E-Communications Household Survey

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

**SE**  
Number of interviews: 1,024  
Fieldwork: 09/02-24/02/2011

Methodology: face-to-face

### KEY INDICATORS

Penetration rates of main services

<table>
<thead>
<tr>
<th>Service</th>
<th>EU27</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet (total)</td>
<td>62%</td>
<td>70%</td>
</tr>
<tr>
<td>Broadband</td>
<td>55%</td>
<td>65%</td>
</tr>
<tr>
<td>ADSL</td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>Cable modem</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>Mobile network</td>
<td>5%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**EUROBAROMETER 75.1 RESULTS FOR SWEDEN**
**1- Telephone access**

Households with...

- 27% Fixed telephone access and mobile telephone access
- 9% Fixed telephone access but no mobile telephone access
- 94% Mobile telephone access but no fixed telephone access
- 62% No fixed telephone access nor mobile telephone access

Evolution

- SE

**2- Mobile**

Households with...

- 11% A mobile phone access only on a pre-paid arrangement
- 19% A mobile phone access only on a contract
- 19% Mobile phone access on a contract and on a pre-paid arrangement
- 34% 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?

- 36% Yes
- 59% No
- 5% Don't know

EUROBAROMETER 75.1
RESULTS FOR SWEDEN
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 Outer pie: 71%
- SE Inner pie: 66%

<table>
<thead>
<tr>
<th></th>
<th>EU27</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Yes</td>
<td>20%</td>
<td>32%</td>
</tr>
<tr>
<td>No</td>
<td>71%</td>
<td>66%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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% Agree, 23% Tend to Agree, 9% Tend to Disagree, 12% Disagree
  - SE: 71% Agree, 16% Tend to Agree, 12% Tend to Disagree, 9% Disagree

- In case of problems, your Internet provider gives you a useful answer:
  - EU27: 54% Agree, 21% Tend to Agree, 9% Tend to Disagree, 9% Disagree
  - SE: 67% Agree, 15% Tend to Agree, 15% Tend to Disagree, 9% Disagree

- Your Internet connection never breaks down:
  - EU27: 61% Agree, 38% Tend to Agree, 3% Tend to Disagree, 1% Disagree
  - SE: 68% Agree, 30% Tend to Agree, 2% Tend to Disagree, 1% Disagree

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% SE
- At least one cost item: 21% EU27, 19% SE
- The local area of your household is not covered by a broadband access network infrastructure: 2% EU27, 1% SE

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: 73% EU27, 71% SE
- Households with hindered switchers consumers: 15% EU27, 17% SE
- Households with active switchers consumers: 13% EU27, 16% SE

Base: Households with Internet access
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

- Internet access: EU27 61%, SE 51%
- Fixed telephony: EU27 45%, SE 45%

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%, SE 42%
- You regularly read comparisons of tariffs bundles: EU27 28%, SE 24%

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

- Households with inertia consumers: EU27 77%, SE 73%
- Households with hindered switchers consumers: EU27 12%, SE 17%
- Households with active switchers consumers: EU27 12%, SE 14%

Base: Households having service package