1. PENETRATION RATES OF MAIN SERVICES

**Telephone penetration**
- Households combining a fixed and mobile phone access: 61% (EU28), 95% (SE)
- Households having a mobile telephone but no fixed phone: 31% (EU28), 7% (SE)
- Households having a fixed telephone but no mobile telephone access: 2% (EU28), 3% (SE)
- Households not having fixed telephone access nor mobile telephone access: 2% (EU28), 0% (SE)
- Mobile Internet at household level: 48% (EU28), 75% (SE)
- Households making phone calls over the Internet: 23% (EU28), 36% (SE)

**Internet penetration**
- Internet (Total): 65% (EU28), 91% (SE)
- Broadband: 60% (EU28), 85% (SE)
- ADSL: 38% (EU28), 38% (SE)
- Cable modem: 12% (EU28), 18% (SE)
- Mobile network: 7% (EU28), 21% (SE)

**Television penetration**
- Television (Total): 96% (EU28), 99% (SE)
- Terrestrial TV (Digital + Analogue*): 41% (EU28), 25% (SE)
- Total "Cable TV": 29% (EU28), 45% (SE)
- Satellite: 24% (EU28), 13% (SE)
- The telephone network + modem and/or decoder: 7% (EU28), 11% (SE)

*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%
  - EU28
  - SE

- When using the Internet on your mobile phone**: 43%
  - EU28
  - SE

Experience of Internet blocking

Answers: Total 'Yes'

- When using your household Internet subscription*: 24%
  - EU28
  - SE

- When using the Internet on your mobile phone**: 25%
  - EU28
  - SE

*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% (EU28), 55% (SE)
- Internet as part of a bundle: 42% (EU28), 51% (SE)
- Fixed line as part of a bundle: 37% (EU28), 45% (SE)
- Television as part of a bundle: 28% (EU28), 33% (SE)
- Mobile telephone as part of a bundle: 13% (EU28), 12% (SE)

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

- Bundles: 45% (EU28), 53% (SE)
- Mobile telephone: 44% (EU28), 55% (SE)
- Internet: 43% (EU28), 56% (SE)
- Fixed line telephone: 37% (EU28), 62% (SE)
- Television: 26% (EU28), 72% (SE)
- At least once*: 49% (EU28), 50% (SE)
- No, never: 46% (EU28), 50% (SE)
- Don't know: 1% (EU28), 1% (SE)

*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***: 69% agree, 21% disagree, 4% don't know.
- **Your bundle provider regularly gives you updated information about changes to tariffs and packages***: 53% agree, 39% disagree, 2% don't know.
- **You regularly read comparisons of bundled offers**: 32% agree, 19% disagree, 4% don't know.

**EU28**

- Total 'Agree': 51%
- Total 'Disagree': 24%
- Not applicable (SPONTANEOUS): 16%
- Don't know: 9%

**SE**

- Total 'Agree': 31%
- Total 'Disagree': 42%
- Not applicable (SPONTANEOUS): 19%
- Don't know: 8%

Base: Respondents who have a bundle

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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**: 52% agree, 27% disagree, 3% don't know.
- **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**: 44% agree, 14% disagree, 6% don't know.
- **You limit the use of mobile Internet access because you are concerned about charges**: 34% agree, 22% disagree, 6% don't know.
- **You limit your calls to other EU countries from your mobile phone because you are concerned about communication charges***: 50% agree, 22% disagree, 1% don't know.
- **You limit your calls to other EU countries from your fixed phone because you are concerned about communication charges***: 43% agree, 30% disagree, 1% don't know.

**EU28**

- Total 'Agree': 52%
- Total 'Disagree': 23%
- Not applicable (SPONTANEOUS): 19%
- Don't know: 6%

**SE**

- Total 'Agree': 52%
- Total 'Disagree': 23%
- Not applicable (SPONTANEOUS): 19%
- Don't know: 6%

Base: Respondents who have access to the respective service

Evolution 01/2014 - 02/03/2013 (EU27)
6. ROAMING IN THE EU

How often do you travel abroad…?

To other countries within the EU
- EU28: 63% (At least once)
- SE: 94% (At least once)
- EU28: 37% (Never)
- SE: 6% (Never)
- EU28: 0% (Don’t know)
- SE: 0% (Don’t know)

To other countries outside the EU
- EU28: 44% (At least once)
- SE: 85% (At least once)
- EU28: 56% (Never)
- SE: 15% (Never)
- EU28: 0% (Don’t know)
- SE: 0% (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: 28% (EU28), 16% (SE)
- Switch off the data roaming capabilities of your mobile phone or smartphone: 25% (EU28), 56% (SE)
- Activate a special data roaming plan offered by your network operator: 18% (EU28), 3% (SE)
- Connect to the Internet using public or private Wi-Fi access with your mobile phone: 16% (EU28), 39% (SE)
- Purchase or use a SIM card in the EU country you are visiting: 10% (EU28), 8% (SE)
- Other (SPONTANEOUS): 9% (EU28), 15% (SE)
- Don’t know: 6% (EU28), 3% (SE)

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% (EU28), 21% (SE)
- Sending text messages: 45% (EU28), 48% (SE)
- (IF MOBILE SUBSCRIPTION ALLOWS INTERNET ACCESS) Sending and receiving e-mails excluding Wi-Fi access: 53% (EU28), 29% (SE)
- (IF MOBILE SUBSCRIPTION ALLOWS INTERNET ACCESS) Using social media excluding Wi-Fi access: 54% (EU28), 23% (SE)
- (IF MOBILE SUBSCRIPTION ALLOWS INTERNET ACCESS) Using messaging services like Viber or Skype excluding Wi-Fi access: 51% (EU28), 17% (SE)

EU28
- SE

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

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

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