

Survey suggests that biggest group of customers signing up for Blockbuster Total Access are existing Blockbuster customers. Blockbuster stores helping 4-5 people sign up for Total Access per day (see Survey #3).

June 19, 2007

Company Name Blockbuster Inc.

Industry Video/Music Stores

Stock Data

Ticker	BBI
Last Trade	\$4.57
Market Cap (\$MM)	878
52-Week Low	\$3.51
52-Week High	\$7.30
Avg Daily Volume (MM)	2.0
Shares Outstanding (MM)	192.0

Survey Information

Number of Respondents	361
Survey Date	June-07

Survey Highlights

50% of Blockbuster stores report being busier since Total Access launched
43% say traffic is the same. 4% report slower traffic (see Survey #2)

The average Blockbuster customer watches 1.8 movies per month
This compares with the average Netflix subscriber who watches 3.5 movies per month (see Survey #5)

Roughly 50% of Blockbuster store reps in Denver and Pittsburgh were aware of Comcast day and date VOD movie launch services in their market (see Survey #4)

45% of Blockbuster reps in Denver / Pittsburgh believe that VOD services are hurting business in their stores (see Survey #4)

Consumer video usage survey reveals that most consumers use multiple video services including an off-line and on-line option in combination. (see Survey #5)

Survey Methodology

The Channel Checkers called 361 stores around the country and asked the following questions:

Survey #1 - Netflix/Total Access Competition surveying Blockbuster stores in US (91 responses)

Does Blockbuster Total Access Help Me as A Customer?
Are a lot of People Switching to Total Access from Netflix?
How Many People Switch a Week?
Do I need to come to the store anymore once I have Total Access?

Survey # 2 - Netflix/Total Access Competition surveying Blockbuster stores in US (118 responses)

Drop Off Total Access Movies?
Store Busier Since Total Access Started
Run Out of Movies Faster Since Total Access Started?

Survey #3 - Netflix/Total Access Competition surveying Blockbuster stores in US (101 responses)

Are Blockbuster Customers Automatically Switched to Total Access?
Special Deals for Netflix Customers to Switch?
How Many People do you help switch per week?
Who is switching to Total Access?

Survey #4 - VOD Survey - Focus on Pittsburgh and Denver markets (51 responses)

Did you know Comcast was Offering Date and Day Movie Launches?
Is Cable VOD Hurting Business?

Survey # 5 - Consumer video usage survey. (250 responses)

Summary for Survey #1 - Netflix/Total Access Competition surveying Blockbuster stores in US (91 responses)

Geography (Stores Surveyed)	Answer	How Many People Switch a Week? (from Netflix to Total Access)	%
US (91)	11	17	19%
	10	4	4%
	9	2	2%
	8	3	3%
	7	4	4%
	6	10	11%
	5	7	8%
	4	12	13%
	3	13	14%
	2	13	14%
	1	6	7%
	Average	5.6	
	Median	5.0	



Summary for Survey # 2 - Netflix/Total Access Competition surveying Blockbuster stores in US (118 responses)

Geography (Stores Surveyed)	Answer	Store Busier Since Total Access Started		Run Out of Movies Faster Since Total Access Started?	
			%		%
US (118)	"Yes"	60	51%	46	39%
	"No"	6	5%	70	59%
	"Same"	52	44%	0	0%
	"NA"	0	0%	2	2%



Summary for Survey #3 - Netflix/Total Access Competition surveying Blockbuster stores in US (101 responses)

Geography (Stores Surveyed)	Answer	Special Deals for Netflix Customers to Switch?		How Many People do you help switch per week?	
			%		%
US (101)	"Yes"	37	37%		
	"No"	64	63%		
	11			23	23%
	10			2	2%
	9			1	1%
	8			3	3%
	7			1	1%
	6			5	5%
	5			14	14%
	4			13	13%
	3			16	16%
	2			13	13%
	1			10	10%
	Average			5.4	
	Median			4.0	



Summary for Survey #4 - VOD Survey - Focus on Pittsburgh and Denver markets (51 responses)

Geography (Stores Surveyed)	Answer	Did you know Comcast was Offering Date and Day Movie Launches?		Is Cable VOD Hurting Business?	
			%		%
Denver (42)	"Yes"	23	55%	20	48%
	"No"	19	45%	22	52%
Pittsburgh (9)	"Yes"	4	44%	3	33%
	"No"	5	56%	6	67%
Total (51)	"Yes"	27	53%	23	45%
	"No"	24	47%	28	55%

Summary for Survey # 5 - Consumer video usage survey. (250 responses)

Name of Chain	Number of Respondents	Average of How Many Movies Do You Rent a Month
Blockbuster Store	100	1.8
Blockbuster Total Access Online	4	1.0
Netflix	65	3.5
Cable VOD	20	1.3
Hollywood Video	12	1.8
Local Video	31	1.1
Movie Gallery	5	1.0
Other	13	1.0
Total	250	2.0

Appendix to Survey #1 - Netflix/Total Access Competition surveying Blockbuster stores in US (91 response)

Does Blockbuster Total Access Help Me as A Customer?	Are a lot of People Switching to Total Access from Netflix?	How Many People Switch a Week?	Do I need to come to the store anymore once I have Total Access?	Store Phone Number	City	State
You will not get any special treatment, just coupons.	Yes	11	No, You do not have to come to the store if you do not want to. You can just mail the movies back in or you can drop them off at this store	651-730-0425	Oakdale	MN
Yes. You get way more movies for a lot less money.	Yes	11	You don't have to. It's a better deal if you do. Lots of deals and coupon offers available.	412-621-7888	Pittsburgh	PA
Yes, you can rent even more movies than before.	Yes	11	No you don't have to, but it benefits you in that you can check in your online DVD's faster and exchange them for more DVD's in the store.	212-888-0534	New York	NY
Yes, Total Access allows you to rent movies online, much like Netflix.	Yes	11	Yes. You can chose to come in to instantly exchange titles, you never have to wait for a title!	212-725-0202	New York City	NY
Yes, it would help customers a lot	Yes	11	Not necessarily since it is web based	(650) 755-6292	Daly City	CA
Yes it sure does. Total Access lets you return your movies by mail or here in to the store, we'll give you a free in-store rental. You just have more options with Total Access. It really is the best movie plan out there.	Yes	11	You can if you want, but you don't need to. Just drop them in the mail when done watching and your next movie will be sent automatically. But if you want you can also bring it back here to the store, we'll give you a free in-store rental.	(310) 659-8366	West Hollywood	CA
Yes - you get more, for less money)	Yes	11	Yes, for movies you want right away	(702) 837-5671	Las Vegas	NV
Yes	Yes	11	No..They deliver movies by mail	(606) 324-1340	Ashland	KY
Yes	Yes	11	No, option to mail videos back to store	312-337-2660	Chicago	IL
Yes	Yes	11	Not necessarily, but some people prefer to return their DVDs to the store in exchange for new ones because it is faster to get a new movie. There's no additional charge for this feature of returning a a store vs. mailing it back in the prepaid envelope.	(703) 548-8227	Arlington	VA
Yes	Yes	11	You will if you want to exchange your movies more quickly.	(205) 822-1110	Birmingham	AL
Yes	Yes	11	No, because you can sign up online	(818) 348-7196	Canoga Park	CA
Yes	Yes	11	No	(215) 362-7144	Lansdale, PA	PA
yes	Yes	11	no,i get it at home	(718) 966-5208	Staten Island	NY
Yes	Yes	11	Not necessarily.	(619) 291-3210	San Diego	CA
yes	Yes	11	no	(425) 881-1000	Redmond	WA
No, not necessarily.	Yes	11	No, unless you need to talk to a representative in person.	(650) 548-1701	Burlingame	CA
Yes	Yes	10	No, It gives you the freedom of accessing the videos from your home	(212) 420-8186	New York	NY
Yes	No	10	Not really because you can just get movies off the internet	(212) 677-8859	New York	NY
yes	No	10	no	772-978-1178	Vero Beach	FL
Yes	Yes	10	Well, yes, you can return the movies you got for others	698-786-4198	New York	NY
yes	No	9	if you want to pick up new rentals or drop your movies off	(504) 738-2988	River Ridge	LA
Yes	Yes	9	Don't have to come to the store but it's quicker to exchange movies by coming to the store	803-776-0668	Columbia	SC
Yes, because every movie that is sent in the mail can be returned to the Blockbuster store for a free movie, plus your next requested online movie gets mailed to you	Yes	8	Well, if you do you end up with MORE movies than just online. I can also give you a promo code that gives you two weeks free trial of Total Access and a free rental right away at the store.	(607) 753-1399	Cortland	NY
yes	Yes	8	no you can come to the store or just send them back without leaving your house	215-464-5700	Philadelphia	PA
Yes	Yes	8	It's all depends on customer.If you don't want to spend time in shipping the movies.He can come to store & pick the movies.	732-493-8927	Oakhurst	NJ
Yes. You get to rent movies online and drop them off in the mail when finished.	No	7	If I am done with a movie and I am waiting for my next selection to arrive, I can exchange the movie for a new one at the store while I am waiting.	(314) 741-8422	Saint Louis	MO
Yes. You can return movies either in store or through the postal mail.	Yes	7	No. Only if you want to return a movie and pick up a different one.	701-795-4070	Grand Forks	ND
Yes	Yes	7	no..Yet to know	866-692-2789	New York	NY
yes	Yes	7	just if you want to do in store exchange	(402) 345-7085	omaha	NE
Yes, once you receive your movies and watch them you can return them to the store and pick out another one. Quick and easy.	Yes	6	If you want to get another movie quickly then yes.	879-4545	Fairborn	OH
Yes, it has many benefits that you would not receive otherwise.	Yes	6	Yes, you can return your movies at our location and pick out other movies you want to view.	317-846-1124	Carmel	IN
Yes very much.	Yes	6	Not necessarily, but still every online rental can be returned to a local store and can be redeemed for a free in-store rental within that same visit.	(520)421-1900	Arizona City	AZ
yes i have tested it .	Yes	6	no, because i can get the movies online.	(352) 686-7784	Miami-Dade County	FL
Yes	Yes	6	No	(408) 720-0445	Saratoga	CA
yes	Yes	6	yes; if you want to exchange a delivered movie for an in-store rental	(770) 979-2300	Lawrenceville	GA
Yes	No	6	No. But if you do return to the store, the video you had rented online, you will get a free rental coupon.	(713) 528-3724	Houston	TX
no	No	6	no	303-722-1144	Denver	CO
More flexibility, No Late Fee	Yes	6	Not Really. You can always come to the store to return the DVD, or mail it back.	(770) 343-6544	Alpharetta	GA
"Sure!". You get twice the movies for free by bringing in the envelopes. It's like free rental every month, plus a coupon.	Yes	6	No, you don't need to come to the store, but if you want to get your free movie you do, plus the coupon.	386-304-7273	South Daytona	FL
Yes, you have more rental option:	No	5	No, everything can be done through the mail if you would like to get more videos without mailing them in	(412) 854-0424	Pittsburgh	PA
yes	Yes	5	no, you will have total access online	(757) 486-5900	virginia beach	VA
Yes	Yes	5	no, the movies get shipped to your house and you can send them back in the mail.	(510) 732-6923	Hayward	CA
Yes	Yes	5	No, the movies get shipped to your house and you can send them back in the mail.	(718) 386-6046	Ridgewood	NY
yes	Yes	5	no, dvds will be mailed to you and you can return movie by mail	(949) 975-1221	Irvine	CA
yes	Yes	5	NO, BECAUSE ONLINE SUBSCRIBERS CAN EXCHANGE DVDS THRU MAIL OR FOR FREE IN-STORE MOVIE RENTALS. ITS ONLINE.	(770) 3919145	Atlanta	GA
yes	Yes	5	No	(08)-343-7398	Hackettstown	NJ
yes.	No	4	no. you can return movies without exchanging in store if you'd like.	(309) 676-8220	Peoria	IL
Yes, it is more convenient, but you can still come into the store.	No	4	No, you can do everything online.	505-989-7722	Santa Fe	NM

Appendix to Survey #1 - Netflix/Total Access Competition surveying Blockbuster stores in US (91 response)

Does Blockbuster Total Access Help Me as A Customer?	Are a lot of People Switching to Total Access from Netflix?	How Many People Switch a Week?	Do I need to come to the store anymore once I have Total Access?	Store Phone Number	City	State
Yes, it always a greater freedom to choose movies previously in a guide, and then have the movies sent in that order to your house. Not to mention that our store works closely with the Online service.	Yes	4	Definetly; you can trade in your blockbuster online rentals for any movie in the store, plus the account provides a free in-store game or movie coupon to try out.	(619) 287-7287	San Diego	CA
Yes sure it does	Yes	4	No you dont have to because Total Access lets you rent online with the flexibility of exchange movies in-store,so you never ahve to wait for a movie	415.255.0600	San Francisco	CA
yes	Yes	4	Only if Total Access doesn't hve what I want	(973) 366-0678	Rockaway	NJ
Yes	Yes	4	No. Because even if you want to return your online DVD, you just have to drop in a mail.	(617) 561-6053	Boston	MA
Yes	Yes	4	Yes, only in case you want to directly return the dvd.	(617) 578-9899	Boston	MA
Yes	Yes	4	Yes, only in case you want to directly return the dvd.	(617) 578-9899	Boston	MA
yes	Yes	4	no because i can do everything onlin	775-423-9680	Fallon	NV
Well, if you rent a lot it will	Yes	4	No, but you can.	616-393-5955	Holland	MI
It gives you the option of doing things by mail, and going without late fees on those movies rented via mail.	Yes	4	We hope you would have additional reasons to come into the store, since you can return movies rented mail or instore, and we might have films the online is out of.	713-661-5572	Houston	TX
"Absolutely. You get your choice now, and don't have to wait for the mail."	Yes	4	"Not really, but maybe you want to see the movies available, or sometimes a movie you didn't want looks interesting."	(202) 232-2682	Washington	DC
You will have the flexibility of either receiving & returning movies by mail or coming into the store to do either -- it provides more flexibility and options.	No	3	You don't need to -- you can mail your movies back to Blockbuster -- but you can get an in-store rental by bringing in your mailed envelopes for drop off.	(724) 836-3540	Greensburg	PA
yes, you don't have to go out toget the movies, but you have to sign up for it online	Yes	3	only if you want to return something there	609-261-5970	Mount Holly	NJ
Yes, offers me a wider variety of options	No	3	No, I can do it at blockbuster.cor	(352) 684-3826	Brooksville	FL
Yes	No	3	yes, to return movies if you like	770-9080	anchorage	AK
Yes	Yes	3	No.You can access movies online	(478) 784-0881	Macon	GA
yes	Yes	3	only if you want to get a movie right away	303.691.9811	Denver	CO
Yes	Yes	3	No	(405) 360-7600	Norman	OK
Yes	Yes	3	You don't need to but you will want to trade DVD's in faster.	815-725-9150	Crest Hill	IL
Sure, you can go to any blockbuster to get movies instead of waiting to get them in the mail	Yes	3	take advantage of getting movies from the brick and mortar location	(610) 399-8533	West Chester	PA
Not really	No	3	You don't need to, but it's the sell point of Total Access	734-747-6220	Ann Arbor	MI
It does if you like to be able to get DVDs by mail	Yes	3	You don't have to, but you can if you want to, you can either get the DVDs by mail and return them by mail, or you can get them by mail and return them at the store, you can also rent at the store if you want.	541-734-4855	Medford	OR
It depends on how I use the Total Access.	Yes	3	No. You can order the movies online and send them back. No need to come in.	801-737-2425	Ogden	UT
doesn't help or hurt	Yes	3	I would recommend it, that way U know the videos get returned with no problems	509-465-1869	Spokane	WA
Yes, you get movies online and instore. You can even return the rentals in store.	Yes	2	not necessary. You can return the rentals by mail.	(650) 596-9184	Belmont	CA
Yes, for convenience	Yes	2	No, you can return movies by mail	530-892-8162	Chico	CA
Yes, brings more value	No	2	no, its optional to return to the store	(815) 254-6638	Plainfield	IL
Yes	Yes	2	You don't have to, but you can	(212) 420-8186	New York	NY
yes	Yes	2	no,because i can return it by mail	503- 391-9307	Salem	OR
Yes	No	2	no but you can return the movies from the mail at the store	954-968-7030	Pompano Beach	FL
yes	Yes	2	I need not to come to the store	(847) 864-6215	Evanston	IL
The service rep said, "I think so, but that's my opinion"	Yes	2	Yes if you want to use store rental!	(425) 391-0100	Issaquah	WA
POSSIBLY	No	2	"No, because you can mail your movies back to us now"	(740) 653-3885	Lancaster	OH
It allows you to rent many more movies and it saves you money if you watch a lot of movies	Yes	2	NO.	704-983-1670	Albemarle	NC
Gives you choices whether you want to rent in store or at home	Yes	2	You can drop off movies you got in the mail at our stores and take out another one	(205) 758-6720	Tuscaloosa	AL
Definetly	Yes	2	you can if you want to get a movie right away, you can't do that with netflix	203 377 6979	Stratford	CT
Yes. Depending upon how many movies I get, it's cheaper per movie.	No	1	No, it's almost the same as Netflix BUT with the huge advantage of being able to return your just watched movie to any BB store & exchange it for a new one in lieu of waiting several days or a week to get a new movie through the mail.	(510) 794-3603	Fremont	CA
Yes, in that you can order movies online and return them to the Blockbuster store and check out a store rental while you're waiting for your next Total Access one (although store rates apply)	No	1	No. I can get movies by mail and send them back by mail.	732-776-6650	Neptune	NJ
yes -	Yes	1	Not unless you want to turn it in to the store. He said that actually Total Access and the Blockbuster store are separate and that he fields occasional calls/questions about Total Access, but most info is coming from the internet. In fact, I can only sign up for Total Access on the internet	914-779-4704	Eastchester	NY
Yes	Yes	1	No, you can do everything on line, butg if you come into the store you get free rentals there.	315-426-1481	Syracuse	NY
Yes	Yes	1	No, they do home delivery	(810) 742-7920	Flint	MI
Yes	No	1	No, excepting purchases of new releases, etc	(212) 677-8859	New York	NY
Yes	Yes	1	No, because I can order it online for my selections	775-423-9680	Fallon	NV

Appendix to Survey # 2 - Netflix/Total Access Competition surveying Blockbuster stores in US (118 responses)

Drop Off Total Access Movies?	Store Busier Since Total Access Started	Run Out of Movies Faster Since Total Access Started?	Run Out of Movies Faster Since Total Access Started? - The Channel Checkers Interpretation	Store Phone Number	City	State
yes	No	Yes	Yes	(937) 653-5422	Scioto Urbana	OH
yes	No	No	No	918-342-2864	Claremore	OK
yes, at this store the saleswoman said they're just as busy before Total Access because most of their Total Access customers WERE BLOCKBUSTER CUSTOMERS BEFORE THEY JOINED ANYWAY.	No	No, she said they have the same amount of stock and availability	No	914-723-0091	Scarsdale	NY
Yes.	No	No. She said they have no problems.	No	(201) 569-0772	Englewood	NJ
Yes	No	yes	yes	943-337-9510	kolkata	IN
Yes	No	NA	NA	(813) 909-4262	Land O' Lakes	FL
Yes - you must have envelope	Same	No	No	619-295-4245	San Diego	CA
yes	Same	No	No	(907) 770-9080	Anchorage	AK
yes	Same	Depends -- certain movies are backlogged but still getting lots of new ones all the time	No	(607) 753-1399	Cortland	NY
Yes	Same	No	No	954-968-7030	Pompano Beach	FL
Yes	Same	No noticeable difference	No	(352) 684-3826	Brooksville	FL
YES.	Same	No, there are lots of movies available all the time	No	(702) 897-1030	Las Vegas	NV
yes	Same	Yes	Yes	509-465-1869	Spokane	WA
Yes	Same	No	No	(405) 360-7600	Norman	OK
Yes.	Same	No.	No	(716) 661-3170	Jamestown	NY
Yes	Same	Sometimes	Yes	989-723-5974	Owosso	MI
Yes Total Access movies can be exchange for a free in store rental.	Same	No, there has been no change.	No	(701) 298-8484	Fargo	ND
Yes	Same	Yes	Yes	(212) 677-8859	New York	NY
Yes	Same	No	No	(412) 854-0424	Pittsburgh	PA
No	Same	No	No	(214) 522-1522	Dallas	TX
Yes	Same	Yes, but we still have lots of movies here.	Yes	(973) 669-1500	West Orange	NJ
Yes	Same	Yes	Yes	(617) 561-6053	Boston	MA
Yes	Same	No	No	(213) 383-2922	Los Angeles	CA
Yes, no problem	Same	Not at all	No	(205) 991-9282	Birmingham	AL
Yes	Same	Yes, they try to keep an ample stock of newer movies and older ones.	Yes	(973) 252-1170	Ledgewood	NJ
Yes - person I spoke with even gave me a code to try Total Access for 2 weeks free	Same	No - they have plenty in stock	No	(716) 743-0638	Tonawanda	NY
Yes you can.. Anytime! Just make sure they're in their special envelope. If the store is closed just use the drop-off slot.	Same	Not really. Our store has always been well-stocked with Lots of movies. Some customers like to return and get their movies here, but many more also do it by mail only. So we've seen about the same amount of traffic really.	No	(310) 659-8366	West Hollywood	CA
"Yes, if you want to."	Same	"No, I haven't noticed anything different"	No	(740) 653-3885	Lancaster	OH
Yes	Same	No	No	(859) 293-1175	Lexington	KY
Yes	Same	Depends on the movie. Most of the time no.	No	801-737-2425	Ogden	UT
Yes	Same	No	No	(510) 727-1845	Castro Valley	CA
Yes	Same	No	No	7347476220	Ann Arbor	MI
Yes, just bring it in to exchange	Same	No, same as before	No	219-762-6002	Portage	IN
Yes	Same	No	No	215-942-0423	Richboro	PA
Yes	Same	No	No	732-389-1100	Eatontown	NJ
Yes you can	Same	No the store has about 2000 movies	No	904 642 7000	Jacksonville	FL
Yes	Same	No	No	505-989-7722	Santa Fe	NM
Yes	Same	No	No	717-762-9410	Waynesboro	PA
Yes	Same	No	No	651-578-7791	Woodbury	MN
Yes	Same	No	No	(304) 697-4663	Huntington	WV
Yes	Same	No	No	724-285-1000	Butler	PA
Yes	Same	No	No	812-824-4000	Bloomington	IN
Yes, can either drop off by mail or in store.	Same	No, not really	No	530-892-8162	Chico	CA
yes	Same	yes	yes	(770) 979-2300	Lawrenceville	GA
Yes	Same	no	no	205 758-6720	Tuscaloosa	AL
Yes	Same	No	No	618-997-0808	Marion	IL
Yes	Same	yes	yes	(908)-343-7398	Hackettstown	NJ
Yes	Same	Not Really	No	(770) 495-6350	Duluth	GA
Yes	Same	No	No	541-734-4855	Medford	OR
Yes	Same	No	No	(410) 534-0415	Baltimore	MD
Yes	Same	Sometimes	yes	732-493-8927	Oakhurst	NJ
Yes	Same	No	No	803-649-2471	Aiken	SC
Yes	Same	yes	yes	(989) 358-9090	Alpena	MI
Yes	Same	Yes	Yes	(623) 587-8412	Phoenix	AZ
Yes	Same	No	No	(765) 288-1330	Muncie	IN
Yes	Same	No	No	325-949-1647	San Angelo	TX
Yes	Same	No	No	505-565-1170	Los Lunas	NM
Yes	Same	No	No	(480) 391-2444	Scottsdale	AZ
Yes	Yes	Yes	Yes	(212) 243-9571	New York	NY
Yes	Yes	No	No	512321789	New York	NY
Yes	Yes	No	No	718-381-8990	Middle Village	NY
Yes, you can.	Yes	No, because are stock had increased, meaning we have more of each movie to start with.	no	(650) 548-1701	Burlingame	CA
yes	Yes	Yes	Yes	(815) 748-3489	Dekalb	IL
yes	Yes	sometimes, older movies (he thinks they get more new ones so as to not run out of them)	yes	(813) 265-3204	Lutz	FL
Yes	Yes	Yes	Yes	(818) 348-7196	Canoga Park	CA
Yes	Yes	No	No	6167848585	Grand Rapids	MI
YES.	Yes	No	No	(510) 794-3603	Fremont	CA
Yes	Yes	Yes	Yes	(216) 671-5777	Cleveland	OH
yes	Yes	No	No	704.532.9855	Charlotte	NC
yes	Yes	No	No	(757) 425-8800	Virginia Beach	VA

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Drop Off Total Access Movies?	Store Busier Since Total Access Started	Run Out of Movies Faster Since Total Access Started?	Run Out of Movies Faster Since Total Access Started? - The Channel Checkers Interpretation	Store Phone Number	City	State
Yes	Yes	Yes	Yes	(610) 265-5292	King Of Prussia	PA
Yes	Yes	Yes	Yes	(408) 720-8783	Sunnyvale	CA
Yes	Yes	No	No	(718) 850-4660	Richmond Hills	NY
Yes	Yes	Yes	Yes	(770)410-1865	Alpharetta	GA
Yes	Yes	Yes	Yes	503-391-9307	salem	OR
Yes	Yes	Yes	Yes	(303)663-5967	Castle Rock	CO
Yes	Yes	No	No	(205) 822-1110	Alabaster	AL
Yes sure you can	Yes	Yes as Total Access permits every customer a free in-store rental for each movie they return to a store,so sometimes we do run out of movies	Yes	415.255.0600	San Francisco	CA
Yes	Yes	"No, not really. We maintain our inventory, but may be out of a really popular movie now and then."	No	(202) 399-3377	Washington	DC
Yes	Yes	No	No	722-1144	Denver	CO
Yes, and we will exchange them for any instore release	Yes	Only some of the just released movies, during the first two weeks or so. Otherwise we have a large selection of movies instore.	Yes	(619) 287-7287	San Diego	CA
Yes, as long as you have the original envelope the video came in.	Yes	No.	No	850-479-4115	Pensacola	FL
Yes	Yes	Yes	Yes	(510) 732-6923	Hayward	CA
Yes	Yes	Yes	Yes	(949) 975-1221	Irvine	CA
Yes	Yes	Not always	Yes	(719) 520-1192	Nevada	CO
Yes.	Yes	Yes	Yes	770-251-3807	Newnan	GA
Yes	Yes	No	No	(847) 940-1012	Deerfield	IL
Yes	Yes	yes	yes	(801) 474-0525	Salt Lake City	UT
Yes	Yes	Yes, on selected titles.	Yes	(219)-844-5687	Hammond	IN
Yes	Yes	No	No	(623) 825-0176	Glendale	AZ
Yes, and you can exchange them for new DVDs from the store	Yes	No	No	(212) 243-9571	New York	NY
Yes	Yes	Yes	Yes	772-569-9983	Vero Beach	FL
Yes	Yes	Yes	Yes	718-204-7589	Astoria	NY
Yes	Yes	Yes	Yes	(617) 578-9899	Boston	MA
Yes	Yes	No	No	(785)749-5133	Lawrence	KS
Yes	Yes	Yes	Yes	(309) 676-8220	Peoria	IL
Yes	Yes	No	No	(614) 792-6400	Columbus	OH
Yes	Yes	It depends on the title	Yes	(626) 571-2056	San Gabriel	CA
Yes.	Yes	No.	No	386-445-2771	Palm Coast	FL
Yes	Yes	No	No	(920) 498-3233	Green Bay	WI
Yes	Yes	Not in the mean time	No	(650) 755-6292	Daly City	CA
Yes	Yes	Sometimes, depends on the title	Yes	407-294-1872	Orlando	FL
Yes	Yes	No	No	650) 596-9184	Belmont	CA
Yes	Yes	Yes	Yes	336-282-8155	Greensboro	NC
Yes	Yes	sometimes	Yes	480.391.2444	Phoenix	AZ
Yes	Yes	More popular movies, but we have a large number of films.	Yes	713-661-5572	Houston	TX
Yes	Yes	No	No	215) 362-7144	Lansdale	PA
Yes.	Yes	No since movies ordered online don't come from the brick and mortar stores.	No	(724) 836-3540	Greensburg	PA
Yes	Yes	Yes, most of the time.	Yes	(765) 447-3335	Lafayette	IN
Yes	Yes	No	No	(858) 277-2677	San Diego	CA
Yes	Yes	NA	NA	315-449-9100	DeWitt	NY
Yes	Yes	Yes sometimes.	Yes	(520)421-1900	Arizona City	AZ
Yes	Yes	Yes	Yes	619) 291-3210	San Diego	CA
Yes	Yes	Yes	Yes	(713) 528-3724	Houston	TX
Yes	Yes	No, just stock more of some movies	No	815-254-6638	Plainfield	IL
Yes	Yes	Yes	Yes	703-249-8603	Fairfax	VA
Yes	Yes	Yes	Yes	(425) 881-1000	Redmond	WA
Yes	Yes	No	No	702-361-4181	Las Vegas	NV

Appendix to Survey #3 - Netflix/Total Access Competition surveying Blockbuster stores in US (101 responses)

Are Blockbuster Customers Automatically Switched to Total Access?	Special Deals for Netflix Customers to Switch?	How Many People do you help switch per week?	Who is switching to Total Access?	Store Phone Number	City	State
No - you must sign up online	No	11	About 50/50 (Netflix and Existing Blockbuster customers)	315-463-7791	Syracuse	NY
No	No	11	About even between existing Blockbuster and Netflix Customers	515-287-0510	Des Moines	IA
Well if you have a regular Blockbuster store membership, all you have to do is visit the Blockbuster.com website to sign up for Total Access. Once you do that you can use both any time you want.	Yes	11	Both. Total Access offers more flexibility than Netflix. Not only can you get movies in the mail just like Netflix, but you can also return them right here at our store and get in-store rentals too! Can't do that with Netflix.	(310) 659-8366	West Hollywood	CA
No, there is an option	Yes	11	Existing Blockbuster customers	(650) 755-6292	Daly City	CA
No	No	11	Existing Blockbuster customers	(323) 467-0481	Los Angeles	CA
No	No	11	Existing Blockbuster customers	(713) 528-3724	Houston	TX
No	No	11	Existing Blockbuster customers	(610) 265-5292	King Of Prussia	PA
Yes, they are.	No	11	Existing Blockbuster customers	(650) 548-1701	Burlingame	CA
No	No	11	existing blockbuster customers	704.532.9855	Charlotte	NC
No	No	11	Existing Blockbuster customers	336-282-1115	Greensboro	NC
Yes	Yes	11	Existing Blockbuster customers	(818) 348-7196	Canoga Park	CA
No	No	11	Existing Blockbuster customers	315-449-9100	DeWitt	NY
No, not at all	Yes	11	Existing Blockbuster customers	(765) 287-8064	Muncie	IN
No	Yes	11	Existing Blockbuster customers and Netflix customers.	(215) 362-7144	Lansdale, PA	PA
Yes. It is the same thing.	No	11	Existing Blockbuster customers.	770-251-3807	Newnan	GA
All online plans are automatically switched to Total Access program	Yes	11	Netflix	(215) 884-9500	Old York/Rockwell	PA
No, you need to decide to join	No	11	lots of both (Existing Blockbuster and Netflix) - many people switching	(702) 361-4181	Las Vegas	NV
No, you have to sign up seperately.	No	11	Netflix. About 70%.	850-934-8995	Gulf Breeze	FL
Yes, total access is available for all Blockbuster online accounts	No	11	Most are new users	(701) 232-7300	Fargo	ND
No	Yes	11	Netfix customers	722-1144	Denver	CO
No	No	11	Netflix	(718) 738-1300	Howard Beach	NY
No	Yes	11	NM	(205) 991-9282	Birmingham	AL
No	Yes	11	NM	(425) 881-1000	Redmond	WA
No. They have to come in and sign up.	No	10	Existing Blockbuster customers.	701-795-4060	Grand Forks	ND
No	No	10	NM	(212) 677-8859	New York	NY
Yes	Yes	9	Netflix Customers	616-863-9996	Rockford	MI
No	No	8	Existing Blockbuster customers	618-997-0808	Marion	IL
No	Yes	8	Existing Blockbuster customers	651-552-0889	West Saint Paul	MN
Yes (Some of them)	Yes	8	NM	732-493-8927	Oakhurst	NJ
No	Yes	7	NM	(520) 421-1900	Arizona City	AZ
No	No	6	Existing Blockbuster customers	(410) 534-0415	Baltimore	MD
No	No	6	Existing customers	(847) 940-1012	Deerfield	IL
Yes	Yes	6	Netflix	408 720-0445	Sunnyvale	CA
No	No	6	NM	651-221-0460	Saint Paul	MN
No	Yes	6	NM	215-956-9137	Warminster	PA
No. Only if you already had mail service you get total access. But you are not signed up just for having a blockbuster card.	No	5	Netflix	386 445-2771	Palm Coast	FL
No	Yes	5	Existing Blockbuster customers	717-762-9410	Waynesboro	PA
No	Yes	5	Existing Blockbuster customers	(510) 727-1845	Castro Valley	CA
No	No	5	Existing Blockbuster customers	918-342-2864	Claremore	OK
No	No	5	Existing Blockbuster customers	(205) 403-3299	Birmingham	AL
No	No	5	Existing Blockbuster customers	(801) 268-3265	Salt Lake City	UT
No	No	5	Existing Blockbuster customers but lots come from Netflix	864-223-4101	Greenwood	SC
No	No	5	Existing customers	(412) 854-0424	Pittsburgh	PA
No	No	5	Existing customers	(949) 975-1221	Irvine	CA
No, you have to sign up seperately.	No	5	In general most of the people I've helped have already used Netflix at one time or another.	(312) 337-2660	Chicago	IL
No	No	5	NM	(785)749-5133	Lawrence	KS
No	No	5	NM	(908)-343-7398	Hackettstown	NJ
No, you have to sign up on line or come into the store and we do it for you	Yes	5	NM	904-641-0047	Jacksonville	FL
No	Yes	5	NM	(212) 423-0332	New York City	NY
No	No	4	Existing Blockbuster customers	(617) 561-6053	Boston	MA
No	Yes	4	Existing Blockbuster customers	(678) 584-0075	Duluth	GA
No	No	4	Existing Blockbuster customers	772-978-1178	vero beach	FL
No	No	4	Existing Blockbuster customers	505-877-0344	Albuquerque	NM
Yes they are	Yes	4	Existing Blockbuster customers	415.776.6126	San Francisco	CA
No. You have to request this service, but I can help you do that the next time you enter the store, or you can sign up online.	Yes	4	Existing Blockbuster customers who I tell in the store while they check out a movie.	(619) 287-7287	San Diego	CA
No	No	4	Existing Blockbuster customers.	(309) 676-8220	Peoria	IL
Yes	No	4	Existing customers	734-747-6220	Ann Arbor	MI
No. You need to be a Blockbuster member and a total access member.	Yes	4	More are probably our members who sign up. Unless they are on the envelope promotion, I don't know if they are netflix customers.	713-661-5572	Houston	TX
Yes	Yes	4	NM	(214) 747-8498	Dallas	TX
No they are not.	No	4	NM	(614) 792-6400	Columbus	OH
Yes	Yes	4	NM	(619) 291-3210	San Diego	CA
Yes	Yes	4	NM	(212) 420-8186	New York	NY
No, they are offered and they must request a switch.	No	3	About half and half- some are Netflix customers and some are new to the monthly service idea.	(716) 661-3170	Jamestown	NY
No	Yes	3	Existing Blockbuster customers	(813) 837-1600	Tampa	FL
No	Yes	3	Existing Blockbuster consumers	(205) 822-1110	Alabaster	AL
Yes	Yes	3	Existing Blockbuster customers	(770) 418-9345	Duluth	GA

Appendix to Survey #3 - Netflix/Total Access Competition surveying Blockbuster stores in US (101 responses)

Are Blockbuster Customers Automatically Switched to Total Access?	Special Deals for Netflix Customers to Switch?	How Many People do you help switch per week?	Who is switching to Total Access?	Store Phone Number	City	State
No you must sign up	No	3	Existing Blockbuster customers	9954-968-7030	Pompano Beach	FL
No	Yes	3	Existing Blockbuster customers	(706) 342-3272	Madison	GA
No	No	3	Existing Blockbuster customers	(813) 979-6207	Wesley Chapel	FL
Yes	No	3	Existing Blockbuster customers	(617) 578-9899	Boston	MA
No	No	3	Half from Netflix and half are existing Blockbuster customers	801-737-2425	Ogden	UT
No, they have to request Total Access.	No	3	Netflix Customers	(202) 399-3377	Washington	DC
No	Yes	3	Netflix Customers	509-465-1869	Spokane	WA
Yes	No	3	NM	(757) 426-2722	Virginia Beach	VA
Yes	Yes	3	NM	(216) 671-5777	Cleveland	OH
Yes i have tested it .	Yes	3	NM	(352) 796-4113	Miami-Dade County	FL
No, if you want to switch to Total Access, you need to sign up either in store or online.	No	3	NM	(724) 836-3540	Greensburg	PA
No	No	3	NM	770-9080	Anchorage	AK
No, they have to come in a sign up themselves	No	2	"I haven't kept good track, but if I had to say, I would say we are signing up existing Blockbuster customers right now, but I don't really ask if they have been using Netflix"	(740) 653-3885	Lancaster	OH
No, not automatically	Yes	2	50-50 Netflix and existing	530-342-0837	Chico	CA
No	Yes	2	Existing Blockbuster customers	480. 391.2444	phoenix	AZ
Yes	No	2	Existing Blockbuster customers	(480) 391-2444	Scottsdale	AZ
No	No	2	Existing Blockbuster customers	815-725-3222	Joliet	IL
No	No	2	Existing Blockbuster customers	(859) 219-3448	Lexington	KY
No	Yes	2	Existing Blockbuster customers	(973) 537-0549	Randolph	NJ
No	No	2	Existing Blockbuster customers	(650) 596-9184	Belmont	CA
yes	No	2	Existing Blockbuster customers	510-794-3603	Fremont	CA
No, its separate	No	2	its about 50/50 (existing blockbuster and Netflix)	(407) 297-7740	Orlando	FL
Yes	Yes	2	Netflix Customers	(937) 653-5422	Scioto Urbana	OH
no	No	2	NM	605) 716-2562	Rapid City	SD
No	No	2	NM	(405) 360-7600	Norman	OK
Yes- the ones that have online accounts	No	1	Existing Blockbuster customers	(858) 277-2677	San Diego	CA
No	No	1	Existing Blockbuster customers	732-493-8927	Oakhurst	NJ
No	No	1	Existing Blockbuster customers	409-832-7662	Beaumont	TX
Yes	No	1	Netflix	(920) 498-3233	Green Bay	WI
No, he said that, because this is a Blockbuster franchise as of now they have not heard form Blockbuster Corporate to do this and there is no incentive right now for them to do it.	No	1	NM	914-428-1399	White Plains	NY
No, you need to sign up.	No	1	NM	617-547-6006	Cambridge	MA
No	No	1	NM	(973) 762-4600	South Orange	NJ
No	No	1	NM	503-391-9307	Salem	OR
No, they have no way of doing that at the store	No	1	NM	219-962-1099	Hobart	IN
Yes	No	1	NM	(815) 748-3489	Dekalb	IL

Appendix to Survey #4 - VOD Survey - Focus on Pittsburgh and Denver markets (51 responses)

Did you know Comcast was Offering Date and Day Movie Launches?	Is Cable VOD Hurting Business?	Best New Movie Coming Out this Month?	Store Phone Number	City	State
No	No	Black Snake Moan	(303) 831-1777	Denver	CO
No	No	Blood Diamond	(303) 722-1144	Denver	CO
No	No	Norbit	(719) 538-5609	Colorado Springs	CO
No	No	Norbit	(303) 831 - 1777	Denver	CO
No	No	Ocean's Thirteen	(303) 320-6374	Denver	CO
No	No	Ocean Thirteen	(303) 831-1777	Denver	CO
No	No	Norbit	303) 320-6374	Denver	CO
No	Yes	Norbit	(303) 722-114	Denver	CO
No	Yes	The Number 23	(303) 280-1969	Northglenn	CO
No	Yes	Pan's Labyrinth	(303) 307-0395	Denver	CO
No	Yes	Pathfinder	534-1635 1550	Denver	CO
No	Yes	Spider Man 3	(719) 520-1192	Colorado Springs	CO
No	Yes	Pirates of the Caribbean 3	(303) 722-1144	Denver	CO
No	Yes	Bridge to Terabithia	(303) 744-6900	Denver	CO
No	Yes	"Ghost in the Shell - Solid State Society"	(303) 320-1290	Denver	CO
No	Yes	Pirates of the Caribbean: At World's End	(303) 831-1777	Denver	CO
No	Yes	Bridge to Terabithia	(303) 744-6900	Denver	CO
No	Yes	Wild Hogs	(303) 377-7403	Denver	CO
No	Yes	Norbit	(720) 872-0731	Thorton	CO
Yes	No	Cinema Paradiso : The New Version	(303)831-1777	Denver	CO
Yes	No	The Libertine	303-831-1777	Denver	CO
Yes	No	Ghost Rider June 12th	303-744-6900	Denver	CO
Yes	No	Miss Potter.	(303) 377-7403	Denver	CO
Yes	No	Norbit	(303) 377-7403	Denver	CO
Yes	No	Definitely Mel Gibson's Apocalypto. It's hard to keep those in stock, they're rented out all the time!	(303) 831-1777	Denver (Colfax store)	CO
Yes	No	Hannibal Rising	303-831-1777	Denver	CO
Yes	No	as of today, june 8, they don't have the list up for next month but the best on for next week is Breach	303-377-9880	Denver	CO
Yes	No	Ghost Rider	303-722-1144	Denver	CO
Yes	No	300	303-722-1144	Denver	CO
Yes	No	Ghost Rider	(303) 744-6900	Denver	CO
Yes	No	The Last Mimzy	303.691.9811	Denver	CO
Yes	No	Norbit	(303) 377-7403	Denver	CO
Yes	No	Ghost Rider	(720) 872-0731	Thorton	CO
Yes	No	King of the Lost World	(303) 455-6899	Denver	CO
Yes	Yes	Oceans 13	(303) 722-6996	Denver	CO
Yes	Yes	Norbit	(303) 377-9880	Denver	CO
Yes	Yes	The Astronaut Farmer	(303) 691-9811	Denver	CO
Yes	Yes	"Blood and Chocolate" and "Breach"	303-744-6900	Denver	CO
Yes	Yes	Ghost rider	303-831-1777	Denver	CO
Yes	Yes	blades of glory	(908)-343-6957	Denver	CO
Yes	Yes	Norbit	(303) 831-1777	Denver	CO
Yes	Yes	Eagle vs Shark	(303) 722-6996	Denver	CO
No	No	Hannibal Rising	(412) 928-0744	Pittsburgh	PA
No	No	Picket Fences	(412) 928-0744	Poplar/Noblestown	PA
No	No	Apocalypto	(412) 366-3922	Pittsburgh	PA
No	No	The Libertine	(412) 488-9215	Pittsburgh	PA
No	Yes	Hannibal Rising	(412) 621-7888	Pittsburgh	PA
Yes	No	Apocalypto	(412) 621-7888	Pittsburgh	PA
Yes	No	"Don't there are a lot of big knew one's coming out." Candice	412-928-0744	Pittsburgh	PA
Yes	Yes	Breach	(412) 854-0424	Pittsburgh	PA
Yes	Yes	Ghost Rider	(412) 621-7888	Pittsburgh	PA

What Video Service Do You Use 1	What Video Service Do You Use 2	What Video Service Do You Use 3	What Video Service Do You Use 4	What Video Service Do You Use 5	What Video Service Do You Use 6	How Many Movies Do You Rent a Month	Have You Ever Heard of Blockbuster Total Access?	Have You Ever Quit Netflix?	What is your Opinion of Netflix?	Do you use Cable VOD? Would you use it exclusively?
Blockbuster Store	Blockbuster Total Access	Netflix	Hollywood Video	Local Video	Cable VOD	5	Yes	Yes	It's ok, but we've recently stopped using Blockbuster Total Access. So I think we will cancel Netflix for good and just keep the Total Access with Blockbuster, instead of having both.	Yes, sometimes I've new movies or special sports events like boxing or UFC are ONLY available through VOD.
Blockbuster Store	Netflix	Movie Gallery	Local Video	Local Video	Cable VOD	5	Yes	No	They offer a great service.	No
Blockbuster Store	Netflix	Hollywood Video	Movie Gallery	Cable VOD	Cable VOD	5	Yes	Yes	Blockbuster Total Access offers were too good.	No
Blockbuster Store	Blockbuster Total Access	Netflix	Movie Gallery	Local Video	Cable VOD	5	Yes	Yes	Doesn't have the convenience of returning DVDs to stores for one DVD's.	No
Blockbuster Store	Netflix	Cable VOD	Local Video	Local Video	Cable VOD	5	Yes	No	Could be better. DVD's are sometimes scratched.	Use it once in a while. Using VOD exclusively would be expensive.
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	I like it.	No, I don't now and I probably wouldn't
Blockbuster Store	Blockbuster Total Access	Netflix	Local Video	Local Video	Cable VOD	5	Yes	Yes	good service, good selection	my kid did rly miss it, no
Blockbuster Store	Blockbuster Total Access	Netflix	Local Video	Local Video	Cable VOD	5	Yes	Yes	movie delivery speed greatly decreased over the initial three months until it was obvious they were deliberately slowing the deliveries, switched to blockbuster total access, very satisfied after ten months	no and no
Blockbuster Store	Netflix	Other	Local Video	Local Video	Cable VOD	5	Yes	No	Nice website, quick service.	Yes, I would not use it exclusively because of limited VOD choices.
Netflix	Cable VOD	Other	Local Video	Local Video	Cable VOD	5	Yes	No	Very reliable, good price, always ship my movies to me quickly. No complaints.	We use VOD very often and only supplement with DVD rentals because of the extras you get on the DVD vs. just the plain movie from the VOD.
Netflix	Other	Other	Local Video	Local Video	Cable VOD	5	Yes	No	Very convenient, great prices, excellent service.	No, I don't use Cable TV video on demand. Would not use VOD exclusively instead of DVD rental services.
Hollywood Video	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	No	We only had it for 2 or 3 months, and had no problems. Great service for a busy family.	No, we had PPV service, but cancelled it. Cheaper to use Netflix.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	No	I am extremely happy with it.	Never would not use.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	NO	I blockbuster above it, nobody has more movies, specially unusual ones.	No
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	It's a good deal and a brilliant idea.	No, I do not, I would not use it.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	Very good service.	No
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	NO	The greatest!	Once in a while I use VOD, I wouldn't use VOD instead of DVD rental services, but I don't have a better selection.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	No	I Love Netflix	No, I would not use it.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	Love it.	No
Hollywood Video	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	very convenient and useful	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	It's good	no
Cable VOD	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	yes	Netflix is better but total access is most fastest access	yes, yes, yes
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	No	no	great	no
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	It is the greatest thing since sliced bread	Yes, I use VOD and the new streaming video features that Netflix has. While both are really convenient, I travel quite a bit and like having the DVDs to play on roads. I would not quit the DVD rental service at this time due to that reason.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	great idea, horrible customer service	Yes, No
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	The best online movie rental service	Yes / No
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	It's really fast and reliable.	Yes / No
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	good	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	Just quit netflix	sometimes use VOD - but prefer renting services
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	great company, I really like the way they work	yes, no I still get dvd rentals
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	I'm very happy with netflix	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	No	I really like it, it is very convenient for my busy life style.	No, No
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	I don't have any complaints.	yes, no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	love it	No, and most definitely not!
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	love it	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	It's okay, I'm thinking of leaving it.	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	5	No	not yet	it works great, I love it	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	hope	It's a very good service	I would if it where as cheap as netflix
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	yes	It's ok, except when they put you on the slow distribution line.	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	yes	I really like it, it has the newest releases and the disks are in good shape.	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	yes	I love it	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	It is as good as any other mail-service company, good service	no, I like the amount of choices better with other services
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	good but too expensive	no, I would not use it. I prefer DVD rental services.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	It's the best in terms of choices and good value for money	only if they could expand their movie library.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	no	Convenient and easy to use.	I use it in addition to Netflix.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	No	no	I use free VOD, and I may consider using paid VOD instead of waiting for a movie to arrive in the mail.	I use free VOD, and I may consider using paid VOD instead of waiting for a movie to arrive in the mail.
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	I enjoy it. Good value, fast turnaround time, great selection.	No, because of the price, smaller selection and the DVD extras.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	enjoy the services, but am upset at the time it takes to mail DVD back to Netflix.	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	love it, gives me more variety, no restrictions on movie types, quick turnaround, don't have to leave my house, matches my likes, overall very satisfied	No, I have enough things to watch and don't need to pay more than I'm already paying for them
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	Yes	Yes	Yes, quit when I lost my job and couldn't afford for awhile but went back	Never. The cost is too high, quality too low, and there's no real consumer choice.
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	5	No	No	love it	for a monthly fee like netflix, but not if I had to pay per movie
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	5	No	No	love it	no
Blockbuster Store	Blockbuster Total Access	Netflix	Hollywood Video	Movie Gallery	Local Video	3	Yes	Yes	it isn't as good as blockbuster total access because you cant track your movies in an app	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	Yes	can take too long to get DVDs.	no
Blockbuster Store	Netflix	Cable VOD	Local Video	Local Video	Cable VOD	3	No	No	I like having my movies automatically sent	Yes, I use VOD, I would never use it exclusively.
Blockbuster Store	Netflix	Hollywood Video	Local Video	Local Video	Cable VOD	3	No	No	Very Good response	Yes, I use VOD, I would never use it exclusively.
Netflix	Hollywood Video	Movie Gallery	Local Video	Local Video	Cable VOD	3	No	No	it works well most of the time and allows me to rent most of the newer movies that I want to see	no
Local Video	Cable VOD	Other	Local Video	Local Video	Cable VOD	3	No	No	Prices are only for use about or less people	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	No	No	Nothing Great	Use VOD but not exclusively
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	No	No	Like very much	I don't, but my family does.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	better	yes
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	It's good. DVDs are sent in time, no convenient and cheap. The Watch Now feature is just great, but they could add more movies to the watch now section.	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	It is great, I could get all the movies I wanted.	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	Their service is great and their collection of movies is excellent	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	Very good, fast and reliable	No, I don't
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	Love Netflix, I will never cancel	will not use VOD unless it's free.
Hollywood Video	Netflix	Local Video	Local Video	Local Video	Cable VOD	3	No	no	No comments	no use DVD
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	I love it	No, the Comcast version doesn't work well. No I wouldn't
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	It's a great service	Yes, No
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	I have been happy with the service. I have received from Netflix. The turnaround time on receiving new DVDs in the mail has been very quick. While I've seen ads for Blockbuster Total Access and think the idea is a good one, all the Blockbuster stores in our area were bought out several years ago, so their additional services wouldn't benefit us.	I don't use cable VOD at this point, and I most likely wouldn't use it as a replacement for DVD rental services. Most of the DVDs that I rent wouldn't be available through cable VOD.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	Good quality but the longer you stay with them, the worse they get (slow)	Probably would use exclusively. Don't forget amazon unbanned
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	It's good that I've run out of things to watch	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	3	Yes	NO	IT IS ALRIGHT	NO, DO NOT AND DON'T KNOW IF I WOULD
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	3	Yes	no	I really like Netflix, they are very prompt and efficient.	used the VOD very frequently, but I also rent
Blockbuster Store	Blockbuster Total Access	Netflix	Local Video	Local Video	Cable VOD	2	Yes	No	ok, slow with some DVD's	no
Netflix	Hollywood Video	Movie Gallery	Local Video	Local Video	Cable VOD	2	No	No	Very Good	I use Cable TV video on demand (VOD), maybe.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	No	No	Love the choice of picking the movie from home and a day or two later receiving it	no
Blockbuster Store	Blockbuster Total Access	Netflix	Movie Gallery	Local Video	Cable VOD	2	Yes	Yes	The policy of Netflix to rent a single video at a time is sometimes a bit annoying where on the other hand blockbuster provides 2/3 access provided by blockbuster	no
Blockbuster Store	Blockbuster Total Access	Netflix	Movie Gallery	Local Video	Cable VOD	2	Yes	No	no	no prefer using DVD rental services
Blockbuster Store	Netflix	Cable VOD	Local Video	Local Video	Cable VOD	2	No	No	It is a good service that allows you to pick the movies you want without having to worry about the video store being out of stock.	No, I don't Cable TV VOD, but I would like to use it instead of DVD rental services.
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	2	Yes	Yes (see below)	The whole "wait for the mail" process takes too long, especially with most immediate remedies available.	Yes, I use Cable VOD services. No.
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	Very good shipping facility they are providing.	Yes. Perhaps, assuming the selection was as varied as the DVD rental service.
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	good	no
Cable VOD	Netflix	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	Love Netflix	not unless it was free
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	I like blockbuster's service better because I can exchange movies at the store	yes, if the selection was as large as the store
Blockbuster Store	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	It works for me	No
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	No	no	Good	No, I would not be able to anyhow.
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	2	No	no	Good	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	No	no	It's good enough for me	No prefer to rent DVDs
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	2	No	NO	Provides for very good high quality service. It is convenient and economical to use this service.	I use cable TV video on demand but NOT exclusively instead of DVD rental services.
Netflix	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	2	Yes	No	I like the variety (over blockbuster) and that they ship very quickly. Also, no late fees, ever.	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	VERY CUSTOMER FRIENDLY AND EFFICIENT	no
Netflix	Local Video	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	I like it	USE BOTH
Hollywood Video	Blockbuster Total Access	Local Video	Local Video	Local Video	Cable VOD	2	Yes	no	Movie on internet	no
Blockbuster Store	Blockbuster Total Access	Hollywood Video	Cable VOD	Local Video	Cable VOD	1	Yes	No	never used them before	Yes, I use VOD, but I wouldn't consider using it exclusively, I like the variety/options available through using DVD rental services.
Blockbuster Store	Netflix	Local Video	Cable VOD	Local Video	Cable VOD	1	Yes	No	great, I think it's wonderful	Yes, I do not on demand. Not I would not use it exclusively instead of DVD rental services
Blockbuster Store	Hollywood Video	Local Video	Cable VOD	Local Video	Cable VOD	1	No	No	I have never used Netflix but plan on starting	No and never. It's expensive
Blockbuster Store	Blockbuster Total Access	Netflix	Hollywood Video	Local Video	Local Video	1	Yes	Yes	I would not recommend it to anybody. I did not receive my DVD on time and the monthly rental fee was expensive	No, Much more control and more selection with blockbuster total access or netflix.
Blockbuster Store	Blockbuster Total Access	Netflix	Hollywood Video	Local Video	Local Video	1	Yes	Yes	Seems very comprehensive	Yes I use cable VOD exclusively. That's my most preferred choice.
Netflix	Local Video	Cable VOD	Local Video	Local Video	Cable VOD	1	No	No	Its good but can be much better	no
Blockbuster Store	Hollywood Video	Local Video	Local Video	Local Video	Cable VOD	1	Yes	no	Think it is a great idea, just haven't switched yet, also discovered \$1 kiosks	no
Blockbuster Store	Blockbuster Total Access	Local Video	Cable VOD	Local Video	Cable VOD	1	Yes	Never had it	I'm neutral	I don't have this option, subscribe to Directv
Blockbuster Store	Hollywood Video	Local Video	Cable VOD	Local Video	Cable VOD	1	Yes	Never had it	We don't have Netflix.	I use VOD from time to time. I use both VOD and rentals on a regular basis.
Blockbuster Store	Netflix	Cable VOD	Local Video	Local Video	Cable VOD	1	Yes	no	It's pretty good. Just never used it before.	yes, we use it exclusively. It's more convenient, sometimes.
Blockbuster Store	Blockbuster Total Access	Netflix	Hollywood Video	Local Video	Cable VOD	1	Yes	No	decent	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	1	Yes	No	Seems great	no, but I would use Apple TV and download what I want now.
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	1	Yes	No	I like it	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	1	Yes	No	I would like to try it	no
Blockbuster Store	Netflix	Local Video	Local Video	Local Video	Cable VOD	1	No	No	I can get all movies online	nope
Blockbuster Store	Blockbuster Total Access	Netflix	Local Video	Local Video	Cable VOD	1	Yes	No	Good but Total Access is better.	no and no
Blockbuster Store	Hollywood Video	Local Video	Local Video	Local Video	Cable VOD	1	Yes	No	Have used service, but they seem to have a good selection	I have not used VOD services. If the price was right I might consider using it instead of rental services.
Netflix	Hollywood Video	Local Video	Local Video	Local Video	Cable VOD	1	Yes	Yes	I like being able to go and get my movies instantly rather than waiting for the mail.	Yes, but sometimes the DVDs are not available.
Blockbuster Store	Local Video	Local Video	Local Video	Local Video	Cable VOD	1	Yes	No	Netflix doesn't seem as convenient as Total Access. You can't always get the movies that you want.	Yes, but sometimes the DVDs are not available.
Local Video	Cable VOD	Local Video	Local Video	Local Video	Cable VOD	1	No	No	Never used Netflix	would prefer some form of rental service as opposed to a VOD service.

What Video Service Do you Use?	What Video Service Do you Use 2	What Video Service Do you Use 3	What Video Service Do you Use 4	What Video Service Do you Use 5	What Video Service Do you Use 6	How Many Movies Do You Rent a Month	Have You Ever Heard of Blockbuster Total Access?	Have You Ever Quit Netflix?	What is your Opinion of Netflix?	Do you use Cable VOD? Would you use it exclusively?
Blockbuster Store						1	No	No	don't know	no
Blockbuster Store						1	Yes	No	Seems like an okay service	Yes, but I'd use both services.
Cable VOD						1	No	Yes	Have been tempted to use Netflix and may try it	so far I only use this.
Local Video						1	No	Yes	Requires more movie watching than I want to do	No, No
Local Video						1	Yes	Never used Netflix	Sounds Good. Don't like waiting to receive movies in mail.	Do not subscribe to cable or satellite TV service
Blockbuster Store						1	Yes	NA	Sounds easy	No, Yes, would be interested if the price is right.
Blockbuster Store						1	Yes	No	It sounds like a great service, but I don't think I would get my money's worth out of it based on the relatively small number of videos I rent each month.	No, I do not have digital cable or on demand capability with my cable service. I would use cable VOD instead of DVD rental service if the price were comparable.
Blockbuster Store						1	Yes	No	I have no opinion of Netflix.	I am not familiar with VOD.
Local Video						1	No	NO	Would check out this service	NO
Other						1	No	NO	good idea but bad customer service at times	NO
Cable VOD						1	No	No	don't use it	Yes, Yes I would
Local Video	Other					1	No	No	Never used Netflix	Never used Cable TV VOD services.
Netflix						1	No	NO	EXPENSIVE, NON AVAILABILITY OF POPULAR TITLES IMMEDIATELY	NO
Cable VOD						1	No	No	heard it's good	I use VOD, No, not use VOD exclusively, DVD rental has other advantages too.
Blockbuster Store						1	No	no	great company and great product, but its going to lose out to Blockbuster soon	no, if I had cable tv, I'd probably use it in place of rental services
Movie Gallery						1	No	No	I have no opinion	Yes, Yes I would
Blockbuster Store						1	Yes	no	you only get 3 videos at one time and what if I want more, I have to wait 5 days if I get a new one	no, yes
Blockbuster Store						1	No	No, I've never even joined Netflix.	I am without one. From what I can gather from the name it seems kind of superficial, as its just as quick and easy to go to my local Blockbuster store and rent a film there.	I don't, and if I had the choice I definitely would not prefer that option. I like renting films, definitely.
Local Video	Cable VOD					1	No	No	Never heard of it.	No and no
Cable VOD						1	No	No	Good service for families who don't have premium movie channels	Have used VOD services a couple of times but would not use exclusively.
Blockbuster Store	Netflix					1	No	no/n/a	poor - takes too long, they restrict how many movies you can get	yes I
Blockbuster Store						1	Yes	No	excellent service and more convenient than going to video store also better selection than Blockbuster.	No and No.
Cable VOD						1	Yes	yes	it's okay	I use VOD instead of renting movies now.
Hollywood Video						1	Yes	no	unknown, never used	unsure
Local Video						1	Yes	no	interesting concept	no and no
Hollywood Video						1	Yes	No	Seems interesting, but I haven't tried it.	I don't have Cable TV.
Hollywood Video						1	Yes	Yes I've never used Netflix	I think they provide a great and convenient service, but I haven't seen the need since I have cable.	No, I usually wait for the DVD price to get down to \$10-15 instead of renting since it can be \$4-5 per film. In the future, I would probably prefer cable VOD.
Cable VOD						1	No	Yes I quit Netflix because most of the DVDs delivered to me were damaged and wouldn't play	I'm not a fan. As I mentioned, most of the DVD's I received were damaged and wouldn't play and it ended up being a huge waste of money.	I do use cable TV VOD exclusively. I usually watch about 2 movies a week. I would like it if there were even more movies to choose from.
Blockbuster Store						1	No	no	My sister has it and she loves it.	no
Blockbuster Store						1	Yes	no	good	no
Hollywood Video						1	Yes	no	excellent business model/convenience	I would use VOD instead of DVD rentals
Local Video						1	Yes	never been signed up with them	Must be a good deal	no
Blockbuster Store						1	Yes	No	don't have much of an opinion because I have never used it, but I know other people how use it and are happy with it	I do not use VOD services. I would use cable VOD instead of DVD rental if that option was available to me.
Blockbuster Store	Cable VOD					1	Yes	Don't use Netflix	Not interested. Rather go to a store to use on-demand.	No, it's my primary use but there is still stuff only available on demand.
Local Video						1	No	no	never used it	no, for convenience.
Local Video						1	No	haven't used Netflix	no idea	no
Blockbuster Store	Other					1	Yes	no	good deal and convenient if you rent a lot of movies, not worth it if you don't	yes, for convenience.
Blockbuster Store						1	Yes	no	sounds good, I don't watch enough movies	no, don't know
Cable VOD						1	No	no	It is a good idea what they are doing and they have good prices.	yes
Other						1	Yes	No	Never heard of them.	no
Blockbuster Store						1	Yes	no	I don't know it	no and probably not. The DVD rental services usually supply the popcorn as well.
Cable VOD						1	Yes	No	It is a great idea. I have been using on demand though	Yes, I use the Comcast on demand service a lot.
Local Video						1	No	NA	no idea and Netflix	no, but if my cable service provides me VOD, it surely goes for it
Blockbuster Store						1	Yes	Yes	N/A - I do not use a monthly rental service. Blockbuster has the advantage of returning the video directly to the store.	No - it is more expensive per movie than a DVD rental service.
Local Video						1	Yes	no	Don't use	Yes I like DVD's better than VOD
Blockbuster Store						1	Yes	no	never have tried it	no
Local Video						1	Yes	no	Great - wide selection and reasonable prices	no
Local Video						1	Yes	no	very good	Yes
Local Video						1	No	no	good program	no
Blockbuster Total Access						1	No	no	no	no and probably not since I have the Blockbuster total access plan and am happy with it
Online						1	Yes	no	neutral as I have never used it and don't know much about it	plan and am happy with it
Local Video						1	No	No	It is a wonderful service and should be extended to other countries as well.	Yes
Other						1	No	No	I haven't used Netflix but it sounds good	no
Local Video						1	No	no	no service, never used	no
Blockbuster Store	Hollywood Video					1	Yes	No, I have never used Netflix.	I have heard both positive and negative things concerning Netflix, however I never used them before.	Yes, I use VOD. I still rent even though I utilize VOD.
Blockbuster Store	Hollywood Video					1	Yes	No	Don't know anything about it	No to both questions
Blockbuster Store	Hollywood Video					1	No	I've never used Netflix	It sounds like a nice idea but I don't watch enough movies to consider it	I may have used it once or twice but not regularly.
Hollywood Video						1	Yes	no	it's great.	would
Cable VOD						1	Yes	No, never used Netflix.	Convenient, if you rent a lot of movies and don't mind having to mail them back.	Yes. Pretty much use VOD simply because it's easier, more convenient, and we can make a decision right there and then as opposed to planning ahead.
Blockbuster Store	Cable VOD					1	Yes	I have not used Netflix	I don't really know of them, but I'm a dedicated renter to Blockbuster	I use it occasionally, but have been going to Blockbuster for recently so I can have the DVD for more than the allotted time of TV.
Other						1	No	no	don't know, never used it	no, but I probably would use it exclusively.
Movie Gallery						1	Yes	never had Netflix	Seems ok, but using mail is slow	probably would since I don't check my mail that often
Blockbuster Store	Local Video					1	Yes	no	I think it's a convenient service, and if I rented movies more regularly it would be worth it	would not use this service unless the prices were decreased, because often they seem needlessly high.
Other						1	No	no	never heard of it	no
Blockbuster Store	Movie Gallery					1	Yes	No	No opinion, have never tried. Rental by mail does not interest me	No, I have only basic plus extended cable service. I am not interested in cable VOD.
Blockbuster Store	Local Video					1	Yes	No	Seems useful for people who like to rent a lot of hard to find movies	no
Blockbuster Store	Local Video					1	Yes	No	sounds interesting, but I never used it	No, I don't have VOD.
Blockbuster Store	Local Video					1	Yes	No	good idea	No, Not sure maybe
Netflix	Local Video					1	No	No	Netflix is quite a good service for regular movie watchers.	I haven't used VOD services. I would not use VOD exclusively instead of DVD rental services.
Blockbuster Store	Blockbuster Total Access					1	Yes	I have never joined Netflix. I have always been a Blockbuster account (mainly for the coupons).	A great service which started the online rental service.	I do not use Cable TV on Demand service. I would not want rather keep my DVD rental service.
Blockbuster Store	Local Video					1	Yes	No	don't know, don't use Netflix	no, already pay too much for cable
Blockbuster Store	Local Video					1	Yes	No	Awesome	no and no
Cable VOD						1	Yes	No	Don't think I could keep up with movies coming and out all the time.	I would use VOD more because I don't have to return or pick the movie up.
Blockbuster Store	Local Video					1	Yes	No	It is a good service	Yes, I use it and no, not exclusively. I rent DVD's too
Blockbuster Store	Cable VOD					1	Yes	N/A - Have not used Netflix	N/A - Have not used Netflix	Yes, I have used VOD services. No, I would probably not use cable VOD exclusively.
Blockbuster Store	Blockbuster Total Access					1	Yes	No	never tried it	no
Blockbuster Store	Online					1	Yes	no	Great idea, especially in winter when the weather is awful and it's hard to get to the store	Yes, No.
Blockbuster Store	Cable VOD					1	Yes	No	Never used it but I like Blockbuster more because of in store exchange.	Not currently but have in the past and no I would not use exclusively instead of DVD rental services.
Blockbuster Store	Blockbuster Total Access					1	Yes	yes	Poor quality dvd's - very scratched	yes
Blockbuster Store	Online					1	Yes	never used	it is fine, but returning videos to the store as in Blockbuster total access is better.	I use VOD, but not exclusively.
Blockbuster Store	Other					1	No	n/a	I'm not sure	no
Other						1	No	n/a	I'm not sure	no
Cable VOD						1	No	No, I have never used it.	Can't say anything.	I do, and also I use DVD rental services.
Blockbuster Store	Cable VOD					1	No	no	sounds interesting	yes, no
Blockbuster Store	Movie Gallery					1	No	no	yes, I like other services like Hollywood video	no
Blockbuster Store						1	Yes	Quit Netflix because of a lack of customer service.	I haven't used it before so can't say anything about it	no
Movie Gallery	Cable VOD					1	No	I have not used Netflix	They're unpleasant to do business with.	I use VOD and usually do this instead of going to Blockbuster. I only use VOD when I think of watching a movie spur of the moment or if nothing good is on cable. I would rather go rent a DVD.
Blockbuster Store	Online					1	Yes	No	Seems like they pioneered a great new business	Not today
Blockbuster Store	Cable VOD					1	Yes	No	It's overpriced	no, I would if the selection was more extensive.
Blockbuster Total Access	Cable VOD					1	Yes	No	Have never tried	Yes, Yes
Local Video						1	No	No	Good	no
Cable VOD						1	Yes	no	great idea, prefer VOD	yes and yes
Netflix						1	Yes	no	ok	no
Other						1	Yes	never used either	great idea for people who watch movies every week or so seems cool but I'm not that invested in film in general	I don't use VOD now but depending on the cost, I might prefer it over DVD rentals.
Other						1	No	no	na	no - a no
Blockbuster Store	Other					1	Yes	na	na	use pay and mod movies on demand dish
Local Video						1	No	no	not applicable	no
Local Video						1	No	Never used any	None	DVD rental services is the best
Other						1	No	NA	Never used it	no
Other						1	No	No	Friends of mine like it also. I don't use it.	No, I don't have cable and I don't rent DVDs either. I don't have a TV at all. Just use my computer.
Cable VOD						1	Yes	No	It's kind of pricy and I've heard that there are problems with getting DVDs on time, but other than that, it's okay.	Yes and yes.
Other						1	No	Never used Netflix	I've never used Netflix, but I prefer to get my movies instantly over the TV.	Never used VOD and have no interest in trying.
Cable VOD						1	Yes	No	haven't tried I heard it's good	Yes I use VOD services. I would use VOD exclusively if there were a much larger selection and less expensive prices.
Local Video						1	Yes	no	ok	no, don't use so not movies
Blockbuster Store						1	No	no	really cool idea	no
Local Video						1	No	No	I do not know anything about it	yes and no
Local Video	Cable VOD					1	No	No	Never heard of it	Yes, No.
Blockbuster Store	Cable VOD					1	Yes	n/a	n/a	currently use VOD + rental - not enough titles available thru VOD, plus "no late fee" for video very convenient
Blockbuster Store						1	Yes	No	haven't heard anything bad about it, but I've never used it.	No, and maybe
Blockbuster Store	Other					1	Yes	Yes	Seems like a good program	rentals
Blockbuster Store	Other					1	Yes	No	Good service with a wider variety of movies than Blockbuster carries.	no
Blockbuster Store	Other					1	Yes	No	Seems like a good idea.	No, and no.
Movie Gallery						1	Yes	no	too expensive	do not use cable either as it's too expensive, too
Blockbuster Store						1	Yes	no	Great service if you watch more than 1 movie a week	not interested in this service.
Local Video						1	No	Not Applicable	It's famous for VOD online rentals in US and provides quality service at economical prices	No, Yes, I will use cable VOD if the quality of service is good and the prices are economical.
Cable VOD	Other					1	No	Not Applicable	unknown, haven't tried it	Yes, but I still rent DVDs.
Blockbuster Store	Online					1	Yes	No	A great service, but Blockbuster total access is now much better.	No to both
Local Video	Other					1	No	No	No idea	No, but I would prefer to have dvd rentals over VOD