1. PENETRATION RATES OF MAIN SERVICES

Telephone penetration
- Households combining a fixed and mobile phone access: EU28 61%, PT 53%
- Households having a mobile telephone but no fixed phone: EU28 31%, PT 33%
- Households having a fixed telephone but no mobile telephone access: EU28 7%, PT 8%
- Households not having fixed telephone access nor mobile telephone access: EU28 2%, PT 6%
- Mobile Internet at household level: EU28 48%, PT 23%
- Households making phone calls over the Internet: EU28 14%

Internet penetration
- Internet (Total): EU28 65%, PT 47%
- Broadband: EU28 60%, PT 43%
- ADSL: EU28 38%, PT 13%
- Cable modem: EU28 24%, PT 12%
- Mobile network: EU28 7%, PT 2%

Television penetration
- Television (Total): EU28 96%, PT 97%
- Terrestrial TV (Digital + Analogue*): EU28 41%, PT 37%
- Total "Cable TV": EU28 29%, PT 47%
- Satellite: EU28 24%, PT 3%
- The telephone network + modem and/or decoder: EU28 7%, PT 9%

*In countries where analogue TV is still relevant
2. EXPERIENCE OF INTERNET SERVICE ACCESS

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

- When using your household Internet subscription: 39% for EU28, 27% for PT.
- When using the Internet on your mobile phone: 43% for EU28, 37% for PT.

Experience of Internet blocking
Answers: Total ‘Yes’

- When using your household Internet subscription: 24% for EU28, 13% for PT.
- When using the Internet on your mobile phone: 20% for EU28, 20% for PT.

*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% for EU28, 50% for PT.
- Internet as part of a bundle: 42% for EU28, 40% for PT.
- Fixed line as part of a bundle: 37% for EU28, 45% for PT.
- Television as part of a bundle: 25% for EU28, 48% for PT.
- Mobile telephone as part of a bundle: 13% for EU28, 5% for PT.

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

- Bundles: 45% for EU28, 64% for PT.
- Mobile telephone: 44% for EU28, 55% for PT.
- Internet: 37% for EU28, 55% for PT.
- Fixed line telephone: 37% for EU28, 37% for PT.
- Television: 26% for EU28, 48% for PT.

- EU28: 46% for At least once, 53% for No, never, 2% for Don’t know.
- PT: 64% for At least once, 35% for No, never, 1% for 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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>EU28</th>
<th>PT</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>77%</td>
</tr>
<tr>
<td>Your bundle provider regularly gives you updated information about changes to tariffs and packages*</td>
<td>53%</td>
<td>45%</td>
</tr>
<tr>
<td>You regularly read comparisons of bundled offers</td>
<td>32%</td>
<td>39%</td>
</tr>
</tbody>
</table>

**EU28** Number of interviews: 27,739  
Fieldwork: 18/01-27/01/2014  
Methodology: face-to-face

**PT** Number of interviews: 1,034  
Fieldwork: 18/01-27/01/2014  
Methodology: face-to-face

Evolution 01/2014 - 02/03/2013 (EU27)

### 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>PT</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>3%</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>3%</td>
</tr>
<tr>
<td>You limit the use of mobile Internet access because you are concerned about charges</td>
<td>34%</td>
<td>5%</td>
</tr>
<tr>
<td>You limit your calls to other EU countries from your mobile phone because you are concerned about communication charges*</td>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>You limit your calls to other EU countries from your fixed phone because you are concerned about communication charges*</td>
<td>43%</td>
<td>51%</td>
</tr>
</tbody>
</table>

**EU28** Number of interviews: 27,739  
Fieldwork: 18/01-27/01/2014  
Methodology: face-to-face

**PT** Number of interviews: 1,034  
Fieldwork: 18/01-27/01/2014  
Methodology: face-to-face

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**EUROBAROMETER 81.1**  
RESULTS FOR PORTUGAL
6. ROAMING IN THE EU

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

- Switch off your mobile phone and never use it: 26% (40%)
- Switch off the data roaming capabilities of your mobile phone or smartphone: 8% (25%)
- Activate a special data roaming plan offered by your network operator: 18% (38%)
- Connect to the Internet using public or private Wi-Fi access with your mobile phone: 3% (16%)
- Purchase or use a SIM card in the EU country you are visiting: 10% (7%)
- Other (SPONTANEOUS): 9% (5%)
- Don’t know: 6% (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: 30% (54%), 34% (56%), 26% (44%), 6% (8%), 7% (7%), 1% (1%)
- Sending text messages: 20% (49%), 37% (49%), 45% (49%), 20% (8%), 8% (1%), 1% (0%)

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