

EU27  Number of interviews: 26.761

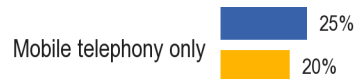
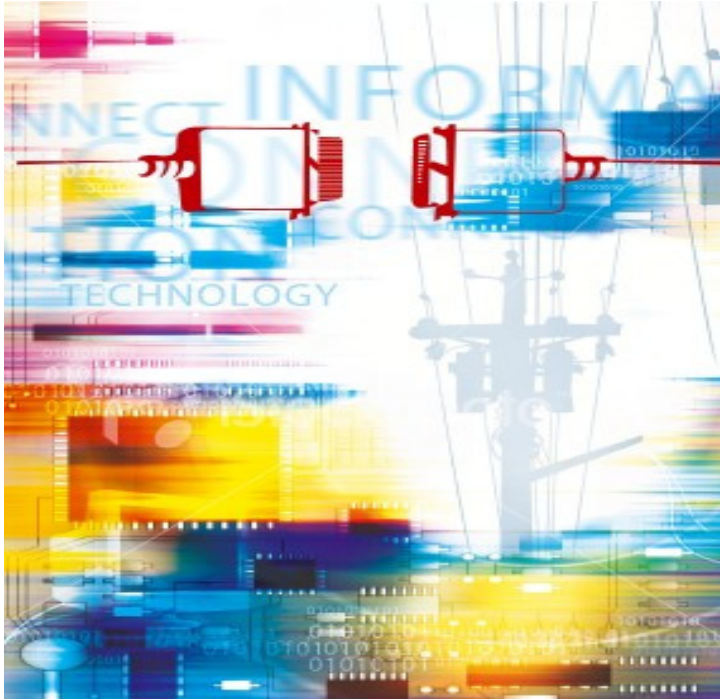
Fieldwork: 13/11-09/12/2009

UK  Number of interviews: 1.322

Fieldwork: 13/11-03/12/2009

Methodology: face-to-face

KEY INDICATORS Penetration rates of main services



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 UK



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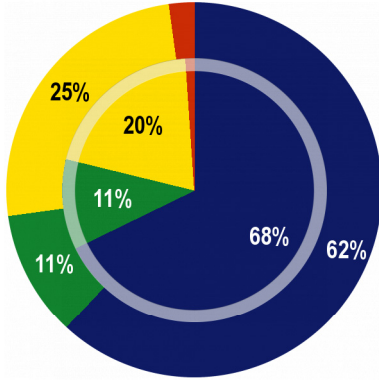
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1- Telephone access

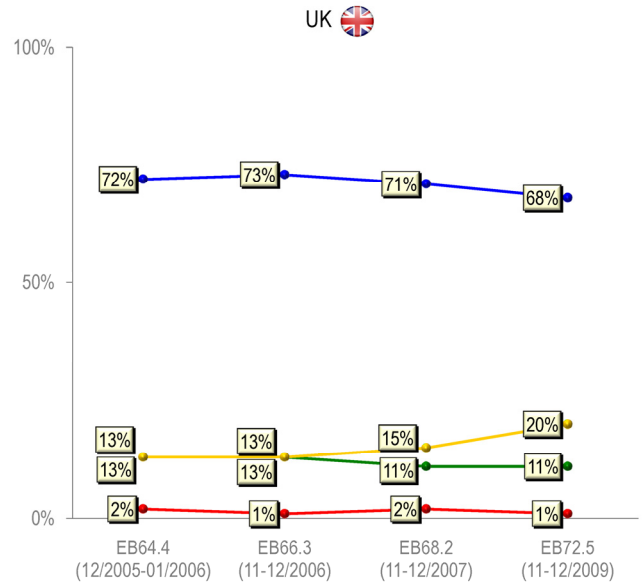
QA2. Households with...



- Fixed telephone access and mobile telephone access
- Fixed telephone access but no mobile telephone access
- Mobile telephone access but no fixed telephone access
- No fixed telephone access nor mobile telephone access

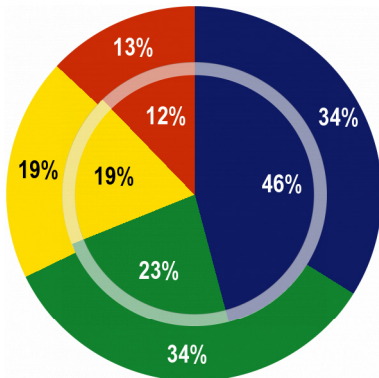
EU27 Outer pie UK Inner pie

Evolution



2- Mobile

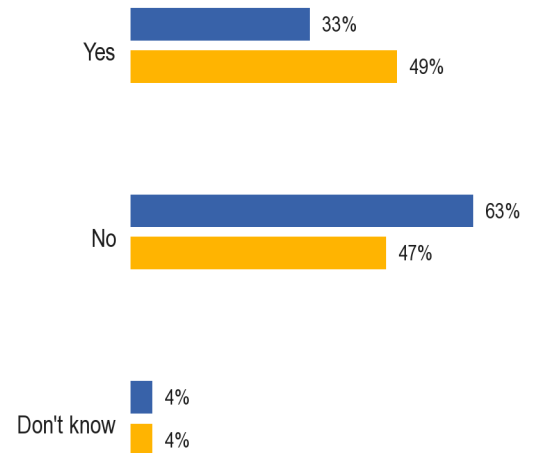
QA2.3. Households with...



- A mobile phone access only on a pre-paid arrangement
- A mobile phone access only on a contract
- Mobile phone access on a contract and on a pre-paid arrangement
- No mobile phone access

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QA1. Does your mobile phone subscription allow you to access Internet for playing or downloading audio\ video content, sending and receiving e-mails?



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Base: Respondents with a personal mobile phone



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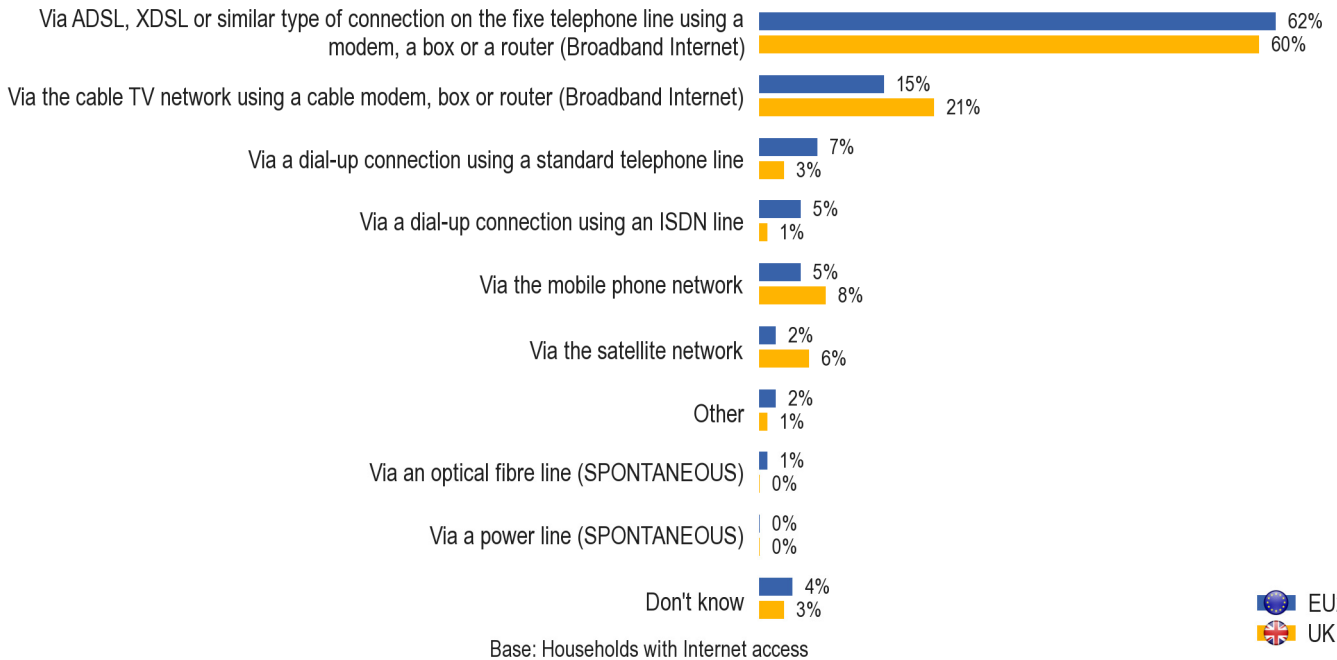
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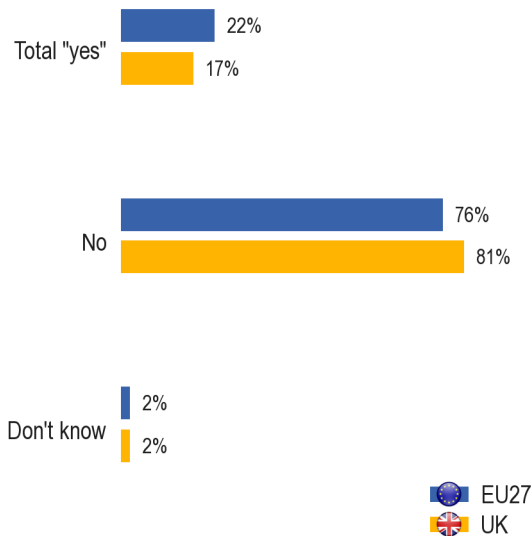
3- Internet access

QA10. How does your household access the Internet from home?

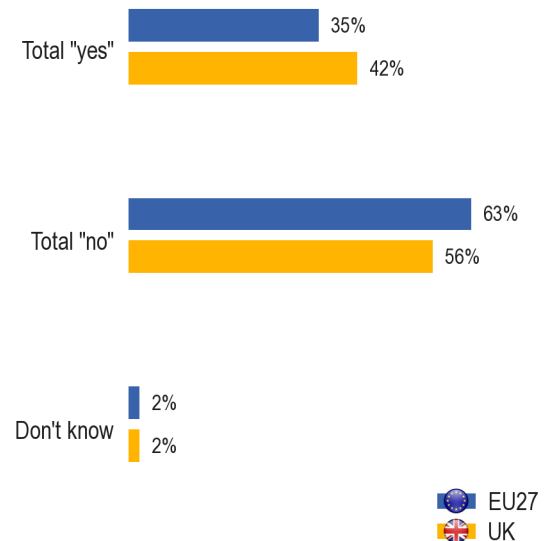


4- Internet services and applications

QA15. Does any household member, including yourself, use a PC at home to make phone calls over the Internet?



QA22. Could you tell me if you use social networking websites such as (USE APPROPRIATE EXAMPLES IN EACH COUNTRY: Facebook, MySpace, Twitter, etc.).



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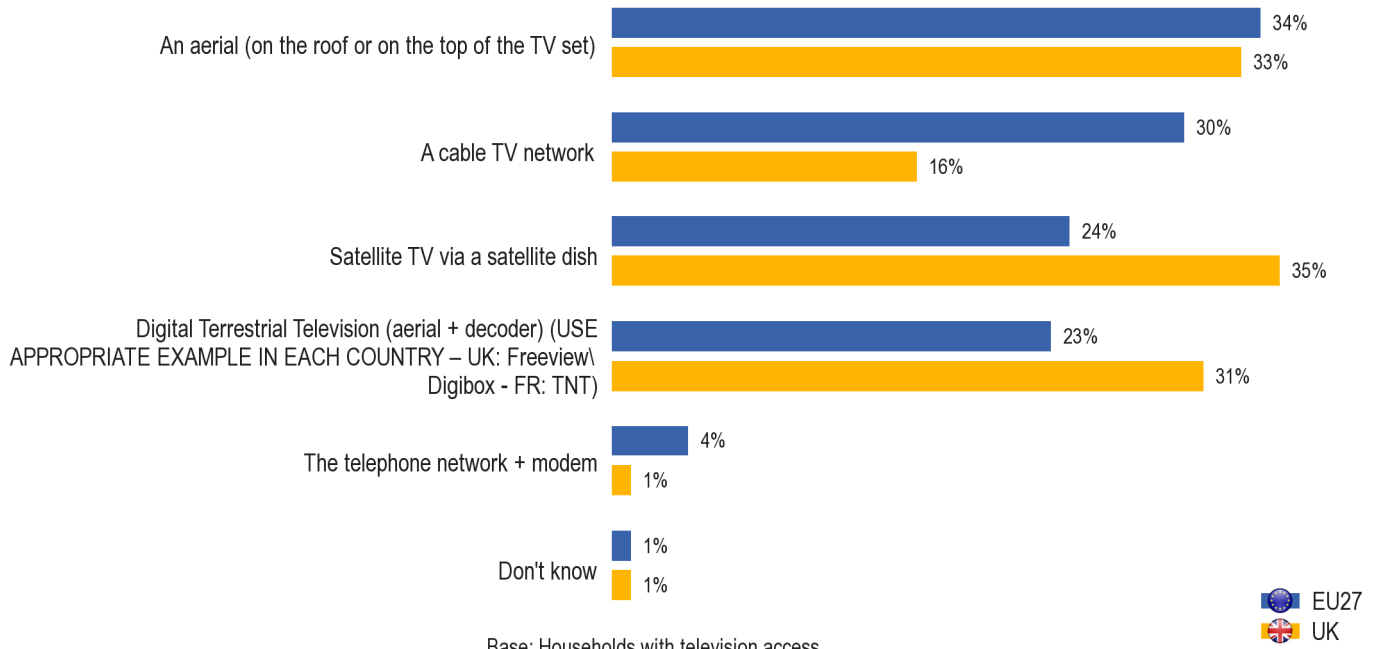
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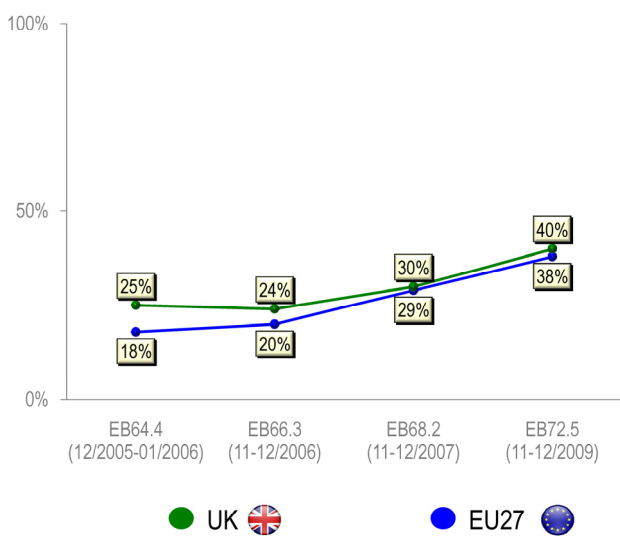
5- Means of receiving television

QA9. Does your household receive the television via...?



6- Service packages

Evolution of the shares of households buying communication services as part of a bundle



QA24. Shares of services bought as part of a service package

