
2022 Landfall COA Internet Survey



October 2022

Executive Summary

SURVEY OVERVIEW

Thank you for taking the time to complete our 2022 Landfall Council of Associations (COA) Internet Service Survey that closed on August 25, 2022. In total, 857 surveys were completed, representing 837 different households or approximately 44% of the 1,884 homeowners.

The intent of this survey was to gauge owner interest in a potential “Fiber to the Home” project. The survey results will provide the Landfall COA Board of Directors with key information in determining next steps and due diligence that may be required related to the establishment of internet/telecom provider easements, access being granted, and the possible preparation of a Request for Proposals (RFP) to ensure we explore all available options of fiber service to our owners.

From the survey, the following information was obtained:

When the 854 respondents were asked who their current internet provider was, 97.9% of the responses indicated that Spectrum was their current provider. AT&T and several other providers including Focus Broadband, Metro PCS, Starlink, and Ninja made up approximately 1.8% of the providers, while .3% of the responders do not have internet.

Of the 849 respondents, the largest percentage, 53%, responded that they were Somewhat Satisfied with their current service, while 6.5% reported that they were Extremely Satisfied, 25.3% were Very Satisfied, and 15.2% were Not Satisfied.

Of the total 857 respondents, we had 844 respond to the question, *“Do you feel your current provider is providing you quality service on a dependable network?”* 64.8% stated “Yes”, while 35.2% stated “No”.

Almost 64% of the respondents stated that they “Were Not” paying a fair price for the service being received related to internet and its quality, while 36% stated that they “Were”.

When asked if they would be willing to consider signing a two-year, up-front contract with a new provider offering “Fiber to the Home” for approximately \$75-\$150 per month, 55% of the respondents answered “Yes”, while 45% answered “No”.

Of the 779 respondents who answered the question related to signing a two-year contract and paying two years in advance at signing, approximately 29.8% answered “Yes”, while 70.2% answered “No”.

The survey reported that the most important services to our respondents, in order of importance, were Cable TV Service followed by Mobile (Cell) Service, Home Phone Service, and Home Security.

When asked if they would be in favor of the Landfall COA establishing the legal easements and providing the access required to install a new fiber infrastructure, of the 822 who answered this question, approximately 73% answered “Yes”, while 27% answered “No”.

SURVEY Comments/Quotes

A total of 396 comments were received as a part of the survey with approximately 35% of the comments either “For” or “Against” the “Fiber to the Home” project. The other 65% of the comments included responses related to the overall cost of the project, the potential internet provider’s financial viability, as well as general comments about the Landfall community overall. Of the total comments received related to being “For” or “Against” the project, of that 35%, approximately 58% were in favor of the project, while 42% were against the project.

Based on the information gathered through this survey, we would like to share some of our owners’ positive and negative comments about the “Fiber to the Home” project. A sampling of these comments are as follows:

Quotes/Comments received in favor of the internet “Fiber to the Home” Project

- *“I would love to see fiber to the home.”*
- *“Need to get with the times.”*
- *“Bring it on.”*
- *“The world is going digital and fiber will eventually be required.”*
- *“Having fiber is a MUST in a high end community like ours. It is “par” virtually everywhere else! The absence of fiber is a net negative for Landfall.”*

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- *"Can't happen soon enough."*

Quotes/Comments received not in favor of the internet "Fiber to the Home" Project

- *"Very satisfactory speed and service exist already, so nothing needs fixing or improving."*
- *"Not at all interested in "fiber to the home project."*
- *"If it's not broke, don't fix it."*
- *"Do not start digging up the neighborhood. This will damage all of the existing infrastructure."*
- *"I don't think we need another service."*
- *"Absolutely opposed to this project."*

At its' September 27, 2022, Board meeting, the Landfall Council of Associations Board of Directors reviewed and thoroughly discussed all of the pertinent information and issues related to this proposed "fiber to the home" project including the easements and access being established, the cost of the potential service, other fiber providers for consideration, as well as the results of the survey provided by the community. The decision was made to share the overview of the survey results with potential fiber providers and gauge the interest of these providers in installing a "fiber to the home" infrastructure in Landfall given these results. We will keep you updated as new developments and/or options become available.

We appreciate those of you that shared your thoughts and opinions by answering the Landfall Internet Service Survey with the hope of providing helpful information to continue to improve our community, together.