KEY INDICATORS
Penetration rates of main services

**EU27**
- Telephony (fixed and/or mobile): 95%
- Both fixed and mobile telephony: 40%
- Mobile telephony only: 47%

**HU**
- Telephony (fixed and/or mobile): 90%
- Both fixed and mobile telephony: 27%

Methodology: face-to-face
3- Internet services and applications

Does any household member, including yourself, use a PC or a wifi connected device, at home to make phone calls over the Internet?

EU27: 28% Yes, 71% No, 1% Don’t know  
HU: 26% Yes, 74% No, 0% Don’t know

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: 66% Agree, 23% Disagree, 9% Don’t know
- In case of problems, your Internet provider gives you a useful answer: 54% Agree, 21% Disagree, 9% Don’t know
- Your Internet connection never breaks down: 61% Agree, 36% 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: 59% EU27, 49% HU
- At least one cost item: 21% EU27, 40% HU
- The local area of your household is not covered by a broadband access network infrastructure: 2% EU27, 2% HU

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

- Households with inertial consumers: 72% EU27, 88% HU
- Households with hindered switchers consumers: 15% EU27, 6% HU
- Households with active switchers consumers: 13% EU27, 6% HU

*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

Shares of services bought as part of a service package

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.

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

Base: Households having service package

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