

[DISCLOSURE TO BE DISPLAYED TO RESPONDENTS UPON FIRST SCREEN.] We will not ask for your name or any other personally identifying information. Your participation in this survey is completely voluntary. Your responses to our questions will be combined with those of others who participate in the survey. The project has been approved by the Office of Management and Budget, which assigned OMB Control Number 3084-[XXXX] [exp: TBD]. This survey is being conducted for a federal agency.

LEAD-IN: Assume the screen you are about to view is your personal e-mail inbox. 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**

WHEN RESPONDER CLICKS “NEXT,” SHOW A SPLIT-SCREEN DISPLAYING THE INBOX ON THE LEFT AND DUPLICATE TEXT OF INBOX ENTRIES WITH CHECKBOXES ON THE RIGHT.

Q1. Using the checkboxes displayed on the right, 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 LEFT AND QUESTIONS ON THE RIGHT.

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 [DEFINITELY TRUE | PROBABLY TRUE | PROBABLY FALSE | DEFINITELY FALSE] [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

[DEFINITELY TRUE | PROBABLY TRUE | PROBABLY FALSE | DEFINITELY FALSE] [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 [DEFINITELY TRUE | PROBABLY TRUE | PROBABLY FALSE | DEFINITELY FALSE] [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
[VERY LIKELY | SOMEWHAT LIKELY | NEITHER LIKELY NOR UNLIKELY | SOMEWHAT UNLIKELY | 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

[VERY EASY | SOMEWHAT EASY | NEITHER EASY NOR DIFFICULT | SOMEWHAT DIFFICULT | VERY DIFFICULT]

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

SHOW 7-POINT SCALE

[ALL | ALMOST ALL | MOST | ABOUT HALF | SOME | VERY FEW | 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?
[YES, I HAVE | NO, I HAVE NOT | DON'T KNOW]

TERMINATE