KEY INDICATORS
Penetration rates of main services

EUROBAROMETER 75.1
RESULTS FOR MALTA
1- Telephone access

Households with...

- Fixed telephone access and mobile telephone access: 27%
- Fixed telephone access but no mobile telephone access: 6%
- Mobile telephone access but no fixed telephone access: 9%
- No fixed telephone access nor mobile telephone access: 90%

Evolution

2- Mobile

Households with...

- A mobile phone access only on a pre-paid arrangement: 11%
- A mobile phone access only on a contract: 19%
- Mobile phone access on a contract and on a pre-paid arrangement: 6%
- No mobile phone access: 58%

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

<table>
<thead>
<tr>
<th>EU27</th>
<th>MT</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB75.1</td>
<td>EB75.1</td>
</tr>
<tr>
<td>EB72.5</td>
<td>EB72.5</td>
</tr>
<tr>
<td>Yes</td>
<td>34%</td>
</tr>
<tr>
<td>No</td>
<td>63%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3%</td>
</tr>
</tbody>
</table>

Evolution 02-03/2011 - 11-12/2009

EUROBAROMETER 75.1
RESULTS FOR MALTA
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: 63%
- MT: 71%

Evolution 02-03/2011 - 11-12/2009

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%
  - MT: 76%

- In case of problems, your Internet provider gives you a useful answer
  - EU27: 64%
  - MT: 68%

- Your Internet connection never breaks down
  - EU27: 61%
  - MT: 61%

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%
  - At least one cost item: 21%
  - The local area of your household is not covered by a broadband access network infrastructure: 2%

- Have you or someone in your household ever considered changing Internet service provider?
  - Households with inertia consumers: 73%
  - Households with hindered switchers consumers: 15%
  - Households with active switchers consumers: 13%

*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>EU27</th>
<th>MT</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB64.4</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>EB66.3</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>EB68.2</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>EB72.5</td>
<td>35%</td>
<td>4%</td>
</tr>
<tr>
<td>EB75.1</td>
<td>42%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Shares of services bought as part of a service package

- **Internet access**: EU27 61%, MT 63%
- **Fixed telephony**: EU27 48%, MT 56%

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: 68%, MT: 50%
  - EU27: 25%, MT: 13%
  - EU27: 16%, MT: 15%
  - EU27: 11%, MT: 16%

- You regularly read comparisons of tariffs bundles:
  - EU27: 28%, MT: 35%
  - EU27: 51%, MT: 39%
  - EU27: 16%, MT: 16%
  - EU27: 5%, MT: 10%

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

- Households with inertia consumers:
  - EU27: 77%, MT: 87%

- Households with hindered switchers consumers:
  - EU27: 12%, MT: 4%

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

Base: Households having service package