



FACT SHEET: Verizon Study of MDU Residents

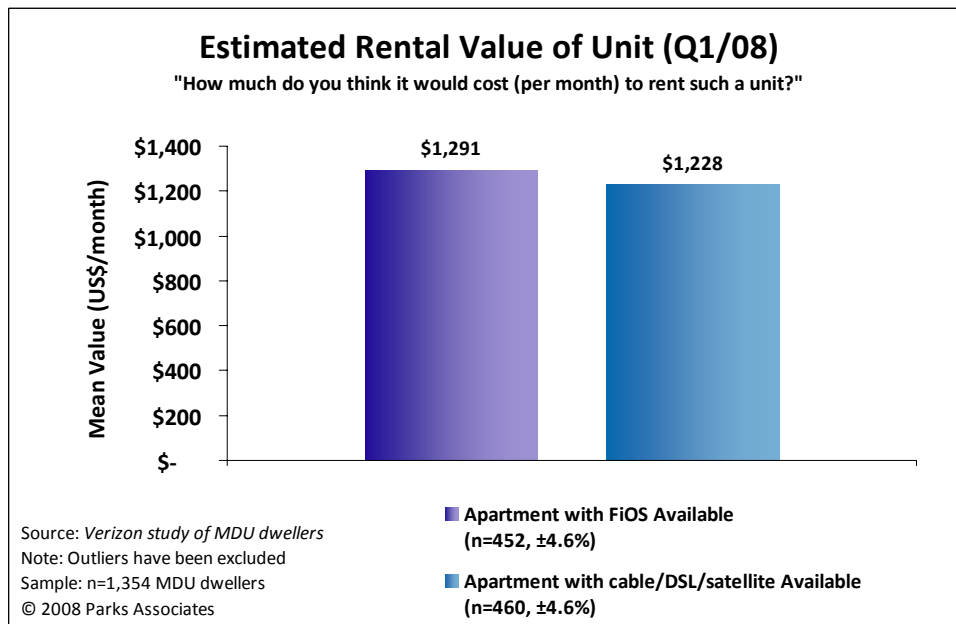
Methodology

Consumer survey data in this presentation is drawn from an online survey conducted by Parks Associates. The survey fielded between February 1st – February 20th, 2008 to 1,354 MDU dwellers, age 18 and over, each with an equal or greater share in the home's decision making process (i.e. head-of-household). All qualified respondents have Internet service at home. Results exclude the analysis of open-ended questions on the value of services and MDUs by outliers who made unrealistic estimates.

Findings

The availability of fiber optic TV & Internet services adds incremental rental value to MDUs.

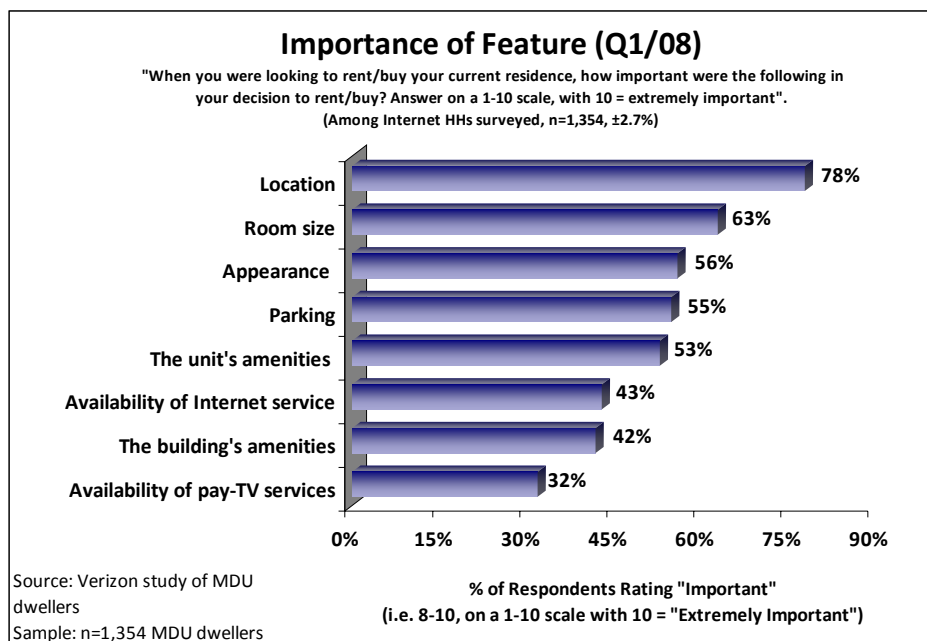
- ▶ When presented with a hypothetical MDU unit, respondents estimated its rental value to be 5% higher if it offered Verizon FiOS service vs. DSL/satellite/cable services.
- ▶ MDU units with Verizon FiOS service are rated at a premium in all cities surveyed.





When choosing an MDU to rent/purchase, the Internet and pay-TV options are important factors for a large number of people.

- ▶ 43% of respondents said Internet service is important; 32% said pay-TV service is important. At the same time, these factors are less important than attributes such as location, size, appearance, etc.
- ▶ Access to fiber-optic TV & Internet services is important to roughly half of existing FiOS subscribers.



Few sellers/leasers promote Internet & pay TV options as a reason to purchase/rent an MDU.

- ▶ Just 18% of MDU dwellers said Internet options were promoted to them; only 15% said pay-TV options were promoted.

MDU dwellers using Verizon are more likely to recommend services to friends and colleagues than are those using services from other companies.

- ▶ Verizon and AT&T receive a higher net promoter score than any of the other Internet service providers covered in the survey. Verizon likewise receives a higher net promoter score than any of the other pay-TV providers covered in the survey.