



Sentiment Breakdown

1. Negative Sentiment — ~55–60%

The majority of comments expressed dissatisfaction, concern, or frustration.
Most common negative themes:

• **DISH reliability problems**

Frequent complaints about:

- Weak signals
- Outages
- Fragmented channels
- Aging infrastructure
- Poor picture on certain channels
- Channel guide limitations

• **Cost fairness concerns**

- Seasonal residents don't want to pay year-round
- Canadians cannot access relevant content
- Many already use personal streaming services and resent paying for park-wide TV

• **Internet concerns**

- Current VO internet unreliable
- Fear of being forced to buy internet for DirecTV streaming

• **Distrust of DirecTV**

- Past bad experiences
- Dislike of the company
- Concern about recurring price increases

• **Desire to eliminate park-wide TV entirely**

Many said:

“Let everyone choose their own and lower HOA fees.”

2. Neutral / Mixed Sentiment — ~25–30%

Comments that expressed **uncertainty**, **request for more details**, or **balanced pros/cons**.

Typical neutral themes:

- **“I need more information.”**

Many residents want clearer details on:

- DirecTV bulk pricing
- Internet requirements
- Equipment needs
- Seasonal suspension options

- **“Torn between DISH and DirecTV”**

Some see advantages on both sides.

- **“Keep DISH for now, but explore other options.”**

A gradual transition or 2-year extension was a common compromise suggestion.

- **Concern for older or tech-challenged residents**

These comments were neither for nor against a particular service—just concerned about community impact.

3. Positive Sentiment — ~15–20%

Positive sentiment was present but much less frequent.

Most positive comments praised either DISH or DirecTV, but rarely both.

Positive toward DISH

- Works well for them individually
- Affordable / good value
- Reliable in their part of the park
- They appreciate on-site DISH technicians
- Comfortable with how it works
- Easy for older or part-time residents

Positive toward DirecTV streaming

- Better technology / DVR / portability
- Excellent bulk pricing
- More channels
- Modern, future-oriented solution
- Works well at their homes elsewhere

Positive toward the Board / process

Several thanked the Board for:

- Research
- Presentations
- Outreach
- Asking for input

Overall Sentiment Conclusion

- **Majority Negative:** Main driver is dissatisfaction with DISH reliability and concerns about HOA fees or future costs.
 - **Strong Minority Positive:** Many individuals are satisfied with DISH, and a smaller group is enthusiastic about DirecTV.
 - **Large Neutral Middle:** A significant portion wants more information before deciding.
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