The FCC issued a request for comments on proposed broadband consumer disclosure labels in NPRM 22-7. To inform the FCC, we conducted a large-scale two-phase user study with over 2500 participants. In phase 1, we investigated what information is most useful and understandable to consumers while comparison shopping for broadband plans as well as their opinions on the FCC’s proposed labels. In phase 2, we evaluated the impact of changes to the proposed labels on consumer comprehension and sentiment. We found that consumers are overwhelmingly supportive of the label concept. They are most interested in cost, speed, and reliability and prefer labels to be concise, yet contain detailed information. They struggle with calculating total costs and determining how performance affects suitability for various uses. While technical terms such as latency, packet loss, and network management practices are unfamiliar to consumers, once the terms are explained they express interest in having this information provided. The changes we tested improved consumer comprehension and were generally well liked. However, we also observed areas for further improvement. Based on our findings, we are proposing a summary (shown below) and full version of a fixed broadband label (shown on page 2).
**Broadband Facts**

**Fiber One Gigabit**

Base monthly cost $99.99

Unlimited data at speeds up to 940/880 Mbps per month. Includes provider fees and government taxes.

Click here for more pricing options including promotions and bundled options such as cable television.

Optional monthly charges/discounts

- College student discount $-20.00
- Military and veteran discount $-15.00
- Auto Pay + Paper-Free discount $-10.00
- Router lease + tax Included
- 2 TB cloud storage Included
- Unlimited cloud storage $5.00
- Inside Wire Maintenance $15.00
- Home Device Protect $25.00

Activation

Setup and installation Included

Performance

What do these mean?

Government Performance Ratings (fcc.gov/broadband)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Good</th>
<th>Acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web browsing</td>
<td>Good</td>
<td>Streaming video</td>
</tr>
<tr>
<td>Streaming audio</td>
<td>Good</td>
<td>Acceptable</td>
</tr>
<tr>
<td>Videoconferencing</td>
<td>Marginal</td>
<td>Streaming video</td>
</tr>
<tr>
<td>Gaming</td>
<td>Poor</td>
<td>Acceptable</td>
</tr>
<tr>
<td>Online backups</td>
<td>See our privacy policy</td>
<td></td>
</tr>
</tbody>
</table>

When performance is poor (10th percentile) | When performance is normal (median)

- Speed (downstream) 308 Mbps | 929.5 Mbps
- Speed (upstream) 311 Mbps | 912.22 Mbps
- Latency 380ms | 86ms
- Packet loss 5.25% | 0.4%

Reliability

What do these mean?

Average monthly downtime per customer 1 hour 14 minutes
Total number of outages, last 3 years 105

Network management practices

What do these mean?

<table>
<thead>
<tr>
<th>Practice</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic management</td>
<td>None</td>
</tr>
<tr>
<td>Free Fortnite</td>
<td>None</td>
</tr>
<tr>
<td>Zero-rating/Data allowance</td>
<td>Traffic to Epic Games servers does not count against usage caps on any of Fiber One's applicable plans.</td>
</tr>
</tbody>
</table>

Privacy

See our privacy policy at cups.cs.cmu.edu/broadband

Complaints or Inquiries

To contact us: online / 1 (800) 837-4966
To submit complaints to the FCC: online / 1 (888) 225-5322

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**Left:** Proposed fixed broadband label in FCC's NPRM 22-7

**Right:** Full version of our proposed label, accessed via the QR code or url provided on the summary layer (September 15, 2022 update)