



# The consumer experience of Premium Rate Services

## Annex 7 of the Premium Rate Services Scope Review

Research Document

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## Section 1

# Introduction

## Background to the research

This document outlines the research that was conducted to help inform Ofcom's understanding of consumer opinion and behaviour regarding premium rate services (PRS).

PRS encompasses a series of paid-for telecoms services including TV voting or competitions (known as participation TV), live and recorded telephone information and entertainment services, mobile text (SMS) and media (MMS) services, "red button" interactive games and competitions on TV and mobile companies own brand content services. The charges for using these services are applied to the consumer's telephone bill.

This research has been commissioned to:

- Assess consumer awareness of, attitudes towards and use of PRS, including services used and frequency of use
- Measure understanding of regulation in the sector and to whom PRS users would turn if they experienced problems with a service
- Identify what if any problems have arisen for service users, whether problems with legitimate services or deliberate 'scams', the impact of these problems and establishing the level of consumer harm caused
- Test reactions to alternative ways of improving the communication of the cost of PRS to potential users

The quantitative research was carried out between April and May 2007, with qualitative follow-up interviews in May 2007. Full details on the methodology are contained later in this section and research questionnaire is shown in Annex 1.

## Summary of key findings

Consumers are very familiar with Premium Rate Services, almost all having heard of them and nearly half using one in the past year.

PRS tend to be associated in users' minds with participation TV and SMS/MMS services, appealing for their simplicity, immediacy and user-friendliness as a payment mechanism. Whilst they don't attach great value to the services, users see them as an interesting and entertaining diversion.

Use is highest amongst the under 35s and more popular with women than men, with the average user having spent £45 on PRS in the past year.

Cost is the most significant barrier for non-users who, despite many being interested, perceive them as being too expensive. Inevitably recent coverage of problems with some participation TV services has undermined the trust that some non-users have in PRS, further weakening their interest in using them.

Current users say they would use PRS more often if the costs were lower; non-users would also be tempted by lower costs, although some (especially older consumers) say they would never be interested in what's available.

PRS services vary in their reach and frequency of use:

- A quarter have engaged with participation TV in the past year, making this the most popular PRS. Voting shows are most popular, followed by game shows and quiz programmes. Whilst one in ten participation TV users do so at least once a week, most take part less frequently – seven in ten less than once a month
- Premium rate telephone services are, along with participation TV, the most widely known and well used PRS. Directory enquiries and customer support lines are the most popular services although their needs-driven purpose means they are used less frequently than some other PRS
- The large majority of mobile phone owners have heard of premium rate mobile SMS and MMS services, but levels of use vary widely by age. One in three under 20s have used these services, compared with just one in fifty over 55s
- One in ten of those with access to premium rate interactive TV services have used them in the past year, most commonly games and voting on TV shows. Use is relatively infrequent compared with other PRS
- Mobile phone providers' own brand media services are quite well known by target users, but little used – only one in nine mobile phone owners have accessed such content in the past year. However those who are using such services access them much more frequently than for other types of PRS

Around a third of consumers say they have been targeted by a premium rate scam, although many seem to associate this with spam email and telesales rather than true PRS. Most have heard of such fraudulent schemes and ignored the messages. Amongst the handful that have been scammed, the average financial impact was £20 although in some cases much higher.

Fewer than one in ten PRS users have experienced problems with legitimate services. These predominantly relate to mobile SMS and MMS services, in particular unwittingly subscribing to continuous premium services. In some cases, the impact can be severe, losing money and/or having to change their mobile number. Younger consumers are most commonly hit, perhaps reflecting both their greater use of such services and their lower awareness of potential problems.

Only a minority say they would know where to turn if they had a problem with a PRS, most commonly their mobile or fixed line telephone provider. Just a quarter correctly mention the PRS provider as a potential contact.

Clarity on cost is very important for both users and non-users and, whilst it is generally perceived that calls to PRS from BT landlines are the most transparently priced, not all find the current pricing information to be sufficiently clear.

There is a consensus that it is the responsibility of the PRS operator to provide cost information to potential users. The most popular approach to improving pricing transparency for consumers is through a recorded message before the start of the call, although it would need to be clear that they will not be charged until the message has finished and consumers have had a chance to terminate the call.

## Research methodology

The research was conducted in two phases, with a main quantitative study followed up by series of diagnostic qualitative interviews. It was carried out by Continental Research on behalf of Ofcom.

### Quantitative survey

The questionnaire was developed with input from PhonepayPlus<sup>1</sup> and, prior to finalisation, piloted with 39 target respondents in South East London to refine its structure and language. A copy of the questionnaire is included in Annex 2.

We were keen to understand behaviour and opinion amongst a complete cross-section of PRS users, therefore we targeted a sample aged from 12 years upwards from across the UK. As existing data suggested that use was particularly high amongst the under 20s we over-sampled this age group and downweighted their answers at the analysis stage, increasing the robustness of data from younger users.

Data was weighted by age, gender, socio-economic group and region to ensure the findings are representative of the UK population. A full breakdown of the sample and weighting is provided as Annex 1.

A total of 1,624 face-to-face in-home interviews were conducted between 23 February and 23 March 2007.

### Qualitative survey

Once the quantitative data had been analysed, certain issues that deserved more in-depth investigation were identified. In total, 45 depth interviews were conducted via telephone, each lasting around 20 to 30 minutes. A copy of the telephone discussion guide is included as Annex 3.

Respondents were drawn from all those that had completed a quantitative interview and agreed to be recontacted. Each fell into one of four categories:

Type	Number of interviews
Those that has experienced a problem with a Premium Rate Service	5*
Those that felt they had been targeted for some type of scam	16
Premium Rate Service users that were content with the service they had used	13
Those that had not used a Premium Rate Service	11

\* includes one who thought she had been scammed when in fact it was a legitimate service

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<sup>1</sup> Known as ICSTIS at the time of the research

## PRS services tested

Five types of PRS service were explored in the research. Respondents were given a showcard that described each one, as well as hearing a description (shown below) from the interviewer; these service names are used throughout the report.

### Participation TV

Respondents were shown a card with descriptions of a range of participation TV programmes to illustrate 'types of TV show that viewers are able to participate in by themselves, either by ringing up, or sending a text.'

- 'TV game shows where contestants compete to win a cash prize, e.g. "Who Wants to be a Millionaire" or "Deal or No Deal"
- TV programmes where you are invited to phone in and vote to decide what happens in the programme, e.g. "Big Brother" or "I'm A Celebrity, Get Me Out of Here"
- TV programmes where you are invited to solve a quiz or puzzle and then phone in to win a prize, e.g. "The Mint", "Quiz Call", "Big Game TV" or "The Great Big British Quiz"
- TV music programmes where you are invited to phone in and request a music video to be played, e.g. "Video Playlist" on Smash Hits or "Hits on Demand" on the Hits channel
- TV home shopping programmes where you are invited to phone in to buy something that has been featured on-screen, e.g. QVC or the Shopping Channel
- TV programmes where you are invited to phone in to receive advice from a 'psychic' featured live on TV, such as tarot reading or a horoscope reading, e.g. "Sixth Sense with Colin Fry" on Living TV or "Good Morning Psychic" on Psychic TV
- TV programmes where you are invited to phone in and chat to girls featured live on-screen, e.g. "Day Chat" on Babeworld TV.'

### Premium rate telephone services

Premium rate call charges range from 10p to £1.50 per minute or per call, although these rates may be higher on non-BT services. The number usually starts with 09, but also sometimes 08.

They are often used to enter competitions, call helplines, or offer information, such as sports results, horoscopes or stocks and share prices.

Premium telephone numbers also include directory enquiry services that begin with 118, that you call to get someone else's number or that of a business'

### Premium rate mobile SMS/MMS services

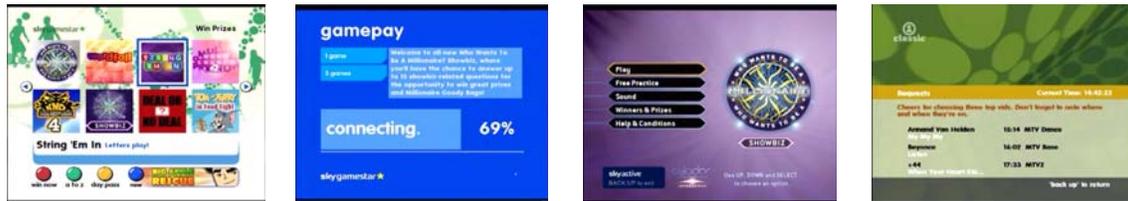
Premium rate mobile text and multimedia services are accessed via a mobile phone. These offer a wide range of information, for example sports results, horoscopes and travel information. They also allow you to download a range of multimedia services such as ringtones, pictures, music tracks and games.

To access these services you would need to send a text message (often just one word) to a short 5 digit number (for example SUBSCRIBE to 87654). You would then receive the product or service, and you would be charged for each one you receive.'

### Interactive TV ('red button') services

This type of premium rate service is only available if you have multi-channel pay TV. By that I mean Sky or cable. The services include games and competitions, and also the ability to vote on interactive TV shows.

These are accessed by pressing a button on the remote control (usually the red one). The charge is then added to your monthly TV bill or subscription. Please note that many services accessed via pressing the red button are free - I'm just interested in the ones you have to pay for. And please don't include box office movies or sporting events that you have to pay to watch.



### Mobile own brand media services

The final type of premium rate service I want to ask about are those provided by mobile phone companies. These are services accessed directly through a mobile phone, such as news, music downloads and video clips. You access them straight from your phone's menu rather than needing to type in a web address, do a search or send a text.

Depending on your mobile phone company, they might be known as any of these:

- 3 - Planet 3
- O2 - O2 Active
- Orange - Orange World
- T-mobile - t-zones
- Vodafone - Vodafone live!

Some sites accessed in this way offer extra content not normally available but make a charge to visit them in addition to the standard call charge, either a one-off fee or a certain amount per minute.

## Section 2

# Awareness and usage of PRS

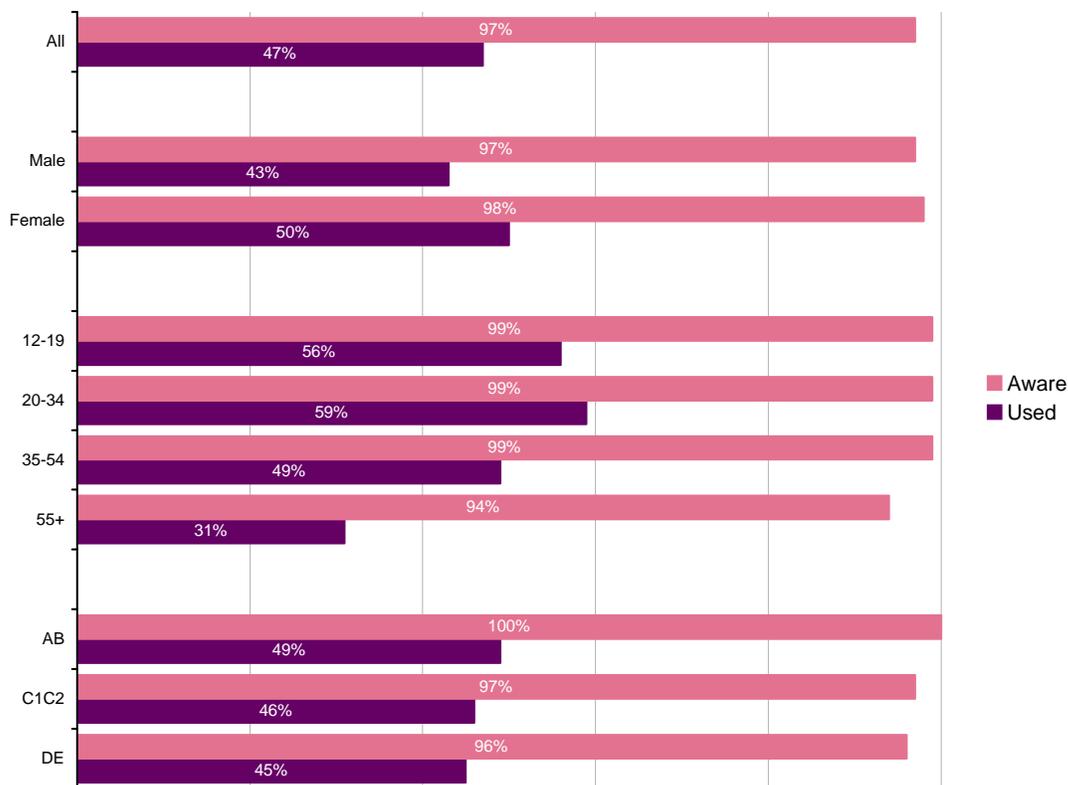
Awareness of PRS is very high, and almost half the population has experience of using at least one service. PRS users spend, on average, £45 a year on these services and report that bills tend to be in line with their expectations. Reasons for non-use reflect a combination of concerns about trust and cost, as well as a lack of interest in the services available.

### Current awareness and usage of PRS

Overall awareness of PRS is very high, with 97% of respondents having heard of at least one of the services measured<sup>2</sup>. These levels of awareness are consistent across all parts of the population, although there are differences in the types and frequency of services used.

Just under half have used at least one PRS in the past year. Age is the key differentiator: twice as many 20-34 year olds have used a PRS, as those 55 or older.

Figure 1: Overall awareness and usage of PRS



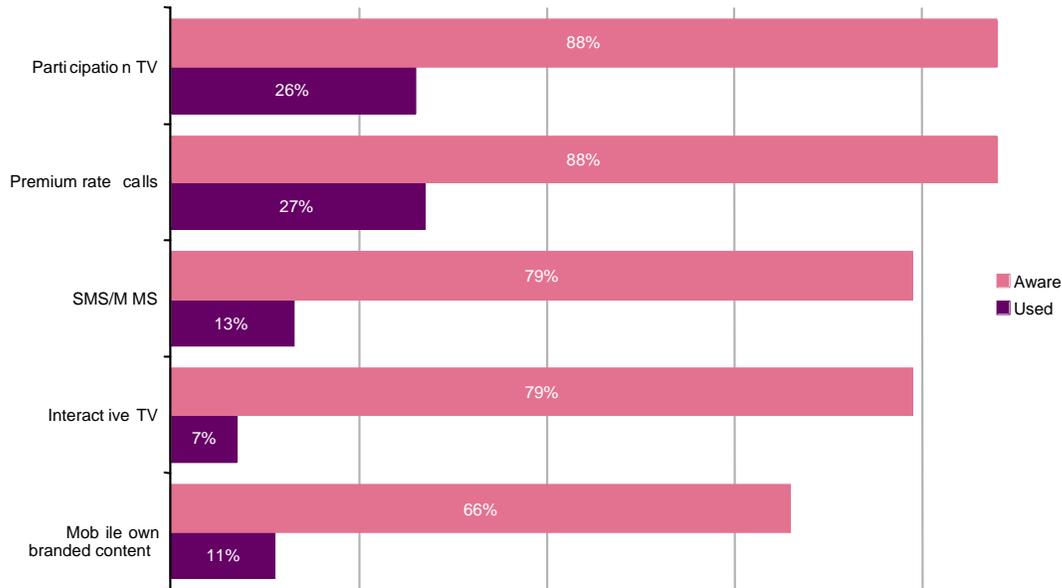
Base: All respondents (n = 1,624)

<sup>2</sup> A full description of services shown to respondents is listed on page 5

Looking in more detail, participation TV and premium rate telephone calls stand out as best known and most often used. These are the only services that have been used by at least a quarter of respondents. Least used is interactive TV, with just 7% of all consumers, and 11% of those who have access to such services taking part.

The profile and use of individual services are explored in more detail later in this report.

**Figure 2: Awareness and usage of specific PRS services**



Base: All respondents (n = 1,624)

Before looking at the use of each PRS in detail, we asked respondents about their attitudes towards PRS as a whole and what would encourage them to use them, or use them more often. (For an insight into the appeal of participation TV services, see page 16.)

### Why do people use PRS?

The qualitative research included a sample of thirteen satisfied PRS users. This group, which have mainly voted in participation TV shows, tended to enjoy the interaction with the programme or are attracted by the chance to win a prize. Whilst they don't attach great value to the services, they provide an interesting or fun diversion.

*Channel 5 Brainteaser although they haven't done it recently – maybe it's finished. The money attracted me for the brainteaser, I used to do it twice a week*

Female, 35-44 years old, AB

*X-Factor, that's the only one I've rung, I tend not to try and use it often, I've only used the service... to ring X-Factor. I rung it because I wanted Leona to win*

Male, 45-54 years old, AB

*I do them because I'm bored*

Female, 18-24 years old, C1

*These programmes tend to get you once you get involved in them, and you soon pick up your favourites and you want them to do well – they're very clever like that*

Male, 45-54 years old, AB

Some, however, use a PRS as they have no other option to get hold of the information or service they require.

*I have only used the 118 telephone number for directory enquiries. I don't know any other method to get a telephone number, and don't use it very often – only when desperate. It's convenient but I'm not happy, it should be a free service as [communications provider] makes enough in profits, and so do the others*

Female, 45-54 years old, DE

This group of content users value the simplicity, immediacy and user-friendliness of PRS as a payment mechanism – although there is little interest at present in extending mobile payments to physical goods and services.

*It's convenient to have the charges on my mobile as I have a pay-as-you-go phone and I can control it that way*

Female, 35-44 years old, AB

*It's convenient because you don't have to give your credit card details over the phone, it's secure*

Male, 18-24 years old, C2

*It was convenient to have this charged to my bill because the phone bill gets paid anyway, it's easier*

Female, 55-64 years old, C2

*I wouldn't consider other ways of paying for it. For example, if I wanted a telephone number I would not want to have to think 'Oh! Have I got my credit card?'*

Female, 45-54 years old, DE

*Doesn't involve putting in any credit card numbers. It's an easy process, I just keep on pressing 'continue'*

Male, 12-17 years old, AB

*I wouldn't want to pay with my mobile as I pay cash when I shop in shops. This way I feel happier as I know I am in control. I don't like store cards and credit cards, and don't even like using my debit card*

Female, 18-24 years old, C2

When asked what would increase their use of PRS in the future, existing PRS users found it difficult to identify new services they'd like to see delivered, but say they would be likely to use existing services more often if costs were lower.

## What do users spend on PRS?

In the main quantitative survey all PRS users were asked to estimate their average spend on each type of service in the past year.

Overall, the average user reports having spent £45 per year across all of the services, with mobile SMS and MMS services attracting the highest revenues, interactive TV the lowest.

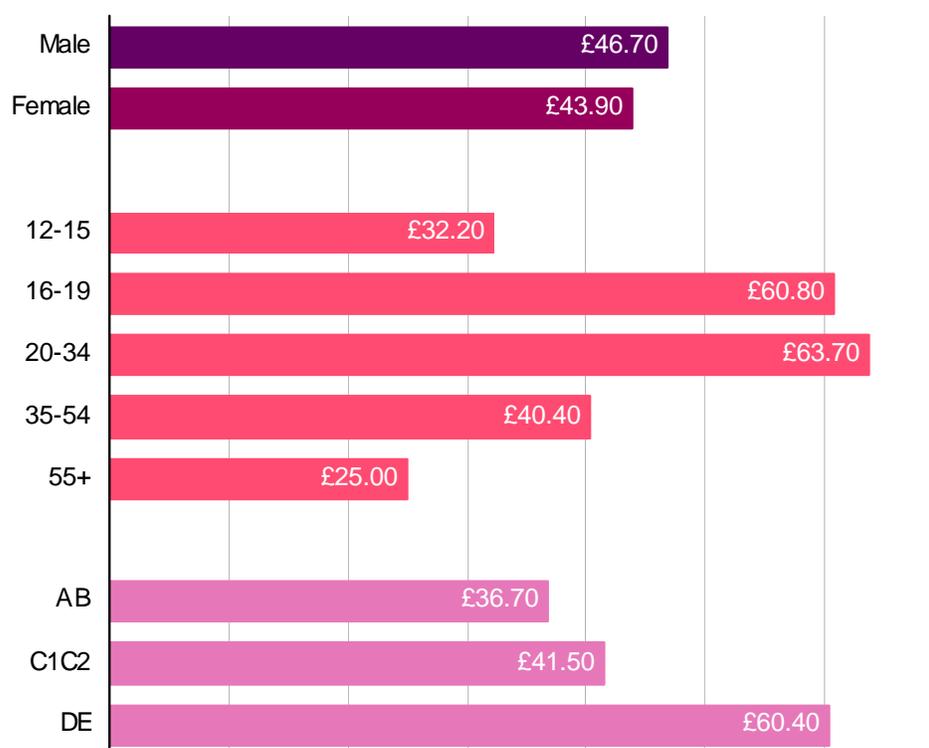
Expenditure is significantly higher amongst 20-34 year olds (£63.70 in the last year) and 16-19 year olds (£60.80).

**Table 1: Average annual spend on PRS**

All PRS combined	SMS/MMS	Mobile own brand media	Participation TV	Premium rate telephone calls	Interactive TV
£45.00	£38.50	£28.40	£23.10	£21.30	£16.10

Base: All using each service<sup>3</sup>

**Figure 3: Average combined spend on PRS in past year, by group**



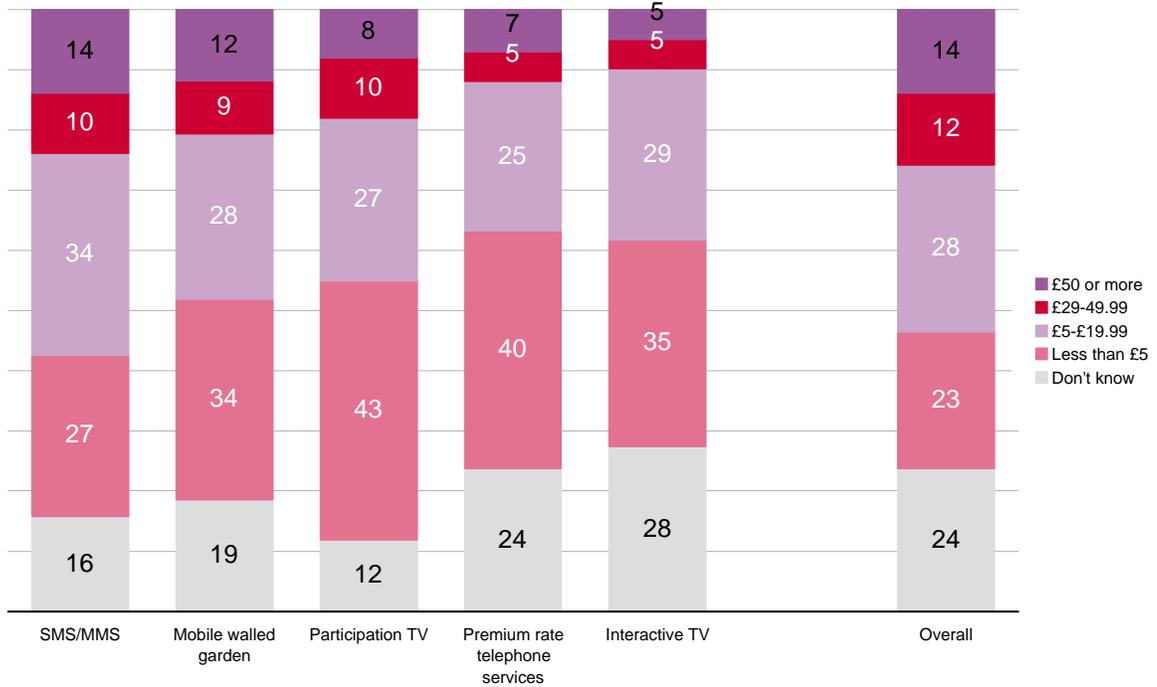
Base: All PRS users (n = 824)

<sup>3</sup> All PRS combined (n = 824), SMS/MMS (n = 296), mobile own brand media (n = 250), participation TV (n = 458), premium rate telephone calls (n = 410), interactive TV (n = 144)

As Figure 4 shows, this headline figure of £45 obscures a broad range of spend by individual users. For example, 23% spent a total of less than £5 over the past year, compared with 14% who spent £50 or more.

**Figure 4: Average spend on PRS in past year**

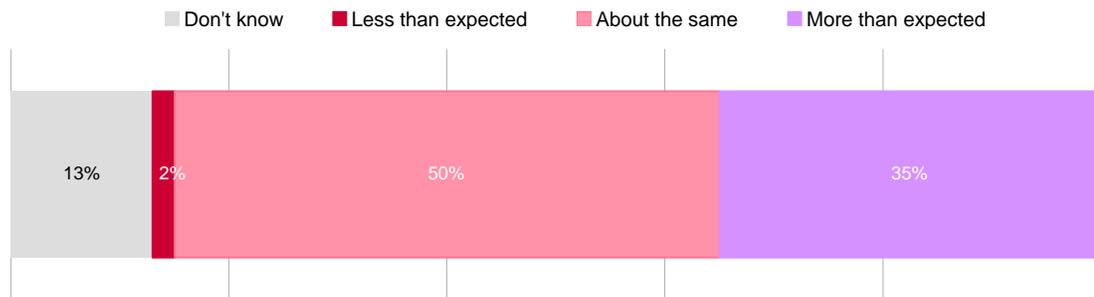
Columns show % spending within price band for each type of service



Base: All PRS users (n = 824)

When asked how their actual bill compares with expectations, few pay less than they expected. Around a third pay more, most commonly those who spend more (52% of users spending more than £20 a year, compared with 28% who spend less than £20 a year). Half report their bill was in line with expectations.

**Figure 5: Cost of PRS on bill compared with expectations**



Base: All PRS users (n = 824)

## Why don't people use PRS?

More than half of respondents have not used any PRS in the past year, due to a combination of cost, lack of trust and a lack of interest in the services available.

We interviewed eleven non-users in the qualitative research to understand what deters them from using PRS services. For this group PRS is generally synonymous with participation TV, and this is reflected in their responses which focus on these services.

Whilst many are interested, for most cost is the primary barrier, perceiving the services to be too expensive.

*Partly because of what I've heard from others and when you read the small print it looks expensive. I don't like spending that much money. I always read the small print and I know what premium rate numbers are like. I have no problems with technology, I'm just not interested and don't want to get ripped off*

Male, 18-24 years old, C1

*They're a rip off. The last time I used it, that was on last year's Big Brother. I don't really watch programmes that have them on. I'm just not into that sort of thing. I've only ever called in once to Big Brother. I think they prey on people, and people on low incomes. I think they encourage people without a doubt.*

Male, 55-64 years old, AB

*I've used the mobile phone text service in the past, it's nice to get football results when I'm on the golf course, I used it quite a while ago, the cost made me stop using it. I used it about half a dozen times in three years. No other reason apart from the cost, I can get the results on Teletext anyway. If it was a reasonable cost I'd use it again*

Male, 55-64 years old, C2

*Once it comes up that it's so much per minute, I think 'well we can do without that'. As far as I'm concerned for the premium rate companies it's money for old rope. The cost is a priority*

Female, 55-64 years old, C1

*I just find them excessively priced. I just don't have the money for that sort of thing. It's the additional cost, my phone bill is bad enough as it is, trying to keep within my finances. I'm highly suspicious of them because of the hidden charges, with the competitions, even when I know the answer and I think 'I'll give it a shot, it might be a lucky shot' I just don't though because I'm very sceptical about it*

Female, 45-54 years old, C1

*My main worry is the cost – they are too expensive. I'd have no problems with using the technology*

Female, 12-17 years old, C1

Of course, some are simply not interested in the services available, particularly older potential users. Current costs reinforce their apathy.

*I don't have an interest in them, and they also cost a lot. I've no doubt about the technology, I think they all work. I just have no need to use the services. I've no worries or concerns about using them.*

Male, 65+ years old, C1

*I don't watch much TV and don't have a mobile, so I have no interest, in fact I think they're boring.*

Male, 55-64 years old, C2

*I have never needed them and they have never offered anything of interest to me. Nothing would persuade me to use these services in the future – I never think about them. I'm just not interested*

Female, 65+ years old, C1

*I have no interest in these services, and don't have a lot of money. I don't watch TV and am sceptical about everything.*

Female, 45-54 years old, C1

Inevitably recent coverage of problems with some participation TV services has undermined the trust that some non-users have in PRS, weakening their interest in using them in the future.

*They cost too much, they're dubious and I don't think it's the way it should be. It's not fair, I don't think you've got a cat in hell's chance of winning, that's why I don't use it. The thing that's been going on on the TV over the last couple of days, I've had that feeling for years*

Female, 45-54 years old, C1

*I'd be wary about the TV companies, particularly after the recent coverage on TV. Before this I'd be tempted to use it, but not now.*

Female, 55-64 years old, C1

Given their lack of interest it is unsurprising that some non-users cannot think of anything that would encourage them to start using PRS services. For others, as with existing users, cost is the key barrier to take-up.

*Possibly, nothing would make me more interested. However, costs might do. None of it has any interest – things like competitions and phoning up Big Brother, I think it's a waste of time*

Male, 18-24 years old, C1

*The cost would encourage me to use it more, if it was more direct, less waffle, not leaving you hanging on the phone for a long time*

Male, 45-54 years old, C1

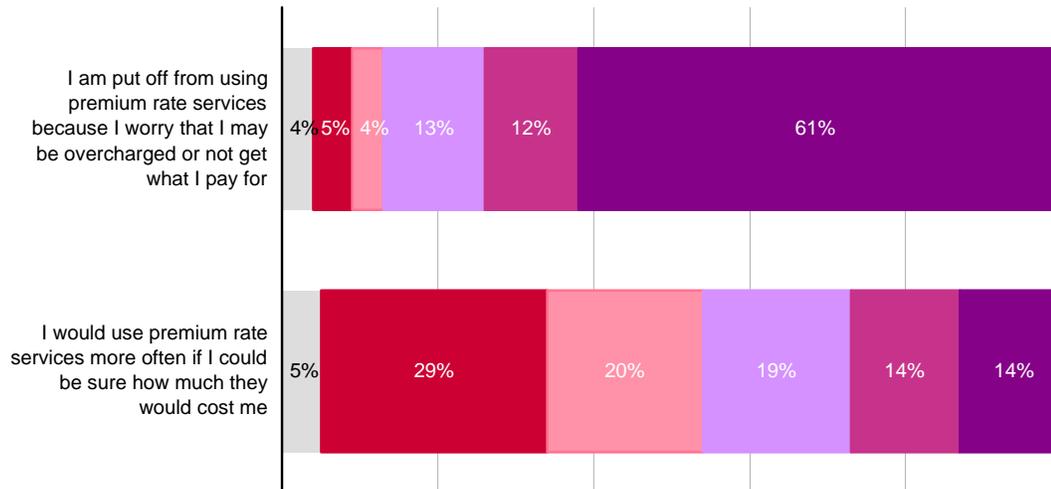
The main survey allows us to quantify many of these opinions, which clearly reinforce the views expressed in the qualitative interviews.

The quantitative survey indicates significant doubt amongst non-users about the cost and reliability of PRS, nearly two-thirds being put off because of worries about being over-charged or not getting what is paid for – although current users are equally concerned (74% non-users vs. 73% users).

However fewer than three in ten non-users would use PRS more if they could be certain of how much the service would cost, whilst five in ten actively disagree, suggesting that cost is not the only barrier to use.

**Figure 6: Reasons for not using PRS – cost**

■ Don't know ■ Strongly disagree ■ Tend to disagree ■ Neither/nor ■ Tend to agree ■ Strongly agree



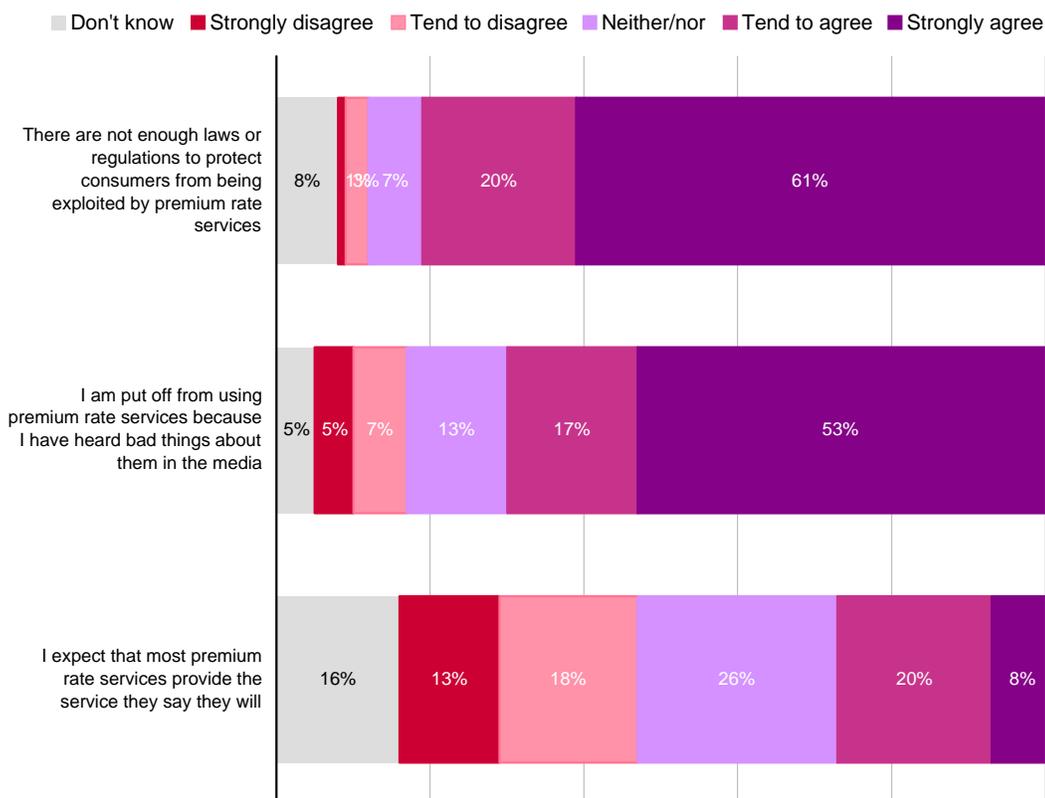
Base: All PRS non-users (n = 800)

Trust is an issue for many non-users: seven in ten non-users agree that they are put off using premium rate services because they have heard bad things about them in the media<sup>4</sup>. Current users are significantly less likely to consider this a problem (70% non-users vs. 62% users).

Fewer than three in ten non-users expect that providers will deliver the service they say they will, compared with nearly five in ten users (28% non-users vs. 47% users).

<sup>4</sup> The media coverage of problems with participation TV services broke as fieldwork began, but opinions did not change during the month of fieldwork

**Figure 7: Reasons for not using PRS – general**



Base: All PRS non-users (n = 800)

Consumer evidence collected for the Ayre Inquiry<sup>5</sup> highlights the impact that media coverage has had on trust in participation TV service providers. Almost half of adults say that as a result they would be less likely to take part in TV votes and competitions in the future (48%), rising to almost two-thirds of those who have done so in the past year (64%).

Whilst we cannot be certain of the impact of these problems on attitudes towards other PRS, the implication is that unless participation TV providers operate in a clear and transparent manner, viewers will be less willing to take part in the future. Two of our qualitative respondents summed up their expectations:

*I would be reassured that if anything went wrong I'd get a refund, but how can they do that? That would make me feel a lot safer using them*

Female, 45-54 years old, C1

*I might be tempted if I was reassured I'd be getting my money if anything went wrong. That would be a better system, if you know you're not going to be ripped off, and spending a lot of your money for no reason*

Male, 45-54 years old, C2

<sup>5</sup> See <http://www.ofcom.org.uk/tv/ifi/prsinquiry/>

### Section 3

## Premium rate services

### Participation TV

A quarter of respondents have engaged with participation TV in the past year, making this the most popular PRS. Voting shows are most popular, followed by game shows and quiz programmes. Whilst one in ten participation TV users do so at least once a week, most take part less frequently – seven in ten less than once a month.

### The appeal of participation TV

Consumer research conducted for the Ayre Inquiry explored reactions to the chance to interact with TV programmes. In general around one in seven said that such interactions made the programmes more interesting - although twice as many tended to disagree, saying they made TV *less* interesting; for half the public, it made no difference. Most appealing was the opportunity to take part in a phone-in, which a third said increased their interest. As might be expected, the appeal was higher amongst younger people and those who have used such services in the past (and there is considerable overlap between these groups).

**Figure 8: Interest in participation TV**

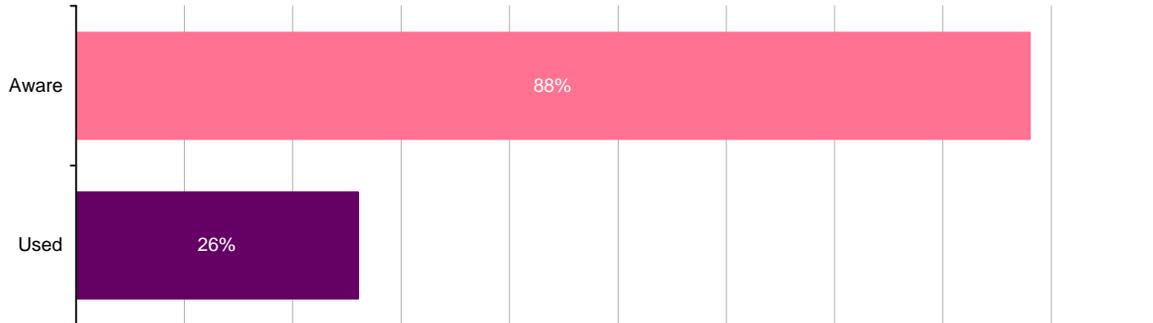


Base: All UK adults aged 16+ (n = 1,066) Source: ICM Omnibus Research for Ofcom, May 2007

## Awareness and usage

Alongside premium rate telephone services, these are the most widely known PRS. Just over a quarter have taken part in such programmes, most commonly those aged 20-34 years (36%). Respondents aged 55 or older are least likely to have used participation TV (17%).

**Figure 9: Awareness and usage of participation TV services**



*Base: All respondents (n = 1,624)*

By some distance the most popular participation TV programmes are voting shows such as 'Big Brother' and 'I'm a Celebrity, Get Me Out Of Here', mentioned by 63% of participation TV users. Younger users are particularly keen – 87% of 12-15 year old participation TV users take part in these programmes.

A third of participation TV users have tried to enter programmes such as 'Deal or No Deal' and 'Who Wants To Be A Millionaire', and just over two in ten have called quiz TV programmes.

**Table 2: Participation TV services used**

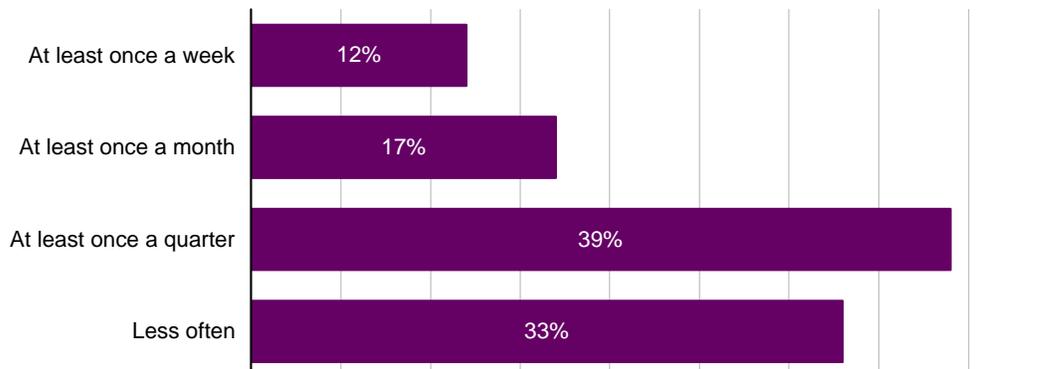
Programme type	Proportion taking part
TV programmes where you are invited to phone in and vote to decide what happens in the programme, e.g. "Big Brother" or "I'm A Celebrity, Get Me Out of Here"	63%
TV game shows where contestants compete to win a cash prize, e.g. "Who Wants to be a Millionaire" or "Deal or No Deal"	33%
TV programmes where you are invited to solve a quiz or puzzle and then phone in to win a prize, e.g. "The Mint", "Quiz Call", "Big Game TV" or "The Great Big British Quiz"	22%
TV home shopping programmes where you are invited to phone in to buy something that has been featured on-screen, e.g. QVC or the Shopping Channel	13%
TV music programmes where you are invited to phone in and request a music video to be played, e.g. "Video Playlist" on Smash Hits or "Hits on Demand" on the Hits channel	5%
TV programmes where you are invited to phone in to receive advice from a 'psychic' featured live on TV, such as tarot reading or a horoscope reading, e.g. "Sixth Sense with Colin Fry" on Living TV or "Good Morning Psychic" on Psychic TV	3%
TV programmes where you are invited to phone in and chat to girls featured live on-screen, e.g. "Day Chat" on Babeworld TV.	1%

Base: All participation TV users (n = 458)

**Frequency of use**

There is a considerable spread in frequency of use of participation TV, with one in ten taking part at least weekly compared with seven in ten who do so less than once a month. Users from socio-economic groups D and E are particularly likely to be frequent users, an average of 28 times a year versus 19 times for all participation TV users.

**Figure 10: Frequency of use of participation TV services**



Base: All participation TV users (n =458)

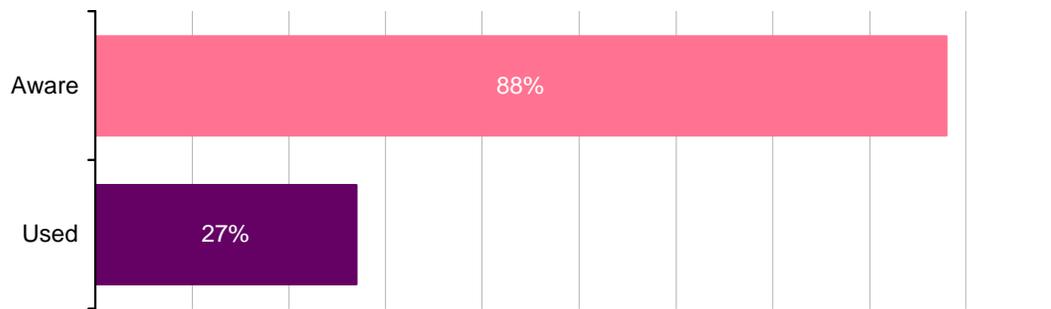
## Premium rate telephone services

Premium rate telephone services are, along with participation TV, the most widely known and well used PRS. Directory enquiries and customer support lines are the most popular services although their needs-driven purpose means they are used less frequently than some other PRS.

### Awareness and usage

Almost nine in ten said they are aware of these services, with lowest awareness amongst 12-15 year olds (74% aware). More than a quarter have used at least one such service in the past year, rising to 35% of 20-34 year olds, and dropping to 20% of those aged 55 or more.

**Figure 11: Awareness and usage of premium rate telephone services**



*Base: All adults (n = 1,624)*

Amongst those that have used such services, directory enquiries and customer services numbers are the most popular. Older respondents tended to be users of customer services lines, whilst the under 35s were the most frequent users of information-based services such as horoscopes, gambling and sports lines.

**Table 3: Premium rate telephone services used**

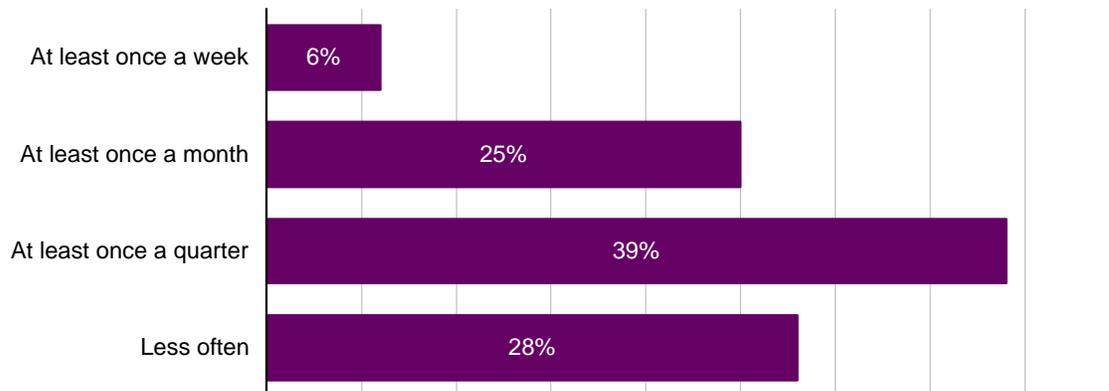
Service type	Proportion used
Directory enquiries/118	43%
Customer services	42%
Competition entry	27%
Helpline (e.g. for internet, computer or other electrical device)	17%
Sports and betting information	15%
Gambling	2%
Horoscopes	2%
Stocks and share information	1%

*Base: All premium rate telephone service users (n = 410)*

### Frequency of use

Reflecting the sporadic nature of these needs, premium rate telephone services tend to be used infrequently. Two-thirds call such numbers once every couple of months or less (67%), with no significant variations between different groups of the population.

**Figure 12: Frequency of use of premium rate telephone services**



*Base: All premium rate telephone service users (n = 410)*

## Premium rate mobile SMS/MMS services

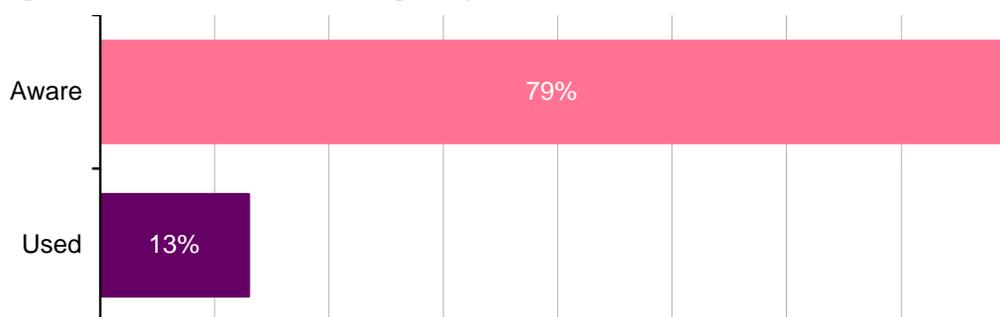
The large majority of mobile phone owners have heard of premium rate mobile SMS and MMS services, but levels of use vary significantly by age; one in three under 20s have used these services, compared with just one in fifty over 55s.

### Awareness and usage

Overall, around eight in ten are aware of these services. This includes 85% of mobile phone users, but just 38% of those who do not use a mobile phone. Awareness increases to 95% of 16-19 year olds, and drops to 60% of those aged 55+.

One in eight have used these services in the past year, including one in three of the under 20s. This drops to only 2% of respondents aged 55+.

**Figure 13: Awareness and usage of premium rate SMS/MMS services**



Base: All respondents (n = 1,624)

The most popular services are buying ringtones and music downloads. 12-15 year olds are particularly keen on ringtones (68%) whilst 16-19 year olds favour music (58%) and games downloads (58%).

**Table 4: Premium rate SMS/MMS services used**

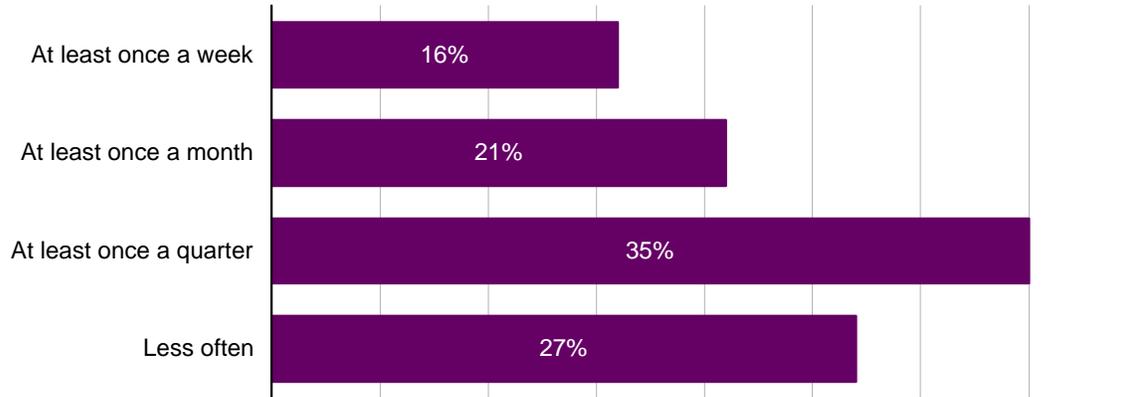
SMS/MMS Service	Proportion using
Ringtones	53%
Music downloads	37%
Sports results	23%
Game downloads	22%
Competition entry	16%
Travel information	4%
Weather	3%
Charity donation	1%

Base: All premium rate SMS/MMS service users (n = 296)

## Frequency of use

Younger age groups are also the most frequent users of mobile services: 48% of 16-19 year olds, and 41% of 20-34 year olds use them at least once a month.

**Figure 14: Frequency of use of premium rate SMS/MMS services**



*Base: All premium rate SMS/MMS service users (n = 296)*

## Interactive TV ('red button') services

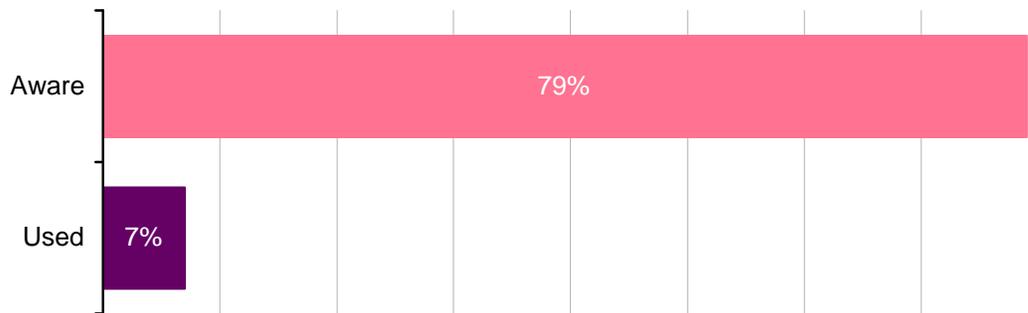
One in ten of those with access to premium rate interactive TV services has used them in the past year, most commonly games and voting on TV shows. Use is relatively infrequent compared with other PRS.

### Awareness and usage

Around four in five respondents are aware of interactive TV services, but usage is lower than other PRS at 7% overall. Of those who have access to red button services (i.e. satellite or cable subscribers), awareness and usage is a little higher at 89% and 11% respectively.

The small size of this sample means that differences between groups of users are not statistically significant, which limits the analysis that is presented here.

**Figure 15: Awareness and usage of interactive TV services**



Base: All respondents (n = 1,624)

The most commonly used interactive services are split between games and TV voting.

**Table 5: Interactive TV services used**

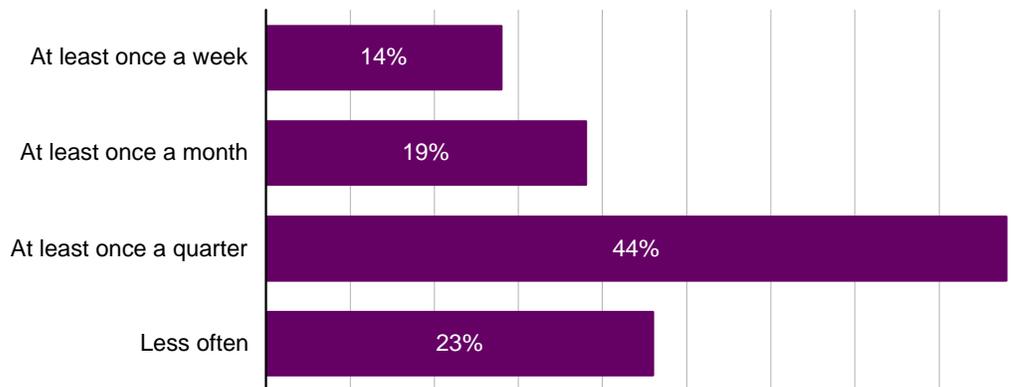
Interactive TV service	Proportion used
Games	48%
Voting on a TV show	47%
Competition entry	22%

Base: All interactive TV users (n = 144)

## Frequency of use

As with SMS/MMS services, the sporadic nature of these interactive TV services is reflected by the relatively infrequent use of such PRS. Only a third of users do so at least once a month.

**Figure 16: Frequency of use of interactive TV**



*Base: All interactive TV users (n = 144)*

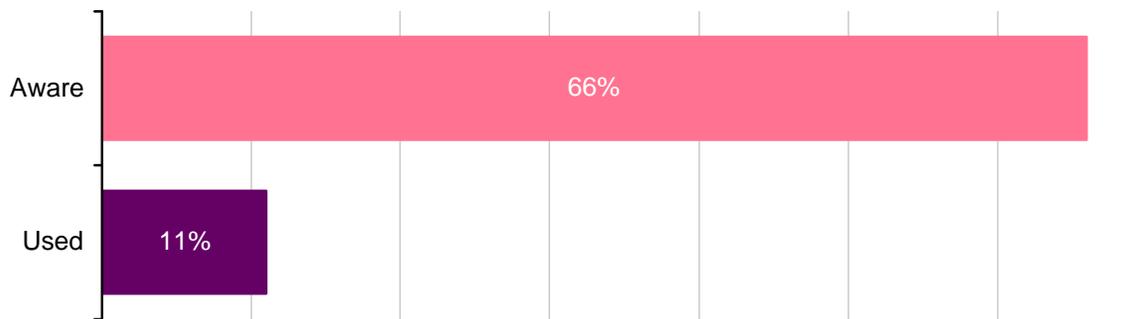
## Mobile own brand media services

Mobile phone providers' own brand media services are quite well known by target users, but little used – only one in nine mobile phone owners have accessed such content in the past year. However those who are using such services access them much more frequently than for other types of PRS.

### Awareness and usage

Two-thirds of respondents are familiar with mobile own brand internet services, including 72% of mobile phone users. But usage is relatively low at 11% overall, and 13% of mobile phone users. Use is relatively high amongst 16-19 year olds (25%), dropping to almost no one aged 55 or older (1%).

Figure 17: Awareness and usage of mobile own brand internet services

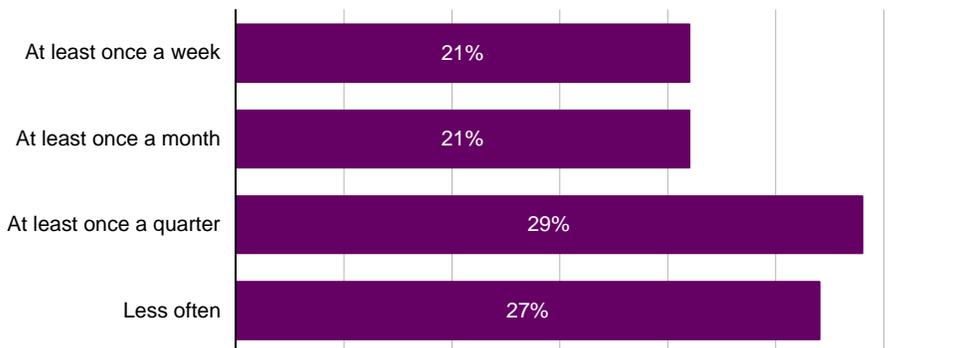


Base: All respondents (n = 1,624)

### Frequency of use

Use is relatively high compared with most other PRS with 42% of users doing so at least once a month. Younger users are particularly keen, 49% of 20-34 year olds accessing own brand content at least once a month.

Figure 18: Frequency of use of mobile own brand media services



Base: All mobile own brand media service users (n = 250)

## Section 4

# Consumer harm: 'scams'

Around a third say they have been targeted by PRS scams (although the qualitative research suggests that for some this includes telesales and spam email), of whom only a handful have actually been taken in by it. Most have heard of such fraudulent schemes and ignored the messages. Amongst the handful who were scammed, the average financial impact was £20 although in some cases much higher. Few have complained and resolved the problem to their satisfaction.

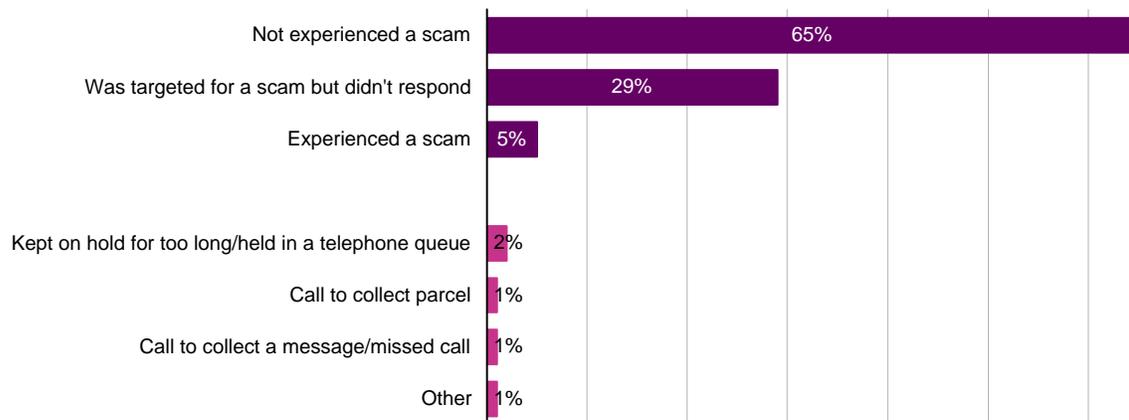
### Experience of scams

Before looking at experience of problems with legitimate PRS, respondents were asked about their exposure to deliberate 'scams'

A third of respondents say they have been targeted for a scam (34%), amongst whom 5% have actually experienced one, such as a fake message to collect a parcel or return a call. Of the small minority who report experiencing a scam, almost half identify this as being kept on hold or in a queue for a long period of time.

The sample sizes are too small to be conclusive, but the trend is towards teenagers being most likely to have experienced a scam.

Figure 19: Experience of 'scams'



Base: All respondents (n = 1,624)

At the qualitative stage we spoke with sixteen respondents who said they have been targeted by a scam. These interviews revealed that what many considered a scam does not directly relate to PRS, such as telesales calls and spam email, which suggests that the survey data may overstate potential consumer harm in this context. Those who were targeted for a PRS scam tended to ignore it, having heard of this type of fraud elsewhere.

*Someone will send me a text message saying 'you need to call this number because you've won a prize'. Obviously I know straight away that it's a scam, I don't bother phoning back. I don't know who it comes from, but I have about 4 or 5 of them a year on my mobile. I just delete the message. I'd say it's from different companies. I'm on pay-as-you-go so I'm very careful who I phone, because before long my credit goes*

Male, 35-44 years old, C2

*I received a message saying about local girls in my area wanting to meet me tonight and to text back, and it's £1.50 a text. I received about two texts in the past year. I didn't believe it, it was absolutely shocking and I got charged £1.50 for it. I contacted my phone supplier but they couldn't do anything about it. I lost £3 for the two messages. I wasted about 15 minutes on the phone to my mobile company because of the scam. I didn't fall for it, the only thing I did was text back 'stop' which stopped it. I realised it was a scam because the message was to find girls in my local area, and I'm married, it's not the sort of thing I'd do. I've heard about these scams all over, a few friends have had similar messages*

Male, 45-54 years old, C2

*Somebody called and left a message on the answerphone. I think it was for a holiday, you've won something, please call this number. But I never contacted the number because I'm pretty wary of these things. I completely ignored it, knowing what it was*

Male, 65+ years old, AB

*I had one phone call and one text saying 'you've won, ring this number'. I can't remember any details, just thought that I am not going to waste my time or money doing it. They were instantly forgotten. Maybe, they took up two minutes of my time. I think these things have got scam written all over them. There's no way I believe I can win a competition unless I have knowingly entered it in the first place*

Male, 25-34 years old, AB

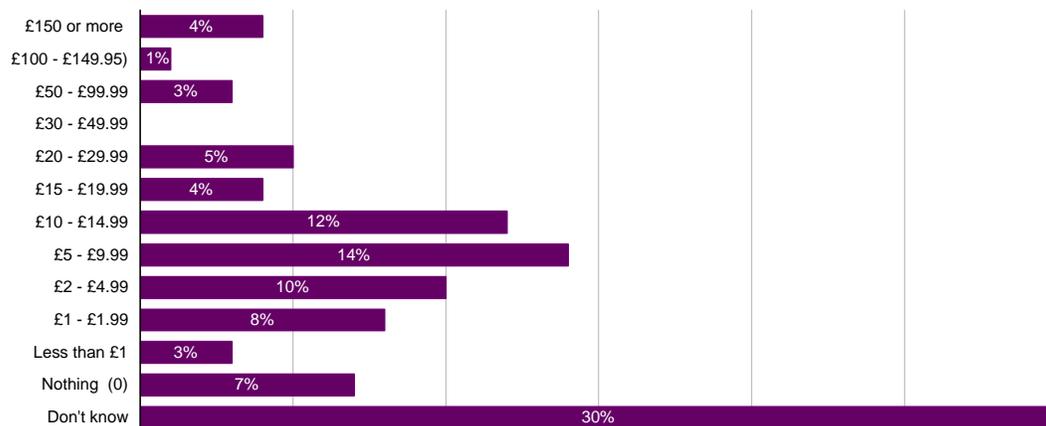
*I called the number, was on the phone for a long time with an automated voice telling you about different holiday options. It sounded quite long winded. Eventually I was cut off – the phone call cost about £5. I called the phone company and asked if they could give me details of the company the number related to. They claimed they couldn't divulge the information. I let it drop but would have liked a refund, but I was busy and didn't have time to look into this more*

Female, 35-44 years old, C1

## Financial impact of scams

Amongst the small group in the quantitative survey who were scammed, the reported financial impact is in some cases relatively substantial with an average cost of just over £20.

**Figure 20: Financial impact of scam**



*Base: All who have experienced a scam (n = 86)*

*Caution: small base size*

The likelihood of taking action having experienced a scam is low, two-thirds taking no action whatsoever. One in five contacted a service provider or regulator.

**Table 6: Action taken after experiencing scam (unprompted)**

Action taken, if any	Percentage
No action taken	68%
Told partner/friends/family/colleagues	9%
Complained to supplier of my phone/TV/Internet service	8%
Complained to supplier of premium rate service	6%
Complained to ICSTIS (the regulator of premium rate services)	3%
Contacted Citizens Advice Bureau	2%
Cancelled all services from my phone/TV/Internet service	1%
Contacted Ofcom (the communications regulator)	1%
Contacted MP	1%
Sought advice from parent	1%
Other	4%

*Base: All who have experienced a scam (n = 86)*

*Caution: small base size*

This mixed approach to tackling the problem is reflected in the range of outcomes. For 31% of those who experienced a scam the problem has now been resolved, although not always to their satisfaction. 41% report it unresolved, of whom the large majority have not taken any further action.

Ten of the 78 respondents experiencing a scam tried to get a refund of the money charged for their PRS: half succeeded in receiving at least a partial refund, and half failed. This group were not canvassed in the qualitative research.

## Section 5

# Consumer harm: legitimate PRS

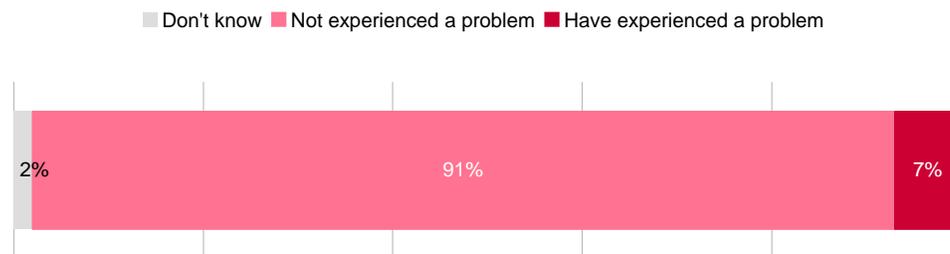
Fewer than one in ten PRS users have experienced problems with legitimate services. These predominantly relate to mobile SMS and MMS services, in particular unwittingly subscribing to continuous premium services. In some cases, the impact can be severe, losing money and/or having to change their mobile number.

Only a minority say they would know where to turn if they had a problem with a PRS, most commonly their mobile or fixed line telephone provider. Just a quarter correctly mention the PRS provider as a potential contact.

### Overall problems with PRS

The large majority of PRS users have not experienced any difficulties with their services, with no one group standing out amongst the 7% who have had problems.

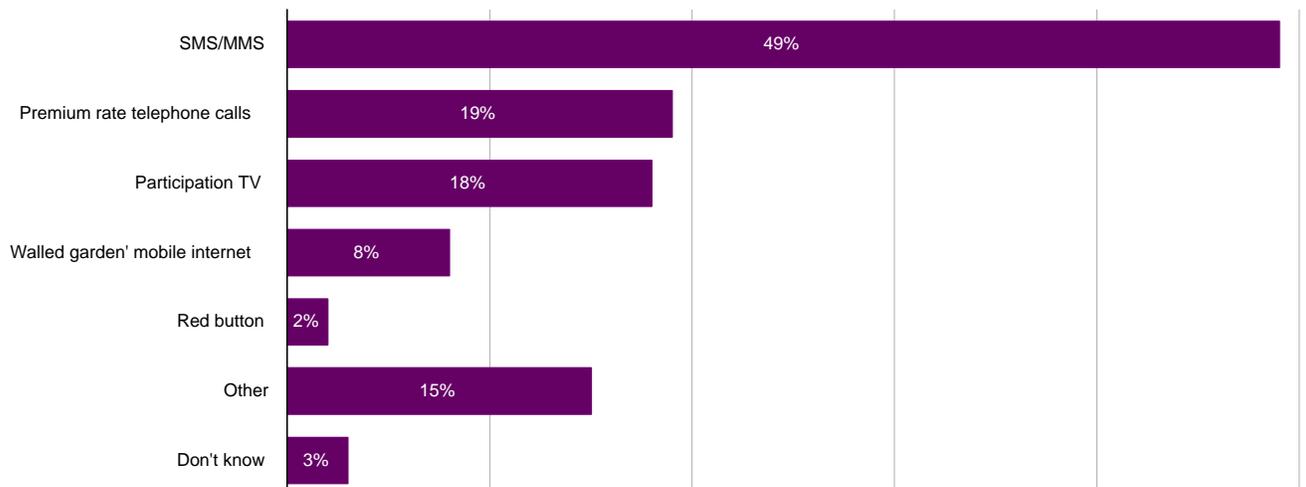
Figure 21: Experience of problems with legitimate PRS



Base: All PRS users (n = 824)

Problems that did occur arose predominantly with mobile services, cited by over half of those who have experienced difficulties. These are explored in more detail below.

Figure 22: PRS on which experienced a problem

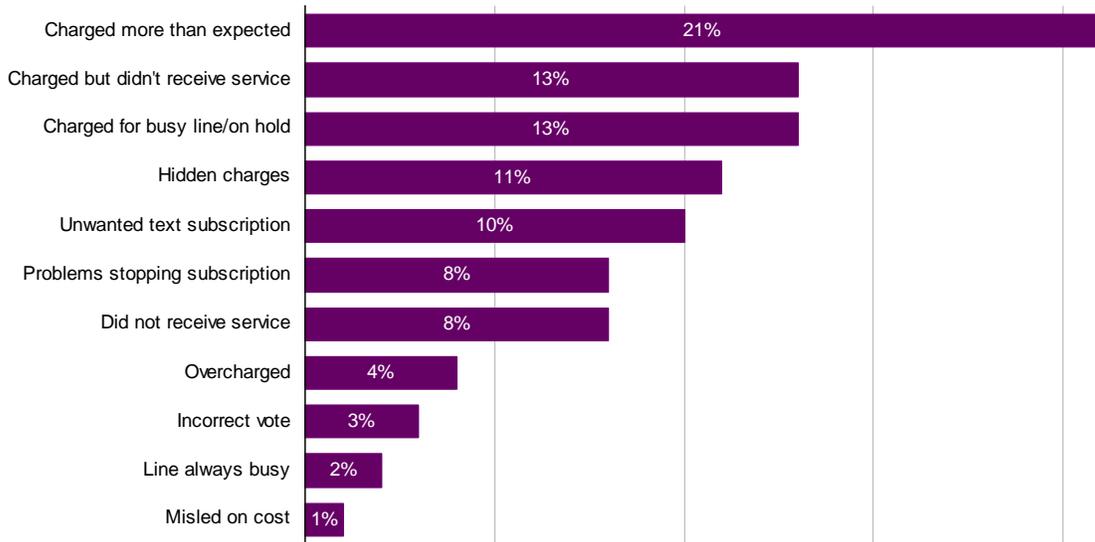


Base: All PRS users who experienced a problem (n = 70)

Caution: small base size

More than half of those experiencing a problem (56%) mentioned being charged when the felt they shouldn't have been.

**Figure 23: Nature of problem with legitimate PRS**



*Base: All PRS users who experienced a problem (n = 70)*

*Caution: small base size*

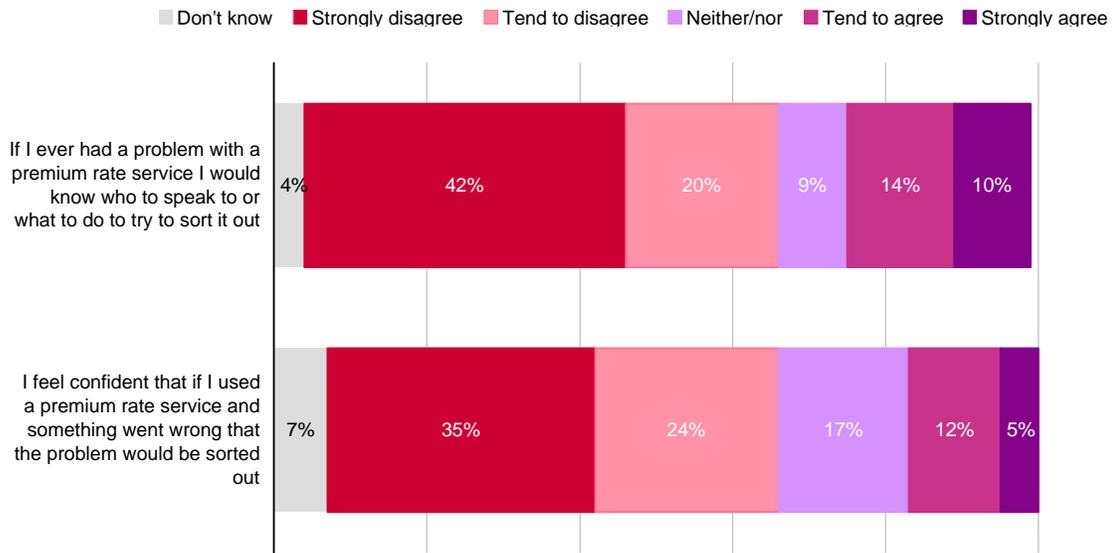
### **Resolving PRS problems**

Only a minority of respondents would know what to do if they had a problem with a PRS, nor did many trust that their problem would be resolved.

Just a quarter of respondents said they would know who to speak to if they had a problem with their service, compared with six in ten who would not know where to go; existing PRS users are only slightly more confident in knowing where to turn (27% positive vs. 64% negative).

Expectations of resolving problems are also low. 17% are confident that a PRS problem would be resolved, whilst 59% lack confidence. Again, PRS users are not notably different from the population as a whole (22% confident vs. 57% not confident).

**Figure 24: Expectations of resolving problems with PRS**



*Base: All respondents (n = 1,624)*

Despite the confidence that some express in knowing where to turn if they had a PRS problem, only 16% first mention the provider of the service. Twice as many would contact their fixed line or mobile provider.

More than a third of respondents are unable to mention any person or organisation (36%), including 32% of existing PRS users.

When all of their unprompted suggestions are taken into account, respondents are still much more likely to contact their telephone or TV provider to complain about a PRS, than to contact the PRS provider themselves.

**Table 7: To whom would complain about a PRS (unprompted)**

	First mention – all respondents	All mentions	
		All respondents	All PRS users
<b>Base size</b>	<b>1,624</b>	<b>1,624</b>	<b>838</b>
Phone/TV/Internet supplier	29%	39%	43%
Supplier of PRS	16%	24%	26%
Colleagues/ friends/family/ partner	5%	10%	10%
Ofcom	5%	12%	13%
Citizens Advice Bureau	4%	16%	12%
Trading Standards	1%	2%	2%
ICSTIS	1%	2%	2%
Other media e.g. newspaper/radio etc.	0%	1%	* %
Lawyer/solicitor	0%	3%	2%
BBC show Watchdog	0%	1%	1%
MP	0%	1%	1%
Police	0%	1%	1%
Other	2%	4%	4%
Don't know	36%	34%	32%

\* indicates a finding of less than half of one percent

## Breakdown by individual service

Since the sample sizes of those who have experienced problems with PRS are very small, it is not possible to look at these quantitatively. Instead, general trends in difficulties arising and action taken for each service are discussed in this section, illustrated with examples from the five qualitative follow-up interviews with those who experienced problems with legitimate PRS.

### Mobile SMS/MMS services

In the quantitative research problems arose most frequently with mobile message services, with charging and subscription services the most common issues. Of the 26<sup>6</sup> who answered questions on these services, seven say they didn't realise they had subscribed to a service or had difficulties stopping these subscriptions.

Ten complained to their telephone provider, and two to the PRS provider (seven took no action). Eighteen of the 26 say their problem has been resolved, but only 10 to their satisfaction. Seven said they decided to bring the matter to a close, compared with five closed by the provider.

These experiences were borne out by the findings from the qualitative follow-up interviews. Whilst a handful didn't receive the service they had ordered, the most common problems experienced related to ordering a ringtone, game or picture. Typically they placed their order and then continued to receive premium texts, instantly taking credit away from pre-pay users. As soon as their account was topped up, the premium texts would use up this new credit. Whilst these experiences were isolated, the impact could be severe, particularly for younger PRS users: some lost money to incoming premium rate messages to such an extent that they had to change their phone or SIM card.

*They kept texting me saying there wasn't enough credit on my phone. I lost about £5 everytime I topped up, maybe about £30 in total. Everytime I topped it up for 'normal use', I found that after making a phone call, all my credit was gone. I didn't try to get the money back. In the end I had to change the SIM card. I didn't try contacting anyone [to complain], for no particular reason. I'd lost the number and tried texting 'stop', but that didn't work. I'm worried that it might happen again and that I might lose all my money again.*

Male, 12-17 years old, DE

*We got a leaflet through the door from [communications provider] saying that you can buy ring tones and games. £3 for a game and £2 for a ringtone. I was charged twice for the game, but never got it. Every time I put credit on the phone, they took it. Then the company advertised on TV and in the back of TV magazines for ringtones and so on. Everytime I put credit on my phone they took it – about £3 a week. To stop it you should text 'stop' and I did this but it didn't stop. This lasted about two or three months. I don't know how much money I lost. My mum phoned and they said they'd get back to us in the next few weeks, but they didn't so my mum got me a new phone. They just take your money and don't give you the service. I would not try other services because of my bad experience*

Male, 12-17 years old, DE

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<sup>6</sup> Based on weighted figures

*My partner went onto a music website to send ringtones to my phone. She filled in my details, and I was sent the ringtone and charged £3. After this a text message was sent to my phone, advertising the website and giving details of other ringtones. Each time I received a text I was charged £1.50 – there is no warning of this on the website. I lost about £15 in total and it took me about half a day to sort out. I realized something was wrong when my pre-pay money kept decreasing without me using it*

Male, 35-44 years old, DE

*I saw an advert in a magazine about texting a code to a number to receive a ringtone. The advert said you had to be 18 or over. I was only 14 and the phone is registered to me but the text was received and I was charged. I never received a ringtone but was charged about £1.50 a week, and lost about £15. After two or three months money was going from my pre-pay without using it*

Female, 12-17 years old, C1

*It's still ongoing at the moment. It's got to the point where I've put a bar on my phone, because I'm on pay-as-you-go. It might have been when I've text voted, but I keep receiving text messages from premium rate numbers saying 'premium rate message waiting'. Each time I receive a message it's £1. It's been going on for about four months. I've lost about £20 or £30. I text back 'stop' but that wasn't working so I put a bar on my phone. I realised it was a scam when I topped up my phone and my credit was gone in seconds. They still send me messages but can't take any money as I've put a bar on my phone. There's no chance any reputable company would send twenty different messages in one row*

Female, 18-25 years old, AB

Those who tried to solve their problem tended to contact their mobile provider, which typically said it couldn't help and referred them to the PRS provider. Those who did contact the latter tended to find them unhelpful; no one was informed about ICSTIS<sup>7</sup>.

*I phoned [my operator], explained the problem and asked them to block my phone from this number. They tried to do this but couldn't, so told me to text 'stop' to the number I was receiving texts from. I couldn't get my money back; I didn't complain any further as I just wanted it stopped*

Male, 35-44 years old, DE

*My mum phoned the phone company to find out what was happening. They were very helpful and told her the company name that was taking the money. When she phoned the company they told her it wasn't their fault. They weren't helpful and refused to help until my mum said she'd take legal action. Then they said they'd stop the charges and send a £5 voucher. It took us two or three months to figure out why money was going from my phone. The charges stopped as soon as I called and the £5 voucher arrived two or three days later*

Female, 12-17 years old, C1

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<sup>7</sup> Now known as PhonepayPlus

*I phoned up to get a new ring tone, and everytime I topped up my phone, they kept taking money off. It went on for over a year. Then they admitted responsibility for it they said they'd give me £100, but I only got a £10 cheque. I wasted hours as a result of the scam and lost about £300. I first rang up [my operator], who said they couldn't do anything about it, and I'd have to get in touch with the company. They told me it was the cost of a local call but it was abroad. I tried to contact them after I receive the £10, but they were no longer there, the number was dead and there was no address*

Female, 25-44 years old, AB

However, there was a general lack of impetus amongst those with problems to make contact with mobile or PRS providers and achieve resolution, either through a lack of desire or an expectation that nothing could be done. This suggests that reported levels of consumer complaints in this research may underreport the true scale of any problems.

### **Premium rate telephone calls**

Ten respondents reported problems with premium rate telephone calls, most of them relating to charging problems including being kept on hold, overcharging and hidden charges. Six took no further action; two told friends or family. For only one of the ten has it been resolved to their satisfaction. Five say it has not been resolved, but they are taking no further action.

*I had a problem with my [pay tv] box, the extension lead was broken. I spent some time on the phone trying to get the problem sorted. There was no rate advertised, and in the end it cost more than £30 – I'd expected it to cost two or three pounds. This was very shocking. I phone them about it, but they said they couldn't do anything about it at all, and I didn't get referred to anyone else. I did get the [pay tv] box fixed but it was very annoying. I wanted to get the money back, but was told that's the rate. I just left it as I was worried about paying even more money in order to lodge the complaint. I'm very unhappy with the way it was handled, I could have bought a new [pay tv] box for £30!*

Supervisor, female

### **Participation TV**

A combination of problems are identified by the ten respondents who encountered problems, primarily around costs, including overcharging; being charged twice, and hidden charges. One thought they were saving someone but they were actually evicting them, which they attributed to being given the wrong information on TV.

*I entered the competition on 'Ant and Dec's Saturday Night Giveaway'. I phoned up before the show started and it said 'please leave your answer and name' etc. I didn't know the answer because the show hadn't come on yet*

Housewife

Two of the ten took action, complaining to their telephone provider. Five feel the problem has been resolved, but only two to their satisfaction.

### **Mobile own brand media content services**

Four report problems with their mobile internet service, three relating to overcharging or hidden costs. Two complained to their supplier, both of whom say the problem was resolved to their satisfaction.

## **Interactive TV**

Just one respondent identified a problem with an interactive TV service, reporting they were charged for services they did not receive. This remains unresolved as they decided to take no further action.

## Section 6

# Keeping consumers informed

Clarity on cost is very important for both users and non-users and, whilst it is generally perceived that calls to PRS from BT landlines are most clearly priced, not all find the current pricing information to be sufficiently clear. There is a consensus that it is the responsibility of the PRS operator to provide cost information to potential users. The most popular approach to improving pricing transparency for consumers is through a recorded message before the start of the call.

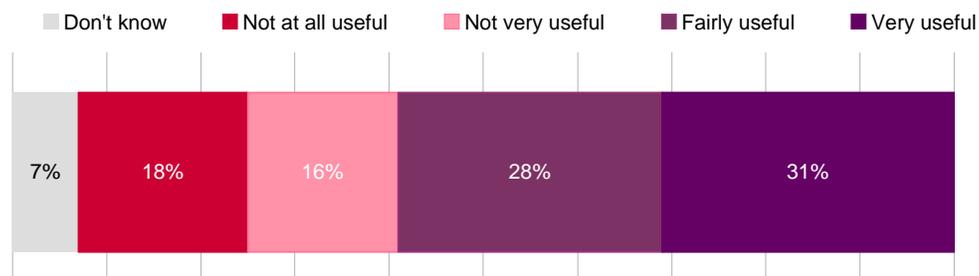
### Existing communications

We asked how effectively existing PRS advertisements communicate cost, and for respondents' reactions to alternative ways of keeping consumers informed. The current approach was described as:

*...generally include wording explaining how much they cost to call for example "calls from BT landlines cost 10p per minute, calls from other networks may vary"*

On balance, six in ten respondents would find this information useful if trying to work out the cost of a call to a PRS service, whilst more than a third disagrees. Those who currently use PRS are somewhat more likely to agree (63%). However, the qualitative research indicated that consumers tended to think that calls from a BT landline would be the cheapest option, and that the current information is insufficient to gauge costs on other networks.

**Figure 25: Usefulness of typical PRS advertisement when calculating costs**



Base: All respondents (n = 1,624)

*It's helpful because I have a BT landline so I would probably use that rather than a mobile if I were using a premium rate service. I am aware that other network charges are different and more expensive*

Tutor

*It's helpful to know landlines are cheaper, but at the same time you don't know how much you're going to be spending on your mobile either*

On maternity leave

*It's very unclear, I wear glasses but even then I can't see the writing, it's very small writing small print is not clear. They don't say exactly how long the call is and what the cost will be*

GP's receptionist

At the qualitative stage there was a divide over how important it is to know the exact cost of a call before it is made, or whether an approximate cost would be acceptable; but there is a consensus that call costs should be clear before the call is made, and that it is the responsibility of the provider to clearly state the cost of using their service, rather than rely on potential users to find this information in the small print or from other sources. It would then be the consumer's responsibility to make sure they understood it, or not use that service.

*They should give us more details about the cost, if they don't give us the cost we could be charged anything. I'd like to have some idea. It shouldn't be up to the user, the user gets caught once and they won't use it again. People might use it more if they were genuine about it*

Retired bank manager

*It's up to the operator to make it obvious what the price will be. I would like to know the price, I wouldn't phone if I didn't know the price*

Barman

*It's up to the provider, because at the end of the day they're the ones that are collecting any money from it, and to make the consumer aware of it*

Retired

*Because they're the people who are getting and making the money, they're the ones that are providing their service, so should be prepared to tell you exactly how much it costs, like if you go into a shop you know exactly what the price is*

GP's receptionist

*The provider should do that. Because they've got more of an idea how much it is, they know before they set it all up, the average. It should be down to them so that people don't get scammed, there are people that phone up and wouldn't think about it twice, and it's only at the end when the price comes up that they find out. They should be more up front*

Technician

*If you're going to buy a service, you should be informed of how much it's going to be. Obviously the user has the power to put the phone down and search elsewhere*

Ramp supervisor

*It's up to the user. I'm the one that's going to be using it so it's up to me. You have to be responsible for yourself now and again*

Service engineer

Concerns over cost were often related to the small size of the actual text on the advertisement, and/or the misleading nature of this information (seeming to indicate they were paying a one-off cost for a message service rather than starting a regular subscription).

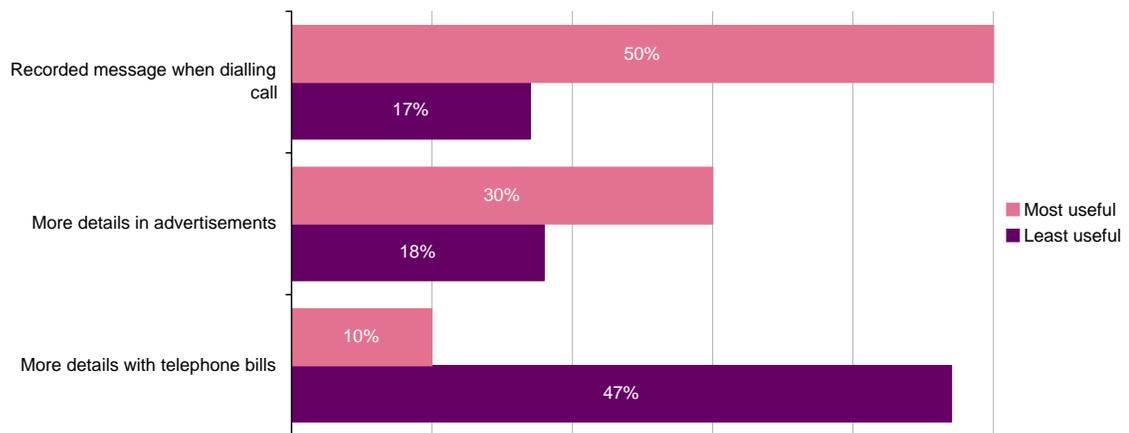
## Alternative communications

Three alternative methods of delivering pricing information were tested with respondents, who were asked which would be most and least useful if they wanted to know how much a PRS call would cost them:

- “If the advert for the premium rate service had more details about the costs in it - for example the maximum from a mobile phone;
- If when you call the number there is a recorded message explaining the call costs that you would hear before you are actually connected to and charged for the premium rate number;
- If more details about costs and tariffs from individual services telephone companies were sent with the bills from telephone companies”

Half chose the recorded message as the most useful method, equally popular amongst PRS users and non-users. Least welcome was the provision of more information with telephone bills. Subtracting the negative from the positive scores gives us a ‘net useful’ rating, on which a recorded message is clearly most popular (+33), more details with bills least popular (-37).

**Figure 26: Reactions to alternative cost communications**



Base: All respondents (n = 1,624)

These preferences were reinforced by the qualitative research. More details with telephone bills is disregarded for many as they would not read the information...

*If it's sent through the post you're likely to lose it or put it away, if you're going to use the phone then the message will come up automatically, it's more user-friendly*

Sandwich bar

*I wouldn't read a letter, I have millions of letters unopened that I haven't got round to opening, or I tend to scan the letter and not fully take it in and read it properly*

Foster carer

...whilst the recorded message was popular for its directness and availability at the point of calling. However, some reject this option as they expect they would be charged to hear the message about the cost of the call. Potential users would need to be reassured about the nature of this information, and that they would not be charged if they did hang up before the call was connected.

*Prefer recorded message as 'you have a choice – you can carry on or stop'*

Apprentice hairdresser

*I quite like (the fixed price) because for a start it wouldn't cost any money to find out what it would cost, for the recorded message it would probably cost money to find out anyway*

Kid

*If you choose the recorded message you'd probably get charged*

Receptionist

*You're still actually telephoning to get the cost, and being charged for it*

Retired

## Annex 1

# Sample profile

### Profile by age group

Age	Proportion of sample	No of interviews	Weighting applied
12-15	15.5%	252	6%
16-19	15.1%	245	6%
20-24	13.7%	223	8%
25-34	12.1%	197	15%
35-44	11.8%	192	20%
45-54	10.3%	168	13%
55-64	10.8%	175	14%
65+	10.6%	172	18%

### Profile by region

Region	Proportion of sample	No of interviews	Weighting applied
Scotland	8.5%	138	8%
North	6.4%	104	5%
Yorks and Humberside	7.1%	115	7%
North West	10.6%	172	12%
E&W Midlands	14.9%	242	14%
E. Anglia	4.9%	79	5%
Wales	5.4%	87	5%
S. West	8.0%	130	8%
S. East	22.2%	360	21%
London	9.0%	146	12%
N. Ireland	3.1%	51	3%

### Profile by gender

Gender	Proportion of sample	No of interviews	Weighting applied
Male	48.2%	782	48%
Female	51.8%	842	52%

### Profile by social grade

<b>Social grade</b>	<b>Proportion of sample</b>	<b>No of interviews</b>	<b>Weighting applied</b>
AB	19.9%	323	20.5%
C1	33.9%	550	34.5%
C2	22.9%	372	21%
DE	23.3%	379	24%



**Annex 2**

# Research questionnaires

## Quantitative questionnaire

FOR ROTATE ORDER QUESTIONS, PLEASE ALTERNATE ORDER AND TICK START.

(YOU MAY FIND IT HELPFUL TO TICK STARTS BEFORE STARTING INTERVIEWING)

CIRCLE HERE IF RESPONDENT HAS USED PREMIUM SERVICE (CODE 1) AT ANY Q12 Q16, Q20, Q24, Q28 Q31

Yes      No

---

**INTRODUCTION:**

Hello, my name is ..... (SHOW ID CARD) from Continental Research, an independent market research company based in London. We are conducting a national survey for the government-appointed independent communications regulator. May I ask you some questions?

The survey looks at various aspects of television and telephone services including whether you feel you are getting a good deal and good service.

**IF RESPONDENT UNWILLING, ASK IF ANOTHER HOUSEHOLD MEMBER WITHIN QUOTA IS AVAILABLE.**

**IF NECESSARY: I'd like to reassure that you all answers you give will be completely confidential, and your personal details will not be passed on to anyone.**

---

Q2	Before I start the interview and to ensure we interview a wide cross section of age groups, could I ask which one of the following age groups you fall into? SHOWCARD A. (CHECK QUOTA)	
		(13)
	12-15 .....	1
	16-19 .....	2
	20-24 .....	3
	25-34 .....	4
	35-44 .....	5
	45-54 .....	6
	55-64 .....	7
	65+ .....	8
	REFUSED .....	9
	.....	Goto CLOSE

---

**IF 12,13 OR 14 YEARS OF AGE ENSURE PARENTAL PERMISSION OBTAINED BEFORE CONTINUING INTERVIEW**

**This is to confirm that I give my permission for my son/daughter to be interviewed by Continental Research**

**PARENT SIGNATURE ..... DATE .....**

---

**Q3 RECORD SEX (CHECK QUOTA)**

Male..... (14) 1  
Female ..... 2

---

**Q4 ASK ALL**

Do you have access to the Internet at home? (15)  
Yes ..... 1  
No..... 2  
DK ..... 3

---

**Q5 ASK ALL**

Do you have your own personal mobile phone? (16)  
Yes ..... 1  
.....Goto Q6  
No..... 2  
.....Goto Q9  
DK ..... 3  
.....Goto Q9

---

**Q6 ASK ALL WITH A MOBILE PHONE (CODE 1 AT Q5)**

Which network are you connected to? SINGLE CODE.

IF WITH MORE THAN ONE NETWORK: Which network would you say you used most often? (17)  
Orange ..... 1  
O2 ..... 2  
T-mobile ..... 3  
Virgin ..... 4  
Vodafone ..... 5  
3 ..... 6  
Other ..... 7  
DK ..... 8

---

Q7 ASK ALL WITH A MOBILE PHONE (CODE 1 AT Q5)

And how is the bill paid, is it..READ OUT

IF NECESSARY If you have more than one phone, please answer about the one you use most often

- Pre-pay/pay-as-you-go where you buy top-ups as and when needed ..... 1 (18)
- Contract where you are billed monthly for your calls and line rental ..... 2
- Some other way..... 3
- DK ..... 4

---

Q8 ASK ALL WITH A MOBILE PHONE (CODE 1 AT Q5)

Who usually pays your mobile phone bill? SINGLE CODE

READ OUT IF NECESSARY

- Mainly me ..... 1 (19)
- Mainly parent ..... 2
- Mainly spouse/boyfriend/girlfriend ..... 3
- Mainly other family member..... 4
- Mainly work ..... 5
- Jointly me and parent ..... 6
- Jointly me and spouse/boyfriend/girlfriend ..... 7
- Jointly me and work ..... 8
  
- Other (specify) ..... 9 (20)
- DK ..... 1 (21)

---

Q9 ASK ALL

Do you receive additional TV channels at home from any of the following:

SHOWCARD B. MULTICODE POSSIBLE BUT UNLIKELY

- Satellite TV via a dish (e.g. Sky) ..... 1 (22)
- Freeview through a set top box or integrated TV set ..... 2
- A cable company (e.g. Telewest or NTL)..... 3
- HomeChoice..... 4
- BT Vision ..... 5
- No additional channels received - just the 4 or 5 free to air channels ..... 6
- No TV ..... 7
- DK ..... 8

---

Q10 ASK ALL

I'd now like to ask you some questions about premium rate telecoms services.

These are services that usually offer some form of information, entertainment, or entry into a competition. They can be accessed via telephone, mobile phone, fax, Internet, and also via the red 'interactive' button on the TV remote if you have Sky or cable.

These services have to be paid for, and are added to your phone bill or TV subscription.

Here are some examples of the type of premium rate services that are available.  
SHOWCARD C:

Have you previously heard of any of these types of premium rate services?

(23)

Yes .....	1
No.....	2
DK .....	3

---

Q11 ASK ALL

I'm now going to describe each of the different types of premium rate service in more detail and ask you about them in turn, and I'd like you to focus on each individual one before we move on to the next.

Firstly, please look at this card and tell me if you are aware of these types of TV show that viewers are able to participate in by themselves, either by ringing up, or sending a text.  
SHOWCARD D.

Are you aware of these types of TV shows that viewers can call or text to participate in?

(24)

Yes .....	1	
.....		Goto Q12
No.....	2	
.....		Goto Q15
DK .....	3	
.....		Goto Q15

---

Q12 ASK ALL AWARE (CODING 'YES') AT Q11.

And have you personally called or texted any of these in the past 12 months? Please don't include any that your friends or family used that you paid the bill for.

(25)

Yes .....	1	
.....		Goto Q13
No .....	2	
.....		Goto Q15
DK .....	3	
.....		Goto Q15

---

Q13 ASK ALL USING (CODING 'YES') AT Q12.

And which of these types of TV shows have you called or texted in the past 12 months?  
SHOWCARD D. Please read out the number for each one that applies.

PROBE FULLY. What others?

- (26)
- TV game shows where contestants compete to win a cash prize, e.g. "Who Wants to be a Millionaire" or "Deal or No Deal" ..... 1
  - TV programmes where you are invited to phone in and vote to decide what happens in the programme, e.g. "Big Brother" or "I'm A Celebrity, Get Me Out of Here" ..... 2
  - TV programmes where you are invited to solve a quiz or puzzle and then phone in to win a prize, e.g. "The Mint", "Quiz Call", "Big Game TV" or "The Great Big British Quiz" ..... 3
  - TV music programmes where you are invited to phone in and request a music video to be played, e.g. "Video Playlist" on Smash Hits or "Hits on Demand" on the Hits channel. 4
  - TV home shopping programmes where you are invited to phone in to buy something that has been featured on-screen, e.g. QVC or the Shopping Channel ..... 5
  - TV programmes where you are invited to phone in to receive advice from a 'psychic' featured live on TV, such as tarot reading or a horoscope reading, e.g. "Sixth Sense with Colin Fry" on Living TV or "Good Morning Psychic" on Psychic TV ..... 6
  - TV programmes where you are invited to phone in and chat to girls featured live on-screen, e.g. "Day Chat" on Babeworld TV. .... 7
  - NONE ..... 8
  - DK ..... 9

---

Q14 ASK ALL USING (CODING 'YES') AT Q12.

On average, how often would you say you called or texted any of these over the past 12 months?

SHOWCARD E. SINGLE CODE

- (27)
- Every day ..... 1
  - Several times a week ..... 2
  - About once a week ..... 3
  - Several times a month ..... 4
  - About once a month ..... 5
  - Every couple of months ..... 6
  - 3 or 4 times a year ..... 7
  - Less often ..... 8
  - DK ..... 9

---

Q15 ASK ALL

Now moving onto the next type of premium rate service. Please look at this card and tell me if you are aware of these sorts of premium rate telephone numbers as they are described here. SHOWCARD F. ALSO READ OUT IF NECESSARY

Premium rate call charges range from 10p to £1.50 per minute or per call, although these rates may be higher on non-BT services. The number usually starts with 09, but also sometimes 08. They are often used to enter competitions, call helplines, or offer information, such as sports results, horoscopes or stocks and share prices. Premium telephone numbers also include directory enquiry services that begin with 118, that you call to get someone else's number or that of a business.

Are you aware of this type of premium call service?

(28)  
Yes ..... 1  
.....Goto Q16  
No..... 2  
.....Goto Q19  
DK ..... 3  
.....Goto Q19

---

Q16 ASK ALL AWARE (CODING 'YES') AT Q15.

And have you personally used any of these in the past 12 months? Please don't include any that your friends or family used that you paid the bill for.

(29)  
Yes ..... 1  
.....Goto Q17  
No ..... 2  
.....Goto Q19  
DK ..... 3  
.....Goto Q19

---

Q17 ASK ALL USING (CODING 'YES') AT Q16.

And which of these types of premium rate phone numbers have you called in the past 12 months? SHOWCARD G. Please read out the number for each one that applies.

PROBE FULLY. What others?

(30)  
Customer services ..... 1  
Helpline (e.g. for internet, computer or other electrical device) ..... 2  
Chat and dating lines ..... 3  
Adult entertainment ..... 4  
Gambling ..... 5  
Competition entry ..... 6  
Games downloads ..... 7  
Horoscopes ..... 8  
Sports and betting information ..... 9

Stocks and share information .....	(31)
Directory Enquiries/118 .....	0
DK .....	1

Other WRITE IN .....	2
	(32-36)
DK .....	(37)
	1

**Q18 ASK ALL USING (CODING 'YES') AT Q16.**

On average, how often would you say you called any of these types of number over the past 12 months?

**SHOWCARD E. SINGLE CODE**

Every day .....	(38)
Several times a week.....	1
About once a week.....	2
Several times a month.....	3
About once a month .....	4
Every couple of months .....	5
3 or 4 times a year.....	6
Less often.....	7
DK .....	8
	9

**Q19 ASK ALL**

Are you aware of premium rate mobile phone text and multimedia services as described on this card?

**SHOWCARD H. ALSO READ OUT IF NECESSARY**

Premium rate mobile text and multimedia services are accessed via a mobile phone. These offer a wide range of information, for example sports results, horoscopes and travel information. They also allow you to download a range of multimedia services such as ringtones, pictures, music tracks and games. To access these services you would need to send a text message (often just one word) to a short 5 digit number (for example SUBSCRIBE to 87654) You would then receive the product or service, and you would be charged for each one you receive.

Are you aware of this type of premium rate mobile service that you order via text message?

Yes .....	(39)
.....	1
.....	Goto Q20
No.....	2
.....	Goto Q23
DK .....	3
.....	Goto Q23

---

Q20 ASK ALL AWARE (CODING 'YES') AT Q19.

And have you personally used any of these premium rate mobile services in the past 12 months? Please don't include any that your friends or family used that you paid the bill for.

- (40)
- Yes ..... 1  
.....Goto Q21
- No ..... 2  
.....Goto Q23
- DK ..... 3  
.....Goto Q23

---

Q21 ASK ALL USING (CODING 'YES') AT Q20.

And which of these types of service have you used in the past 12 months? SHOWCARD I.

PROBE FULLY. What others?

MULTICODE

- (41)
- Charity donation ..... 1
- Competition entry ..... 2
- Game downloads..... 3
- Horoscopes ..... 4
- Music downloads ..... 5
- Ringtones ..... 6
- Sports results..... 7
- Stock and share prices ..... 8
- Travel information..... 9
- (42)
- Weather ..... 0

- Other WRITE IN ..... 1  
(43-46)
- DK ..... 1  
(47)

---

Q22 ASK ALL USING (CODING 'YES') AT Q20

On average, how often would you say you used any of these mobile text and multimedia services over the past 12 months?

SHOWCARD E. SINGLE CODE

	(48)
Every day .....	1
Several times a week.....	2
About once a week.....	3
Several times a month.....	4
About once a month .....	5
Every couple of months .....	6
3 or 4 times a year.....	7
Less often.....	8
DK .....	9

---

Q23 ASK ALL

Are you aware of premium rate interactive TV services? There are some examples of the type of show that use these on this card.

READ OUT

This type of premium rate service is only available if you have multi-channel pay TV. By that I mean Sky or cable. The services include games and competitions, and also the ability to vote on interactive TV shows.

These are accessed by pressing a button on the remote control (usually the red one). The charge is then added to your monthly TV bill or subscription. Please note that many services accessed via pressing the red button are free - I'm just interested in the ones you have to pay for.

And please don't include box office movies or sporting events that you have to pay to watch

Here are just a few examples of some of the services available.

SHOWCARD J.

Are you aware of these interactive services?

	(49)
Yes .....	1
.....	Goto Q24
No .....	2
.....	Goto Q27
DK .....	3
.....	Goto Q27

---

Q24 ASK ALL AWARE (CODING 'YES') AT Q23.

And have you personally used any of these in the past 12 months? Please don't include any that your friends or family used that you paid the bill for.

- (50)
- Yes ..... 1  
.....Goto Q25
- No ..... 2  
.....Goto Q27
- DK ..... 3  
.....Goto Q27

---

Q25 ASK ALL USING (CODING 'YES') AT Q23.

And which of these types of service have you used in the past 12 months? DO NOT READ OUT. WRITE IN.

PROBE FULLY. What others?

- (51)
- Games..... 1
- Competition entry ..... 2
- Voting on a TV show ..... 3

- Other WRITE IN ..... 4  
(52-56)
- DK ..... 1  
(57)

---

Q26 ASK ALL USING (CODING 'YES') AT Q24.

On average, how often would you say used any of these services over the past 12 months?

SHOWCARD E. SINGLE CODE

- (58)
- Every day ..... 1
- Several times a week..... 2
- About once a week ..... 3
- Several times a month ..... 4
- About once a month ..... 5
- Every couple of months ..... 6
- 3 or 4 times a year ..... 7
- Less often ..... 8
- DK ..... 9

---

Q27 ASK ALL

The final type of premium rate service I want to ask about are those provided by mobile phone companies. These are services accessed directly through a mobile phone, such as news, music downloads and video clips. You access them straight from your phone's menu rather than needing to type in a web address, do a search or send a text.

Depending on your mobile phone company, they might be known as any of these  
SHOWCARD K

- 3 - Planet 3
- O2 - O2 Active
- Orange - Orange World
- T-mobile - t-zones
- Vodafone - Vodafone live!

Some sites accessed in this way offer extra content not normally available but make a charge to visit them in addition to the standard call charge, either a one-off fee or a certain amount per minute.

Are you aware of these?

	(59)
Yes .....	1
.....	Goto Q28
No.....	2
.....	Goto Q30
DK .....	3
.....	Goto Q30

---

Q28 ASK ALL AWARE (CODING 'YES') AT Q27.

And have you personally used any of these in the past 12 months? Please don't include any that your friends or family used that you paid the bill for.

	(60)
Yes .....	1
.....	Goto Q29
No .....	2
.....	Goto Q30

---

Q29 ASK ALL USING (CODING 'YES') AT Q28.

On average, how often would you say used any of these services over the past 12 months?

SHOWCARD E. SINGLE CODE

	(61)
Every day .....	1
Several times a week.....	2
About once a week.....	3
Several times a month.....	4
About once a month .....	5
Every couple of months .....	6
3 or 4 times a year.....	7
Less often.....	8
DK .....	9

---

Q30 ASK ALL

Are you aware of any other premium rate services like the ones I've mentioned that you have to pay for and are accessed via landline and mobile phone, fax, Internet or TV? What ones?

WRITE IN.

PROBE What others?

..... 1  
..... (62)  
..... (63-66)  
..... (67)  
NONE..... 1

---

Q31 ASK ALL USING (CODING 'YES') AT Q30.

And which of these types of service have you used in the past 12 months? Please don't include any that your friends or family used that you paid the bill for.

WRITE IN. CIRCLE 1 IF ANYTHING USED.

PROBE FULLY. What others?

..... 1  
..... (68)  
..... (69-72)  
..... (73)  
NONE..... 1

Q32 ASK ALL

As well as the legitimate services we have talked about, there are also some scams or cons that take advantage of premium rate services to unfairly charge consumers, usually by getting them to call or text a number but not telling them there is a premium charge for it.

READ OUT IF NECESSARY: For instance, you might receive a card through your door telling you you have a package waiting for you, and that you need to call a number to arrange delivery. This will be a premium rate number (typically at least £1 a minute) but you won't be made aware that it is so expensive.

Or you might get messages telling you you have won a holiday, and then are given a premium rate number beginning with 08 or 09 to call.

READ TO ALL: Have you \*personally\* lost any money or wasted any time as a result of any scams involving premium rate services over the past 12 months? (Please don't include any scams that happened to your friends or family). Please note I will be asking about problems with legitimate services shortly.

IF YES What was it? DO NOT READ OUT. PROBE What else? MULTICODE

Not experienced a scam .....	(74)	1
.....Goto Q39		
Was targeted for a scam but didn't respond/ignored it .....	2	
.....Goto Q39		
Call to collect parcel .....	3	
Call to collect a message/missed call .....	4	
Call to arrange a date/ meet someone.....	5	
Kept on hold for too long/ held in a telephone queue.....	6	

Other WRITE IN .....	7	
	(75-78)	
Have experienced scam but can't remember what .....	(79)	1
DK .....	2	
.....Goto Q39		

**Q33 ASK ALL EXPERIENCING A PROBLEM WITH A SCAM (ALL CODING ANYTHING APART FROM 1 OR 2 AT Q32)**

What action did you take as a result of this problem?  
DO NOT READ OUT . PROBE FULLY What else?

PROBE IF NECESSARY Did you get in contact with anyone? Who?

**CODE AT BOTTOM OF LIST IF NO ACTION TAKEN**

card: 02 (6-7)  
(8)

Complained to supplier of my phone/TV/Internet service.....	0
Complained to supplier of premium rate service .....	1
Cancelled all services from my phone/TV/Internet service.....	2
Cancelled just the specific premium rate service .....	3
Complained to ICSTIS (the regulator of premium rate services).....	4
Contacted Ofcom (the communications regulator).....	5
Contacted Citizens Advice Bureau .....	6
Spoke to a lawyer/ sought legal advice.....	7
Contacted MP .....	8
Told partner/friends/family/colleagues .....	9
	(9)
Sought advice from parent.....	0
Sought advice from partner .....	1
Sought advice from other family member .....	2
Sought advice from friend/colleague.....	3
Other WRITE IN .....	4
	(10-13)
	(14)
NO ACTION TAKEN - SINGLE CODE .....	1
DK/ Can't remember .....	2

**Q34 ASK ALL EXPERIENCING A PROBLEM WITH A SCAM**

Has the matter been resolved yet or is it still ongoing?  
Which of these best describes the situation? SHOWCARD L1

**SINGLE CODE**

	(15)
Resolved to your satisfaction .....	1
Resolved, but not to your satisfaction .....	2
Not resolved but you're not taking any further action .....	3
Still ongoing.....	4
Other WRITE IN .....	5
	(16-17)

---

Q35 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

	(18)
Premium rate service supplier .....	1
ICSTIS.....	2
Ofcom.....	3
I did/the respondent.....	4
Other WRITE IN .....	5
	(19-20)
DK .....	(21)
	1

---

Q36 ASK ALL EXPERIENCING A PROBLEM WITH A SCAM

How much in total were you charged for the scam(s) that you experienced over the past 12 months? READ OUT IF NECESSARY.

	(22)
NONE .....	1
Less than £1 .....	2
£1-1.99 .....	3
£2-4.99 .....	4
£5-9.99 .....	5
£10-14.99 .....	6
£15-19.99 .....	7
£20-29.99 .....	8
£30-49.99 .....	9
	(23)
£50-99.99 .....	0
£100-£149.99 .....	1
£150+ .....	2
DK .....	3

---

Q37 ASK ALL EXPERIENCING A PROBLEM WITH A SCAM

Did you try to get a refund for any of the money you were charged for any of the premium rate services scams?

	(24)
Yes .....	1
.....	Goto Q38
No.....	2
.....	Goto Q39
DK .....	3
.....	Goto Q39

---

Q38 ASK ALL TRYING TO GET A REFUND (CODE 1 AT Q37)

And so far have you.... READ OUT

CAN BE MULTICODED FOR MULTIPLE SERVICES

	(25)
Got a refund for all of the money you felt you should.....	1
Got a refund for some of the money you felt you should.....	2
Not got a refund at all .....	3
DK .....	4

---

Q39 ASK ALL USING AT LEAST ONE PREMIUM SERVICE (CODE 1 AT ANY OF Q12 Q16, Q20, Q24, Q28 Q31). OTHERS GO TO Q69.

I'd now like you think about all these services we have just talked about SHOWCARD L2

Apart from any scams that you may have experienced, have you had any problems with any legitimate premium rate services like these within the past 12 months?

For example, ordering a service that you then didn't receive, being charged for a service that you didn't ask for, or trying to stop a service but then continuing to receive it? Or perhaps the service that you received was not as it was described in the advert or was of poor quality? Or maybe you started receiving spam advertising texts.

	(26)
Yes .....	1
.....	Goto Q40
No.....	2
.....	Goto Q67
DK .....	3
.....	Goto Q67

---

Q40 ASK ALL EXPERIENCING HARM (CODE 1) AT Q39

Which services have you had problems with? SHOWCARD L2. MULTICODE. WRITE IN ALL OTHERS.

	(27)
Participation TV - like texting or calling in to vote on Big Brother (Q41)	.....1
Premium rate telephone calls - like 118 directory enquiry services or information and entertainment lines beginning with 09 (Q45).....	2
Mobile phone text and multimedia message services - (e.g. text information like sports results, and 'multimedia' information like ringtones, games, pictures and music) (Q49)	.....3
Interactive TV services (e.g. those accessed via the red button if you have Sky or cable) (Q53) .....	4
Services provided by mobile phone companies that you access via your mobile internet browser (Q57).....	5
.....	.....5
Other WRITE IN (Q61) .....	6
	(28-31)

DK - SINGLE CODE ..... (32)  
..... 1  
..... Goto Q65

---

**READ TO ALL EXPERIENCING HARM WITH MORE THAN ONE SERVICE  
(MULTIPLE CODES AT Q40)**

**I'm now going to ask in turn about each of the different types of premium rate service that you had a problem with.**

---

Q41 ASK ALL EXPERIENCING A PROBLEM WITH PARTICIPATION TV (CODE 1 AT Q40).

Thinking about the \*last time\* you had a problem with the first type of service mentioned - namely participation TV shows like Big Brother and Quiz Call etc, what was the problem you experienced? **WRITE IN FULLY BELOW**

PROBE - Do you feel you were misled on this occasion? **WRITE IN BELOW**

PROBE A - Were you charged money that you felt you shouldn't have been? IF YES - How much? **WRITE IN BELOW**

PROBE B - And how much time would you estimate that you spent trying to sort out the problem? ENTER FIGURE IN HOURS. **WRITE IN BELOW**

..... 1  
..... (33)  
..... (34-38)

PROBE A - ENTER AMOUNT IN POUNDS AND PENCE £ \_\_\_\_\_  
\_\_\_\_\_ (39-46)

PROBE B - ENTER TIME IN HOURS \_\_\_\_\_ (47-49)

---

Q42 ASK ALL EXPERIENCING A PROBLEM WITH PARTICIPATION TV (CODE 1 AT Q40).

What action did you take as a result of this problem?  
DO NOT READ OUT . PROBE FULLY What else?

PROBE IF NECESSARY Did you get in contact with anyone? Who?

**CODE AT BOTTOM OF LIST IF NO ACTION TAKEN**

	(50)
Complained to supplier of my phone/TV/Internet service.....	1
Complained to supplier of premium rate service .....	2
Cancelled all services from my phone/TV/Internet service.....	3
Cancelled just the specific premium rate service .....	4
Complained to ICSTIS (the regulator of premium rate services).....	5
Contacted Ofcom (the communications regulator).....	6
Contacted Citizens Advice Bureau .....	7
Spoke to a lawyer/ sought legal advice.....	8
Contacted MP .....	9
	(51)
Told partner/friends/family/colleagues .....	0
Sought advice from parent.....	1
Sought advice from partner .....	2
Sought advice from other family member .....	3
Sought advice from friend/colleague.....	4
Other WRITE IN .....	5
	(52-55)
	(56)
NO ACTION TAKEN - SINGLE CODE .....	1
DK/ Can't remember .....	2

---

Q43 ASK ALL EXPERIENCING A PROBLEM WITH PARTICIPATION TV (CODE 1 AT Q40).

Has the matter been resolved yet or is it still ongoing?  
Which of these best describes the situation? SHOWCARD M

**SINGLE CODE**

	(57)
Resolved to your satisfaction .....	1
Resolved, but not to your satisfaction .....	2
Not resolved but you're not taking any further action .....	3
Still ongoing.....	4
Other WRITE IN .....	5
	(58-59)

---

Q44 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

Premium rate service supplier ..... 1 (60)  
ICSTIS..... 2  
Ofcom..... 3  
I did/the respondent..... 4  
  
Other WRITE IN ..... 5 (61-62)  
DK ..... 1 (63)

---

Q45 ASK ALL EXPERIENCING A PROBLEM WITH PREMIUM RATE TELEPHONE CALLS  
(CODE 2 AT Q40).

Thinking about the \*last time\* you had a problem with the next type of service mentioned - namely premium rate telephone calls (i.e. to a number beginning with 08, 09 or 118), what was the problem you experienced? WRITE IN FULLY.

PROBE - Do you feel you were misled on this occasion? WRITE IN BELOW

PROBE A - Were you charged money that you felt you shouldn't have been? IF YES - How much? **WRITE IN BELOW**

PROBE B - And how much time would you estimate that you spent trying to sort out the problem? ENTER FIGURE IN HOURS. **WRITE IN BELOW**

..... 1  
..... (64)  
..... (65-69)

PROBE A - ENTER AMOUNT IN POUNDS AND PENCE £ \_\_\_\_\_  
\_\_\_\_\_ (70-77)

PROBE B - ENTER TIME IN HOURS \_\_\_\_\_ (78-80)



---

Q48 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

Premium rate service supplier ..... 1 (18)  
ICSTIS..... 2  
Ofcom..... 3  
I did/the respondent..... 4  
  
Other WRITE IN ..... 5 (19-20)  
DK ..... 1 (21)

---

Q49 ASK ALL EXPERIENCING A PROBLEM WITH MOBILE TEXT AND MULTIMEDIA  
MESSAGE SERVICES (CODE 3 AT Q40).

Thinking about the \*last time\* you had a problem with a premium rate mobile phone text or multimedia service, what was the problem you experienced? WRITE IN FULLY

PROBE - Do you feel you were misled on this occasion? WRITE IN BELOW

PROBE A - Were you charged money that you felt you shouldn't have been? IF YES - How much? **WRITE IN BELOW**

PROBE B - And how much time would you estimate that you spent trying to sort out the problem? ENTER FIGURE IN HOURS. **WRITE IN BELOW**

..... 1  
..... (22)  
..... (23-27)

PROBE A - ENTER AMOUNT IN POUNDS AND PENCE £ \_\_\_\_\_  
\_\_\_\_\_ (28-35)

PROBE B - ENTER TIME IN HOURS \_\_\_\_\_ (36-38)

---

Q50 ASK ALL EXPERIENCING A PROBLEM WITH MOBILE TEXT AND MULTIMEDIA MESSAGE SERVICES (CODE 3 AT Q40).

What action did you take as a result of this problem?  
DO NOT READ OUT . PROBE FULLY What else?

PROBE IF NECESSARY Did you get in contact with anyone? Who?

**CODE AT BOTTOM OF LIST IF NO ACTION TAKEN**

(39)

Complained to supplier of my phone/TV/Internet service.....	1
Complained to supplier of premium rate service .....	2
Cancelled all services from my phone/TV/Internet service.....	3
Cancelled just the specific premium rate service .....	4
Complained to ICSTIS (the regulator of premium rate services).....	5
Contacted Ofcom (the communications regulator).....	6
Contacted Citizens Advice Bureau .....	7
Spoke to a lawyer/ sought legal advice.....	8
Contacted MP .....	9
	(40)
Told partner/friends/family/colleagues .....	0
Sought advice from parent.....	1
Sought advice from partner .....	2
Sought advice from other family member .....	3
Sought advice from friend/colleague.....	4

Other WRITE IN .....	5
	(41-44)
	(45)
NO ACTION TAKEN - SINGLE CODE .....	1
DK/ Can't remember .....	2

---

Q51 ASK ALL EXPERIENCING A PROBLEM WITH MOBILE TEXT AND MULTIMEDIA MESSAGE SERVICES (CODE 3 AT Q40).

Has the matter been resolved yet or is it still ongoing?  
Which of these best describes the situation? SHOWCARD M

SINGLE CODE	(46)
Resolved to your satisfaction .....	1
Resolved, but not to your satisfaction .....	2
Not resolved but you're not taking any further action .....	3
Still ongoing.....	4

Other WRITE IN .....	5
	(47-48)

---

Q52 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

Premium rate service supplier ..... 1 (49)  
ICSTIS..... 2  
Ofcom..... 3  
I did/the respondent..... 4  
  
Other WRITE IN ..... 5 (50-51)  
DK ..... 1 (52)

---

Q53 ASK ALL EXPERIENCING A PROBLEM WITH INTERACTIVE TV SERVICES (CODE 4 AT Q40).

Thinking about the \*last time\* you had a problem with premium rate interactive TV services (usually using the red button), what was the problem you experienced? WRITE IN FULLY

PROBE - Do you feel you were misled on this occasion? WRITE IN BELOW

PROBE A - Were you charged money that you felt you shouldn't have been? IF YES - How much? **WRITE IN BELOW**

PROBE B - And how much time would you estimate that you spent trying to sort out the problem? ENTER FIGURE IN HOURS **WRITE IN BELOW**

..... 1  
..... (53)  
..... (54-58)

PROBE A - ENTER AMOUNT IN POUNDS AND PENCE £ \_\_\_\_\_  
\_\_\_\_\_ (59-66)

PROBE B - ENTER TIME IN HOURS \_\_\_\_\_ (67-69)

---

Q54 ASK ALL EXPERIENCING A PROBLEM WITH INTERACTIVE TV SERVICES (CODE 4 AT Q40).

What action did you take as a result of this problem?  
DO NOT READ OUT . PROBE FULLY What else?

PROBE IF NECESSARY Did you get in contact with anyone? Who?

**CODE AT BOTTOM OF LIST IF NO ACTION TAKEN**

(70)

Complained to supplier of my phone/TV/Internet service.....	1
Complained to supplier of premium rate service .....	2
Cancelled all services from my phone/TV/Internet service.....	3
Cancelled just the specific premium rate service .....	4
Complained to ICSTIS (the regulator of premium rate services).....	5
Contacted Ofcom (the communications regulator).....	6
Contacted Citizens Advice Bureau .....	7
Spoke to a lawyer/ sought legal advice.....	8
Contacted MP .....	9
	(71)
Told partner/friends/family/colleagues .....	0
Sought advice from parent.....	1
Sought advice from partner .....	2
Sought advice from other family member .....	3
Sought advice from friend/colleague.....	4

Other WRITE IN .....	5
	(72-75)
	(76)
NO ACTION TAKEN - SINGLE CODE .....	1
DK/ Can't remember .....	2

---

Q55 ASK ALL EXPERIENCING A PROBLEM WITH INTERACTIVE TV SERVICES (CODE 4 AT Q40).

Has the matter been resolved yet or is it still ongoing?  
Which of these best describes the situation? SHOWCARD M

**SINGLE CODE**

(77)

Resolved to your satisfaction.....	1
Resolved, but not to your satisfaction .....	2
Not resolved but you're not taking any further action .....	3
Still ongoing.....	4

Other WRITE IN .....	5
	(78-79)

---

Q56 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

card: 04 (6-7)

Premium rate service supplier ..... 0  
ICSTIS..... 1  
Ofcom..... 2  
I did/the respondent..... 3

Other WRITE IN ..... 4  
(9-10)

DK ..... 1  
(11)

---

Q57 ASK ALL EXPERIENCING A PROBLEM WITH MOBILE INTERNET SERVICES (CODE 5 AT Q40).

Thinking about the \*last time\* you had a problem with premium rate mobile phone services accessed via WAP, what was the problem you experienced? WRITE IN FULLY

PROBE - Do you feel you were misled on this occasion? **WRITE IN BELOW**

PROBE A - Were you charged money that you felt you shouldn't have been? IF YES - How much? **WRITE IN BELOW**

..... 1  
..... (12)  
..... (13-17)

PROBE A - ENTER AMOUNT IN POUNDS AND PENCE £ \_\_\_\_\_  
\_\_\_\_\_ (18-25)

PROBE B - ENTER TIME IN HOURS \_\_\_\_\_ (26-28)

---

Q58 ASK ALL EXPERIENCING A PROBLEM WITH MOBILE INTERNET SERVICES (CODE 5 AT Q40).

What action did you take as a result of this problem?  
DO NOT READ OUT . PROBE FULLY What else?

PROBE IF NECESSARY Did you get in contact with anyone? Who?

**CODE AT BOTTOM OF LIST IF NO ACTION TAKEN**

(29)

Complained to supplier of my phone/TV/Internet service..... 1  
Complained to supplier of premium rate service ..... 2  
Cancelled all services from my phone/TV/Internet service..... 3  
Cancelled just the specific premium rate service ..... 4  
Complained to ICSTIS (the regulator of premium rate services)..... 5  
Contacted Ofcom (the communications regulator)..... 6  
Contacted Citizens Advice Bureau ..... 7  
Spoke to a lawyer/ sought legal advice..... 8  
Contacted MP ..... 9

(30)

Told partner/friends/family/colleagues ..... 0  
Sought advice from parent..... 1  
Sought advice from partner ..... 2  
Sought advice from other family member ..... 3  
Sought advice from friend/colleague..... 4

Other WRITE IN ..... 5  
(31-34)

(35)

NO ACTION TAKEN - SINGLE CODE ..... 1  
DK/ Can't remember ..... 2

---

Q59 ASK ALL EXPERIENCING A PROBLEM WITH MOBILE INTERNET SERVICES (CODE 5 AT Q40).

Has the matter been resolved yet or is it still ongoing?  
Which of these best describes the situation? SHOWCARD M

**SINGLE CODE**

(36)

Resolved to your satisfaction ..... 1  
Resolved, but not to your satisfaction ..... 2  
Not resolved but you're not taking any further action ..... 3  
Still ongoing..... 4

Other WRITE IN ..... 5  
(37-38)

---

Q60 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

Premium rate service supplier ..... 1 (39)  
ICSTIS..... 2  
Ofcom..... 3  
I did/the respondent..... 4  
  
Other WRITE IN ..... 5 (40-41)  
DK ..... 1 (42)

---

Q61 ASK ALL EXPERIENCING A PROBLEM WITH ANY OTHER SERVICE (CODE 6 AT Q40).

Thinking about the \*last time\* you had a problem with another type of premium rate service  
READ OUT OTHERS FROM Q40 IF NECESSARY, what was the problem you experienced?  
WRITE IN FULLY

PROBE - Do you feel you were misled on this occasion? WRITE IN BELOW

PROBE A - Were you charged money that you felt you shouldn't have been? IF YES - How  
much? **WRITE IN BELOW**

PROBE B - And how much time would you estimate that you spent trying to sort out the  
problem? ENTER FIGURE IN HOURS. **WRITE IN BELOW**

..... 1  
..... (43)  
..... (44-48)

PROBE A - ENTER AMOUNT IN POUNDS AND PENCE £ \_\_\_\_\_  
\_\_\_\_\_ (49-56)

PROBE B - ENTER TIME IN HOURS \_\_\_\_\_ (57-59)

---

Q62 ASK ALL EXPERIENCING A PROBLEM WITH ANY OTHER SERVICE (CODE 6 AT Q40).

What action did you take as a result of this problem?  
DO NOT READ OUT . PROBE FULLY What else?

PROBE IF NECESSARY Did you get in contact with anyone? Who?

**CODE AT BOTTOM OF LIST IF NO ACTION TAKEN**

(60)

- Complained to supplier of my phone/TV/Internet service..... 1
- Complained to supplier of premium rate service ..... 2
- Cancelled all services from my phone/TV/Internet service..... 3
- Cancelled just the specific premium rate service ..... 4
- Complained to ICSTIS (the regulator of premium rate services)..... 5
- Contacted Ofcom (the communications regulator)..... 6
- Contacted Citizens Advice Bureau ..... 7
- Spoke to a lawyer/ sought legal advice..... 8
- Contacted MP ..... 9
- (61)
- Told partner/friends/family/colleagues ..... 0
- Sought advice from parent..... 1
- Sought advice from partner ..... 2
- Sought advice from other family member ..... 3
- Sought advice from friend/colleague..... 4

- Other WRITE IN ..... 5
- (62-65)
- (66)
- NO ACTION TAKEN - SINGLE CODE ..... 1
- DK/ Can't remember ..... 2

---

Q63 ASK ALL EXPERIENCING A PROBLEM WITH ANY OTHER SERVICE (CODE 6 AT Q40).

Has the matter been resolved yet or is it still ongoing?  
Which of these best describes the situation? SHOWCARD M

SINGLE CODE

- (67)
- Resolved to your satisfaction ..... 1
- Resolved, but not to your satisfaction ..... 2
- Not resolved but you're not taking any further action ..... 3
- Still ongoing..... 4

- Other WRITE IN ..... 5
- (68-69)

---

Q64 ASK IF PROBLEM RESOLVED AT PREVIOUS QUESTION (CODE 1 OR 2).  
OTHERS SKIP TO NEXT QUESTION.

In the end, who resolved the problem for you? By that, I mean who made the decision that brought the matter to a close?

DO NOT READ OUT. MULTICODE

Premium rate service supplier ..... 1 (70)  
ICSTIS..... 2  
Ofcom..... 3  
I did/the respondent..... 4

Other WRITE IN ..... 5 (71-72)

DK ..... 1 (73)

---

Q65 ASK ALL EXPERIENCING HARM (CODE 1 AT Q39).

Thinking about all the premium rate services that you had a problem with, overall, how stressful, if at all, was/were the problem(s) you had with premium rate services and trying to get it/them resolved?

READ OUT. SINGLE CODE.

Very stressful..... 1 (74)  
Fairly stressful ..... 2  
Not very stressful..... 3  
Not at all stressful ..... 4  
DK ..... 5

---

Q66 FOR OFFICE USE ONLY

card: 05 (6-7)

Q67 ASK ALL USING AT LEAST ONE PREMIUM SERVICE (CODE 1 AT ANY OF Q12 Q16, Q20, Q24, Q28 Q31).

OTHERS SKIP TO Q69

Thinking now about all the premium rate services we have just been talking about that you have paid for in the past 12 months. On average how much did you spend on each one? Please include the total cost for all the services you paid for, even if you didn't use them yourself. Do not include any services that you ordered but someone else paid for. Can you tell me either how much you spent per service across the last 12 months, or if you prefer - how much you tend to spend on average each month.

So how much did you spend for READ OUT FIRST ONE USED. REPEAT FOR EACH ONE USED. And is that for the past 12 months or just per each month? CODE AT TOP OF COLUMN

SHOWCARD N. SINGLE CODE.

	Participation TV (e.g. Voting and quiz shows) (FROM Q12)	Premium rate telephone calls (FROM Q16)	Mobile phone text/multimedia message services (FROM Q20)	Interactive TV services (e.g. those accessed via the red button) (FROM Q24)	Mobile phone services via internet browser (FROM Q28)	Other (FROM Q31)
	(9)	(11)	(13)	(15)	(17)	(19)
PER MONTH	1	1	1	1	1	1
LAST 12 MONTHS	2	2	2	2	2	2
Nothing	4	4	4	4	4	4
Less than £1	5	5	5	5	5	5
£1-1.99	6	6	6	6	6	6
£2-4.99	7	7	7	7	7	7
£5-9.99	8	8	8	8	8	8
£10-14.99	9	9	9	9	9	9
	(10)	(12)	(14)	(16)	(18)	(20)
£15-19.99	0	0	0	0	0	0
£20-29.99	1	1	1	1	1	1
£30-49.99	2	2	2	2	2	2
£50-99.99	3	3	3	3	3	3
£100-£149.99	4	4	4	4	4	4
£150+	5	5	5	5	5	5
DK	6	6	6	6	6	6

Q68 ASK ALL USING AT LEAST ONE PREMIUM SERVICE (CODE 1 AT ANY OF Q12 Q16, Q20, Q24, Q28 Q31).

And thinking about when you use premium rate services, how does the cost of what you expect it to be compare to what you are actually charged when you get bill? Is it usually.....  
SHOWCARD O

- (21)
- A lot more than you expected ..... 1
  - A little more than you expected..... 2
  - About the same as you expected..... 3
  - A little bit less than you expected..... 4
  - A lot less than you expected..... 5
  - DK ..... 6

Q69 ASK ALL

I'd now like you to think about advertisements for premium rate services. These generally include wording explaining how much they cost to call for example "calls from BT landlines cost 10p per minute, calls from other networks may vary"

If you wanted to work out how much it would cost you to call a premium rate number, how useful would do you think this sort of wording would be?

READ OUT IF NECESSARY

- (22)
- Very useful ..... 1
  - Fairly useful ..... 2
  - Not very useful..... 3
  - Not at all useful..... 4
  - DK ..... 5

Q70 ASK ALL

There are other ways that could be used in the future to explain to how much it is going to cost to call a specific premium rate number.

Which of the ones on this card do you think would be most useful to you, if you wanted to know how much the call was going to cost you? SHOWCARD P. SINGLE CODE

And which one would be the least useful? SINGLE CODE

	Most (SINGLE CODE)	Least (SINGLE CODE)
	(23)	(24)
If the advert for the premium rate service had more details about the costs in it - for example the maximum from a mobile phone	1	1
If when you call the number there is a recorded message explaining the call costs that you would hear before you are actually connected to and charged for the premium rate number	2	2
If more details about costs and tariffs from individual services telephone companies were sent with the bills from telephone companies	3	3
NONE	4	4
DK	5	5

Q71 ASK ALL

I'd like you to read this card of things other people have said about the types of premium rate services that I've already mentioned. Please could you tell me if you agree or disagree with each one. SHOWCARD Q.

So firstly reading the first one - you agree or disagree with that? Is that slightly or strongly? SHOWCARD R

And what about the second one? REPEAT FOR EACH.

		<b>Agree strongly</b>	<b>Agree slightly</b>	<b>Neither agree nor disagree</b>	<b>Disagree slightly</b>	<b>Disagree strongly</b>	<b>DK</b>
There are not enough laws or regulations to protect consumers from being exploited by premium rate services	(25)	1	2	3	4	5	6
If I ever had a problem with a premium rate service I would know who to speak to or what to do to try to sort it out	(26)	1	2	3	4	5	6
I am put off from using premium rate services because I worry that I may be overcharged or not get what I pay for	(27)	1	2	3	4	5	6
I would use premium rate services more often if I could be sure how much they would cost me	(28)	1	2	3	4	5	6
I expect that most premium rate services provide the service they say they will	(29)	1	2	3	4	5	6
I am put off from using premium rate services because I have heard bad things about them in the media	(30)	1	2	3	4	5	6
I feel confident that if I used a premium rate service and something went wrong that the problem would be sorted out	(31)	1	2	3	4	5	6

**Q72 ASK ALL**

Is there any additional information that you think should be available that would help you to decide whether to use these premium rate services? IF YES ASK What? WRITE IN.

PROBE FULLY What other information would be useful to you in deciding whether to use any of these services?

Yes - WRITE IN ..... 1  
 ..... (32)  
 (33-36)  
 (37)

NONE ..... 1  
 DK ..... 2

**Q73 ASK ALL**

If you had to make a complaint about any of these premium rate services in the future, who would you contact FIRST?

DO NOT READ OUT. SINGLE CODE.

**Q74 ASK ALL**

And who else would you contact if you did not resolve your complaint with the first organisation you contacted?

DO NOT READ OUT. MULTICODE CODE.

	<b>Q73</b>	<b>Q74</b>
	<b>First</b>	<b>Others</b>
	<b>SINGLE CODE</b>	<b>MULTI CODE</b>
	(38)	(42)
Phone/TV/Internet supplier	1	1
Supplier of premium rate service/the company that offers it	2	2
ICSTIS	3	3
Ofcom	4	4
Lawyer/solicitor	5	5
Colleagues/friends/family/partner	6	6
Citizens Advice Bureau	7	7
MP	8	8
Other WRITE IN	9	9
	(41)	(45)
DK	1	1

---

**ASK ALL**

**CLASSIFICATION: TO BE ASKED AT END OF INTERVIEW**

**Now as you probably know, it is necessary in market research surveys to interview a wide cross-section of the public. The next few questions about yourself are just to ensure our sample is balanced.**

---

**Q75 REGION - INTERVIEWER PLEASE CODE**

	(46)
Scotland .....	1
North.....	2
Yorkshire/Humberside .....	3
North West .....	4
East Midlands and West Midlands.....	5
East Anglia .....	6
Wales .....	7
South West.....	8
South East.....	9
	(47)
Greater London .....	0
Northern Ireland.....	1

---

**Q76 How many people, including yourself, are there in your household?  
(HOUSEHOLD = EVERYONE LIVING WITH RESPONDENT AS PART OF A "FAMILY UNIT")**

	(48)
One.....	1
.....	Goto Q78
Two.....	2
.....	Goto Q77
Three .....	3
.....	Goto Q77
Four.....	4
.....	Goto Q77
Five or more .....	5
.....	Goto Q77

---

**Q77 IF MORE THAN ONE IN HOUSEHOLD:  
Are any of these children aged:  
READ OUT. CODE ALL THAT APPLY  
INCLUDE RESPONDENT WHERE RELEVANT**

	(49)
0-2 years .....	1
3-5 years .....	2
6-9 years .....	3
10-14 years .....	4
15-19 years .....	5
20 years or over.....	6
No children .....	7

---

Q78 Which member of your household, related to you, would you say is the Chief Income Earner, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

WRITE IN:

\_\_\_\_\_

What is that person's occupation? PROBE :

1. IF RETIRED, ASK FOR PREVIOUS OCCUPATION IF PRIVATE PENSION RECEIVED
2. IF SELF-EMPLOYED OR MANAGERIAL, ASK FOR NUMBER OF EMPLOYEES RESPONSIBLE FOR
3. IF LOCAL AUTHORITY, CIVIL SERVICE OR ARMED FORCES, ASK GRADE/RANK
4. ASK FOR DETAILS OF TRAINING/QUALIFICATIONS
5. INDUSTRY

\_\_\_\_\_

\_\_\_\_\_

PLEASE CHECK OUR CLASSIFICATION HANDBOOK.

	(50)
AB .....	1
C1 .....	2
C2 .....	3
DE .....	4

---

Q79 If we have any queries arising from this research, may we contact you by telephone to ask you some further questions?

	(51)
Yes .....	1
No .....	2

---

**I declare that this is a true record of a face-to-face interview conducted with the named respondent who is not known to me. It was conducted in accordance with the Instructions, the Interviewer Handbook and the Code of Conduct of the Market Research Society.**

**NAME:** \_\_\_\_\_

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_/\_\_\_/\_\_\_

## Qualitative discussion guide

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### **CONTACT:**

Hello my name is ..... and I'm calling from Continental Research on behalf of Ofcom. Please could I speak to..... NAMED RESPONDENT.

### **IF RESPONDENT IS UNDER 16 (CHECK SAMPLE) ASK TO SPEAK TO PARENT AND SECURE PERMISSION FOR INTERVIEW FIRST.**

You recently participated in a survey about premium rates telephone, TV and Internet services. and we'd like to ask you a few follow up questions. Is it convenient to do that now, or can I phone back at another time?

It could take around 20 minutes to go through everything. Please be assured that everything that you say during the conversation is confidential - we won't pass your details on to anyone else, so please feel free to say what you think. However with your permission I'd like to record the conversation. This is just for my records, so I don't have to write everything down while we're talking

There are no right and no wrong answers, it's really just down to you, what you think about the issues that we will be discussing, your views and your experiences.

Do you have any questions before we start?

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### **WARM UP**

First of all I'd like to find out a little bit about you. Could you please tell me...

A little bit about your home. Do you live on your own, or with friends or family?

What is your occupation, whether you are working, looking after children, or something else?

What do you like to do in your spare time?

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Now thinking about the premium rate services that we talked about the last time you were interviewed.

Throughout the interview I'd like you only to comment on your own usage and experiences of them, Please don't include anything anyone else may have told you or stories that you've heard about from the media.

CHECK RESPONDENT IS AWARE OF PRS -

I'd first like to just check again which premium rate telecoms services you've heard of.

These are services that usually offer some form of information, entertainment, or entry into a competition. They can be accessed via telephone, mobile phone, fax, Internet, and also via the red 'interactive' button on the TV remote if you have Sky or cable.

These services have to be paid for, and are added to your phone bill or TV subscription.

Which of the following have you heard of? READ OUT

And which of these have you used in the past 12 months?

	AWARE	USED
Participation TV - like texting or calling in to vote on Big Brother		
Premium rate telephone calls - like 118 directory enquiry services or information and entertainment lines beginning with 09		
Mobile phone text and multimedia message services - (e.g. text information like sports results, and 'multimedia' information like ringtones, games, pictures and music)		
Interactive TV services (e.g. those accessed via the red button if you have Sky or cable)		
Services provided by mobile phone companies that you access via your mobile internet browser		
NONE		

GO TO APPROPRIATE SECTION FOR SAMPLE TYPE

- 1 - HAD A PROBLEM (p4)
- 2 - TARGETED FOR SCAM (p9)
- 3 - CONTENTED USER (p12)
- 4 - NON-USER (p14)

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## **PROBLEMS**

ASK ALL THAT HAVE HAD A PROBLEM WITH A LEGITIMATE PRS (TYPE 1 SAMPLE)

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At the last interview you said you'd had problems with premium rate services - which ones did you have a problem with? READ OUT IF NECESSARY

- Participation TV - like texting or calling in to vote on Big Brother
- Premium rate telephone calls - like 118 directory enquiry services or information and entertainment lines beginning with 09
- Mobile phone text and multimedia message services - (e.g. text information like sports results, and 'multimedia' information like ringtones, games, pictures and music)
- Interactive TV services (e.g. those accessed via the red button if you have Sky or cable)
- Services provided by mobile phone companies that you access via your mobile internet browser
- Any others WRITE IN
- DK

### **THE INITIAL PROBLEM**

**AIM: To understand what the nature of the problem was and how it affected them**

*Some idea of the nature of the problem would be useful. Was it that the service received didn't meet the expectations of the advertisement, or was the consumer charged more than they had expected? What other issues concern consumers when using PRS?*

- What sort of problems did you have?
  
- Had you seen the service advertised?
- IF SEEN ADVERTISED - When you got the service did it live up to how it was advertised? IF NOT- Why not?
- IF NOT SEEN ADVERTISED - how were you aware of the service?
- What information did you receive before you used it?
  
- Where you charged more than you were expected? Why do you think that was?
- As a result of the problem, overall how much money do you think you lost/were unfairly charged?
- How important was this to you?

## **FOR THOSE WITH MOBILE PROBLEMS ABOVE**

*The quantitative research showed that almost half the problems occurred with mobile services. It will be particularly important to understand whether this is because of the more technical nature of mobile PRS (i.e. having to download content), or whether it is down to less clarity around pricing than in fixed line.*

- What sort of problems, if any, did you have getting the actual service to work? Was it clear what you had to do?
- How clear was it what you would be charged (e.g. compared to a fixed line call/service)?
- Did you manage to download/access it OK?
  
- How do you pay for you mobile phone calls - are you pre-pay or on a contract (or other)? Do you get an itemised bill of all the calls you make?
- IF DOESN'T GET ITEMISED BILL - does that make it difficult to work out exactly how much you have been charged for the premium rate services?

## **ASK ALL**

### **AFTER THE PROBLEM OCCURRED**

**AIM: To understand what the consumer did after the problem occurred, and what the eventual outcome was**

4. *What was the consumer's reaction to the problem? If they tried to resolve the issue, how did they go about this and how successful were they? What was the quality of the advice they received from the different parties they spoke to? How easy was it to contact the PRS service provider, if they got to that point? Did they receive a refund? Were they told about ICSTIS at any point? How long did the process take? How important was the financial loss to them? How much money was involved? Did they complain as a matter of principle? Has it had a lasting impact on their use of PRS in general or a specific service in particular?*

5. *If they didn't try and resolve the problem, why was that? Was the amount of money involved too small too warrant the effort? How much money was involved? Did they not know how to pursue a complaint? Has the experience had a lasting impact on their use of PRS in general or a specific service in particular?*

- What did you do once you realised there was a problem?
- Did you try and sort it out? If not, why not? (amount of money too small/too much effort/didn't think it would do any good?)
  
- Did you contact the company that supplied the premium service? What happened?
- Did you ask for a refund? – what happened? How long did it take from first complaining to getting a refund?
  
- Who (else) did you contact? Where they helpful? Why (not)?
- Did you make a specific complaint to anyone (else)? Was this mainly to try to get your money back or as a matter of principle?

- Did you know how to make a complaint?
- Were you told about an organisation called ICSTIS at any point?
- Where you happy with how the problem was sorted out? Why (not)?

#### **ONGOING CONCERNS**

- What other worries do you have about using any of these types of premium rate service? What puts you off from using them (more)?
- Have your bad experiences of premium rate services put you off from using that service in particular? And what about other premium rate services/all premium services in general?
- What would encourage you to use PRS services more often?
  - Better more interesting services?
  - Lower cost
  - Easier to use/access
  - Reassurance the technology will work
  - If made easier to use?
  - An easy complaints process/ reassurance that if anything went wrong they would get a refund
    - What would reassure you?

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## **SCAMS**

ASK ALL TARGETED FOR A SCAM (TYPE 2 SAMPLE)

### **CHECK FOR ELIGIBILITY**

When we last spoke to you we asked about scams and cons that try to take advantage of premium rate services to unfairly charge consumers, usually by getting them to call or text a number but not telling them there is a premium charge for it.

You mentioned you thought that you may have been a target of one of the scams, is that right? NOTE THEY DON'T HAVE TO HAVE ACTUALLY BEEN A VICTIM/LOST ANY MONEY - JUST TO HAVE BEEN TARGETED

READ OUT IF NECESSARY: For instance, you might receive a card through your door telling you you have a package waiting for you, and that you need to call a number to arrange delivery. There will be a premium rate number (typically at least £1 a minute) but you won't be made aware that it is so expensive.

Other examples: unsolicited texts to mobile phones – e.g. message saying “call me now – urgent!” or “you have won! To claim your prize call this number”

CLOSE IF NOT BEEN A TARGET FOR A SCAM, OTHERWISE CONTINUE

**AIM: To understand the nature of the scam and how the respondent reacted to it.**

### **THE SCAM**

- Can you tell me about the scam you experienced?
- Did you believe it? Did you lose any money?
- How much time did you waste as a result of the scam?

### **AFTER THE SCAM OCCURRED (ASK IF FELL FOR A SCAM – OTHERS SKIP TO NEXT PAGE)**

4. *What was the consumer's reaction to the scam? If they tried to resolve the issue, how did they go about this and how successful were they? What was the quality of the advice they received from the different parties they spoke to? Did they receive a refund? Were they told about ICSTIS at any point? How long did the process take? How important was the financial loss to them? How much money was involved? Did they complain as a matter of principle? Has it had a lasting impact on their use of PRS in general or a specific service in particular?*

- What did you do once you realised it was a scam?
- Did you try and sort it out? If not, why not? (amount of money too small/too much effort/didn't think it would do any good?)
- Did you try to contact the company that were running the scam? What happened?
- Did you complain to your phone/TV/Internet supplier?
- Did you ask for a refund? – what happened? How long did it take from first complaining to getting a refund?

- Who (else) did you contact? Where they helpful? Why (not)?
- Did you make a specific complaint to anyone (else)? Was this mainly to try to get your money back or as a matter of principle?
- Did you know how to make a complaint?
- Were you told about an organisation called ICSTIS at any point?
- Where you happy with how the problem was sorted out? Why (not)?

**(ASK IF DIDN'T FALL FOR A SCAM):**

- Why didn't you fall for it? How did you realise it was a scam?
- Had you previously heard about these, or been made to look out for them?
  - Where had you heard about them? Probe for e.g. press, word of mouth, consumer publications, phone company advice

**\* ASK ALL SCAM SAMPLE \***

Have your bad experiences of scams put you off from using premium rate services in the future?

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**CONTENT PRS USERS**

ASK ALL CONTENT PRS USERS (TYPE 3 SAMPLE)

**AIM: To understand positive experiences of PRSs, and attitudes toward payment for them**

8. *Which PRS services do they use? What attracts the consumer to those PRS? How convenient do they find paying for services on their phone bill through PRS? How valuable are these services to them? How confident are they when using these services that the transaction will run smoothly?*

9. *Is there anything that might persuade them to make more use of PRS? What is the highest amount of money they would be comfortable spending on PRS ) in one transaction; ii) in one month? If PRS was available as a payment method for other services, would they use it? If not, what would prevent them?*

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- Can you give me a bit more detail about which specific premium rate services you have used? What was it about those particular premium rate services that made you want to use them?
  
- Which one do you use the most? Do you find it convenient to have the charges for these services added on to your regular telephone bill?
  
- Why?
  
- Do you think this is more or less convenient than other methods of payment:
  - Credit card/debit card
  - Separate billing
  - Cheque/PO
  
- When you used these services, how confident are you that everything will run smoothly? (i.e. that you will get the service you ask for; that it will be what you expect, and that you won't be overcharged). Do you have any concerns about using them?
- What do you think would encourage you to use premium rate services more often?
- What's the most you think you would ever spend on a one-off premium service (i.e. in one transaction)?
- And what's the most you would be happy spending on services like this in a single month?
- If you could buy other products or services (this could be any normal product that you might buy in a shop), and have the charge added to your phone or internet bill, do you think you would do this?
- IF NOT Why not?

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## **NON USERS**

ASK ALL NON-PRS USERS (TYPE 4 SAMPLE)

**AIM: To understand why non-users have not used PRSs, and what would encourage them to do so**

- Why haven't you used any premium rate services? (SPONTANEOUS, THEN PROBE IF NECESSARY)
  - No services of interest/ not appealing enough/have no interest?
  - The services are too expensive?
  - Not sure how to access them/get them to work
  - Unsure about the technology (i.e. whether they will actually work)
  - The reputation of PRS/coverage of PRS issues in the media?
  - Negative past experience of using PRS? What happened?
  - Concerns that if anything went wrong it would cost them money/time and that they wouldn't be able to get it back/get compensation
  
- What, if anything, would persuade you to use any PRS service in the future?
  - Better more interesting services?
  - Lower cost
  - Easier to use/access
  - Reassurance the technology will work
  - If made easier to use?
  - An easy complaints process/ reassurance that if anything went wrong they would get a refund
    - What would reassure you?

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**PRICING**  
ASK ALL

**AIM: To understand respondents' attitudes towards PRS pricing information – if they are satisfied with it and what preferred methods they may have**

*It would be useful to ask all respondents questions about their views on pricing clarity in PRS. Do they feel the pricing information in adverts is sufficient, and if so, is that because their tariff is shown (i.e. they are a BT customer) or for another reason?*

13. *How important is it, as a consumer, to clearly understand how much they will be charged **before** the transaction begins? Is the onus on the seller to provide this information, or should consumers take some responsibility to find out the cost?*

14. *Of the following methods, which one would you favour as a consumer to improve the clarity of pricing for PRS services:*

- *Clearer tariff information from your telecoms provider;*
  - *A free recorded message at the start of the call;*
  - *The price to be indicated by the number you're calling (i.e. 091 = 10p, but 097 = £1.50)*
  - *More details in the advert for the service.*
- 
- *When you see ads for premium rate services and they tell you how much they will cost, how clear do you think this information is? Why do you say that?*
  - *They usually give the prices "from a BT landline" – is that helpful? Did you know that if you call from other networks then charges may be different (often more expensive)?*
  - *Are you confident you know how much you would be charged if you used the service?*
  - *How much do you think it would cost to make a one minute call to a premium rate service from a mobile phone?*
  - *If/when you use a service, how important is it for you to know exactly how much the final cost will be before you start to use the service? Are you happy having a rough idea so long as it doesn't change by too much?*
  - *Do you think it's the responsibility of the provider of the premium rate service to make it obvious how much the cost will be, or do you think it should be left up to the user (i.e. you) to find out?*

- I'm going to read out some possible ways that have been suggested to help people better understand how much a premium rate telephone call would cost.
  - You could be sent information from your phone company in the post
  - A recorded message at the start of the premium rate call giving details
  - The exact price could be indicated by the number you're calling (e.g.. 091 = 10p, but 097 = £1.50)
  - More details about the cost in the advert for the service.
- Which of these would you prefer?
- What other ways can you think of?

**LAST WORD**  
ASK ALL

**AIM: To give the respondent a chance to add any further thoughts they have on the issue**

- Finally what would encourage you to use PRS services (more often)?
  - Emphasise this is just a last chance to give answers, rather than a repeat of an earlier question
- And is there anything else you would like to say about premium rate services?

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Thank you very much for your time, that is the end of the interview.

If Ofcom wished to recontact you to carry out more research would this be alright? You could of course refuse to take part at any time.

	(33)
Yes - recontact .....	1
No - not recontact .....	2

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**THANK AND CLOSE**

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