
Ofcom phone-paid services (CAWI)

Questionnaire Script

- *Total target LOI ≈15 minutes online for general population 16+.*
- *Nat Rep quotas and weighting: nation/region, age, gender, social grade, and other standard nat rep weights.*

Introduction & Consent

This study is being carried out with people aged 16 and over by an independent research company, on behalf of Ofcom, the UK communications regulator. The survey covers people's perceptions, use of and experiences with **phone-paid services**.

Phone-paid services (also known as premium rate services) include calls and text messages to premium rate numbers, and payments for other digital services that are charged to your mobile phone bill or pay-as-you-go credit, or landline phone bill.

This might include sending a text to participate in a radio or TV competition, texting to donate to charities, or paying via your mobile phone bill for apps or entertainment services.

Phone-paid services do not include services paid for with other payment types.

Your participation is voluntary and your answers are confidential and anonymous. The survey is for research purposes only.

Please click the next button when it appears to continue...

ASK ALL

Q2. Which, if any, of these do you use for personal use? (Please select all that apply)

MULTI

1. A landline phone
2. A basic mobile phone, with limited or no internet access
3. An Apple smartphone (iPhone)
4. An Android-based smartphone (e.g. Samsung, Google Pixel, Motorola, Oneplus, Oppo)
5. Other, please specify [TEXT INPUT]
6. I do not use a phone at all [SKIP TO END OF SURVEY]

SECTION B: Use of phone-paid services (last 12 months)

INFO SCREEN

We'd now like to ask about your perceptions, use of and experiences of **phone-paid services**.

Phone-paid services (also known as premium rate services) include calls and texts to premium rate numbers, and payments for other digital services that are charged to your mobile phone bill, pay-as-you-go credit, or landline phone bill.

Examples of phone-paid services are calls to a 09, 087 or 118 numbers (e.g. for directory enquiries), calls to a short code phone number, and sending / receiving text messages to a short code phone number (e.g. for TV voting).

It may also include making payments for other digital services that are charged to your mobile phone bill or pay-as-you-go credit, such as paying for apps or in-app purchases (e.g. on mobile games) or paying for entertainment services (e.g. digital subscriptions).

Phone-paid services only include services charged to your **mobile phone or landline bill** and do not include services paid for with traditional cash or bank cards, mobile wallets linked to a debit/credit card (e.g. Apple Pay or Google Pay), or wire transfer services.

Please click the next button when it appears to continue...

ASK ALL ADULTS THAT USE A PHONE

Q3. Based on your understanding of phone-paid services, which, if any, of the following categories of services have you used and paid for via your mobile phone bill or landline phone bill **over the last 12 months**? (Please select all that apply)

MULTI; RANDOMISE

1. Games (inc. buying games, game subscriptions, game add-ons and in-game currency)
2. Entertainment (inc. subscriptions to and one-off purchases of TV and video content, films, music and books)
3. Assistance services (inc directory enquiries, calling a sales/booking line or using a call connection service to contact another organisation).
4. Lotteries, betting and gambling (**DO NOT ASK OF UNDER 18S**)
5. Charity donations
6. Lifestyle (inc fitness, health and wellbeing)
7. TV and radio engagement (inc entering broadcaster competitions, votes and engaging with presenters)

8. Competitions and quizzes (online and offline competitions excluding broadcaster competitions)
9. Information news and education (inc news, weather, sport, travel and educational services).
10. Personal and relationship services (dating, chat and astrology) (**DO NOT ASK OF UNDER 18S**)
11. Sexual entertainment (**DO NOT ASK OF UNDER 18S**)
12. Digital payments (inc virtual gifts, vouchers and gift cards).
13. Other [FIX POSITION]
14. None – I have not made any purchases paid for via my mobile phone or landline bill [FIX POSITION, EXCLUSIVE]
15. Don't know [FIX POSITION, EXCLUSIVE]

ASK ALL ADULTS THAT USE A PHONE

Q4. Which, if any, of the following **payment types** for phone-paid services have you used **over the last 12 months**? (Please select all that apply)

MULTI; RANDOMISE

1. Called an 087 (higher rate) number via your **mobile phone**
2. Called an 087 (higher rate) number via your **landline** [ANCHOR TO CODE 1]
3. Called an 09 (premium rate) number via your **mobile phone**
4. Called an 09 (premium rate) number via your **landline** [ANCHOR TO CODE 3]
5. Called a 5- or 6-digit premium voice short code number via your **mobile phone**
6. Called a 5- or 6-digit premium voice short code number via your **landline** [ANCHOR TO CODE 5]
7. Called a 118 (directory enquiries) number via your **mobile phone**
8. Called a 118 (directory enquiries) number via your **landline** [ANCHOR TO CODE 7]
9. Sent and/or received SMS messages to/from a premium voice short code number (e.g. a 5- or 6-digit premium number)
10. Charged a purchase to your mobile bill or pre-paid balance (e.g. an app, game add-on or digital subscription such as Spotify or Netflix)
11. Other phone-paid payment type [FIX POSITION]
12. None – I have not made any purchases paid for via my mobile phone or landline bill [FIX POSITION, EXCLUSIVE]
13. Don't know [FIX POSITION, EXCLUSIVE]

ASK IF SELECTED CODE 1-13 AT Q3 OR CODE 1-11 AT Q4 [ANY USE OF PHONE PAID SERVICES]

Q5. Over the last 12 months (i.e. since March 2025)... How often have you used a phone-paid service? (Please select the option that best applies)

SINGLE

1. More than once a month

2. About once a month
3. Every 2-3 months
4. Every 6 months
5. Less often than every 6 months
6. Don't know

ASK IF SELECTED CODE 1-13 AT Q3 OR CODE 1-11 AT Q4 [ANY USE OF PHONE PAID SERVICES]

Q25. Thinking of your use of phone-paid services generally, how much do you agree or disagree with the following statements? (Please select one option per statement)

SINGLE CODE PER ROW; RANDOMISE ROWS

ROWS:

1. Phone-paid services are more convenient to use than other alternatives
2. Phone-paid services offer better value than other alternatives
3. I worry about scams when using phone-paid services
4. It's always clear what I'm going to pay when using phone-paid services
5. Phone-paid services are a safe way of making payments
6. I am confident about how to resolve any issues with phone-paid services

SCALE:

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

ASK IF SELECTED CODE 1-13 AT Q3 OR CODE 1-11 AT Q4 [ANY USE OF PHONE PAID SERVICES]

Q6. Overall, how satisfied or dissatisfied are you with the phone-paid services you have used in the last 12 months? (Please select the option that best applies)

SINGLE

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

ASK IF SELECTED CODE 1-13 AT Q3 OR CODE 1-11 AT Q4 [ANY USE OF PHONE PAID SERVICES]

Q7. And in general, how confident or unconfident do you feel using phone-paid services? (Please select the option that best applies)

SINGLE

1. Very confident
2. Fairly confident
3. Neither confident nor unconfident
4. Not very confident
5. Not at all confident
6. Don't know

ASK IF SELECTED CODE 1-13 AT Q3 OR CODE 1-11 AT Q4 [ANY USE OF PHONE PAID SERVICES]

Q26. And based on your experience of using phone-paid services so far, how likely or unlikely are you to use phone-paid services in future?

SINGLE

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely
6. Don't know

SECTION C: Use of phone-paid services (most recent)

ASK IF SELECTED MORE THAN ONE CODE 1-13 AT Q3 [ANY USE OF PHONE PAID SERVICES]

Q8. You mentioned you have paid for a service via your mobile phone bill or landline phone bill in the last 12 months. Which category of service did you pay for **most recently**? (Please select the option that best applies)

SINGLE; KEEP Q3 ORDER AND ONLY SHOW CODES SELECTED AT Q3

1. Games (inc. buying games, game subscriptions, game add-ons and in-game currency)
2. Entertainment (inc. subscriptions to and one-off purchases of TV and video content, films, music and books)
3. Assistance services (inc directory enquiries, calling a sales/booking line or using a call connection service to contact another organisation).
4. Lotteries, betting and gambling (**DO NOT ASK OF UNDER 18S**)
5. Charity donations
6. Lifestyle (inc fitness, health and wellbeing)
7. TV and radio engagement (inc entering broadcaster competitions, votes and engaging with presenters)
8. Competitions and quizzes (online and offline competitions excluding broadcaster competitions)
9. Information news and education (inc news, weather, sport, travel and educational services).
10. Personal and relationship services (dating, chat and astrology) (**DO NOT ASK OF UNDER 18S**)
11. Sexual entertainment (**DO NOT ASK OF UNDER 18S**)
12. Digital payments (inc virtual gifts, vouchers and gift cards).
13. Other [FIX POSITION]
14. Don't know [FIX POSITION]

INFO SCREEN

For the next few questions, we'd like you to think about the service you paid for **most recently** via your mobile phone bill or landline phone bill.

You said this was *[PIPE ANSWER FROM Q8, OR FROM Q3 IF ONLY ONE CODE WAS SELECTED]*.

ASK IF SELECTED CODES 1-13 AT Q8 [ANY USE OF PHONE PAID SERVICES]

Q9. How did you access the service for this most recent purchase? (Please select the option that best applies)

SINGLE; KEEP Q4 ORDER. FOR CODES 1-8, ONLY SHOW BASED ON Q2 ANSWERS

1. Called an 087 (higher rate) number via your **mobile phone**
2. Called an 087 (higher rate) number via your **landline**
3. Called an 09 (premium rate) number via your **mobile phone**
4. Called an 09 (premium rate) number via your **landline**
5. Called a 5- or 6-digit premium voice short code number via your **mobile phone**
6. Called a 5- or 6-digit premium voice short code number via your **landline**
7. Called a 118 (directory enquiries) number via your **mobile phone**
8. Called a 118 (directory enquiries) number via your **landline**

9. Sent and/or received SMS messages to/from a premium voice short code number (e.g. a 5- or 6-digit premium number)
10. Charged a purchase to your mobile bill or pre-paid balance (e.g. an app, game add-on or digital subscription such as Spotify or Netflix)
11. Other phone-paid payment type [FIX POSITION]
12. Don't know [FIX POSITION]

SECTION D: Motivations, pricing, subscription and stopping clarity

ASK IF SELECTED CODES 1-13 AT Q8 [RECENT USE OF PHONE PAID SERVICES]

Q10. Thinking still about the **most recent** phone-paid service you used [*PIPE SERVICE FROM Q8*], what were your reasons for using a phone-paid method rather than another way of paying? (Please select the option that best applies)

MULTI; RANDOMISE

1. It's more affordable this way
2. Out of habit
3. It was easier for me to make payments this way
4. It was a spur of the moment decision
5. It was the only method available at the time
6. Other reason [FIX POSITION]
7. Don't know [FIX POSITION, EXCLUSIVE]

ASK IF SELECTED CODES 1-13 AT Q8 [RECENT USE OF PHONE PAID SERVICES]

Q11. How clear or unclear was the price of the phone-paid service, before you used it? (Please select the option that best applies)

SINGLE

1. Very clear
2. Quite clear
3. Neither clear nor unclear
4. Quite unclear
5. Very unclear
6. Don't know

ASK IF SELECTED CODES 1-13 AT Q8 [RECENT USE OF PHONE PAID SERVICES]

Q12. Was this service paid for with a one-off charge, or an ongoing subscription?
(Please select the option that best applies)

SINGLE; RANDOMISE

1. It was a one-off charge
2. It was a subscription service with ongoing payments
3. Don't know [FIX POSITION]

ASK IF SELECTED CODES 1-13 AT Q8 [RECENT USE OF PHONE PAID SERVICES]

Q13. And how clear or unclear was it that the service was paid for in this way? E.g. Was it clear that it was a one-off charge, or that it required a subscription? (Please select the option that applies best)

SINGLE

1. Very clear
2. Quite clear
3. Neither clear nor unclear
4. Quite unclear
5. Very unclear
6. Don't know

ASK IF SELECTED CODE 2 AT Q12 [PAID VIA SUBSCRIPTION]

Q14. Is this subscription still active? (Please select the option that applies best)

SINGLE

1. Yes – it's still active
2. No – I have cancelled the subscription
3. Don't know

ASK IF SELECTED CODE 1 AT Q14 [SUBSCRIPTION STILL ACTIVE]

Q15. How do you pay the charges for this subscription?

SINGLE

1. The charges are added to my mobile phone bill
2. The charges are deducted from my pre-pay phone credit
3. Don't know

SECTION E: Problems or harms

ASK IF SELECTED CODES 1-13 AT Q3 [ANY USE OF PHONE PAID SERVICES]

Q15. Thinking about ALL the phone-paid services you have used in the last 12 months, which, if any, of the following problems have you experienced? (Please select all that apply. If you have not experienced any problems in the past 12 months, please select the "Not applicable" option)

MULTI; RANDOMISE

1. I had difficulty accessing or using the service
2. I did not receive the service or content
3. The service I got was different to what was advertised
4. The charges of the service were not clearly explained
5. The cost of the service was more expensive than I expected
6. It was not clear who I needed to get in touch with to raise a query or complaint about the service
7. I was charged without my consent
8. I was subscribed to the service without my consent
9. I received spam texts or communications
10. It was not clear how the service could be cancelled, and any cancellation terms
11. I was not able to stop/cancel the service when I wanted to
12. Other [Please specify] *[FIX POSITION]*
13. I have not experienced any problems *[FIX POSITION, EXCLUSIVE]*

ASK IF SELECTED CODES 1-12 AT Q15 [ANY PROBLEM WITH PAID SERVICES]

Q16. If you are happy to, could you tell us a bit more about the problem(s) you experienced after using a phone-paid service? (Please provide as much detail as possible in the box below)

OPEN TEXT. INCLUDE 'PREFER NOT TO SAY' TICK BOX

ASK IF SELECTED CODES 1-12 AT Q15 [ANY PROBLEM WITH PAID SERVICES]

Q17. Still thinking about all the phone-paid services you have used over the last 12 months, how often have problems like this happened to you in that time?

SINGLE

1. Always
2. Often
3. Occasionally
4. Rarely

ASK IF SELECTED CODES 1-12 AT Q15 [ANY PROBLEM WITH PAID SERVICES]

Q18. Before today, did you know how to complain, or who to complain to, about any problems experienced with phone-paid services?

SINGLE

1. Yes
2. No

SECTION F: Resolution & Redress

ASK IF SELECTED CODES 1-12 AT Q15 [ANY PROBLEM WITH PAID SERVICES]

Q19. Which, if any, of the problem(s) you experienced from using a phone-paid service did you try to resolve? (Please select all that apply)

*MULTICODE, KEEP Q15 ORDER. ONLY SHOW CODES SELECTED AT Q15.
INCLUDE A 'NONE OF THESE' OPTION.*

1. I had difficulty accessing or using the service
2. I did not receive the service or content
3. The service I got was different to what was advertised
4. The charges of the service were not clearly explained
5. The cost of the service was more expensive than I expected
6. It was not clear who I needed to get in touch with to raise a query or complaint about the service
7. I was charged without my consent
8. I was subscribed to the service without my consent
9. I received spam texts or communications
10. It was not clear how the service could be cancelled, and any cancellation terms
11. I was not able to stop/cancel the service when I wanted to
12. Other [Please specify] *[FIX POSITION]*
13. None of these *[FIX POSITION, EXCLUSIVE]*

ASK IF SELECTED CODES 1-12 AT Q19 [TRIED TO RESOLVE ANY PROBLEM WITH PAID SERVICES]

Q20. And which, if any, of these problem(s) were you able to resolve?

MULTICODE, KEEP Q15 ORDER. ONLY SHOW CODES SELECTED AT Q15. INCLUDE A 'NONE OF THESE' OPTION.

1. I had difficulty accessing or using the service
2. I did not receive the service or content
3. The service I got was different to what was advertised
4. The charges of the service were not clearly explained
5. The cost of the service was more expensive than I expected
6. It was not clear who I needed to get in touch with to raise a query or complaint about the service
7. I was charged without my consent
8. I was subscribed to the service without my consent
9. I received spam texts or communications
10. It was not clear how the service could be cancelled, and any cancellation terms
11. I was not able to stop/cancel the service when I wanted to
12. Other [Please specify] *[FIX POSITION]*
13. None of these *[FIX POSITION, EXCLUSIVE]*

ASK IF SELECTED CODES 1-12 AT Q19 [TRIED TO RESOLVE ANY PROBLEM WITH PAID SERVICES]

Q21. Who, if anyone, did you contact to try and resolve these issues? (Please select all that apply. If you did not contact anyone to resolve any issues, select the 'Not applicable' option)

MULTI, RANDOMISE

1. The service provider/merchant
2. Your mobile/landline provider
3. Your bank/card provider
4. The regulator/ombudsman
5. A consumer advice organisation or similar
6. Other contact *[FIX POSITION]*
7. Not applicable - I did not contact anyone *[FIX POSITION, EXCLUSIVE]*

ASK IF SELECTED CODES 1-12 AT Q19 [TRIED TO RESOLVE ANY PROBLEM WITH PAID SERVICES]

Q22. And on average, how long did the problem(s) take to resolve? (Please select the option that applies best)

SINGLE

1. The issue was typically resolved on the same day
2. More than 1 day, up to 1 month
3. More than 1 month, up to 3 months
4. More than 3 months
5. I can't remember

ASK IF SELECTED CODES 1-12 AT Q15 [ANY PROBLEM WITH PAID SERVICES]

Q23. Did the resolution of any problem(s) you experienced involve getting a refund of your payment, or money back?

SINGLE CODE

1. Yes, I received one or more refunds
2. No, I didn't get any refund(s) and don't expect to
3. Not yet, but I expect to

ASK IF Q23=1 OR 3 [RECEIVED REDRESS]

Q24. Based on this experience, how much do you agree or disagree with the following statements?

SINGLE CODE PER ROW. RANDOMISE STATEMENTS

STATEMENTS:

1. It was clear whether or not I would be able to get my money back
2. It was clear who I needed to contact to discuss getting my money back
3. The process of getting my money back was clear and straightforward

ROWS:

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know

SECTION G – Awareness & Barriers

ASK IF SELECTED CODE 14-15 AT Q3 [NEVER USED OR DON'T KNOW]

Q27. As a reminder, Phone-paid services (also known as premium rate services) include calls and texts to premium rate numbers, and payments for other digital services that are charged to your mobile phone bill, pay-as-you-go credit, or landline phone bill.

Before today, were you aware of phone-paid services as described above? Please select the option that best applies)

SINGLE

1. Yes
2. No
3. Don't know

ASK IF SELECTED CODE 14-15 AT Q3 [NEVER USED OR DON'T KNOW]

Q28. And based on what you know about phone-paid services, how likely or unlikely are you to use phone-paid services in future? (Please select the option that best applies)

SINGLE

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely

ASK IF SELECTED CODE 4-5 AT Q28 [UNLIKELY OR VERY UNLIKELY TO USE]

Q29. You said you are *[PIPE FROM Q28]* to use phone-paid services in future. Which, if any, of the following are reasons you would be unlikely to consider using phone-paid services? (Please select all that apply)

MULTI; RANDOMISE

1. I don't have a need to use phone-paid services
 2. I prefer to use other payment methods
 3. I think phone-paid services are too expensive to use
 4. I don't understand the costs of phone-paid services
 5. I do not trust the security or privacy of phone-paid services
 6. I would be worried about being charged more than expected
 7. I think phone-paid subscriptions are hard to cancel
 8. I think it would be hard to keep track of my spending
 9. Other reason (please specify) *[FIX POSITION]*
 10. Don't know *[FIX POSITION, EXCLUSIVE]*
-

ASK ALL

Q1. We appreciate your thorough responses. To complete this section, we have one final question.

Which of these, if any, impact or limit your daily activities or the work you can do?

MULTI CODE ; RANDOMISE

1. Hearing. Poor hearing, partial hearing, or are deaf
2. Eyesight. Poor vision, colour blindness, partial sight, or are blind
3. Mobility. Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity. Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing. Breathlessness or chest pains
6. Mental abilities. Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Social/ behavioural. Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
8. Your mental health. Such as anxiety, depression, or trauma-related conditions
9. Other illnesses/ conditions which impact or limit your daily activities or the work you can do *[FIX POSITION]*
10. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do *[FIX POSITION, EXCLUSIVE]*
- 99 Prefer not to say *[FIX POSITION, EXCLUSIVE]*
- 98 Don't know *[FIX POSITION, EXCLUSIVE]*