade (DBT) engaged with stakeholders through a series of roundtables, virtual meetings, and via email to ensure a diverse range of views were gathered from different sectors. We received 75 responses from different types of stakeholder groups, detailed in Table 1.

We heard from representatives from a range of sectors including those operating in the areas of digital technology, gaming, publishing, film/tv, media, museums and heritage, and health and fitness. We also heard from enforcers of consumer law such as regulators and trading standards, and law firms.

Stakeholder category	Number of Responses
Individual consumer	4
Consumer advocacy organisation	2
Business	27
Trade association	13
Representative membership body (Charity)	3
Charity	13
Enforcement authority	3
Law firm	4
Academic lawyer	1
Anonymous	5
<b>Total Responses</b>	<b>75</b>

1. Table 1 – Breakdown of Responses

Respondents to the consultation included the Association Chief Trading Standards Officers and National Trading Standards, Consumer Scotland, Eversheds Sutherland LLP, UkActive, the Chartered Institute of Fundraising and Finance, and the Online Dating Association.

## **Analysis methodology**

The consultation received 75 substantive responses from a range of stakeholders as set out in Table 1. The online submission portal saw a significant number of responses that were blank with no identifying data or completed with random text. These responses have been checked for relevant information, and where there was no response provided, discounted from the total of completed responses.

Written consultation responses were analysed using mixed methods. Closed components of questions were analysed with standard two choice and multiple-choice quantitative techniques. Open ended components of questions were reviewed to draw out common perspectives among the respondents.

In analysing the responses to the consultation, we have applied the following criteria as to how they have been counted as part of the summary of responses:

- The 'number of responses' calculations in this section are based on the number of responses we received to the quantitative part of the relevant question. It is possible that we received some additional qualitative responses.
- Where respondents answered any of the questions to the consultation, even if this was only one question, these have been counted as responses to this consultation.
- Where respondents to the consultation only provided their name and/or email address and did not answer any questions posed in the consultation these have not been counted as responses.
- Where respondents to the consultation input random data in response to questions (most commonly random letters that do not form words) these responses have been discounted.
- The quantitative analysis has been performed on the responses to the quantitative elements of the consultation questions only.

There are many questions in this consultation where respondents chose to answer one specific area of interest and then leave the other questions relating to different topics unanswered. Therefore, for each question, the Government Response will set out how many of the total 75 respondents to the consultation returned a response to each question.

## **Government Response**

### *Implementation of the New Subscription Contracts Regime*

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For the purpose of any percentages provided in the Government Response, where respondents have indicated support for a proposal they have been counted as 'agree', and where respondents have indicated opposition they are counted as 'disagree'. Where respondents propose something different to the government proposal, or provide a response that is unable to be scored as supporting or opposing the question, they are marked as other. 'I don't know' and 'Not applicable' responses are included as valid responses for a consultation question. All blank responses are marked as no answer and are discounted from percentage calculations.

Percentages may not total 100% when added up, as percentages have been rounded to the nearest whole number.

This document provides a summary of the consultation responses received and the Government Response. It does not attempt to capture every point made in submissions to the consultation, nor does it cover comments on aspects of policy that fall outside the scope of this consultation. This document sets out how the government intends to take forward the regulatory proposals described in the consultation or alternative approaches and explains why.

We have provided a high-level statistical summary of responses to questions where relevant. Summaries of the positions raised in response to this consultation are not exhaustive and set out the most common and pertinent positions raised in response to the consultation questions and government proposals.

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**Department for Business and Trade**

The department for business and trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the industrial strategy, make work pay, trade and the plan for small business.

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