ELECTRONIC COMMUNICATIONS SERVICES

CONSUMER SURVEY

RESIDENTIAL POPULATION – DECEMBER 2008

CONTENTS

1 INTRODUCTION

Every year, ICP-ANACOM has sponsored a wide-ranging survey on the use of electronic communications in Portugal with the aim of supplementing regularly gathered statistical information and other studies that it carries out.

All this information is essential to understanding market activity and identifying trends that can predict their performance, aspects which are particularly relevant to the positioning of economic players and the planning and justification of regulatory action.

The last consumer survey on electronics communications in Portugal which targeted the residential population took place in December 2008.

Although some of the results have already been used individually in documents published in 2009, the following chapters contain a summary of the survey's main findings.[1]

[1] All of the statements in this report regarding user behaviour are produced from an average of survey participant responses. These results may be influenced by non-response errors.

2 ACCESS TO ELECTRONIC COMMUNICATIONS SERVICES[2]

According to responses to the December 2008 survey on electronic communications use sponsored by ICP-ANACOM, around 16.2% of individuals aged 15 or older **subscribed to four electronics communications services**[3] (fixed and mobile telephone, Internet access and Pay-TV).

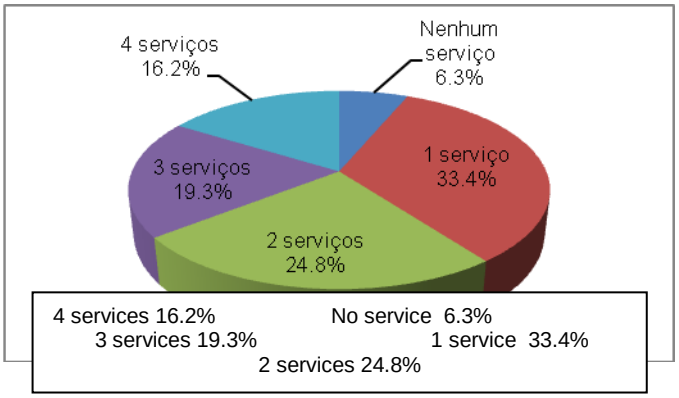
The **most common combination of four services** includes fixed broadband (M + F + FBB + TV) and represents 13.1% of respondents.

However, the most common choice is a **single electronic communications service** (20.3% said they use a mobile phone service only and 12.6% said they use a fixed telephone service only).

The vast majority (94%) of individuals who said they **have Internet** at home **have access to mobile phone service.**

In December 2008, the percentage of individuals aged 15 or older **who said they do not subscribe to any electronic communications service** was 6.3%.

Figure 1 - Number of electronic communications services used by individuals



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

Basis: Individuals aged 15 or older (n=3600)

N.B. As access to mobile phone service is provided on an individual basis, the individual person is considered to be the unit of analysis.

Table 1 - Access to electronic communications services: an integrated perspective

	%
M	20.3
M + F + FBB + TV	13.1
F	12.6
M + F	9.9
M + F + TV	8.0
M + TV	7.0
M + FBB + TV	4.0
F + TV	3.1
M + MBB	2.8
M + F + FBB	2.6
Other combinations	10.2
None	6.3

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.
Basis: Individuals aged 15 or older (n=3600)

N.B.
M - Mobile telephone service; F - Fixed telephone service; FBB - Fixed broadband; MBB - Mobile broadband; FNB - Fixed narrowband; MNB - Mobile narrowband
- "Other combinations" refers to services that combine Internet access (MBB, MNB, FBB, FNB) with the remaining electronic communications services.
- As access to mobile (M) phone service is provided on an individual basis, the individual person is considered to be the unit of analysis. In this regard, access to remaining services (F, I, TV) should be understood as the possibility of accessing these services when they are available in the household.

[2] In 2008, unlike previous years, the group of individuals/households with no access to any electronic communications service was interviewed (due to the fact that this was a face-to-face survey). For this reason, changes in service access are not shown.

[3] Not necessarily purchased as a package.

"Multiple play" offers

Based on the data collected, the penetration of **multiple play offers** in December 2008 reached 23.5% of households, compared with 17.4% in 2007.

This increased penetration took place alongside a shift in the relative weight of these offers against the previous year. The **triple play offer became the dominant package** (34.9%).

Table 2 - "Multiple play" offers

	Dec 07	Dec 08
Usage rate	17.4	23.5
Basis: Households (n=3600)		
Distribution by type of services included in the package		
Triple play (I+F+TV)	19.2	34.9
Double play (I+F)	25.6	15.6
Double play (I+TV)	48.3	26.7
Double play (F+TV)	6.4	21.7
Does not know/No answer	0.3	1.2
Total	100	100
Basis: Households with a service package (Dec 2008: n=844)		

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2007 and 2008

Unit: %.

Internet access

According to those surveyed, nearly 46% of households **access the Internet, mostly via broadband**.

Broadband users are for the most part new customers (62% have had this service for less than three years).

The **percentage of those who do not subscribe to Internet access service** is 54.2%

The **main reasons for not subscribing to this service** are: **"Not needed/Not interested in it"**, although this figure is lower than that of the previous year, and "**Nobody in the household knows how to use the Internet**".

Table 3 - Reasons for not using Internet access service

	2007	2008
Not needed/Not interested in it	46.7	33.5
Nobody in the household knows how to use the Internet	5.4	21.3
No computer or means of access	13.0	16.9
Subscription cost is high	11.9	10.0
The cost of a computer is high	4.0	9.6
Can get access elsewhere	9.4	5.0
Does not have time	5.4	1.0
Other reasons	3.7	1.0
Does not know/No answer	0.6	1.7
Total	100	100

Basis: Households without Internet access service (Dec 2008: n=1950)

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2007 and 2008

Unit: %.

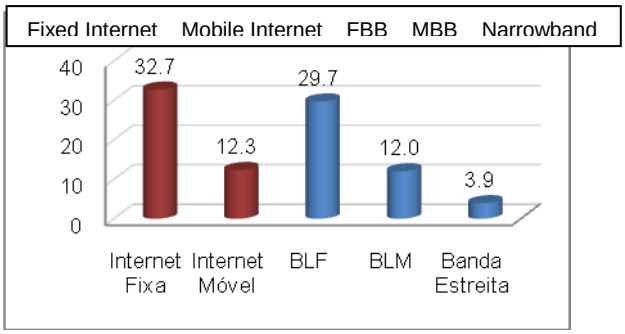
N.B. In December 2007, this was presented as a multiple-choice question. In order to make comparisons between the two periods, the data were altered to total 100 per cent.

The **penetration of fixed broadband (FBB)** in Portuguese households is 29.7%, while **mobile broadband (MBB)** is 12%.

Similar to previous years, the percentage of **households that use both types of broadband access** (FBB and MBB) remains extremely low.

However, nearly three out of every four individuals who have Internet access at home use it at least once a day.

Figure 2 - Percentage of Internet access by type



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

Basis: Households (n=3600)

N.B.
- Multiple choice question: The same household can have more than one type of connection to access the Internet.
- 1.5% of households do not know what type of Internet connection they have (Doesn't know/No answer).
- Results are obtained by applying a specific weighting factor derived from an *a posteriori* stratification process based on supporting data provided by Statistics Portugal (INE) on Internet access services.

Subscription to offers created by regulatory requirements

The option to choose the operator for each call made (**call-to-call selection**) is used by 5.1% of the survey respondents who are fixed telephone line customers. **Operator pre-selection** is used by 3.8%. **Wholesale line rental (WLR)** has a higher subscription rate of 9.3%.

Table 4 - Use of services to select a fixed network operator and reasons for non-use

	Call-to-call selection	Operator pre-selection	WLR
Usage rate	**5.1**	**3.8**	**9.3**
Basis: Households with fixed telephone service that answered the respective survey question.	(n=1881)	(n=1864)	(n=1845)
Reasons for not using the service			
Did not know about the service	**35.2**	**38.1**	**31.7**
Prefers to keep the current operator for all services	**31.0**	**31.5**	**36.4**
Did not have information on how to proceed	9.2	9.0	8.5
Complexity of procedures	8.5	7.1	6.8
High costs	3.6	3.0	4.0
Other reason	5.0	5.1	6.4
Does not know/No answer	7.5	6.1	6.1
Total	100	100	100
Basis: Households with fixed telephone service that do not use the respective operator selection service.	(n=1786)	(n=1793)	(n=1673)

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 **Unit: %.**

Based on the information gathered, the level of subscription to these services is determined by the lack of **knowledge about a given service** and due to the fact that the customer ***"prefers to keep the current operator for all services"***.

3 CONSUMER PROFILE[4]

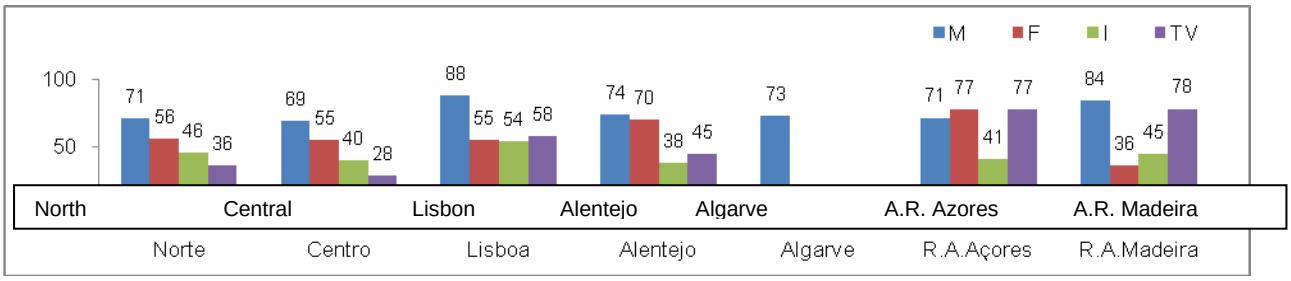
The consumer profile for electronic communications services is presented below, broken down by region, family structure, socio-economic level, age group, level of schooling and employment status. Only statistically significant differences are mentioned in this document.

3.1 Region

Electronic communications service usage varies according to the region where the household is located.

According to this survey's data, **mobile phone service (M) consumption is highest in the regions of Lisbon and Madeira**, exceeding 80% in each one. This service is least used in the **Central region** (69%).

Figure 3 - Use of electronic communications services by NUTS II region



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

N.B. No information for the Algarve region is provided for F, I and TV services due to the low number of sample observations (n<30).

The penetration rate for **fixed telephone service (F) is higher in the Alentejo region and the Autonomous Region of the Azores and lower in the Autonomous Region of Madeira**.

The penetration rate for **Internet access (I) is greater than 50% only in the Lisbon region**. The Alentejo and Central regions show lower penetration rates for this service (38% and 40%).

Pay-TV service (TV) usage is higher in the Autonomous Regions.

[4] Given the nature of electronic communications services, mobile telephone service uses the "individual" as the unit of analysis, while remaining services use the "household". Results concerning Internet access are obtained by applying a specific weighting factor derived from an *a posteriori* stratification process based on supporting data provided by Statistics Portugal (INE) on Internet access services.

3.2 Family structure and socio-economic level

This survey shows that **the presence of children in the household influences the use** of mobile telephone, Internet access and Pay-TV services.

Meanwhile, the **presence of senior citizens in the household** tends to reflect a higher use of fixed telephone services.

Table 5 - Use of electronic communications services based on the presence of children or senior citizens in the household

	M	F	I	TV
Households with:				
Children	91.6	47.7	51.6	54.8
Senior citizens	62.0	69.6	23.8	36.7
Total	75.8	55.2	45.8	42.2

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

Household size and **socio-economic level** are factors which also affect the use of electronic communications services.

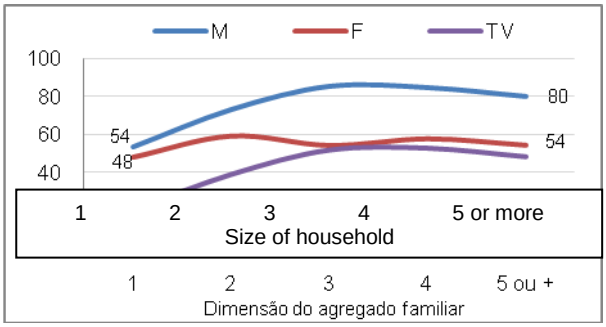
In **small households** (one to two persons), use of these services tends to be lower than in households with three or more persons.

Furthermore, the **higher the socio-economic** level, the greater the use of various electronic communications services.

As the **socio-economic level** of the household **decreases**, a **reduction in penetration** can be seen, namely in Internet access and Pay-TV services.

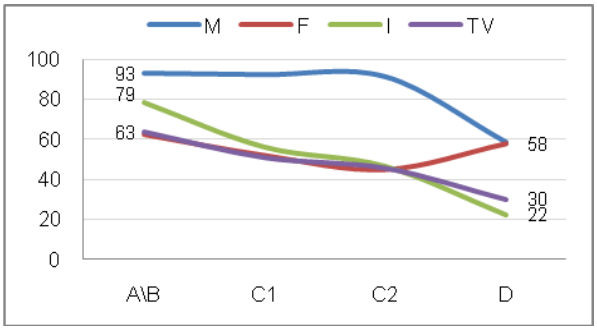
In the **lowest socio-economic level** (D), the use of mobile telephones is lower than for the other socio-economic levels.

Figure 4 - Use of electronic communications services by size of household



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

Figure 5 - Use of electronic communications services by socio-economic level



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

N.B. Socio-economic level is determined by the level of schooling and profession of the person with the highest income in the household. Socio-economic level A is the highest, while D is the lowest.

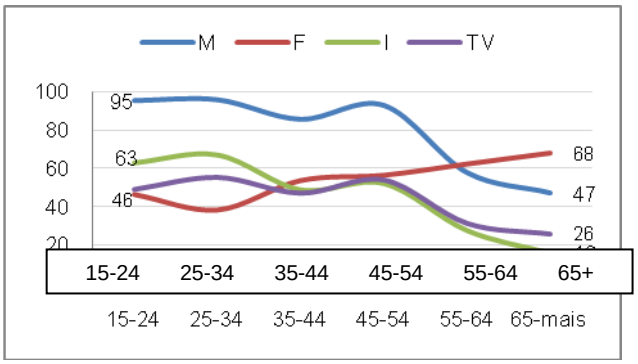
3.3 Age group, level of schooling and employment status

Age, level of schooling and **employment status** influence the way in which electronic communications services are used.

Individuals aged 55 and under tend to use electronic communications services in a similar fashion.

The most significant differences occur in the 55-plus age group, in which a lower consumption of mobile telephone, Internet access and Pay-TV services can be seen. This is contrasted by a greater use of fixed telephone services.

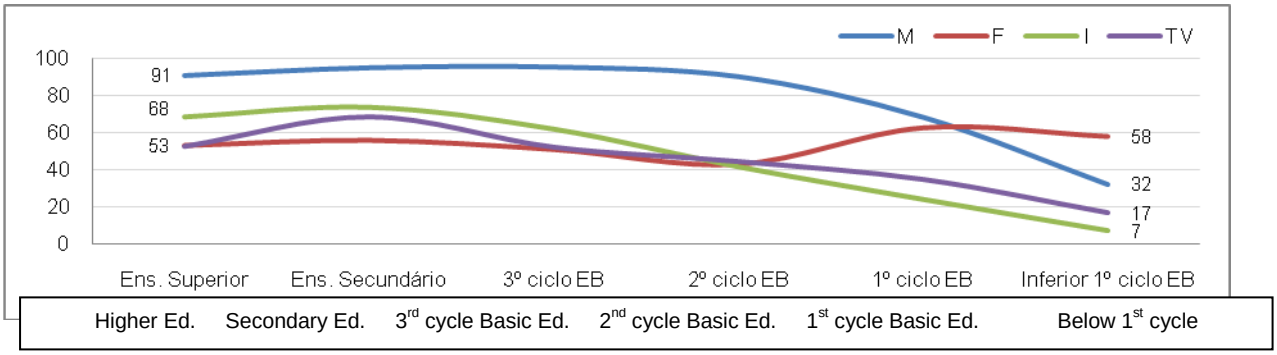
Figure 6 - Use of electronic communications services by age group



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

Individuals who have completed up to the first cycle of basic education show a significantly higher penetration rate of fixed telephone service than those in the other categories.

Figure 7 - Use of electronic communications services by level of schooling

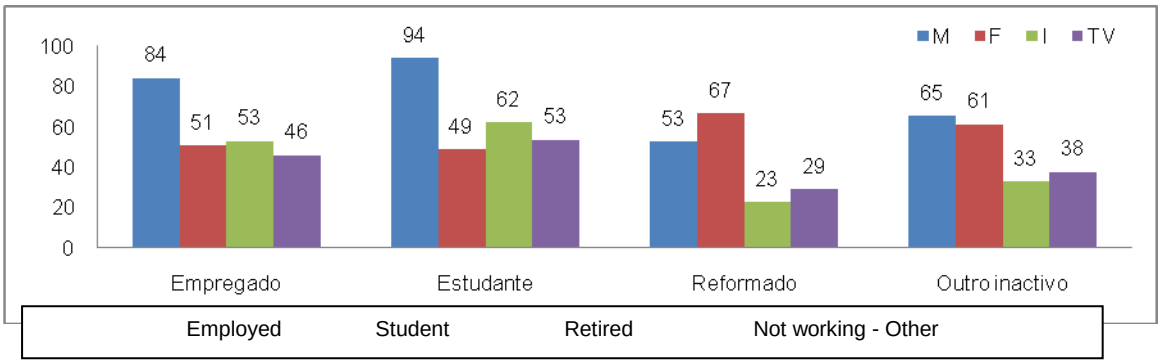


Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

Higher levels of schooling are associated with greater use of mobile phone, Internet access and Pay-TV services.

The penetration rate for mobile phone and Internet access service is higher in the "**student**" group.

Figure 8 - Use of electronic communications services by employment status



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

N.B. The employment status of "unemployed" was withdrawn because it is associated with a low number of sample cases.

The **retired population** tends to prefer fixed telephone service to other electronic communications services.

4 CHOOSING AND CHANGING PROVIDERS

Fixed and mobile telephone service

The primary reason for choosing PT Comunicações as a fixed telephone provider was the fact that it was the **"only service available in the area of residence"**.

The selection of **providers from Grupo Sonaecom** is associated specifically with issues of price: "**low prices"** and "**no subscription fee**".

The choice of Cabovisão and providers from the Zon Group is closely linked to the fact that **fixed telephone service is included in multiple play offers**.

Table 6 - Main reasons for choosing a fixed telephone service provider

	PT Group	Sonaecom Group	Cabovisão	Zon Group	Total
Pay-TV or Internet service (included in packages)	8.0	#	47.8	56.2	20.4
Lower prices	13.1	48.1	#	19.0	19.8
Only service available in area of residence	29.5	#	#	#	18.1
No particular reason	22.6	#	#	#	16.2
Not aware of any other provider	14.7	#	#	#	9.3
No subscription fee	#	23.1	#	#	7.1
It was offered/chosen by someone else	3.4	#	#	#	3.0
Other reason	3.9	#	#	#	2.8
Does not know/No answer	3.2	1.4	2.8	3.7	3.3
Total	100	100	100	100	100
Basis: Households with fixed telephone service in accordance with the operator used most often to make calls	(n=1160)	(n=271)	(n=226)	(n=196)	(n=1968)

Source: ICP-ANACOM, Consumer Survey on Electronic Communications. December 2008 Unit: %.

N.B. "#" indicates a result associated with a low number of sample observations (n<30).

The choice of a mobile phone provider is influenced primarily by the fact that "*the people contacted most by the respondent belong to that network*". This reason was given by 42.9% of mobile telephone service customers (2.8 percentage points more than the previous year). This continues to be most evident in the two leading market operators, TMN and Vodafone.

Internet access service

The **choice of a fixed Internet provider** is linked specifically to "**low prices**" (33.2%) and the fact that the household ***"is already a customer of that provider for other services"*** (23.3%).

In addition, 8.5% of the respondents indicated that the "***e-School/New Opportunities Programme***" was the determining factor in choosing a mobile Internet provider.[5]

Table 7 - Main reasons for choosing an Internet access provider

	Fixed Internet provider	Mobile Internet provider
Lower prices	33.2	23.5
Already a customer of that provider for other services (TV, F)	23.3	15.9
Faster connection	6.9	#
The provider contacted us	9.5	#
Only service available in area of residence	6.0	#
No particular reason	8.6	24.1
Other	10.2	22.3
Does not know/No answer	2.3	0.6
Total	100	100
Basis: Households with Internet access service based on the type of provider used most frequently.	(n=927)	(n=283)

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %.

N.B. "#" indicates a result associated with a low number of sample observations (n<30).

Pay-TV service

For interviewees who said they were Zon Group customers, the choice of operator was due to the fact that it was the "**only service available in the area of residence**" (23%) and because it offered the "**best channels**" (22.1%).

For their part, Cabovisão and PT Group customers chose these operators namely for having "**low prices**" and because the operators "**contacted them**".

Table 8 - Main reasons for choosing a Pay-TV service operator

	Zon Group	*Cabo visão*	*PT Group*	*Other*
Because of the Internet/phone service	5.4	15.1	21.3	#
Lower prices	13.5	22.5	26.8	61.5
Better channels	22.1	#	#	#
Only service available in area of residence	23.0	18.5	#	#
Contacted by the operator	14.7	20.0	22.8	#
Other	20.1	#	#	#
Does not know/No answer	1.2	2.5	0.1	6.5
Total	100	100	100	100
Basis: Households with access to Pay-TV service based on the type of operator used most frequently.	(n=959)	(n=322)	(n=148)	(n=79)

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 **Unit: %.**

N.B. "#" indicates a result associated with a low number of sample observations (n<30).

Changing providers

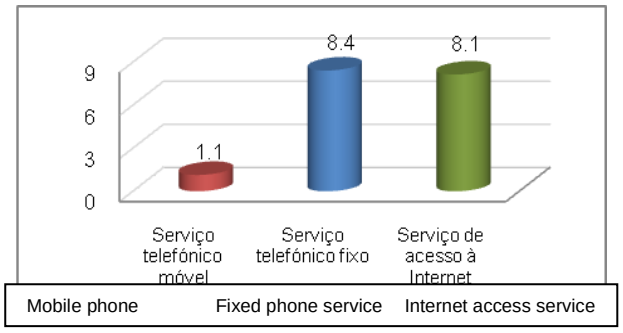
According to the survey data under analysis, **fixed telephone service had the highest rate of change in provider** (8.4% of customers for this service switched operators in 2008, 70.6% of whom were PT Group customers).

[5] This estimate should be considered with some reservation as it is associated with a low number of sample cases.

"**Dissatisfaction with prices**" (52.6%) and the fact that the new provider "**does not charge a subscription fee**" (19%) were **determining factors in switching operators for this service**.

Around **8.1% of Internet access service customers changed providers** in 2008 (69.6% among fixed Internet providers). Customer "**dissatisfaction with prices and quality of service**" (53.5%) had a significant influence over these changes.

Figure 9 - Rate of change in provider



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 — Unit: %.

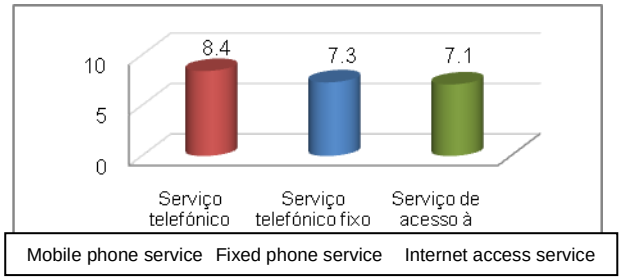
Basis:
- Mobile telephone service: Individuals aged 15 or older who use this service and answered the question about changing providers (n=2681)
- Fixed telephone service: Households that have this service and answered the question about changing providers (n=1948)
- Internet access service: Households that have this service and answered the question about changing providers (n=1613)

The rate of change in mobile telephone service providers is significantly lower (1.1% of individuals aged 15 or older with mobile phone service). It should be noted that 1.5% of those individuals switched from the traditional network to the low-cost network while maintaining the same operator (or vice-versa).

The **process of changing mobile telephone service was considered to be easier** than the process of changing fixed telephone and Internet access services.

Around 5% of residential customers of these three services **said they tried to change providers** in 2008 **but were unable to do so.**

Figure 10 - Average rating of the change process



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 — Unit: Scale from 1 to 10

Basis:
- Mobile phone service: Individuals aged 15 or older who use this service and who changed provider in 2008 (n=31)
- Fixed telephone service: Households that have this service and changed provider in 2008 (n=164)
- Internet access service: Households that have this service and changed provider in 2008 (n=131)

N.B. Rating scale used: 1 (very difficult) to 10 (very easy).

Transferring phone numbers

The transfer of phone numbers is related to the changing of phone service providers.

Of the customers that changed providers in the last 12 months, those who switched fixed telephone operators used the number transfer service more (76.4% in the fixed network against 35.4% in the mobile network). The lack of awareness about the transfer service by customers who changed mobile network operators had an influence on this result.

Table 9 - Awareness and use of telephone number transfer service

Awareness of the ability to transfer numbers	**Mobile[(1)]**	**Fixed[(2)]**
Aware	60.2	55.2
Not aware	39.8	44.8
Total	100	100
Use of the number transfer service ***(Customers who changed operators)***	**Mobile[(3)]**	**Fixed[(4)]**
Customers who used the service	35.4	76.4
Customers who did not use the service (despite knowing about it)	17.0	14.2
Customers who did not use the service (did not know about it)	47.6	9.4
Total	100	100

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 — Unit: %

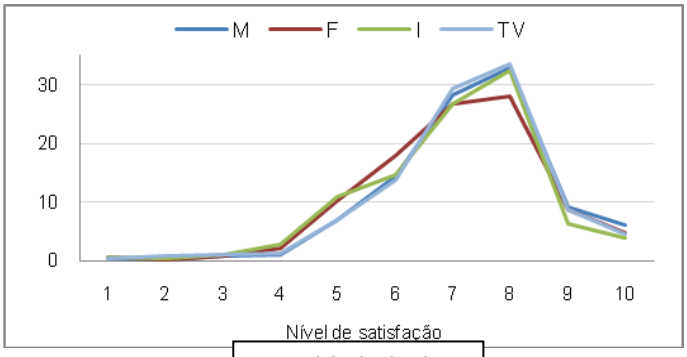
(1) Basis: Individuals aged 15 or older with mobile phone service who answered the question (n=2650)
(2) Basis: Households with fixed telephone service that answered the question (n=1987)
(3) Basis: Individuals aged 15 or older with mobile telephone service who changed operators (individuals who switched from the traditional network to the low-cost network under the same operator or vice-versa are also considered) in 2008 (n=71)
(4) Basis: Households with fixed telephone service who changed operators in 2008 (n=229)

5 CONSUMER SATISFACTION

Users of **mobile phone (M) and Pay-TV (TV) services** demonstrate an average satisfaction level of 7.3 and 7.2, respectively, on a scale of 1 (very dissatisfied) to 10 (very satisfied).

The average rating obtained for **Internet access service (I)** was 7.0, with an average satisfaction score of 6.8 regarding its speed.

Figure 11 - Distribution of customer satisfaction with the service provided by operators of each service



Satisfaction level

	M	F	I	TV
Average satisfaction score	7.3	7.1	7.0	7.2

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 — Unit: Scale from 1 to 10

Basis:
- Mobile telephone service: Individuals aged 15 or older who use this service and answered the question about satisfaction (n=2711)
- Fixed telephone service: Households that have this service and answered the question about satisfaction (n=1955)
- Internet access service: Households that have this service and answered the

question about satisfaction (n=1567)
- Pay-TV service: Households that have this service and answered the question about satisfaction (n=1503)

N.B. Rating scale used: 1 (very difficult) to 10 (very easy).

6 COMPLAINTS

According to this survey, **the highest rate of complaints can be seen in Internet access service,** in which 9.1% of the households that said they have this service made at least one complaint in 2008. The main reasons behind the complaints were "**system errors or connectivity failures**" and "**slow Internet access**".

The **complaint rate for fixed telephone service equalled 6.7%** and was related to various matters including "**equipment failure**", "**network errors**" and "**billing errors**".

In the case of **Pay-TV service** (complaint rate of 6.4%), "**poor quality of service/didn't work/breakdown**" and "**no signal/interruption of signal**" were the reasons behind most of the complaints.

Mobile phone service showed a lower rate of complaints (3.6%), with more variation in the reasons behind complaints, namely "billing errors", "rates", "equipment failure" and "technical problems", among others.

Table 10 - Rating of the ideal operator and management of expectations generated by service type

Mobile telephone service	**Complaint rate**	**3.6**
	Basis: Individuals aged 15 or older with mobile phone service who answered the question on complaints	(n=2727)
	Main reasons for complaint	
	Billing errors	27.8
	Rates	21.9
	Equipment failure	16.6
	Technical problems (voicemail or messages not sent)	15.2
	Basis: Individuals aged 15 or older with mobile phone service who made a complaint	(n=99)
Fixed telephone service	**Complaint rate**	**6.7**
	Basis: Households with fixed telephone service that answered the question on complaints	(n=1987)
	Main reasons for complaint	
	Equipment failure	31.6
	Network failure or interference during calls	23.4
	Billing errors	22.7
	Rates	13.3
	Basis: Households with fixed telephone service that made a complaint.	(n=134)
Internet access service	**Complaint rate**	**9.1**
	Basis: Households with Internet access service that answered the question on complaints	(n=1626)
	Main reasons for complaint	
	System errors or connectivity failures	58.5
	Slow Internet access	31.0
	Billing errors	17.9
	Basis: Households with Internet access service that made a complaint	(n=148)
Pay-TV service	**Complaint rate**	**6.4**
	Basis: Households with Pay-TV service that answered the question on complaints	(n=1508)
	Main reasons for complaint	
	Poor quality of service/Didn't work/Breakdown	48.6
	No signal/Interruption of signal	42.6
	Basis: Households with Pay-TV service that made a complaint	(n=97)

Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008 Unit: %

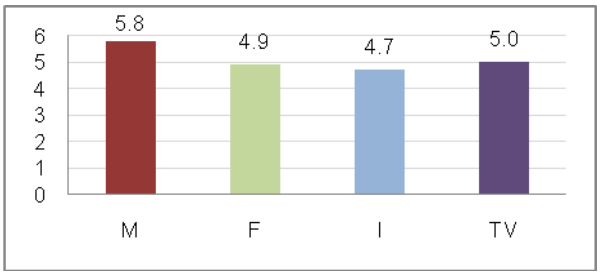
N.B. The questions concerning the main reasons behind complaints are multiple-choice. Only reasons with the highest number of sample cases are shown in this table.

Respondents who are **Internet access service** customers are those who said they are **less satisfied with the resolution of their complaints**. On a scale of 1 (very dissatisfied) to 10 (very satisfied), the **average level of satisfaction with the resolution of complaints made was 4.7.**

Fixed telephone service and **Pay-TV service** show **average levels of satisfaction with complaint resolution of 4.9 and 5.0, respectively**.

The average level of satisfaction with the resolution of complaints concerning mobile phone service is positive (5.8).

Figure 12 - Average satisfaction level with complaint resolution



Source: ICP-ANACOM, Consumer Survey on Electronic Communications, December 2008

Unit: Scale from 1 to 10

Basis:
- Mobile telephone service: Individuals aged 15 or older who have this service, made complaints and rated their level of satisfaction (n=99)
- Fixed telephone service: Households that have this service, made complaints and rated their level of satisfaction (n=130)
- Internet access service: Households that have this service, made complaints and rated their level of satisfaction (n=112)
- Pay-TV service: Households that have this service, made complaints and rated their level of satisfaction (n=95)

N.B. Rating scale used: 1 (very difficult) to 10 (very easy).

7 NOTES ON METHODOLOGY

The universe of the **CONSUMER SURVEY ON ELECTRONIC COMMUNICATIONS SERVICES** was defined as individuals aged 15 or older who are resident in mainland Portugal and the Autonomous Regions of Madeira and the Azores. The quota sampling method was used to select interviewees (sex, age, schooling and occupation). Households were selected in advance according to region and household size.

A descriptive chart is shown below listing specific aspects of the survey for each period.

	Associated company	Interview method	Data-gathering period	Sample size	Maximum margin of error	Electronic communication services
Dec. 2008	TNS-Euroteste	Face-to-face (CAPI)	05/11/2008 to 29/12/2008	3600 interviews (2040 – mainland Portugal; 780 – Azores; 780 – Madeira)	1.63 (Portugal) 2.17 (mainland) 3.50 (Autonomous Regions)	M, F, I, TV
Dec. 2007	GfK Metris	Telephone (CATI)	01/11/2007 to 17/12/2007	3504 interviews (1724 – mobile network; 1780 – fixed network)	1.66	M, F, I, TV
Dec. 2006	Marktest	Telephone (CATI)	09/11/2006 to 29/12/2006	2519 interviews (997 – mobile network; 1522 – fixed network)	1.95	M, F, TV

(1) Absolute margin of error or absolute precision (semi-amplitude of a confidence interval of 95% for a proportion). Specific breakdowns within each electronic communications service naturally result in greater errors. In the case of the December 2008 survey, the maximum margin of error is 2.2 for fixed telephone service, 1.9 for mobile telephone service, 2.4 for Internet access service and 2.5 for Pay-TV service.

Results were redistributed for the universe of individuals and households by means of weighting factors. The weighting factor for individuals was created in order to ensure the socio-demographic structure of the Portuguese population aged 15 or older living in private housing in Portugal. The weighting factor for households was created to ensure the socio-demographic structure of all Portuguese homes. This process was based on the 2001 Census conducted by Statistics Portugal (INE).

Results for mobile telephone service were obtained by applying the weighting factor for individuals. Most results concerning fixed telephone, Internet access and Pay-TV services were derived from the application of the household weighting factor, except for instances in which the survey respondent provided a direct opinion or personal experience, in which case the individual weighting factor was used.