

Brambleton Community Association Resident Survey

Wednesday, August 25, 2021

Verizon Bulk Video Services Review

1919

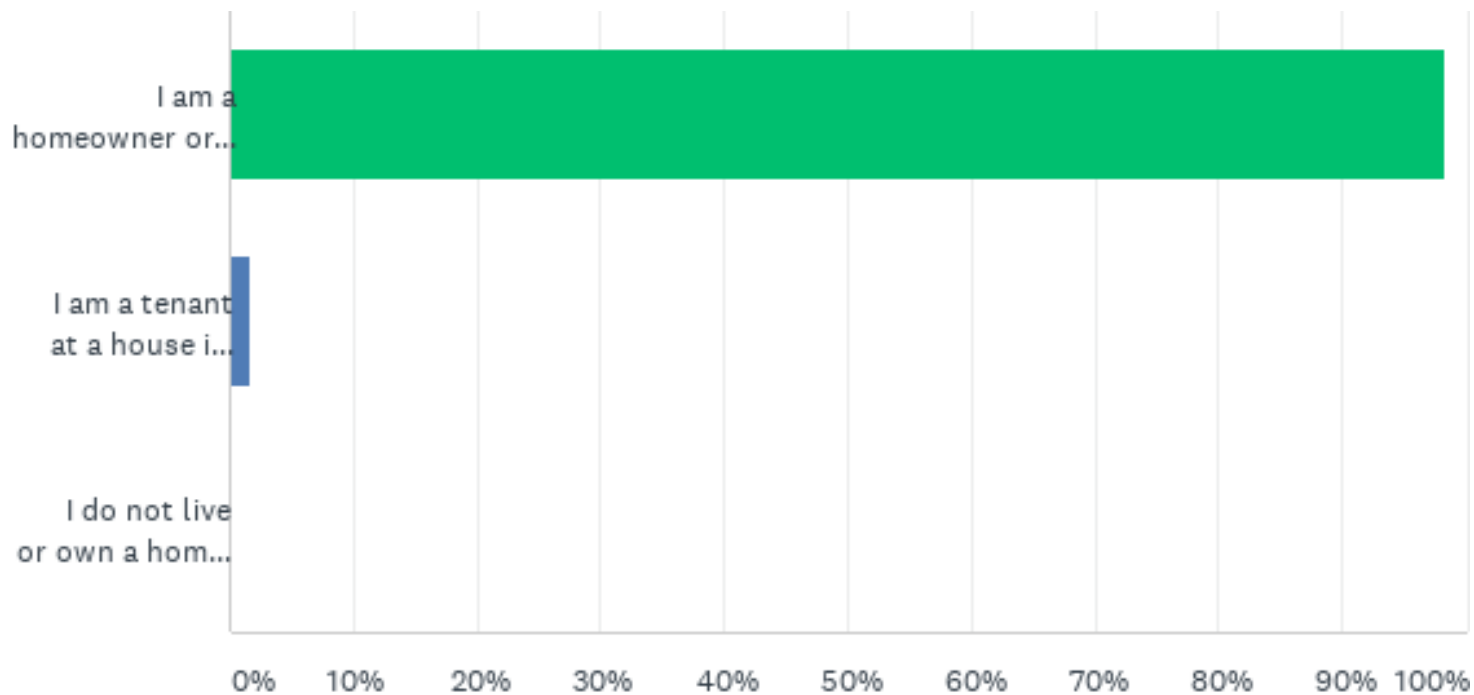
Total Responses

Date Created: Monday, July 19, 2021

Complete Responses: 1919

Q2: Which statement best describes you?

Answered: 1,919 Skipped: 0



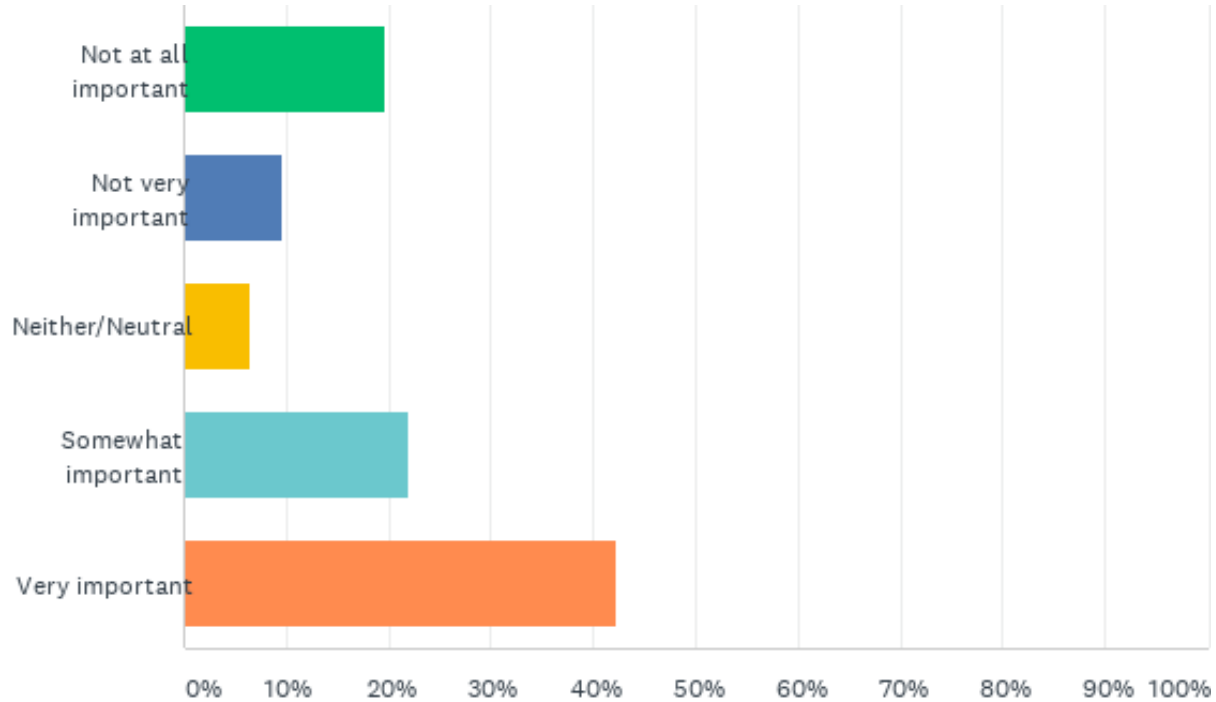
Q2: Which statement best describes you?

Answered: 1,919 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|---|-----------|--------------|
| I am a homeowner or family member of a homeowner in Brambleton. | 98.33% | 1,887 |
| I am a tenant at a house in Brambleton. | 1.67% | 32 |
| I do not live or own a home in Brambleton. | 0.00% | 0 |
| TOTAL | | 1,919 |

Q3: In general, how important is TV/Video to your household?

Answered: 1,919 Skipped: 0



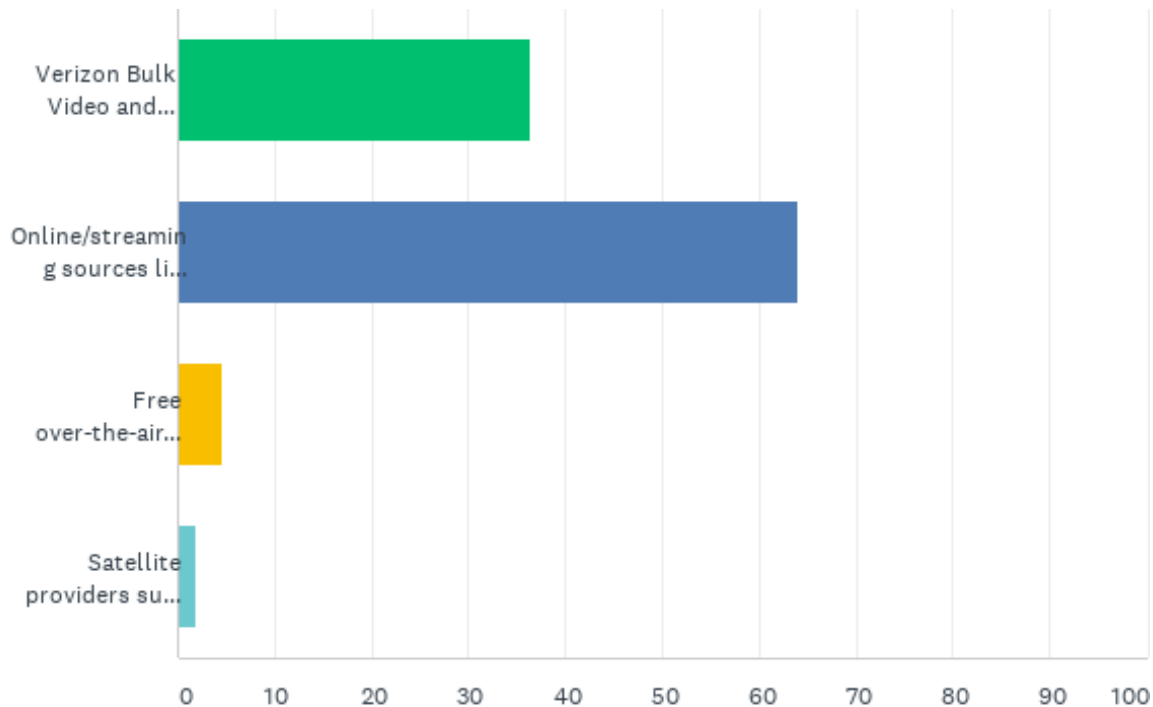
Q3: In general, how important is TV/Video to your household?

Answered: 1,919 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|----------------------|-----------|-------|
| Not at all important | 19.65% | 377 |
| Not very important | 9.59% | 184 |
| Neither/Neutral | 6.41% | 123 |
| Somewhat important | 22.04% | 423 |
| Very important | 42.31% | 812 |
| TOTAL | | 1,919 |

Q4: Estimated percentage (%) of your video or television viewing is from the following sources (percentages must equal 100):

Answered: 1,872 Skipped: 47



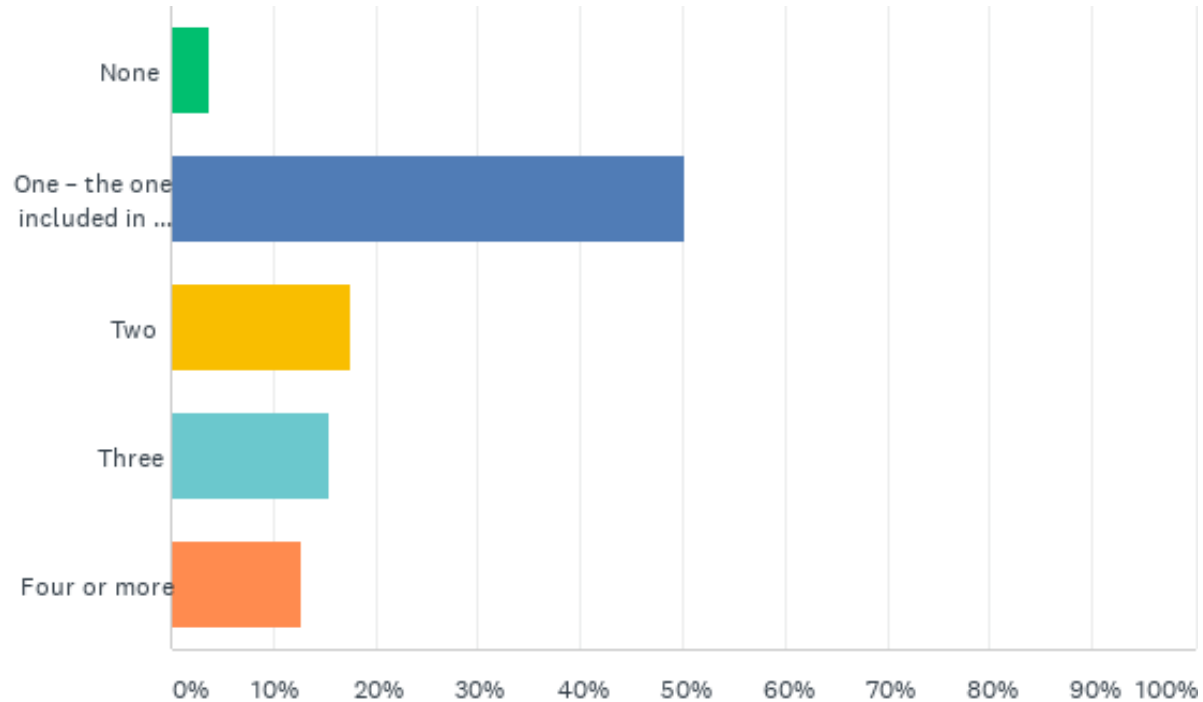
Q4: Estimated percentage (%) of your video or television viewing is from the following sources (percentages must equal 100):

Answered: 1,872 Skipped: 47

| ANSWER CHOICES | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|--|----------------|--------------|-----------|
| Verizon Bulk Video and On-Demand Content | 36 | 63,877 | 1,755 |
| Online/streaming sources like Netflix, Hulu, or Amazon Prime | 64 | 117,003 | 1,827 |
| Free over-the-air broadcast services using TV antennas | 5 | 4,627 | 991 |
| Satellite providers such as Dish TV or Direct TV | 2 | 1,693 | 947 |
| Total Respondents: 1,872 | | | |

Q5: How many total Verizon set top boxes (STB) are in your home?

Answered: 1,919 Skipped: 0



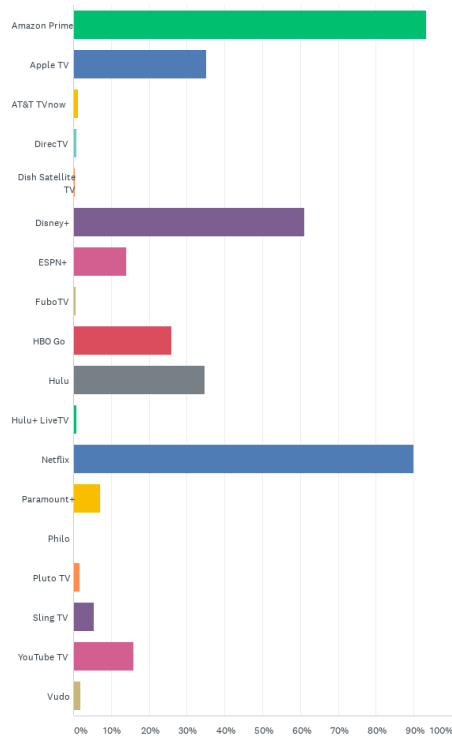
Q5: How many total Verizon set top boxes (STB) are in your home?

Answered: 1,919 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|---|-----------|--------------|
| None | 3.86% | 74 |
| One – the one included in the HOA package | 50.18% | 963 |
| Two | 17.56% | 337 |
| Three | 15.58% | 299 |
| Four or more | 12.82% | 246 |
| TOTAL | | 1,919 |

Q6: My household currently subscribes or uses the following satellite, Live TV streaming, and on-demand streaming services (Check all that apply):

Answered: 1,839 Skipped: 80



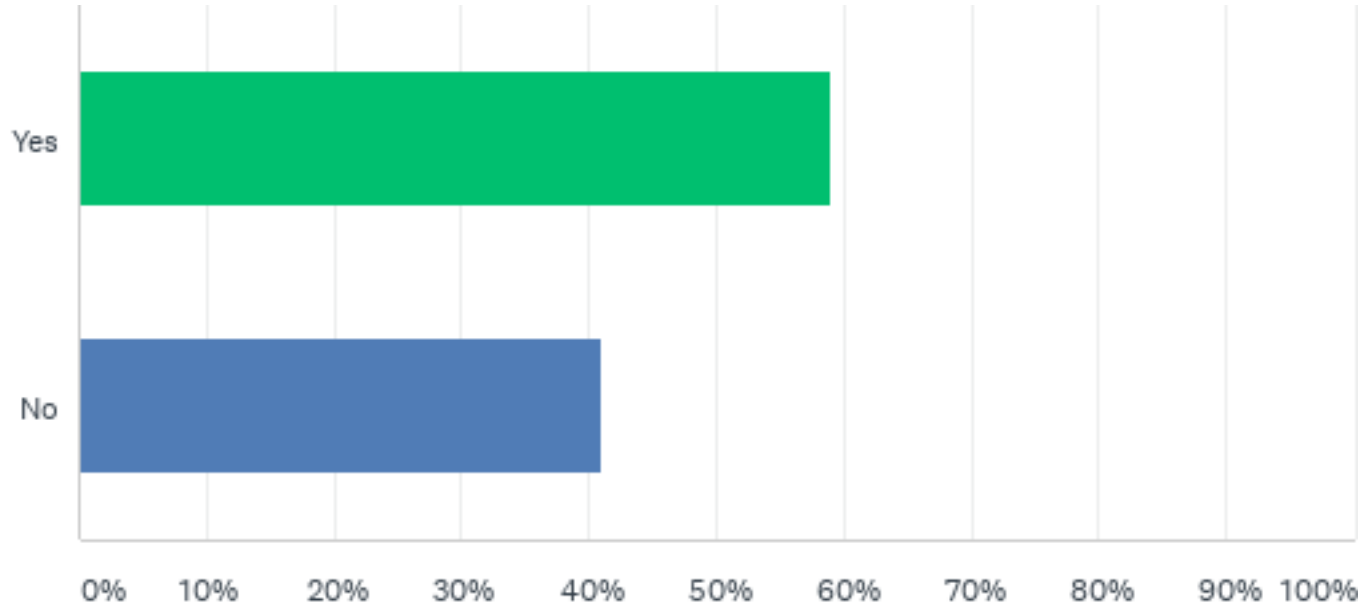
Q6: My household currently subscribes or uses the following satellite, Live TV streaming, and on-demand streaming services (Check all that apply):

Answered: 1,839 Skipped: 80

| ANSWER CHOICES | RESPONSES | |
|--------------------------|-----------|-------|
| Amazon Prime | 93.31% | 1,716 |
| Apple TV | 35.13% | 646 |
| AT&T TVnow | 1.20% | 22 |
| DirecTV | 0.82% | 15 |
| Dish Satellite TV | 0.38% | 7 |
| Disney+ | 61.17% | 1,125 |
| ESPN+ | 13.92% | 256 |
| FuboTV | 0.60% | 11 |
| HBO Go | 25.99% | 478 |
| Hulu | 34.64% | 637 |
| Hulu+ LiveTV | 0.87% | 16 |
| Netflix | 89.99% | 1,655 |
| Paramount+ | 7.07% | 130 |
| Philo | 0.00% | 0 |
| Pluto TV | 1.63% | 30 |
| Sling TV | 5.38% | 99 |
| YouTube TV | 15.82% | 291 |
| Vudo | 1.85% | 34 |
| Total Respondents: 1,839 | | |

Q7: Your current monthly HOA assessment provides for Verizon Fios TV to every Brambleton home. The monthly cost for all homes is \$40.99 and includes 300+ channels, one HD set top box, and DVR service. Do you consider this a good value that the Brambleton Community Association should continue providing TV services through Verizon Bulk Video Services to all residents?

Answered: 1,919 Skipped: 0



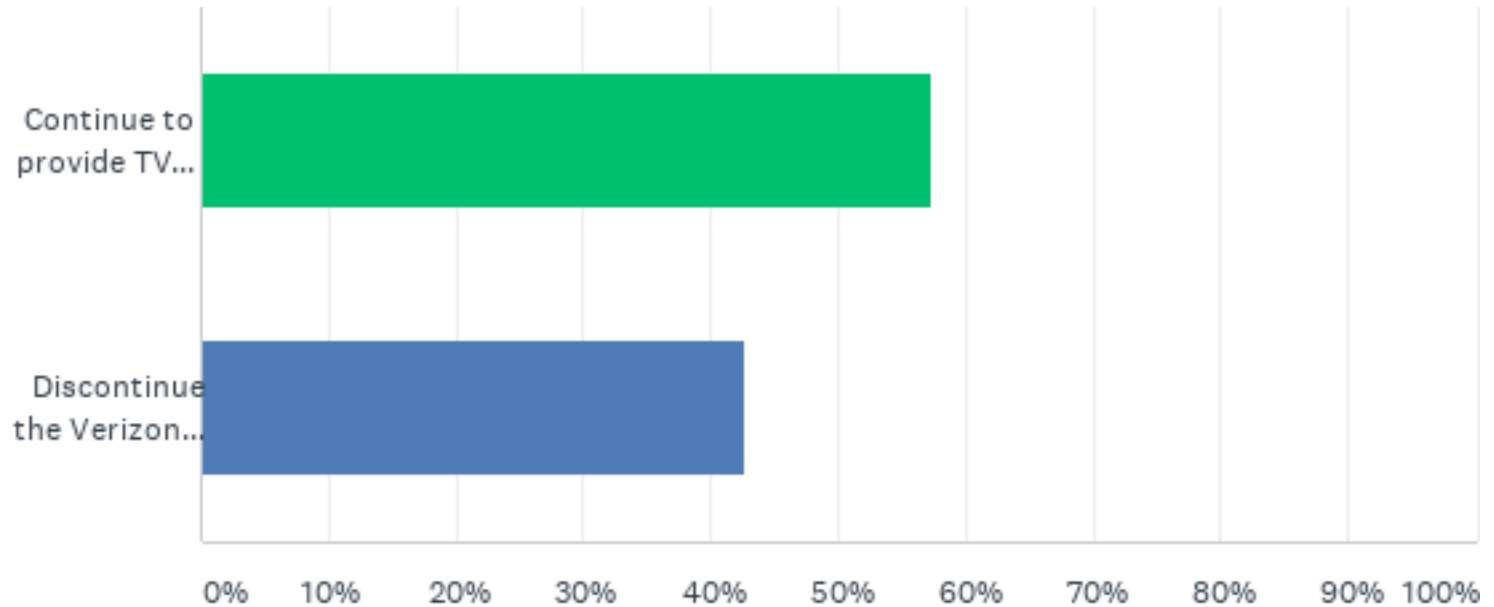
Q7: Your current monthly HOA assessment provides for Verizon Fios TV to every Brambleton home. The monthly cost for all homes is \$40.99 and includes 300+ channels, one HD set top box, and DVR service. Do you consider this a good value that the Brambleton Community Association should continue providing TV services through Verizon Bulk Video Services to all residents?

Answered: 1,919 Skipped: 0

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 59.09% | 1,134 |
| No | 40.91% | 785 |
| TOTAL | 1,919 | |

Q8: Which of the following statements best represents the opinion of your household?

Answered: 1,919 Skipped: 0



Q8: Which of the following statements best represents the opinion of your household?

Answered: 1,919 Skipped: 0

| ANSWER CHOICES | RESPONSES |
|--|-----------------|
| Continue to provide TV service to all residents through the current 5-year Verizon/BCA agreement, which will expire by the end of 2024. | 57.43% 1,102 |
| Discontinue the Verizon Bulk Video Services portion of the Verizon/BCA agreement in 2022 and give residents the ability to choose their desired Verizon, satellite, or streaming services of their choice at market rates. Please note that the HOA assessment fees may decrease by terminating the Verizon Bulk Video Service, however, residents will incur a higher cost at market rate to subscribe to the same level of Verizon Video Services. | 42.57% 817 |
| TOTAL | 1,919 |