1. PENETRATION RATES OF MAIN SERVICES

**Telephone penetration**
- Households combining a fixed and mobile phone access: 61% EU28, 38% BG
- Households having a mobile telephone but no fixed phone: 31% EU28, 53% BG
- Households having a fixed telephone but no mobile telephone access: 7% EU28, 7% BG
- Households not having fixed telephone access nor mobile telephone access: 2% EU28, 4% BG
- Mobile Internet at household level: 48% EU28, 21% BG
- Households making phone calls over the Internet: 23% EU28, 31% BG

**Internet penetration**
- Internet (Total): 65% EU28, 53% BG
- Broadband: 60% EU28, 49% BG
- ADSL: 38% EU28, 7% BG
- Cable modem: 26% EU28, 12% BG

**Television penetration**
- Television (Total): 96% EU28, 99% BG
- Terrestrial TV (Digital + Analogue*): 41% EU28, 17% BG
- Total "Cable TV": 62% EU28, 23% BG
- Satellite: 32% EU28, 24% BG
- The telephone network + modem and/or decoder: 1% EU28, 7% BG

*In countries where analogue TV is still relevant

EUROBAROMETER 81.1
RESULTS FOR BULGARIA
2. EXPERIENCE OF INTERNET SERVICE ACCESS

Difficulties experienced due to insufficient speed
Answers: Total ‘Yes’

When using your household Internet subscription*
EU28: 39%
BG: 43%

When using the Internet on your mobile phone**
EU28: 43%
BG: 47%

Experience of Internet blocking
Answers: Total ‘Yes’

When using your household Internet subscription*
EU28: 24%
BG: 30%

When using the Internet on your mobile phone**
EU28: 25%
BG: 33%

*Base: Respondents who have Internet access at home
**Base: Respondents who own a personal mobile phone with Internet access

3. BUNDLES AND SWITCHING SERVICE PROVIDER

Proportion of households with a service package

Total proportion of bundles
EU28: 46%
BG: 35%

Internet as part of a bundle
EU28: 42%
BG: 31%

Fixed line as part of a bundle
EU28: 37%
BG: 8%

Television as part of a bundle
EU28: 25%
BG: 30%

Mobile telephone as part of a bundle
EU28: 13%
BG: 6%

Have you or someone in your household changed service provider for the following services?

Bundles
EU28: 53%
BG: 67%

Mobile telephone
EU28: 44%
BG: 55%

Internet
EU28: 43%
BG: 72%

Fixed line telephone
EU28: 37%
BG: 62%

Television
EU28: 26%
BG: 72%

EU28
BG

At least once
No, never
Don’t know

Base: Respondents who have access to the respective service
‘The following regrouping of responses has been performed: ‘At least once’ = “Yes, within the last year” + “Yes, between more than one and two years ago” + “Yes, between more than two and five years ago” + “Yes, more than five years ago”'
4. TRANSPARENCY OF BUNDLED OFFERS

Please tell me whether you agree or disagree with each of the following statements.

- You can easily compare the services and prices offered by your current bundle with other bundled offers:
  - Agree: 69%
  - Disagree: 21%
  - Don't know: 4%
  - Not applicable: 6%

- Your bundle provider regularly gives you updated information about changes to tariffs and packages:
  - Agree: 53%
  - Disagree: 39%
  - Don't know: 2%
  - Not applicable: 6%

- You regularly read comparisons of bundled offers:
  - Agree: 32%
  - Disagree: 45%
  - Don't know: 4%
  - Not applicable: 51%

**EU28**

- Total 'Agree':
  - EU28: 69%
  - BG: 53%

- Total 'Disagree':
  - EU28: 21%
  - BG: 39%

- Not applicable (SPONTANEOUS):
  - EU28: 4%
  - BG: 2%

- Don't know:
  - EU28: 6%
  - BG: 6%

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5. AFFORDABILITY

Please tell me whether you agree or disagree with each of the following.

- You limit your national calls with your mobile phone because you are concerned about communication charges:
  - Agree: 52%
  - Disagree: 43%
  - Don't know: 1%

- You limit your calls to mobile or fixed phones of another network operator because you are concerned about higher communication charges than when making a phone call to others on your own network:
  - Agree: 44%
  - Disagree: 49%
  - Don't know: 6%

- You limit the use of mobile Internet access because you are concerned about charges:
  - Agree: 34%
  - Disagree: 50%
  - Don't know: 7%

- You limit your calls to other EU countries from your mobile phone because you are concerned about communication charges:
  - Agree: 50%
  - Disagree: 20%
  - Don't know: 29%

- You limit your calls to other EU countries from your fixed phone because you are concerned about communication charges:
  - Agree: 43%
  - Disagree: 26%
  - Don't know: 30%

**EU28**

- Total 'Agree':
  - EU28: 52%
  - BG: 34%

- Total 'Disagree':
  - EU28: 43%
  - BG: 50%

- Not applicable (SPONTANEOUS):
  - EU28: 4%
  - BG: 7%

- Don't know:
  - EU28: 1%
  - BG: 1%
6. ROAMING IN THE EU

How often do you travel abroad…?

To other countries within the EU
- EU28: At least once: 63%, Never: 30%, Don’t know: 7%
- BG: At least once: 64%, Never: 27%, Don’t know: 9%

To other countries outside the EU
- EU28: At least once: 56%, Never: 27%, Don’t know: 17%
- BG: At least once: 56%, Never: 27%, Don’t know: 17%

When visiting another EU country, you generally…? (MULTIPLE ANSWERS POSSIBLE)

- Switch off your mobile phone and never use it: EU28: 26%, BG: 34%
- Switch off the data roaming capabilities of your mobile phone or smartphone: EU28: 25%, BG: 7%
- Activate a special data roaming plan offered by your network operator: EU28: 18%, BG: 18%
- Connect to the Internet using public or private Wi-Fi access with your mobile phone: EU28: 40%, BG: 6%
- Purchase or use a SIM card in the EU country you are visiting: EU28: 10%, BG: 15%
- Other (SPONTANEOUS): EU28: 9%, BG: 6%
- Don’t know: EU28: 6%, BG: 1%

Base: Respondents who have visited another EU country and own a personal mobile phone

When visiting another EU country, how often do you use the following services on your mobile phone…?

- Making voice calls: EU28: 54%, BG: 41%
- Sending text messages: EU28: 42%, BG: 32%
- Sending and receiving e-mails excluding Wi-Fi access: EU28: 20%, BG: 10%
- Using social media excluding Wi-Fi access: EU28: 20%, BG: 12%
- Using messaging services like Viber or Skype excluding Wi-Fi access: EU28: 20%, BG: 12%

Base: Respondents who have visited another EU country and own a personal mobile phone