



FACT SHEET 3
JUNE 2010

SamKnows

Sampling Methodology

What is the basis for the pilot study?

The main objective of the project is to evaluate the performance of home-based broadband internet access among US consumers. In this pilot study, our goal is to assess the top 16 ISPs based on overall market share, as provided by the FCC. The top 16 ISPs provide a range of different service offerings, operate across a variety of different markets and represent a mix of technology.

How will you allocate households across ISPs?

The first phase of the project entails creating a panel of approximately 10,000 volunteer households recruited from across the US. The volunteers will be customers of the top 16 ISPs residing in various geographies and subscribing to different service offerings, as listed in the following table:



During 2010, the FCC in partnership with SamKnows will be installing 10,000 SamKnows WhiteBoxes in American homes as part of its Broadband America initiative.

Company	Subscriber Households (end Q4 2009)	Sample Groups
Cable Companies		
Comcast	15,930,000	12
Time Warner	9,289,000	9
Cox	4,200,000	6
Charter	3,062,300	4
Cablevision	2,568,000	4
Mediacom	778,000	1
Insight	501,500	1
Telephone Companies		
AT&T	15,789,000	16
Verizon	9,220,000	12
Qwest	2,974,000	4
CenturyLink	2,236,000	4
Windstream	1,132,100	2
Frontier	635,947	1
Fixed Wireless Companies		
Clearwire	688,000	2
Satellite Companies		
Wildblue/ViaSat	423,000	1
Hughes	504,000	1



FACT SHEET 3

JUNE 2010

What is the process from recruitment through to volunteer selection?

Step 1: Initial recruitment

In response to the media campaign conducted by the FCC and SamKnows, volunteers have been invited to register via the following web site: www.testmyisp.com. Please see “Fact Sheet 1: Recruitment Methodology”.

During the initial recruitment, we have collected demographic broadband service data including the following: Name, address, ISP, type of broadband service (DSL, cable, satellite, fixed wireless), and service tier.

Step 2: Initial processing and screening

Taking the panel of volunteers, HansaGCR (third party statisticians) and SamKnows, will assign each household to a US census tract and geocode the location for purpose of determining the Euclidean distance to the nearest exchange if the household is DSL subscriber. Knowing census tract, we can merge in additional external information for each volunteer household such as population density. We then will stratify the volunteers according to region, ISP, type of technology, service tier, population density, and distance from exchange if DSL. Initially we foresee assigning each volunteer to one of 80 sample groups as outlined in the table above. These groups may be adjusted based on other considerations such as population density. The target sample size for each of the 80 groups is 125 volunteers.

To take account of the performance deterioration over distance experienced by DSL customers, SamKnows intends to use data supplied by the ISPs and Telcordia to define which volunteers are connected to which wire centers, also the distance from wire centre to the home. This will then be used for weighting and normalization of the data. HansaGCR will look to find a good distance spread of volunteers from the wire centre, the reason for this is that if a DSL ISP's volunteers were 1,500 feet from the wire centre, then their results would look excellent, compared to a similar DSL provider who might have volunteers 2.5 miles from the wire centre, which would impact their results. We will therefore build the buckets based on the availability and wire centre information, and then use this to calculate the different weightings when it comes to reporting on the data.



FACT SHEET 3

JUNE 2010

Step 3: ISP and service tier validation

Because we expect that some volunteers may be unsure of which ISP provides their internet service or which service tier they subscribe to, (reference FCC study SamKnows and HansaGCR will work with the ISPs to validate the available data for each volunteer. If need be, we will create an overall data quality index that can be used to score the accuracy of information provided by each volunteer. No personal information will be shared without the permission of the volunteers. The volunteers will be informed of every stage of this process as our primary goal of the whole project is to compare their actual performance against their service tier.

Step 4: Select 10,000 panellists to receive the license agreement and SamKnows White Box.

In consultation with SamKnows, HansaGCR will use an algorithm for selecting the 10,000 participants in Phase I of the study to receive the license agreement and white box network measuring device. Criteria for selecting panelists include stratified random selection and selection based on some overall quality and desirability index.

Step 5: Supplemental recruitment (as necessary)

Should it be necessary, HansaGCR and SamKnows will work with the ISPs to recruit selected additional volunteers to meet the sample size targets for the different sample groups. This is likely to be a requirement throughout the subsequent phases of the project and SamKnows is working with the ISPs to create a workable process for enabling any household that expresses an interest, to join the project.