

The UK collective regime A consumer perspective

The largest public poll conducted on the UK's collective actions regime so far, shows strong support for the UK's opt-out collective actions regime

Consumers want real redress



National polling shows two thirds of the public prefer automatic inclusion in collective claims as voters back stronger action against rule-breaking companies.

These findings cut across every region, age group and socio-economic category, demonstrating broad national backing for a system that delivers practical access to justice.

The largest public poll conducted on the UK's collective actions regime so far, shows strong support for the UK's opt-out collective actions regime - with clear public appetite for a system that makes it easier to hold powerful companies to account and secure compensation for unlawful overcharging.

Its findings are unequivocal: people want strong mechanisms to challenge corporate misconduct.

The polling shows:

- Two-thirds (66%) of the UK public want to be included in collective claims automatically, rather than having to sign up individually.
- When included automatically, 70% say they would remain part of the claim.
- Nearly two-thirds (64%) support making collective claims easier to bring, with only 5% opposed.
- A notable minority admits not knowing the answer, indicating the government could do more to increase understanding of the collective regime.

A public mandate for accountability



The message from the public could not be clearer: people want fair markets, meaningful accountability, and a system that ensures rule-breaking companies cannot simply retain unlawful gains.”

Anthony Maton

The polling is in striking contrast to the claims made by corporate-funded groups opposing the regime.

The public is clear it wants a system that returns unlawful gains, removes barriers to participation and allows ordinary people and small businesses to challenge unfair practices by major companies.

The recent Kent v Apple judgment - a claim worth over £1.5 billion - illustrates the scale of harm the regime can address. Without opt-out proceedings, consumers would have had no realistic route to pursue this abuse of dominance, and the unlawful profits would have remained with the infringer.

Crucially, the Government itself has relied on the collective actions system: in the recently certified Motorola claim - to recover unlawful overcharges on behalf of affected UK Government bodies, charities and NGOs - the largest proposed class member is the Home Office.

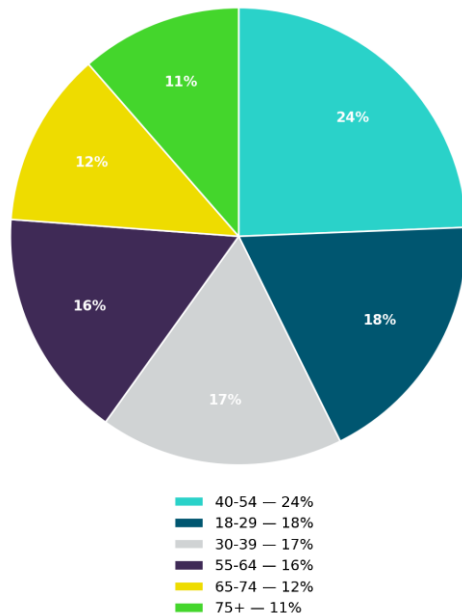
Opt-out proceedings are not only effective but are also used by the state to protect public interest.

Methodology & Demographics

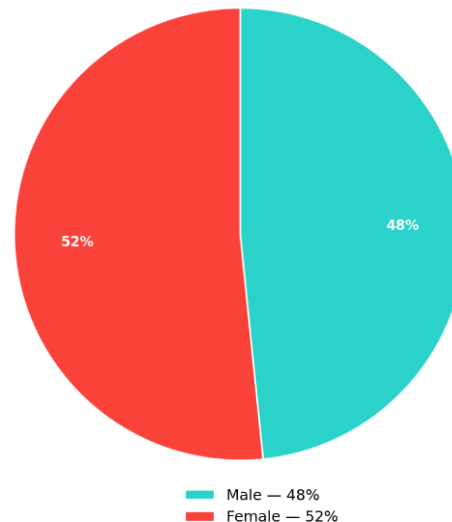


Age & Gender

Age representation



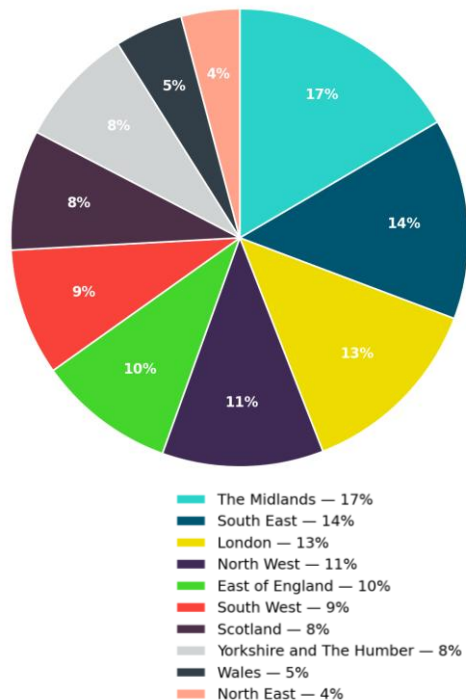
Gender representation



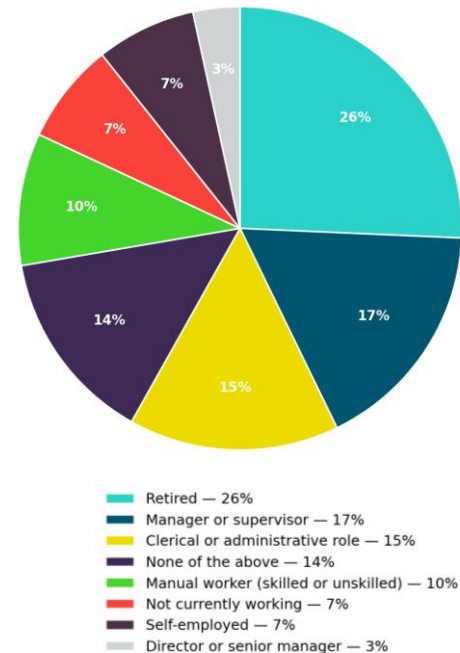
This data comes from a poll conducted by FindOutNow on 13 November 2025, which surveyed a nationally representative sample of 3,098 GB adults, filtered to be nationally representative by gender, age and UK region. FindOutNow are members of the British Polling Council and Market Research Society and abide by their rules.

Region & Work status

Region representation



Work status representation

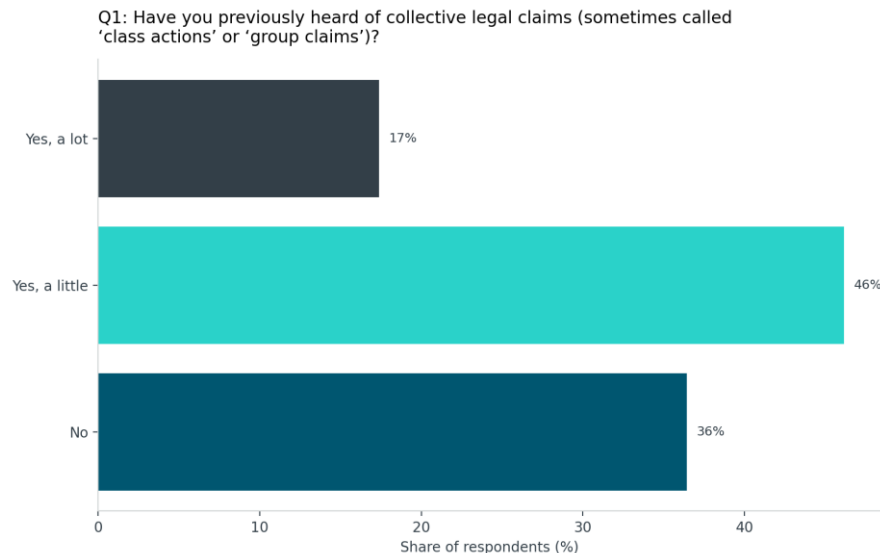


National polling: the results

FOR THE CHALLENGE



Awareness around collective legal actions



64% of respondents had heard of collective legal actions - with 17% saying they had heard 'a lot' and 46% 'a little' while about a third of the respondents said they had not heard of them at all, indicating that awareness is not yet universal.



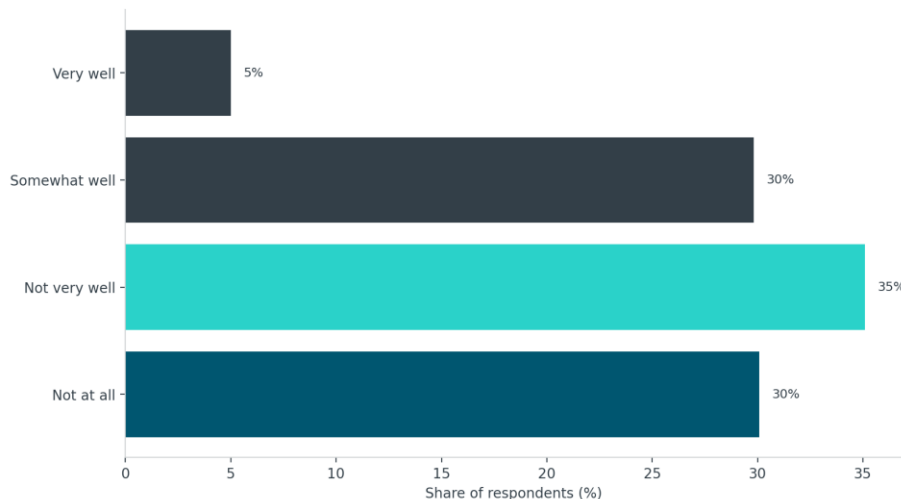
With collective redress currently restricted to breaches in competition law, we are not surprised that part of the public remains unaware of the collective regime. It is one of the reasons why we and others have argued to expand the regime beyond the specialist CAT to the High Court and to cover all actionable wrongdoing.”

Nicola Boyle, London Managing Partner

Understanding how collective actions work

Q2: Collective legal claims allow groups of people or businesses affected by the same unlawful conduct to seek compensation together rather than via individual legal claims.

How well would you say you understand how these collective legal claims work?



35% of respondents said they understood collective actions well with 5% 'very well' and 30% 'somewhat well'. The majority reported that they understood them 'not very well' or 'not at all', suggesting limited depth of understanding even among those who are aware.



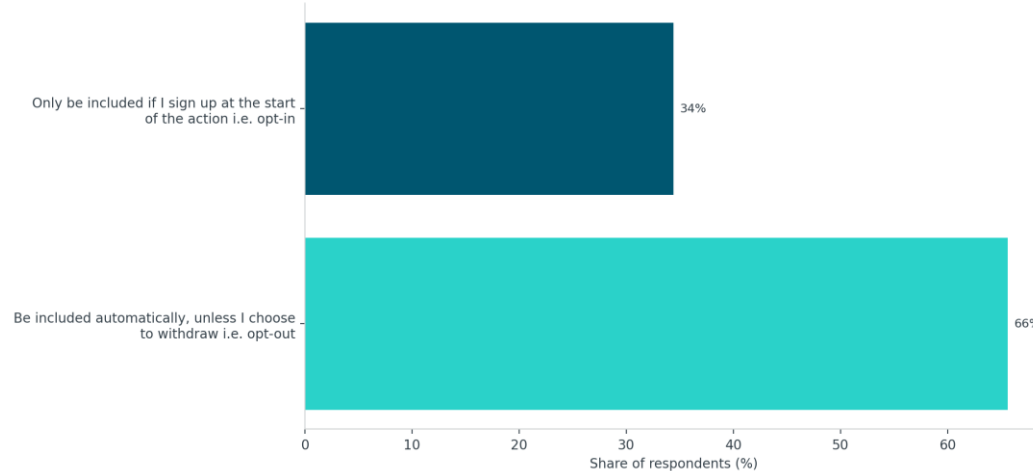
The UK collective redress regime is niche in nature and handled by a specialist competition tribunal which means it is less understood by the public. In contrast, there is more awareness around product recalls or environmental breaches, for example, which are reported on more widely.”

Scott Campbell, Head of Competition Disputes.

Understanding opt-in vs opt-out mechanisms

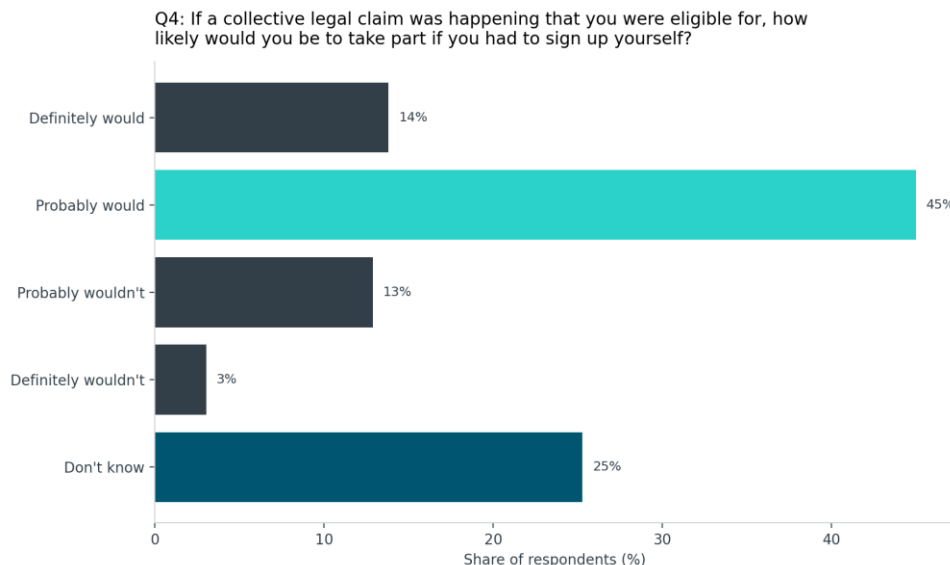
Q3: There are two kinds of collective legal claims. The first is opt-in where people have to sign-up to be included. The second is opt-out, where everyone affected is automatically included, they are only contacted if the claim is successful, and can opt out of the claim at any point.

If you were affected by a business acting anti-competitively (such as fixing prices or taking unfair advantage of their market position) how would you prefer to claim compensation?



When explained the difference between opt-in and opt-out, a significant majority preferred to be automatically included in the class set to claim compensation from a business acting anti-competitively.

Likelihood of opting in



14% of respondents said they would 'definitely' take part if they had to sign up, providing they were eligible, and 45% said they 'probably' would. 16% said they 'probably' or 'definitely' would not sign up, while 25% said they did not know, indicating a high level of uncertainty alongside general reluctance.

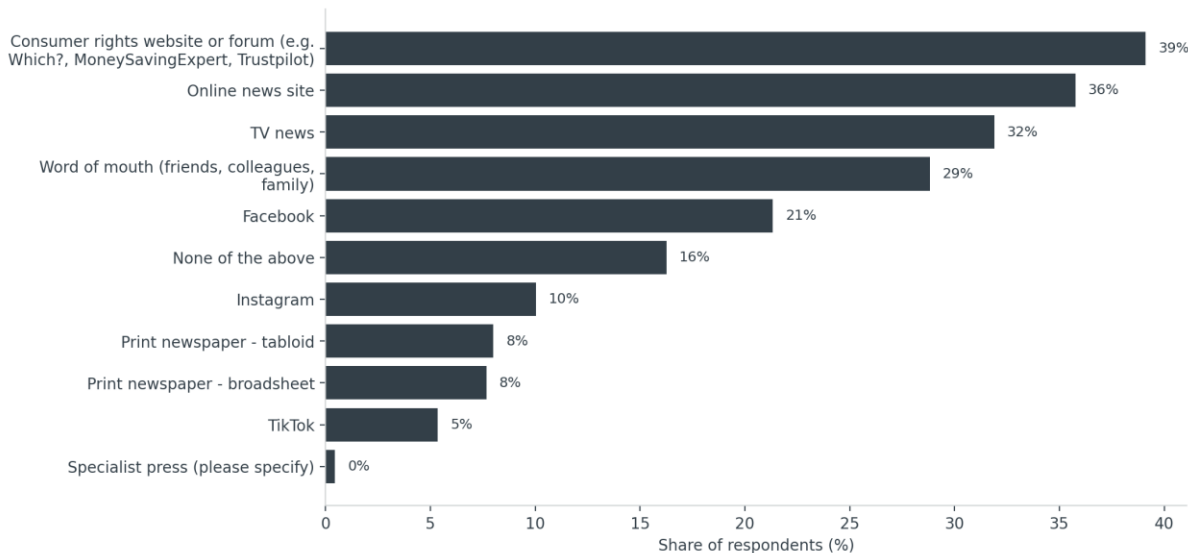


With 38% of the respondents unsure whether they would sign up, more awareness and education is needed given the relative infancy of the regime. Furthermore, the government should publish settlements and judgment awards that can be claimed, creating awareness around the right to claim compensation.”

Nicola Boyle, London Managing Partner

Sources of information

Q5: If a collective legal claim was happening that you were eligible for, how do you think you would most likely hear about it? Please select all that apply



Respondents confirmed they use a range of sources to learn about possible claims with consumer right websites, TV news, online media and word of mouth the most commonly cited sources. Social media outlets combined count for 36%.

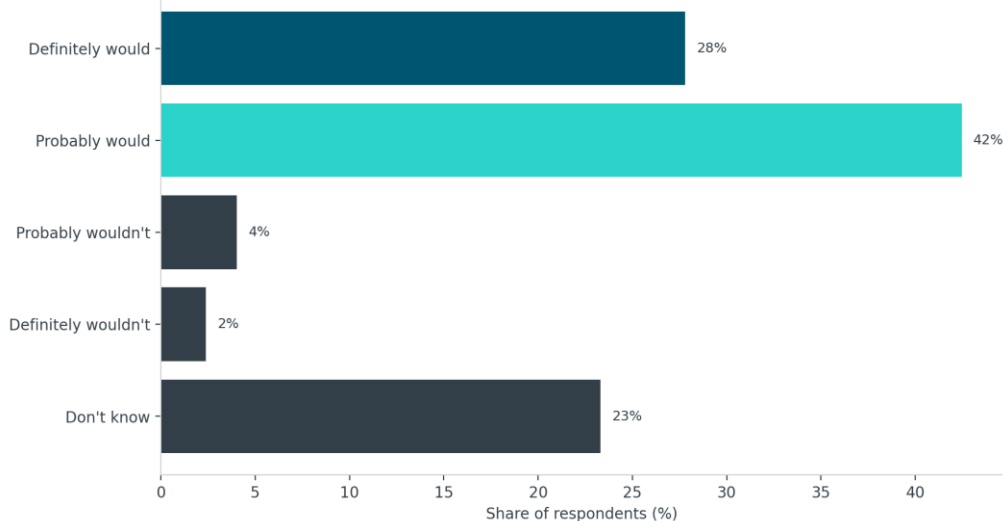


It is no longer sufficient to use just one platform to communicate with the public because they access information from a wide range of sources. The same is true in ensuring UK consumers and small businesses are aware of the rights that they have – they need to be informed via multiple types of media.”

Lesley Hannah, Partner

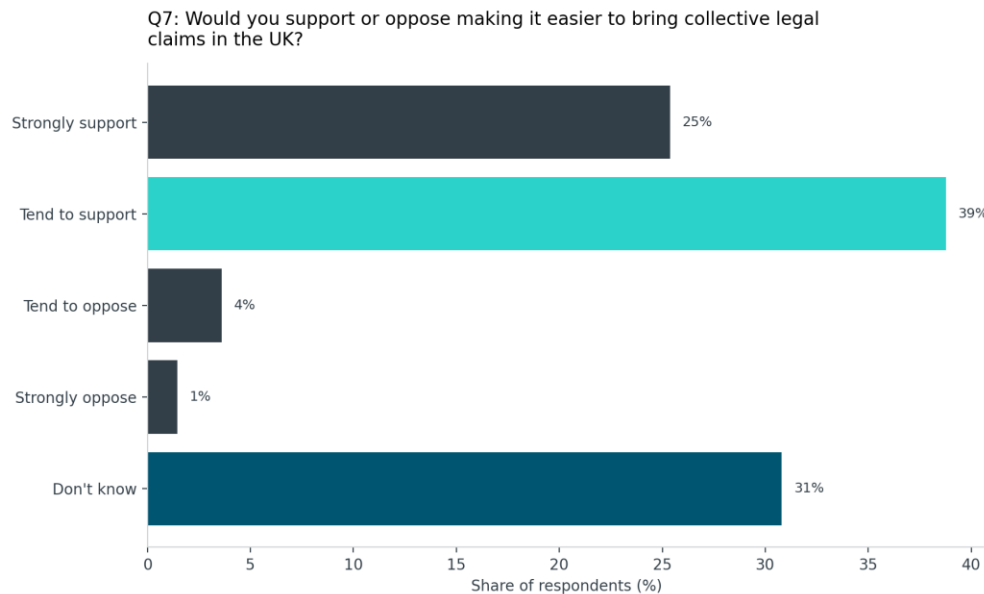
Likelihood of opt-out collective claim

Q6: If a collective legal claim was happening that you were automatically included in (unless you chose to opt out), how likely would you be to remain part of the claim?



When asked about whether they would remain part of an opt-out claim in which they had been automatically included 70% said they 'probably' or 'definitely' would, compared with only 6% who said they 'probably' or 'definitely would not' and 23% who were 'unsure'.

Support for collective actions in principle



Support outweighed opposition, with 64% saying they ‘strongly support’ or ‘tend to support’ collective actions. 15% opposed them, while 31% said they ‘did not know’, indicating generally favourable attitudes with some gaps.

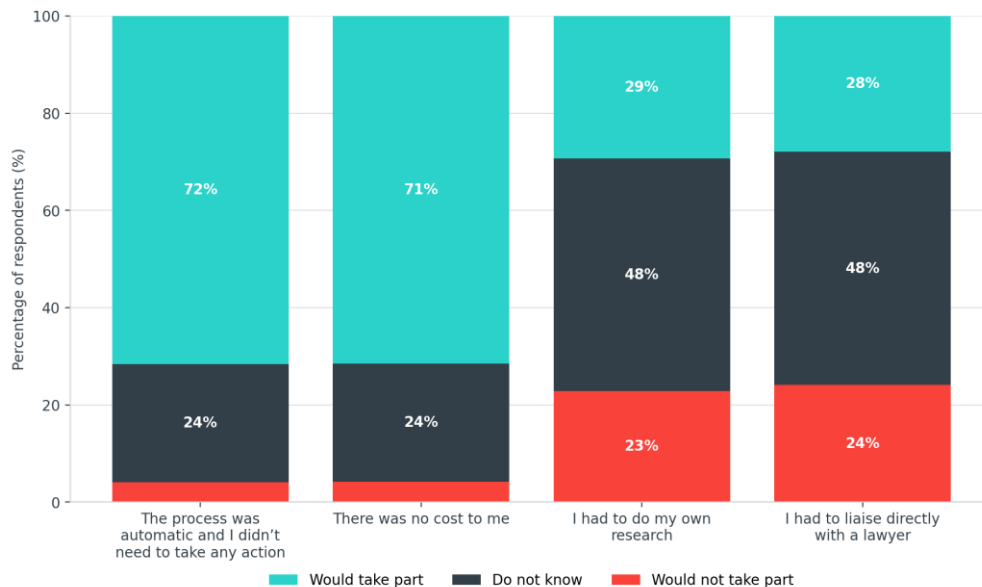


This answer chimes with the reactions to the very first question where a third said they had not heard of collective actions. Those in the know were generally favourably disposed towards collective actions. A strong theme emerges i.e. more can be done around awareness and education, and the smart use of consumer websites, online news and social media will be paramount.”

Anthony Maton, Global Co-chair

Willingness to participate under different scenarios

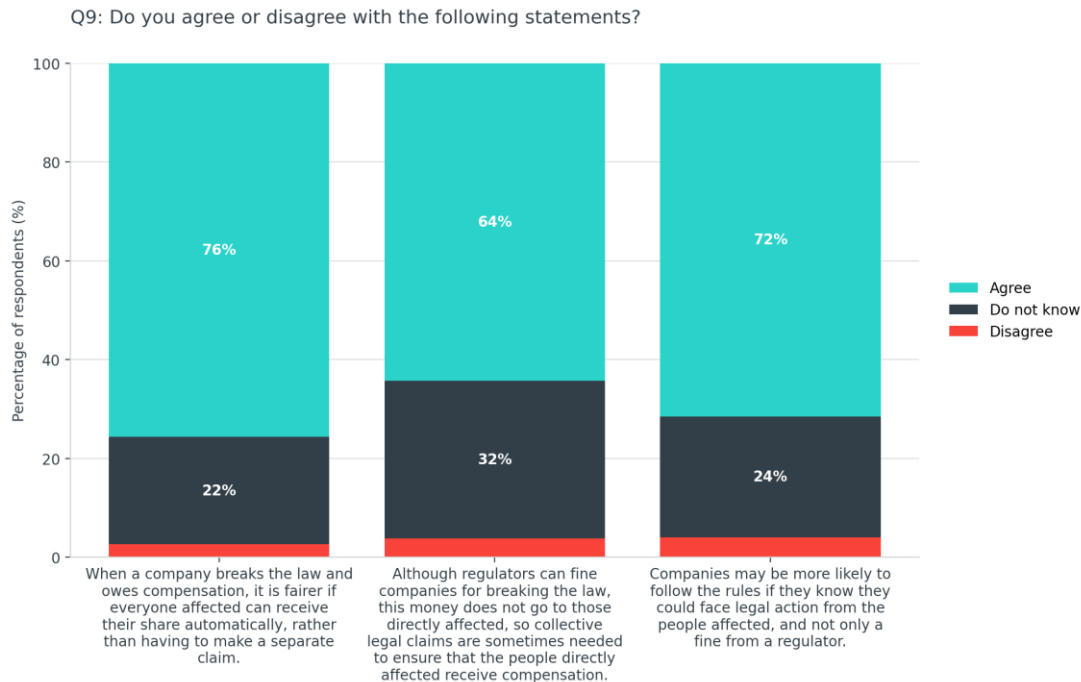
Q8: Imagine there was a collective legal claim that you were eligible for. In each situation, would you or would you not take part?



The willingness to participate in a collective action varies markedly depending on how much action is required from individuals. In scenario 1, most closely related to opt-out mechanisms, around seven in ten respondents said they would take part with low levels of refusal. By contrast, in the scenarios 3 and 4, most resembling opt-in mechanisms, willingness to participate fell sharply to around three in ten, while those not taking part rose to around a quarter, and uncertainty increases substantially. Scenario 2 indirectly confirms overwhelming support for litigation funding, CFAs or DBAs, as in those instances there is no upfront cost to the claimant. If they win, they need to share the damages but if the case is lost, the risk is not theirs.

Overall, the graph illustrates that participation is highest when barriers to entry are minimal and declines as personal effort and engagement requirements increase.

Agreement with statements about collective actions



Respondents offered their views on three statements describing the benefits of collective legal actions and indicated broad agreement across all. Around two-thirds to three-quarters of respondents agreed with each statement, suggesting strong support for the idea that collective actions can improve fairness, compliance and compensation. Agreement is highest for the statement that it is fairer for affected individuals to receive compensation automatically when a company breaks the law and remains high for the view that the threat of collective legal action may encourage companies to follow the rules.

Only a small minority disagreed with any statement, but a notable minority selected 'do not know', particularly in relation to the role of collective claims alongside regulatory fines, again pointing towards the need for public education.

In conclusion

FOR THE CHALLENGE





The findings show that people who are aware of collective actions, see their value – the challenge now is ensuring the public knows this route to redress exists, and that it works in their interest.”

Anthony Maton

Support for collective actions outweighs opposition and respondents broadly agree that collective claims can promote fairness, ensure compensation reaches those affected and encourage better corporate compliance, although a constant minority remain uncertain, especially about how collective claims interact with regulatory enforcement.

The polling shows that while awareness of collective legal actions in the UK is growing – around two-thirds of respondents had heard of collective actions – only a minority felt they understood them well, reflecting the specialist and narrow nature of the current regime but also the fact that more can be done to make sure the public fully understands the benefits of the collective regime. With a fairly young regime still – only the first claims are coming to distribution – it is hoped that awareness will improve over time in any case.

Those who were aware, were generally favourable – particularly once the distinction between opt-in and opt-out mechanisms was explained, with a clear preference

for automatic inclusion when compensation is owed. Willingness to participate is strongest where claims are automatic or cost-free and falls sharply where individuals are required to take proactive steps such as researching claims or liaising directly with lawyers. This pattern reinforces the importance of minimising barriers to entry if collective redress is to be effective.

The public confirms it would use a wide mix of consumer websites, TV news, online news sources and social media to obtain information around eligible claims, indicating that similar sources should be used to generate public awareness in the first place.

For further enquiries

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