

Subscriptions - Internal

GB Sample: 21st - 24th June 2019

Sample: 2,009 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, please think about any subscription-based products or services which include a free trial (e.g. a gym membership, a music streaming service etc.).

By 'rolling subscription' we mean a subscription to a service or product which is periodically charged on a pre-agreed basis.

Which ONE, if any, of the following messages comes closest to how you believe companies should handle the process of moving from a free trial to signing you on for the full rolling subscription?

	Unweighted base	2009	933	1076	193	297	357	348	814
Base: All GB adults		2009	974	1035	223	303	357	344	782
Companies should be allowed to sign you on for the rolling subscription when your free trial ends without needing to notify you again, as long as this was made clear in the terms and conditions		2%	2%	2%	2%	4%	1%	1%	1%
Companies should be allowed to sign you on for the rolling subscription when your free trial ends without needing to notify you again, as long as this was made clear when you signed up for the trial		3%	4%	2%	7%	6%	4%	2%	1%
Companies should be required to notify you that your free trial is over and that you will be signed up for the rolling subscription unless you opt out within a set period of time (e.g. 1 to 2 days)		17%	16%	17%	21%	21%	19%	15%	14%
Companies should be required to notify you when your free trial is over and ask for an active opt-in (e.g. pressing a 'Confirm' button, or entering your payment details) before signing you on for the rolling subscription		68%	68%	68%	55%	59%	66%	75%	73%
None of these		3%	4%	3%	5%	3%	3%	2%	4%
Don't know		7%	6%	7%	10%	7%	8%	5%	6%

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As a reminder, for the following question, please think about any subscription-based products or services which include a free trial (e.g. a gym membership, a music streaming service etc.).

By 'rolling subscription' we mean a subscription to a service or product which is periodically charged on a pre-agreed basis.

Have you ever accidentally signed up for a rolling subscription because you either forgot to cancel at the end of a free trial or were unable to find a way to cancel the subscription?

Unweighted base	2009	933	1076	193	297	357	348	814
Base: All GB adults	2009	974	1035	223	303	357	344	782
Yes, I have	47%	49%	46%	54%	55%	53%	56%	35%
No, I have not	45%	44%	45%	36%	35%	39%	38%	57%
Don't know/ can't recall	8%	7%	9%	10%	10%	8%	6%	8%

You previously said that you have accidentally signed up for a rolling subscription to a service or product in the past because you either forgot to cancel at the end of a free trial or were unable to find a way to cancel the subscription.

How many times, if at all, has this happened in the past year (i.e. since mid-June 2018)? (If you have not accidentally signed up for a rolling subscription in the past year (i.e. since mid-June 2018), please select the 'Not applicable' option)

Unweighted base	938	451	487	102	164	189	196	287
Base: All GB adults who have accidentally signed up for a rolling subscription in the past because they forgot or couldn't cancel	946	475	471	119	167	190	193	277
Once	38%	38%	37%	46%	28%	34%	41%	41%
Twice	11%	12%	11%	12%	16%	13%	8%	10%
Three times	3%	2%	3%	4%	7%	2%	2%	-
Four times	0%	1%	0%	-	1%	1%	-	-
Five or more times	0%	0%	0%	-	-	1%	0%	-
Don't know/ can't recall	6%	6%	5%	7%	5%	7%	6%	4%
Not applicable - This has not happened to me in the past year (i.e. since mid-June 2018)	42%	41%	43%	31%	43%	42%	42%	45%

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For the following question, if the subscription was costed on a yearly basis, please estimate the monthly cost of the subscription.

Approximately, what was the cost per month of this subscription?

	Unweighted base	938	451	487	102	164	189	196	287
Base: All GB adults who have accidentally signed up for a rolling subscription in the past		946	475	471	119	167	190	193	277
Up to £4.99	11%	11%	10%	13%	11%	15%	8%	8%	
£5.00 to £9.99	39%	42%	37%	56%	42%	34%	36%	36%	
£10.00 to £14.99	15%	13%	17%	10%	13%	14%	17%	19%	
£15.00 to £19.99	5%	4%	6%	1%	6%	3%	8%	5%	
£20.00 to £29.99	5%	5%	5%	3%	5%	5%	4%	6%	
£30.00 to £39.99	3%	1%	4%	2%	5%	4%	2%	2%	
£40.00 to £49.99	3%	2%	3%	2%	2%	2%	3%	4%	
£50.00 to £99.99	5%	4%	5%	3%	5%	5%	6%	5%	
£100.00 to £199.99	1%	2%	1%	-	2%	1%	1%	2%	
£200.00 or more	1%	1%	0%	-	1%	1%	1%	0%	
Don't know/ can't recall	13%	14%	12%	11%	10%	15%	13%	14%	

Still thinking about the most recent time that you accidentally signed up to a rolling subscription for a service or product...

How long, if at all, did you pay for the subscription before cancelling? (If you have not cancelled the rolling subscription, please select the 'Not applicable' option)

	Unweighted base	938	451	487	102	164	189	196	287
Base: All GB adults who have accidentally signed up for a rolling subscription in the past		946	475	471	119	167	190	193	277
One month or less	48%	49%	47%	68%	54%	40%	47%	42%	
Two to three months	23%	22%	25%	15%	25%	25%	23%	25%	
Four to six months	6%	7%	4%	3%	4%	8%	6%	7%	
Seven to ten months	3%	4%	3%	-	4%	4%	3%	4%	
Eleven to twelve months	5%	5%	5%	1%	1%	6%	8%	5%	
More than twelve months	1%	2%	1%	-	1%	0%	1%	3%	
Don't know/ can't recall	9%	9%	9%	5%	8%	12%	9%	9%	
Not applicable - I am still paying for my rolling subscription	5%	4%	6%	8%	3%	4%	3%	6%	

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For the following question, by 'cancellation fee', please think both about a fee charged specifically for the processing of cancelling and if you were required to pay in full for a set term (i.e. the contract 'locks' you in for 6 months so you have to pay the amount that the subscription provider would have charged for the 6 month term to cancel).

Approximately how much, if anything, did you have to pay as a cancellation fee for cancelling your subscription? (If you were not charged a cancellation fee by your subscription provider, please select the 'Not applicable' option)

	Unweighted base	807	394	413	89	145	158	172	243
Base: All GB adults who have cancelled their accidental rolling subscription		816	417	400	104	148	159	170	235
Up to £4.99	3%		4%	3%	1%	2%	3%	4%	4%
£5.00 to £9.99	4%		5%	3%	4%	6%	7%	1%	3%
£10.00 to £14.99	3%		3%	3%	1%	4%	3%	2%	3%
£15.00 to £19.99	1%		1%	0%	-	1%	1%	1%	1%
£20.00 to £29.99	1%		1%	0%	-	-	1%	1%	1%
£30.00 to £39.99	0%		-	0%	-	-	1%	-	0%
£40.00 to £49.99	1%		1%	1%	-	1%	-	1%	1%
£50.00 to £99.99	1%		1%	1%	-	2%	-	-	2%
£100.00 to £199.99	0%		-	0%	-	-	1%	-	-
£200.00 or more	0%		-	0%	-	1%	-	-	-
Don't know/ can't recall	15%		14%	16%	8%	10%	18%	18%	16%
Not applicable - I did not have to pay a cancellation fee	72%		71%	72%	86%	74%	67%	71%	69%

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	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, please think about the occasion when you forgot to cancel a rolling subscription which ended up costing you the most money in total (i.e. including the total cost for all months paid, the cancellation fee etc.).

Approximately, how much have you paid towards your most expensive rolling subscription in total?

	Unweighted base	938	451	487	102	164	189	196	287
Base: All GB adults who have accidentally signed up for a rolling subscription in the past		946	475	471	119	167	190	193	277
£19.99 or less	33%		35%	31%	40%	34%	37%	31%	27%
£20.00 to £49.99	16%		15%	17%	9%	18%	15%	16%	17%
£50.00 to £99.99	10%		9%	11%	7%	14%	12%	10%	9%
£100.00 to £199.99	7%		8%	5%	8%	4%	2%	8%	10%
£200.00 to £399.99	2%		1%	3%	5%	2%	3%	-	2%
£400.00 to £599.99	1%		1%	1%	-	1%	2%	1%	1%
£600.00 to £799.99	0%		1%	-	-	1%	-	1%	0%
£800.00 to £999.99	-		-	-	-	-	-	-	-
£1000.00 or more	1%		1%	0%	1%	2%	1%	1%	0%
Don't know/ can't recall	30%		28%	32%	30%	24%	28%	32%	34%