KEY INDICATORS
Penetration rates of main services

**EUROBAROMETER 75.1**
RESULTS FOR THE UK

**Methodology:** face-to-face

_E-Communications Household Survey_

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

**UK**
Number of interviews: 1,322
Fieldwork: 12/02-28/02/2011

**Penetration rates of main services**

- **Telephony (fixed and/or mobile):** EU27: 98%, UK: 99%
- **Both fixed and mobile telephony:** EU27: 62%, UK: 78%
- **Mobile telephony only:** EU27: 27%, UK: 17%

**Internet (total):** EU27: 62%, UK: 60%

**Broadband:** EU27: 55%, UK: 63%

**ADSL:** EU27: 39%, UK: 43%

**Cable modem:** EU27: 11%, UK: 11%

**Mobile network:** EU27: 5%, UK: 6%

**Television:** EU27: 98%, UK: 97%

**Cable-TV:** EU27: 33%, UK: 17%

**Digital Terrestrial TV:** EU27: 29%, UK: 34%

**Satellite:** EU27: 21%, UK: 30%

**Service packages (bundles):** EU27: 42%, UK: 42%
1- Telephone access

Households with...

- Fixed telephone access and mobile telephone access: 27%
- Fixed telephone access but no mobile telephone access: 17%
- Mobile telephone access but no fixed telephone access: 6%
- No fixed telephone access nor mobile telephone access: 9%
- No fixed telephone access: 76%
- Mobile telephone access: 62%

Evolution

UK

Fieldwork:
- 09/02-08/03/2011
- 12/02-28/02/2011

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: 19%
- Mobile phone access on a contract and on a pre-paid arrangement: 7%
- No mobile phone access: 32%
- Mobile phone access: 36%
- Internet access: 43%

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

EU27

UK

<table>
<thead>
<tr>
<th>EU27</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>EB75</td>
<td>EB75.1-EB72.5</td>
</tr>
<tr>
<td>Yes</td>
<td>34%</td>
</tr>
<tr>
<td>No</td>
<td>63%</td>
</tr>
<tr>
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</table>

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

EUROBAROMETER 75.1
RESULTS FOR THE UK
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.

- You achieve the internet connection speeds (download/upload) promised by your provider:
  - EU27: 66% agree, 23% tend to agree, 9% tend to disagree, 8% disagree
  - UK: 66% agree, 23% tend to agree, 9% tend to disagree, 8% disagree

- Your internet service provider is helpful when you have a problem:
  - EU27: 64% agree, 21% tend to agree, 9% tend to disagree, 6% disagree
  - UK: 64% agree, 21% tend to agree, 9% tend to disagree, 6% disagree

- Your Internet connection never breaks down:
  - EU27: 61% agree, 36% tend to agree, 5% tend to disagree, 2% disagree
  - UK: 61% agree, 36% tend to agree, 5% tend to disagree, 2% 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, 50% UK
- At least one cost item: 21% EU27, 32% UK
- Your local area is not covered by a broadband network: 2% EU27, 1% UK

Base: Households without internet access

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

- Households with inertial consumers: 73% EU27, 67% UK
- Households with hindered switchers consumers: 15% EU27, 12% UK
- Households with active switchers consumers: 13% EU27, 16% UK

Base: Households with Internet access

*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

- Internet access: 61% for EU27, 58% for UK
- Fixed telephony: 45% for EU27, 45% for UK

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%, UK: 49%
  - EU27: 25%, UK: 23%
  - EU27: 16%, UK: 16%
  - EU27: 11%, UK: 12%

- You regularly read comparisons of tariffs bundles
  - EU27: 28%, UK: 28%
  - EU27: 51%, UK: 50%
  - EU27: 16%, UK: 16%
  - EU27: 6%, UK: 6%

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

- Households with inertial consumers: 77% for EU27, 75% for UK
- Households with hindered switchers consumers: 12% for EU27, 10% for UK
- Households with active switchers consumers: 12% for EU27, 12% for UK

Base: Households having service package