KEY INDICATORS
Penetration rates of main services

- **Telephony (fixed and/or mobile)**: EU27: 98%, FI: 98%
- **Both fixed and mobile telephony**: EU27: 62%, FI: 17%
- **Mobile telephony only**: EU27: 27%, FI: 78%

**Internet (total)**: EU27: 62%, FI: 78%
**Broadband**: EU27: 55%, FI: 76%
**ADSL**: EU27: 39%, FI: 53%
**Cable modem**: EU27: 11%, FI: 7%
**Mobile network**: EU27: 5%, FI: 22%

**Television**: EU27: 98%, FI: 94%
**Cable-TV**: EU27: 33%, FI: 45%
**Digital Terrestrial TV**: EU27: 29%, FI: 20%
**Satellite**: EU27: 21%, FI: 1%
**Service packages (bundled)**: EU27: 42%, FI: 14%
1- Telephone access

Households with...

- Fixed telephone access and mobile telephone access (27%)
- Fixed telephone access but no mobile telephone access (9%)
- Mobile telephone access but no fixed telephone access (78%)
- No fixed telephone access nor mobile telephone access (0%)

Evolution

Fi

- 09/02-04/03/2011
- 1.001 interviews

Methodology: face-to-face

2- Mobile

Households with...

- A mobile phone access only on a pre-paid arrangement (11%)
- A mobile phone access only on a contract (34%)
- Mobile phone access on a contract and on a pre-paid arrangement (7%)
- No mobile phone access (86%)

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

- EU27: 34% Yes, 63% No, 3% Don't know
- FI: 34% Yes, 63% No, 3% Don't know

Evolution

- 09/02-04/03/2011: 1.001 interviews

Methodology: face-to-face
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.
  - FI: 68% agree, 27% disagree, 4% don't know.

- In case of problems, your Internet provider gives you a useful answer:
  - EU27: 64% agree, 21% disagree, 5% don't know.
  - FI: 53% agree, 30% disagree, 8% don't know.

- Your Internet connection never breaks down:
  - EU27: 61% agree, 36% disagree, 2% don't know.
  - FI: 52% agree, 47% disagree, 1% 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: 59% EU27, 60% FI
- At least one cost item: 21% EU27, 13% FI
- The local area of your household is not covered by a broadband access network infrastructure: 2% EU27, 0% FI

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

- Households with inertia consumers: 73% EU27, 63% FI
- Households with hindered switchers consumers: 15% EU27, 14% FI
- Households with active switchers consumers: 13% EU27, 24% FI

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>FI</th>
<th>EU27</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB64.4 (12/2006-01/2007)</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>EB66.1 (11/2006-01/2007)</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>EB68.2 (11/2007-01/2008)</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>EB72.5 (11/2009-01/2011)</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>EB75.1 (02/2011)</td>
<td>14%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Shares of services bought as part of a service package

- Internet access: 61% (EU27), 17% (FI)
- Fixed telephony: 43% (EU27), 8% (FI)

6- Switching bundle providers

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

- You can easily compare the terms of services and tariffs included in current bundle offers:
  - Total 'Agree': EU27 48%, FI 27%
  - Total 'Disagree': EU27 25%, FI 39%
  - Not applicable (SPONTANEOUS): EU27 16%, FI 20%
  - Don't know: EU27 11%, FI 5%

- You regularly read comparisons of tariffs bundles:
  - Total 'Agree': EU27 28%, FI 10%
  - Total 'Disagree': EU27 51%, FI 50%
  - Not applicable (SPONTANEOUS): EU27 16%, FI 24%
  - Don't know: EU27 5%, FI 3%

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

- Households with inertia consumers:
  - Total: EU27 88%, FI 98%
- Households with hindered switchers consumers:
  - EU27 12%, FI 13%
- Households with active switchers consumers:
  - EU27 12%, FI 22%

Base: Households having service package