E-Communications Household Survey

EU27 Number of interviews: 26,836
Fieldwork: 09/02-08/03/2011

DK Number of interviews: 1,013
Fieldwork: 11/02-02/03/2011
Methodology: face-to-face

KEY INDICATORS
Penetration rates of main services

Telephony (fixed and mobile)
- EU27: 96%
- DK: 100%

Both fixed and mobile telephony
- EU27: 62%
- DK: 52%

Mobile telephony only
- EU27: 27%
- DK: 44%

Internet (total)
- EU27: 62%
- DK: 80%

Broadband
- EU27: 55%
- DK: 81%

ADSL
- EU27: 39%
- DK: 42%

Cable modem
- EU27: 11%
- DK: 30%

Mobile network
- EU27: 5%
- DK: 12%

Television
- EU27: 98%
- DK: 97%

Cable-TV
- EU27: 33%
- DK: 62%

Digital Terrestrial TV
- EU27: 7%
- DK: 29%

Satellite
- EU27: 21%
- DK: 13%

Service packages (bundles)
- EU27: 42%
- DK: 49%

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1- Telephone access

- Fixed telephone access and mobile telephone access
- Fixed telephone access but no mobile telephone access
- Mobile telephone access but no fixed telephone access
- No fixed telephone access nor mobile telephone access

2- Mobile

- A mobile phone access only on a pre-paid arrangement
- A mobile phone access only on a contract
- Mobile phone access on a contract and on a pre-paid arrangement
- No mobile phone access

Does your mobile phone subscription allow you to access internet for playing or downloading audio/video content, sending and receiving e-mails?
3- Internet services and applications

For each of the following, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

- The download/upload speed and capacity matches your contract conditions:
  - EU27: 66% agree, 23% disagree, 9% don't know
  - DK: 70% agree, 20% disagree, 9% don't know

- In case of problems, your Internet provider gives you a useful answer:
  - EU27: 54% agree, 21% disagree, 9% don't know
  - DK: 62% agree, 15% disagree, 11% don't know

- Your Internet connection never breaks down:
  - EU27: 61% agree, 36% disagree, 2% don't know
  - DK: 60% agree, 38% disagree, 2% don't know

4- Reasons for not having Internet access at home and attitudes to switching provider

You said you do not have Internet access at home. Among the following list, which ones best explain why your household does not have access to the Internet?*

- No-one in your household is interested in the Internet:
  - EU27: 59% agree, 61% disagree
  - DK: 59% agree, 61% disagree

- At least one cost item:
  - EU27: 21% agree, 22% disagree
  - DK: 21% agree, 22% disagree

- The local area of your household is not covered by a broadband access network infrastructure:
  - EU27: 2% agree, 1% disagree
  - DK: 2% agree, 1% disagree

Base: Households without Internet access

*The answers presented below have been selected on the basis of interest, and do not represent all the answers provided by respondents.

Have you or someone in your household ever considered changing Internet service provider?

- Households with inertial consumers:
  - EU27: 73% agree, 72% disagree
  - DK: 73% agree, 72% disagree

- Households with hindered switchers consumers:
  - EU27: 15% agree, 19% disagree
  - DK: 15% agree, 19% disagree

- Households with active switchers consumers:
  - EU27: 13% agree, 19% disagree
  - DK: 13% agree, 19% disagree

Base: Households with Internet access
5- Service packages

Evolution of the shares of households buying communication services as part of a bundle

- Internet access
  - EU27: 61%
  - DK: 53%

- Fixed telephony
  - EU27: 45%
  - DK: 53%

6- Switching bundle providers

For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

- You can easily compare the terms of services and tariffs included in current bundle offers
  - EU27: 63%, DK: 25%

- You regularly read comparisons of tariffs bundles
  - EU27: 28%, DK: 51%

Have you or someone in your household ever considered changing your bundle provider?

- Households with inertial consumers
  - EU27: 77%, DK: 76%

- Households with hindered switchers consumers
  - EU27: 12%, DK: 22%

- Households with active switchers consumers
  - EU27: 12%, DK: 7%

Base: Households having service package

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