1. PENETRATION RATES OF MAIN SERVICES

**Telephone penetration**
- Households combining a fixed and mobile phone access: 61% in EU28, 37% in EE
- Households having a mobile telephone but no fixed phone: 31% in EU28, 59% in EE
- Households having a fixed telephone but no mobile telephone access: 7% in EU28, 3% in EE
- Households not having fixed telephone access nor mobile telephone access: 2% in EU28, 2% in EE
- Mobile Internet at household level: 48% in EU28, 49% in EE
- Households making phone calls over the Internet: 23% in EU28, 37% in EE

**Evolution**

**Internet penetration**
- Internet (Total): 66% in EU28, 70% in EE
- Broadband: 60% in EU28, 64% in EE
- ADSL: 22% in EU28, 22% in EE
- Cable modem: 12% in EU28, 27% in EE
- Mobile network: 7% in EU28, 16% in EE

**Television penetration**
- Television (Total): 96% in EU28, 96% in EE
- Terrestrial TV (Digital + Analogue): 41% in EU28, 23% in EE
- Total "Cable TV": 29% in EU28, 49% in EE
- Satellite: 24% in EU28
- The telephone network + modem and/or decoder: 7% in EU28, 13% in EE

*In countries where analogue TV is still relevant

EUROBAROMETER 81.1
RESULTS FOR ESTONIA

Methodology: face-to-face
2. EXPERIENCE OF INTERNET SERVICE ACCESS

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

- When using your household Internet subscription*: 38% EU28, 40% EE
- When using the Internet on your mobile phone**: 43% EU28, 47% EE

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

Experience of Internet blocking
Answers: Total ‘Yes’

- When using your household Internet subscription*: 24% EU28, 28% EE
- When using the Internet on your mobile phone**: 25% EU28, 22% EE

*Base: Respondents who have broadband 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: 46% EU28, 50% EE
- Internet as part of a bundle: 42% EU28, 46% EE
- Fixed line as part of a bundle: 37% EU28, 23% EE
- Television as part of a bundle: 25% EU28, 42% EE
- Mobile telephone as part of a bundle: 13% EU28, 8% EE

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

- Bundles: 45% EU28, 43% EE
- Mobile telephone: 44% EU28, 55% EE
- Internet: 46% EU28, 55% EE
- Fixed line telephone: 37% EU28, 62% EE
- Television: 26% EU28, 72% EE

EU28 EE

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%, Uncertain: 4%

- Your bundle provider regularly gives you updated information about changes to tariffs and packages:
  - Agree: 53%, Disagree: 39%, Uncertain: 2%

- You regularly read comparisons of bundled offers:
  - Agree: 17%, Disagree: 62%, Uncertain: 2%

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: 37%, Uncertain: 5%

- 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: 30%, Uncertain: 26%

- You limit the use of mobile Internet access because you are concerned about charges:
  - Agree: 43%, Disagree: 27%, Uncertain: 30%

- You limit your calls to other EU countries from your mobile phone because you are concerned about communication charges:
  - Agree: 60%, Disagree: 45%, Uncertain: 15%

- You limit your calls to other EU countries from your fixed phone because you are concerned about communication charges:
  - Agree: 43%, Disagree: 37%, Uncertain: 20%
6. ROAMING IN THE EU

How often do you travel abroad…?

To other countries within the EU

- EU28: 63% (At least once)
- EE: 73% (At least once)

To other countries outside the EU

- EU28: 44% (At least once)
- EE: 51% (At least once)

*The following regrouping of responses has been performed: ‘At least once’ = ‘Several times a month’ + ‘Once a month’ + ‘Several times a year’ + ‘Once a year’ + ‘Once over the last 2 years’ + ‘Once over the last 3 to 5 years’ + ‘Less often’

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

- Switch off your mobile phone and never use it: EU28 28%, EE 13%
- Switch off the data roaming capabilities of your mobile phone or smartphone: EU28 25%, EE 17%
- Activate a special data roaming plan offered by your network operator: EU28 18%, EE 16%
- Connect to the Internet using public or private Wi-Fi access with your mobile phone: EU28 41%, EE 16%
- Purchase or use a SIM card in the EU country you are visiting: EU28 10%, EE 0%
- Other (SPONTANEOUS): EU28 0%, EE 7%
- Don’t know: EU28 6%, EE 0%

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 30%, EE 54%
- Sending text messages: EU28 20%, EE 45%
- Sending and receiving e-mails excluding Wi-Fi access: EU28 25%, EE 37%
- Using social media excluding Wi-Fi access: EU28 27%, EE 41%
- Using messaging services like Viber or Skype excluding Wi-Fi access: EU28 27%, EE 46%

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