

Appendix A: FTC 6(b) Order

SPECIFICATIONS

Please provide the following information, documents, and items, consistent with the definitions, instructions, and formatting requirements contained in Attachment A:

1. **Identification of Report Author:** Identify the full name, business address, telephone number, and title of the person(s) who prepared or supervised the preparation of the Company's response to this Order and describe in detail the steps taken by the Company to respond to this Order. For each specification, identify the individual(s) who assisted in preparation of the response. Provide a list of the persons (identified by name and corporate title or job description) whose files were searched and identify the person who conducted the search.

2. **Company Information:**
 - A. State the Company's complete legal name and all other names under which it has done business, its corporate mailing address, all addresses from which it does or has done business, and the date(s) and state(s) of its incorporation.

 - B. Describe the Company's corporate structure, and state the names of all parents, subsidiaries (whether wholly or partially owned), divisions (whether incorporated or not), affiliates, branches, joint ventures, franchises, operations under assumed names, websites, and entities over which it exercises supervision or control. For each such entity, describe the nature of its relationship to the Company.

 - C. Identify each individual or entity having more than a 5% ownership interest in the Company, as well as their individual ownership stakes and their positions and responsibilities within the Company.

3. **Scope of Company Activities:**
 - A. For each of the years 2013, 2014, and 2015, state the number of Class Action Settlements for which the Company has served as administrator, broken down by federal, state and tribal. Consider a Class Action Settlement to have occurred in the year containing the last day on which a consumer could submit a timely claim.

 - B. Describe in detail the manner, if any, in which the Company tracks the following information with regard to Class Action Settlements:
 - i. The Notice Volume;

 - ii. The number of Claims filed;

 - iii. The number of Claims approved; and

 - iv. The method(s) used to provide Individual Notice.

- C. Describe in detail the manner, if any, in which the Company collects data to analyze the effectiveness of notice plans, including but not limited to:
- i. The form of the Individual Notice (*e.g.*, e-mail, post card, mailed detailed notice);
 - ii. The proportion of Individual Notices that are re-mailed or sent a second time via e-mail;
 - iii. The proportion of recipients of an e-mailed Individual Notice who click through to a website for the Class Action Settlement;
 - iv. The number of Claims filed as a proportion of the number of Individual Notices sent; and
 - v. The amount of money a claimant may receive if the claim is accepted.

4. Specific Data on Class Action Settlements

- A. For each of the ten largest settlements, by Notice Volume, of Rule 23(b)(3) class actions involving consumer issues claims (excluding those brought under the Telephone Consumer Protection Act) in each of 2013, 2014, and 2015 (based on the last day on which a consumer could submit a timely claim), state separately for each class action:
- i. The full case caption of the lawsuit;
 - ii. The Notice Volume;
 - iii. The form(s) of notice sent;
 - iv. The length of the notice period;
 - v. Whether any other forms of notice were used (*e.g.*, Internet banners, television, radio, or print media) and, if so, a description of those forms;
 - vi. The number of Claims submitted to the Company;
 - vii. The number of Claims approved;
 - viii. The number of Claims denied;
 - ix. The number of Claims submitted for which the Company requested additional information from the claimant;

- x. Whether claimants were required to submit documentation to receive payment on Claim, and if so what documentation was required; and
- xi. The form(s) of any compensation paid on Claims, such as checks, coupons, or gift cards;
- xii. The median monetary value of Claims paid;
- xiii. The mean monetary value of Claims paid;
- xiv. The minimum and maximum monetary values of Claims paid;
- xv. If compensation took the form of a check, the number of checks sent;
- xvi. If compensation took the form of a check, the number of checks cashed;
- xvii. If compensation took a form other than a check, the number of class members to whom compensation was sent;
- xviii. If compensation took a form other than a check; the number of class members who redeemed compensation, such as by using a coupon or gift card;
- xix. The number of class members who objected; and
- xx. The number of class members who opted out of the settlement.

B. For each Class Action Settlement identified in response to Specification 4(A):

- i. State whether the Company sent Email Notices to potential class members;
- ii. If the Company sent Email Notices, state how many were sent;
- iii. If the Company sent Email Notices, state how many were returned as undeliverable;
- iv. If the Company sent Email Notices, state the email address from which the Email Notices were sent;
- v. If the Company sent Email Notices, provide a copy of the Email Notice including the subject line, address of the sender, and any attachments to the email. If multiple versions of the Email Notice existed, provide copies of each and state the circumstances under which a person would receive each;
- vi. If the Company sent Email Notices, state how many were opened;

- vii. If the Company sent Email Notices, state whether the notice included a form or a hyperlink to a form where the notice recipient could submit a claim, and if so whether the claim form was included in the email text, attached or connected by hyperlink, and whether that form was prefilled with the recipient's information;
- viii. If the Company sent Email Notices, state whether those notices included a hyperlink to a website for the Class Action Settlement, and if so what percentage of Email Notice recipients clicked on that link.

C. For each Class Action Settlement identified in response to Specification 4(A):

- i. State whether the Company sent Postcard Notices to potential class members;
- ii. If the Company sent Postcard Notices, state how many were sent;
- iii. If the Company sent Postcard Notices, state how many were returned as undeliverable;
- iv. If the Company sent Postcard Notices, provide a copy of the Postcard Notice, including the reverse side containing address information. If multiple versions of the Postcard Notice existed, provide copies of each and state the circumstances under which a person would receive each;
- v. If the Company sent Postcard Notices, state whether a claim form was included with the Postcard Notice; and
- vi. If the Company sent Postcard Notices that included a claim form, state whether the form was pre-filled with the recipient's information.

D. For each Class Action Settlement identified in response to Specification 4(A):

- i. State whether the Company sent Notice Packets to potential class members;
- ii. If the Company sent Notice Packets, state how many were sent;
- iii. If the Company sent Notice Packets, state how many were returned as undeliverable;
- iv. If the Company sent Notice Packets, provide a copy of the Notice Packet, including a copy of the envelope. If multiple versions of the Detailed Notice and claim form existed, provide copies of each and state the circumstances under which a person would receive each; and
- v. State whether the claim form was pre-filled with the recipient's information.

5. Information about Individual Class Members

A. For the Class Action Settlements identified in response to Specification 4(A), provide the following information about each recipient of a Direct Notice:¹

- i. Name;
- ii. Address;
- iii. Email address;
- iv. Form(s) of notice sent;
- v. Whether the notice was returned as undeliverable; and
- vi. Whether the recipient filed a claim.

The Special Report responses called for in this Order are to be filed no later than 60 days from the date of service of this Order.

¹ For the purposes of Specification 5, it is not necessary to identify the particular Class Action Settlement to which individuals' data relates.

Attachment A

DEFINITIONS & ADDITIONAL INSTRUCTIONS

- A. “**Claim**” shall mean a submission from a potential member of a class seeking to receive compensation as part of a Class Action Settlement.
- B. “**Class Action Settlement**” shall mean any agreement between two or more parties to resolve claims brought in any court in the United States (federal, state, or tribal) by a class of plaintiffs, whether certified or putative, and which received preliminary or final approval from the court in which the claims were heard. This definition shall not include actions brought by a federal, state, local, or tribal government or agency. Furthermore, this definition shall not include resolutions through trial or other contested litigation (including on a motion for summary judgment or equivalent), provided, however, that it shall include an agreement reached between the parties notwithstanding a prior dispositive finding by the court in which the claims were heard.
- C. “**Company**” shall mean [company name], its wholly or partially owned subsidiaries, unincorporated divisions, joint ventures, operations under assumed names, and affiliates, and all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of the foregoing.
- D. “**Individual Notice**” shall mean a notice sent directly, regardless of form, to a particular individual on the basis of that individual’s membership or possible membership in a Settlement Class.
- E. “**Identify**” shall be construed to require identification of (a) natural persons by name, title, present business affiliation, present business address and telephone number, or if a present business affiliation or present business address is not known, the last known business and home addresses; and (b) businesses or other organizations by name, address, identities of natural persons who are officers, directors or managers of the business or organization, and contact persons, where applicable.
- F. “**Detailed Notice**” shall mean a mailed notice that follows the Federal Judicial Center’s examples, available at www.fjc.gov.
- G. “**Notice Packet**” shall mean a mailed Detailed Notice, claim form, and any other information or documentation necessary for a potential claimant to file a claim.
- H. “**Notice Volume**” shall mean the number of Individual Notices sent to class members or potential class members in a Settlement Class.
- I. “**Order**” shall mean the Order, including the attached Resolution, Specifications, and Attachment.

- J. **“Settlement Class”** shall mean the class certified pursuant to Federal Rule of Civil Procedure 23(c), whether for settlement purposes or otherwise determined by a court.
- K. **“You”** and **“your”** shall mean the person or entity to whom this CID is issued and includes the “Company.”
- L. **Meet and Confer:** You are encouraged to contact **Robin Moore** at **(202) 326-2167** or **Colin MacDonald** at **(202) 326-3192** as soon as possible to schedule a meeting (telephonic or in person) in order to confer regarding your response.
- M. **Modification of Specifications:** If you believe that the scope of the required search or response for any specification can be narrowed consistent with the Commission’s need for documents or information, you are encouraged to discuss such possible modifications, including any modifications of definitions and instructions, with the Commission counsel named above.
- N. **Electronic Submission of Documents:** See the attached “Federal Trade Commission, Bureau of Consumer Protection Production Requirements,” which details all requirements for submission of information, generally requiring that files be produced in native form and specifying the metadata to be produced. As noted in the attachment, some items require discussion with the FTC counsel **prior to** production, which can be part of the general “Meet and Confer” described above. If you would like to arrange a separate discussion involving persons specifically familiar with your electronically stored information (ESI) systems and methods of retrieval, make those arrangements with FTC counsel when scheduling the general meet and confer discussion
- O. **Applicable Time Period:** Unless otherwise directed in the specifications, the applicable time period for the request shall be from **January 1, 2013 until the date of full and complete compliance with this Order.**
- P. **Document Production:** Because postal delivery to the Commission is subject to delay due to heightened security precautions, please use a courier service such as Federal Express or UPS.
- Q. **Production of Copies:** Copies of marketing materials and advertisements shall be produced in color, and copies of other materials shall be produced in color if necessary to interpret them or render them intelligible.
- R. **Sensitive Personally Identifiable Information:** If any material called for by these requests contains sensitive personally identifiable information or sensitive health information of any individual, please contact us before sending those materials to discuss ways to protect such information during production.

For purposes of these requests, sensitive personally identifiable information includes:

an individual's Social Security number alone; or an individual's name or address or phone number in combination with one or more of the following: date of birth, Social Security number, driver's license number or other state identification number, or a foreign country equivalent, passport number, financial account number, credit card number, or debit card number. Sensitive health information includes medical records and other individually identifiable health information relating to the past, present, or future physical or mental health or conditions of an individual, the provision of health care to an individual, or the past, present, or future payment for the provision of health care to an individual.

Appendix B: Additional Tables– Administrator Study

Table B.1: Regressions Examining Relationship between Median Redress and: Check Cashing Rate and Claims Rate (Constant Sample)

VARIABLES	Claim Filing Rate	Check Cashing Rate
Median Redress	-0.00000839 (0.000025)	0.000249*** (0.000093)
Indicator for Email	-0.0725*** (0.0186)	0.000371 (0.0905)
Indicator for Postcard without Claim Form	-0.0279 (0.0182)	-0.00990 (0.116)
Indicator for Postcard without Claim Form	-0.00108 (0.0171)	0.185* (0.0966)
Indicator for Two or More Round of Notice	0.0572** (0.0218)	0.0654 (0.0735)
Indicator for Publication Notice	0.000162 (0.0149)	-0.0967 (0.0828)
Constant	0.100*** (0.0193)	0.798*** (0.0959)
Observations	97	97
R-squared	0.327	0.358

Notes:

Sample consists of cases that require a claims process, which had a calculated claims rate of less than 100% and provided data for all variables. Indicator for Notice Packet is the omitted category for type of notice. Regressions are weighted by the number of notice recipients or number of checks sent, according to the outcome variable. Both regressions control for the court (state vs federal), the number of notice recipients, and an indicator for using multiple forms of notice. The regression in the first column replicates the regression in Table 7, dropping the three cases that did not provide data on on check-cashing. Significance levels: *** p<0.01, ** p<0.05, * p<0.1

Appendix C: Notice Characteristic Coding Methodology – Administrator Study

This appendix describes in greater detail the coding of notice characteristics displayed in Figure 10 of Chapter 2. We identified common notice characteristics and developed the below coding methodology by reviewing copies of individual notices, which administrators submitted for 98 cases in the sample.²

- **Top of Notice Legal Information** - We examined the first several lines of emails and notice packets to code this information. For postcards, we examined any supplemental text listed on the addressed side of the postcard, in addition to the first several lines of the other (main) side of the postcard. We classified notices into the following categories:
 - *Legal caption in formatted style* – where the court name is typically centered, and the names of the parties to the lawsuit are displayed using indented text along with subtitles indicating whether they are the “Plaintiff” or the “Defendant.” The case number is typically displayed to the right of plaintiff and defendant names.
 - *Plaintiff and defendant names, case number, and court name* – where we coded notices in this category only when this information did not appear in the format of a legal caption.
 - *Court name only*
 - *No legal information* – where we defined “legal information” as plaintiff and defendant names, court name, and case number. For example, if the top of the notice simply stated “Notice of Class Action Settlement,” it was coded as containing no legal information.

- **Table of Options** - We determined whether notices included a table that listed common settlement options available to class members, such as doing nothing, filing a claim, excluding oneself, objecting, and attending a hearing. Such a table typically had two columns with the first column listing actions that were available to class members, and the second column listing the consequences of these actions.

- **Consequences of Doing Nothing** - We classified notices into the following categories:
 - *Prominently states that doing nothing results in no payment* – We coded notices in this category when the text describing the consequences of doing nothing was

² In categorizing the notices, we examined different portions of the notice depending on the type. Unless otherwise noted, for emails and postcard notices, we examined the entire notice to assign it to a category. Specifically, for postcard notices, we considered both sides of notice and, for email notices, we examined the email body and the subject line. In contrast, for notice packets, we examined only the first two pages. For example, if a table of options did not appear on the first two pages of a notice packet, we coded the notice as one that did not include the table. We limited the number of pages we examined for notice packets to prioritize the parts that are more visible to individuals who open them.

visually “prominent”—e.g., underlined, bolded, capitalized, separated by at least one line of blank text, displayed in a table, or of a larger font size than surrounding text. We identified the following words as those likely to be understood by the typical consumer as signifying a payment: “payment,” “refund,” “money,” “cash,” “reimbursement,” “compensation,” and the amount or estimate of the payment listed with “\$.” Therefore, the only cases included in this category are those that used one or more of these words when describing the consequences of doing nothing. We refer to such language as denoting “plain English” payment language, below.

- *Cannot be categorized* – We were not able to clearly categorize the following types of statements. Notices that contained only such statements about the consequences of doing nothing (i.e., without also including prominent and plain English statements, as described above) were coded as those that cannot be categorized.
 - Regardless of the prominence of the text, statements regarding doing nothing that did not use “plain English payment” language. This included phrases such as “by doing nothing, you receive no settlement benefits,” or “if you do nothing, you will not receive a share of the settlement.”
 - Statements about doing nothing that were not visually prominent.
- *Does not mention consequences of doing nothing* - We coded notices that contain no statements about the consequences of doing nothing in this category.
- **Necessity of Filing a Claim-** We classified notices into the following categories:
 - *Prominently states that claim is required to receive payment* – Using the prior definitions of “prominent” and use “plain English payment” language, notices that prominently stated that a claim is required to receive payment were included in this category. We considered phrases such as “you must file a claim to receive payment” and “this is the only way to receive a payment” as signaling the claims-filing requirement.
 - *Cannot be categorized* – As before, we considered notices that contained either of the following types of statements as those that cannot be categorized. Again, we included only notices that did not also contain a prominent, plain English statement, as described in the first category.
 - Regardless of the prominence of the text, statements regarding the claims-filing requirement that did not use plain English payment language. This includes phrases such as “you must file a claim to participate in the class action settlement,” or “filing a claim is the only way to receive settlement benefits.”
 - Statements regarding the claims-filing requirement that were not visually prominent.

- *Does not mention claim filing requirement* - This category includes notices that contain no statements describing the necessity of filing a claim. This includes notices that contain only informational statements such as “file your claim by [date].”
- **Relevance of Notice** - We categorized notices based on whether they included a statement signaling relevance to the consumer. We considered “relevant” statements to be those that explained why the recipient was sent a notice, typically referencing company records. This included statements such as “our records indicate you are part/may be part of the class” or “according to company records, you purchased [product].” Notices that included statements beginning with “if” (e.g., “if you purchased [product] during [time period], you could receive benefits from a class action settlement”) are classified as not containing a relevant statement, unless accompanied by a more prominent or equally as prominent relevant statement, using the prior definition of “prominent.”
- **Payment Availability** - We classified notices based on whether they contained plain English and/or certain descriptions of payment availability. We used the following categories: *plain English and certain; plain English only; certain only; and neither plain English nor certain*. We defined “plain English” descriptions of payment availability as those that were visually prominent, and used language that was likely to be understood by the typical consumer as signifying a payment, such as “payment,” “refund,” “money,” “cash,” “reimbursement,” “compensation,” or the amount or estimate of the payment listed with “\$.” We defined “certain” descriptions of payment availability as those that do not use the words “could” or “may.” For example, the phrase “you could be entitled to settlement benefits” was coded as neither plain English nor certain; the phrase “you could receive \$10” was coded as plain English only; the phrase “receive \$10 by filing a claim form” was coded as plain English and certain; and “by filing a claim form, you will receive a share of the settlement fund” was coded as certain only.
- **Payment Amount** - We determined whether the notice listed either: the exact or minimum amount of the payment; the maximum amount or an estimate of the payment, or none of the above.

Appendix D: Questionnaire – Notice Study

LEAD-IN: Assume the screen you are about to view is your personal e-mail inbox and that it contains e-mails from companies you have done business with. Please look at the inbox as you normally would. When you are done, please click the “next” button on the bottom of the page.

DISPLAY “NEXT” BUTTON AT BOTTOM OF PAGE. WHEN RESPONDER CLICKS “NEXT,” **SHOW INBOX WITH “NEXT” BUTTON AT BOTTOM**

On the second screen, show the “inbox” image without any supplementary text (with the exception of the “next” and other default buttons at the bottom of the page). We would like the image to fill the entire screen on which the respondent is taking the survey.

Display the “inbox” image on screen 3 also (i.e., image will appear on screen 2 and screen 3). On screen three, above the “inbox” image, include the following language: “Below is the same email inbox you just viewed. Again, assume that it is your personal inbox and that it contains emails from companies you have done business with.” Below the inbox image, display Q1 text with the checkbox answer choices.

Q1. Using the checkboxes displayed below, select the e-mails, if any, that you are likely to open. If you are unlikely to open any of these e-mails, simply click the “next” button.

WHEN RESPONDENT CLICKS NEXT, SHOW A SPLIT-SCREEN DISPLAYING THE INBOX WITH ONLY THE CLASS ACTION E-MAIL VISIBLE ON THE TOP OF THE SCREEN AND THE QUESTION BELOW IT.

Now we would like you to think about the one e-mail in the inbox that is visible.

Q2. Why do you say that you are likely to open (IF CLASS ACTION E-MAIL IS CHECKED IN Q1)/not likely to open (IF CLASS ACTION E-MAIL IS NOT CHECKED IN Q1) this e-mail? Please explain in as much detail as possible.

Q3. Now we are going to show you several statements about this e-mail. All, some, or none of these statements may be true. After you read each statement, please indicate whether you think it is definitely true, probably true, probably false, definitely false, or you don’t know.

ROTATE ORDER FOR Q3a THROUGH Q3d. SHOW ONE AT A TIME WITH 4-POINT SCALE [5-DEFINITELY TRUE | 4-PROBABLY TRUE | 3-PROBABLY FALSE | 2-DEFINITELY FALSE] [1-DON'T KNOW]

- Q3a This e-mail is an advertisement.
- Q3b This e-mail provides information on a class action settlement.
- Q3c This e-mail provides shipping confirmation of an online order.
- Q3d This e-mail provides information on getting a refund.

LEAD-IN: Now assume that you have opened this e-mail. The following screen displays the content of the e-mail. Please read the e-mail as you normally would. When you are finished, please click the “next” button at the bottom of the screen.

DISPLAY “NEXT” BUTTON AT BOTTOM OF PAGE. WHEN RESPONDER CLICKS “NEXT,” **SHOW E-MAIL WITH “NEXT” BUTTON AT BOTTOM.**

REMOVE FROM VIEW AFTER RESPONDENT HAS READ E-MAIL.

- Q4. Why do you think you received this e-mail? Please share your thoughts in as much detail as possible.

- Q5. Now we are going to show you several statements about the e-mail you just read. All, some, or none of these statements may be true. After you read each statement, please indicate whether you think it is definitely true, probably true, probably false, definitely false, or you don't know.

ROTATE ORDER FOR Q5a THROUGH Q5d. SHOW ONE AT A TIME WITH 4-POINT SCALE [5-DEFINITELY TRUE | 4-PROBABLY TRUE | 3-PROBABLY FALSE | 2-DEFINITELY FALSE] [1-DON'T KNOW]

- Q5a This e-mail is an advertisement.
- Q5b This e-mail provides information on a class action settlement.
- Q5c This e-mail provides shipping confirmation of an online order.
- Q5d This e-mail provides information on getting a refund.

LEAD-IN FOR DESCRIPTION OF CLASS ACTION AND VIEWING E-MAIL A SECOND TIME:

The e-mail you just viewed contains information on a class action settlement, including information about a refund. Again, please read the e-mail as you normally would. When you are finished, please click the “next” button at the bottom of the screen.

DISPLAY “NEXT” BUTTON AT BOTTOM OF PAGE. WHEN RESPONDER CLICKS “NEXT,” **SHOW E-MAIL WITH “NEXT” BUTTON AT BOTTOM.**

SHOW E-MAIL A SECOND TIME, THEN REMOVE ONCE RESPONDENT IS READY TO CONTINUE

- Q6. If you received this e-mail and were eligible for a refund, what action or actions, if any, would you need to take to get the refund? If you don’t know, please say so.
- Q7. Now we are going to show you several statements about what the e-mail said or suggested regarding actions you might need to take to get a refund through the class action settlement. All, some, or none of these statements may be true. After you read each statement, please indicate whether you think it is definitely true, probably true, probably false, definitely false, or you don’t know.

ROTATE ORDER FOR Q7a THROUGH Q7d. SHOW ONE AT A TIME WITH 4-POINT SCALE [5-DEFINITELY TRUE | 4-PROBABLY TRUE | 3-PROBABLY FALSE | 2-DEFINITELY FALSE] [1-DON’T KNOW]

- Q7a To get a refund through the class action settlement, I should take no further action; I will automatically receive the refund if the class wins the lawsuit.
- Q7b To get a refund through the class action settlement, I should file a customer service complaint with Sonoro Technologies, Inc.
- Q7c To get a refund through the class action settlement, I should fill out a claims form at the website provided in the e-mail.
- Q7d To get a refund through the class action settlement, I should hire a personal attorney to represent me in court.

IF “DEFINITELY TRUE” OR “LIKELY TRUE” TO Q7c, CONTINUE
ELSE, SKIP TO Q11

- Q8 In your personal opinion, how likely or unlikely is it that you will receive the refund if you filled out the claims form? Would you say that it is:

SHOW 5-POINT SCALE
[5-VERY LIKELY | 4-SOMEWHAT LIKELY | 3-NEITHER LIKELY NOR UNLIKELY | 2-SOMEWHAT UNLIKELY | 1-VERY UNLIKELY]

IF “SOMEWHAT UNLIKELY” OR “VERY UNLIKELY” to Q8, CONTINUE

ELSE, SKIP TO Q10

Q9 Why did you say it was [INSERT RESPONSE FROM Q8, SKIP IF RESPONSE TO Q8 IS “VERY LIKELY,” “SOMEWHAT LIKELY,” “NEITHER LIKELY NOR UNLIKELY”] that you will receive the refund?

Q10 Now we’d like to ask you some questions concerning your personal opinion about the refund process based on the information provided in the e-mail.

Q10a In your personal opinion, how easy or difficult would it be to meet the requirements to receive a refund?

SHOW 5-POINT SCALE

[5-VERY EASY | 4-SOMEWHAT EASY | 3-NEITHER EASY NOR DIFFICULT | 2-SOMEWHAT DIFFICULT | 1-VERY DIFFICULT]

Q10b In your personal opinion, how many people who submit the claims form will receive a refund?

SHOW 7-POINT SCALE

[7-ALL | 6-ALMOST ALL | 5-MOST | 4-ABOUT HALF | 3-SOME | 2-VERY FEW | 1-NONE]

Q10c In your personal opinion, how long do you think it will take you to complete the process to apply for a refund?

[PROVIDE A FIELD WHERE RESPONDENTS CAN CHOOSE NUMERICAL VALUES OF HOURS AND MINUTES]

Q11 Have you ever filled out a claim form in response to a notice of a class action settlement?

[1-YES, I HAVE | 2-NO, I HAVE NOT | 3-DON’T KNOW]

Q12. Are you...?

1-Male

2-Female

Q13. In what state do you currently reside?

Q14. What is your age?

- 1-18-29
- 2-30-39
- 3-40-49
- 4-50-59
- 5-60-69
- 6-70+

Q15. What is the highest level of education you have completed or the highest degree you have received?

- 1-Less than high school
- 2-Some high school
- 3-High school diploma
- 4-Some college
- 5-Associate's degree
- 6-Bachelor's degree
- 7-Some graduate school
- 8-Master's degree
- 9-Professional degree
- 10-Doctoral degree

Q16. Are you of Hispanic or Latino origin?

- 1-Yes, of Hispanic origin
- 2-No, not of Hispanic origin
- 3-Decline to answer

Q17. Please choose one or more categories to indicate your race. Are you...?

- 1-White or Caucasian
- 2-Black or African American
- 3-Asian
- 4-American Indian or Alaska Native
- 5-Native Hawaiian or Other Pacific Islander
- 6-Other
- 7-Decline to answer

Q18. And, for statistical purposes only, in which of the following categories does your total annual HOUSEHOLD income fall?

- 1-Under \$20,000 per year
- 2-At least \$20,000 per year, but less than \$40,000
- 3-At least \$40,000 per year, but less than \$60,000

- 4-At least \$60,000 per year, but less than \$80,000
- 5-At least \$80,000 per year, but less than \$100,000
- 6-\$100,000 per year or more
- 7-Decline to answer

Appendix E: Example Screenshots of Part I Stimuli – Notice Study

Example 1 – Sender: *Sonoro*; Subject Line: *Notice of Class Action Settlement*

<p>COMPOSE</p> <p>Inbox (11)</p> <p>Starred</p> <p>Important</p> <p>Sent Mail</p> <p>Drafts</p> <p>Personal</p> <p>Travel</p> <p>More ▾</p>	<input type="checkbox"/> ☆	ASP Group	Your credit card statement is available - This is a service message with information re	11:50 am
	<input type="checkbox"/> ☆	GreenWorld Bazaar	20% off when you buy 3 or more accessories - Sale ends next Friday. Certain exclusio	11:32 am
	<input type="checkbox"/> ☆	Sonoro	Notice of Class Action Settlement - You are receiving this email because you	10:46 am
	<input type="checkbox"/> ☆	Pop Electronics	Thanks for contacting customer support - Thanks for contacting us. If you need to	9:51 am
	<input type="checkbox"/> ☆	Scarpa Design	Shop Our Sale - Our semiannual sale ends tonight. Shop now to save 20%	9:45 am
	<input type="checkbox"/> ☆	Incant Digital	New! Introducing our new phone - New ergonomic design. We obsessed over every det	9:27 am
	<input type="checkbox"/> ☆	Backdoor Strategies	Important information about your account - Important New Information about your pe	9:18 am
	<input type="checkbox"/> ☆	Turbury's	Thank you for your purchase - Transaction ID 65RH1917GG7856324	9:06 am
	<input type="checkbox"/> ☆	Serac First Financial	Payment processed for account ending in 9832 - Transaction ID number 778TFC89450	8:54 am
	<input type="checkbox"/> ☆	Aurora Key Guesthouse	Reservation Confirmed - Thank you for making your reservation	8:33 am

Example 2 – Sender: *SonoroJetSettlement*; Subject Line: *Notice of Class Action Settlement- \$100 Refund Available*

<p>COMPOSE</p> <p>Inbox (11)</p> <p>Starred</p> <p>Important</p> <p>Sent Mail</p> <p>Drafts</p> <p>Personal</p> <p>Travel</p> <p>More ▾</p>	<input type="checkbox"/> ☆	ASP Group	Your credit card statement is available - This is a service message with information re	11:50 am
	<input type="checkbox"/> ☆	GreenWorld Bazaar	20% off when you buy 3 or more accessories - Sale ends next Friday. Certain exclusio	11:32 am
	<input type="checkbox"/> ☆	SonoroJetSettlement	Notice of Class Action Settlement - \$100 refund available - You are receiving this	10:46 am
	<input type="checkbox"/> ☆	Pop Electronics	Thanks for contacting customer support - Thanks for contacting us. If you need to	9:51 am
	<input type="checkbox"/> ☆	Scarpa Design	Shop Our Sale - Our semiannual sale ends tonight. Shop now to save 20%	9:45 am
	<input type="checkbox"/> ☆	Incant Digital	New! Introducing our new phone - New ergonomic design. We obsessed over every det	9:27 am
	<input type="checkbox"/> ☆	Backdoor Strategies	Important information about your account - Important New Information about your pe	9:18 am
	<input type="checkbox"/> ☆	Turbury's	Thank you for your purchase - Transaction ID 65RH1917GG7856324	9:06 am
	<input type="checkbox"/> ☆	Serac First Financial	Payment processed for account ending in 9832 - Transaction ID number 778TFC89450	8:54 am
	<input type="checkbox"/> ☆	Aurora Key Guesthouse	Reservation Confirmed - Thank you for making your reservation	8:33 am

Example 3 – Sender: *classaction@uscourts.gov*; Subject Line: *Lavin v. Sonoro Technologies Class Action Settlement*

COMPOSE	<input type="checkbox"/> ☆	ASP Group	Your credit card statement is available - This is a service message with information re	11:50 am
Inbox (11)	<input type="checkbox"/> ☆	GreenWorld Bazaar	20% off when you buy 3 or more accessories - Sale ends next Friday. Certain exclusio	11:32 am
Starred	<input type="checkbox"/> ☆	classaction@uscourts.gov	Lavin v. Sonoro Technologies Class Action Settlement - You are receiving this email	10:46 am
Important	<input type="checkbox"/> ☆	Pop Electronics	Thanks for contacting customer support - Thanks for contacting us. If you need to	9:51 am
Sent Mail	<input type="checkbox"/> ☆	Scarpa Design	Shop Our Sale - Our semiannual sale ends tonight. Shop now to save 20%	9:45 am
Drafts	<input type="checkbox"/> ☆	Incant Digital	New! Introducing our new phone - New ergonomic design. We obsessed over every det	9:27 am
Personal	<input type="checkbox"/> ☆	Backdoor Strategies	Important information about your account - Important New Information about your pe	9:18 am
Travel	<input type="checkbox"/> ☆	Turbury's	Thank you for your purchase - Transaction ID 65RH1917GG7856324	9:06 am
More ▾	<input type="checkbox"/> ☆	Serac First Financial	Payment processed for account ending in 9832 - Transaction ID number 778TFC89450	8:54 am
	<input type="checkbox"/> ☆	Aurora Key Guesthouse	Reservation Confirmed - Thank you for making your reservation	8:33 am

Example 4 – Sender: *Sonoro*; Subject Line: *Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available*

COMPOSE	<input type="checkbox"/> ☆	ASP Group	Your credit card statement is available - This is a service message with information re	3:55 pm
Inbox (11)	<input type="checkbox"/> ☆	GreenWorld Bazaar	20% off when you buy 3 or more accessories - Sale ends next Friday. Certain exclusio	3:41 pm
Starred	<input type="checkbox"/> ☆	Pop Electronics	Thanks for contacting customer support - Thanks for contacting us. If you need to	3:30 pm
Important	<input type="checkbox"/> ☆	Scarpa Design	Shop Our Sale - Our semiannual sale ends tonight. Shop now to save 20%	1:44 pm
Sent Mail	<input type="checkbox"/> ☆	Incant Digital	New! Introducing our new phone - New ergonomic design. We obsessed over every det	1:08 pm
Drafts	<input type="checkbox"/> ☆	Backdoor Strategies	Important information about your account - Important New Information about your pe	11:50 am
Personal	<input type="checkbox"/> ☆	Turbury's	Thank you for your purchase - Transaction ID 65RH1917GG7856324	11:32 am
Travel	<input type="checkbox"/> ☆	Sonoro	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available - You	10:46 am
More ▾	<input type="checkbox"/> ☆	Serac First Financial	Payment processed for account ending in 9832 - Transaction ID number 778TFC89450	9:51 am
	<input type="checkbox"/> ☆	Aurora Key Guesthouse	Reservation Confirmed - Thank you for making your reservation	9:45 am

Example 5 – Sender: *SonoroJetSettlement*; Subject Line: *Notice of Refund*

COMPOSE	<input type="checkbox"/>	<input type="checkbox"/>	ASP Group	Your credit card statement is available - This is a service message with information re	3:55 pm
Inbox (11)	<input type="checkbox"/>	<input type="checkbox"/>	GreenWorld Bazaar	20% off when you buy 3 or more accessories - Sale ends next Friday. Certain exclusio	3:41 pm
Starred	<input type="checkbox"/>	<input type="checkbox"/>	Pop Electronics	Thanks for contacting customer support - Thanks for contacting us. If you need to	3:30 pm
Important	<input type="checkbox"/>	<input type="checkbox"/>	Scarpa Design	Shop Our Sale - Our semiannual sale ends tonight. Shop now to save 20%	1:44 pm
Sent Mail	<input type="checkbox"/>	<input type="checkbox"/>	Incant Digital	New! Introducing our new phone - New ergonomic design. We obsessed over every det	1:08 pm
Drafts	<input type="checkbox"/>	<input type="checkbox"/>	Backdoor Strategies	Important information about your account - Important New Information about your pe	11:50 am
Personal	<input type="checkbox"/>	<input type="checkbox"/>	Turbury's	Thank you for your purchase - Transaction ID 65RH1917GG7856324	11:32 am
Travel	<input type="checkbox"/>	<input type="checkbox"/>	SonoroJetSettlement	Notice of Refund - You are receiving this email because you	10:46 am
More ▾	<input type="checkbox"/>	<input type="checkbox"/>	Serac First Financial	Payment processed for account ending in 9832 - Transaction ID number 778TFC89450	9:51 am
	<input type="checkbox"/>	<input type="checkbox"/>	Aurora Key Guesthouse	Reservation Confirmed - Thank you for making your reservation	9:45 am

Example 6 – Sender: *classaction@uscourts.gov*; Subject Line: *Notice of Refund - \$100 Available*

COMPOSE	<input type="checkbox"/>	<input type="checkbox"/>	ASP Group	Your credit card statement is available - This is a service message with information re	3:55 pm
Inbox (11)	<input type="checkbox"/>	<input type="checkbox"/>	GreenWorld Bazaar	20% off when you buy 3 or more accessories - Sale ends next Friday. Certain exclusio	3:41 pm
Starred	<input type="checkbox"/>	<input type="checkbox"/>	Pop Electronics	Thanks for contacting customer support - Thanks for contacting us. If you need to	3:30 pm
Important	<input type="checkbox"/>	<input type="checkbox"/>	Scarpa Design	Shop Our Sale - Our semiannual sale ends tonight. Shop now to save 20%	1:44 pm
Sent Mail	<input type="checkbox"/>	<input type="checkbox"/>	Incant Digital	New! Introducing our new phone - New ergonomic design. We obsessed over every det	1:08 pm
Drafts	<input type="checkbox"/>	<input type="checkbox"/>	Backdoor Strategies	Important information about your account - Important New Information about your pe	11:50 am
Personal	<input type="checkbox"/>	<input type="checkbox"/>	Turbury's	Thank you for your purchase - Transaction ID 65RH1917GG7856324	11:32 am
Travel	<input type="checkbox"/>	<input type="checkbox"/>	classaction@uscourts.gov	Notice of Refund - \$100 Available - You are receiving this email because you	10:46 am
More ▾	<input type="checkbox"/>	<input type="checkbox"/>	Serac First Financial	Payment processed for account ending in 9832 - Transaction ID number 778TFC89450	9:51 am
	<input type="checkbox"/>	<input type="checkbox"/>	Aurora Key Guesthouse	Reservation Confirmed - Thank you for making your reservation	9:45 am


**Appendix F:
Example Screenshots of Part II Stimuli – Notice Study**

Example 1 – Long Format, with Court Seal

COMPOSE

Inbox (4)
Starred
Important
Sent Mail
Drafts
Personal
Travel
More ▾

to me ▾ 10:46 AM ☆ ↶ ▾

 This is a LEGAL NOTICE approved by the
UNITED STATES DISTRICT COURT FOR THE CENTRAL DISTRICT OF CALIFORNIA
Lavin v. Sonoro Technologies, Case No. 1:16-cv-001234-EAJ

**If You Purchased a Jet 6 Phone Between April 12, 2014 and August 14, 2016,
You May Be a Class Member.**

Membership as a class member in the Jet 6 Litigation is the result of a lawsuit filed in the U.S. District Court, Central District of California, (Case No. 1:16-cv-001234-EAJ).

What Is This Class Action About? The class action lawsuit alleges violations of state antitrust and consumer protection laws in connection with the sale of certain Sonoro Technologies devices. Plaintiffs, purchasers of Sonoro Technologies's Jet 6 smart phone, claim that Defendant Sonoro Technologies implemented operating system updates, which Plaintiffs claim has an adverse affect on the smart phone's camera and audio recording abilities. Plaintiffs allege that after the operating system 2.0 upgrade, camera and audio recording abilities were unreliable or entirely inoperable.

Defendant Sonoro Technologies has denied any liability and all allegations of misconduct. The Court has not decided whether the Defendants did anything wrong, and this Notice is not an expression of any opinion by the Court about the merits of any of the claims or defenses asserted by any party to this litigation.

Who Are Class Members? The Class includes all persons who, during the period April 12, 2014 through August 14, 2016, purchased the Jet 6 Phone. Excluded from the class are purchasers of Sonoro Technologies tablets, persons purchasing refurbished or used devices, and Sonoro Technologies employees, officers, directors, legal representatives, and wholly or partly owned subsidiaries or affiliated companies.

What Should I Do? (Getting Further Information) If you believe that you may be a class member (see above "Who Are Class Members"), you should get more detailed information about the class action and its potential effect on you and your rights. Further information can be obtained by going to the following website: www.jet6settlement.com. Additional information about the lawsuit may be obtained from Plaintiffs' Counsel website at www.GatsbyLaw.com, or by calling Plaintiffs' Counsel at (877) 555-1554.

To Get a Refund. If you bought a Jet 6 phone between 4/12/2014 and 8/14/2016, you might be eligible for a \$100 refund. To receive a refund, you must complete, sign and submit a Claim Form by mail by <183 days from fielding date>. You can obtain a claim form online at the court-appointed claims processor's website at www.jet6settlement.com/claim or by calling (877) 555-1554.

To Remain a Class Member. If you are a class member and you do nothing, you will be bound by the court's rulings in the lawsuit, including any final Settlement or Judgment.

To Exclude Yourself from the Class. (Deadline to Request Exclusion: <63 days from fielding date>) If you are a class member and you want to exclude yourself from the class and keep your right to sue Defendant, you must take further action before <63 days from fielding date>. By that date, you must request exclusion in writing to this address:
Jet 6 Litigation Exclusion
P.O. Box 8070
San Rafael CA 94912-8090

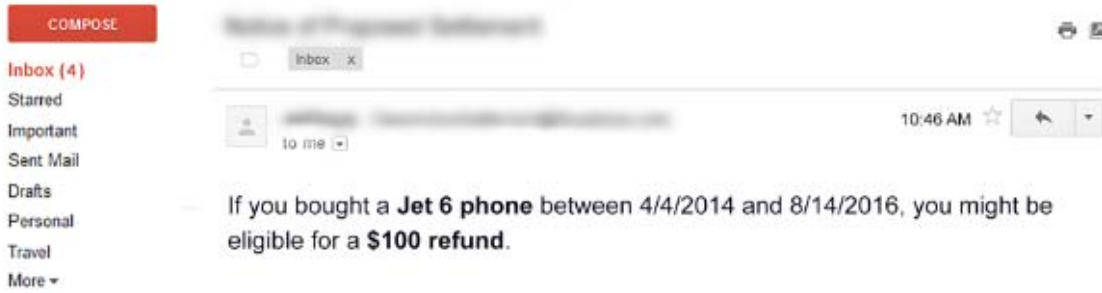
Or submit a request for exclusion electronically at the following website: www.jet6settlement.com.

For further information about excluding yourself from the class go to the following website:
www.jet6settlement.com

PLEASE DO NOT TELEPHONE OR ADDRESS INQUIRIES TO THE COURT.

By Order of the U.S. District Court (C.D. Cal).

Example 2 – Condensed Format, without Court Seal



If you bought a **Jet 6 phone** between 4/4/2014 and 8/14/2016, you might be eligible for a **\$100 refund**.

To file a claim, go to the court-appointed claims processor's website:

www.jet6settlement.com/claim

Additional Information

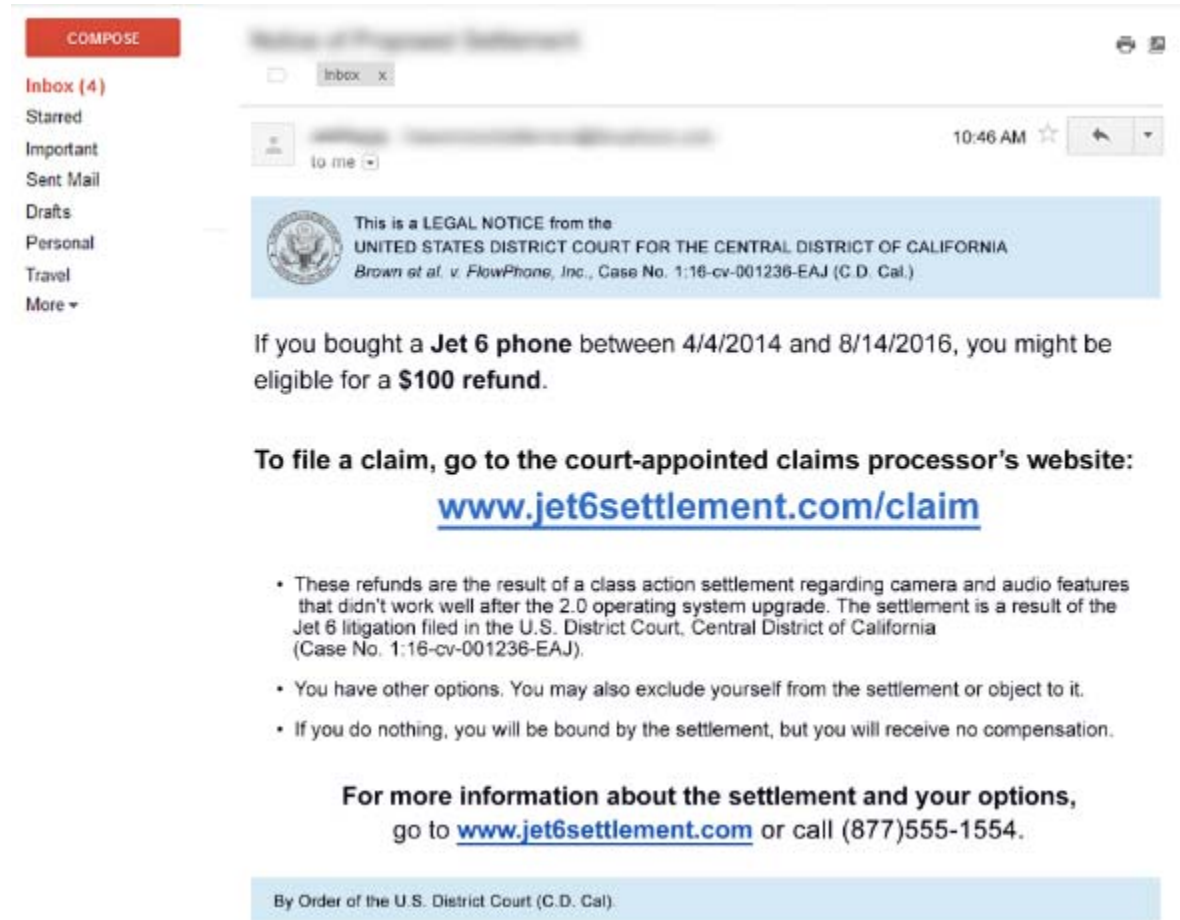
- These refunds are the result of a class action settlement regarding camera and audio features that didn't work well after the 2.0 operating system upgrade. The settlement is a result of the Jet 6 litigation filed in the U.S. District Court, Central District of California (Case No. 1:16-cv-001234-EAJ).
- Sonoro Technologies denies the claims in the lawsuit. The court has not decided which side is right.
- If you do nothing, you will be bound by the settlement, but you will receive no compensation.
- You have other options:

Other Options	Deadline	Why
Exclude yourself	Mon D, YYYY	if you do not wish to be legally bound by the settlement
Object	Mon D, YYYY	to voice your opinion if you don't think the settlement is fair
Attend a hearing	Mon D, YYYY	the court will consider whether to approve the settlement, Class Counsel's attorneys' fees of up to \$2.4 million, and service award for the Class Representative of \$1,000. You can appear at the hearing, but you do not have to. You can hire an attorney, at your own expense, to appear or speak for you at the hearing.

For more information about the settlement and your options, go to www.jet6settlement.com or call (877) 555-1554.

By Order of the U.S. District Court (C.D. Cal).

Example 3 – Experimental Format, with Court Seal



The screenshot shows an email client interface. On the left is a sidebar with folders: COMPOSE, Inbox (4), Starred, Important, Sent Mail, Drafts, Personal, Travel, and More. The main area shows an email header with 'Inbox x', a recipient name, and the time '10:46 AM'. The email body contains a blue banner with the court seal and text: 'This is a LEGAL NOTICE from the UNITED STATES DISTRICT COURT FOR THE CENTRAL DISTRICT OF CALIFORNIA Brown et al. v. FlowPhone, Inc., Case No. 1:16-cv-001236-EAJ (C.D. Cal.)'. Below the banner is the main text of the notice, followed by a list of three bullet points and a final instruction to visit the settlement website or call a number. A footer bar at the bottom reads 'By Order of the U.S. District Court (C.D. Cal.)'.

COMPOSE

Inbox (4)

Starred

Important

Sent Mail

Drafts

Personal

Travel


More ▾

Notice of Proposed Settlement

Inbox x

10:46 AM ☆

to me ▾

 This is a LEGAL NOTICE from the
UNITED STATES DISTRICT COURT FOR THE CENTRAL DISTRICT OF CALIFORNIA
Brown et al. v. FlowPhone, Inc., Case No. 1:16-cv-001236-EAJ (C.D. Cal.)

If you bought a **Jet 6 phone** between 4/4/2014 and 8/14/2016, you might be eligible for a **\$100 refund**.

To file a claim, go to the court-appointed claims processor's website:

www.jet6settlement.com/claim

- These refunds are the result of a class action settlement regarding camera and audio features that didn't work well after the 2.0 operating system upgrade. The settlement is a result of the Jet 6 litigation filed in the U.S. District Court, Central District of California (Case No. 1:16-cv-001236-EAJ).
- You have other options. You may also exclude yourself from the settlement or object to it.
- If you do nothing, you will be bound by the settlement, but you will receive no compensation.

For more information about the settlement and your options,
go to **www.jet6settlement.com** or call **(877)555-1554**.

By Order of the U.S. District Court (C.D. Cal.)

Appendix G: Additional Tables – Notice Study

Table G.1: Demographics

The tables below compare the demographics of the Notice Study sample to those of the United States population, based on the 2010 Census and the 2017-2018 Current Population Survey. Because the panel recruited respondents so the sample would be representative of those who use the internet and email, there are some discrepancies between demographics of the study sample and the general population. For example, study respondents were less likely to be black or of Hispanic origin.

Gender	2010 Census	Study Sample
Male	48.5%	50.3%
Female	51.5%	49.8%

Age	2010 Census	Study Sample
18-29	27.4%	18.3%
30-39	17.2%	23.2%
40-49	18.8%	16.2%
50-59	17.9%	17.2%
60-69	7.1%	16.4%
70+	11.6%	8.7%

Education	2017 CPS	Study Sample
Less than high school	3.7%	0.4%
Some high school	7.3%	1.4%
High school diploma	28.9%	16.7%
Some college	18.9%	22.2%
Associate's degree	9.8%	11.5%
Bachelor's degree	20.0%	25.4%
Master's degree or some graduate school	8.4%	16.6%
Professional degree	1.3%	2.8%
Doctoral degree	1.7%	3.0%

Hispanic Origin	2010 Census	Study Sample
Yes, of Hispanic origin	16.30%	6.6%

Race	2010 Census	Study Sample
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White or Caucasian	74.80%	83.72%
Black or African American	13.60%	6.92%
Asian	5.60%	4.75%
American Indian or Alaska Native	1.70%	0.82%
Native Hawaiian or Other Pacific Islander	0.40%	0.45%

Household Income	2018 CPS	Study Sample
Under \$20,000 per year	15.43%	11.13%
At least \$20,000 per year, but less than \$40,000	18.45%	19.26%
At least \$40,000 per year, but less than \$60,000	15.03%	17.48%
At least \$60,000 per year, but less than \$80,000	12.23%	16.11%
At least \$80,000 per year, but less than \$100,000	9.61%	11.35%
\$100,000 per year or more	29.25%	19.29%

State	2010 Census	Study Sample
Alabama	1.5%	1.1%
Alaska	0.2%	0.3%
Arizona	2.1%	2.2%
Arkansas	0.9%	0.6%
California	12.1%	10.5%
Colorado	1.6%	1.6%
Connecticut	1.2%	1.4%
Delaware	0.3%	0.3%
District of Columbia	0.2%	0.2%
Florida	6.1%	7.5%
Georgia	3.1%	2.7%
Hawaii	0.4%	0.6%
Idaho	0.5%	0.5%
Illinois	4.2%	4.0%
Indiana	2.1%	2.0%
Iowa	1.0%	0.9%
Kansas	0.9%	0.8%
Kentucky	1.4%	1.7%
Louisiana	1.5%	1.0%
Maine	0.4%	0.6%
Maryland	1.9%	1.9%
Massachusetts	2.1%	2.9%
Michigan	3.2%	3.2%
Minnesota	1.7%	1.4%
Mississippi	1.0%	0.6%
Missouri	1.9%	2.0%
Montana	0.3%	0.2%

(Table continued on next page.)

State (continued)	2010 Census	Study Sample
Nebraska	0.6%	0.6%

Nevada	0.9%	0.9%
New Hampshire	0.4%	0.5%
New Jersey	2.8%	3.4%
New Mexico	0.7%	0.4%
New York	6.3%	8.1%
North Carolina	3.1%	3.1%
North Dakota	0.2%	0.2%
Ohio	3.7%	4.4%
Oklahoma	1.2%	0.7%
Oregon	1.2%	1.7%
Pennsylvania	4.1%	5.2%
Rhode Island	0.3%	0.5%
South Carolina	1.5%	1.6%
South Dakota	0.3%	0.3%
Tennessee	2.1%	2.2%
Texas	8.1%	5.3%
Utah	0.9%	0.8%
Vermont	0.2%	0.1%
Virginia	2.6%	2.4%
Washington	2.2%	2.4%
West Virginia	0.6%	0.7%
Wisconsin	1.8%	2.1%
Wyoming	0.2%	0.2%

Table G.2: Detailed Inbox Results, by Sender

	Overall	Sender			Sig ^a
		Sonoro	Sonoro JetSettlement	classaction @uscourts.gov	
Q1: Percentage Who Selected Class Action Email as One They Would Open (Stated Opening Rate)	37.8% (36.7%, 38.8%)	37.5% (35.6%, 39.3%)	34.7% (32.9%, 36.5%)	41.1% (39.3%, 43.0%)	***
Q3a: This e-mail is an advertisement.					
Don't Know	17.6% (16.7%, 18.4%)	17.7% (16.2%, 19.1%)	16.9% (15.5%, 18.3%)	18.2% (16.7%, 19.6%)	**
Definitely False	15.4% (14.6%, 16.2%)	15.4% (14.0%, 16.7%)	13.8% (12.5%, 15.1%)	17.0% (15.6%, 18.4%)	
Probably False	21.2% (20.3%, 22.1%)	20.3% (18.8%, 21.8%)	22.6% (21.0%, 24.2%)	20.8% (19.3%, 22.4%)	
Probably True	33.5% (32.5%, 34.5%)	34.2% (32.4%, 36.0%)	33.6% (31.8%, 35.4%)	32.7% (30.9%, 34.5%)	
Definitely True	12.3% (11.6%, 13.0%)	12.5% (11.2%, 13.8%)	13.2% (11.9%, 14.4%)	11.3% (10.1%, 12.5%)	
Q3b: This e-mail provides information on a class action settlement.					
Don't Know	12.0% (11.3%, 12.7%)	15.2% (13.8%, 16.5%)	11.3% (10.1%, 12.5%)	9.6% (8.5%, 10.7%)	***
Definitely False	9.5% (8.8%, 10.1%)	12.5% (11.2%, 13.7%)	8.9% (7.8%, 10.0%)	7.0% (6.1%, 8.0%)	***
Probably False	19.6% (18.7%, 20.5%)	20.3% (18.7%, 21.8%)	19.7% (18.2%, 21.2%)	18.8% (17.4%, 20.3%)	***
Probably True	32.0% (31.0%, 33.1%)	26.6% (24.9%, 28.3%)	34.3% (32.5%, 36.1%)	35.2% (33.4%, 37.0%)	
Definitely True	26.9% (25.9%, 27.8%)	25.5% (23.9%, 27.2%)	25.8% (24.1%, 27.4%)	29.3% (27.6%, 31.0%)	
Q3c: This e-mail provides shipping confirmation of an online order.					
Don't Know	7.6% (7.0%, 8.2%)	8.3% (7.2%, 9.3%)	8.0% (7.0%, 9.1%)	6.5% (5.5%, 7.4%)	**
Definitely False	65.4% (64.3%, 66.4%)	63.5% (61.6%, 65.3%)	63.9% (62.0%, 65.7%)	68.7% (67.0%, 70.5%)	***
Probably False	13.8% (13.0%, 14.5%)	14.8% (13.4%, 16.1%)	14.7% (13.4%, 16.0%)	11.9% (10.6%, 13.1%)	**
Probably True	7.4% (6.8%, 8.0%)	8.1% (7.1%, 9.2%)	7.5% (6.5%, 8.5%)	6.5% (5.6%, 7.5%)	*

(Table continued on next page.)

Table G.2: Detailed Inbox Results, by Sender (continued)

	Overall	Sender			Sig ^a
		Sonoro	Sonoro JetSettlement	classaction @uscourts.gov	
Q3c: This e-mail provides shipping confirmation of an online order. (continued)					
Definitely True	5.9% (5.4%, 6.4%)	5.4% (4.5%, 6.2%)	5.9% (5.0%, 6.8%)	6.4% (5.5%, 7.3%)	
Q3d: This e-mail provides information on getting a refund.					
Don't Know	12.8% (12.1%, 13.5%)	12.9% (11.6%, 14.2%)	13.0% (11.7%, 14.2%)	12.5% (11.2%, 13.7%)	
Definitely False	13.8% (13.1%, 14.6%)	14.6% (13.3%, 15.9%)	13.3% (12.0%, 14.6%)	13.6% (12.3%, 14.9%)	
Probably False	23.6% (22.7%, 24.5%)	22.3% (20.7%, 23.8%)	24.7% (23.1%, 26.4%)	23.8% (22.2%, 25.4%)	*
Probably True	32.2% (31.2%, 33.2%)	32.1% (30.3%, 33.9%)	31.3% (29.6%, 33.1%)	33.2% (31.4%, 35.0%)	
Definitely True	17.6% (16.7%, 18.4%)	18.1% (16.7%, 19.6%)	17.7% (16.2%, 19.1%)	16.9% (15.5%, 18.4%)	
Comprehension Rate ^b	38.2% (37.1%, 39.3%)	37.8% (35.9%, 39.6%)	37.0% (35.2%, 38.9%)	39.8% (37.9%, 41.6%)	
<i>Number of Observations</i>	<i>8,000</i>	<i>2,664</i>	<i>2,667</i>	<i>2,669</i>	

Notes:

Figures in parentheses are 95 percent confidence intervals.

- a. Indicates the joint significance of the differences across the sender cells included in the table based on a chi-squared test.
 - * denotes statistical significance at the 10 percent level
 - ** denotes statistical significance at the 5 percent level
 - *** denotes statistical significance at the 1 percent level

- b. We aggregated responses to the question 3 series into a *comprehension rate* to measure whether a respondent indicated that one or both of the correct statements (Q3b and Q3d) were “probably true” or “definitely true” and whether the two incorrect statements (Q3a and Q3c) were “probably false” or “definitely false”.

Table G.3: Detailed Inbox Results, by Subject Line

	Overall	Subject Line						Sig ^a
		Lavin v. Sonoro Technologies Class Action Settlement	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	Notice of Class Action Settlement	Notice of Class Action Settlement - \$100 refund available	Notice of Refund	Notice of Refund - \$100 Available	
Q1: Percentage Who Selected Class Action Email as One They Would Open (Stated Opening Rate)	37.8% (36.7%, 38.8%)	27.2% (24.8%, 29.6%)	26.3% (23.9%, 28.7%)	38.8% (36.2%, 41.4%)	39.1% (36.5%, 41.8%)	53.2% (50.5%, 55.9%)	41.9% (39.3%, 44.6%)	***
Q3a: This e-mail is an advertisement.								
Don't Know	17.6% (16.7%, 18.4%)	16.1% (14.1%, 18.0%)	17.1% (15.1%, 19.1%)	17.1% (15.1%, 19.1%)	18.3% (16.3%, 20.4%)	18.8% (16.7%, 20.9%)	18.1% (16.0%, 20.1%)	
Definitely False	15.4% (14.6%, 16.2%)	18.1% (16.0%, 20.1%)	12.8% (11.0%, 14.6%)	17.7% (15.7%, 19.8%)	12.2% (10.4%, 13.9%)	20.0% (17.9%, 22.1%)	11.5% (9.8%, 13.3%)	***
Probably False	21.2% (20.3%, 22.1%)	25.6% (23.2%, 27.9%)	19.9% (17.8%, 22.1%)	23.5% (21.2%, 25.8%)	17.9% (15.8%, 19.9%)	24.3% (22.0%, 26.6%)	16.3% (14.3%, 18.2%)	***
Probably True	33.5% (32.5%, 34.5%)	30.1% (27.6%, 32.5%)	36.6% (34.0%, 39.2%)	31.4% (28.9%, 33.9%)	36.8% (34.2%, 39.4%)	27.6% (25.2%, 30.0%)	38.4% (35.8%, 41.0%)	***
Definitely True	12.3% (11.6%, 13.0%)	10.2% (8.6%, 11.8%)	13.6% (11.7%, 15.4%)	10.3% (8.6%, 11.9%)	14.8% (12.9%, 16.7%)	9.3% (7.7%, 10.8%)	15.7% (13.8%, 17.7%)	***

(Table continued on next page.)

Table G.3: Detailed Inbox Results, by Subject Line (continued)

	Overall	Subject Line					Sig ^a	
		Lavin v. Sonoro Technologies Class Action Settlement	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	Notice of Class Action Settlement	Notice of Class Action Settlement- \$100 refund available	Notice of Refund		Notice of Refund - \$100 Available
Q3b: This e-mail provides information on a class action settlement.								
Don't Know	12.0% (11.3%, 12.7%)	7.6% (6.2%, 9.0%)	8.2% (6.8%, 9.7%)	7.4% (6.0%, 8.8%)	8.1% (6.6%, 9.6%)	20.4% (18.2%, 22.5%)	20.4% (18.2%, 22.6%)	***
Definitely False	9.5% (8.8%, 10.1%)	2.7% (1.8%, 3.6%)	5.9% (4.7%, 7.2%)	4.4% (3.3%, 5.4%)	8.1% (6.6%, 9.6%)	18.4% (16.3%, 20.4%)	17.3% (15.3%, 19.3%)	***
Probably False	19.6% (18.7%, 20.5%)	11.6% (9.8%, 13.3%)	19.4% (17.3%, 21.5%)	16.3% (14.3%, 18.3%)	21.0% (18.8%, 23.2%)	24.8% (22.5%, 27.1%)	24.6% (22.3%, 26.9%)	***
Probably True	32.0% (31.0%, 33.1%)	36.4% (33.8%, 39.0%)	37.2% (34.6%, 39.8%)	35.1% (32.5%, 37.7%)	32.8% (30.3%, 35.4%)	24.0% (21.7%, 26.3%)	26.8% (24.4%, 29.1%)	***
Definitely True	26.9% (25.9%, 27.8%)	41.8% (39.1%, 44.4%)	29.2% (26.8%, 31.7%)	36.8% (34.2%, 39.4%)	29.9% (27.4%, 32.4%)	12.5% (10.7%, 14.3%)	10.9% (9.3%, 12.6%)	***
Q3c: This e-mail provides shipping confirmation of an online order.								
Don't Know	7.6% (7.0%, 8.2%)	6.3% (5.0%, 7.6%)	7.0% (5.7%, 8.4%)	5.0% (3.8%, 6.1%)	6.8% (5.4%, 8.1%)	10.8% (9.1%, 12.5%)	9.7% (8.1%, 11.3%)	***
Definitely False	65.4% (64.3%, 66.4%)	70.6% (68.1%, 73.0%)	67.2% (64.6%, 69.7%)	70.5% (68.1%, 73.0%)	72.2% (69.8%, 74.6%)	53.6% (51.0%, 56.3%)	58.0% (55.4%, 60.7%)	***
Probably False	13.8% (13.0%, 14.5%)	11.2% (9.5%, 12.9%)	13.1% (11.3%, 14.9%)	12.0% (10.3%, 13.7%)	10.4% (8.8%, 12.1%)	18.4% (16.3%, 20.5%)	17.5% (15.4%, 19.5%)	***

(Table continued on next page.)

Table G.3: Detailed Inbox Results, by Subject Line (continued)

	Overall	Subject Line						Sig ^a
		Lavin v. Sonoro Technologies Class Action Settlement	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	Notice of Class Action Settlement	Notice of Class Action Settlement- \$100 refund available	Notice of Refund	Notice of Refund - \$100 Available	
Q3c: This e-mail provides shipping confirmation of an online order. (continued)								
Probably True	7.4% (6.8%, 8.0%)	5.9% (4.6%, 7.1%)	7.0% (5.6%, 8.3%)	6.9% (5.5%, 8.3%)	5.2% (4.0%, 6.4%)	10.6% (8.9%, 12.2%)	8.8% (7.3%, 10.4%)	***
Definitely True	5.9% (5.4%, 6.4%)	6.1% (4.8%, 7.4%)	5.7% (4.5%, 6.9%)	5.6% (4.4%, 6.9%)	5.4% (4.2%, 6.6%)	6.6% (5.3%, 7.9%)	6.0% (4.7%, 7.3%)	
Q3d: This e-mail provides information on getting a refund.								
Don't Know	12.8% (12.1%, 13.5%)	22.0% (19.8%, 24.2%)	10.0% (8.4%, 11.6%)	17.4% (15.4%, 19.4%)	8.6% (7.1%, 10.1%)	9.6% (8.0%, 11.2%)	9.2% (7.7%, 10.8%)	***
Definitely False	13.8% (13.1%, 14.6%)	20.0% (17.8%, 22.1%)	10.9% (9.2%, 12.5%)	21.5% (19.2%, 23.7%)	11.3% (9.6%, 13.1%)	8.6% (7.1%, 10.1%)	10.7% (9.1%, 12.4%)	***
Probably False	23.6% (22.7%, 24.5%)	21.5% (19.2%, 23.7%)	24.8% (22.5%, 27.1%)	26.3% (24.0%, 28.7%)	25.4% (23.1%, 27.7%)	18.5% (16.4%, 20.6%)	25.1% (22.8%, 27.4%)	***
Probably True	32.2% (31.2%, 33.2%)	29.0% (26.6%, 31.5%)	33.6% (31.0%, 36.1%)	28.4% (26.0%, 30.9%)	33.9% (31.3%, 36.4%)	35.1% (32.6%, 37.7%)	33.2% (30.7%, 35.7%)	***
Definitely True	17.6% (16.7%, 18.4%)	7.6% (6.2%, 9.0%)	20.8% (18.6%, 22.9%)	6.4% (5.1%, 7.7%)	20.8% (18.6%, 23.0%)	28.2% (25.7%, 30.6%)	21.7% (19.5%, 24.0%)	***

(Table continued on next page.)

Table G.3: Detailed Inbox Results, by Subject Line (continued)

	Overall	Subject Line					Sig ^a	
		Lavin v. Sonoro Technologies Class Action Settlement	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	Notice of Class Action Settlement	Notice of Class Action Settlement - \$100 refund available	Notice of Refund		Notice of Refund - \$100 Available
Comprehension Rate ^b	38.2% (37.1%, 39.3%)	47.8% (45.1%, 50.5%)	35.2% (32.6%, 37.7%)	44.8% (42.1%, 47.5%)	33.8% (31.3%, 36.4%)	39.9% (37.3%, 42.6%)	27.7% (25.3%, 30.1%)	***
<i>Number of Observations</i>	8,000	1,333	1,334	1,333	1,331	1,335	1,334	

Notes:

Figures in parentheses are 95 percent confidence intervals.

- a. Indicates the joint significance of the differences across the subject line cells included in the table based on a chi-squared test.
 * denotes statistical significance at the 10 percent level
 ** denotes statistical significance at the 5 percent level
 *** denotes statistical significance at the 1 percent level
- b. We aggregated responses to the question 3 series into a *comprehension rate* to measure whether a respondent indicated that one or both of the correct statements (Q3b and Q3d) were “probably true” or “definitely true” and whether the two incorrect statements (Q3a and Q3c) were “probably false” or “definitely false”.

Table G.4: Detailed Email Results, by Format-Court Seal

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Q5a: This e-mail is an advertisement.								
Don't Know	11.4% (10.7%, 12.1%)	11.8% (10.0%, 13.5%)	10.1% (8.5%, 11.8%)	10.0% (8.4%, 11.6%)	12.6% (10.8%, 14.4%)	13.1% (11.3%, 14.9%)	10.7% (9.1%, 12.4%)	**
Definitely False	30.2% (29.2%, 31.2%)	38.7% (36.1%, 41.3%)	36.2% (33.6%, 38.8%)	28.9% (26.4%, 31.3%)	26.0% (23.6%, 28.4%)	26.7% (24.3%, 29.0%)	24.8% (22.4%, 27.1%)	***
Probably False	20.9% (20.0%, 21.8%)	21.5% (19.2%, 23.7%)	21.8% (19.6%, 24.1%)	21.6% (19.4%, 23.8%)	20.7% (18.6%, 22.9%)	20.3% (18.2%, 22.5%)	19.5% (17.3%, 21.6%)	
Probably True	25.1% (24.1%, 26.0%)	18.9% (16.8%, 21.0%)	21.8% (19.6%, 24.1%)	26.2% (23.9%, 28.6%)	26.3% (23.9%, 28.7%)	28.1% (25.7%, 30.5%)	29.2% (26.7%, 31.6%)	***
Definitely True	12.4% (11.7%, 13.2%)	9.2% (7.6%, 10.7%)	10.0% (8.4%, 11.6%)	13.4% (11.5%, 15.2%)	14.4% (12.5%, 16.2%)	11.9% (10.1%, 13.6%)	15.9% (13.9%, 17.8%)	***
Q5b: This e-mail provides information on a class action settlement.								
Don't Know	5.3% (4.8%, 5.8%)	4.4% (3.3%, 5.5%)	4.8% (3.7%, 6.0%)	5.7% (4.5%, 7.0%)	6.0% (4.7%, 7.3%)	5.2% (4.0%, 6.4%)	5.7% (4.5%, 7.0%)	
Definitely False	6.1% (5.5%, 6.6%)	4.3% (3.2%, 5.4%)	4.6% (3.5%, 5.7%)	5.9% (4.7%, 7.2%)	7.1% (5.8%, 8.5%)	6.5% (5.1%, 7.8%)	8.0% (6.5%, 9.4%)	***
Probably False	11.9% (11.2%, 12.6%)	8.0% (6.6%, 9.5%)	9.5% (7.9%, 11.0%)	13.5% (11.7%, 15.4%)	12.0% (10.3%, 13.8%)	13.3% (11.5%, 15.1%)	15.0% (13.1%, 16.9%)	***
Probably True	30.2% (29.2%, 31.2%)	28.1% (25.7%, 30.5%)	27.2% (24.8%, 29.6%)	29.5% (27.0%, 31.9%)	30.9% (28.4%, 33.4%)	32.6% (30.1%, 35.1%)	33.0% (30.5%, 35.6%)	**
Definitely True	46.5% (45.4%, 47.6%)	55.1% (52.5%, 57.8%)	54.0% (51.3%, 56.7%)	45.4% (42.7%, 48.1%)	44.0% (41.3%, 46.6%)	42.5% (39.8%, 45.2%)	38.3% (35.7%, 40.9%)	***

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall		Email						Sig ^a
	Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal			
Q5c: This e-mail provides shipping confirmation of an online order.									
Don't Know	7.5% (6.9%, 8.0%)	7.6% (6.2%, 9.0%)	7.5% (6.1%, 8.9%)	6.8% (5.4%, 8.1%)	7.4% (6.0%, 8.8%)	7.1% (5.7%, 8.4%)	8.4% (6.9%, 9.9%)		
Definitely False	66.4% (65.4%, 67.4%)	68.8% (66.3%, 71.3%)	66.1% (63.6%, 68.7%)	65.0% (62.4%, 67.6%)	64.3% (61.7%, 66.9%)	67.6% (65.1%, 70.1%)	66.6% (64.1%, 69.1%)		
Probably False	11.3% (10.6%, 11.9%)	10.1% (8.4%, 11.7%)	10.8% (9.1%, 12.5%)	12.7% (10.9%, 14.5%)	10.6% (8.9%, 12.2%)	11.3% (9.6%, 13.0%)	12.0% (10.3%, 13.7%)		
Probably True	8.4% (7.8%, 9.0%)	7.8% (6.4%, 9.2%)	8.0% (6.5%, 9.4%)	9.3% (7.8%, 10.9%)	10.4% (8.7%, 12.0%)	7.6% (6.2%, 9.0%)	7.2% (5.8%, 8.6%)	**	
Definitely True	6.5% (6.0%, 7.1%)	5.8% (4.5%, 7.0%)	7.6% (6.2%, 9.0%)	6.2% (4.9%, 7.5%)	7.3% (5.9%, 8.7%)	6.5% (5.1%, 7.8%)	5.7% (4.5%, 7.0%)		
Q5d: This e-mail provides information on getting a refund.									
Don't Know	6.5% (6.0%, 7.0%)	7.0% (5.6%, 8.3%)	6.5% (5.1%, 7.8%)	6.2% (4.9%, 7.5%)	6.5% (5.2%, 7.9%)	6.6% (5.3%, 7.9%)	6.2% (4.9%, 7.5%)		
Definitely False	10.5% (9.8%, 11.1%)	10.2% (8.6%, 11.8%)	10.3% (8.7%, 11.9%)	9.4% (7.8%, 11.0%)	11.3% (9.6%, 13.0%)	9.9% (8.3%, 11.5%)	11.6% (9.9%, 13.4%)		
Probably False	15.5% (14.7%, 16.3%)	13.4% (11.6%, 15.3%)	11.9% (10.2%, 13.7%)	16.5% (14.5%, 18.5%)	17.4% (15.3%, 19.4%)	16.4% (14.4%, 18.4%)	17.4% (15.3%, 19.4%)	***	
Probably True	34.9% (33.8%, 35.9%)	32.9% (30.3%, 35.4%)	34.8% (32.2%, 37.3%)	36.0% (33.4%, 38.6%)	34.3% (31.7%, 36.8%)	35.6% (33.0%, 38.2%)	35.6% (33.1%, 38.2%)		
Definitely True	32.7% (31.7%, 33.7%)	36.5% (33.9%, 39.1%)	36.6% (34.0%, 39.2%)	31.9% (29.3%, 34.4%)	30.6% (28.1%, 33.1%)	31.5% (29.0%, 34.0%)	29.2% (26.7%, 31.6%)	***	

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Comprehension Rate	49.3% (48.2%, 50.4%)	59.3% (56.6%, 61.9%)	55.5% (52.8%, 58.2%)	47.0% (44.3%, 49.6%)	45.4% (42.7%, 48.1%)	46.5% (43.8%, 49.2%)	42.4% (39.7%, 45.0%)	***
Q7a: To get a refund through the class action settlement, I should take no further action; I will automatically receive the refund if the class wins the lawsuit.								
Don't Know	7.5% (6.9%, 8.0%)	8.5% (7.0%, 10.0%)	8.8% (7.3%, 10.3%)	6.7% (5.3%, 8.0%)	7.7% (6.2%, 9.1%)	6.4% (5.1%, 7.7%)	6.7% (5.4%, 8.1%)	*
Definitely False	46.6% (45.5%, 47.7%)	43.1% (40.4%, 45.7%)	35.6% (33.0%, 38.2%)	47.0% (44.3%, 49.6%)	48.5% (45.8%, 51.2%)	51.5% (48.8%, 54.2%)	53.9% (51.2%, 56.6%)	***
Probably False	20.6% (19.7%, 21.4%)	20.6% (18.4%, 22.7%)	23.4% (21.1%, 25.7%)	21.1% (18.9%, 23.3%)	20.2% (18.1%, 22.4%)	19.7% (17.6%, 21.9%)	18.3% (16.3%, 20.4%)	**
Probably True	15.1% (14.3%, 15.9%)	17.0% (14.9%, 19.0%)	18.7% (16.6%, 20.8%)	15.9% (13.9%, 17.8%)	13.4% (11.6%, 15.3%)	13.8% (12.0%, 15.7%)	11.7% (10.0%, 13.4%)	***
Definitely True	10.3% (9.6%, 11.0%)	11.0% (9.3%, 12.6%)	13.5% (11.7%, 15.4%)	9.4% (7.8%, 11.0%)	10.1% (8.5%, 11.8%)	8.6% (7.1%, 10.1%)	9.3% (7.8%, 10.9%)	***
Q7b: To get a refund through the class action settlement, I should file a customer service complaint with Sonoro Technologies, Inc.								
Don't Know	14.6% (13.8%, 15.3%)	13.1% (11.2%, 14.9%)	12.8% (11.0%, 14.6%)	12.8% (11.0%, 14.6%)	15.1% (13.2%, 17.0%)	16.6% (14.6%, 18.6%)	17.0% (15.0%, 19.0%)	***
Definitely False	31.0% (29.9%, 32.0%)	34.3% (31.7%, 36.8%)	32.1% (29.5%, 34.6%)	30.2% (27.7%, 32.7%)	27.8% (25.4%, 30.2%)	31.8% (29.3%, 34.3%)	29.6% (27.2%, 32.1%)	***

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Q7b: To get a refund through the class action settlement, I should file a customer service complaint with Sonoro Technologies, Inc. (continued)								
Probably False	18.4% (17.6%, 19.3%)	17.7% (15.7%, 19.8%)	19.6% (17.5%, 21.7%)	19.8% (17.6%, 21.9%)	16.8% (14.7%, 18.8%)	18.8% (16.7%, 20.9%)	18.0% (16.0%, 20.1%)	
Probably True	24.2% (23.2%, 25.1%)	23.6% (21.3%, 25.8%)	24.9% (22.6%, 27.3%)	25.2% (22.9%, 27.6%)	26.3% (23.9%, 28.7%)	21.2% (19.0%, 23.4%)	23.7% (21.4%, 26.0%)	**
Definitely True	11.9% (11.2%, 12.6%)	11.4% (9.7%, 13.1%)	10.7% (9.0%, 12.3%)	11.9% (10.2%, 13.7%)	14.0% (12.2%, 15.9%)	11.6% (9.8%, 13.3%)	11.6% (9.9%, 13.4%)	
Q7c: To get a refund through the class action settlement, I should fill out a claims form at the website provided in the e-mail.								
Don't Know	6.5% (5.9%, 7.0%)	6.4% (5.1%, 7.7%)	6.3% (5.0%, 7.6%)	5.6% (4.4%, 6.9%)	7.1% (5.7%, 8.4%)	6.3% (5.0%, 7.6%)	7.0% (5.6%, 8.4%)	
Definitely False	5.3% (4.8%, 5.8%)	4.7% (3.5%, 5.8%)	4.7% (3.5%, 5.8%)	5.8% (4.5%, 7.0%)	5.3% (4.1%, 6.5%)	6.0% (4.7%, 7.3%)	5.7% (4.4%, 6.9%)	
Probably False	6.4% (5.9%, 6.9%)	5.8% (4.5%, 7.0%)	6.1% (4.8%, 7.4%)	6.4% (5.1%, 7.7%)	6.8% (5.4%, 8.1%)	6.3% (5.0%, 7.6%)	7.0% (5.6%, 8.4%)	
Probably True	35.4% (34.4%, 36.5%)	32.4% (29.9%, 34.9%)	33.3% (30.8%, 35.9%)	37.5% (34.9%, 40.1%)	36.2% (33.6%, 38.8%)	37.1% (34.5%, 39.7%)	36.0% (33.4%, 38.6%)	**
Definitely True	46.4% (45.3%, 47.5%)	50.8% (48.1%, 53.5%)	49.6% (46.9%, 52.3%)	44.7% (42.0%, 47.4%)	44.7% (42.0%, 47.4%)	44.3% (41.6%, 47.0%)	44.3% (41.6%, 47.0%)	***

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Q7d: To get a refund through the class action settlement, I should hire a personal attorney to represent me in court.								
Don't Know	9.1% (8.4%, 9.7%)	9.0% (7.5%, 10.5%)	8.3% (6.8%, 9.8%)	8.0% (6.6%, 9.5%)	9.8% (8.2%, 11.4%)	8.9% (7.4%, 10.5%)	10.2% (8.6%, 11.8%)	
Definitely False	52.4% (51.3%, 53.5%)	57.6% (55.0%, 60.3%)	56.2% (53.5%, 58.8%)	48.0% (45.3%, 50.7%)	48.1% (45.4%, 50.8%)	52.2% (49.5%, 54.9%)	52.6% (49.9%, 55.2%)	***
Probably False	20.8% (19.9%, 21.7%)	18.9% (16.8%, 21.0%)	19.4% (17.3%, 21.6%)	22.2% (19.9%, 24.4%)	21.3% (19.1%, 23.5%)	22.2% (20.0%, 24.5%)	20.5% (18.3%, 22.7%)	
Probably True	10.6% (9.9%, 11.3%)	8.4% (6.9%, 9.9%)	8.9% (7.4%, 10.5%)	13.7% (11.9%, 15.6%)	12.1% (10.3%, 13.9%)	10.1% (8.5%, 11.8%)	10.4% (8.8%, 12.1%)	***
Definitely True	7.1% (6.5%, 7.7%)	6.1% (4.8%, 7.4%)	7.1% (5.7%, 8.5%)	8.0% (6.6%, 9.5%)	8.6% (7.1%, 10.2%)	6.5% (5.2%, 7.9%)	6.3% (5.0%, 7.6%)	*
Correct Understanding of Next Steps ^c	40.5% (39.4%, 41.6%)	40.8% (38.2%, 43.5%)	38.1% (35.5%, 40.7%)	39.1% (36.4%, 41.7%)	36.4% (33.8%, 39.0%)	45.0% (42.3%, 47.6%)	43.5% (40.9%, 46.2%)	***
Q8: In your personal opinion, how likely or unlikely is it that you will receive the refund if you filled out the claims form?								
Very Unlikely	8.1% (7.5%, 8.8%)	6.8% (5.3%, 8.2%)	7.3% (5.8%, 8.9%)	8.4% (6.8%, 10.1%)	9.9% (8.1%, 11.7%)	7.0% (5.5%, 8.5%)	9.5% (7.7%, 11.2%)	**
Somewhat Unlikely	13.9% (13.0%, 14.7%)	12.5% (10.6%, 14.5%)	11.5% (9.6%, 13.4%)	14.8% (12.7%, 16.9%)	14.6% (12.5%, 16.7%)	13.9% (11.9%, 16.0%)	16.0% (13.8%, 18.2%)	**

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Q8: In your personal opinion, how likely or unlikely is it that you will receive the refund if you filled out the claims form? (continued)								
Neither Likely Nor Unlikely	20.5% (19.6%, 21.5%)	19.1% (16.8%, 21.4%)	21.4% (18.9%, 23.8%)	22.0% (19.6%, 24.5%)	21.8% (19.3%, 24.3%)	19.1% (16.8%, 21.4%)	19.9% (17.5%, 22.3%)	***
Somewhat Likely	38.5% (37.3%, 39.7%)	41.5% (38.6%, 44.4%)	38.7% (35.9%, 41.6%)	36.9% (34.1%, 39.8%)	35.5% (32.6%, 38.3%)	42.6% (39.7%, 45.6%)	35.7% (32.9%, 38.6%)	
Very Likely	18.9% (18.0%, 19.9%)	20.1% (17.7%, 22.5%)	21.1% (18.7%, 23.5%)	17.8% (15.6%, 20.1%)	18.2% (15.9%, 20.5%)	17.3% (15.1%, 19.6%)	18.9% (16.6%, 21.3%)	
Indicated that Refund was Somewhat or Very Likely	57.4% (56.2%, 58.6%)	61.6% (58.7%, 64.5%)	59.8% (56.9%, 62.7%)	54.8% (51.8%, 57.7%)	53.7% (50.7%, 56.7%)	60.0% (57.0%, 62.9%)	54.7% (51.7%, 57.7%)	
Q10a: In your personal opinion, how easy or difficult would it be to meet the requirements to receive a refund?								
Very Difficult	3.2% (2.7%, 3.6%)	3.3% (2.3%, 4.4%)	2.7% (1.8%, 3.7%)	3.7% (2.5%, 4.8%)	3.5% (2.4%, 4.6%)	2.0% (1.2%, 2.9%)	3.7% (2.6%, 4.8%)	
Somewhat Difficult	12.1% (11.3%, 12.9%)	11.2% (9.3%, 13.0%)	10.8% (8.9%, 12.6%)	12.8% (10.8%, 14.8%)	13.6% (11.6%, 15.7%)	11.6% (9.7%, 13.5%)	12.4% (10.5%, 14.4%)	
Neither Easy Nor Difficult	22.7% (21.7%, 23.7%)	22.0% (19.6%, 24.4%)	21.2% (18.8%, 23.6%)	22.0% (19.6%, 24.5%)	24.7% (22.1%, 27.3%)	22.2% (19.8%, 24.7%)	24.2% (21.7%, 26.8%)	

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Q10a: In your personal opinion, how easy or difficult would it be to meet the requirements to receive a refund? (continued)								
Somewhat Easy	40.6% (39.4%, 41.8%)	39.8% (36.9%, 42.7%)	42.3% (39.3%, 45.2%)	39.9% (36.9%, 42.8%)	39.9% (37.0%, 42.9%)	42.4% (39.5%, 45.4%)	39.5% (36.5%, 42.4%)	
Very Easy	21.4% (20.4%, 22.4%)	23.7% (21.2%, 26.2%)	23.1% (20.6%, 25.6%)	21.7% (19.2%, 24.1%)	18.2% (15.9%, 20.5%)	21.7% (19.2%, 24.1%)	20.1% (17.7%, 22.5%)	**
Indicated Refund Requirements Were Somewhat/Very Easy to Meet	62.1% (60.9%, 63.2%)	63.5% (60.6%, 66.3%)	65.3% (62.5%, 68.1%)	61.5% (58.6%, 64.4%)	58.1% (55.2%, 61.1%)	64.1% (61.3%, 67.0%)	59.6% (56.7%, 62.5%)	***
Q10b: In your personal opinion, how many people who submit the claims form will receive a refund?								
None	3.9% (3.4%, 4.3%)	2.7% (1.7%, 3.7%)	3.8% (2.7%, 4.9%)	4.3% (3.1%, 5.5%)	4.5% (3.3%, 5.8%)	3.6% (2.5%, 4.7%)	4.4% (3.1%, 5.6%)	
Very Few	11.9% (11.1%, 12.7%)	10.0% (8.2%, 11.8%)	10.3% (8.5%, 12.1%)	13.3% (11.3%, 15.4%)	12.9% (10.9%, 14.9%)	11.5% (9.6%, 13.4%)	13.3% (11.2%, 15.3%)	**
Some	18.4% (17.5%, 19.3%)	17.3% (15.1%, 19.5%)	17.9% (15.7%, 20.2%)	17.6% (15.4%, 19.9%)	19.8% (17.4%, 22.2%)	18.1% (15.8%, 20.4%)	19.8% (17.4%, 22.2%)	
About Half	13.8% (12.9%, 14.6%)	14.9% (12.8%, 17.0%)	12.2% (10.3%, 14.2%)	15.0% (12.9%, 17.1%)	13.9% (11.9%, 16.0%)	13.9% (11.9%, 16.0%)	12.7% (10.7%, 14.7%)	
Most	23.0% (22.0%, 24.0%)	24.5% (22.0%, 27.1%)	24.6% (22.1%, 27.2%)	22.5% (20.0%, 25.0%)	21.1% (18.6%, 23.5%)	23.2% (20.7%, 25.8%)	21.9% (19.4%, 24.4%)	

(Table continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

	Overall	Email						Sig ^a
		Long Format - With Display of Court Seal	Long Format - Without Display of Court Seal	Condensed Format - With Display of Court Seal	Condensed Format - Without Display of Court Seal	Experimental Format - With Display of Court Seal	Experimental Format - Without Display of Court Seal	
Q10b: In your personal opinion, how many people who submit the claims form will receive a refund? (continued)								
Almost All	15.9% (15.0%, 16.7%)	17.5% (15.3%, 19.7%)	16.7% (14.5%, 18.9%)	14.5% (12.4%, 16.6%)	14.4% (12.3%, 16.5%)	17.3% (15.0%, 19.5%)	14.8% (12.6%, 16.9%)	
All	13.2% (12.4%, 14.0%)	13.1% (11.1%, 15.1%)	14.5% (12.4%, 16.6%)	12.7% (10.7%, 14.7%)	13.4% (11.3%, 15.4%)	12.4% (10.4%, 14.3%)	13.2% (11.2%, 15.2%)	
Indicated that Half or More of Those Who Applied Would Receive Refund	65.8% (64.7%, 67.0%)	70.0% (67.3%, 72.7%)	68.0% (65.2%, 70.7%)	64.7% (61.9%, 67.6%)	62.8% (59.9%, 65.7%)	66.8% (64.0%, 69.6%)	62.6% (59.7%, 65.5%)	***
Q11: Have you ever filled out a claim form in response to a notice of a class action settlement?								
Yes, I Have	44.1% (43.0%, 45.2%)	44.1% (41.4%, 46.8%)	46.3% (43.6%, 49.0%)	44.0% (41.4%, 46.7%)	43.7% (41.0%, 46.3%)	44.5% (41.8%, 47.2%)	41.8% (39.2%, 44.5%)	
No, I Have Not	52.7% (51.6%, 53.8%)	53.3% (50.7%, 56.0%)	50.8% (48.1%, 53.5%)	52.5% (49.8%, 55.2%)	52.7% (50.1%, 55.4%)	52.1% (49.4%, 54.8%)	54.9% (52.2%, 57.6%)	
Don't Know	3.2% (2.8%, 3.6%)	2.6% (1.7%, 3.4%)	2.9% (2.0%, 3.7%)	3.5% (2.5%, 4.4%)	3.6% (2.6%, 4.6%)	3.4% (2.4%, 4.3%)	3.3% (2.3%, 4.2%)	
<i>Number of Observations (Q5, Q7, Q11)</i>	8,000	1,333	1,332	1,331	1,331	1,332	1,341	
<i>Number of Observations (Q8, Q10) ^d</i>	6,546	1,109	1,105	1,094	1,077	1,084	1,077	

(Table notes continued on next page.)

Table G.4: Detailed Email Results, by Format-Court Seal (continued)

Notes:

Figures in parentheses are 95 percent confidence intervals.

- a. Indicates the joint significance of the differences across the email cells included in the table based on a chi-squared test.
 - * denotes statistical significance at the 10 percent level
 - ** denotes statistical significance at the 5 percent level
 - *** denotes statistical significance at the 1 percent level
- b. We aggregated responses to the Q5 series into a *comprehension rate* to measure whether a respondent indicated that one or both of the correct statements (Q5b and Q5d) were “probably true” or “definitely true” and whether the two incorrect statements (Q5a and Q5c) were “probably false” or “definitely false”.
- c. We combined responses to the Q7 series into an aggregate measure called *correct understanding of next steps*, a condition respondents met if they answered “probably true” or “definitely true” to the correct statement (Q7c) and selected answers other than “probably true” or “definitely true” to all three of the incorrect statements (Q7a, Q7b, and Q7d).
- d. Only respondents who answered “Definitely True” or “Probably True” in response to Q7c were asked Q8 and Q10.

Table G.5: Regression in Support of Figure 4 (Inbox Results, by Sender-Subject Line)

VARIABLES	Selected Class Action Email as One They Would Open	Comprehended Q3 Series
Sonoro × Notice of Class Action Settlement	-0.156*** (0.0319)	-0.0135 (0.0323)
Sonoro × Notice of Class Action Settlement- \$100 refund available	-0.160*** (0.0319)	-0.155*** (0.0323)
Sonoro × Lavin v. Sonoro Technologies Class Action Settlement	-0.276*** (0.0319)	
Sonoro × Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	-0.296*** (0.0319)	-0.140*** (0.0323)
Sonoro × Notice of Refund		-0.0730** (0.0322)
Sonoro × Notice of Refund - \$100 Available	-0.127*** (0.0319)	-0.286*** (0.0323)
SonoroJetSettlement × Notice of Class Action Settlement	-0.215*** (0.0319)	-0.0698** (0.0323)
SonoroJetSettlement × Notice of Class Action Settlement- \$100 refund available	-0.170*** (0.0319)	-0.153*** (0.0323)
SonoroJetSettlement × Lavin v. Sonoro Technologies Class Action Settlement	-0.319*** (0.0319)	-0.0293 (0.0323)
SonoroJetSettlement × Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	-0.294*** (0.0319)	-0.158*** (0.0322)
SonoroJetSettlement × Notice of Refund	-0.0225 (0.0319)	-0.0820** (0.0322)
SonoroJetSettlement × Notice of Refund - \$100 Available	-0.162*** (0.0319)	-0.217*** (0.0322)
classaction@uscourts.gov × Notice of Class Action Settlement	-0.0966*** (0.0319)	-0.0393 (0.0322)
classaction@uscourts.gov × Notice of Class Action Settlement- \$100 refund available	-0.127*** (0.0319)	-0.144*** (0.0323)

(Table continued on next page.)

**Table G.5: Regression in Support of Figure 4 (Inbox Results, by Sender-Subject Line)
(continued)**

VARIABLES	Selected Class Action Email as One They Would Open	Comprehended Q3 Series
classaction@uscourts.gov × Lavin v. Sonoro Technologies Class Action Settlement	-0.220*** (0.0319)	-0.00335 (0.0322)
classaction@uscourts.gov × Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available	-0.252*** (0.0319)	-0.113*** (0.0322)
classaction@uscourts.gov × Notice of Refund	-0.0135 (0.0319)	-0.113*** (0.0322)
classaction@uscourts.gov × Notice of Refund - \$100 Available	-0.0854*** (0.0319)	-0.134*** (0.0322)
Constant	0.544*** (0.0225)	0.489*** (0.0228)
Observations	8,000	8,000
R-squared	0.040	0.023

Notes:

Omitted category is the maximum for each outcome variable (*i.e.*, the highest stated opening and comprehension rates). Standard errors in parentheses. Significance levels: *** p<0.01, ** p<0.05, * p<0.1

Table G.6: Sample Verbatim Responses in Response to Q2: Why do you say that you are likely to open to open this e-mail?

Sample: Respondents who selected class action email as one they would be likely to open

Verbatim	Subject Line Scenario
<i>[T]his email is obviously part of an ongoing communications. so I would open this to see my refund and make sure transaction is in order</i>	Notice of Refund
<i>It might contain money for me</i>	Lavin v. Sonoro Technologies Class Action Settlement
<i>Interested to see if class action settlement applies to me</i>	Notice of Class Action Settlement
<i>In case I am part of a valid class action and entitled to a payment.</i>	Notice of Class Action Settlement
<i>I would like to find out if I am going to get anything from the settlement of this class action suit.</i>	Notice of Class Action Settlement
<i>I would open this because it might mean that I'm getting \$100 back.</i>	Notice of Class Action Settlement- \$100 refund available
<i>[P]ossible legal settlement. Will read over to determine if it is a scam, which seems highly likely.</i>	Notice of Refund - \$100 Available
<i>Because it talks about me getting money so of course I'm going to open this one. Also, the site seems like a legit site.</i>	Notice of Refund - \$100 Available
<i>I would want to collect my part of the class action settlement.</i>	Notice of Class Action Settlement- \$100 refund available
<i>Because it might be about a settlement I could get in on for some money back.</i>	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available

Table G.7: Sample Verbatim Responses in Response to Q2: Why do you say that you are not likely to open to open this e-mail?

Sample: Respondents who selected class action email as one they would not be likely to open

Verbatim	Subject Line Scenario
<i>It looks like a scam</i>	Notice of Class Action Settlement
<i>I am not interested in being a part of a class action settlement because it is often worth less in monetary value than I can contribute with my time.</i>	Lavin v. Sonoro Technologies Class Action Settlement
<i>Just couldn't imagine I was part of any class action. Seemed like SPAM</i>	Notice of Class Action Settlement
<i>Emails of this sort are usually bogus. They want your SS # and then try to do identity theft on you.</i>	Notice of Class Action Settlement
<i>I receive lots of these types of emails. Rarely, if ever, are they legitimate.</i>	Notice of Refund
<i>When an email comes to me with a dollar amount of any refund listed in the header its always spam</i>	Notice of Refund - \$100 Available
<i>Not due an[y] refund from that company. Just looks fake</i>	Notice of Refund - \$100 Available
<i>Come On waste of time</i>	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available
<i>It doesn't seem relevant to me.</i>	Lavin v. Sonoro Technologies Class Action Settlement - \$100 refund available
<i>Usually uninterested in class action settlements. Doesn't even specify what time of settlement. Usually if received out of the blue -- it's a scam.</i>	Notice of Class Action Settlement- \$100 refund available

Table G.8: Regression in Support of Figure 10 (Email Body Results, by Court Seal-Email Format)

VARIABLES	Comprehended Q5 Series	Correct Understanding of Next Steps	Indicated Refund Was Somewhat/Very Likely	Indicated Refund Requirements Were Somewhat/Very Easy to Meet	Indicated that Half or More of Those Who Applied Would Receive Refund
Long × Court Seal		-0.0416** (0.0190)		-0.0186 (0.0206)	
Long × No Seal	-0.0378** (0.0192)	-0.0683*** (0.0190)	-0.0177 (0.0210)		-0.0201 (0.0201)
Condensed × Court Seal	-0.123*** (0.0192)	-0.0590*** (0.0190)	-0.0683*** (0.0210)	-0.0382* (0.0207)	-0.0526*** (0.0202)
Condensed × No Seal	-0.139*** (0.0192)	-0.0853*** (0.0190)	-0.0792*** (0.0211)	-0.0721*** (0.0208)	-0.0721*** (0.0203)
Experimental × Court Seal	-0.128*** (0.0192)		-0.0162 (0.0211)	-0.0122 (0.0207)	-0.0318 (0.0202)
Experimental × No Seal	-0.169*** (0.0192)	-0.0142 (0.0190)	-0.0690*** (0.0211)	-0.0573*** (0.0208)	-0.0739*** (0.0203)
Constant	0.593*** (0.0136)	0.450*** (0.0134)	0.616*** (0.0148)	0.653*** (0.0146)	0.700*** (0.0142)
Observations	8,000	8,000	6,546	6,546	6,546
R-squared	0.014	0.004	0.004	0.003	0.003

Notes:

Omitted category is the maximum for each outcome variable (e.g., the highest comprehension rate, highest rate of correct understanding of next steps). Standard errors in parentheses. Significance levels: *** p<0.01, ** p<0.05, * p<0.1