Sample Build Process

1. Select all zip codes within volunteer pool to match the sampling plan

2. If more than 10 zip codes are available, randomly select 10, otherwise use all available zip codes.

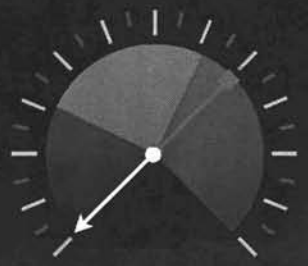
3. Randomly select volunteers within zips in proportion to cell size and availability

(Example: Time Warner Cable...)

Mid West

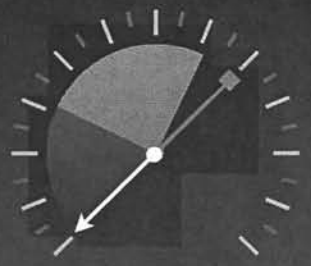
2 Service Tiers

West



3 Service Tiers

North East



2 Service Tiers

South

2 Service Tiers

Time Warner Cable,
Sample and Distribution

Final Proposed Sample Sizes

	Total Sample	Rural Area	Urban Area	Cells In Sample	Sample Per Cell
DSL	4,241	902	3,610	20	212
Cable	4,595	978	3,910	29	158
Satellite	200	40	160	2	100
Fiber	400	0	400	2	200
Total	9,436	1,920	8,080	53	178

Questions...