

The distribution of boxes by Census Region is found in table 3.

Table 3: Distribution of boxes by Census Region

Census Region	Total Boxes	% Total Boxes	% of Total U.S. Broadband Subscribers
Northeast	1181	17%	21%
Midwest	1592	23%	21%
South	2252	33%	35%
West	1784	26%	23%

C. Panelist Recruitment Protocol

Panelists were recruited using the following method:

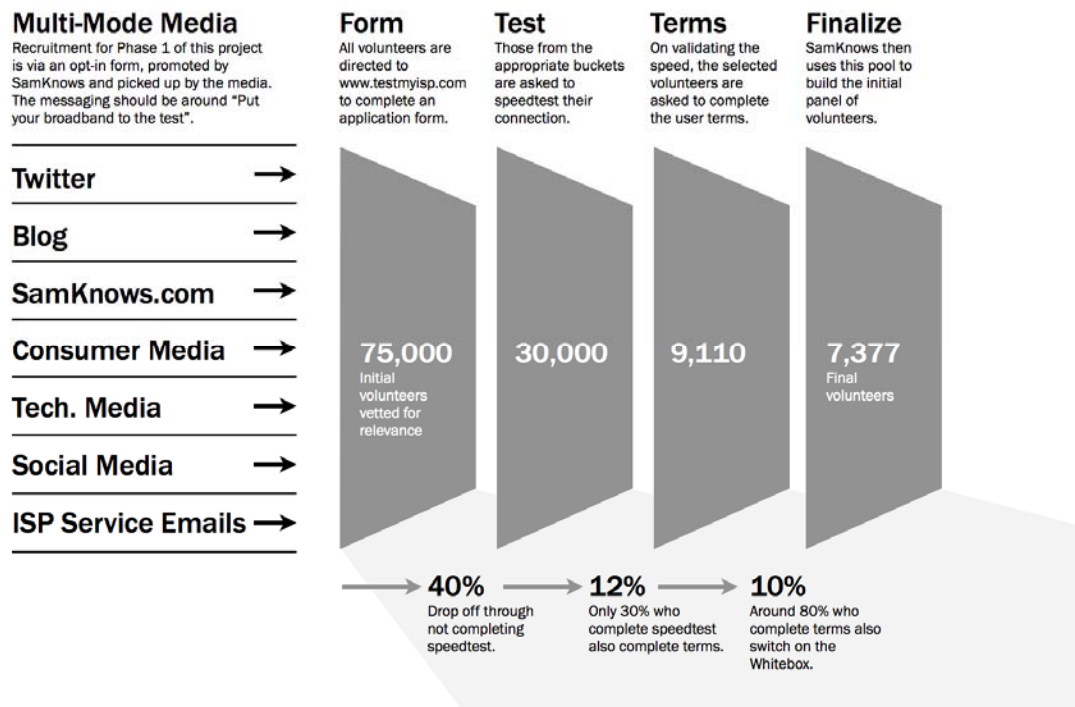
- A significant proportion of volunteers were recruited via an initial public relations and social media campaign led by the FCC. This included discussion on the FCC website and on technology blogs, as well as articles in the press regarding the study.
- We reviewed the demographics of this initial panel to identify any deficiencies with regard to the sample plan described above. These goals were set to produce statistically valid sets of volunteers for demographics based on ISP, speed tier, technology type, and region. This initial pool of volunteers was then supplemented by the participating ISPs, who sent out an email to customers in desired demographics that were under-represented in the pool of publicly-solicited volunteers. Emails directed interested volunteers to contact SamKnows in regards to participation in the trial. At no time during this recruitment process did the ISPs have any knowledge regarding which of their customers might be participating in the trial. In almost all cases, ISP engagement in soliciting volunteers enabled us to meet desired demographic targets.

The mix of panelists recruited using the above methodologies varied by ISP.

A multi-mode strategy was used to qualify volunteers for this trial. The key stages of this process were as follows:

1. Volunteers were directed to complete an online form, which provided information on the study and required volunteers to submit a small amount of information, which was used to track subsequent submissions by these volunteers.
2. Those volunteers who were determined to be representative of the target broadband user population were sent a follow-up email, which invited participation in a web-based speed test that was developed by SamKnows in collaboration with Measurement Lab (“M-Lab”) and PlanetLab.¹²
3. Volunteers were selected from respondents to this follow-up email based on the statistical requirements of the panel. Selected volunteers were then asked to complete an acknowledgment of User Terms and Conditions that outlined the permissions to be granted by the volunteer in key areas such as privacy.¹³
4. Of those volunteers that completed the User Terms and Conditions, SamKnows selected the final panel of 9,000 participants,¹⁴ each of whom received a Whitebox for self-installation. SamKnows provided full support during the Whitebox installation phase.

The graphic below illustrates the study recruitment methodology:



¹² M-Lab is a non-profit corporation supporting research on broadband networks. PlanetLab is a global research network supporting the development of new network services.

¹³ The User Terms and Conditions is found in the Reference Documents at the end of this Appendix.