1. PENETRATION RATES OF MAIN SERVICES

### Telephone penetration

- Households combining a fixed and mobile phone access: 61% (EU28), 64% (ES)
- Households having a mobile telephone but no fixed phone: 31% (EU28), 28% (ES)
- Households having a fixed telephone but no mobile telephone access: 7% (EU28), 6% (ES)
- Households not having fixed telephone access nor mobile telephone access: 2% (EU28), 3% (ES)
- Mobile Internet at household level: 48% (EU28), 60% (ES)
- Households making phone calls over the Internet: 23% (EU28), 17% (ES)

### Internet penetration

- Internet (Total): 65% (EU28), 58% (ES)
- Broadband: 60% (EU28), 53% (ES)
- ADSL: 38% (EU28), 46% (ES)
- Cable modem: 12% (EU28), 4% (ES)
- Mobile network: 7% (EU28), 8% (ES)

### Television penetration

- Television (Total): 96% (EU28), 99% (ES)
- Terrestrial TV (Digital + Analogue*): 41% (EU28), 87% (ES)
- Total ‘Cable TV’: 29% (EU28), 11% (ES)
- Satellite: 24% (EU28), 2% (ES)
- The telephone network + modem and/or decoder: 7% (EU28), 3% (ES)

*In countries where analogue TV is still relevant

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2. EXPERIENCE OF INTERNET SERVICE ACCESS

Difficulties experienced due to insufficient speed

Answers: Total 'Yes'

- When using your household Internet subscription*: 39%
- When using the Internet on your mobile phone**: 43%

Experience of Internet blocking

Answers: Total 'Yes'

- When using your household Internet subscription*: 24%
- When using the Internet on your mobile phone**: 20%

*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: 46%
- Internet as part of a bundle: 42%
- Fixed line as part of a bundle: 37%
- Television as part of a bundle: 25%
- Mobile telephone as part of a bundle: 13%

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

- Bundles: 45%
- Mobile telephone: 44%
- Internet: 43%
- Fixed line telephone: 37%
- Television: 11%

EU28 ES

- Bundles: 53% 55% 44% 42% 2%
- Mobile telephone: 55% 44% 39% 36% 1%
- Internet: 56% 43% 56% 51% 1%
- Fixed line telephone: 56% 43% 56% 51% 1%
- Television: 72% 11% 2% 0%

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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>EU28</th>
<th>ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can easily compare the services and prices offered by your current bundle with other bundled offers*</td>
<td>69%</td>
<td>78%</td>
</tr>
<tr>
<td>Your bundle provider regularly gives you updated information about changes to tariffs and packages*</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>You regularly read comparisons of bundled offers</td>
<td>32%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Base: Respondents who have a bundle
*New Item

### 5. AFFORDABILITY

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>EU28</th>
<th>ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>You limit your national calls with your mobile phone because you are concerned about communication charges</td>
<td>52%</td>
<td>43%</td>
</tr>
<tr>
<td>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</td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>You limit the use of mobile Internet access because you are concerned about charges</td>
<td>34%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Base: Respondents who have access to the respective service
*New Item
6. ROAMING IN THE EU

How often do you travel abroad...?

To other countries within the EU
- EU28: 63% (At least once), 45% (Never), 5% (Don’t know)
- ES: 63% (At least once), 45% (Never), 5% (Don’t know)

To other countries outside the EU
- EU28: 44% (At least once), 29% (Never), 7% (Don’t know)
- ES: 44% (At least once), 29% (Never), 7% (Don’t know)

*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 = 26% (Done), ES = 10% (Done)
- Switch off the data roaming capabilities of your mobile phone or smartphone: EU28 = 25% (Done), ES = 11% (Done)
- Activate a special data roaming plan offered by your network operator: EU28 = 18% (Done), ES = 9% (Done)
- Connect to the Internet using public or private Wi-Fi access with your mobile phone: EU28 = 22% (Done), ES = 11% (Done)
- Purchase or use a SIM card in the EU country you are visiting: EU28 = 10% (Done), ES = 11% (Done)
- Other (SPONTANEOUS): EU28 = 2% (Done), ES = 6% (Done)
- Don’t know: EU28 = 5% (Done), ES = 1% (Done)

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% (Never), ES = 33% (Never)
- EU28: 54% (At least once), 8% (Less often), 7% (Less often), 1% (Less often)
- ES: 53% (At least once), 7% (Less often), 3% (Less often), 4% (Less often)

Sending text messages: EU28 = 20% (Never), ES = 42% (Never)
- EU28: 45% (At least once), 8% (Less often), 20% (Less often), 1% (Less often)
- ES: 35% (At least once), 8% (Less often), 20% (Less often), 1% (Less often)

Sending and receiving e-mails excluding Wi-Fi access: EU28 = 47% (Never), ES = 60% (Never)
- EU28: 68% (At least once), 13% (Less often), 5% (Less often), 4% (Less often)
- ES: 60% (At least once), 13% (Less often), 5% (Less often), 4% (Less often)

Using social media excluding Wi-Fi access: EU28 = 47% (Never), ES = 70% (Never)
- EU28: 25% (At least once), 6% (Less often), 20% (Less often), 2% (Less often)
- ES: 25% (At least once), 6% (Less often), 20% (Less often), 2% (Less often)

Using messaging services like Viber or Skype excluding Wi-Fi access: EU28 = 46% (Never), ES = 62% (Never)
- EU28: 17% (At least once), 7% (Less often), 4% (Less often), 5% (Less often)
- ES: 17% (At least once), 7% (Less often), 4% (Less often), 5% (Less often)

EU28: Never in another EU country
- EU28: Less often than in (OUR COUNTRY)
- EU28: As often as in (OUR COUNTRY)
- EU28: Never – Neither in (OUR COUNTRY) nor in another EU country
- EU28: Don’t know

ES: Never in another EU country
- ES: Less often than in (OUR COUNTRY)
- ES: As often as in (OUR COUNTRY)
- ES: Never – Neither in (OUR COUNTRY) nor in another EU country
- ES: Don’t know

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

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