ESTTA Tracking number: **ESTTA1375063**
Filing date: **08/02/2024**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

| | |
|---|---|
| Proceeding no. | 92082310 |
| Party | Plaintiff<br>Matos Insurance Agency, Inc. and Armando J Matos |
| Correspondence address | MARC ALEXANDER RAPAPORT<br>COLE, SCOTT & KISSANE, P.A.<br>9150 S. DADELAND BLVD.<br>SUITE 1400<br>MIAMI, FL 33156<br>UNITED STATES<br>Primary email: marc.rapaport@csklegal.com<br>Secondary email(s): edward.polk@csklegal.com, danise.townsend@csklegal.com, karen.george@csklegal.com<br>786-268-6793 |
| Submission | Testimony For Plaintiff |
| Filer's name | Marc Alexander Rapaport |
| Filer's email | marc.rapaport@csklegal.com, edward.polk@csklegal.com, danise.townsend@csklegal.com |
| Signature | /Marc Alexander Rapaport/ |
| Date | 08/02/2024 |
| Attachments | P NOF Testimonial Declaration.pdf(2204353 bytes ) |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

**Registration No.: 6209276**
**Mark: MATTOS INSURANCE**
**Registered: December 1, 2020**
**Class: 036**
**Cancellation: 92082310**

MATOS INSURANCE AGENCY, INC.,
ARMANDO JOSE MATOS

Petitioners,

v.

MATTOS INSURANCE, INC.

Respondent.

---

**PETITIONERS' NOTICE OF FILING TESTIMONY DECLARATION**

Petitioners Matos Insurance Agency, Inc., and Armando Jose Matos, hereby give notice to the Trademark Trial and Appeal Board that the Testimony Declaration of Brian M. Sowers in support of Petitioner Matos Insurance Agency, Inc., and Armando Jose Matos' Trial Period Submission and Final Briefing. Mr. Sowers' report is attached to his Declaration as Exhibit "A". Copies of the Declaration are simultaneously being served upon Respondent.

Dated: August 2, 2024

Respectfully submitted,

**Marc A. Rapaport, Esq.**
Counsel for Petitioners

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that on this 2nd day of August 2024, a true and correct copy of the foregoing was served via e-mail to all counsel of record

COLE, SCOTT & KISSANE, P.A.
*Counsel for Petitioners*
Cole, Scott & Kissane Building
9150 South Dadeland Boulevard, Suite 1400
P.O. Box 569015
Miami, Florida 33256
Telephone (305) 350-5338
Facsimile (305) 373-2294
Primary e-mail: edward.polk@csklegal.com
Secondary e-mail: marc.rapaport@csklegal.com
Alternate e-mail: danise.townsend@csklegal.com

By: /s/ *Marc A. Rapaport*
EDWARD S. POLK
Florida Bar No.: 239860
MARC A. RAPAPORT
Florida Bar No.: 1008359

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | | |
|---|---|---|
| MATOS INSURANCE AGENCY, INC., ARMANDO JOSE MATOS<br><br>Petitioner,<br><br>v.<br><br>MATTOS INSURANCE, INC.,<br><br>Respondent. | ) | Cancellation No. 92082310 |

**DECLARATION OF BRIAN M. SOWERS IN SUPPORT OF PETITIONER MATOS INSURANCE AGENCY, INC. AND ARMANDO JOSE MATOS' TRIAL PERIOD SUBMISSION AND FINAL BRIEFING**

I, Brian M. Sowers, declare under penalty of perjury that the following is true and correct.

1. I have been retained by counsel representing Matos Insurance Agency, Inc. and Armando Jose Matos as an expert witness in this matter. I submit this declaration in support of Matos Insurance Agency, Inc. and Armando Jose Matos' Trial Period Submission and Final Briefing.

2. I am a Principal at Applied Marketing Science, Inc. ("AMS"), a market research and consulting firm. I have been at AMS since 2011, and I have worked in the field of market research since 1996. Prior to joining AMS, I held research positions at the Forbes Consulting Group (2003-2011), Lockheed Martin (2002-2003), MCI WorldCom (1999-2002), and Marketing Analysts, Inc. (1996-1999). My educational and professional background is further summarized in my report, and my curriculum vitae attached as an exhibit to my report.

3. I have personal knowledge of the facts set forth in this declaration. I am competent to testify about those facts and would do so if called.

4. I authored the Expert Report of Brian M. Sowers, dated April 12, 2024, which I submitted in this matter (my "Report"). In my Report, I explained that I designed and conducted a consumer survey to determine whether MATTOS INSURANCE has acquired secondary meaning for insurance agency and brokerage services. Based on the results of the survey that I designed and conducted, it is my professional opinion that, after controlling for guessing and other forms of survey noise, the net secondary meaning level for MATTOS INSURANCE of 10.4%. Similarly, the net level of secondary meaning among a sub-quota of consumers in Florida (the state in which I understand Respondent's principal place of business is located) is 13.0%. It is my understanding that

these results are below the levels typically held by courts to be probative of secondary meaning. My Report is attached hereto as **Exhibit A**.

5. I understood at the time I was working on my Report, as well as when I finalized and signed it, that I was representing the truth and accuracy of the statements and exhibits provided therein. If called to testify under oath about my Report, I would do so and would again stand by the truth of their contents.

6. It is my understanding that Respondent Mattos Insurance, Inc. has provided no expert rebuttal to my Report.

7. All the statements I set forth in Exhibit A are true, accurate, and complete and were made based on my personal knowledge, my work on this project, and my stated expertise. I make the present declaration on those same grounds and incorporate by reference into this Declaration all my prior statements and representations set forth in Exhibit A (with attachments), as if fully set forth herein. I hereby incorporate my Report and all its exhibits in this Declaration as if fully set forth herein.

I declare under penalty of perjury pursuant to 28 U.S.C. § 1746 that the foregoing is true and correct. Executed this 25th day of July 2024, in Acton, Massachusetts.

Brian M. Sowers

Brian M. Sowers

Exhibit "A"

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

| | | |
|---|---|---|
| MATOS INSURANCE AGENCY, INC., ARMANDO JOSE MATOS | ) | |
| Petitioner, | ) | Cancellation No. 92082310 |
| v. | ) | |
| MATTOS INSURANCE, INC., | ) | |
| Respondent. | ) | |

**Expert Report of:**

**Brian M. Sowers**
Applied Marketing Science, Inc.
10 Mall Road, Suite 265
Burlington, MA 01803
(781) 250-6313
bsowers@ams-inc.com ■ www.ams-inc.com

# TABLE OF CONTENTS


Introduction and Qualifications …….. 2

Background and Assignment …….. 3

Summary of Opinions …….. 4

Survey Methodology …… 5

Survey Universe and Sample Selection ……... 6

Survey Design …….. 8

Survey Instrument …… 10

Survey Data Collection …… 17

Survey Results ……. 18

Florida Subgroup Analysis ……..... 19

Conclusions …….. 21

## INTRODUCTION AND QUALIFICATIONS

1. I am a Principal at Applied Marketing Science, Inc. ("AMS"), a market research and consulting firm. I have been at AMS since 2011, and I have worked in the field of market research since 1996. Prior to joining AMS, I held research positions at the Forbes Consulting Group (2003-2011), Lockheed Martin (2002-2003), MCI WorldCom (1999-2002), and Marketing Analysts, Inc. (1996-1999).

2. In my market research career, I have personally designed and conducted thousands of market research surveys across a broad range of modalities and a broad range of populations.

3. I am a member of the American Association for Public Opinion Research (AAPOR), the Institute for Operations Research and Management Science (INFORMS), the Insights Association, and the International Trademark Association (INTA). Through my INTA membership, I have served on the Impact Studies Committee and the Famous and Well-Known Marks Committee where I chaired the Dilution Subcommittee. I currently serve as an editor for The Trademark Reporter. In addition, I am the co-host of an annual CLE accredited webinar that focuses on the topic of survey evidence used in intellectual property litigation. I have served as a testifying expert and have submitted reports to Federal and State Courts, as well as the Trademark Trial and Appeal Board, in a variety of litigation matters on behalf of plaintiffs and defendants.

4. I hold a Bachelor of Arts in History from Roanoke College and a Master of Business Administration from the University of Colorado, Colorado Springs. A list of all cases in which I have testified as an expert at a deposition or trial over the past four years is

included within my CV attached hereto as Appendix A; as is a list of all publications that I have authored over the past ten years.

## BACKGROUND AND ASSIGNMENT

5. Petitioner Matos Insurance Agency, Inc. ("Matos Insurance" or "Petitioner") is a company that is in the business of selling insurance.[1]

6. Respondent Mattos Insurance, Inc. ("Mattos Insurance" or "Respondent") is a company that is also in the business of selling insurance.[2] It is my understanding that Respondent offers its services to consumers in Connecticut, Florida, North Carolina, New Jersey, Pennsylvania, South Carolina, and Texas.[3] It is also my understanding that Respondent owns a federal trademark registration for MATTOS INSURANCE for insurance agency and brokerage services.[4]

7. Respondent claims Petitioner's use of the name Matos Insurance infringes upon their trademark rights.[5] In response, Petitioner alleges, among other things, that MATTOS INSURANCE is merely descriptive and has not acquired secondary meaning.[6] I was asked by counsel representing Petitioner to design and conduct a consumer survey to test Petitioner's allegation. Specifically, my assignment was to design and conduct a consumer survey to determine whether MATTOS INSURANCE has acquired secondary meaning for insurance agency and brokerage services. In the sections that follow, I will

[1] Petition to Cancel, ¶ 1.
[2] *Id.*, ¶ 3.
[3] https://www.mattosinsurance.com/ (last visited February 28, 2024)
[4] Petition to Cancel, ¶ 4, ¶ 9.
[5] Verified Complaint, ¶ 22.
[6] Petition to Cancel, ¶ 13.

state my opinion, and the basis for that opinion in the results of the survey I designed and conducted.

8. In undertaking this assignment, I relied on generally accepted principles of market research, as well as my extensive expertise in survey development and the interpretation of qualitative and quantitative data. The work I performed for this investigation was as an employee of AMS, and other AMS employees worked on this assignment under my direction. My rate of compensation for this assignment is $650 per hour. My compensation is not contingent upon the outcome of this case.

9. A complete list of materials I have considered to date about this assignment is included in Appendix B. I reserve the right to update and revise my opinions and conclusions should any additional data or information become available to me.

## SUMMARY OF OPINIONS

10. The findings of my survey, after controlling for guessing and other forms of survey noise, results in a net secondary meaning level for MATTOS INSURANCE of 10.4%.

    a. Similarly, the net level of secondary meaning among a sub-quota of consumers in Florida is 13.0%.

11. It is my understanding that these results are below the levels typically held by courts to be probative of secondary meaning.[7]

[7] McCarthy on Trademarks and Unfair Competition, § 32:190 (5th ed.). "Generally, figures over 50% are regarded as clearly sufficient. However, figures of 46% 48%, and 37 percent have also been found sufficient."

## SURVEY METHODOLOGY

12. The survey was designed and conducted in accordance with generally accepted principles of survey research, as set forth in the Federal Judicial Center's "Reference Manual on Scientific Evidence."[8]

13. To ensure objectivity in survey responses, it is standard practice to conduct surveys in a "double-blind" manner (i.e., withhold information about the purpose and sponsor of the survey from both the interviewer and the respondent).[9] The survey that I designed satisfied these conditions. Specifically, the survey was administered via a programmed Internet questionnaire, eliminating the need for a human interviewer. The main questionnaire did not provide any information about the actual purpose of the survey or the survey sponsor. In addition, the survey included screening answers that were unrelated to the survey's purpose to disguise the "correct" answer for sample selection.

14. It is standard survey practice to instruct respondents not to guess. Accordingly, the instructions at the beginning of the survey state, "If you don't know an answer to a question or are unsure, please indicate this by selecting the "Don't know/Unsure" option. It is very important that you do not guess." In addition, the survey included explicit "Don't know/Unsure" response options. This substantially reduces the likelihood that respondents will attempt to guess the answer to a question if they are unsure or do not have an opinion.[10]

15. When designing closed-ended questions, it is standard practice to control for possible order effects by rotating or randomizing the order of the response options. The survey

[8] Diamond, Shari S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, Reference Manual on Scientific Evidence, pp.359-423.
[9] *Id.*, pp.410-411.
[10] *Id.*, p.390.

that I conducted rotated or randomized the order of response options to the closed-ended questions for this reason. I deviated from this practice where appropriate to preserve the logical flow of the questions. Specifically, I did not rotate or randomize the response options for questions where the answer choices have a predetermined order (e.g., age). In addition, the "Don't know/Unsure" and "None of the above" answer choices were anchored as the last answer choices.

## SURVEY UNIVERSE AND SAMPLE SELECTION

16. The appropriate universe for testing secondary meaning is potential customers of the senior user.[11] Accordingly, potential customers of insurance policies in the areas served by Respondent are the individuals whose impressions are relevant in this matter.[12]

17. To reach a representative sample of the appropriate population, I developed an Internet survey that included U.S. residents aged 18 and older. Respondents qualified for participation in the survey if they currently reside in Connecticut, Florida, North Carolina, New Jersey, Pennsylvania, South Carolina, or Texas and have personally purchased or renewed an insurance policy in the past 12 months or indicated that they are likely to do so in the next 12 months. Respondents also had to have at least some involvement in selecting the company from whom they purchased or renewed (or from whom they will purchase or renew) the insurance policy.

18. Note that this screening criteria is purposely conservative because Respondent owns a federal trademark registration but appears to only offer their services in Connecticut,

[11] Diamond, S.S. & Swann, J.B. (2012). Trademark and Deceptive Advertising Surveys: Law, Science, and Design. American Bar Association, Section of Intellectual Property Law, p. 32.; Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.282.
[12] Petition to Cancel, ¶ 3.

Florida, North Carolina, New Jersey, Pennsylvania, South Carolina, and Texas.[13] Thus, to the extent that MATTOS INSURANCE may not have acquired secondary meaning on a nationwide basis, this narrower geographic screening criteria (that is, among states where Respondent actually offers their services) would likely serve to overestimate the actual level of secondary meaning.

19. Internet surveys are a very common form of market research. In addition, there is evidence that data collected using Internet surveys does not differ in quality from that collected using more traditional phone or mall-intercept methodologies.[14] An Internet survey is conducted by contracting with one of the many companies that have pre-recruited potential respondents who have indicated their willingness to participate in market research surveys. For the present matter, I contracted with Prodege Market Research ("Prodege"), a well-established market research firm that maintains a panel of over 8.3 million active members in the U.S.[15] I have worked with Prodege on many other projects and have found them to be a consistently reliable and high-quality supplier of qualified survey respondents.

20. To obtain the proper sample, email invitations were sent to Prodege panel members who indicated that they currently reside in Connecticut, Florida, North Carolina, New Jersey, Pennsylvania, South Carolina, or Texas. Click-balancing was implemented to ensure that the individuals who had the opportunity to qualify for the survey approximate the U.S.

[13] https://www.mattosinsurance.com/ (last visited February 28, 2024)
[14] Poret, H. (2010). A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys, *The Trademark Reporter,* Vol.100, pp.756-807.
[15] Active members are defined as having responded to a survey invitation in the past 12 months.

Census in terms of age and gender for these states.[16] Because respondents who enter the survey screener are representative of the U.S. population for these states, their individual responses to qualification screening questions mean that the final survey sample is representative of the target population on the screened dimensions.[17]

21. The email invitations for the survey sent to Prodege panel members included a link to the actual survey. This link contained an embedded identification number that assured that each respondent could complete the survey only once. As is customary for consumer surveys for litigation, as well as other market research surveys, respondents who qualified and completed their respective survey received a small monetary incentive. Respondents who qualified and completed the survey were awarded 75 "Swagbucks," a form of Prodege currency. A copy of the invitation is included as Appendix C.

## SURVEY DESIGN

22. To determine whether MATTOS INSURANCE has acquired secondary meaning for insurance agency and brokerage services, I used a test-control experimental design. The purpose of the test-control design in this context was to account for the level of respondent guessing and other forms of survey noise. Survey noise refers to factors that introduce error or bias into the survey estimates, causing them to deviate from the "true" level of association.

[16] "Click balancing" refers to the process of ensuring that the group of people who click on the survey link (not to be confused with the group of people who qualify and complete the survey) is representative of the U.S. population. The process of click balancing involves sending periodic updates to the panel vendor on the age and gender breakdown of inbound clicks on the survey link so that the panel vendor can make any necessary adjustments to their survey invitation mailings (i.e., which age and gender groups they send invitations to and in what quantity).
[17] Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.384-385; Diamond, S.S. & Swann, J.B. (2022). Trademark and Deceptive Advertising Surveys: Law, Science, and Design. 2nd ed. American Bar Association, Section of Intellectual Property Law, p.310.

23. The use of a test-control design is analogous to the use of a placebo in the test of, for example, a new drug. To test a new drug, some patients are given the test drug, and some are given a placebo (such as a sugar pill) or some other drug with a known efficacy. Patients are randomly assigned to receive either the test drug or the control. The effect of the drug is measured by the difference in response between those receiving the test drug (the "Test" Group) and those receiving the placebo (the "Control" Group). The use of a control in the drug testing situation is important because some people will get well even with no treatment at all, and some get well just because they think their disease is being treated. The critical measure in a test-control design, such as the one used here, is the difference in responses between the Test and Control Groups, known as the "net" effect.

24. In the present matter, the test stimulus was MATTOS INSURANCE. I selected INSURANCE AGENCY as the stimulus to be shown to the Control Group. The name INSURANCE AGENCY is a strong control because it cannot reasonably be attributed to any one particular company.[18] Therefore, respondents who associate the control stimulus INSURANCE AGENCY with one particular company are likely guessing. This "guessing" will occur in the same frequency in the answers of respondents shown MATTOS INSURANCE, and thus the "net" difference between the test and the control will be the true measure of the level to which relevant consumers associate MATTOS INSURANCE with one particular company.

[18] Diamond, S.S. & Swann, J.B. (2012). Trademark and Deceptive Advertising Surveys: Law, Science, and Design. American Bar Association, Section of Intellectual Property Law, p.89. "Use as the control ... a term that cannot reasonably be associated with only one company's products."

## SURVEY INSTRUMENT

Screener

25. The survey began with a series of screening questions to determine if the respondent was a member of the relevant universe and qualified to participate in the survey. As described previously, qualified individuals were U.S. residents aged 18 and older who reside in Connecticut, Florida, North Carolina, New Jersey, Pennsylvania, South Carolina, or Texas and have personally purchased or renewed an insurance policy in the past 12 months or indicated that they are likely to do so in the next 12 months. Respondents also had to have at least some involvement in selecting the company from whom they purchased or renewed (or from whom they will purchase or renew) the insurance policy. Screenshots taken from the survey and text version of the survey with programmer instructions are included in Appendix D.

26. First, respondents were asked whether they preferred to take the survey in English, Portuguese, or Spanish (QSL). Based on their language preferences, respondents were directed to the English, Portuguese, or Spanish version of the survey.[19]

27. The first screening question (QS0) asked respondents to enter the code exactly as it was shown in a CAPTCHA image box. This is a standard question to ensure that only actual people, as opposed to computer programs, take the survey. Next (QS1), respondents indicated what type of electronic device they were using to complete the survey. Respondents were only allowed to continue with the survey if they selected "Desktop computer," "Laptop computer," "Tablet computer," or "Smartphone." Respondents who

[19] It is my understanding that Respondent promotes its services to consumers in English, Portuguese, and Spanish. *See* Respondent's Response to Petitioner's First Request for Admissions, ¶¶ 1-3; https://www.mattosinsurance.com/ (last visited Feb 28, 2024).

indicated that they were using an "Other mobile or electronic device" received an instruction that the survey was not formatted for viewing on such devices and were prompted to log back into the survey using a desktop, laptop, tablet, or smartphone.

28. The gender of the respondent was collected in QS2. Those who selected "Prefer not to answer" were not permitted to continue. Next, respondents were asked to indicate into which age range their age falls (QS3). Anyone who selected "Under 18" was not permitted to continue. Respondents were then asked at QS4 to indicate their state of residence. Respondents who selected "My area is not listed here" were terminated from the survey. Only respondents who selected Connecticut, Florida, North Carolina, New Jersey, Pennsylvania, South Carolina, or Texas were allowed to continue. At this point, the gender of the respondent was used in combination with the age information to validate that the person taking the survey was the same person who had originally enrolled with the panel provider.

29. After the verification of gender and age, in screening question (QS5) respondents were asked if they or a member of their household works for certain types of companies, with response options randomized. As a standard practice to eliminate respondents with specialized knowledge, those who indicated that either they or someone in their household work for a market research or advertising agency or a company that sells insurance policies were not allowed to continue. The next screening question asked:

QS6. Which, if any, of the following have you personally done in the past 12 months? *(Select all that apply)*

- ❒ Purchased or renewed an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability)
- ❒ Purchased athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench)
- ❒ Purchased lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products)
- ❒ Purchased or rented a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range)
- ❒ Purchased a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera)
- ❒ Purchased voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket)
- ❒ Don't know/Unsure
- ❒ None of the above

30. The response options to QS6 were presented in the same order as QS5 with "Don't know/Unsure" and "None of the above" always anchored last. Respondents who answered that they had purchased or renewed an insurance policy in the past 12 months continued to QS7. Respondents who did not select "Purchased or renewed an insurance policy" in this question skipped to QS8. As a quality control measure, respondents who selected that they had purchase fictional "voquev supplies" were terminated from the survey. The next screening question asked:

QS7. You indicated that you have personally purchased or renewed an insurance policy in the past 12 months. Which of the following statements best describes your role in selecting the company from whom you purchased or renewed the insurance policy? *(Select one only)*

- ⊙ I was the primary decision maker in selecting the company from whom I purchased or renewed the insurance policy
- ⊙ I had at least some input in selecting the company from whom I purchased or renewed the insurance policy
- ⊙ I had no input in selecting the company from whom I purchased or renewed the insurance policy
- ⊙ Don't know/Unsure

31. The first three response options for QS7 were rotated top to bottom to avoid potential order bias. Respondents who selected that they were either the "primary decision maker in selecting the company from whom I purchased or renewed the insurance policy" or "had at least some input in selecting the company from whom I purchased or renewed the insurance policy" were permitted to continue. The next screening question asked:

QS8. Which, if any, of the following are you likely to personally do in the next 12 months? *(Select all that apply)*

- ❒ Purchase or renew an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability)
- ❒ Purchase athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench)
- ❒ Purchase lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products)
- ❒ Purchase or rent a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range)
- ❒ Purchase a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera)
- ❒ Purchase voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket)
- ❒ Don't know/Unsure
- ❒ None of the above

32. The response options to QS8 were presented in the same order as QS5 with "Don't know/Unsure" and "None of the above" always anchored last. Respondents who answered that they were likely to purchase or renew an insurance policy in the next 12 months were permitted to continue. As a quality control measure, respondents who selected that they are likely to purchase fictional "voquev supplies" were terminated from the survey. The next screening question asked:

QS9. You indicated that you are likely to personally purchase or renew an insurance policy in the next 12 months. Which of the following statements best describes your role in selecting the company from whom you will purchase or renew the insurance policy? *(Select one only)*

- ⊙ I will be the primary decision maker in selecting the company from whom I will purchase or renew the insurance policy
- ⊙ I will have at least some input in selecting the company from whom I will purchase or renew the insurance policy
- ⊙ I will have no input in selecting the company from whom I will purchase or renew the insurance policy
- ⊙ Don't know/Unsure

33. The first three response options for QS9 were rotated top to bottom to avoid potential order bias. Respondents who selected that they would either be the "primary decision maker in selecting the company from whom I will purchase or renew the insurance policy" or "will have at least some input in selecting the company from whom I will purchase or renew the insurance policy" were permitted to continue.

34. Next, QS10 was a quality control question which directed respondents to select the "Other" response option and to type in one of four words randomly piped into the survey ("quality," "check," "survey," or "question"). Respondents who selected an incorrect answer option or selected "Other" but did not type in the correct word in the space provided were terminated from the survey. All other respondents were allowed to continue.

35. At this point, qualified respondents were asked to take the survey from a device with image capabilities, to take the survey in one session, to keep their browser maximized for the entire survey, to not consult other websites or other electronic or written materials, to take the survey on their own without consulting other people, and to wear eyeglasses or

contact lenses if normally needed for viewing an electronic screen (QS11). Respondents who understood and agreed to these instructions continued to the main questionnaire.

Main Questionnaire

36. The main questionnaire began with the following introduction, which informed respondents that they would see a name used in connection with insurance agency and brokerage services. Respondents were told that afterward they would be asked questions about what they had seen:

> On the next page, you will see a name that is used in connection with insurance agency and brokerage services and then will be asked some questions about it. If you don't know an answer to a question or are unsure, please indicate this by selecting the "Don't know/Unsure" option. It is very important that you do not guess.
>
> Please select the "NEXT" button when you are ready to continue.

37. Following the initial introduction, respondents were randomly assigned to either the Test Group or Control Group. Respondents in the Test Group saw the following instruction:

> Please look at the name displayed below that is used in connection with insurance agency and brokerage services. Please select the "NEXT" button when you are ready to continue.
>
> MATTOS INSURANCE

38. Respondents in the Control Group saw the following instruction:

Please look at the name displayed below that is used in connection with insurance agency and brokerage services. Please select the "NEXT" button when you are ready to continue.

# INSURANCE AGENCY

39. A survey "speed bump" was built into the "NEXT" button on this page to ensure that respondents spent at least 5 seconds on the page before they could continue. The test stimulus or the control stimulus remained in view above the remaining questions in the survey.

40. On the next page, both Test Group and Control Group respondents were asked to indicate if they were able to view the name clearly (Q0). Those who were unable to view the name clearly were not permitted to continue.

41. The next question (Q1) asked whether the respondent associated the name MATTOS INSURANCE (for respondents in the Test Group) or INSURANCE AGENCY (for respondents in the Control Group) with the insurance agency and brokerage services of one company, more than one company, or no particular company. Respondents were also provided an option to select "Don't know/Unsure."

Q1. Do you associate the name **[*pipe either* MATTOS INSURANCE [TEST] OR INSURANCE AGENCY [CONTROL]]** with the insurance agency and brokerage services of … (Select one only)

- ⊙ One company
- ⊙ More than one company
- ⊙ No particular company
- ⊙ Don't know/Unsure

42. The first three response options were rotated top to bottom to avoid potential order bias. Respondents who answered, “More than one company,” “No particular company,” or “Don’t know/Unsure” skipped to the end of the survey.

43. Respondents who selected “One company” were then asked to explain what exactly makes them associate the name MATTOS INSURANCE (for Test Group respondents) or INSURANCE AGENCY (for Control Group respondents) with the insurance agency and brokerage services of one company (Q2).

> Q2. What exactly makes you associate the name **[*pipe either* MATTOS INSURANCE [TEST] OR INSURANCE AGENCY [CONTROL]]** with the insurance agency and brokerage services of one company? Please list all of your reasons and be as specific as possible. *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

44. Respondents were instructed to list all of their reasons and to be as specific as possible. Respondents also had the option of selecting a “Don’t know/Unsure” check box, but they could not type a response and also select the “Don’t know/Unsure” check box.

45. After answering the question, respondents were thanked for their participation and the survey was completed.

## SURVEY DATA COLLECTION

46. A total of 8,196 potential participants responded to the email invitation between February 7 and February 14, 2024. A total of 421 respondents qualified for the survey based on their responses to the screening questions and subsequently completed the survey. Standard data cleaning procedures were used prior to the start of the analysis. Specifically, data from 2 respondents who took over an hour to complete the survey and

3 respondents who provided random keystrokes or nonsensical answers to the open-ended questions were removed from the data set prior to analysis.

47. The final dataset thus includes 416 respondents (206 Test Group respondents and 210 Control Group respondents). These are statistically valid sample sizes that provide an appropriate number of qualifying respondents for purposes of my analyses and opinion.[20] Detailed response statistics are shown in Appendix E.

## SURVEY RESULTS

48. The proper analysis for an experimental design such as this is to calculate "net" secondary meaning results from the data to control for guessing and other forms of survey noise.[21] That is, the proper analysis is to subtract the result in the Control Group (INSURANCE AGENCY) from the result in the Test Group (MATTOS INSURANCE). As discussed previously, the "net" difference between the test and the control is the true measure of the level to which respondents associate MATTOS INSURANCE with the insurance agency and brokerage services of one company.

49. The results in Table 1 show that 21.8% of Test Group respondents associate MATTOS INSURANCE with the insurance agency and brokerage services of one company, compared to 11.4% of Control Group respondents who associate INSURANCE AGENCY with one company. Thus, the net secondary meaning level is 10.4%.

50. It is my understanding that this result is below the levels that courts typically find to be probative of secondary meaning.[22]

---

[20] Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.439-443.
[21] *Id.*, p.891.
[22] McCarthy on Trademarks and Unfair Competition, § 32:190 (5th ed.). "Generally, figures over 50% are regarded as clearly sufficient. However, figures of 46% 48%, and 37 percent have also been found sufficient."

Table 1: Q1. Do you associate the name [**MATTOS INSURANCE** (TEST) / **INSURANCE AGENCY** (CONTROL)] with the insurance agency and brokerage services of…

| | Test Group | | Control Group | | Net |
|---|---|---|---|---|---|
| | N | % | N | % | % |
| **One company** | **45** | **21.8%** | **24** | **11.4%** | **10.4%** |
| More than one company | 6 | 2.9% | 87 | 41.4% | |
| No particular company | 83 | 40.3% | 89 | 42.4% | |
| Don't know/Unsure | 72 | 35.0% | 10 | 4.8% | |
| | **206** | **100.0%** | **211** | **100.0%*** | |

51. The entire Control Group turned out to be unnecessary, because the Test Group demonstrated such a low percentage of individuals selecting "one company" that the survey results would support a finding that MATTOS INSURANCE has not acquired secondary meaning even without considering the result of a Control Group. As discussed previously, only 21.8% of Test Group respondents associate MATTOS INSURANCE with the insurance agency and brokerage services of one company. Even before adjusting for survey noise, this result alone is below the levels that courts typically find to be probative of secondary meaning.[23]

## FLORIDA SUBGROUP ANALYSIS

52. Although not necessary for purposes of my opinion, I performed an analysis among a subgroup of relevant consumers in the state of Florida (the state in which I understand Respondent's principal places of business is located) to determine whether and to what extent their beliefs regarding MATTOS INSURANCE differ from relevant consumers more broadly.[24]

[23] *Ibid.*
[24] Petition to Cancel, ¶ 1, ¶ 3.

53. The results in Table 3 show that 26.4% of Test Group respondents associate MATTOS INSURANCE with the insurance agency and brokerage services of one company or, compared to 13.5% of Control Group respondents who associate INSURANCE AGENCY with one company. Thus, the net secondary meaning level among relevant consumers in the state of Florida is 13.0%.

54. It is my understanding that this result is also below the levels that courts typically find to be probative of secondary meaning.[25]

Table 3: Q1. Do you associate the name [**MATTOS INSURANCE**(TEST) / **INSURANCE AGENCY**(CONTROL)] with the insurance agency and brokerage services of…

| | **Florida Sample** | | | | |
|---|---|---|---|---|---|
| | Test Group | | Control Group | | Net |
| | N | % | N | % | % |
| **One company** | **14** | **26.4%** | **7** | **13.5%** | **13.0%** |
| More than one company | 1 | 1.9% | 16 | 30.8% | |
| No particular company | 22 | 41.5% | 26 | 50.0% | |
| Don't know/Unsure | 16 | 30.2% | 3 | 5.8% | |
| | **53** | **100.0%** | **52** | **100.0%*** | |

**percentages do not sum to 100.0% due to rounding*

[25] McCarthy on Trademarks and Unfair Competition, § 32:190 (5th ed.). "Generally, figures over 50% are regarded as clearly sufficient. However, figures of 46% 48%, and 37 percent have also been found sufficient."

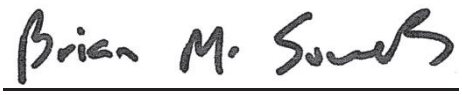
## CONCLUSIONS

55. The findings of my survey, after controlling for guessing and other forms of survey noise, results in a net secondary meaning level for MATTOS INSURANCE of 10.4%.

    a. Similarly, the net level of secondary meaning among a sub-quota of consumers in Florida is 13.0%.

56. It is my understanding that these results are below the levels typically held by courts to be probative of secondary meaning.[26]

I declare under penalty of perjury of the laws of the United States that the foregoing is true and correct. Executed on April 12, 2024, in Acton, Massachusetts.



Brian M. Sowers

[26] McCarthy on Trademarks and Unfair Competition, § 32:190 (5th ed.). "Generally, figures over 50% are regarded as clearly sufficient. However, figures of 46% 48%, and 37 percent have also been found sufficient."

Appendices

A. Curriculum vitae of Brian M. Sowers

B. Documents reviewed and considered

C. Survey invitation

D. Survey screenshots and questionnaire

E. Survey response statistics

F. Survey data glossary

G. Survey data

## Appendix A: Curriculum Vitae of Brian M. Sowers

Applied Marketing Science, Inc.
10 Mall Road, Suite 265
Burlington, MA 01803

Voice: (781) 250-6313
Fax: (781) 684-0075
E-mail:bsowers@ams-inc.com

### EDUCATION

2012 University of Colorado, Colorado Springs
Master of Business Administration

1995 Roanoke College
Bachelor of Arts in History

### EMPLOYMENT

2014 – Present Principal
APPLIED MARKETING SCIENCE, INC., Burlington, MA

- Lead the firm's Litigation Support practice to support expert testimony in civil cases through survey research and other marketing science initiatives.
- Manage referrals and support affiliated academic experts in matters where consumer opinions and behaviors are an important determinant of liability and damages.
- Manage case teams in complex cases (e.g., trademark and trade dress infringement, class action matters, false and deceptive advertising, antitrust issues and patent damages).
- Assist attorneys with assessing the benefits of collecting market research data, critique opposing expert reports, and prepare experts for deposition and trial questioning.
- Provide expert research consultation, expert witness testimony, and rebuttal critiques for consumer surveys designed for trademark, trade dress, false advertising, and class action litigation.

2011 – 2014 Senior Manager
APPLIED MARKETING SCIENCE, INC., Waltham, MA

- Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.
- Managed litigation consulting projects involving consumer surveys in trademark, false advertising, class action, and patent infringement matters.
- Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.

2003 – 2011 Senior Project Manager
FORBES CONSULTING GROUP, Lexington, MA

- Independently led all phases of custom quantitative and qualitative research for an industry leading marketing research supplier dedicated to consumer-driven business analysis.
- Helped clients identify new marketplace opportunities, developed communication and positioning strategies, measured brand equity, and increased customer satisfaction and retention.
- Managed approximately $2.5 million of custom research annually.

2002 – 2003 Senior Analyst
LOCKHEED MARTIN CORPORATION, Fairfax, VA

- Developed market analyses and competitive strategies for multiple lines of business.
- Granted Top Secret security clearance for the position.

1999 – 2002 Market Research Analyst
MCI WORLDCOM, Arlington, VA

- Designed, executed, analyzed, and delivered quantitative and qualitative market research to support internal marketing clients. Insights helped carry singularly focused telecom giant into a world of multiple competitors and diverse product lines.
- Required a heightened awareness of technology shifts, a sense of consumer appetite, and readiness to navigate the shifting landscape.
- Honed research skills in variable research methodologies. Received multiple individual and team awards.

1996 – 1999 Project Manager
MARKETING ANALYSTS, INC., Charleston, SC

- Managed custom quantitative market research for a leading Honomichl 50 research supplier.

**EXPERT WITNESS (expert opinions and testimony in the last 5 years)**

**Eastern Savings Bank, F.S.B.** v Eastern Savings Bank
Case No: 3:17-cv-00708, United States District Court, District of Connecticut
Trademark Confusion (2018 Report and Deposition)

**Eveden Inc.** v Color Image Apparel, Inc.
Case No: 2:17-cv-02121-MWF-JC, United States District Court, Central District of California
Trademark Confusion (2018 Report)

The Choice is Yours, Inc. v **The City of Philadelphia**
Case No: 2:14-cv-10804-JFL, United States District Court, Eastern District of Pennsylvania
Trademark Confusion (2018 Report)

**Palm Partners, LLC** v Palm Beach Treatment Center, LLC
Case No: 9:17-cv-80582-RLR, United States District Court, Southern District of Florida
Trademark Confusion (2018 Report and Deposition)

Herman Miller, Inc. v **Office Star Products**
Case No. 2:17-cv-04279-JAK, United States District Court, Central District of California
Trade Dress Confusion (2018 Report and Deposition)

**HP Hood, LLC** v Cytosport, Inc.
Case No. 01-17-0001-7218, American Arbitration Association
Consumer Behavior Survey (2018 Report, Deposition, and Arbitration Testimony)

**Hasbro, Inc.** v DC Comics and Warner Bros. Entertainment Inc.
Case No. 1:17-cv-06558, United States District Court, Southern District of New York
Trademark Confusion (2018 Report and Deposition)

Brooks Sports, Inc. v **Anta Co. Ltd.**
Case No. 1:17-cv-01458, United States District Court, Eastern District of Virginia
Trademark Confusion (2018 Report)

Ford Motor Company v **Geely Holding Group Co. Ltd.**
TTAB Opposition No. 91239104
Trademark Confusion (2018 Report)

Spangler Candy Company v **Tootsie Roll Industries, LLC**
Case No: 3:18-cv-01146-JJH, United States District Court, Northern District of Ohio
Trade Dress Confusion (2018 Report and Deposition)

**Glaxo Group Limited** v Canadian Pharmaceutical Association
Canadian Trademark Opposition No. 1626790 and No. 1626792
Secondary Meaning (2018 Report and Deposition)

**Lodestar Anstalt** v Route 66 Junkyard Brewery, LLC
Case No: 1:17-cv-00062-JCH-JHR, United States District Court, District of New Mexico
Trademark Confusion (2019 Report)

**Judith Marilyn Donoff** v Delta Air Lines, Inc.
Case No: 18-cv-81258, United States District Court, Southern District of Florida
False Advertising (2019 Report and Deposition)

**Asurion, LLC** v Netsurion, LLC
TTAB Opposition No. 91231568
Trademark Confusion (2019 Report)

**Maui Jim, Inc.** v SmartBuy Guru Enterprises
Case No: 16-cv-09788, United States District Court, Northern District of Illinois
False Advertising (2019 Report and Deposition)

**Monster Energy Company** v PJ Trailers Manufacturing Company, Inc.
TTAB Opposition No. 92067968
Trademark Confusion (2019 Report)

Louisiana Pacific Corporation v **James Hardie Building Products, Inc.**
Case No: 3:18-cv-00447, United States District Court, Middle District of Tennessee
False Advertising (2019 Report and Deposition)

**Milita Barbara Dolan** v JetBlue Airways Corporation
Case No: 18-cv-62193-RNS, United States District Court, Southern District of Florida
False Advertising (2019 Report and Deposition)

Provepharm, Inc. v **Akorn, Inc.**
Case No: 17-cv-7087, United States District Court, Eastern District of New York
False Advertising (2019 Report and Deposition)

Mercury Luggage Manufacturing Co. v **Sandpiper of California**
TTAB Opposition No. 92070168
Genericness (2019 Report)

**Undiscovered Corporation** v Heist Studios
Case No: 2:18-cv-05719, United States District Court, Central District of California
Trademark Confusion (2019 Report and Deposition)

**International Association of Home Inspectors** v American Society of Home Inspectors
Case No: 1:18:CV-01797-RBJ, United States District Court, District of Colorado
False Advertising (2019 Report and Deposition)

**Simplehuman** v iTouchless Housewares
Case No: 2:19-cv-02351, United States District Court, Central District of California
Trade Dress Confusion (2020 Report and Deposition)

ALO, LLC v **Acadia Malibu, Inc.**
Case No: 2:19-cv-08389-SVW, United States District Court, Central District of California
Trademark Confusion (2020 Report and Deposition)

**Andrew Roley** v Google, LLC
Case No: 5:18-cv-07537-BLF, United States District Court, Northern District of California
False Advertising (2020 Report and Deposition)

Scrum Alliance, Inc. v **Scrum, Inc.**
Case No: 4:20-cv-00227, United States District Court, Eastern District of Texas
Trademark Confusion (2020 Report and Deposition)

**Healthy Web, Inc.** v Xymogen, Inc.
TTAB Opposition No. 91249473
Trademark Confusion (2020 Report and Deposition)

New NGC, Inc. v **Alpinebay, Inc.**
Case No: 1:19-cv-03978, United States District Court, Eastern District of Illinois
Secondary Meaning (2020 Report and Deposition)

**Sauer Brands, Inc.** v Duke Sandwich Productions, Inc**.**
Case No: 3:19-cv-00508, United States District Court, Western District of North Carolina
Trademark Confusion (2020 Report and Deposition)

**JBR, Inc.** v Keurig Green Mountain, Inc**.**
Case No: 1:14-md-2542, United States District Court, Southern District of New York
False Advertising (2020 Report and Deposition)

**Ralph Milan et al.** v Clif Bar & Company
Case No: 4:18-cv-02354, United States District Court, Northern District of California
False Advertising (2020 Report and Deposition)

Emerson Radio Corporation v **Emerson Quiet Kool**
Case No: 2:17-cv-05358, United States District Court, District of New Jersey
Trademark Confusion (2020 Report and Deposition)

**Pacific Packaging Concepts** v Nutrisystem, Inc.
Case No: 2:19-cv-04755, United States District Court, Central District of California
Trademark Confusion (2020 Report and Deposition)

**Muzeit Ltd.** v ByteDance Ltd.
TTAB Opposition No. 92070954
Trademark Confusion (2021 Report and Deposition)

**Elysium Health** v ChromaDex, Inc.
Case No: 1:17-cv-07394, United States District Court, Southern District of New York
False Advertising (2021 Report and Deposition)

**Fair Isaac Corporation.** v Fido Alliance, Inc.
TTAB Opposition No. 91249276
Trademark Confusion (2021 Report and Deposition)

KB Home v **Kookmin Bank Co. Ltd.**
TTAB Opposition No. 91226921
Trademark Confusion (2021 Report and Deposition)

Dewberry Engineers, Inc. v **Dewberry Group, Inc.**
Case No: 1:20-cv-610, United States District Court, Eastern District of Virginia
Trademark Confusion (2021 Report and Deposition)

Horizon AG-Products v **Verdesian Life Sciences, LLC**
Case No: 3:19-cv-00722-X, United States District Court, Northern District of Texas
Trademark Confusion (2021 Report and Deposition)

Coulter Ventures, LLC v **Rogue Ridge, LLC**
TTAB Opposition No. 91252714
Trademark Confusion (2021 Report and Deposition)

Salutare S.A v **Remedy Drinks Pty Ltd.**
TTAB Opposition No. 91256556
Trademark Confusion (2021 Report)

**Premier Specialty Brands, LLC** v Dansons US, LLC
Case No: 1:20-cv-01573-JPB, United States District Court, Northern District of Georgia
Trademark Confusion (2021 Report and Deposition)

**Blumenthal Distributing, Inc.** v Herman Miller, Inc.
Case No. 5:14-cv-01926-JAK-SPx, United States District Court, Central District of California
Trade Dress Confusion (2021 Report and Deposition)

Kohler Co. v **Whistling Oak Apartments, LLC**
Case No. 2:20-cv-1563, United States District Court, Eastern District of Wisconsin
Trademark Confusion (2021 Report and Deposition)

Federal Trade Commission v **Nudge, LLC et al.**
Case No. 2:19-cv-00867-RJS, United States District Court, District of Utah, Central Division
False Advertising (2021 Report and Deposition)

**Reflex Media, Inc. et al.** v Luxy Ltd.
Case No. 2:20-cv-00423-RGK, United States District Court, Central District of California
Genericness (2021 Report and Deposition)

Adidas America, Inc. v **Fashion Nova, Inc.**
Case No. 3:19-cv-740-AC, United States District Court, District of Oregon, Portland Division
Trademark Fame (2021 Report and Deposition)

**Vans, Inc.** v Walmart, Inc., et al.
Case No. 8:21-cv-01876, United States District Court, Central District of California
Secondary Meaning; Trademark and Trade Dress Confusion (2021 Report and Deposition)

M. George Hansen v **Newegg.com Americas, Inc.**
Case No. BC566698, Superior Court of California, County of Los Angeles - Central District
False Advertising (2022 Report and Deposition)

Lettuce Entertain You Enterprises, Inc. v **Siesta Key Summer House LLC.**
Case No. 8:21-cv-01458-VMC-SPF, United States District Court, Middle District of Florida
Trademark Confusion (2022 Report and Deposition)

Top Tobacco, L.P. v **ShenZhen Woody Vapes Technology Co. Ltd.**
TTAB Opposition No. 91270221
Trademark Confusion (2022 Report)

**Tree House Recovery** v Freedom Healthcare of America LLC
Case No. 8:21-cv-00364-DOC-KESx, United States District Court, Central District of California
Trademark Confusion (2022 Report and Deposition)

Strategic Partners, Inc. v **FIGS, Inc.**
Case No. 2:19-cv-02286-GW-KSx, United States District Court, Central District of California
False Advertising (2022 Report and Deposition)

Lifetime Products, Inc. v **Globeride, Inc.**
TTAB Opposition No. 91263954
Trademark Confusion (2022 Report and Deposition)

**StratosAudio, Inc.** v Hyundai Motor America, et al.
Case No. 6:20-cv-01126-ADA, United States District Court, Western District of Texas
Patent Infringement (2022 Report and Deposition)

Upmann Sanchez Turf and Landscape, Inc. v **US Turf, LLC**
Case No. 2:21-cv-01749-JCM-DJA, United States District Court, District of Nevada
Secondary Meaning (2022 Report and Deposition)

**Anne de Lacour et al.** v Tom's of Maine Inc.
Case No. 1:16-cv-08364, United States District Court, Southern District of New York
False Advertising (2022 Report and Deposition)

Ben Abbott and Associates, PLLC v **Angel Reyes and Associates, P.C.**
Case No. DC-21-05441, District Court of Dallas County, Texas
Trademark Confusion (2022 Report and Deposition)

**Monster Energy Company** v Advantus, Corp.
TTAB Opposition No. 91251623
Trademark Confusion (2022 Report)

NeighborFavor Inc. v **Hey Favor, Inc.**
Case No. 1:22-cv-00618-LY, United States District Court, Western District of Texas
Trademark Confusion (2022 Report and Preliminary Injunction Hearing Testimony)

**Martin Melnick et al.** v TAMKO Building Products LLC
Case No. 2:19-cv-02630-JWL-KGG, United States District Court, District of Kansas
False Advertising (2022 Report and Deposition)

**Guardant Health, Inc.** v Natera, Inc.
Case No. 3:21-cv-04062, United States District Court, Northern District of California
False Advertising (2022 Report and Deposition)

**Niagara Bottling, LLC.** v Coca-Cola Puerto Rico Bottlers
Case No. 18-cv-1414-DRD, United States District Court, District of Puerto Rico
Trademark Confusion (2022 Report and Deposition)

**Alcon Laboratories, Inc.** v Lens.com, Inc.
Case No. 1:18-cv-00407-NG-RLM, United States District Court, Eastern District of New York
Trademark Confusion (2022 Report and Deposition)

Adidas America, Inc. v **Thom Browne, Inc.**
Case No. 1:21-cv-05615, United States District Court, Southern District of New York
Trademark Fame and Trademark Confusion (2022 Report and Deposition)

In the matter of **Perdue Foods** before the United States Department of Agriculture
Consumer Perception Survey (2022 Report and Testimony)

**Snap, Inc.** v United States Patent and Trademark Office
Case No. 2:22-cv-00085, United States District Court, Central District of California
Genericness (2023 Report and Deposition; 2024 Trial Testimony)

**City of Leavenworth** v Projekt Bayern Association
Case No. 2:22-cv-00174, United States District Court, Eastern District of Washington
Secondary Meaning (2023 Report)

Top Tobacco, L.P. v **ShenZhen Woody Vapes Technology Co. Ltd.**
TTAB Opposition No. 91278037
Trademark Confusion (2023 Report)

**Vans, Inc.** v Walmart, Inc., et al.
Case No. 8:21-cv-01876, United States District Court, Central District of California
Trademark and Trade Dress Confusion (2023 Report and Deposition)

**Reflex Media, Inc. et al.** v Successfulmatch.com, et al.
Case No. 3:20-cv-006393, United States District Court, Northern District of California
Genericness (2023 Report)

Juanita's Foods v **Dominguez Family Enterprises**
Case No. 2:22-cv-06049-PA-PLAx, United States District Court, Central District of California
Trademark Confusion (2023 Report and Deposition)

**Dominguez Family Enterprises** v Juanita's Foods
Case No. 2:23-cv-01499-SB-MAA, United States District Court, Central District of California
Trademark Confusion (2023 Report and Deposition)

**William Rushing et al.** v Williams-Sonoma, Inc.
Case No. 3:16-cv-01421-WHO, United States District Court, Northern District of California
False Advertising (2023 Report)

**Danny D. Moore** v Medical Management International, Inc.
TTAB Opposition No. 91281782
Trademark Confusion (2023 Report)

**Mattress Warehouse, Inc.** v United States Patent and Trademark Office
TTAB Application No. 97391190
Genericness (2023 Report)

Lincare Holdings, Inc. v **Doxo, Inc.**
Case No. 8:22-cv-02349, United States District Court, Middle District of Florida
Trademark Confusion (2023 Report and Deposition)

**Vermeer Manufacturing Company** v AeroCine Ventures, Inc.
TTAB Opposition No. 92080355
Brand Awareness (2023 Report)

**Eight Sushi Lounge** v Ten Sushi Lounge
Case No. 1:23-cv-00763, United States District Court, Northern District of Georgia
Trademark Confusion (2023 Report)

Rebel Athletic Inc v **CheerStix**
Case No. 1:22-cv-3330, United States District Court, Northern District of Illinois
Secondary Meaning (2024 Report and Deposition)

**Mercury One, Inc.** v Honest History Co.
TTAB Opposition No. 92081595
Secondary Meaning (2024 Report)

Threshold Enterprises Ltd. v **LifeForce Digital Inc.**
Case No. 5:22-cv-06483, United States District Court, Northern District of California
Trademark Confusion (2024 Report and Deposition)

NS Brands Ltd**.** v **Mastronardi Produce Ltd.**
Case No. 5:23-cv-00445-JKP, United States District Court, Western District of Texas
Trade Dress Confusion (2024 Report)

## PUBLICATIONS

Chorn, J.A., Santana, M.C., & **Sowers, B.M.** (2020). Surveys in Lanham Act Matters. *IP Litigator, 26*(6), 1-7.

## PRESENTATIONS

Emerging Issues Related to the Use of Surveys in IP Matters
(Miami Dade Bar Association, November 2021)

Emerging Issues Related to the Use of Surveys in IP Litigation
(DC Bar, August 2023)

## PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research (AAPOR)

Insights Association

Institute for Operations Research and Management Science (INFORMS)

International Trademark Association (INTA)

- Member Impact Studies Committee (2018-2019)
- Member Famous and Well-Known Marks Committee (2020-2023 )
    - Chair Dilution Subcommittee (2022-2023)
- Member of the Trademark Reporter Committee (2024- )

## Appendix B: Documents Reviewed and Considered

2024-02-22 MATTOS00646-677.pdf

AEO MATTOS00395-497.pdf

Diamond, S.S. & Swann, J.B. (2012). *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*. American Bar Association, Section of Intellectual Property Law.

Diamond, S.S. & Swann, J.B. (2022). *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*. 2nd ed., American Bar Association, Section of Intellectual Property Law.

Diamond, Shari S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*.

Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association.

McCarthy, Thomas J., *McCarthy on Trademarks and Unfair Competition* (5th edition).

Petition to Cancel (05/10/2023).

Petitioner’s Response to Request for Admissions (10/20/2023).

Petitioner’s Supplemental Responses to Respondent’s Request to Produce (12/14/2023).

Petitioner's Supplemental Answers to Respondent’s First Set of Interrogatories (12/14/2023).

Petitioner's Supplemental Responses to Respondent’s Request for Admissions (12/14/2023).

Petitioner’s Answers to Respondent’s First Set of Interrogatories (10/20/2023).

Poret, H. (2010). A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys, *The Trademark Reporter, 100*(3).

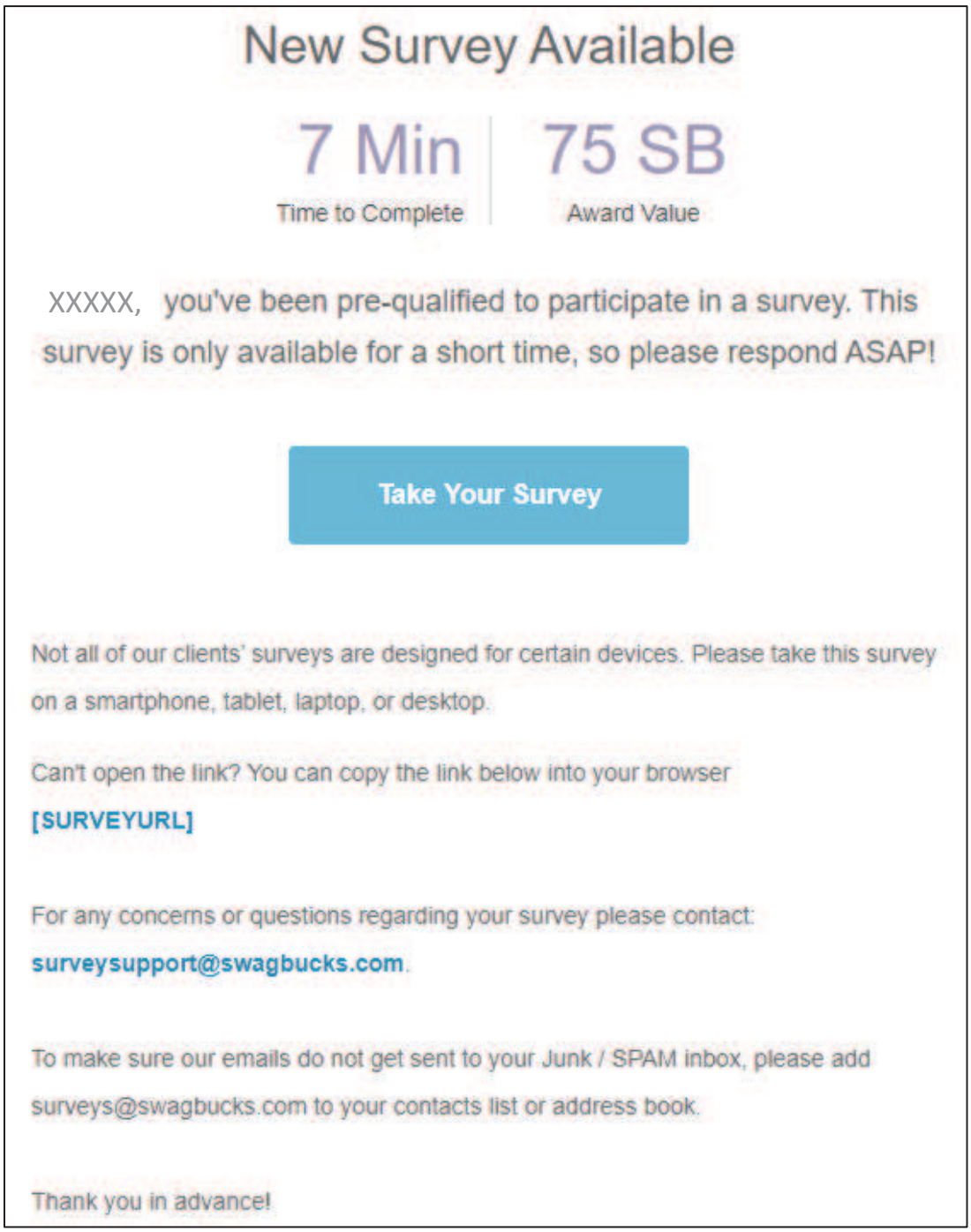
Respondent's Response to Petitioner's First Request for Admissions (02/14/2024).

Respondent's Supplemental Response to Production Requests (01/23/2024).

Verified Complaint (11/08/2022).

https://www.mattosinsurance.com/.

**Appendix C: Survey Invitation**



New Survey Available

7 Min
Time to Complete

75 SB
Award Value

XXXXX, you've been pre-qualified to participate in a survey. This survey is only available for a short time, so please respond ASAP!

Take Your Survey

Not all of our clients' surveys are designed for certain devices. Please take this survey on a smartphone, tablet, laptop, or desktop.

Can't open the link? You can copy the link below into your browser
[SURVEYURL]

For any concerns or questions regarding your survey please contact:
surveysupport@swagbucks.com.

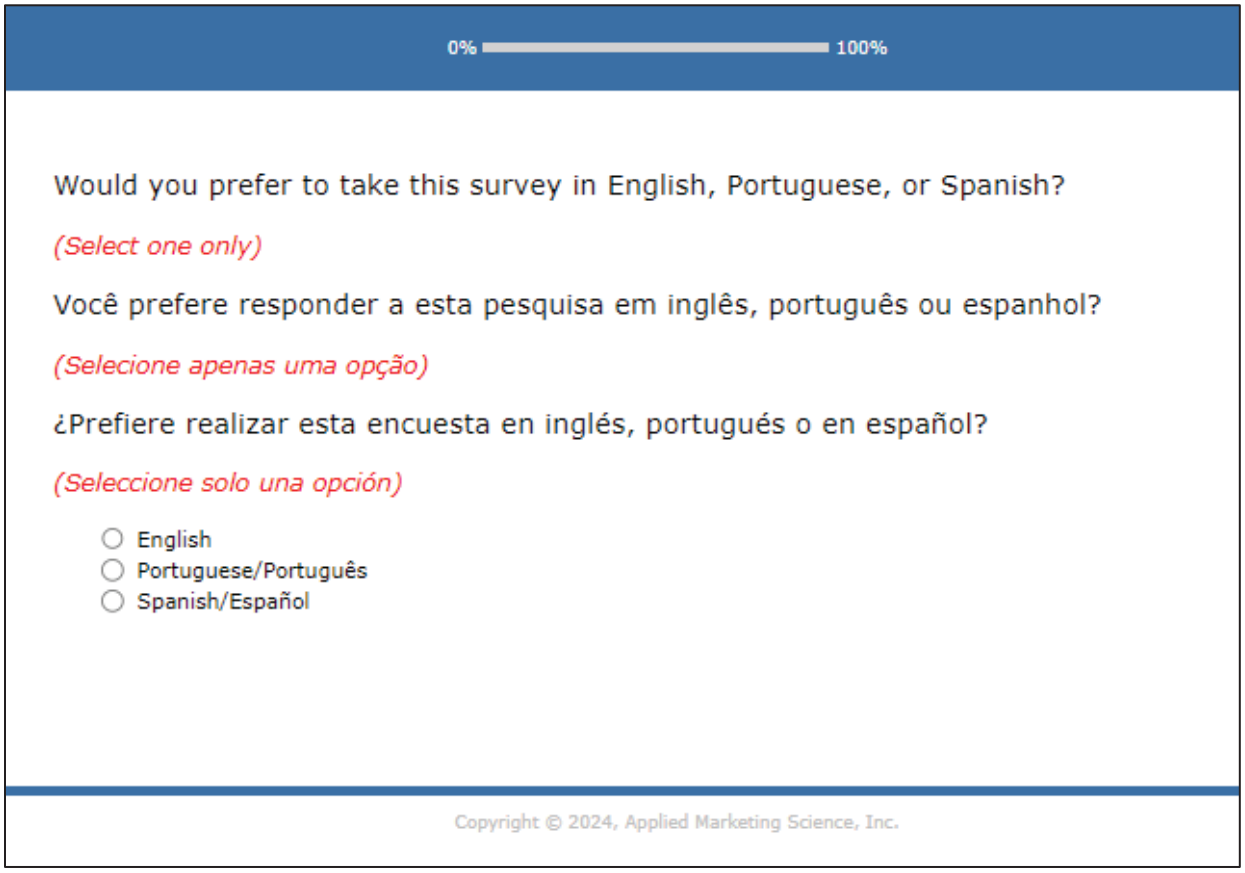
To make sure our emails do not get sent to your Junk / SPAM inbox, please add surveys@swagbucks.com to your contacts list or address book.

Thank you in advance!

## Appendix D: Screenshots & Questionnaire

Language.

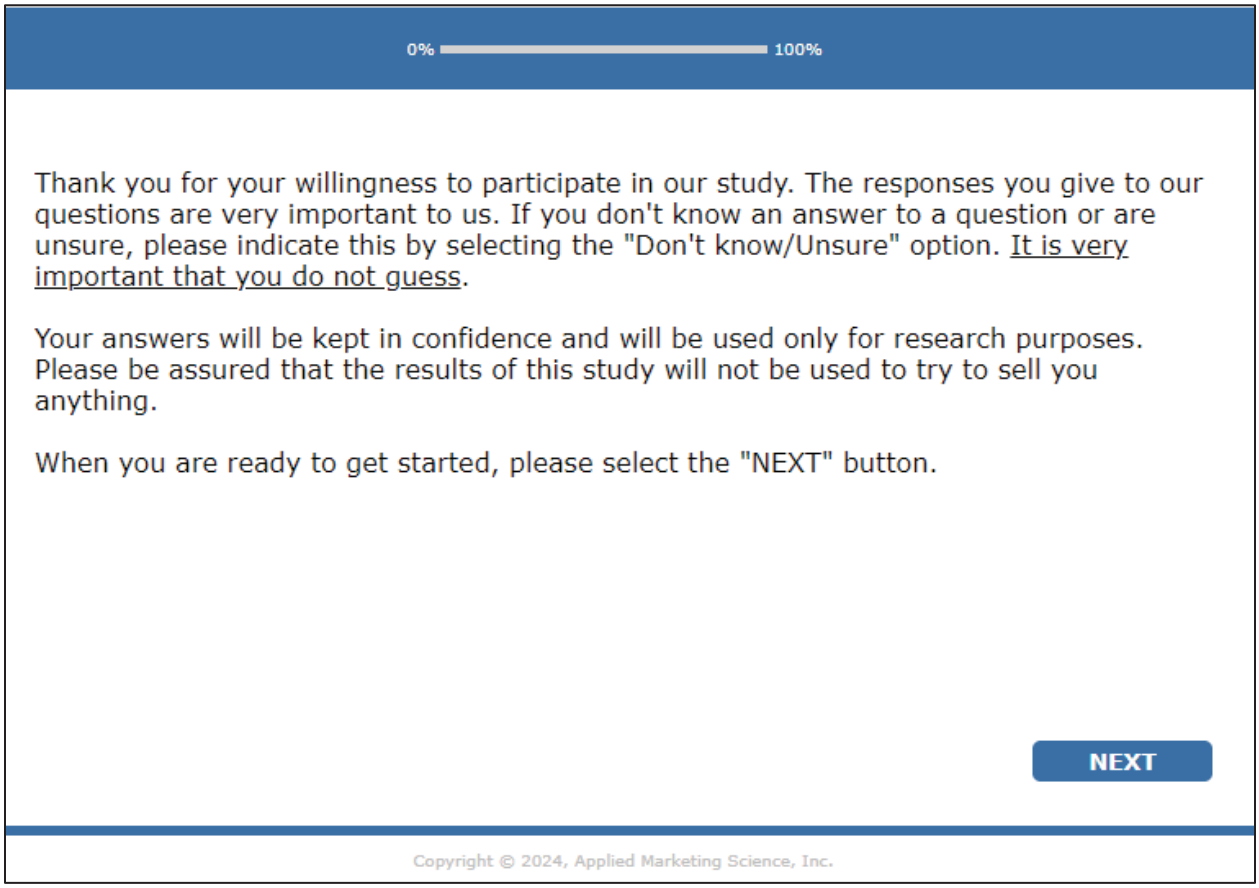
QSL.



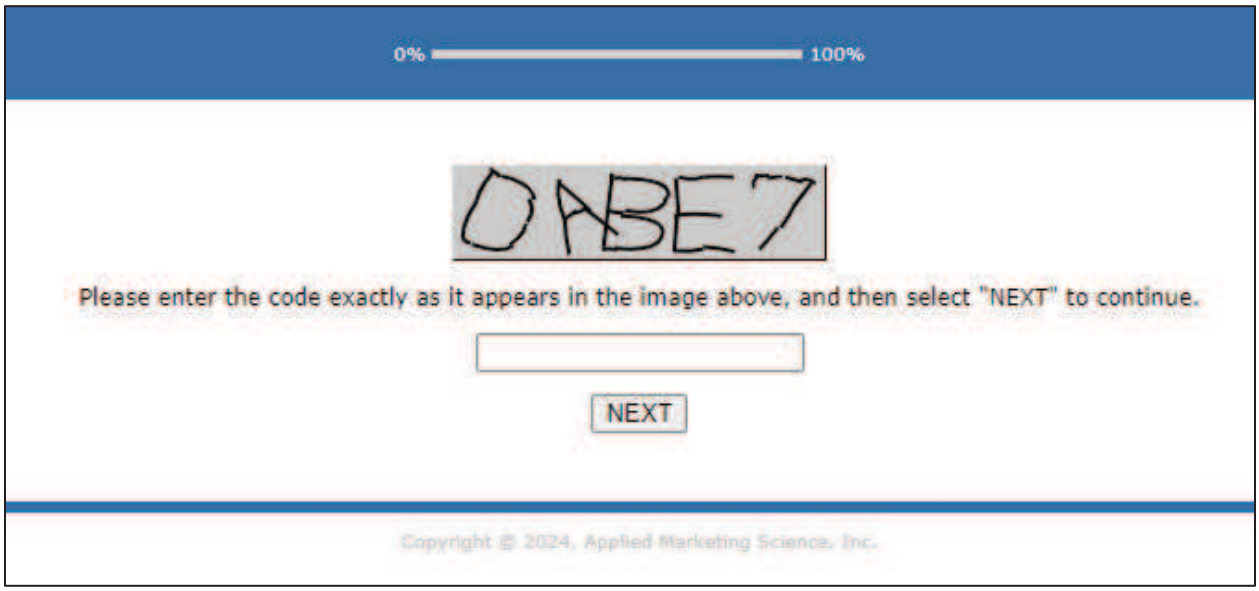
**English Version.**

Introduction and Screening.

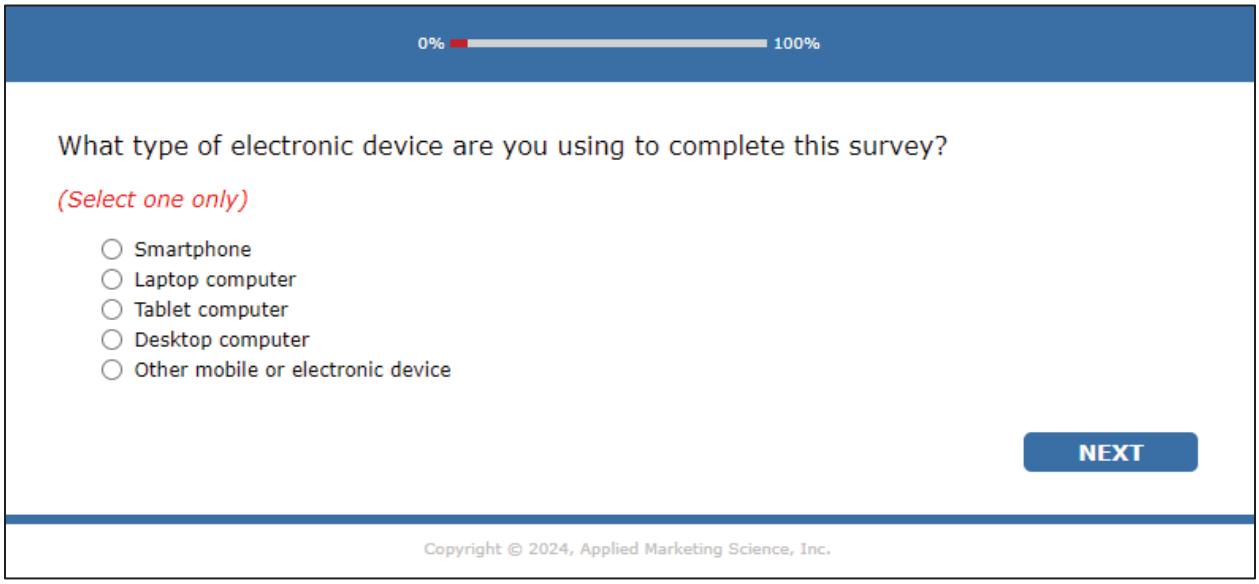
INTRO 0.



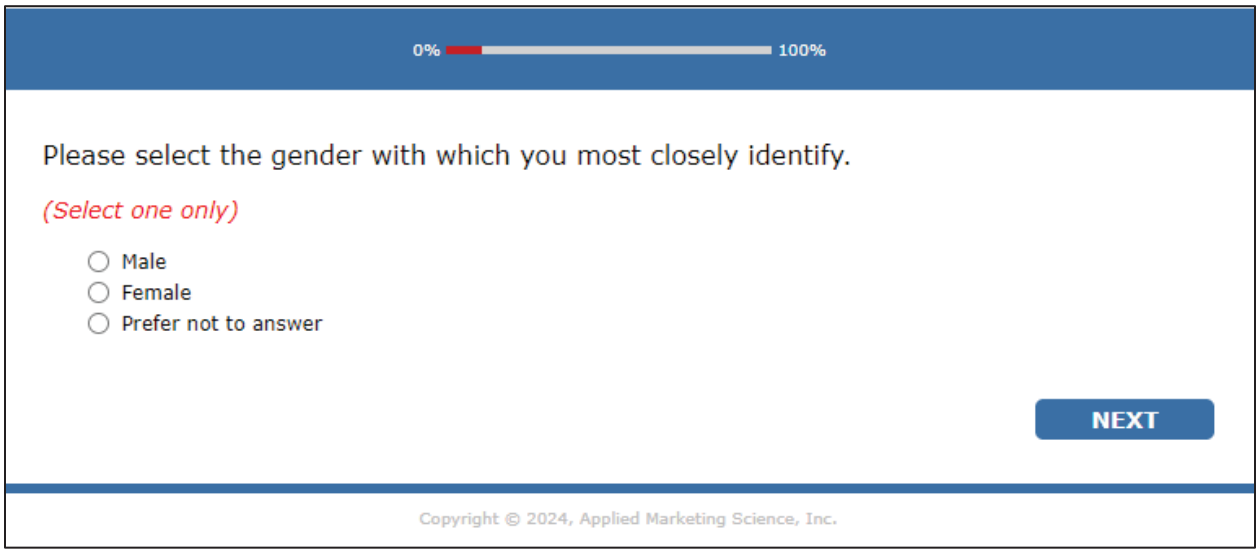
QS0.


0%
100%
0ABE7
Please enter the code exactly as it appears in the image above, and then select "NEXT" to continue.
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

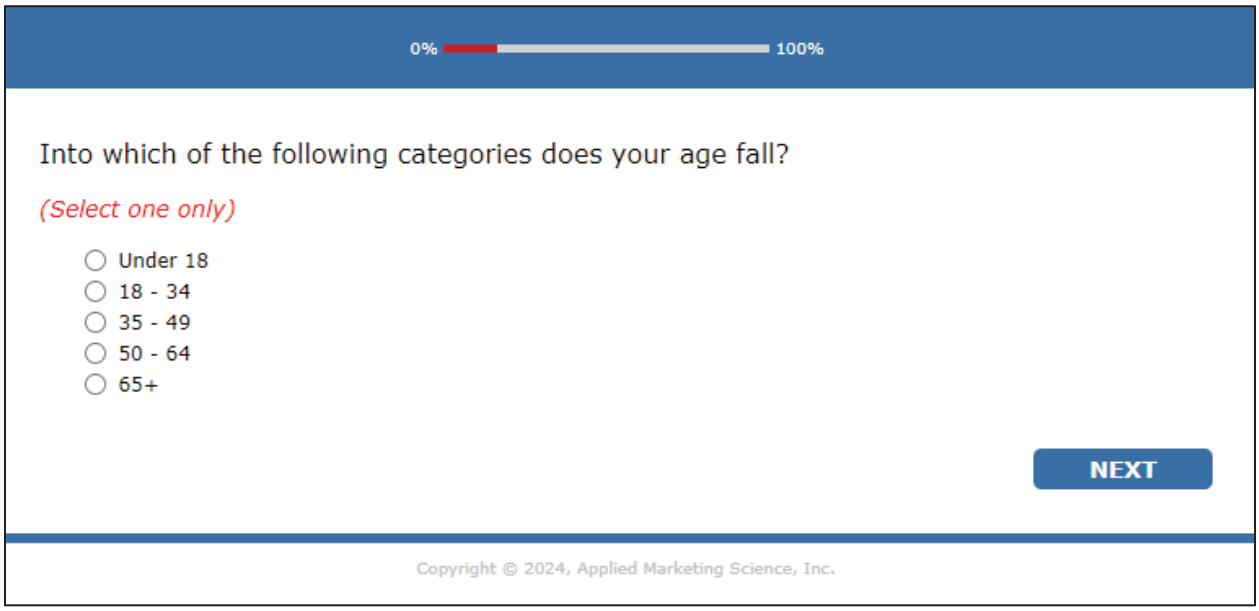
QS1.


0%
100%
What type of electronic device are you using to complete this survey?
(Select one only)
Smartphone
Laptop computer
Tablet computer
Desktop computer
Other mobile or electronic device
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

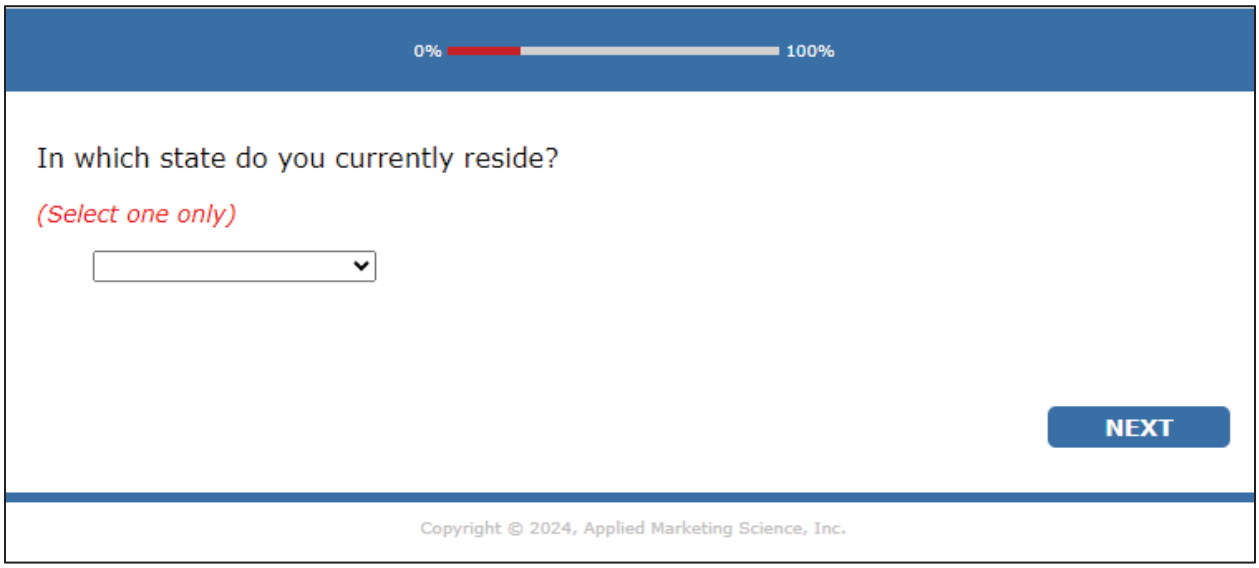
QS2.


0%
100%
Please select the gender with which you most closely identify.
(Select one only)
Male
Female
Prefer not to answer
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

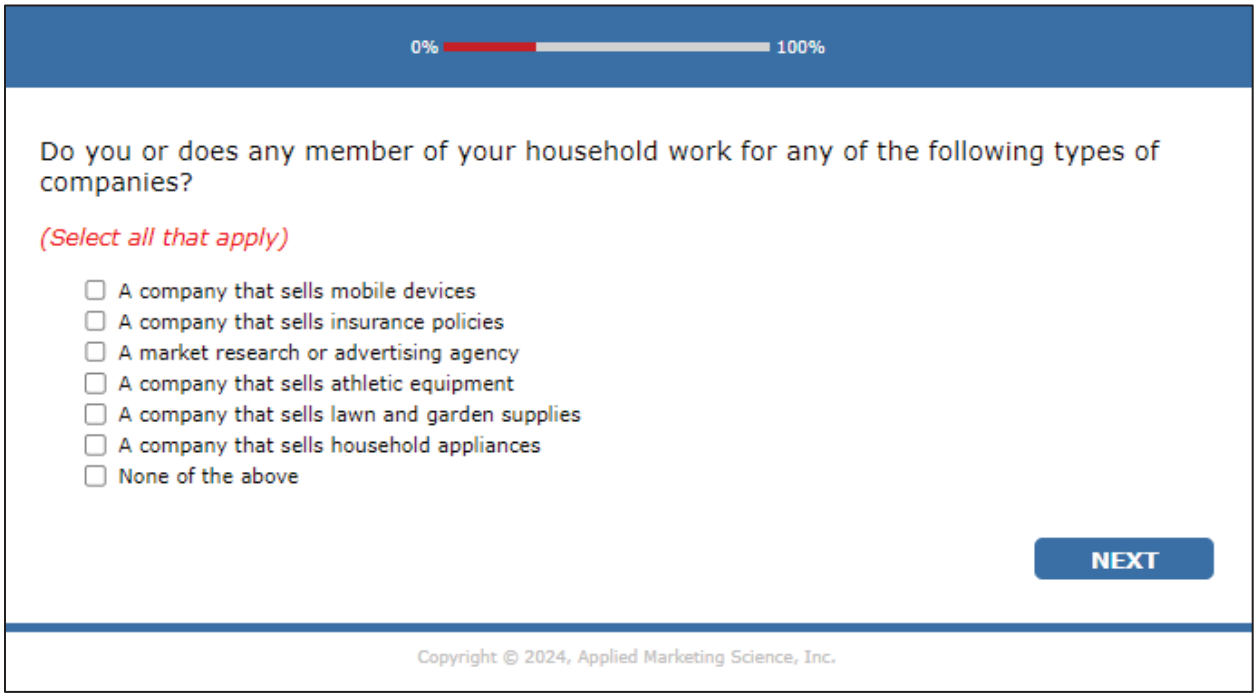
QS3.


0%
100%
Into which of the following categories does your age fall?
(Select one only)
Under 18
18 - 34
35 - 49
50 - 64
65+
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

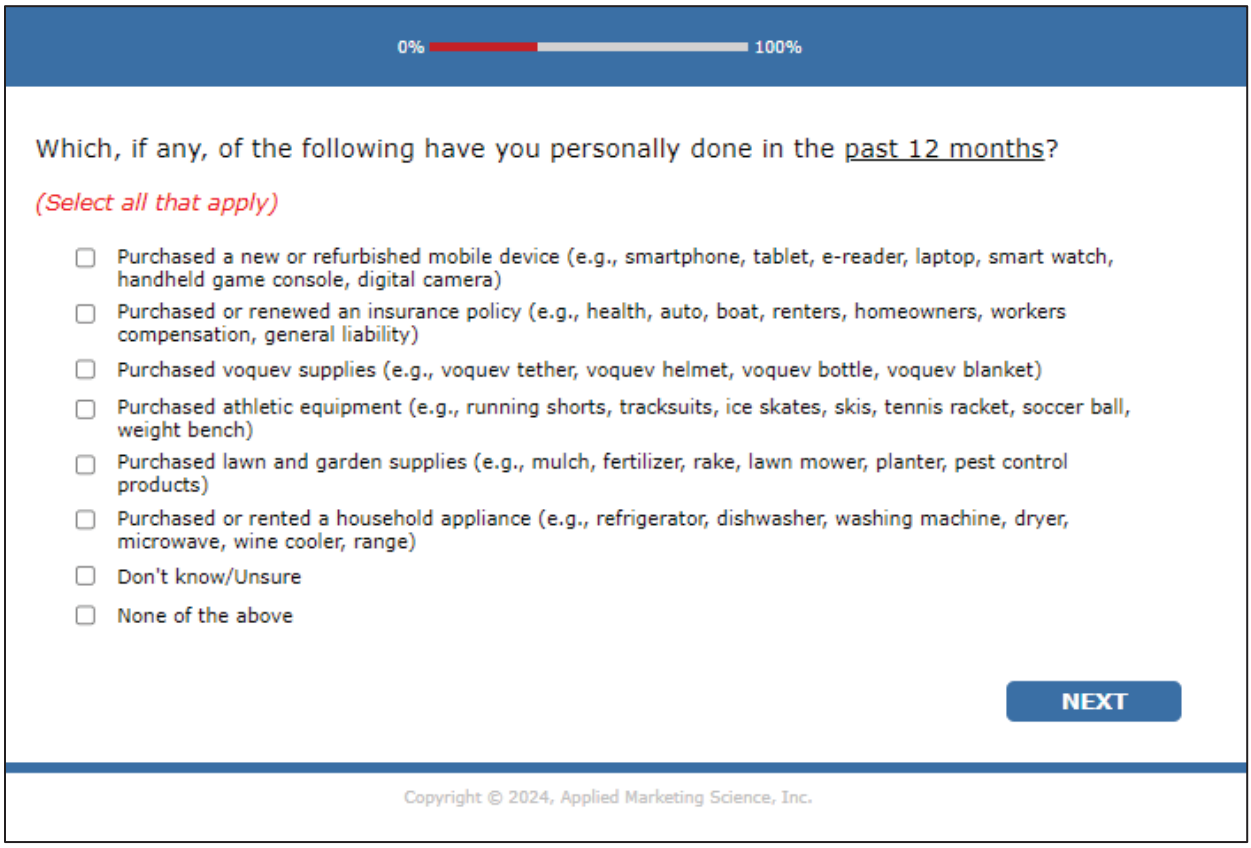
QS4.


0%
100%
In which state do you currently reside?
(Select one only)
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

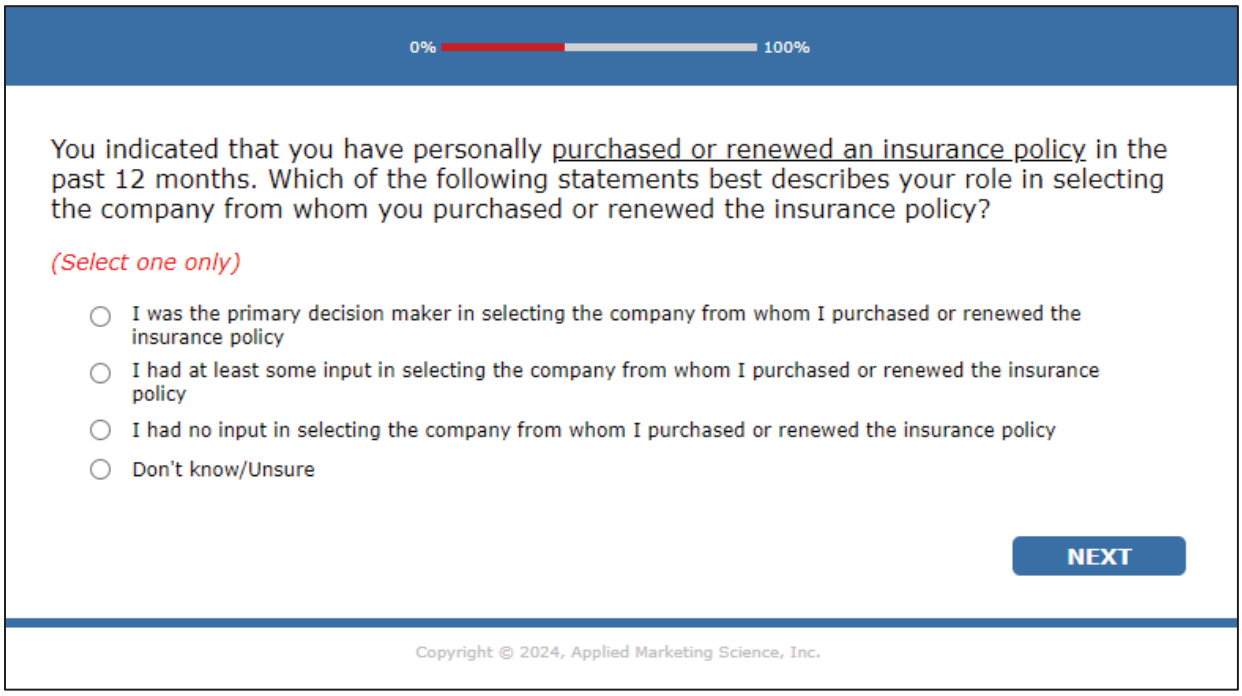
QS5.


0%
100%
Do you or does any member of your household work for any of the following types of companies?
(Select all that apply)
A company that sells mobile devices
A company that sells insurance policies
A market research or advertising agency
A company that sells athletic equipment
A company that sells lawn and garden supplies
A company that sells household appliances
None of the above
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

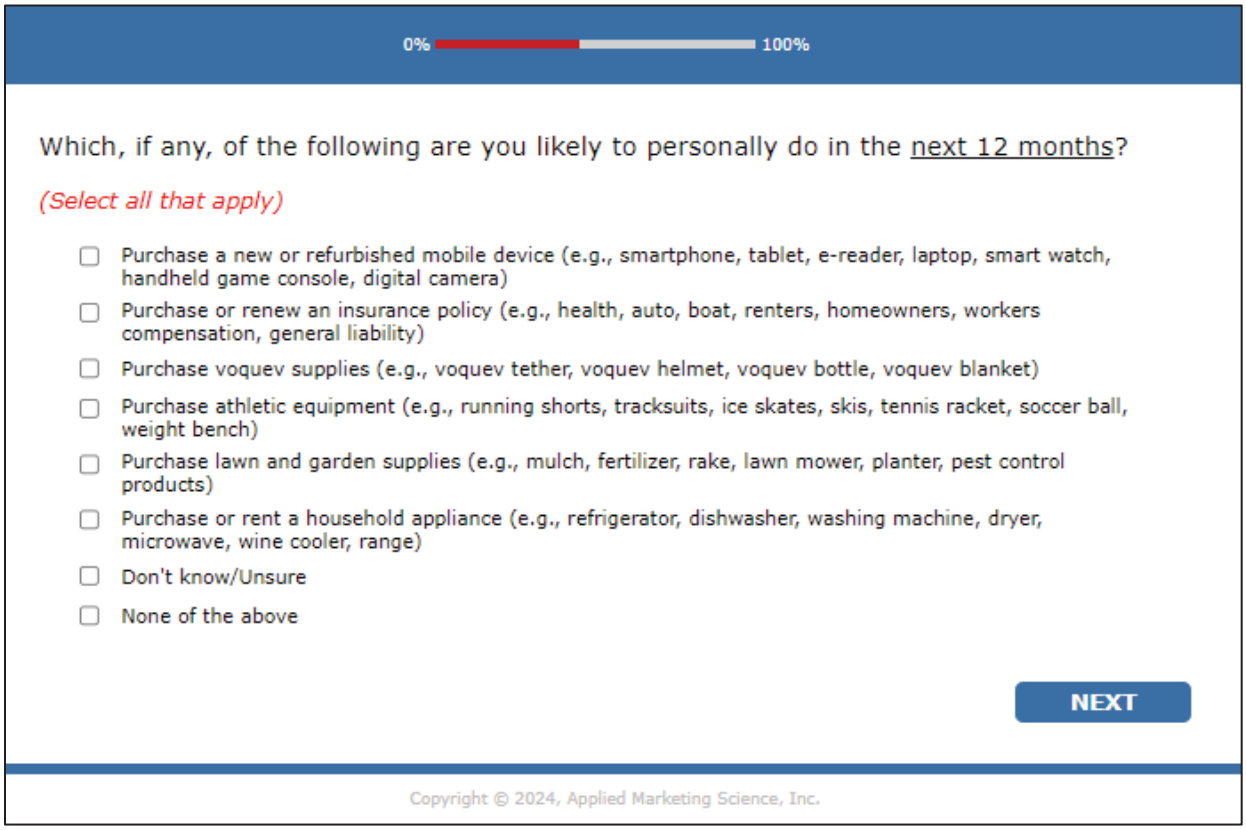
QS6.


0%
100%
Which, if any, of the following have you personally done in the past 12 months?
(Select all that apply)
Purchased a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera)
Purchased or renewed an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability)
Purchased voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket)
Purchased athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench)
Purchased lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products)
Purchased or rented a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range)
Don't know/Unsure
None of the above
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

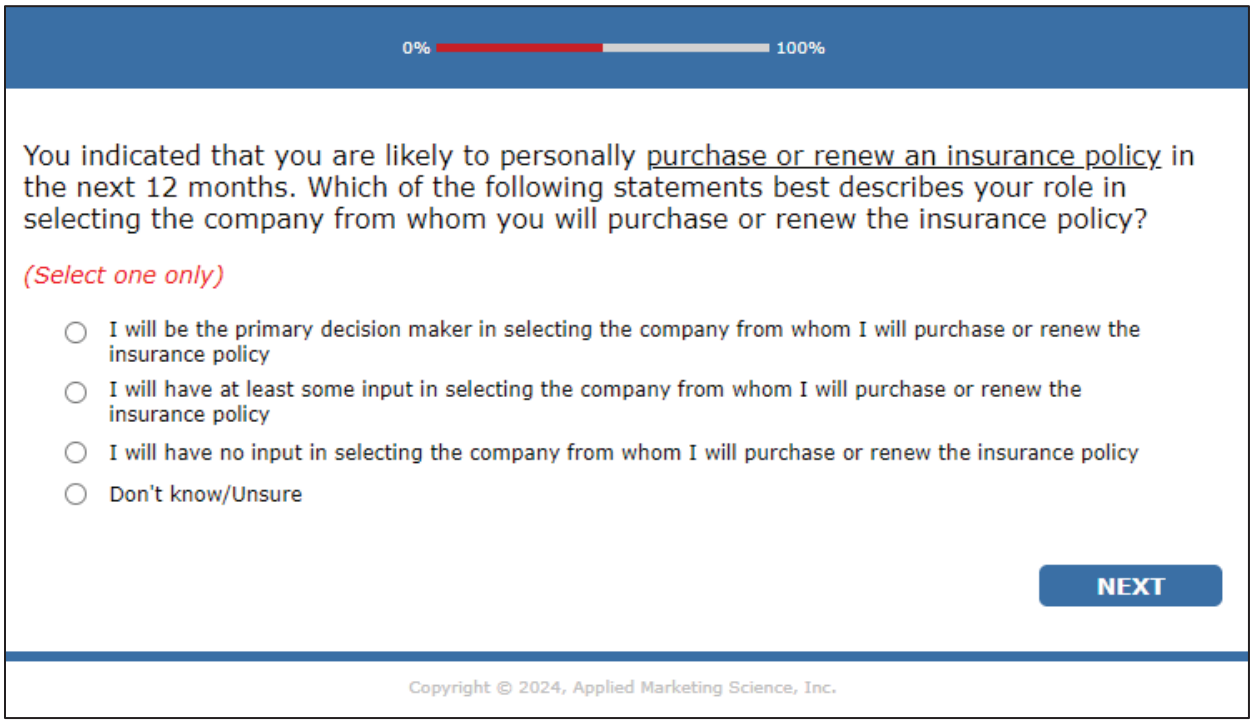
QS7.


0%
100%
You indicated that you have personally purchased or renewed an insurance policy in the past 12 months. Which of the following statements best describes your role in selecting the company from whom you purchased or renewed the insurance policy?
(Select one only)
I was the primary decision maker in selecting the company from whom I purchased or renewed the insurance policy
I had at least some input in selecting the company from whom I purchased or renewed the insurance policy
I had no input in selecting the company from whom I purchased or renewed the insurance policy
Don't know/Unsure
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

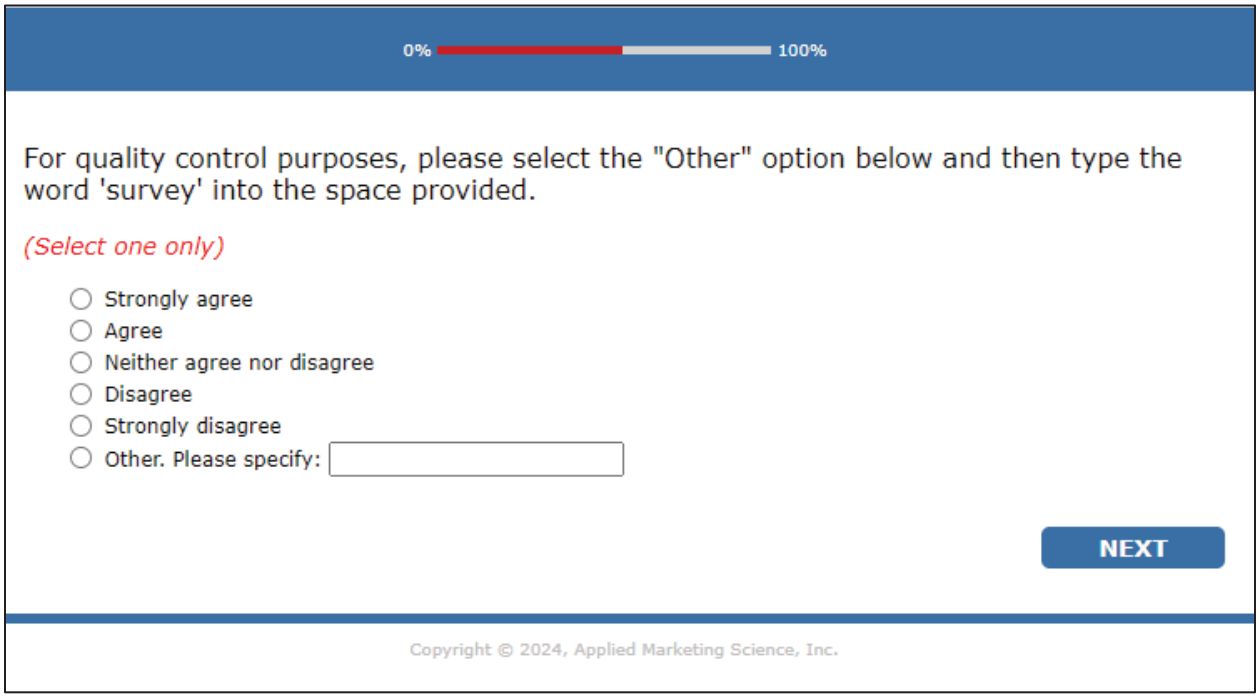
QS8.


0%
100%
Which, if any, of the following are you likely to personally do in the next 12 months?
(Select all that apply)
Purchase a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera)
Purchase or renew an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability)
Purchase voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket)
Purchase athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench)
Purchase lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products)
Purchase or rent a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range)
Don't know/Unsure
None of the above
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

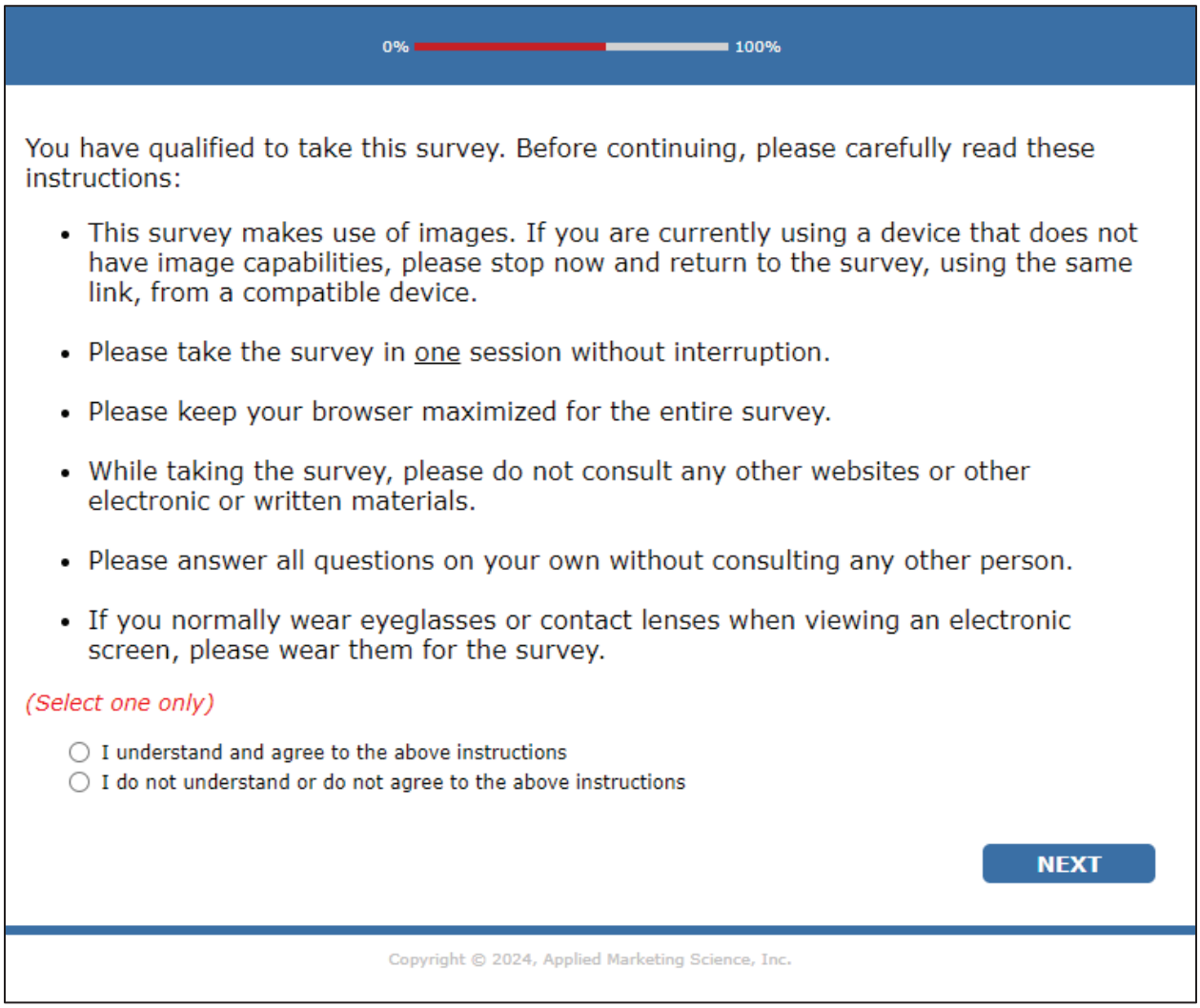
QS9.


0%
100%
You indicated that you are likely to personally purchase or renew an insurance policy in the next 12 months. Which of the following statements best describes your role in selecting the company from whom you will purchase or renew the insurance policy?
(Select one only)
I will be the primary decision maker in selecting the company from whom I will purchase or renew the insurance policy
I will have at least some input in selecting the company from whom I will purchase or renew the insurance policy
I will have no input in selecting the company from whom I will purchase or renew the insurance policy
Don't know/Unsure
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

QS10.

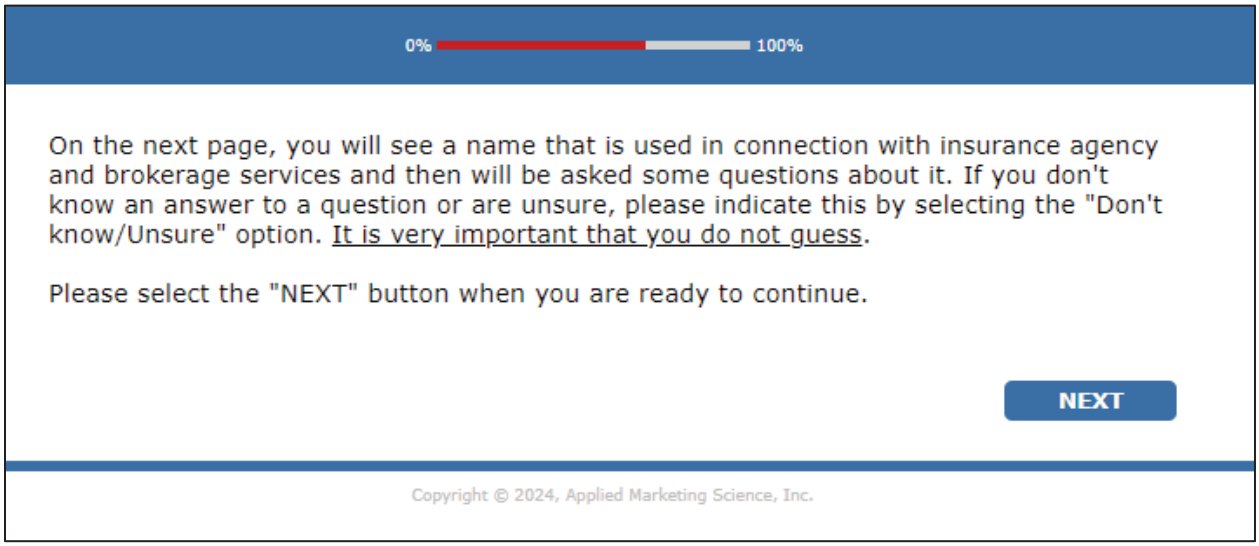

0%
100%
For quality control purposes, please select the "Other" option below and then type the word 'survey' into the space provided.
(Select one only)
Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
Other. Please specify:
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

QS11.

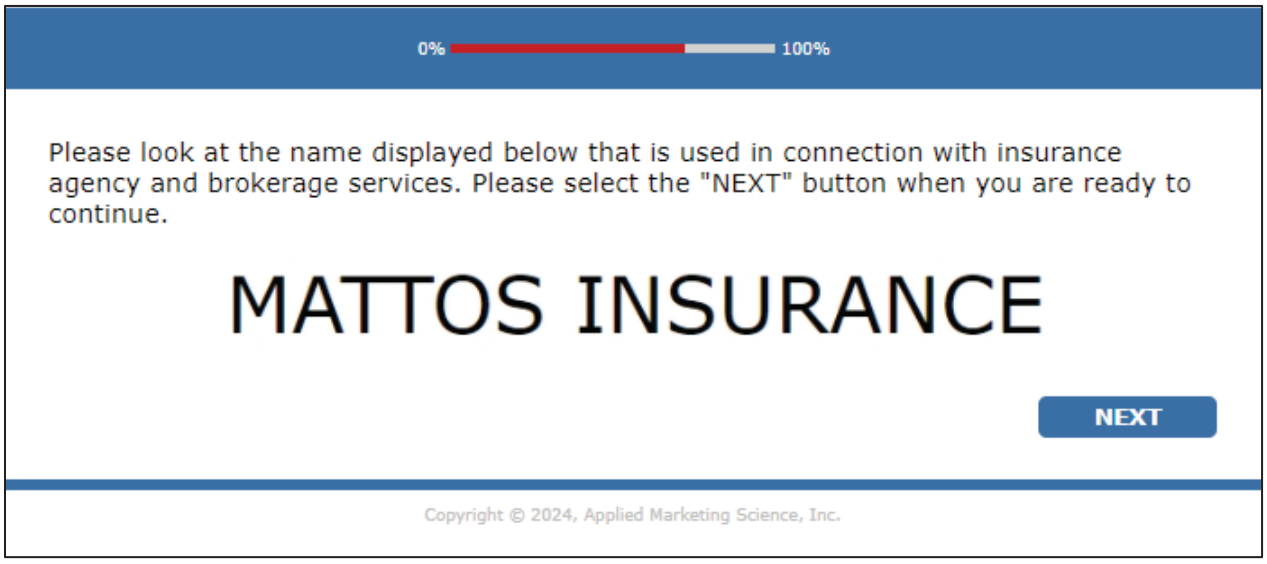

0%
100%
You have qualified to take this survey. Before continuing, please carefully read these instructions:
This survey makes use of images. If you are currently using a device that does not have image capabilities, please stop now and return to the survey, using the same link, from a compatible device.
Please take the survey in one session without interruption.
Please keep your browser maximized for the entire survey.
While taking the survey, please do not consult any other websites or other electronic or written materials.
Please answer all questions on your own without consulting any other person.
If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey.
(Select one only)
I understand and agree to the above instructions
I do not understand or do not agree to the above instructions
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

Main Questionnaire.

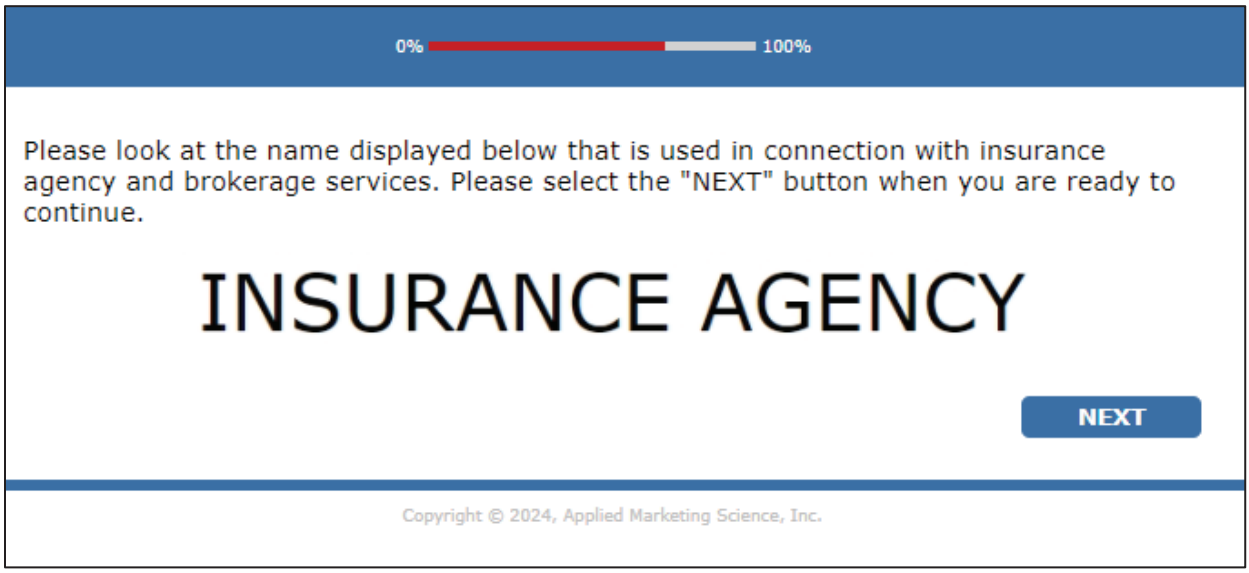
INTRO 1.



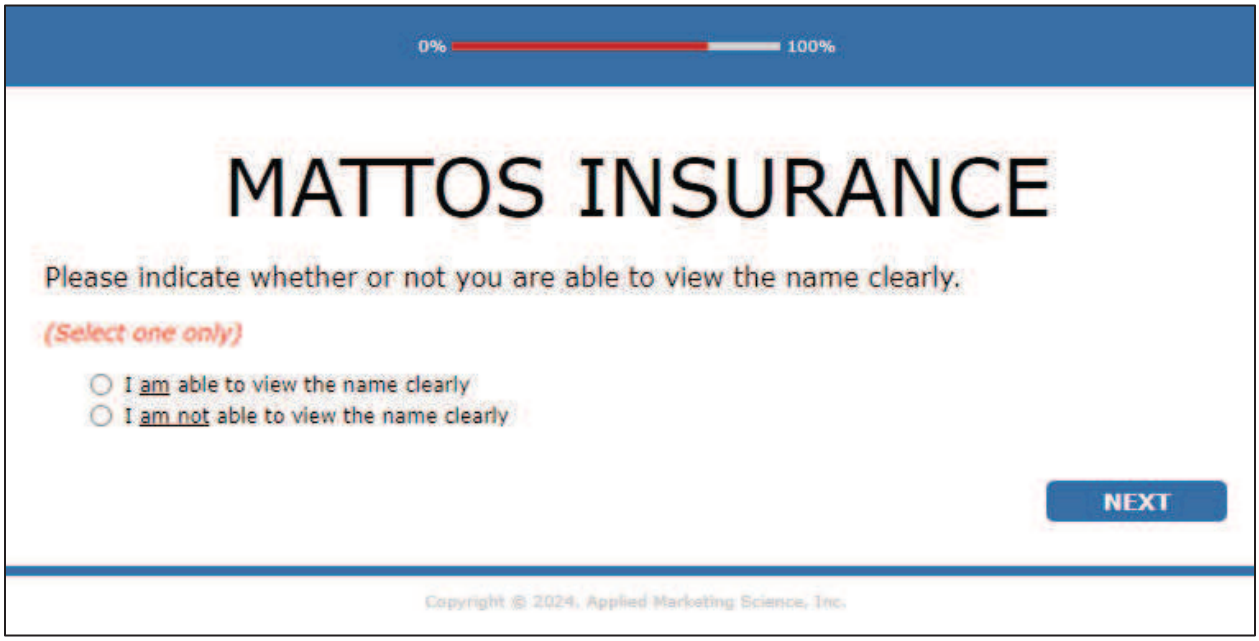

INTRO2. TEST



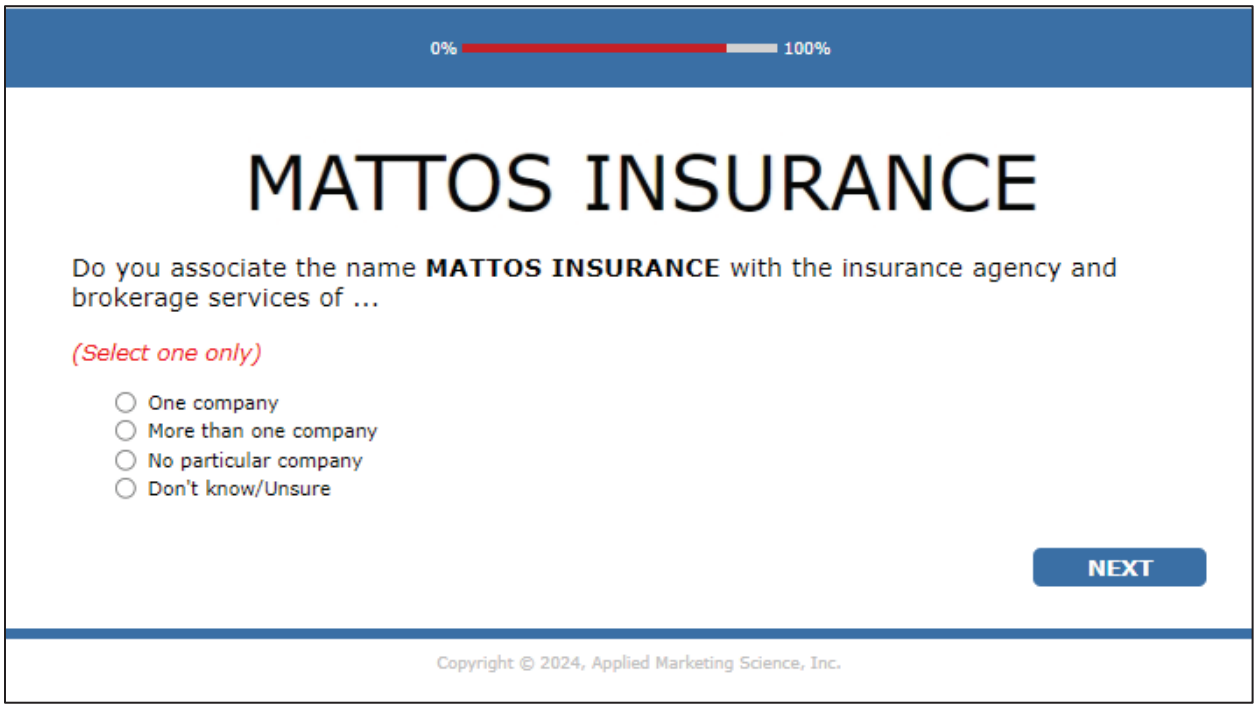
INTRO2. CONTROL



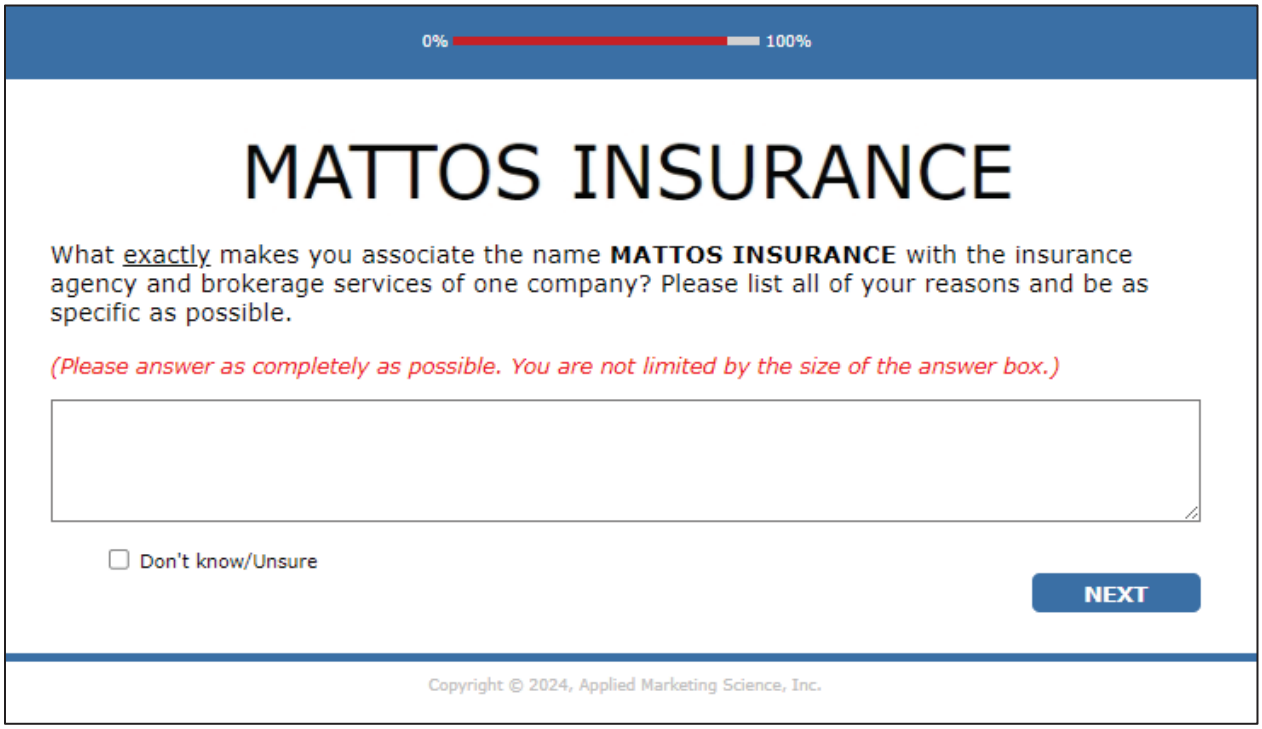

Q0.



Q1.


0%
100%
MATTOS INSURANCE
Do you associate the name MATTOS INSURANCE with the insurance agency and brokerage services of ...
(Select one only)
One company
More than one company
No particular company
Don't know/Unsure
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

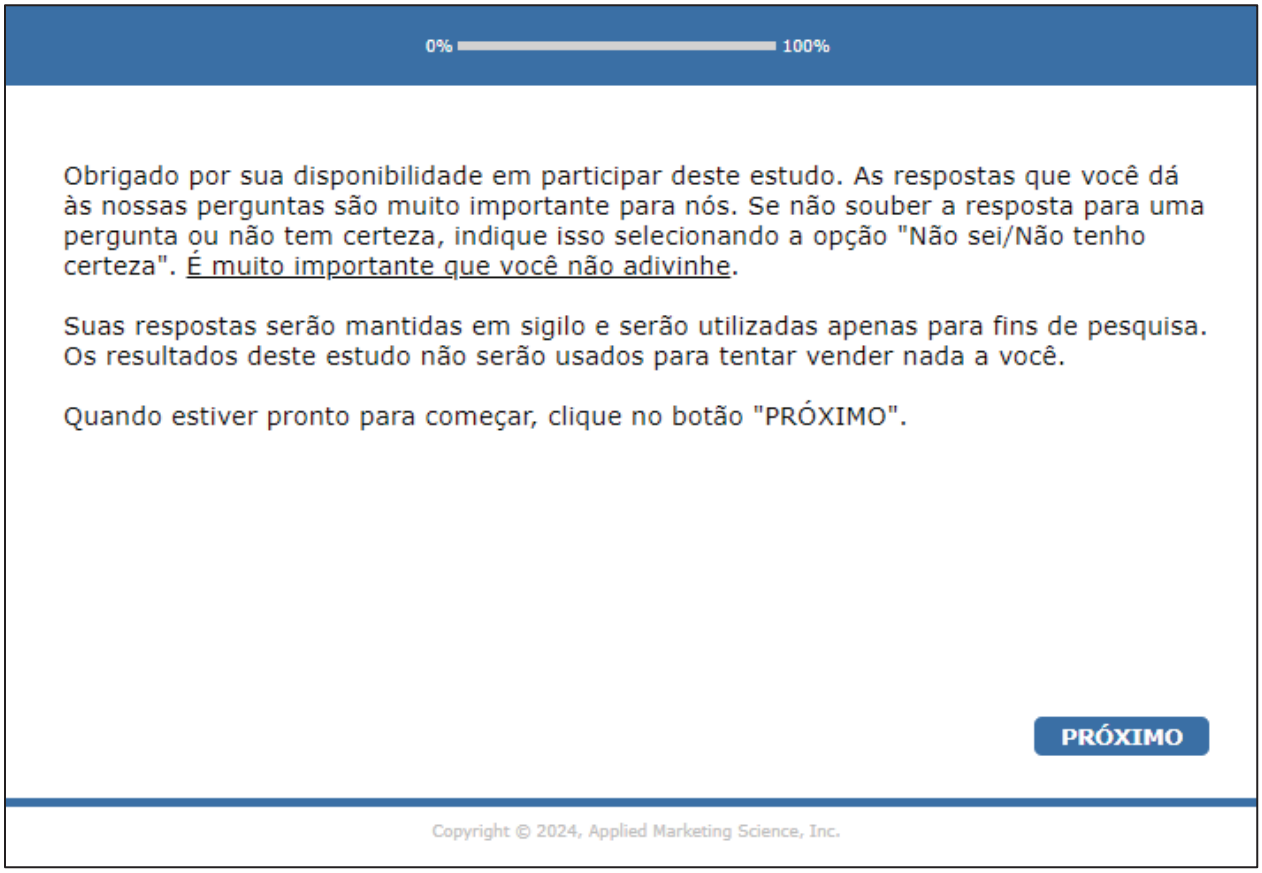
Q2.


0%
100%
MATTOS INSURANCE
What exactly makes you associate the name MATTOS INSURANCE with the insurance agency and brokerage services of one company? Please list all of your reasons and be as specific as possible.
(Please answer as completely as possible. You are not limited by the size of the answer box.)
Don't know/Unsure
NEXT
Copyright © 2024, Applied Marketing Science, Inc.

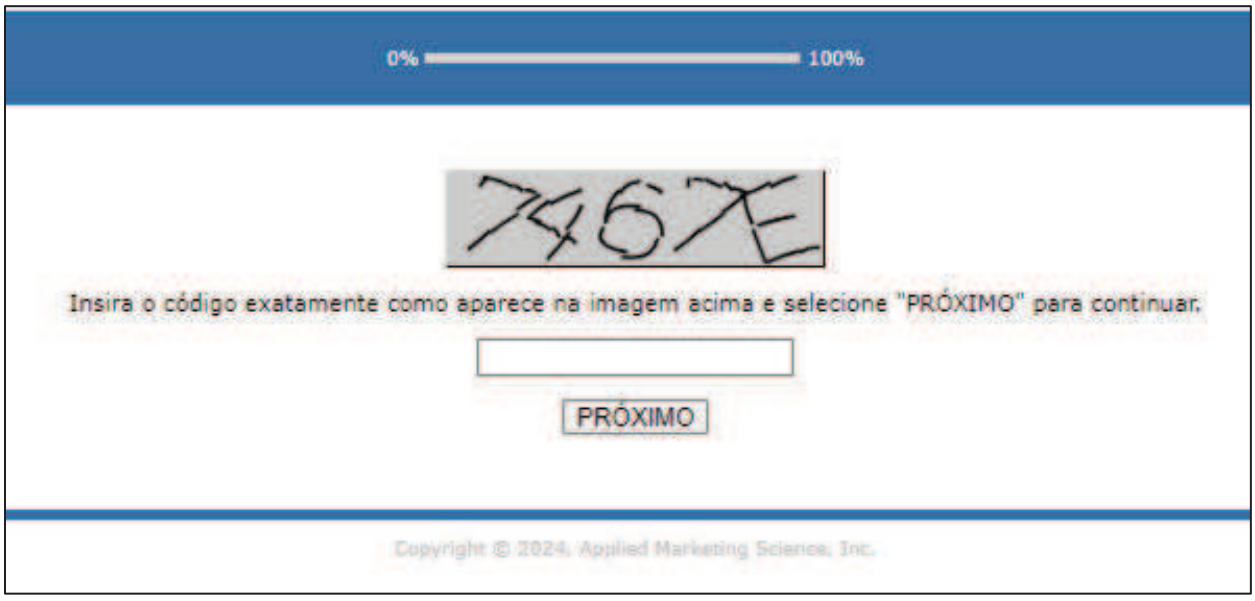
**Portuguese Version.**

Introduction and Screening.

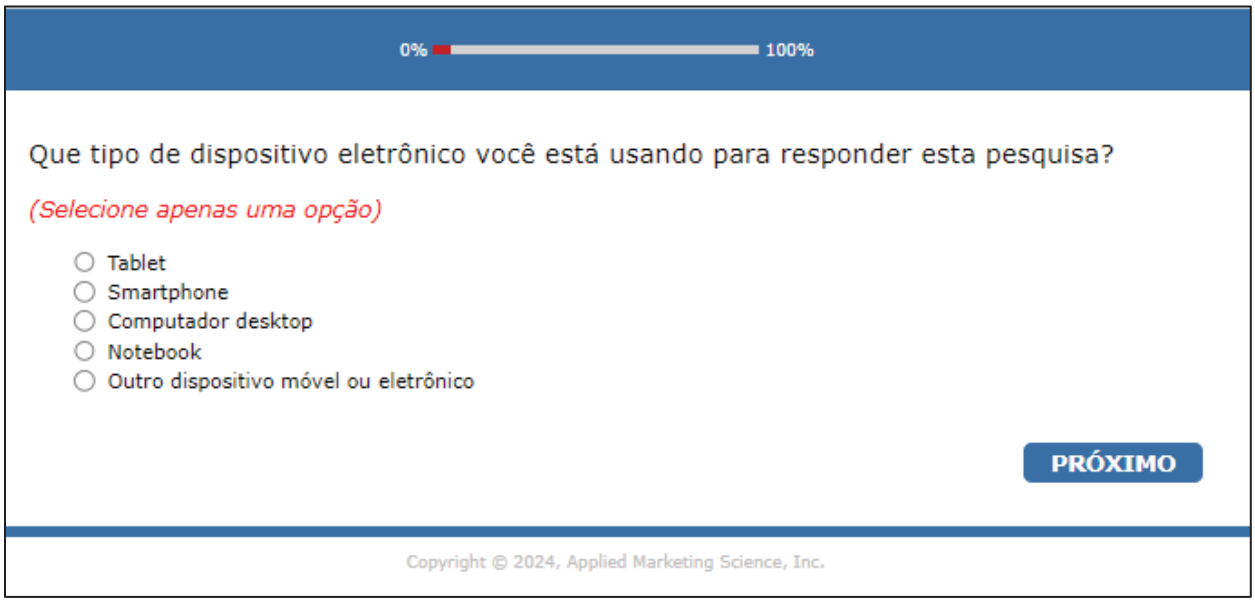
INTRO 0P.



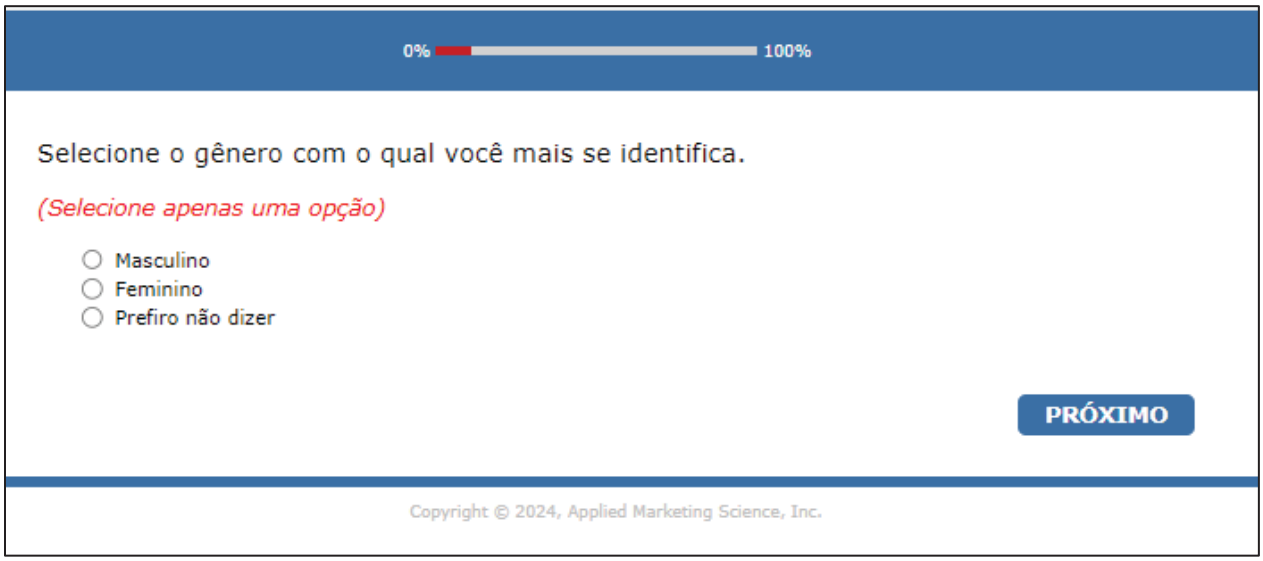
QS0P.


0%
100%
Insira o código exatamente como aparece na imagem acima e selecione "PRÓXIMO" para continuar.
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

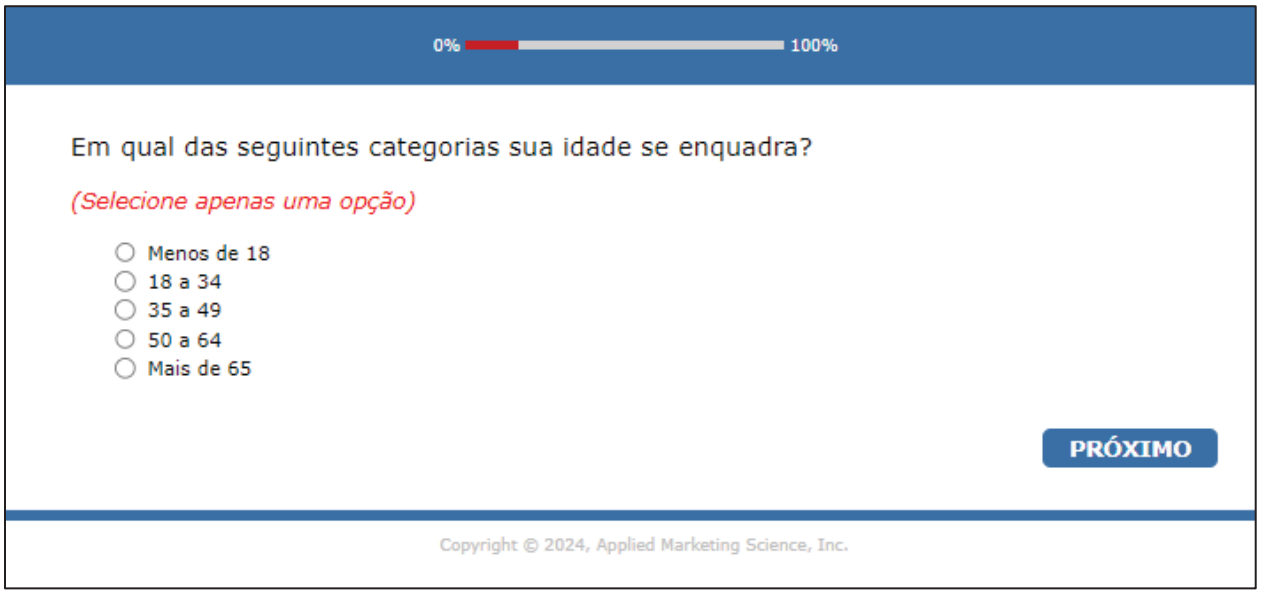
QS1P.


0%
100%
Que tipo de dispositivo eletrônico você está usando para responder esta pesquisa?
(Selecione apenas uma opção)
Tablet
Smartphone
Computador desktop
Notebook
Outro dispositivo móvel ou eletrônico
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

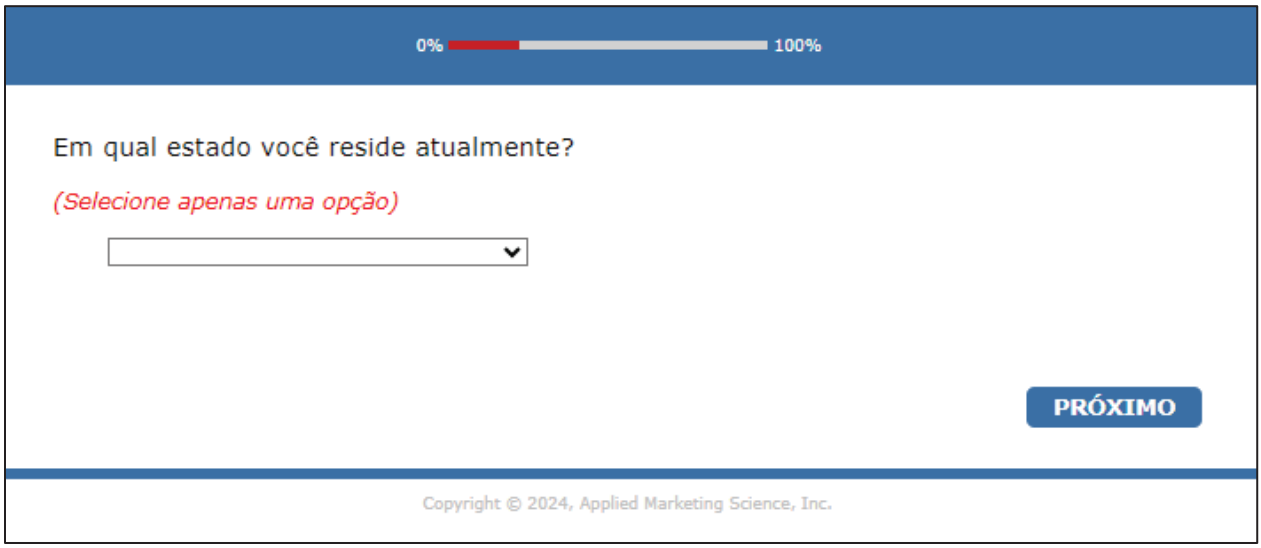
QS2P.


0%
100%
Selecione o gênero com o qual você mais se identifica.
(Selecione apenas uma opção)
Masculino
Feminino
Prefiro não dizer
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

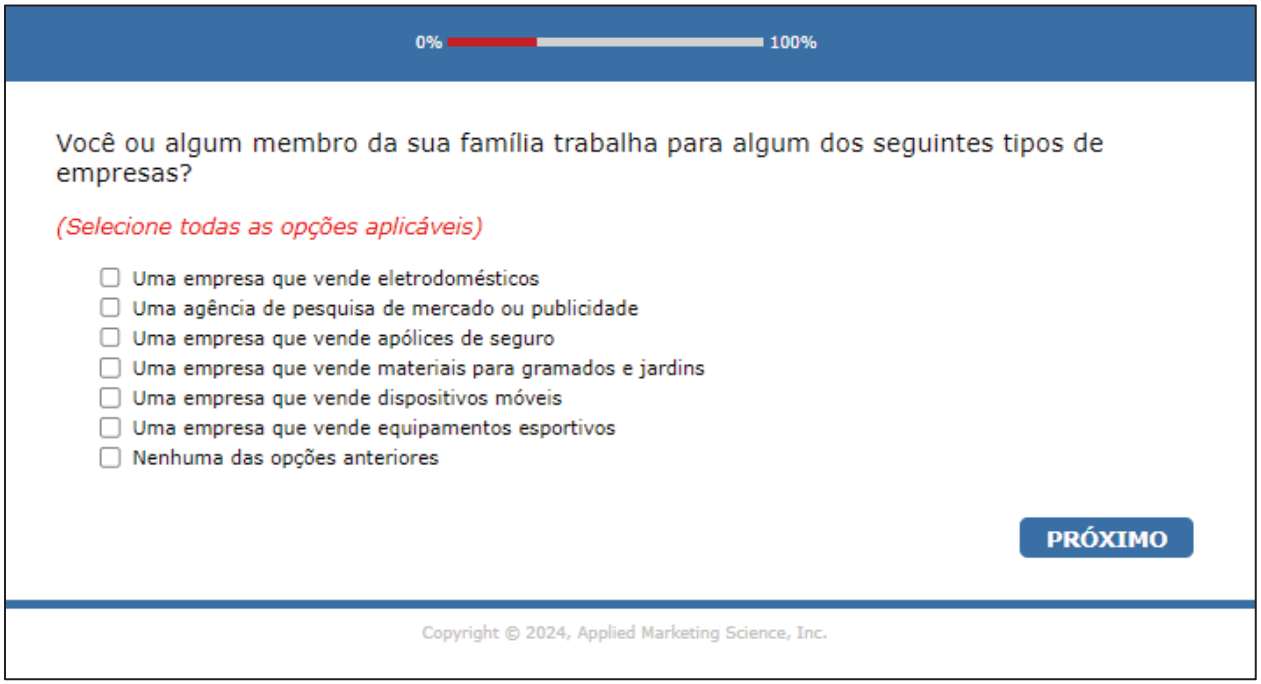
QS3P.


0%
100%
Em qual das seguintes categorias sua idade se enquadra?
(Selecione apenas uma opção)
Menos de 18
18 a 34
35 a 49
50 a 64
Mais de 65
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

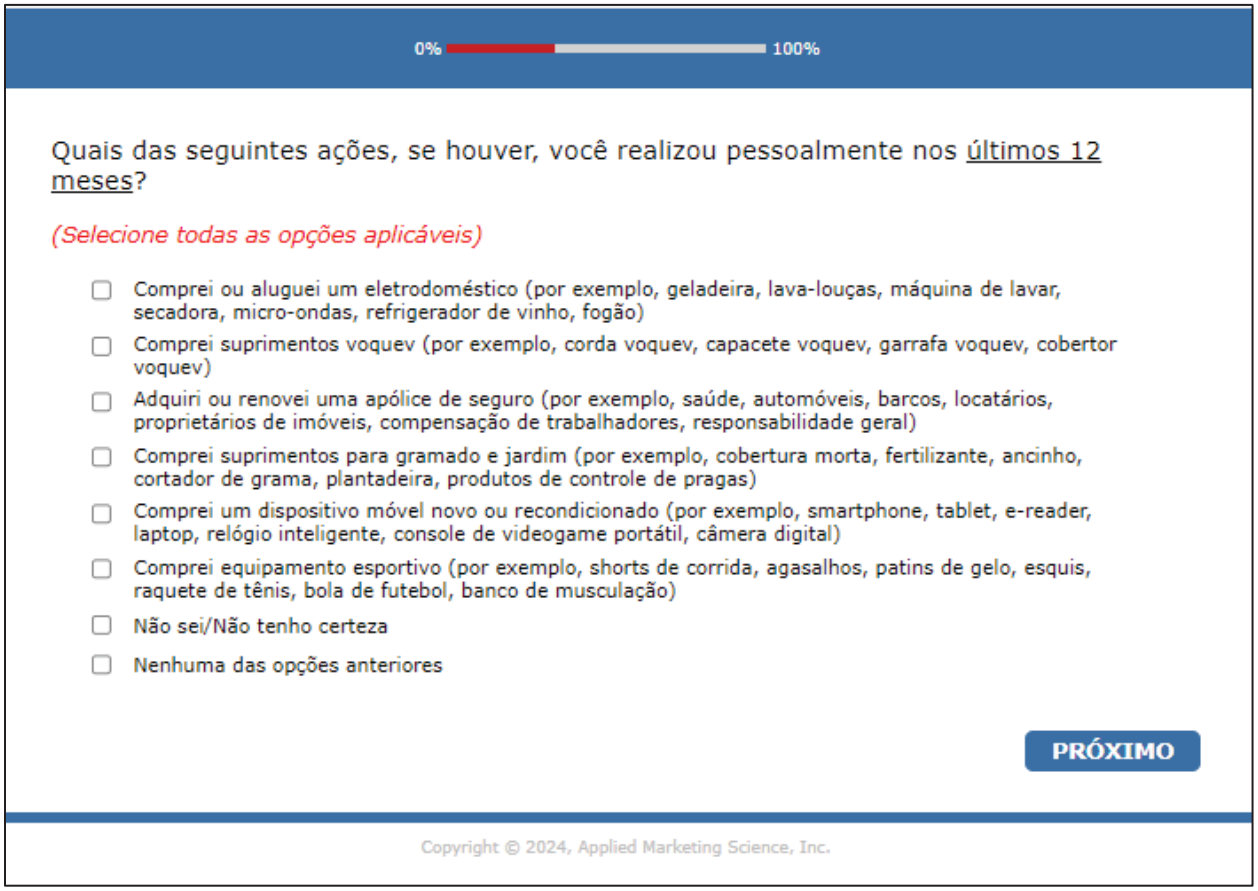
QS4P.


0%
100%
Em qual estado você reside atualmente?
(Selecione apenas uma opção)
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

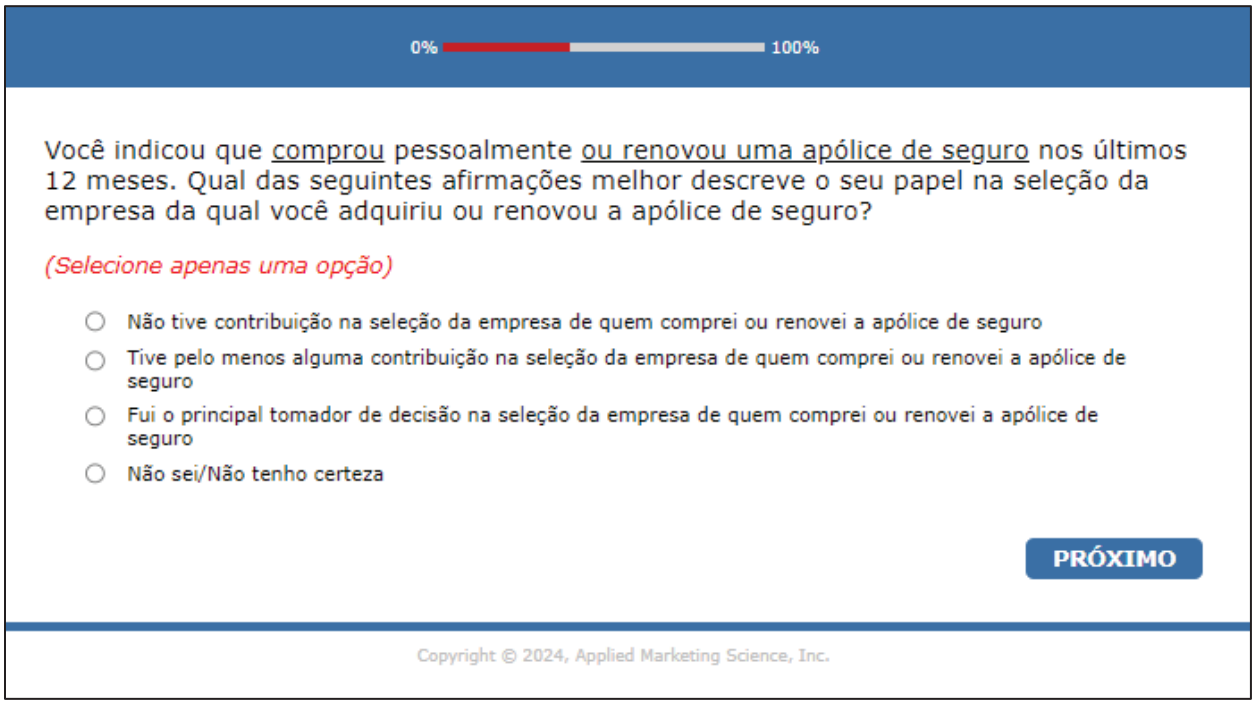
QS5P.


0%
100%
Você ou algum membro da sua família trabalha para algum dos seguintes tipos de empresas?
(Selecione todas as opções aplicáveis)
Uma empresa que vende eletrodomésticos
Uma agência de pesquisa de mercado ou publicidade
Uma empresa que vende apólices de seguro
Uma empresa que vende materiais para gramados e jardins
Uma empresa que vende dispositivos móveis
Uma empresa que vende equipamentos esportivos
Nenhuma das opções anteriores
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

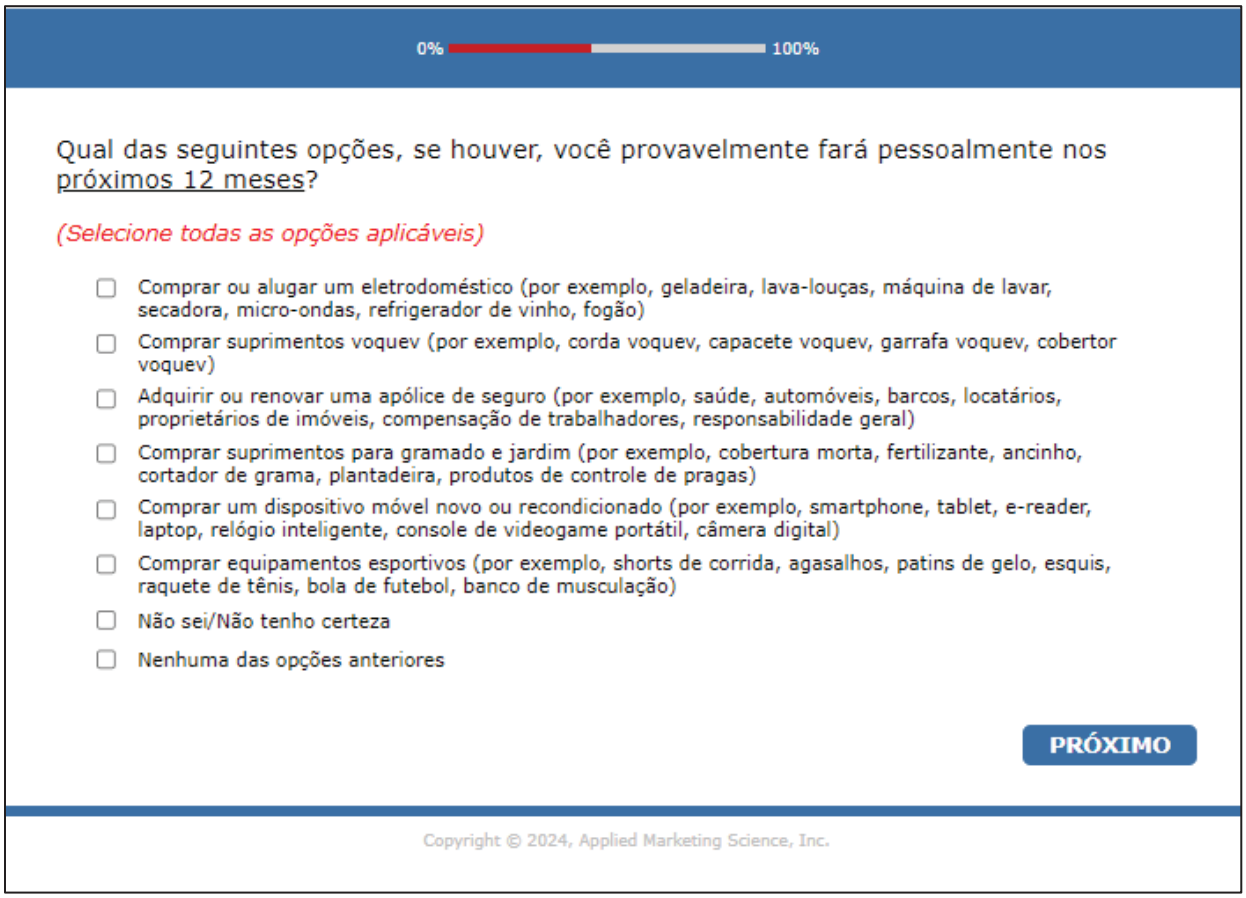
QS6P.


0%
100%
Quais das seguintes ações, se houver, você realizou pessoalmente nos últimos 12 meses?
(Selecione todas as opções aplicáveis)
Comprei ou aluguei um eletrodoméstico (por exemplo, geladeira, lava-louças, máquina de lavar, secadora, micro-ondas, refrigerador de vinho, fogão)
Comprei suprimentos voquev (por exemplo, corda voquev, capacete voquev, garrafa voquev, cobertor voquev)
Adquiri ou renovei uma apólice de seguro (por exemplo, saúde, automóveis, barcos, locatários, proprietários de imóveis, compensação de trabalhadores, responsabilidade geral)
Comprei suprimentos para gramado e jardim (por exemplo, cobertura morta, fertilizante, ancinho, cortador de grama, plantadeira, produtos de controle de pragas)
Comprei um dispositivo móvel novo ou recondicionado (por exemplo, smartphone, tablet, e-reader, laptop, relógio inteligente, console de videogame portátil, câmera digital)
Comprei equipamento esportivo (por exemplo, shorts de corrida, agasalhos, patins de gelo, esquis, raquete de tênis, bola de futebol, banco de musculação)
Não sei/Não tenho certeza
Nenhuma das opções anteriores
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

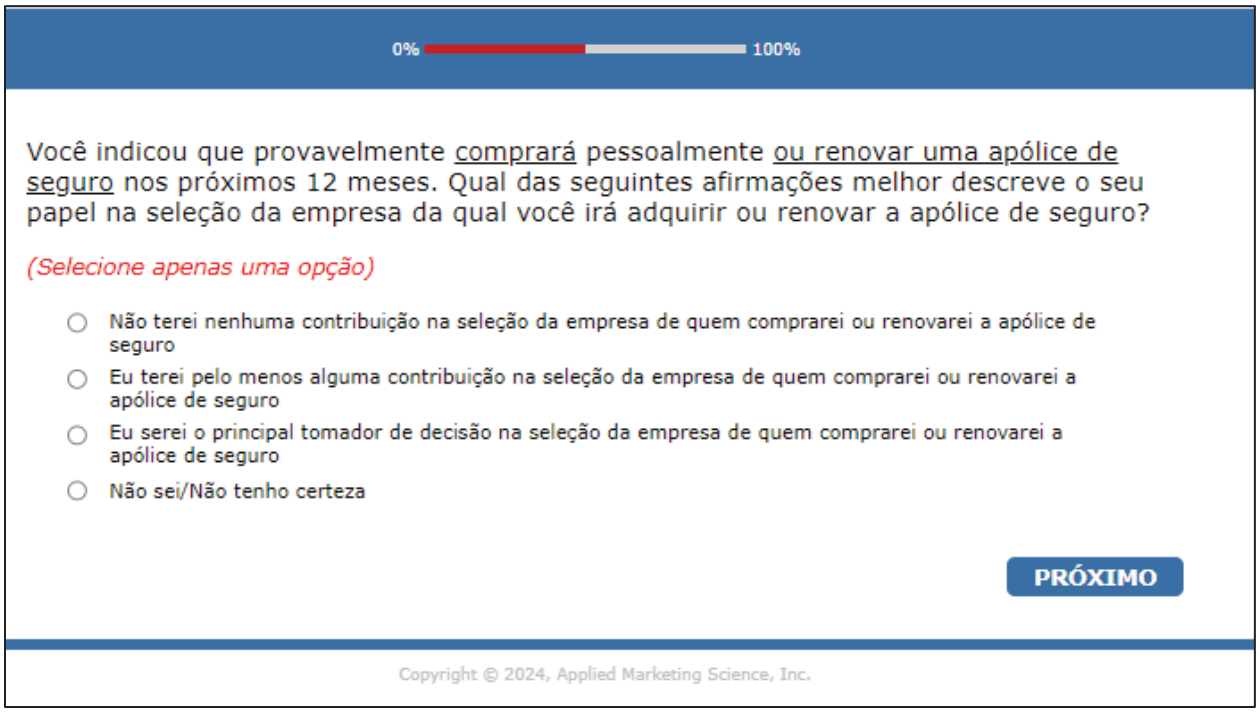
QS7P.


0%
100%
Você indicou que comprou pessoalmente ou renovou uma apólice de seguro nos últimos 12 meses. Qual das seguintes afirmações melhor descreve o seu papel na seleção da empresa da qual você adquiriu ou renovou a apólice de seguro?
(Selecione apenas uma opção)
Não tive contribuição na seleção da empresa de quem comprei ou renovei a apólice de seguro
Tive pelo menos alguma contribuição na seleção da empresa de quem comprei ou renovei a apólice de seguro
Fui o principal tomador de decisão na seleção da empresa de quem comprei ou renovei a apólice de seguro
Não sei/Não tenho certeza
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

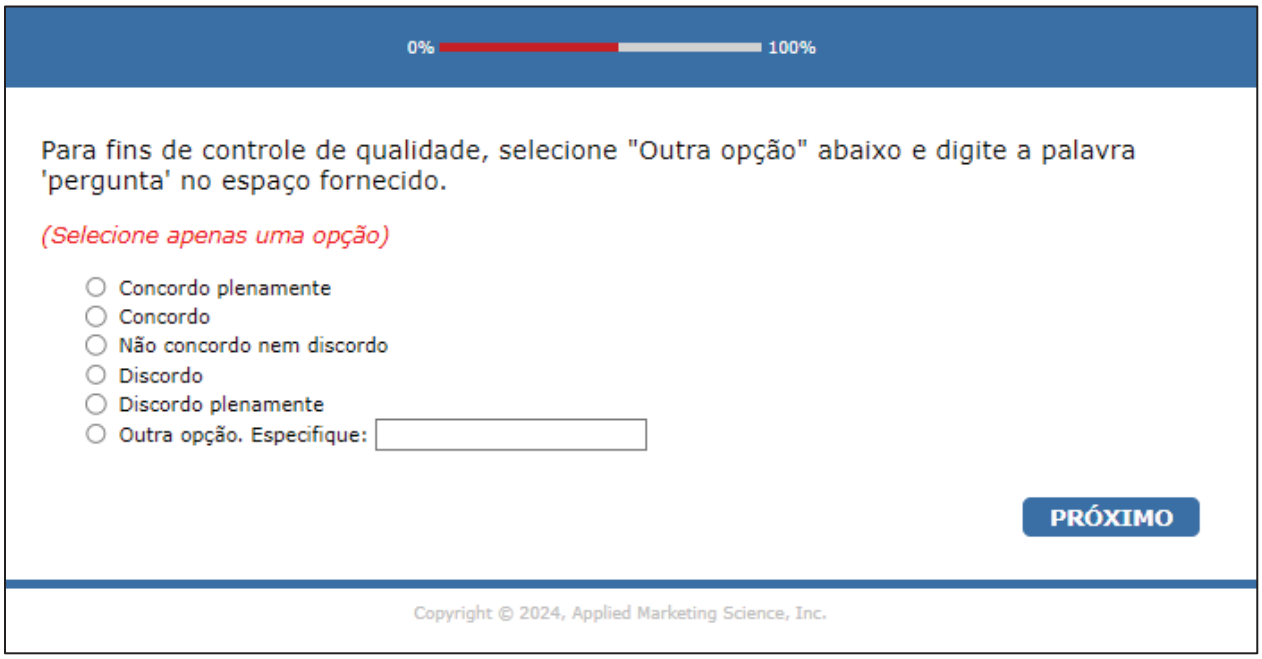
QS8P.


0%
100%
Qual das seguintes opções, se houver, você provavelmente fará pessoalmente nos próximos 12 meses?
(Selecione todas as opções aplicáveis)
Comprar ou alugar um eletrodoméstico (por exemplo, geladeira, lava-louças, máquina de lavar, secadora, micro-ondas, refrigerador de vinho, fogão)
Comprar suprimentos voquev (por exemplo, corda voquev, capacete voquev, garrafa voquev, cobertor voquev)
Adquirir ou renovar uma apólice de seguro (por exemplo, saúde, automóveis, barcos, locatários, proprietários de imóveis, compensação de trabalhadores, responsabilidade geral)
Comprar suprimentos para gramado e jardim (por exemplo, cobertura morta, fertilizante, ancinho, cortador de grama, plantadeira, produtos de controle de pragas)
Comprar um dispositivo móvel novo ou recondicionado (por exemplo, smartphone, tablet, e-reader, laptop, relógio inteligente, console de videogame portátil, câmera digital)
Comprar equipamentos esportivos (por exemplo, shorts de corrida, agasalhos, patins de gelo, esquis, raquete de tênis, bola de futebol, banco de musculação)
Não sei/Não tenho certeza
Nenhuma das opções anteriores
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

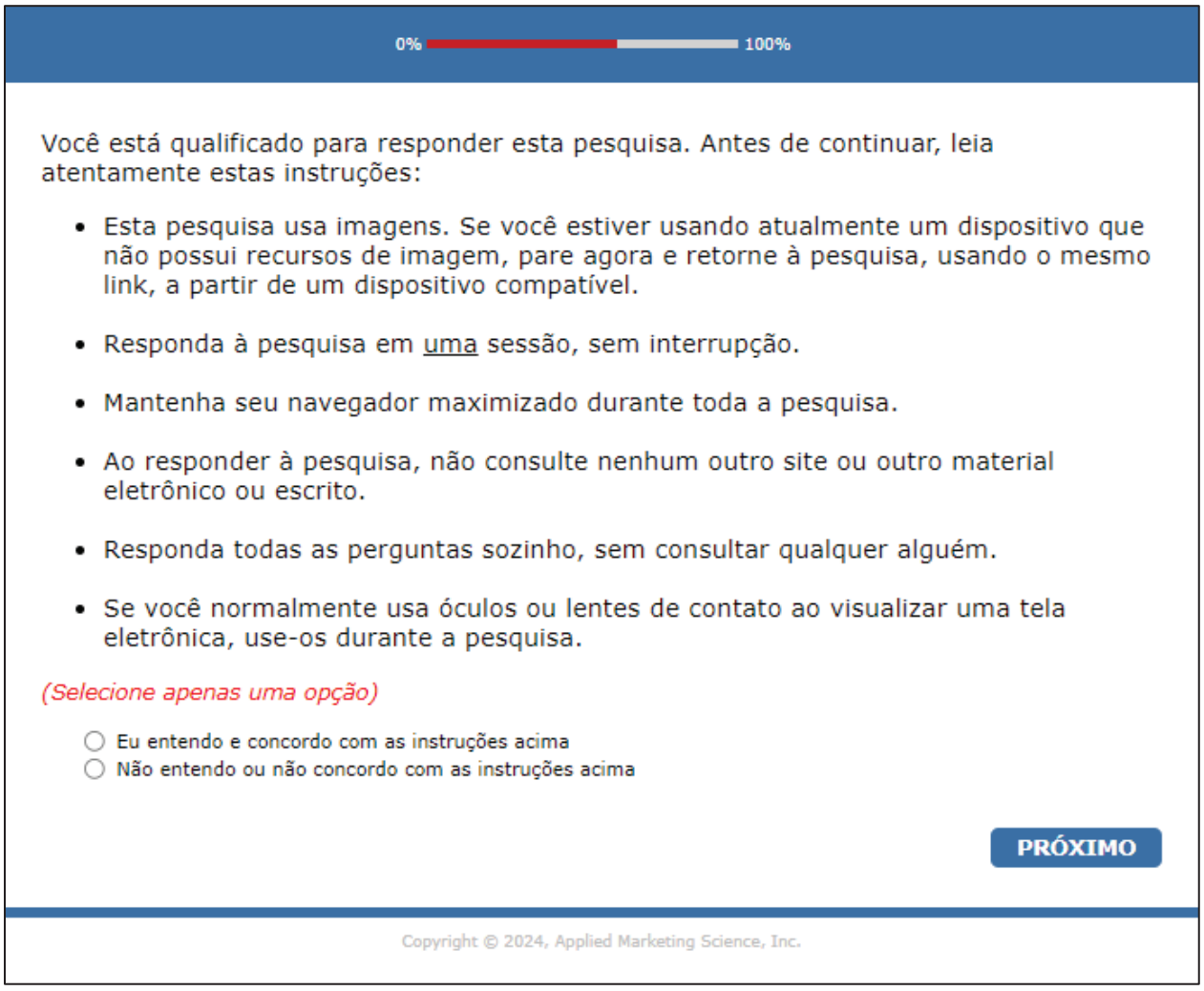
QS9P.


0%
100%
Você indicou que provavelmente comprará pessoalmente ou renovar uma apólice de seguro nos próximos 12 meses. Qual das seguintes afirmações melhor descreve o seu papel na seleção da empresa da qual você irá adquirir ou renovar a apólice de seguro?
(Selecione apenas uma opção)
Não terei nenhuma contribuição na seleção da empresa de quem comprarei ou renovarei a apólice de seguro
Eu terei pelo menos alguma contribuição na seleção da empresa de quem comprarei ou renovarei a apólice de seguro
Eu serei o principal tomador de decisão na seleção da empresa de quem comprarei ou renovarei a apólice de seguro
Não sei/Não tenho certeza
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

QS10P.

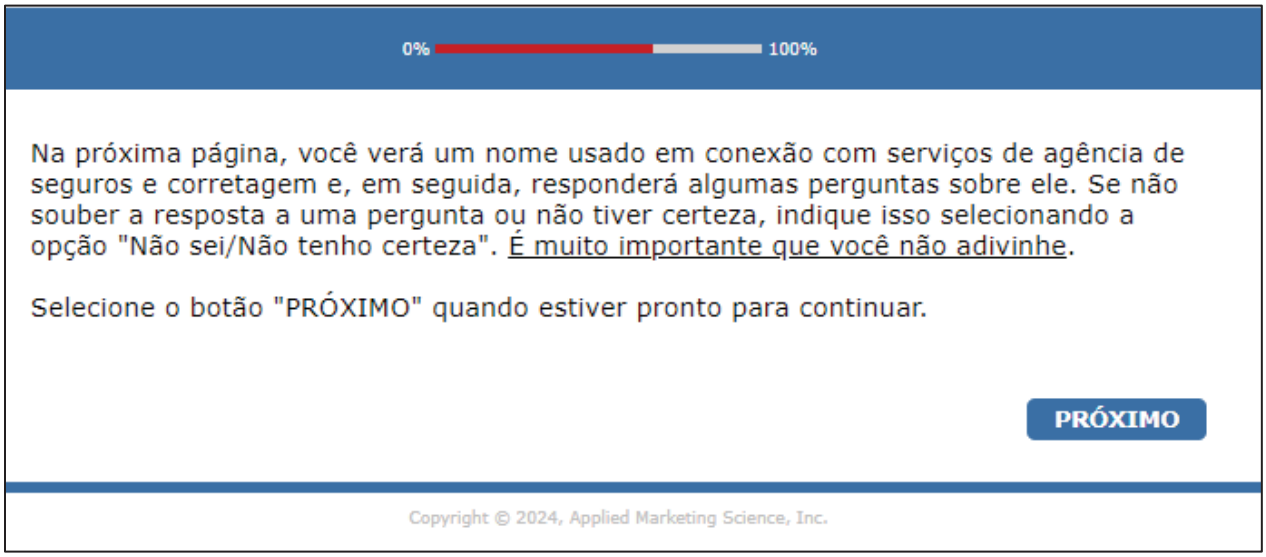

0%
100%
Para fins de controle de qualidade, selecione "Outra opção" abaixo e digite a palavra 'pergunta' no espaço fornecido.
(Selecione apenas uma opção)
Concordo plenamente
Concordo
Não concordo nem discordo
Discordo
Discordo plenamente
Outra opção. Especifique:
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

QS11P.

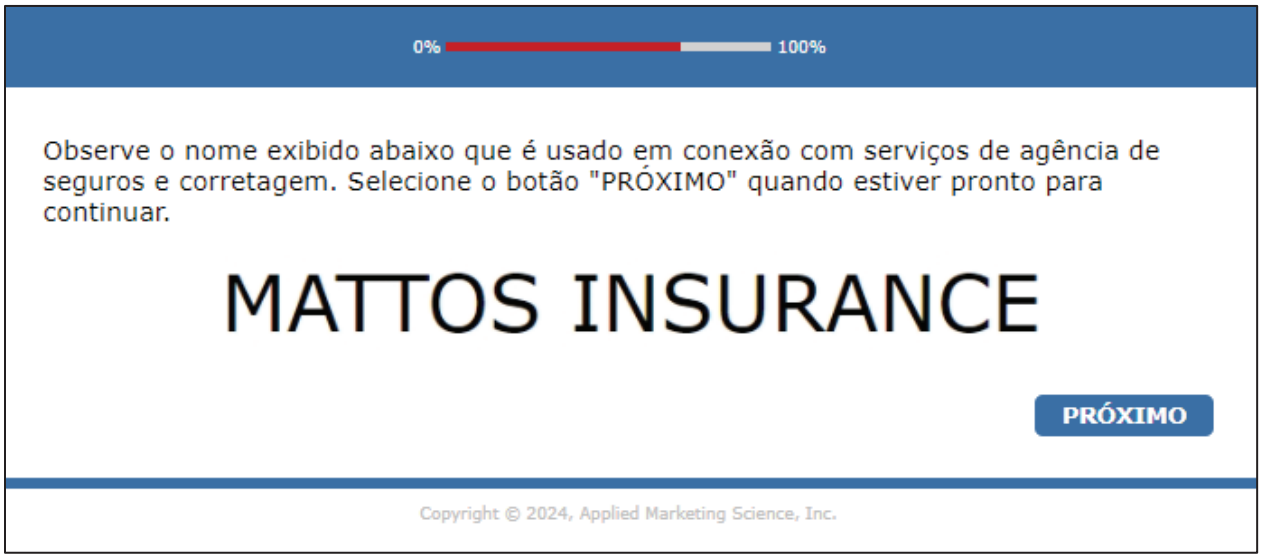

0%
100%
Você está qualificado para responder esta pesquisa. Antes de continuar, leia atentamente estas instruções:
• Esta pesquisa usa imagens. Se você estiver usando atualmente um dispositivo que não possui recursos de imagem, pare agora e retorne à pesquisa, usando o mesmo link, a partir de um dispositivo compatível.
• Responda à pesquisa em uma sessão, sem interrupção.
• Mantenha seu navegador maximizado durante toda a pesquisa.
• Ao responder à pesquisa, não consulte nenhum outro site ou outro material eletrônico ou escrito.
• Responda todas as perguntas sozinho, sem consultar qualquer alguém.
• Se você normalmente usa óculos ou lentes de contato ao visualizar uma tela eletrônica, use-os durante a pesquisa.
(Selecione apenas uma opção)
Eu entendo e concordo com as instruções acima
Não entendo ou não concordo com as instruções acima
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

Main Questionnaire.

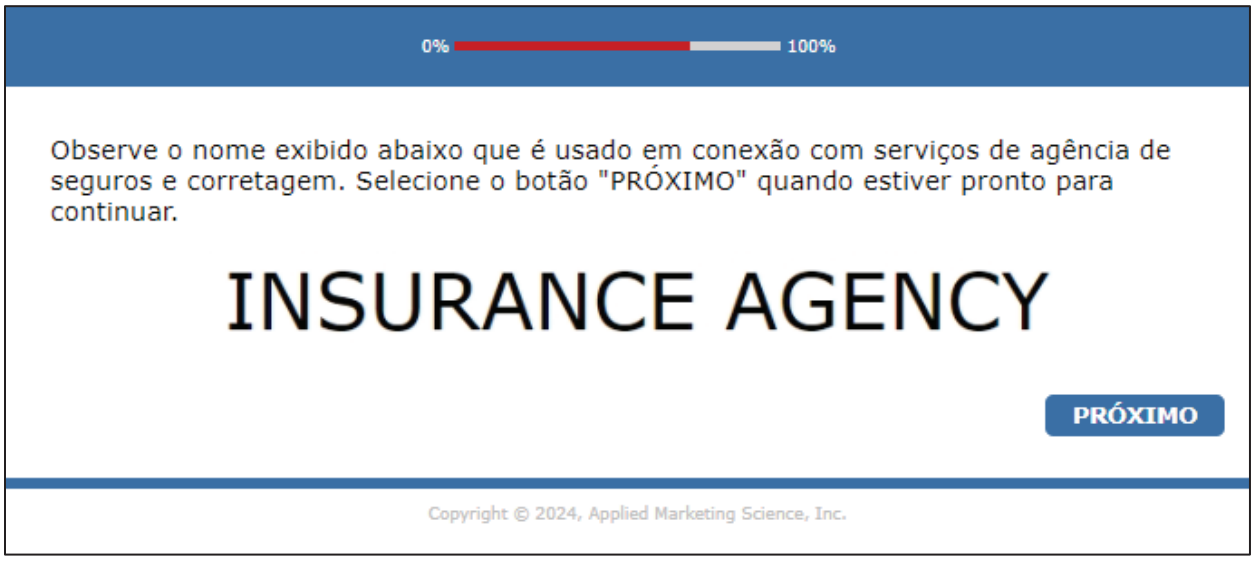
INTRO 1P.



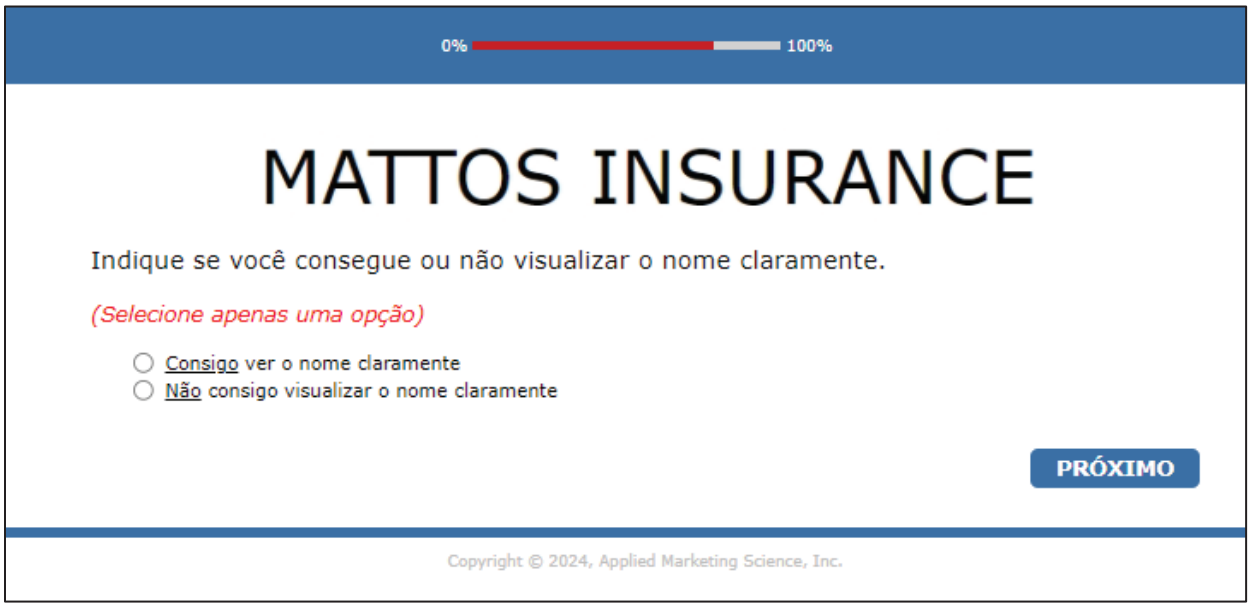

INTRO2P. TEST



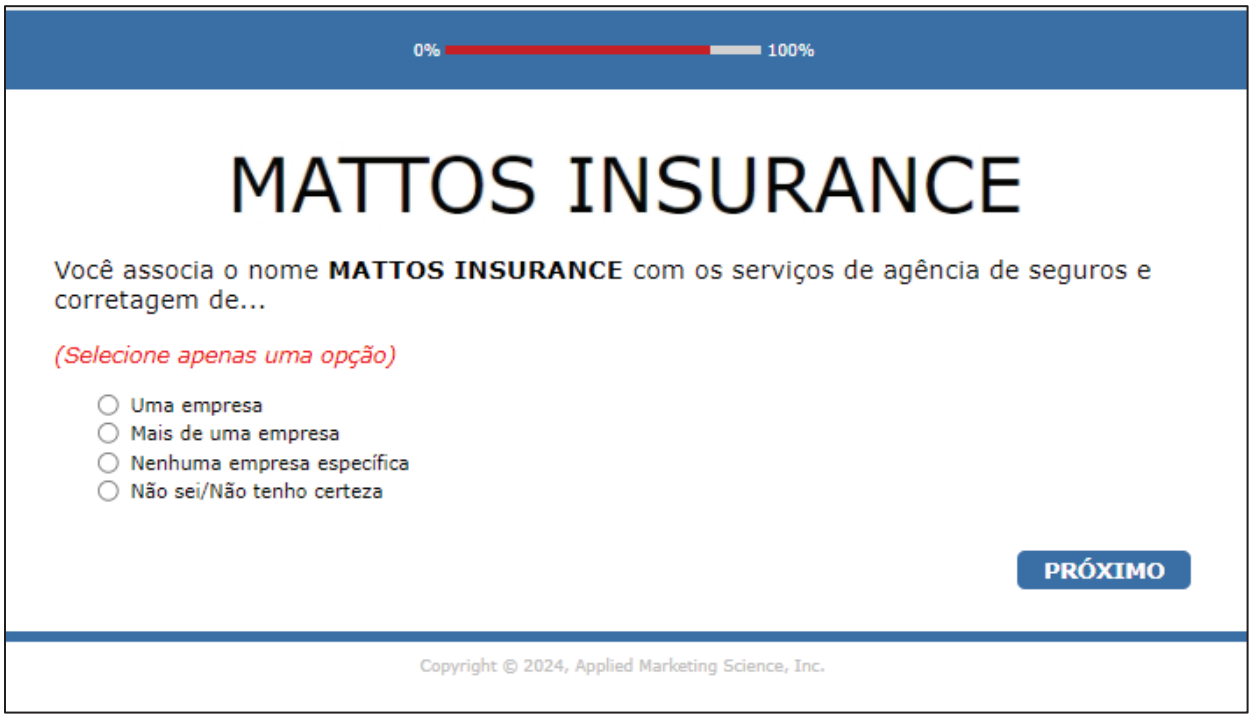
INTRO2P. CONTROL




Q0P.



Q1P.


0%
100%
MATTOS INSURANCE
Você associa o nome MATTOS INSURANCE com os serviços de agência de seguros e corretagem de...
(Selecione apenas uma opção)
Uma empresa
Mais de uma empresa
Nenhuma empresa específica
Não sei/Não tenho certeza
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

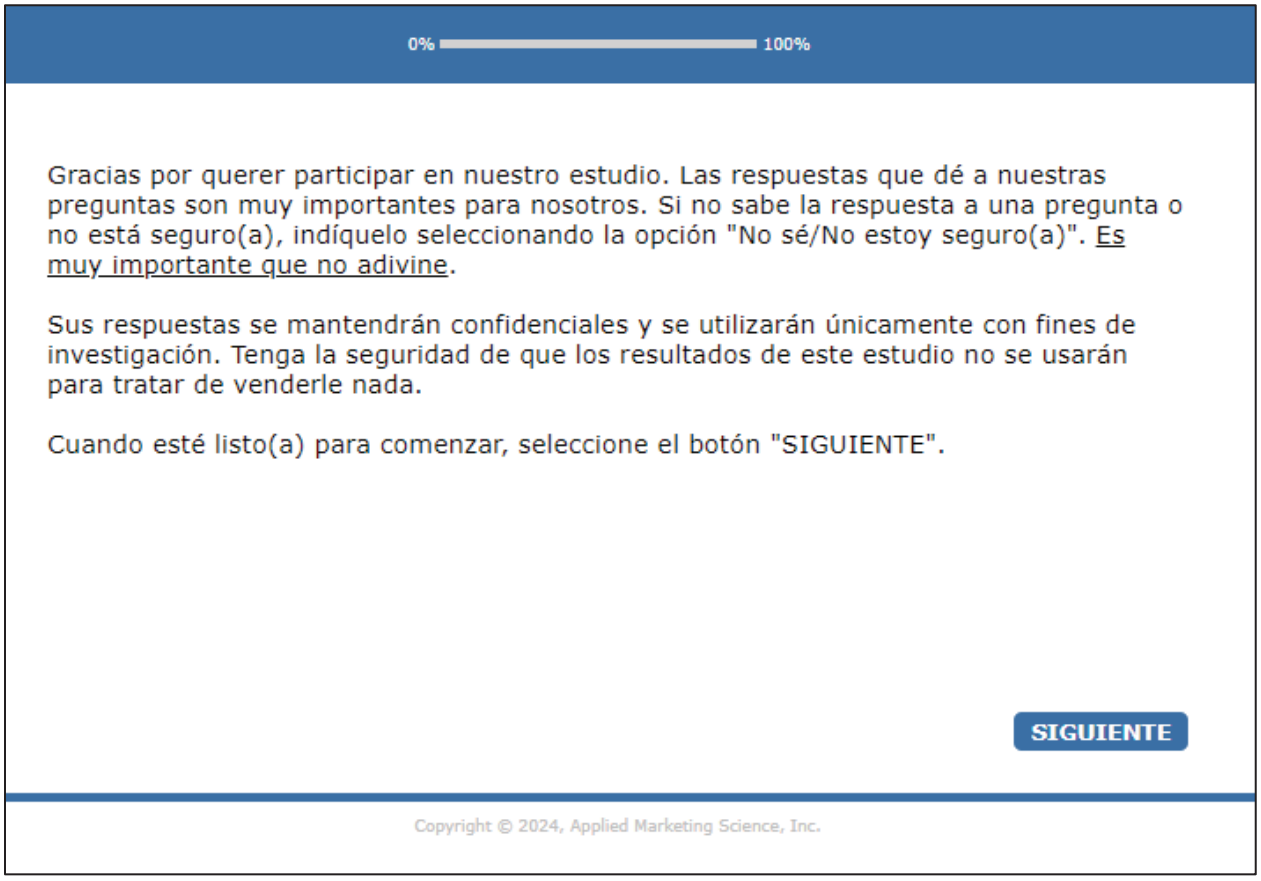
Q2P.

0%
100%
MATTOS INSURANCE
O que exatamente faz você associar o nome MATTOS INSURANCE com os serviços de agência de seguros e corretagem de uma empresa? Liste todos os seus motivos e seja mais específico possível.
(Responder da forma mais completa possível. Sua resposta não está limitada ao tamanho da caixa.)
Não sei/Não tenho certeza
PRÓXIMO
Copyright © 2024, Applied Marketing Science, Inc.

**Spanish Version.**

Introduction and Screening.

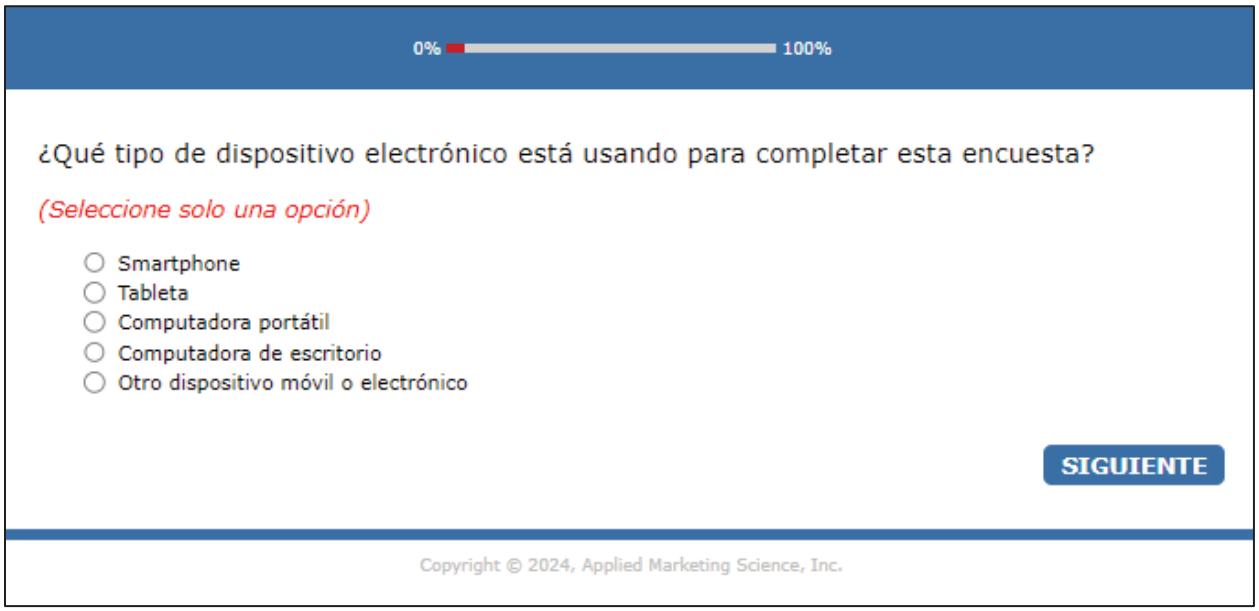
INTRO 0S.



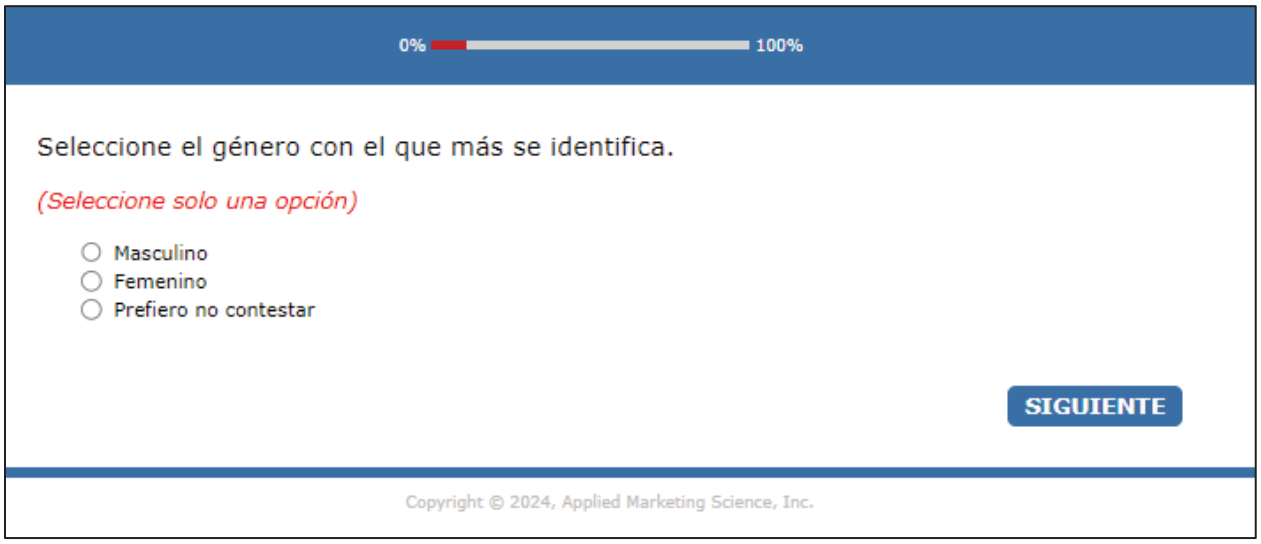
QS0S.

0%
100%
74C7D
Ingrese el código exactamente como aparece en la imagen de arriba, y luego seleccione "SIGUIENTE" para continuar.
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

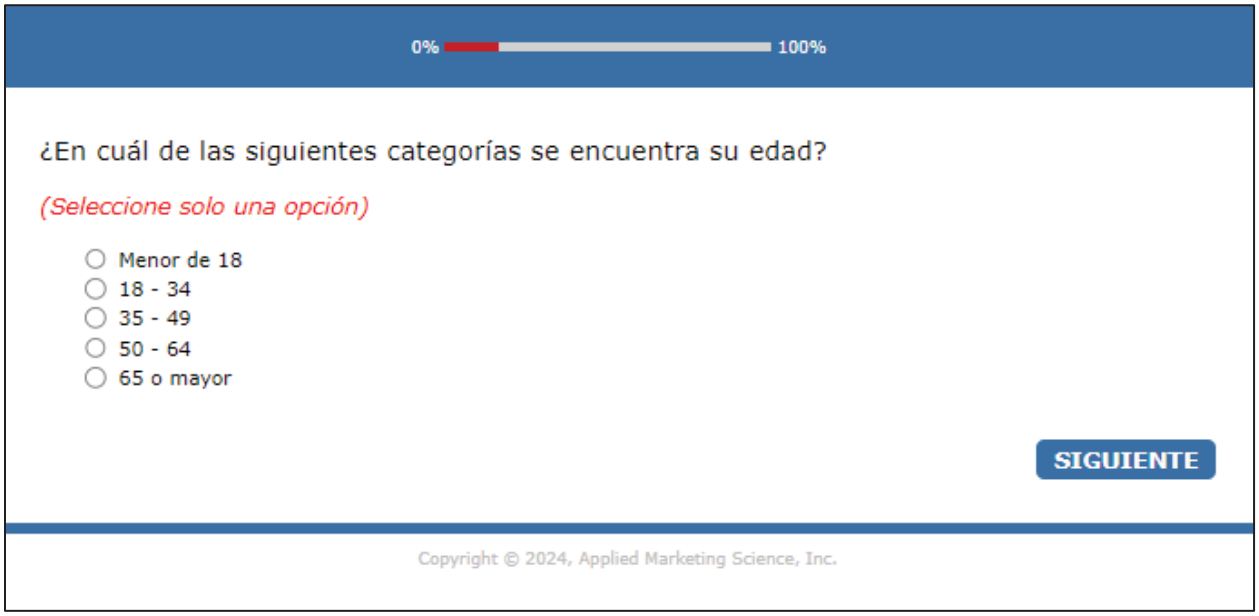
QS1S.


0%
100%
¿Qué tipo de dispositivo electrónico está usando para completar esta encuesta?
(Seleccione solo una opción)
Smartphone
Tableta
Computadora portátil
Computadora de escritorio
Otro dispositivo móvil o electrónico
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

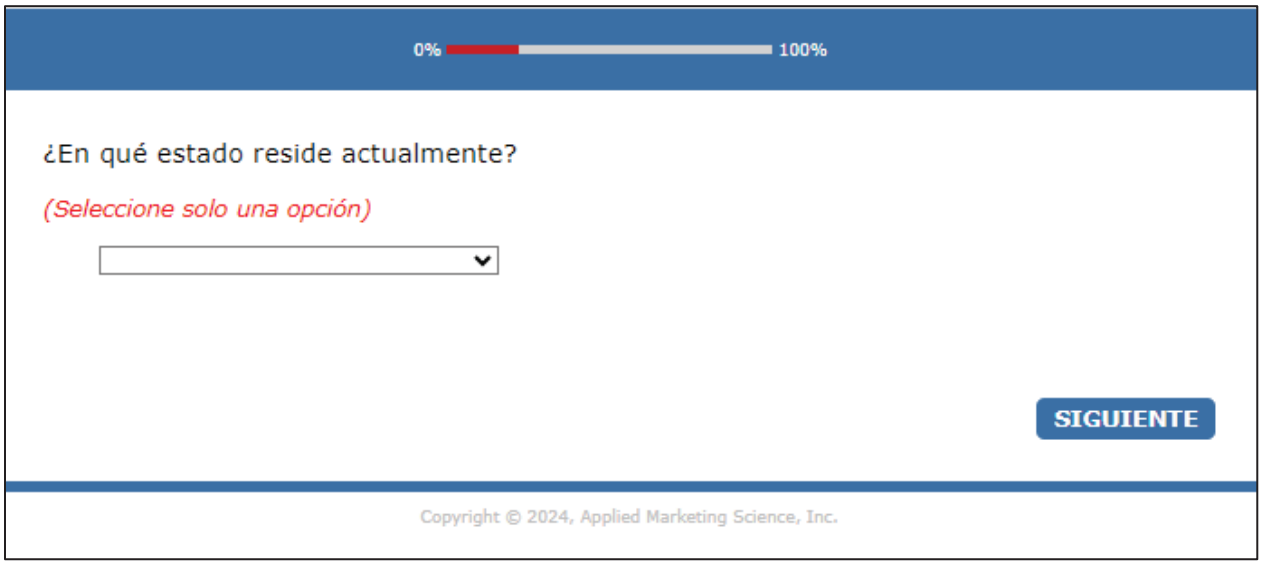
QS2S.


0%
100%
Seleccione el género con el que más se identifica.
(Seleccione solo una opción)
Masculino
Femenino
Prefiero no contestar
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

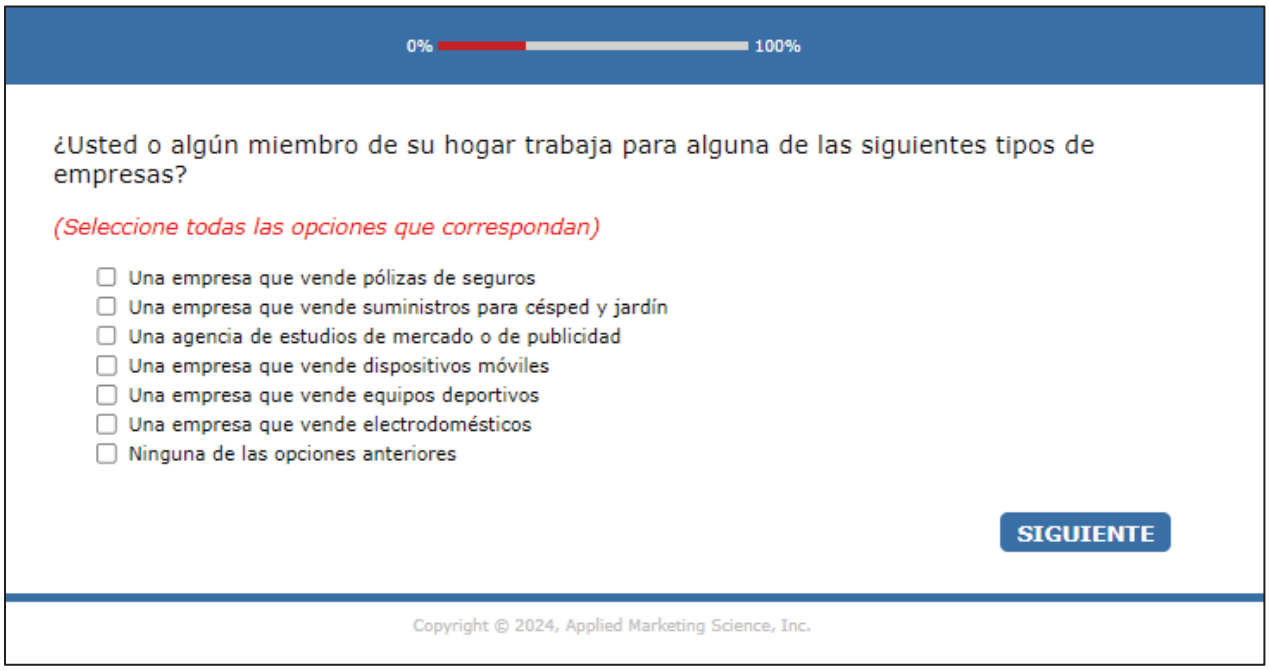
QS3S.


0%
100%
¿En cuál de las siguientes categorías se encuentra su edad?
(Seleccione solo una opción)
Menor de 18
18 - 34
35 - 49
50 - 64
65 o mayor
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

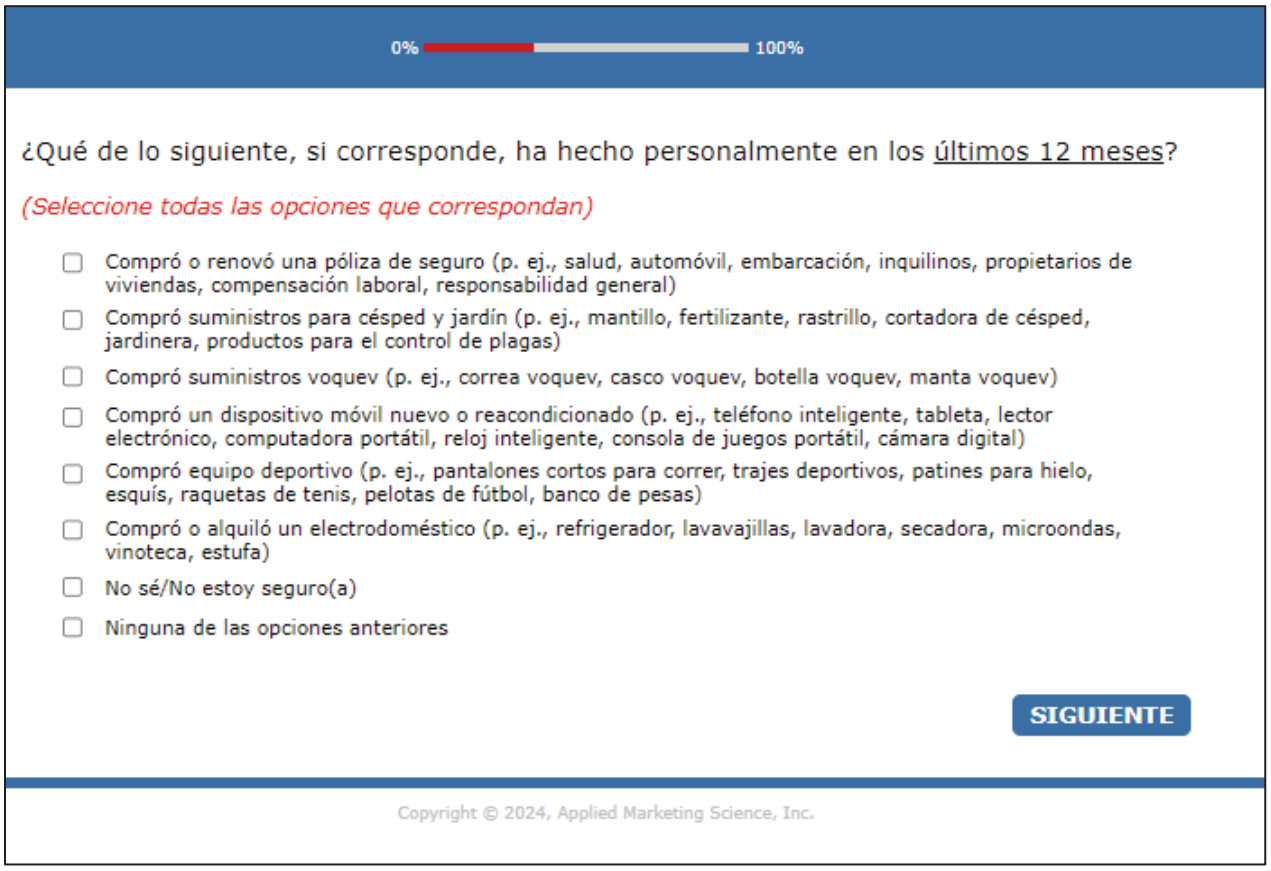
QS4S.


0%
100%
¿En qué estado reside actualmente?
(Seleccione solo una opción)
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

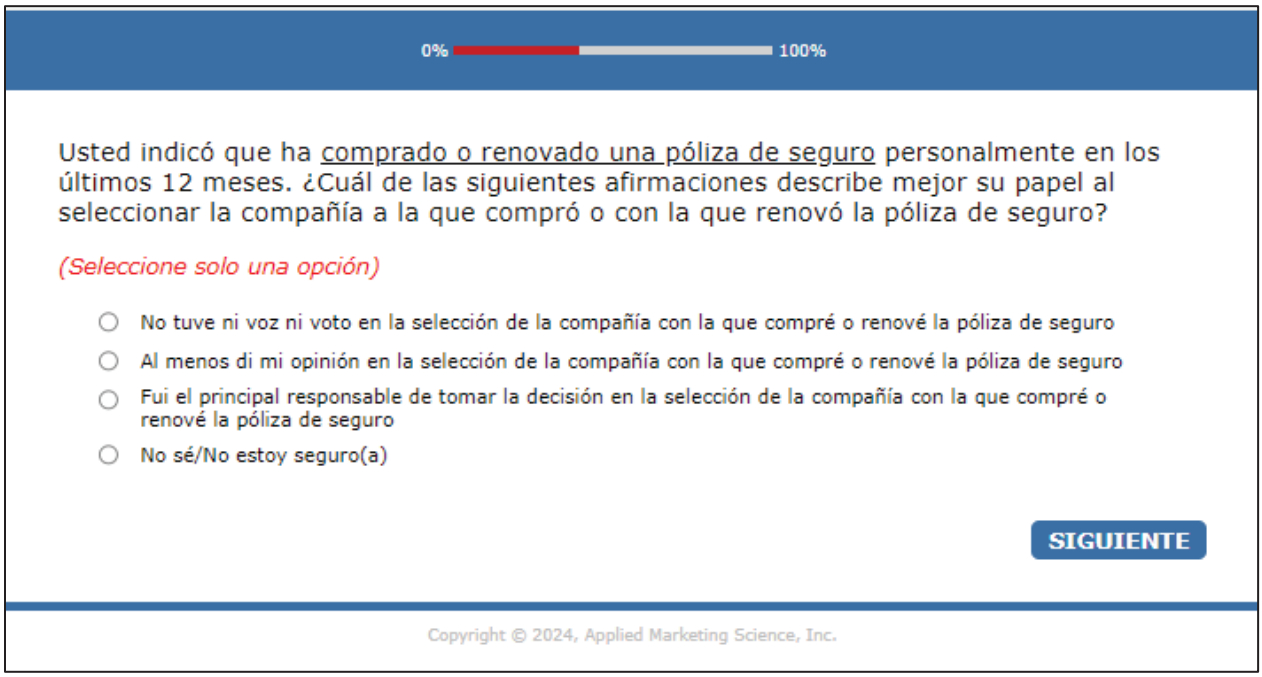
QS5S.


0%
100%
¿Usted o algún miembro de su hogar trabaja para alguna de las siguientes tipos de empresas?
(Seleccione todas las opciones que correspondan)
Una empresa que vende pólizas de seguros
Una empresa que vende suministros para césped y jardín
Una agencia de estudios de mercado o de publicidad
Una empresa que vende dispositivos móviles
Una empresa que vende equipos deportivos
Una empresa que vende electrodomésticos
Ninguna de las opciones anteriores
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

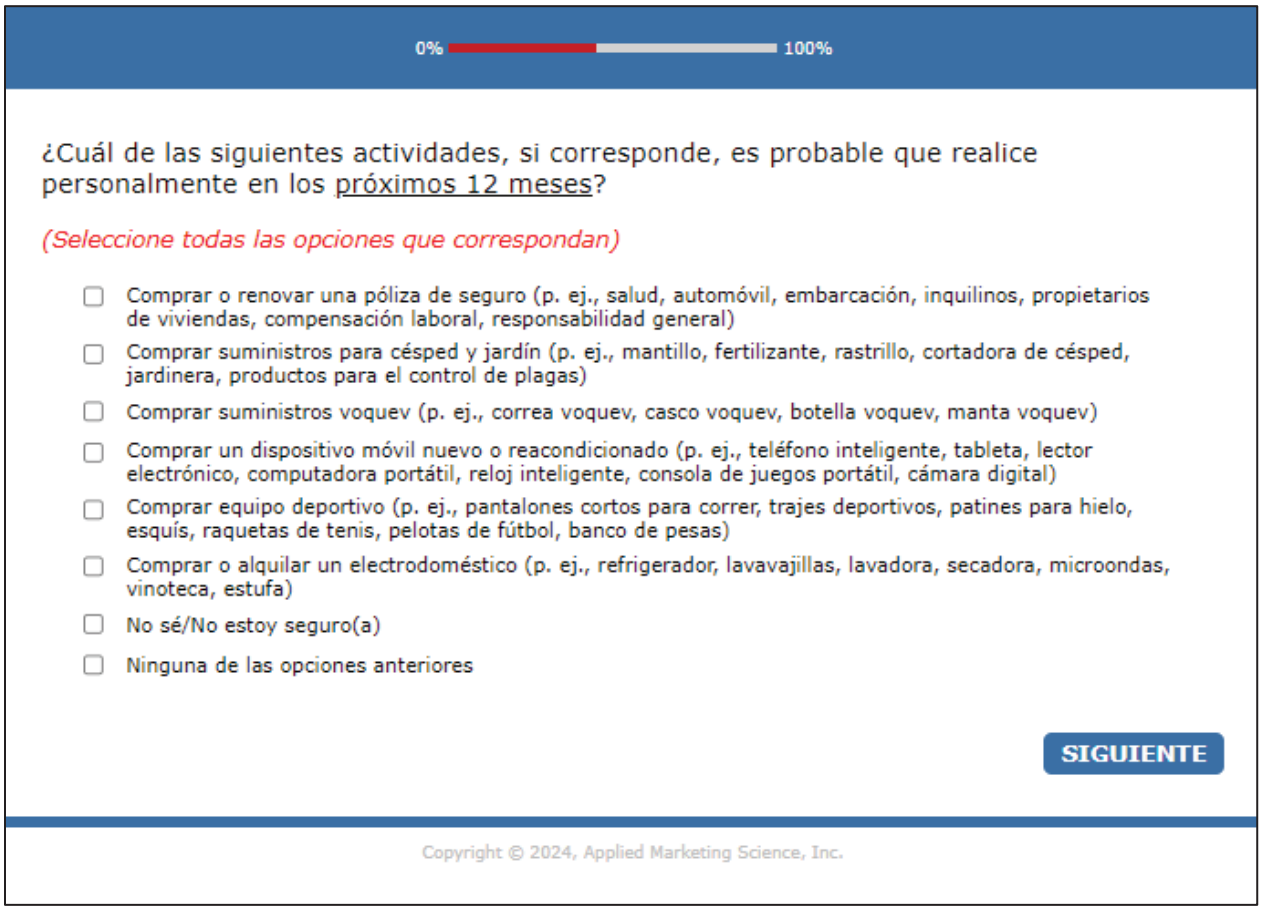
QS6S.


0%
100%
¿Qué de lo siguiente, si corresponde, ha hecho personalmente en los últimos 12 meses?
(Seleccione todas las opciones que correspondan)
Compró o renovó una póliza de seguro (p. ej., salud, automóvil, embarcación, inquilinos, propietarios de viviendas, compensación laboral, responsabilidad general)
Compró suministros para césped y jardín (p. ej., mantillo, fertilizante, rastrillo, cortadora de césped, jardinera, productos para el control de plagas)
Compró suministros voquev (p. ej., correa voquev, casco voquev, botella voquev, manta voquev)
Compró un dispositivo móvil nuevo o reacondicionado (p. ej., teléfono inteligente, tableta, lector electrónico, computadora portátil, reloj inteligente, consola de juegos portátil, cámara digital)
Compró equipo deportivo (p. ej., pantalones cortos para correr, trajes deportivos, patines para hielo, esquís, raquetas de tenis, pelotas de fútbol, banco de pesas)
Compró o alquiló un electrodoméstico (p. ej., refrigerador, lavavajillas, lavadora, secadora, microondas, vinoteca, estufa)
No sé/No estoy seguro(a)
Ninguna de las opciones anteriores
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

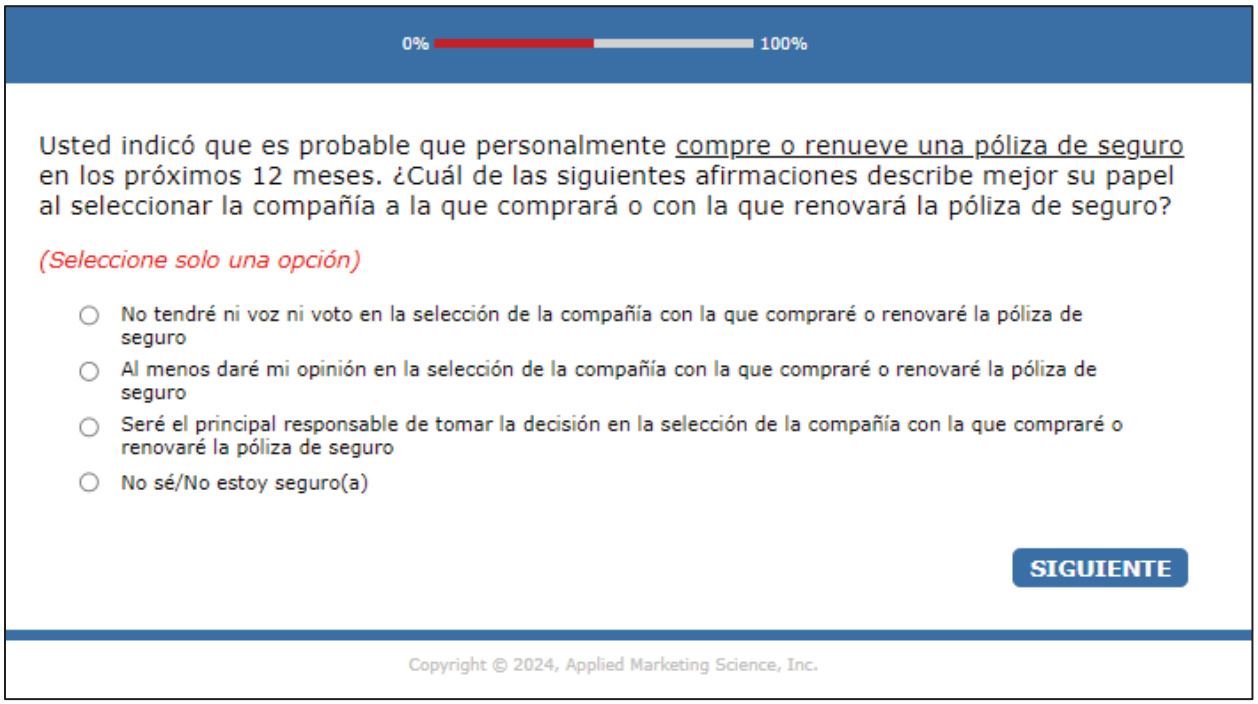
QS7S.


0%
100%
Usted indicó que ha comprado o renovado una póliza de seguro personalmente en los últimos 12 meses. ¿Cuál de las siguientes afirmaciones describe mejor su papel al seleccionar la compañía a la que compró o con la que renovó la póliza de seguro?
(Seleccione solo una opción)
No tuve ni voz ni voto en la selección de la compañía con la que compré o renové la póliza de seguro
Al menos di mi opinión en la selección de la compañía con la que compré o renové la póliza de seguro
Fui el principal responsable de tomar la decisión en la selección de la compañía con la que compré o renové la póliza de seguro
No sé/No estoy seguro(a)
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

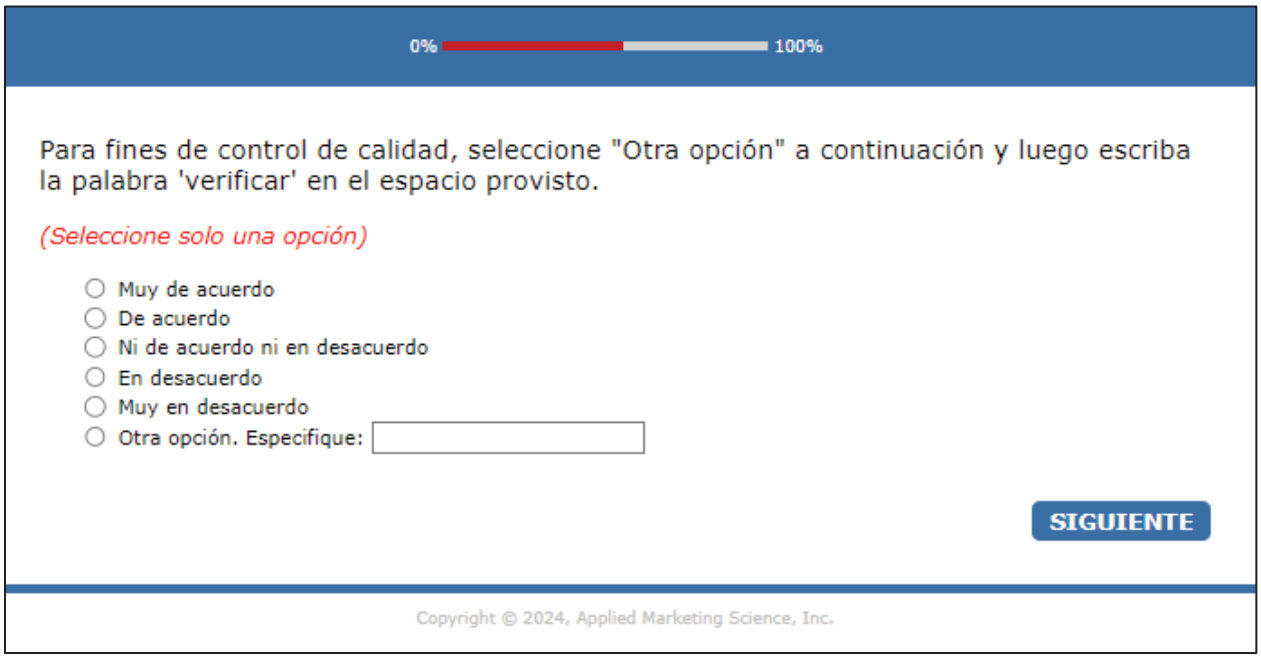
QS8S.


0%
100%
¿Cuál de las siguientes actividades, si corresponde, es probable que realice personalmente en los próximos 12 meses?
(Seleccione todas las opciones que correspondan)
Comprar o renovar una póliza de seguro (p. ej., salud, automóvil, embarcación, inquilinos, propietarios de viviendas, compensación laboral, responsabilidad general)
Comprar suministros para césped y jardín (p. ej., mantillo, fertilizante, rastrillo, cortadora de césped, jardinera, productos para el control de plagas)
Comprar suministros voquev (p. ej., correa voquev, casco voquev, botella voquev, manta voquev)
Comprar un dispositivo móvil nuevo o reacondicionado (p. ej., teléfono inteligente, tableta, lector electrónico, computadora portátil, reloj inteligente, consola de juegos portátil, cámara digital)
Comprar equipo deportivo (p. ej., pantalones cortos para correr, trajes deportivos, patines para hielo, esquís, raquetas de tenis, pelotas de fútbol, banco de pesas)
Comprar o alquilar un electrodoméstico (p. ej., refrigerador, lavavajillas, lavadora, secadora, microondas, vinoteca, estufa)
No sé/No estoy seguro(a)
Ninguna de las opciones anteriores
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

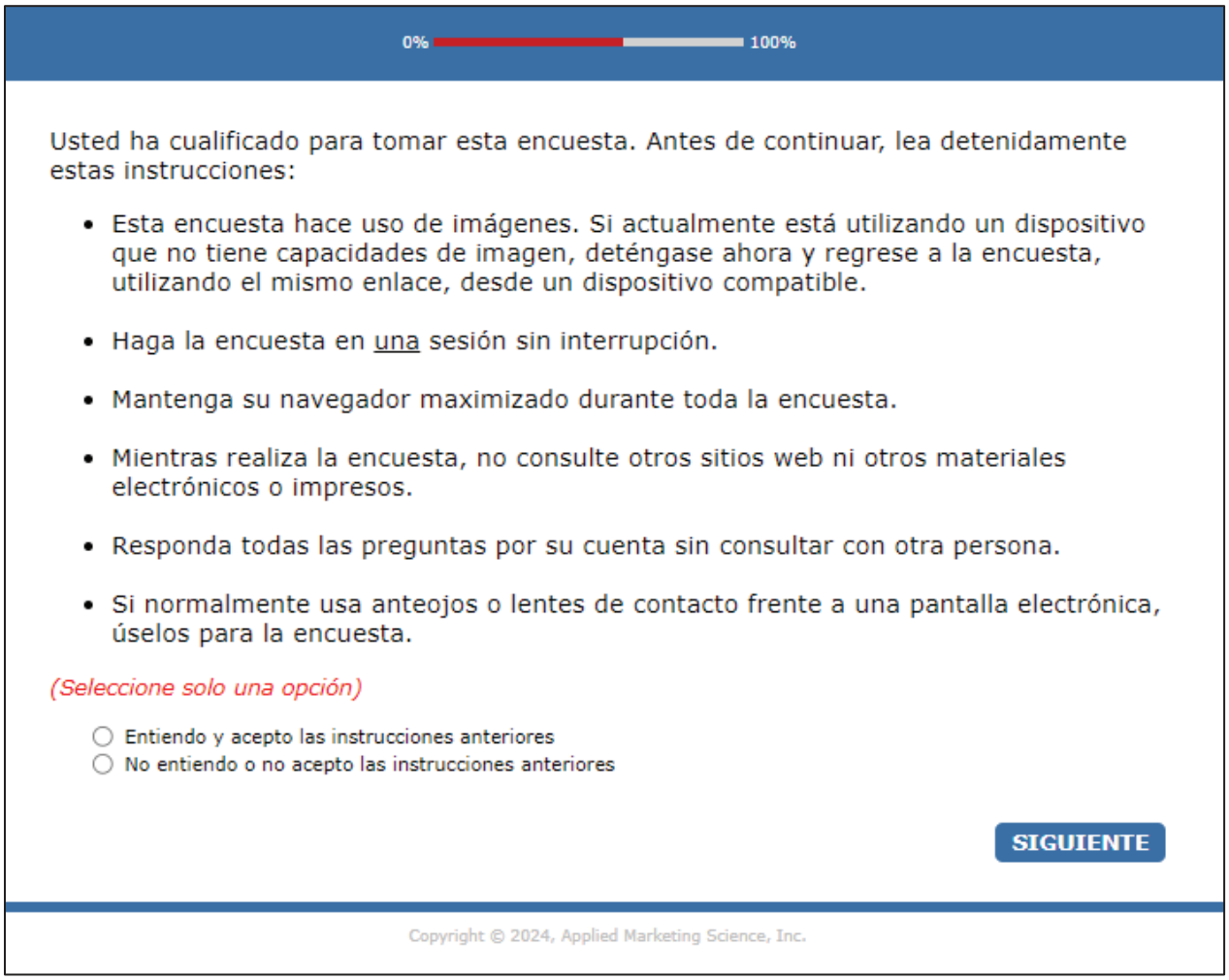
QS9S.


0%
100%
Usted indicó que es probable que personalmente compre o renueve una póliza de seguro en los próximos 12 meses. ¿Cuál de las siguientes afirmaciones describe mejor su papel al seleccionar la compañía a la que comprará o con la que renovará la póliza de seguro?
(Seleccione solo una opción)
No tendré ni voz ni voto en la selección de la compañía con la que compraré o renovaré la póliza de seguro
Al menos daré mi opinión en la selección de la compañía con la que compraré o renovaré la póliza de seguro
Seré el principal responsable de tomar la decisión en la selección de la compañía con la que compraré o renovaré la póliza de seguro
No sé/No estoy seguro(a)
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

QS10S.

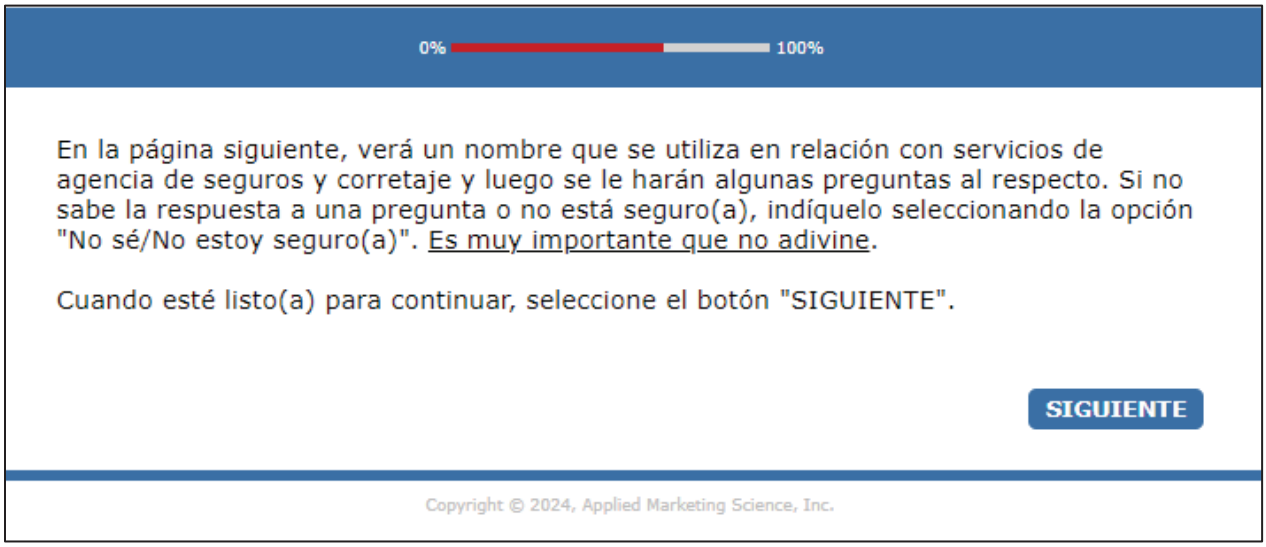

0%
100%
Para fines de control de calidad, seleccione "Otra opción" a continuación y luego escriba la palabra 'verificar' en el espacio provisto.
(Seleccione solo una opción)
Muy de acuerdo
De acuerdo
Ni de acuerdo ni en desacuerdo
En desacuerdo
Muy en desacuerdo
Otra opción. Especifique:
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

QS11S.

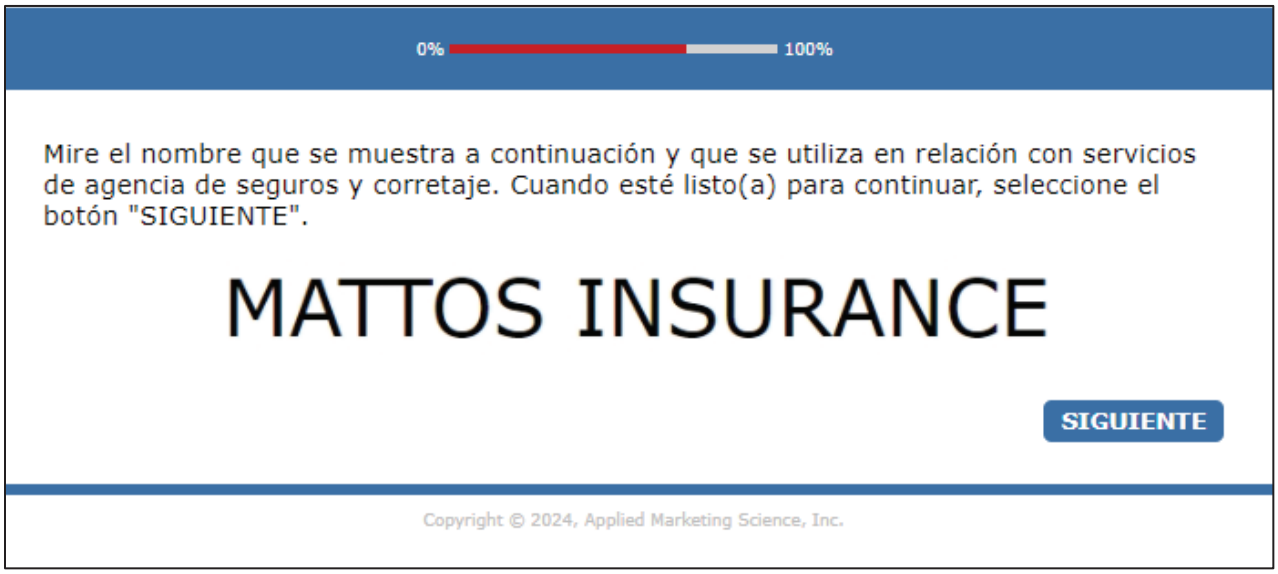

0%
100%
Usted ha cualificado para tomar esta encuesta. Antes de continuar, lea detenidamente estas instrucciones:
Esta encuesta hace uso de imágenes. Si actualmente está utilizando un dispositivo que no tiene capacidades de imagen, deténgase ahora y regrese a la encuesta, utilizando el mismo enlace, desde un dispositivo compatible.
Haga la encuesta en una sesión sin interrupción.
Mantenga su navegador maximizado durante toda la encuesta.
Mientras realiza la encuesta, no consulte otros sitios web ni otros materiales electrónicos o impresos.
Responda todas las preguntas por su cuenta sin consultar con otra persona.
Si normalmente usa anteojos o lentes de contacto frente a una pantalla electrónica, úselos para la encuesta.
(Seleccione solo una opción)
Entiendo y acepto las instrucciones anteriores
No entiendo o no acepto las instrucciones anteriores
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

Main Questionnaire.

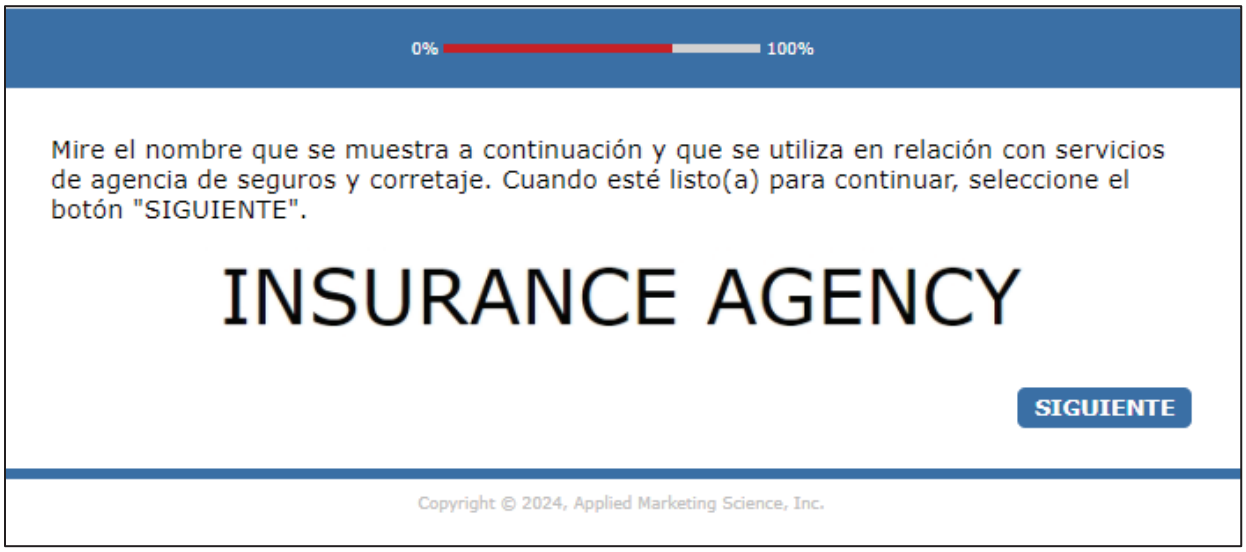
INTRO 1S.



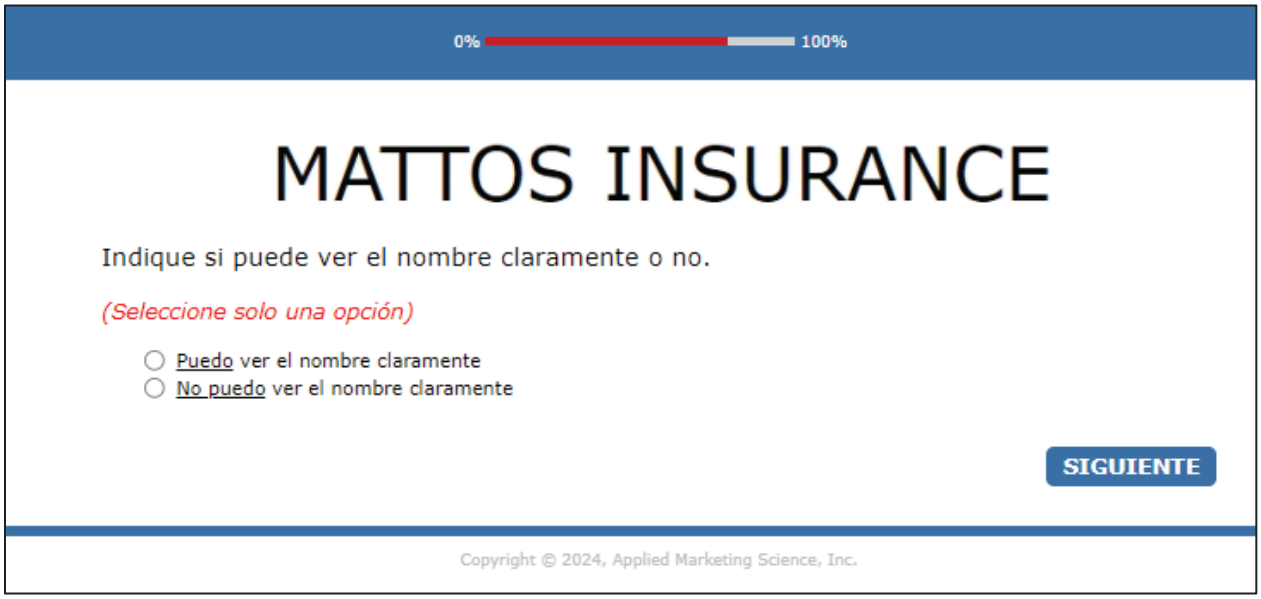

INTRO2S. TEST



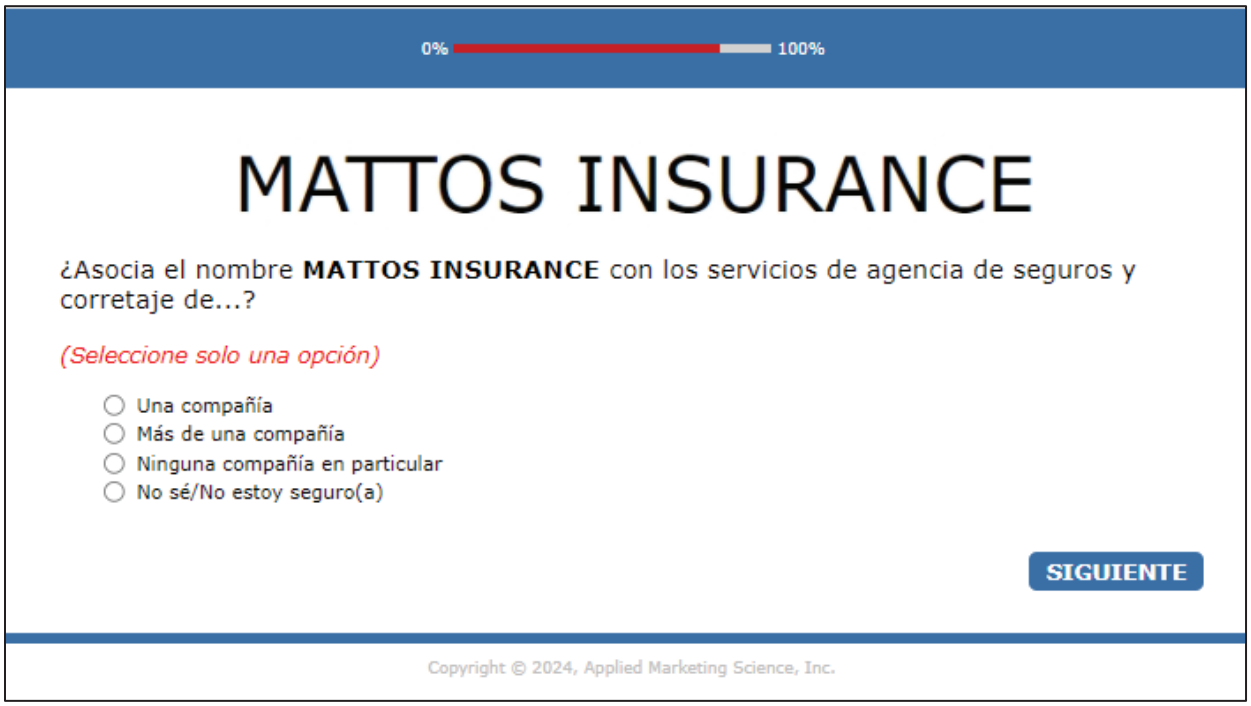
INTRO2S. CONTROL



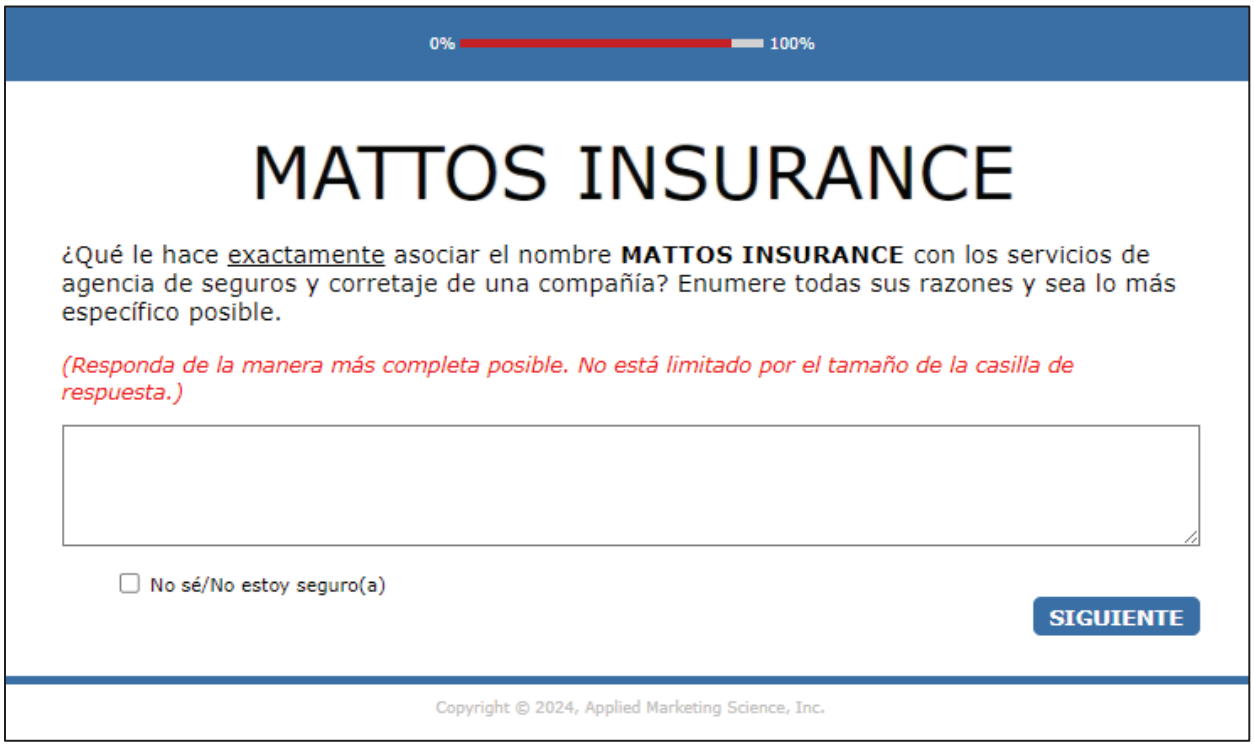

Q0S.



Q1S.


0%
100%
MATTOS INSURANCE
¿Asocia el nombre MATTOS INSURANCE con los servicios de agencia de seguros y corretaje de...?
(Seleccione solo una opción)
Una compañía
Más de una compañía
Ninguna compañía en particular
No sé/No estoy seguro(a)
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

Q2S.


0%
100%
MATTOS INSURANCE
¿Qué le hace exactamente asociar el nombre MATTOS INSURANCE con los servicios de agencia de seguros y corretaje de una compañía? Enumere todas sus razones y sea lo más específico posible.
(Responda de la manera más completa posible. No está limitado por el tamaño de la casilla de respuesta.)
No sé/No estoy seguro(a)
SIGUIENTE
Copyright © 2024, Applied Marketing Science, Inc.

**Secondary Meaning Survey**

**[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]**
*Notes to respondent in italics*

## Overview

**[NO SURVEY TITLE TO BE DISPLAYED TO RESPONDENTS]**

**[TEXT FOR TERMINATES "Thank you for your interest in our study. We are no longer looking for people who match your characteristics. We appreciate your time."]**

**["Obrigado pelo seu interesse em nosso estudo. Não procuramos mais pessoas que correspondam às suas características. Nós apreciamos o seu tempo."]**

**["Gracias por su interés en nuestro estudio. Ya no estamos buscando más personas con sus características. Le agradecemos por su tiempo."]**

## Language

QSL. Would you prefer to take this survey in English, Portuguese, or Spanish? *(Select one only)*

Você prefere responder a esta pesquisa em inglês, português ou espanhol? *(Selecione apenas uma opção}*

¿ Prefiere realizar esta encuesta en inglés, portugués o en español? *(Seleccione solo una opción*)

- ⊙ English **[CONTINUE IN ENGLISH AUTOMATICALLY]**
- ⊙ Portuguese/Português **[CONTINUE IN PORTUGUESE AUTOMATICALLY]**
- ⊙ Spanish/Español **[CONTINUE IN SPANISH AUTOMATICALLY]**

**[NEXT PAGE]**

## Introduction and Screening

**[INTRO 0]**
Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or are unsure, please indicate this by selecting the "Don't know/Unsure" option. It is very important that you do not guess.

Your answers will be kept in confidence and will be used only for research purposes. Please be assured that the results of this study will not be used to try to sell you anything.

When you are ready to get started, please select the "NEXT" button.

**[INTRO 0P]**
Obrigado por sua disponibilidade em participar deste estudo. As respostas que você dá às nossas perguntas são muito importante para nós. Se não souber a resposta para uma pergunta ou não tem certeza, indique isso selecionando a opção "Não sei/Não tenho certeza". É muito importante que você não adivinhe.

Suas respostas serão mantidas em sigilo e serão utilizadas apenas para fins de pesquisa. Os resultados deste estudo não serão usados para tentar vender nada a você.

Quando estiver pronto para começar, clique no botão “PRÓXIMO”.

**[INTRO 0S]**
Gracias por querer participar en nuestro estudio. Las respuestas que dé a nuestras preguntas son muy importantes para nosotros. Si no sabe la respuesta a una pregunta o no está seguro(a), indíquelo seleccionando la opción "No sé/No estoy seguro(a)". Es muy importante que no adivine.

Sus respuestas se mantendrán confidenciales y se utilizarán únicamente con fines de investigación. Tenga la seguridad de que los resultados de este estudio no se usarán para tratar de venderle nada.

Cuando esté listo(a) para comenzar, seleccione el botón “SIGUIENTE”.

**[“NEXT” BUTTON TAKES RESPONDENT TO QUESTION QS0]**

**[NEXT PAGE]**

QS0. Please enter the code exactly as it appears in the image above, and then select “NEXT” to continue.

QS0P. Insira o código exatamente como aparece na imagem acima e selecione “PRÓXIMO” para continuar.

QS0S. Ingrese el código exactamente como aparece en la imagen de arriba, y luego seleccione “SIGUIENTE” para continuar.

**[INSERT CAPTCHA]**

**[NEXT PAGE]**

## Screening Questions

QS1. What type of electronic device are you using to complete this survey? *(Select one only)*
**[RANDOMIZE LIST; ANCHOR ‘OTHER MOBILE OR ELECTRONIC DEVICE’ LAST]**

- ⊙ Desktop computer
- ⊙ Laptop computer
- ⊙ Tablet computer
- ⊙ Smartphone
- ⊙ Other mobile or electronic device **[ON HOLD]**

**[DISPLAY A MESSAGE TO ON-HOLD RESPONDENTS AND ASK THEM TO RE-ENTER USING AN APPROPRIATE DEVICE (USING THE SAME LINK): "This survey is not formatted for viewing on this device. Please return to the survey, using the same link, from a desktop, laptop, tablet computer, or smartphone."]**

QS1P. Que tipo de dispositivo eletrônico você está usando para responder esta pesquisa*? (Selecione apenas uma opção)* **[RANDOMIZE LIST; ANCHOR 'OTHER MOBILE OR ELECTRONIC DEVICE' LAST]**

- ⊙ Computador desktop
- ⊙ Notebook
- ⊙ Tablet
- ⊙ Smartphone
- ⊙ Outro dispositivo móvel ou eletrônico **[ON HOLD]**

**[DISPLAY A MESSAGE TO ON-HOLD RESPONDENTS AND ASK THEM TO RE-ENTER USING AN APPROPRIATE DEVICE (USING THE SAME LINK): "Esta pesquisa não está formatada para visualização neste dispositivo. Volte à pesquisa, usando o mesmo link, em um desktop, laptop, tablet ou smartphone."]**

QS1S. ¿Qué tipo de dispositivo electrónico está usando para completar esta encuesta? *(Seleccione solo una opción)* **[RANDOMIZE LIST; ANCHOR 'OTHER MOBILE OR ELECTRONIC DEVICE' LAST]**

- ⊙ Computadora de escritorio
- ⊙ Computadora portátil
- ⊙ Tableta
- ⊙ Smartphone
- ⊙ Otro dispositivo móvil o electrónico **[ON HOLD]**

**[DISPLAY A MESSAGE TO ON-HOLD RESPONDENTS AND ASK THEM TO RE-ENTER USING AN APPROPRIATE DEVICE (USING THE SAME LINK): ""Esta encuesta no está formateada para verse en este dispositivo. Vuelva a la encuesta, usando el mismo enlace, desde una computadora de escritorio, una computadora portátil, una tableta o un smartphone."]**

**[NEXT PAGE]**

QS2. Please select the gender with which you most closely identify. *(Select one only)*

- ⊙ Male
- ⊙ Female
- ⊙ Prefer not to answer **[TERMINATE]**

QS2P. Selecione o gênero com o qual você mais se identifica. *(Selecione apenas uma opção)*

- ⊙ Masculino
- ⊙ Feminino
- ⊙ Prefiro não dizer **[TERMINATE]**

QS2S. Seleccione el género con el que más se identifica. *(Seleccione solo una opción)*

- ⊙ Masculino
- ⊙ Femenino
- ⊙ Prefiero no contestar **[TERMINATE]**

**[NEXT PAGE]**

QS3. Into which of the following categories does your age fall? *(Select one only)*

- ⊙ Under 18 **[TERMINATE]**
- ⊙ 18 - 34
- ⊙ 35 - 49
- ⊙ 50 - 64
- ⊙ 65+

QS3P. Em qual das seguintes categorias sua idade se enquadra? *(Selecione apenas uma opção)*

- ⊙ Menos de 18 **[TERMINATE]**
- ⊙ 18 a 34
- ⊙ 35 a 49
- ⊙ 50 a 64
- ⊙ Mais de 65

QS3S. ¿En cuál de las siguientes categorías se encuentra su edad? *(Seleccione solo una opción)*

- ⊙ Menor de 18 **[TERMINATE]**
- ⊙ 18 - 34
- ⊙ 35 - 49
- ⊙ 50 - 64
- ⊙ 65 o mayor

**[NEXT PAGE]**

QS4. In which state do you currently reside? *(Select one only)*
**[DROP DOWN LIST OF 50 STATES + DC, TERMINATE IF RESPONDENT SELECTS "MY AREA IS NOT LISTED HERE"]**

QS4P. Em qual estado você reside atualmente? *(Selecione apenas uma opção)*
**[DROP DOWN LIST OF 50 STATES + DC, TERMINATE IF RESPONDENT SELECTS "MINHA ÁREA NÃO ESTÁ NESTA LISTA"]**

QS4S. ¿En qué estado reside actualmente? *(Seleccione solo una opción)*
**[DROP DOWN LIST OF 50 STATES + DC, TERMINATE IF RESPONDENT SELECTS "MI ÁREA NO SE ENCUENTRA AQUÍ"]**

**[MUST SELECT "CONNECTICUT," "FLORIDA," "NEW JERSEY," "NORTH CAROLINA," "PENNSYLVANIA," "SOUTH CAROLINA," OR "TEXAS" TO CONTINUE, OTHERWISE TERMINATE.]**

**[TERMINATE IF AGE OR GENDER DO NOT MATCH THE VALUES PASSED BY PANEL PROVIDER]**

**[NEXT PAGE]**

QS5. Do you or does any member of your household work for any of the following types of companies? *(Select all that apply)*

**[RANDOMIZE LIST; ANCHOR NONE OF THE ABOVE LAST]**

- ❒ A company that sells insurance policies **[TERMINATE]**
- ❒ A company that sells athletic equipment
- ❒ A company that sells lawn and garden supplies
- ❒ A company that sells household appliances
- ❒ A company that sells mobile devices
- ❒ A market research or advertising agency **[TERMINATE]**
- ❒ None of the above **[ANCHOR; EXCLUSIVE]**

QS5P. Você ou algum membro da sua família trabalha para algum dos seguintes tipos de empresas? *(Selecione todas as opções aplicáveis)*

**[RANDOMIZE LIST; ANCHOR NONE OF THE ABOVE LAST]**

- ❒ Uma empresa que vende apólices de seguro **[TERMINATE]**
- ❒ Uma empresa que vende equipamentos esportivos
- ❒ Uma empresa que vende materiais para gramados e jardins
- ❒ Uma empresa que vende eletrodomésticos
- ❒ Uma empresa que vende dispositivos móveis
- ❒ Uma agência de pesquisa de mercado ou publicidade **[TERMINATE]**
- ❒ Nenhuma das opções anteriores **[ANCHOR; EXCLUSIVE]**

QS5S. ¿Usted o algún miembro de su hogar trabaja para alguna de las siguientes tipos de empresas? *(Seleccione todas las opciones que correspondan)*

**[RANDOMIZE LIST; ANCHOR NONE OF THE ABOVE LAST]**

- ❒ Una empresa que vende pólizas de seguros **[TERMINATE]**
- ❒ Una empresa que vende equipos deportivos
- ❒ Una empresa que vende suministros para césped y jardín
- ❒ Una empresa que vende electrodomésticos
- ❒ Una empresa que vende dispositivos móviles
- ❒ Una agencia de estudios de mercado o de publicidad **[TERMINATE]**
- ❒ Ninguna de las opciones anteriores **[ANCHOR; EXCLUSIVE]**

**[TERMINATE IF "A COMPANY THAT SELLS INSURANCE POLICIES" OR "MARKET RESEARCH OR ADVERTISING AGENCY" IS SELECTED]**

**[NEXT PAGE]**

QS6. Which, if any, of the following have you personally done in the past 12 months?
*(Select all that apply)*
**[RANDOMIZE LIST IN SAME ORDER AS QS5; ANCHOR DK/UNSURE AND NONE OF THE ABOVE LAST]**

- ❒ Purchased or renewed an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability)
- ❒ Purchased athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench)
- ❒ Purchased lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products)
- ❒ Purchased or rented a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range)
- ❒ Purchased a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera)
- ❒ Purchased voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket) **[TERMINATE]**
- ❒ Don't know/Unsure **[ANCHOR; EXCLUSIVE]**
- ❒ None of the above **[ANCHOR; EXCLUSIVE]**

QS6P. Quais das seguintes ações, se houver, você realizou pessoalmente nos últimos 12 meses?
*(Selecione todas as opções aplicáveis)*
**[RANDOMIZE LIST IN SAME ORDER AS QS5; ANCHOR DK/UNSURE AND NONE OF THE ABOVE LAST]**

- ❒ Adquiri ou renovei uma apólice de seguro (por exemplo, saúde, automóveis, barcos, locatários, proprietários de imóveis, compensação de trabalhadores, responsabilidade geral)
- ❒ Comprei equipamento esportivo (por exemplo, shorts de corrida, agasalhos, patins de gelo, esquis, raquete de tênis, bola de futebol, banco de musculação)
- ❒ Comprei suprimentos para gramado e jardim (por exemplo, cobertura morta, fertilizante, ancinho, cortador de grama, plantadeira, produtos de controle de pragas)
- ❒ Comprei ou aluguei um eletrodoméstico (por exemplo, geladeira, lava-louças, máquina de lavar, secadora, micro-ondas, refrigerador de vinho, fogão)
- ❒ Comprei um dispositivo móvel novo ou recondicionado (por exemplo, smartphone, tablet, e-reader, laptop, relógio inteligente, console de videogame portátil, câmera digital)
- ❒ Comprei suprimentos voquev (por exemplo, corda voquev, capacete voquev, garrafa voquev, cobertor voquev) **[TERMINATE]**
- ❒ Não sei/Não tenho certeza **[ANCHOR; EXCLUSIVE]**
- ❒ Nenhuma das opções anteriores **[ANCHOR; EXCLUSIVE]**

QS6S. ¿Qué de lo siguiente, si corresponde, ha hecho personalmente en los últimos 12 meses?
*(Seleccione todas las opciones que correspondan)*
**[RANDOMIZE LIST IN SAME ORDER AS QS5; ANCHOR DK/UNSURE AND NONE OF THE ABOVE LAST]**

- ❒ Compró o renovó una póliza de seguro (p. ej., salud, automóvil, embarcación, inquilinos, propietarios de viviendas, compensación laboral, responsabilidad general)
- ❒ Compró equipo deportivo (p. ej., pantalones cortos para correr, trajes deportivos, patines para hielo, esquís, raquetas de tenis, pelotas de fútbol, banco de pesas)
- ❒ Compró suministros para césped y jardín (p. ej., mantillo, fertilizante, rastrillo, cortadora de césped, jardinera, productos para el control de plagas)
- ❒ Compró o alquiló un electrodoméstico (p. ej., refrigerador, lavavajillas, lavadora, secadora, microondas, vinoteca, estufa)
- ❒ Compró un dispositivo móvil nuevo o reacondicionado (p. ej., teléfono inteligente, tableta, lector electrónico, computadora portátil, reloj inteligente, consola de juegos portátil, cámara digital)
- ❒ Compró suministros voquev (p. ej., correa voquev, casco voquev, botella voquev, manta voquev) **[TERMINATE]**
- ❒ No sé/No estoy seguro(a) **[ANCHOR; EXCLUSIVE]**
- ❒ Ninguna de las opciones anteriores **[ANCHOR; EXCLUSIVE]**

**[CONTINUE IF "PURCHASED OR RENEWED AN INSURANCE POLICY" IS SELECTED. OTHERWISE, SKIP TO QS8. TERMINATE IF "PURCHASED VOQUEV SUPPLIES" IS SELECTED]**

**[NEXT PAGE]**

QS7. You indicated that you have personally purchased or renewed an insurance policy in the past 12 months. Which of the following statements best describes your role in selecting the company from whom you purchased or renewed the insurance policy? *(Select one only)*
**[ROTATE TOP TO BOTTOM; ANCHOR "DK/UNSURE" LAST]**

- ⊙ I was the primary decision maker in selecting the company from whom I purchased or renewed the insurance policy
- ⊙ I had at least some input in selecting the company from whom I purchased or renewed the insurance policy
- ⊙ I had no input in selecting the company from whom I purchased or renewed the insurance policy
- ⊙ Don't know/Unsure **[ANCHOR]**

QS7P. Você indicou que comprou pessoalmente ou renovou uma apólice de seguro nos últimos 12 meses. Qual das seguintes afirmações melhor descreve o seu papel na seleção da empresa da qual você adquiriu ou renovou a apólice de seguro? *(Selecione apenas uma opção)*
**[ROTATE TOP TO BOTTOM; ANCHOR "DK/UNSURE" LAST]**

- ⊙ Fui o principal tomador de decisão na seleção da empresa de quem comprei ou renovei a apólice de seguro
- ⊙ Tive pelo menos alguma contribuição na seleção da empresa de quem comprei ou renovei a apólice de seguro
- ⊙ Não tive contribuição na seleção da empresa de quem comprei ou renovei a apólice de seguro
- ⊙ Não sei/Não tenho certeza **[ANCHOR]**

QS7S. Usted indicó que ha comprado o renovado una póliza de seguro personalmente en los últimos 12 meses. ¿Cuál de las siguientes afirmaciones describe mejor su papel al seleccionar la compañía a la que compró o con la que renovó la póliza de seguro? *(Seleccione solo una opción)*

**[ROTATE TOP TO BOTTOM; ANCHOR "DK/UNSURE" LAST]**

- ⊙ Fui el principal responsable de tomar la decisión en la selección de la compañía con la que compré o renové la póliza de seguro
- ⊙ Al menos di mi opinión en la selección de la compañía con la que compré o renové la póliza de seguro
- ⊙ No tuve ni voz ni voto en la selección de la compañía con la que compré o renové la póliza de seguro
- ⊙ No sé/No estoy seguro(a) **[ANCHOR]**

**[IF "PRIMARY DECISION MAKER" OR "SOME INPUT" IS SELECTED, SKIP TO QS10. OTHERWISE TERMINATE]**

**[NEXT PAGE]**

QS8. Which, if any, of the following are you likely to personally do in the next 12 months?
*(Select all that apply)*

**[RANDOMIZE LIST IN SAME ORDER AS QS5; ANCHOR DK/UNSURE AND NONE OF THE ABOVE LAST]**

- ❒ Purchase or renew an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability) **[MUST SELECT]**
- ❒ Purchase athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench)
- ❒ Purchase lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products)
- ❒ Purchase or rent a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range)
- ❒ Purchase a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera)
- ❒ Purchase voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket) **[TERMINATE]**
- ❒ Don't know/Unsure **[ANCHOR; EXCLUSIVE]**
- ❒ None of the above **[ANCHOR; EXCLUSIVE]**

QS8P. Qual das seguintes opções, se houver, você provavelmente fará pessoalmente nos próximos 12 meses?
*(Selecione todas as opções aplicáveis)*

**[RANDOMIZE LIST IN SAME ORDER AS QS5; ANCHOR DK/UNSURE AND NONE OF THE ABOVE LAST]**

- ❒ Adquirir ou renovar uma apólice de seguro (por exemplo, saúde, automóveis, barcos, locatários, proprietários de imóveis, compensação de trabalhadores, responsabilidade geral) **[MUST SELECT]**
- ❒ Comprar equipamentos esportivos (por exemplo, shorts de corrida, agasalhos, patins de gelo, esquis, raquete de tênis, bola de futebol, banco de musculação)

- ❒ Comprar suprimentos para gramado e jardim (por exemplo, cobertura morta, fertilizante, ancinho, cortador de grama, plantadeira, produtos de controle de pragas)
- ❒ Comprar ou alugar um eletrodoméstico (por exemplo, geladeira, lava-louças, máquina de lavar, secadora, micro-ondas, refrigerador de vinho, fogão)
- ❒ Comprar um dispositivo móvel novo ou recondicionado (por exemplo, smartphone, tablet, e-reader, laptop, relógio inteligente, console de videogame portátil, câmera digital)
- ❒ Comprar suprimentos voquev (por exemplo, corda voquev, capacete voquev, garrafa voquev, cobertor voquev) **[TERMINATE]**
- ❒ Não sei/Não tenho certeza **[ANCHOR; EXCLUSIVE]**
- ❒ Nenhuma das opções anteriores **[ANCHOR; EXCLUSIVE]**

QS8S. ¿Cuál de las siguientes actividades, si corresponde, es probable que realice personalmente en los próximos 12 meses?
*(Seleccione todas las opciones que correspondan)*
**[RANDOMIZE LIST IN SAME ORDER AS QS5; ANCHOR DK/UNSURE AND NONE OF THE ABOVE LAST]**

- ❒ Comprar o renovar una póliza de seguro (p. ej., salud, automóvil, embarcación, inquilinos, propietarios de viviendas, compensación laboral, responsabilidad general) **[MUST SELECT]**
- ❒ Comprar equipo deportivo (p. ej., pantalones cortos para correr, trajes deportivos, patines para hielo, esquís, raquetas de tenis, pelotas de fútbol, banco de pesas)
- ❒ Comprar suministros para césped y jardín (p. ej., mantillo, fertilizante, rastrillo, cortadora de césped, jardinera, productos para el control de plagas)
- ❒ Comprar o alquilar un electrodoméstico (p. ej., refrigerador, lavavajillas, lavadora, secadora, microondas, vinoteca, estufa)
- ❒ Comprar un dispositivo móvil nuevo o reacondicionado (p. ej., teléfono inteligente, tableta, lector electrónico, computadora portátil, reloj inteligente, consola de juegos portátil, cámara digital)
- ❒ Comprar suministros voquev (p. ej., correa voquev, casco voquev, botella voquev, manta voquev) **[TERMINATE]**
- ❒ No sé/No estoy seguro(a) **[ANCHOR; EXCLUSIVE]**
- ❒ Ninguna de las opciones anteriores **[ANCHOR; EXCLUSIVE]**

**[MUST SELECT "PURCHASE OR RENEW AN INSURANCE POLICY" TO CONTINUE, OTHERWISE TERMINATE. TERMINATE IF "PURCHASE VOQUEV SUPPLIES" IS SELECTED.]**

**[NEXT PAGE]**

QS9. You indicated that you are likely to personally purchase or renew an insurance policy in the next 12 months. Which of the following statements best describes your role in selecting the company from whom you will purchase or renew the insurance policy? *(Select one only)*
**[ROTATE TOP TO BOTTOM; ANCHOR "DK/UNSURE" LAST]**

- ⊙ I will be the primary decision maker in selecting the company from whom I will purchase or renew the insurance policy

- ⊙ I will have at least some input in selecting the company from whom I will purchase or renew the insurance policy
- ⊙ I will have no input in selecting the company from whom I will purchase or renew the insurance policy
- ⊙ Don't know/Unsure **[ANCHOR]**

QS9P. Você indicou que provavelmente comprará pessoalmente ou renovar uma apólice de seguro nos próximos 12 meses. Qual das seguintes afirmações melhor descreve o seu papel na seleção da empresa da qual você irá adquirir ou renovar a apólice de seguro? *(Selecione apenas uma opção)*
**[ROTATE TOP TO BOTTOM; ANCHOR "DK/UNSURE" LAST]**

- ⊙ Eu serei o principal tomador de decisão na seleção da empresa de quem comprarei ou renovarei a apólice de seguro
- ⊙ Eu terei pelo menos alguma contribuição na seleção da empresa de quem comprarei ou renovarei a apólice de seguro
- ⊙ Não terei nenhuma contribuição na seleção da empresa de quem comprarei ou renovarei a apólice de seguro
- ⊙ Não sei/Não tenho certeza **[ANCHOR]**

QS9S. Usted indicó que es probable que personalmente compre o renueve una póliza de seguro en los próximos 12 meses. ¿Cuál de las siguientes afirmaciones describe mejor su papel al seleccionar la compañía a la que comprará o con la que renovará la póliza de seguro? *(Seleccione solo una opción)*
**[ROTATE TOP TO BOTTOM; ANCHOR "DK/UNSURE" LAST]**

- ⊙ Seré el principal responsable de tomar la decisión en la selección de la compañía con la que compraré o renovaré la póliza de seguro
- ⊙ Al menos daré mi opinión en la selección de la compañía con la que compraré o renovaré la póliza de seguro
- ⊙ No tendré ni voz ni voto en la selección de la compañía con la que compraré o renovaré la póliza de seguro
- ⊙ No sé/No estoy seguro(a) **[ANCHOR]**

**[MUST SELECT "PRIMARY DECISION MAKER" OR "SOME INPUT" TO CONTINUE, ELSE TERMINATE]**

**[NEXT PAGE]**

QS10. For quality control purposes, please select the "Other" option below and then type the word **['quality'] ['check'] ['survey'] ['question']** into the space provided. *(Select one only)*
**[RANDOMIZE THE FOUR QUESTION VERSIONS]**

- ⊙ Strongly agree
- ⊙ Agree
- ⊙ Neither agree nor disagree
- ⊙ Disagree
- ⊙ Strongly disagree
- ⊙ Other. Please specify: **[TEXT BOX, DO NOT FORCE RESPONSE IF SELECTED]**

QS10P. Para fins de controle de qualidade, selecione “Outra opção” abaixo e digite a palavra **[‘qualidade’] [‘verificar’] [‘pesquisa’] [‘pergunta’]** no espaço fornecido. *(Selecione apenas uma opção)*
**[RANDOMIZE THE FOUR QUESTION VERSIONS]**

- ⊙ Concordo plenamente
- ⊙ Concordo
- ⊙ Não concordo nem discordo
- ⊙ Discordo
- ⊙ Discordo plenamente
- ⊙ Outra opção. Especifique: **[TEXT BOX, DO NOT FORCE RESPONSE IF SELECTED]**

QS10S. Para fines de control de calidad, seleccione “Otra opción” a continuación y luego escriba la palabra **[‘calidad’] [‘verificar’] [‘encuesta’] [‘pregunta’]** en el espacio provisto. *(Seleccione solo una opción)*
**[RANDOMIZE THE FOUR QUESTION VERSIONS]**

- ⊙ Muy de acuerdo
- ⊙ De acuerdo
- ⊙ Ni de acuerdo ni en desacuerdo
- ⊙ En desacuerdo
- ⊙ Muy en desacuerdo
- ⊙ Otra opción. Especifique: **[TEXT BOX, DO NOT FORCE RESPONSE IF SELECTED]**

**[TERMINATE RESPONDENT UNLESS CORRECT WORD FROM QUESTION IS TYPED IN “OTHER” BOX]**

**[NEXT PAGE]**

QS11. You have qualified to take this survey. Before continuing, please carefully read these instructions:

- This survey makes use of images. If you are currently using a device that does not have image capabilities, please stop now and return to the survey, using the same link, from a compatible device.
- Please take the survey in <u>one</u> session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey.

*(Select one only)*

⊙ I understand and agree to the above instructions
⊙ I do not understand or do not agree to the above instructions **[TERMINATE]**

QS11P. Você está qualificado para responder esta pesquisa. Antes de continuar, leia atentamente estas instruções:

- Esta pesquisa usa imagens. Se você estiver usando atualmente um dispositivo que não possui recursos de imagem, pare agora e retorne à pesquisa, usando o mesmo link, a partir de um dispositivo compatível.
- Responda à pesquisa em uma sessão, sem interrupção.
- Mantenha seu navegador maximizado durante toda a pesquisa.
- Ao responder à pesquisa, não consulte nenhum outro site ou outro material eletrônico ou escrito.
- Responda todas as perguntas sozinho, sem consultar qualquer alguém.
- Se você normalmente usa óculos ou lentes de contato ao visualizar uma tela eletrônica, use-os durante a pesquisa.

*(Selecione apenas uma opção)*

⊙ Eu entendo e concordo com as instruções acima
⊙ Não entendo ou não concordo com as instruções acima **[TERMINATE]**

QS11S. Usted ha cualificado para tomar esta encuesta. Antes de continuar, lea detenidamente estas instrucciones:

- Esta encuesta hace uso de imágenes. Si actualmente está utilizando un dispositivo que no tiene capacidades de imagen, deténgase ahora y regrese a la encuesta, utilizando el mismo enlace, desde un dispositivo compatible.
- Haga la encuesta en una sesión sin interrupción.
- Mantenga su navegador maximizado durante toda la encuesta.
- Mientras realiza la encuesta, no consulte otros sitios web ni otros materiales electrónicos o impresos.
- Responda todas las preguntas por su cuenta sin consultar con otra persona.
- Si normalmente usa anteojos o lentes de contacto frente a una pantalla electrónica, úselos para la encuesta.

*(Seleccione solo una opción)*

⊙ Entiendo y acepto las instrucciones anteriores
⊙ No entiendo o no acepto las instrucciones anteriores **[TERMINATE]**

**[NEXT PAGE]**

## Main Questionnaire

**[INTRO1]** On the next page, you will see a name that is used in connection with insurance agency and brokerage services and then will be asked some questions about it. If you don't know an answer to a question or are unsure, please indicate this by selecting the "Don't know/Unsure" option. It is very important that you do not guess.

Please select the "NEXT" button when you are ready to continue.

**[INTRO1P]** Na próxima página, você verá um nome usado em conexão com serviços de agência de seguros e corretagem e, em seguida, responderá algumas perguntas sobre ele. Se não souber a resposta a uma pergunta ou não tiver certeza, indique isso selecionando a opção "Não sei/Não tenho certeza". É muito importante que você não adivinhe.

Selecione o botão "PRÓXIMO" quando estiver pronto para continuar.

**[INTRO1S]** En la página siguiente, verá un nombre que se utiliza en relación con servicios de agencia de seguros y corretaje y luego se le harán algunas preguntas al respecto. Si no sabe la respuesta a una pregunta o no está seguro(a), indíquelo seleccionando la opción "No sé/No estoy seguro(a)". Es muy importante que no adivine.

Cuando esté listo(a) para continuar, seleccione el botón "SIGUIENTE".

**[NEXT PAGE]**

**[INTRO2]** Please look at the name displayed below that is used in connection with insurance agency and brokerage services. Please select the "NEXT" button when you are ready to continue.

**[INTRO2P]** Observe o nome exibido abaixo que é usado em conexão com serviços de agência de seguros e corretagem. Selecione o botão "PRÓXIMO" quando estiver pronto para continuar.

**[INTRO2S]** Mire el nombre que se muestra a continuación y que se utiliza en relación con servicios de agencia de seguros y corretaje. Cuando esté listo(a) para continuar, seleccione el botón "SIGUIENTE".

**[INSERT TEST OR CONTROL]**

**[TEST]**

# MATTOS INSURANCE

**[CONTROL]**

# INSURANCE AGENCY

**[NEXT BUTTON APPEARS AFTER 5 SECONDS; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "*The "NEXT" button will appear in just a moment.*"]**

**[NEXT BUTTON APPEARS AFTER 5 SECONDS; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "*O botão "PRÓXIMO" aparecerá em alguns instantes.*"]**

**[NEXT BUTTON APPEARS AFTER 5 SECONDS; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "*El botón "SIGUIENTE" aparecerá en un momento.*"]**

**[NEXT PAGE]**

**[IMAGE APPEARS ABOVE Q0-Q2]**

Q0. Please indicate whether or not you are able to view the name clearly. *(Select one only)*

- ⊙ I am able to view the name clearly
- ⊙ I am not able to view the name clearly **[TERMINATE]**

Q0P. Indique se você consegue ou não visualizar o nome claramente. *(Selecione apenas uma opção)*

- ⊙ Consigo ver o nome claramente
- ⊙ Não consigo visualizar o nome claramente **[TERMINATE]**

Q0S. Indique si puede ver el nombre claramente o no. *(Seleccione solo una opción)*

- ⊙ Puedo ver el nombre claramente
- ⊙ No puedo ver el nombre claramente **[TERMINATE]**

**[NEXT PAGE]**

Q1. Do you associate the name **[*pipe either* MATTOS INSURANCE *or* INSURANCE AGENCY]** with the insurance agency and brokerage services of … *(Select one only)*
**[ROTATE ORDER TOP-TO-BOTTOM; ANCHOR DK/UNSURE LAST]**

- ⊙ One company **[CONTINUE]**
- ⊙ More than one company **[SKIP TO END]**
- ⊙ No particular company **[SKIP TO END]**
- ⊙ Don't know/Unsure **[ANCHOR; SKIP TO END]**

Q1P. Você associa o nome **[*pipe either* MATTOS INSURANCE *or* INSURANCE AGENCY]** com os serviços de agência de seguros e corretagem de… *(Selecione apenas um opção)*
**[ROTATE ORDER TOP-TO-BOTTOM; ANCHOR DK/UNSURE LAST]**

- ⊙ Uma empresa **[CONTINUE]**

- ⊙ Mais de uma empresa **[SKIP TO END]**
- ⊙ Nenhuma empresa específica **[SKIP TO END]**
- ⊙ Não sei/Não tenho certeza **[ANCHOR; SKIP TO END]**

Q1S. ¿Asocia el nombre **[*pipe either* MATTOS INSURANCE *or* INSURANCE AGENCY]** con los servicios de agencia de seguros y corretaje de…? *(Seleccione solo una opción)*
**[ROTATE ORDER TOP-TO-BOTTOM; ANCHOR DK/UNSURE LAST]**

- ⊙ Una compañía **[CONTINUE]**
- ⊙ Más de una compañía **[SKIP TO END]**
- ⊙ Ninguna compañía en particular **[SKIP TO END]**
- ⊙ No sé/No estoy seguro(a) **[ANCHOR; SKIP TO END]**

**[NEXT PAGE]**

Q2. What exactly makes you associate the name **[*pipe either* MATTOS INSURANCE *or* INSURANCE AGENCY]** with the insurance agency and brokerage services of one company? Please list all of your reasons and be as specific as possible. *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

Q2P. O que exatamente faz você associar o nome **[*pipe either* MATTOS INSURANCE *or* INSURANCE AGENCY]** com os serviços de agência de seguros e corretagem de uma empresa? Liste todos os seus motivos e seja mais específico possível. *(Responder da forma mais completa possível. Sua resposta não está limitada ao tamanho da caixa.)*

Q2S. ¿Qué le hace exactamente asociar el nombre **[*pipe either* MATTOS INSURANCE *or* INSURANCE AGENCY]** con los servicios de agencia de seguros y corretaje de una compañía? Enumere todas sus razones y sea lo más específico posible. *(Responda de la manera más completa posible. No está limitado por el tamaño de la casilla de respuesta).*

**[TEXT BOX FOR ANSWER, CHECK BOX FOR DK/UNSURE; DO NOT ALLOW BLANK IF DK/UNSURE BOX IS NOT CHECKED]**

**[NEXT PAGE]**

**[END OF SURVEY; FORWARD TO PANEL THANK-YOU PAGE]**

## Appendix E: Response Statistics

| | |
|---|---|
| (A) Invitations sent | *8,196* |
| (B) Completed Surveys | *421* |
| (C) Disqualified | *415* |
| Terminates | *400* |
| Failed Gender and/or Age Validation | *15* |
| (D) Incomplete/Breakoffs | *12* |
| (E) Total Responding | *848* |
| Qualification Rate = (E-C)/(E) | *51.1%* |
| Completion Rate = (B)/(B+D) | *97.2%* |
| Response Rate = (E)/(A) | *10.3%* |

## Appendix F: Data Glossary

| Variable | Description | Code |
|---|---|---|
| ID | Respondent Identification Number | |
| Language | Indicates what language the survey was taken in | |
| Qs1 | What type of electronic device are you using to complete this survey? | 1 = Desktop computer<br>2 = Laptop computer<br>3 = Tablet computer<br>4 = Smartphone<br>5 = Other mobile or electronic device |
| Qs2 | Please select the gender with which you most closely identify. | 1 = Male<br>2 = Female<br>3 = Prefer not to answer |
| Qs3 | Into which of the following categories does your age fall? | 1 = Under 18<br>2 = 18 - 34<br>3 = 35 - 49<br>4 = 50 - 64<br>5 = 65+ |
| Qs4 | In which state do you currently reside? | |
| Qs5_1 | Do you or does any member of your household work for any of the following types of companies? | 1 = A company that sells insurance policies |
| Qs5_2 | Do you or does any member of your household work for any of the following types of companies? | 1 = A company that sells athletic equipment |
| Qs5_3 | Do you or does any member of your household work for any of the following types of companies? | 1 = A company that sells lawn and garden supplies |
| Qs5_4 | Do you or does any member of your household work for any of the following types of companies? | 1 = A company that sells household appliances |
| Qs5_5 | Do you or does any member of your household work for any of the following types of companies? | 1 = A company that sells mobile devices |
| Qs5_6 | Do you or does any member of your household work for any of the following types of companies? | 1 = A market research or advertising agency |
| Qs5_7 | Do you or does any member of your household work for any of the following types of companies? | 1 = None of the above |
| Qs6_1 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Purchased or renewed an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability) |
| Qs6_2 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Purchased athletic equipment (e.g., running shorts, tracksuits, ice skates, |

| | | |
|---|---|---|
| | | skis, tennis racket, soccer ball, weight bench) |
| Qs6_3 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Purchased lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products) |
| Qs6_4 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Purchased or rented a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range) |
| Qs6_5 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Purchased a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera) |
| Qs6_6 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Purchased voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket) |
| Qs6_7 | Which, if any, of the following have you personally done in the past 12 months? | 1 = Don't know/Unsure |
| Qs6_8 | Which, if any, of the following have you personally done in the past 12 months? | 1 = None of the above |
| Qs7 | You indicated that you have personally purchased or renewed an insurance policy in the past 12 months. Which of the following statements best describes your role in selecting the company from whom you purchased or renewed the insurance policy? | 1 = I was the primary decision maker in selecting the company from whom I purchased or renewed the insurance policy<br>2 = I had at least some input in selecting the company from whom I purchased or renewed the insurance policy<br>3 = I had no input in selecting the company from whom I purchased or renewed the insurance policy<br>4 = Don't know/Unsure |

| | | |
|---|---|---|
| Qs8_1 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Purchase or renew an insurance policy (e.g., health, auto, boat, renters, homeowners, workers compensation, general liability) |
| Qs8_2 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Purchase athletic equipment (e.g., running shorts, tracksuits, ice skates, skis, tennis racket, soccer ball, weight bench) |
| Qs8_3 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Purchase lawn and garden supplies (e.g., mulch, fertilizer, rake, lawn mower, planter, pest control products) |
| Qs8_4 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Purchase or rent a household appliance (e.g., refrigerator, dishwasher, washing machine, dryer, microwave, wine cooler, range) |
| Qs8_5 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Purchase a new or refurbished mobile device (e.g., smartphone, tablet, e-reader, laptop, smart watch, handheld game console, digital camera) |
| Qs8_6 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Purchase voquev supplies (e.g., voquev tether, voquev helmet, voquev bottle, voquev blanket) |
| Qs8_7 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = Don’t know/Unsure |
| Qs8_8 | Which, if any, of the following are you likely to personally do in the next 12 months? | 1 = None of the above |
| Qs9 | You indicated that you are likely to personally purchase or renew an insurance policy in the next 12 months. Which of the following statements best describes your role in selecting the company from whom you will purchase or renew the insurance policy? | 1 = I will be the primary decision maker in selecting the company from whom I will purchase or renew the insurance policy<br>2 = I will have at least some input in selecting the |

| | | |
|---|---|---|
| | | company from whom I will purchase or renew the insurance policy<br>3 = I will have no input in selecting the company from whom I will purchase or renew the insurance policy<br>4 = Don't know/Unsure |
| Qs10 | For quality control purposes, please select the "Other" option below and then type the word ['quality'] ['check'] ['survey'] ['question'] into the space provided. | 1 = Strongly agree<br>2 = Agree<br>3 = Neither agree nor disagree<br>4 = Disagree<br>5 = Strongly disagree<br>6 = Other. Please specify: |
| Qs10x | Response provided in the text box provided in Qs10 | |
| Qs10Word | Correct response for Qs10 | |
| Qs11 | You have qualified to take this survey. Before continuing, please carefully read these instructions… | 1 = I understand and agree to the above instructions<br>2 = I do not understand or do not agree to the above instructions |
| Q0 | Please indicate whether or not you are able to view the name clearly. | 1 = I am able to view the name clearly<br>2 = I am not able to view the name clearly |
| Q1 | Do you associate the name [PIPE EITHER: MATTOS INSURANCE [TEST] OR INSURANCE AGENCY [CONTROL]] with the insurance agency and brokerage services of… | 1 = One company<br>2 = More than one company<br>3 = No particular company<br>4 = Don't know/Unsure |
| Q2 | What exactly makes you associate the name [PIPE EITHER: MATTOS INSURANCE [TEST] OR INSURANCE AGENCY [CONTROL]] with the insurance agency and brokerage services of one company? Please list all of your reasons and be as specific as possible. | |
| Florida Subsample | | 1 = Florida Subsample |
| sVersion | Survey version | T = Test<br>C = Control |
| StartTime | Date and time respondent began survey | |
| EndTime | Date and time respondent finished survey | |
| Q2_OE | Q2 Open End Coding | 0 = Not Asked<br>1 = "Matos" |

| | | |
|---|---|---|
| | | 2 = Other<br>3 = Don’t know/Unsure |

# Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 61 | English | 4 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 63 | English | 3 | 1 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 65 | English | 1 | 1 | 5 | SC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 67 | English | 1 | 1 | 5 | TX | | | | | | | 1 | | 1 | 1 | | | | | |
| 68 | English | 1 | 1 | 5 | NJ | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 69 | English | 3 | 2 | 2 | FL | | | | | | | 1 | 1 | | | 1 | | | | |
| 71 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | | | | | | | |
| 77 | English | 1 | 1 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 81 | English | 4 | 1 | 3 | NC | | | | | | | 1 | | 1 | 1 | 1 | | | | |
| 82 | English | 2 | 1 | 5 | NC | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 83 | English | 2 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 84 | English | 2 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | | | | | | |
| 87 | English | 4 | 1 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |
| 88 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 89 | English | 2 | 1 | 5 | PA | | | | | | | 1 | 1 | 1 | | | | | | |
| 90 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 93 | English | 4 | 1 | 4 | NJ | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 94 | English | 1 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 95 | English | 4 | 1 | 2 | CT | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 97 | English | 2 | 1 | 4 | FL | | | | | | | 1 | 1 | | | 1 | | | | |
| 98 | English | 2 | 1 | 3 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 101 | English | 3 | 1 | 5 | TX | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 105 | English | 2 | 1 | 4 | FL | | | | | | | 1 | 1 | | | | | | | |

# Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 61 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 1 |
| 63 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 65 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 67 | | 1 | | 1 | | | | | | 1 | 6 | check | check | 1 | 1 | 4 |
| 68 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 69 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 2 |
| 71 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 77 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 81 | | 1 | 1 | 1 | 1 | 1 | | | | 1 | 6 | quality | quality | 1 | 1 | 4 |
| 82 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 83 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 84 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 87 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 88 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 89 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 90 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 93 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 2 |
| 94 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 95 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 97 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |
| 98 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 101 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 105 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 61 | They give me a good rate. And always keep there promises | 0 | C | 2/7/2024 9:20 | 2/7/2024 9:23 | 2 |
| 63 | | 0 | C | 2/7/2024 9:21 | 2/7/2024 9:27 | 0 |
| 65 | | 0 | T | 2/7/2024 9:21 | 2/7/2024 9:23 | 0 |
| 67 | | 0 | T | 2/7/2024 9:22 | 2/7/2024 9:30 | 0 |
| 68 | | 0 | C | 2/7/2024 9:22 | 2/7/2024 9:26 | 0 |
| 69 | | 1 | C | 2/7/2024 9:22 | 2/7/2024 9:24 | 0 |
| 71 | | 1 | T | 2/7/2024 9:22 | 2/7/2024 9:24 | 0 |
| 77 | | 0 | C | 2/7/2024 9:22 | 2/7/2024 9:24 | 0 |
| 81 | | 0 | T | 2/7/2024 9:23 | 2/7/2024 9:25 | 0 |
| 82 | | 0 | C | 2/7/2024 9:23 | 2/7/2024 9:27 | 0 |
| 83 | this is an individual | 0 | T | 2/7/2024 9:23 | 2/7/2024 9:25 | 2 |
| 84 | | 0 | T | 2/7/2024 9:23 | 2/7/2024 9:25 | 0 |
| 87 | | 1 | C | 2/7/2024 9:24 | 2/7/2024 9:27 | 0 |
| 88 | | 1 | C | 2/7/2024 9:24 | 2/7/2024 9:27 | 0 |
| 89 | it sounds like the last name of a specific person and not a compa ny or corporation | 0 | T | 2/7/2024 9:24 | 2/7/2024 9:26 | 2 |
| 90 | | 1 | C | 2/7/2024 9:24 | 2/7/2024 9:25 | 0 |
| 93 | | 0 | C | 2/7/2024 9:24 | 2/7/2024 9:27 | 0 |
| 94 | Because there is only one name and one product listed. | 1 | T | 2/7/2024 9:24 | 2/7/2024 9:28 | 2 |
| 95 | I honestly never heard of this insurance company. It sounds like a small private and brokerage company that doesn't have much attachments with alot of other companies. | 0 | T | 2/7/2024 9:24 | 2/7/2024 9:29 | 2 |
| 97 | I WAS THINKING ABOUT A SPECIFIC COMPANY FROM A PREVIOUS QUESTION. | 1 | C | 2/7/2024 9:25 | 2/7/2024 9:28 | 2 |
| 98 | | 0 | T | 2/7/2024 9:25 | 2/7/2024 9:29 | 0 |
| 101 | | 0 | T | 2/7/2024 9:52 | 2/7/2024 9:54 | 0 |
| 105 | agency is singular | 1 | C | 2/7/2024 9:52 | 2/7/2024 9:55 | 2 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 106 | English | 1 | 1 | 3 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 110 | English | 2 | 1 | 5 | CT | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 115 | English | 4 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 116 | English | 4 | 1 | 4 | PA | | | | | | | 1 | 1 | | | 1 | | | | |
| 117 | English | 4 | 1 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 122 | English | 2 | 1 | 3 | PA | | | | | | | 1 | | | | 1 | | | | |
| 124 | English | 4 | 2 | 2 | NJ | | | 1 | 1 | | | | 1 | 1 | 1 | 1 | 1 | | | |
| 130 | English | 4 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 131 | English | 1 | 1 | 3 | PA | | | | | | | 1 | 1 | | | | 1 | | | |
| 134 | English | 4 | 1 | 4 | SC | | | | | | | 1 | | | | | | | | 1 |
| 136 | English | 2 | 2 | 4 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 137 | English | 3 | 2 | 5 | CT | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 138 | English | 2 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 139 | English | 4 | 2 | 5 | NC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 140 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 142 | English | 1 | 1 | 5 | FL | | | | | | | 1 | | | 1 | | | | | |
| 143 | English | 4 | 2 | 3 | TX | | | | | | | 1 | | 1 | 1 | 1 | 1 | | | |
| 144 | English | 4 | 2 | 2 | PA | | | | | | | 1 | | | | 1 | 1 | | | |
| 145 | English | 4 | 2 | 3 | CT | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 147 | English | 2 | 2 | 5 | TX | | | | | | | 1 | 1 | | | | | | | |
| 148 | Spanish | 2 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 149 | English | 3 | 2 | 5 | FL | | | | | | | 1 | 1 | | | | 1 | | | |
| 151 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 152 | English | 2 | 2 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 153 | English | 4 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 154 | English | 4 | 2 | 5 | TX | | | | | | | 1 | 1 | | | | | | | |
| 157 | English | 4 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 158 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 160 | English | 1 | 2 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |

# Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 106 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 110 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 115 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 116 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 117 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 122 | | 1 | 1 | 1 | 1 | 1 | | | | 1 | 6 | question | question | 1 | 1 | 1 |
| 124 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 130 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 131 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |
| 134 | | 1 | | | | | | | | 1 | 6 | Quality | quality | 1 | 1 | 2 |
| 136 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 137 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 138 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 139 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 140 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 142 | | 1 | | | | | | | | 1 | 6 | quality | quality | 1 | 1 | 3 |
| 143 | | 1 | 1 | 1 | 1 | 1 | | | | 1 | 6 | question | question | 1 | 1 | 1 |
| 144 | | 1 | | | 1 | | | | | 1 | 6 | Question | question | 1 | 1 | 3 |
| 145 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 147 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 148 | 1 | | | | | | | | | | 6 | verificar | verificar | 1 | 1 | 2 |
| 149 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 151 | 2 | | | | | | | | | | 6 | Check | check | 1 | 1 | 1 |
| 152 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 153 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 154 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 157 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 158 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 160 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 106 | | 0 | T | 2/7/2024 9:52 | 2/7/2024 9:54 | 0 |
| 110 | mattos | 0 | T | 2/7/2024 9:53 | 2/7/2024 9:54 | 2 |
| 115 | | 0 | C | 2/7/2024 9:53 | 2/7/2024 9:54 | 0 |
| 116 | | 0 | C | 2/7/2024 9:53 | 2/7/2024 9:55 | 0 |
| 117 | | 0 | C | 2/7/2024 9:53 | 2/7/2024 9:55 | 0 |
| 122 | The names seems generic and can be used for insurance and brokerage services | 0 | T | 2/7/2024 9:53 | 2/7/2024 9:57 | 2 |
| 124 | | 0 | T | 2/7/2024 9:53 | 2/7/2024 9:56 | 0 |
| 130 | | 1 | T | 2/7/2024 9:54 | 2/7/2024 9:57 | 0 |
| 131 | Allstate | 0 | C | 2/7/2024 9:54 | 2/7/2024 9:59 | 2 |
| 134 | | 0 | C | 2/7/2024 9:58 | 2/7/2024 10:01 | 0 |
| 136 | | 0 | C | 2/7/2024 11:45 | 2/7/2024 11:47 | 0 |
| 137 | Mattos | 0 | T | 2/7/2024 11:45 | 2/7/2024 11:46 | 2 |
| 138 | | 0 | T | 2/7/2024 11:45 | 2/7/2024 11:46 | 0 |
| 139 | | 0 | T | 2/7/2024 11:45 | 2/7/2024 11:47 | 0 |
| 140 | | 0 | C | 2/7/2024 11:45 | 2/7/2024 11:47 | 0 |
| 142 | | 1 | C | 2/7/2024 11:45 | 2/7/2024 11:47 | 0 |
| 143 | It's a singular name. | 0 | C | 2/7/2024 11:45 | 2/7/2024 11:50 | 2 |
| 144 | | 0 | T | 2/7/2024 11:45 | 2/7/2024 11:48 | 0 |
| 145 | | 0 | C | 2/7/2024 11:45 | 2/7/2024 11:47 | 0 |
| 147 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 148 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 149 | | 1 | T | 2/7/2024 11:46 | 2/7/2024 11:47 | 0 |
| 151 | Because there is no extended name beyond insurance to say "brokers" or anything else like that. | 0 | T | 2/7/2024 11:46 | 2/7/2024 11:48 | 2 |
| 152 | cause its plural | 1 | C | 2/7/2024 11:46 | 2/7/2024 11:48 | 2 |
| 153 | Don't know | 1 | T | 2/7/2024 11:46 | 2/7/2024 11:52 | 3 |
| 154 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:50 | 0 |
| 157 | | 0 | T | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 158 | | 0 | T | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 160 | | 1 | T | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 161 | English | 4 | 2 | 4 | NC | | | | | | | 1 | 1 | | | 1 | | | | |
| 164 | English | 1 | 2 | 5 | CT | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 169 | English | 2 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 171 | English | 4 | 1 | 2 | SC | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 172 | Spanish | 4 | 2 | 5 | TX | | | | | | | 1 | 1 | | | | | | | |
| 173 | English | 1 | 1 | 5 | SC | | | | | | | 1 | | 1 | 1 | | | | | |
| 175 | English | 1 | 2 | 2 | FL | | | | | | | 1 | | | | 1 | | | | |
| 178 | English | 4 | 2 | 3 | FL | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 180 | English | 2 | 2 | 4 | NC | | | | | | | 1 | 1 | | | | | | | |
| 182 | English | 4 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 183 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |
| 185 | English | 4 | 2 | 3 | NC | | | | | | | 1 | 1 | | | | 1 | | | |
| 186 | English | 4 | 1 | 4 | NJ | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 188 | English | 1 | 2 | 4 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 189 | English | 3 | 2 | 5 | NJ | | | | | | | 1 | | | | | | | | 1 |
| 191 | English | 4 | 2 | 3 | FL | | | | | | | 1 | | | | | 1 | | | |
| 193 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | | | | | | | |
| 195 | English | 2 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 199 | English | 4 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 200 | English | 1 | 2 | 5 | NC | | | | | | | 1 | 1 | | | | | | | |
| 201 | English | 4 | 2 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 205 | English | 2 | 2 | 5 | NC | | | | | | | 1 | 1 | | | | | | | |
| 206 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 207 | English | 2 | 2 | 4 | SC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 209 | English | 4 | 2 | 5 | NC | | | | | | | 1 | 1 | | 1 | | | | | |
| 211 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 216 | English | 4 | 2 | 3 | PA | | | | | | | 1 | | | | | 1 | | | |
| 217 | English | 4 | 2 | 2 | FL | | | | 1 | | | | 1 | | | 1 | 1 | | | |

# Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 161 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 164 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 169 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 171 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 172 | 2 | | | | | | | | | | 6 | Pregunta | pregunta | 1 | 1 | 2 |
| 173 | | 1 | 1 | 1 | | | | | | 1 | 6 | survey | survey | 1 | 1 | 2 |
| 175 | | 1 | | | | 1 | | | | 1 | 6 | quality | quality | 1 | 1 | 3 |
| 178 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 180 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 182 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 183 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 185 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 186 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |
| 188 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 189 | | 1 | | | | | | | | 1 | 6 | Survey | survey | 1 | 1 | 3 |
| 191 | | 1 | | 1 | 1 | | | | | 1 | 6 | check | check | 1 | 1 | 1 |
| 193 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 195 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 199 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 200 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 201 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 205 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 206 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 207 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 209 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 211 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 2 |
| 216 | | 1 | 1 | | | | | | | 1 | 6 | Check | check | 1 | 1 | 4 |
| 217 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 2 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 161 | It is not plural meaning one agency | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:50 | 2 |
| 164 | | 0 | T | 2/7/2024 11:46 | 2/7/2024 11:56 | 0 |
| 169 | | 1 | C | 2/7/2024 11:46 | 2/7/2024 11:49 | 0 |
| 171 | Mattos sounds like the last name of the founder or owner of the insurance company. | 0 | T | 2/7/2024 11:46 | 2/7/2024 11:51 | 2 |
| 172 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:50 | 0 |
| 173 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:50 | 0 |
| 175 | | 1 | C | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 178 | | 1 | C | 2/7/2024 11:46 | 2/7/2024 11:50 | 0 |
| 180 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 182 | | 0 | C | 2/7/2024 11:46 | 2/7/2024 11:50 | 0 |
| 183 | | 1 | T | 2/7/2024 11:46 | 2/7/2024 11:48 | 0 |
| 185 | | 0 | C | 2/7/2024 11:47 | 2/7/2024 11:49 | 0 |
| 186 | Has a single name, possibly a family name | 0 | T | 2/7/2024 11:47 | 2/7/2024 11:50 | 2 |
| 188 | | 0 | T | 2/7/2024 11:47 | 2/7/2024 11:53 | 0 |
| 189 | | 0 | T | 2/7/2024 11:47 | 2/7/2024 11:51 | 0 |
| 191 | They have there own buisiness run there own thing competitive prices competitive quote and discounts | 1 | T | 2/7/2024 11:47 | 2/7/2024 11:53 | 2 |
| 193 | | 0 | C | 2/7/2024 11:48 | 2/7/2024 11:50 | 0 |
| 195 | | 0 | T | 2/7/2024 11:48 | 2/7/2024 11:50 | 0 |
| 199 | | 0 | T | 2/7/2024 11:55 | 2/7/2024 11:57 | 0 |
| 200 | | 0 | T | 2/7/2024 12:17 | 2/7/2024 12:19 | 0 |
| 201 | | 1 | T | 2/7/2024 12:17 | 2/7/2024 12:20 | 0 |
| 205 | | 0 | C | 2/7/2024 12:17 | 2/7/2024 12:21 | 0 |
| 206 | | 0 | T | 2/7/2024 12:17 | 2/7/2024 12:19 | 0 |
| 207 | | 0 | C | 2/7/2024 12:17 | 2/7/2024 12:21 | 0 |
| 209 | | 0 | T | 2/7/2024 12:17 | 2/7/2024 12:20 | 0 |
| 211 | | 0 | C | 2/7/2024 12:18 | 2/7/2024 12:19 | 0 |
| 216 | | 0 | T | 2/7/2024 12:18 | 2/7/2024 12:20 | 0 |
| 217 | | 1 | C | 2/7/2024 12:18 | 2/7/2024 12:21 | 0 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 218 | English | 2 | 2 | 2 | CT | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 221 | English | 2 | 2 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 223 | English | 1 | 2 | 5 | PA | | | | | | | 1 | 1 | | | | 1 | | | |
| 229 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 230 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 231 | English | 3 | 2 | 3 | NC | | | | | | | 1 | | | | | 1 | | | |
| 234 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 238 | English | 4 | 2 | 3 | PA | | | | | | | 1 | | | | 1 | | | | |
| 239 | English | 4 | 1 | 3 | NJ | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 240 | English | 3 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 241 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 245 | English | 2 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 246 | English | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | | | | | | | |
| 248 | English | 4 | 1 | 2 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 251 | English | 4 | 2 | 2 | FL | | | | | | | 1 | | | | | 1 | | | |
| 252 | English | 4 | 1 | 3 | SC | | | | | | | 1 | 1 | | | 1 | | | | |
| 253 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 257 | English | 4 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | | | | | | |
| 259 | English | 4 | 1 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 260 | English | 1 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 261 | English | 2 | 1 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 265 | English | 3 | 1 | 4 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 267 | English | 4 | 1 | 3 | NJ | | | | | | | 1 | | | | | 1 | | | |
| 268 | English | 4 | 2 | 2 | CT | | | | | 1 | | | 1 | 1 | | | 1 | | | |
| 269 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 271 | English | 2 | 1 | 4 | SC | | | | | | | 1 | 1 | | | | | | | |
| 273 | English | 2 | 1 | 4 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 277 | English | 3 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |

## Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 218 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 221 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 223 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 229 | 2 | | | | | | | | | | 6 | Check | check | 1 | 1 | 4 |
| 230 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 231 | | 1 | | 1 | | 1 | | | | 1 | 6 | question | question | 1 | 1 | 1 |
| 234 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 2 |
| 238 | | 1 | | | | | | | | 2 | 6 | Check | check | 1 | 1 | 1 |
| 239 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 240 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 241 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 4 |
| 245 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 246 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 248 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 251 | | 1 | 1 | | | | | | | 1 | 6 | question | question | 1 | 1 | 3 |
| 252 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 253 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 257 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 259 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 260 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 261 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 265 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 267 | | 1 | | | | 1 | | | | 1 | 6 | Check | check | 1 | 1 | 3 |
| 268 | 2 | | | | | | | | | | 6 | Question | question | 1 | 1 | 1 |
| 269 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 271 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 273 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 277 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 218 | | 0 | C | 2/7/2024 12:18 | 2/7/2024 12:19 | 0 |
| 221 | | 0 | C | 2/7/2024 12:18 | 2/7/2024 12:21 | 0 |
| 223 | | 0 | C | 2/7/2024 12:18 | 2/7/2024 12:20 | 0 |
| 229 | | 0 | C | 2/7/2024 12:18 | 2/7/2024 12:21 | 0 |
| 230 | | 0 | T | 2/7/2024 12:18 | 2/7/2024 12:24 | 0 |
| 231 | It's a unique name that sounds like a single agent last name. | 0 | T | 2/7/2024 12:18 | 2/7/2024 12:23 | 2 |
| 234 | | 0 | C | 2/7/2024 12:19 | 2/7/2024 12:21 | 0 |
| 238 | There's only one name | 0 | T | 2/7/2024 12:35 | 2/7/2024 12:37 | 2 |
| 239 | | 0 | T | 2/7/2024 17:18 | 2/7/2024 17:19 | 0 |
| 240 | | 1 | C | 2/7/2024 17:18 | 2/7/2024 17:19 | 0 |
| 241 | | 0 | T | 2/7/2024 17:18 | 2/7/2024 17:20 | 0 |
| 245 | | 0 | T | 2/7/2024 17:18 | 2/7/2024 17:20 | 0 |
| 246 | | 1 | C | 2/7/2024 17:18 | 2/7/2024 17:20 | 0 |
| 248 | | 0 | C | 2/7/2024 17:18 | 2/7/2024 17:21 | 0 |
| 251 | | 1 | T | 2/7/2024 17:18 | 2/7/2024 17:22 | 0 |
| 252 | | 0 | C | 2/7/2024 17:18 | 2/7/2024 17:21 | 0 |
| 253 | | 1 | C | 2/7/2024 17:18 | 2/7/2024 17:21 | 0 |
| 257 | Mattos | 0 | T | 2/7/2024 17:19 | 2/7/2024 17:21 | 2 |
| 259 | | 1 | T | 2/7/2024 17:19 | 2/7/2024 17:23 | 0 |
| 260 | | 0 | T | 2/7/2024 17:19 | 2/7/2024 17:20 | 0 |
| 261 | | 1 | T | 2/7/2024 17:19 | 2/7/2024 17:24 | 0 |
| 265 | | 1 | C | 2/7/2024 17:19 | 2/7/2024 17:21 | 0 |
| 267 | | 0 | C | 2/7/2024 17:19 | 2/7/2024 17:22 | 0 |
| 268 | The reason which makes me think that insurance agency is associated with the brokage services is impulse and post production services | 0 | C | 2/7/2024 17:19 | 2/7/2024 17:23 | 2 |
| 269 | | 1 | C | 2/7/2024 17:19 | 2/7/2024 17:22 | 0 |
| 271 | | 0 | T | 2/7/2024 17:19 | 2/7/2024 17:23 | 0 |
| 273 | | 0 | T | 2/7/2024 17:21 | 2/7/2024 17:27 | 0 |
| 277 | | 1 | C | 2/7/2024 17:49 | 2/7/2024 17:51 | 0 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 278 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 279 | English | 2 | 2 | 2 | PA | | | | | | | 1 | 1 | | | | | | | |
| 280 | English | 4 | 1 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 281 | English | 2 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 282 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 289 | English | 3 | 1 | 2 | TX | | | | | | | 1 | | | 1 | 1 | 1 | | | |
| 290 | English | 4 | 1 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 291 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 292 | English | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 293 | English | 4 | 1 | 2 | FL | | | | | | | 1 | | 1 | | | | | | |
| 294 | English | 4 | 1 | 3 | TX | | | | | | | 1 | | | 1 | | | | | |
| 295 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 300 | English | 4 | 1 | 3 | FL | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 302 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 303 | English | 1 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 310 | English | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | | | | | | | |
| 316 | Spanish | 2 | 2 | 2 | CT | | | | | | | 1 | | | | | 1 | | | |
| 319 | English | 4 | 2 | 2 | NC | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 321 | English | 4 | 2 | 2 | PA | | | | | | | 1 | | 1 | | | 1 | | | |
| 323 | English | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | | | | | | | |
| 330 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 333 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 334 | English | 3 | 1 | 3 | PA | | | | | | | 1 | | | | | 1 | | | |
| 336 | English | 3 | 1 | 3 | PA | | | | | | | 1 | 1 | | | 1 | | | | |
| 338 | English | 1 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 339 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 340 | English | 2 | 1 | 3 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 342 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 348 | English | 4 | 1 | 3 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 350 | English | 4 | 1 | 3 | CT | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |

## Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 278 | 2 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 279 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 280 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 281 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 282 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 4 |
| 289 | | 1 | | 1 | 1 | | | | | 2 | 6 | Quality | quality | 1 | 1 | 3 |
| 290 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 291 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 292 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 1 |
| 293 | | 1 | 1 | | | | | | | 2 | 6 | question | question | 1 | 1 | 2 |
| 294 | | 1 | | 1 | | | | | | 1 | 6 | check | check | 1 | 1 | 4 |
| 295 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 300 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 302 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 303 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 310 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 4 |
| 316 | | 1 | | | | 1 | | | | 1 | 6 | check | check | 1 | 1 | 1 |
| 319 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 321 | | 1 | 1 | | | 1 | | | | 1 | 6 | Quality | quality | 1 | 1 | 3 |
| 323 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 330 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 4 |
| 333 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 334 | | 1 | 1 | 1 | | 1 | | | | 2 | 6 | Survey | survey | 1 | 1 | 4 |
| 336 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 338 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 339 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 340 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 342 | 2 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 4 |
| 348 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 350 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 278 | | 1 | T | 2/7/2024 17:49 | 2/7/2024 17:52 | 0 |
| 279 | | 0 | C | 2/7/2024 17:49 | 2/7/2024 17:51 | 0 |
| 280 | | 0 | C | 2/7/2024 17:49 | 2/7/2024 17:51 | 0 |
| 281 | | 1 | T | 2/7/2024 17:50 | 2/7/2024 17:52 | 0 |
| 282 | | 0 | T | 2/7/2024 17:50 | 2/7/2024 17:52 | 0 |
| 289 | | 0 | T | 2/7/2024 17:50 | 2/7/2024 17:51 | 0 |
| 290 | | 0 | T | 2/7/2024 17:50 | 2/7/2024 17:52 | 0 |
| 291 | It sound like it would be a name of one company and i feel like i have heard this name before. | 0 | T | 2/7/2024 17:50 | 2/7/2024 17:52 | 2 |
| 292 | It's clearly states it. | 1 | T | 2/7/2024 17:50 | 2/7/2024 17:52 | 2 |
| 293 | | 1 | T | 2/7/2024 17:50 | 2/7/2024 17:51 | 0 |
| 294 | | 0 | C | 2/7/2024 17:50 | 2/7/2024 17:53 | 0 |
| 295 | | 0 | C | 2/7/2024 17:50 | 2/7/2024 17:53 | 0 |
| 300 | | 1 | C | 2/7/2024 17:51 | 2/7/2024 17:55 | 0 |
| 302 | | 0 | C | 2/7/2024 17:51 | 2/7/2024 17:52 | 0 |
| 303 | | 0 | C | 2/7/2024 17:51 | 2/7/2024 17:54 | 0 |
| 310 | | 1 | C | 2/7/2024 17:55 | 2/7/2024 17:58 | 0 |
| 316 | The name refers to an agency | 0 | C | 2/7/2024 18:21 | 2/7/2024 18:24 | 2 |
| 319 | | 0 | T | 2/7/2024 18:21 | 2/7/2024 18:27 | 0 |
| 321 | | 0 | T | 2/7/2024 18:22 | 2/7/2024 18:23 | 0 |
| 323 | | 1 | C | 2/7/2024 18:22 | 2/7/2024 18:24 | 0 |
| 330 | | 0 | T | 2/7/2024 19:32 | 2/7/2024 19:35 | 0 |
| 333 | | 0 | T | 2/7/2024 19:32 | 2/7/2024 19:34 | 0 |
| 334 | | 0 | T | 2/7/2024 19:32 | 2/7/2024 19:35 | 0 |
| 336 | | 0 | C | 2/7/2024 19:33 | 2/7/2024 19:35 | 0 |
| 338 | | 0 | C | 2/7/2024 19:33 | 2/7/2024 19:38 | 0 |
| 339 | | 1 | T | 2/7/2024 19:33 | 2/7/2024 19:36 | 0 |
| 340 | | 0 | C | 2/7/2024 19:33 | 2/7/2024 19:34 | 0 |
| 342 | | 0 | T | 2/7/2024 19:33 | 2/7/2024 19:35 | 0 |
| 348 | | 0 | C | 2/7/2024 19:34 | 2/7/2024 19:37 | 0 |
| 350 | | 0 | C | 2/7/2024 19:34 | 2/7/2024 19:36 | 0 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 353 | English | 4 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 360 | English | 4 | 1 | 3 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 366 | English | 2 | 1 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 367 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | | | | 1 | | | |
| 369 | English | 4 | 1 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 371 | English | 4 | 1 | 2 | TX | | 1 | 1 | 1 | | | | 1 | | 1 | | 1 | | | |
| 373 | English | 4 | 1 | 4 | NC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 374 | English | 4 | 2 | 2 | FL | | | | | | | 1 | | | | | | | 1 | |
| 378 | English | 4 | 1 | 2 | NC | | | | | | | 1 | | 1 | | | 1 | | | |
| 380 | English | 4 | 1 | 2 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 381 | English | 1 | 1 | 4 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 383 | English | 4 | 1 | 2 | SC | | | 1 | | | | | 1 | 1 | 1 | 1 | | | | |
| 384 | English | 2 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 385 | English | 2 | 1 | 4 | PA | | | | | | | 1 | 1 | | | 1 | | | | |
| 387 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | | | | | | | |
| 388 | English | 4 | 2 | 2 | TX | | | 1 | 1 | | | | 1 | 1 | 1 | 1 | | | | |
| 392 | English | 4 | 2 | 2 | CT | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 393 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 397 | English | 2 | 2 | 5 | PA | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 399 | English | 1 | 1 | 2 | FL | | | | | | | 1 | | | | | 1 | | | |
| 400 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 403 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 404 | English | 3 | 2 | 5 | CT | | | | | | | 1 | 1 | | | | | | | |
| 406 | English | 4 | 2 | 4 | NC | | | | | | | 1 | 1 | | | | | | | |
| 407 | English | 4 | 1 | 3 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 409 | English | 2 | 2 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 410 | English | 4 | 2 | 4 | SC | | | | | | | 1 | | | | 1 | | | | |
| 411 | English | 2 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 412 | English | 2 | 2 | 5 | PA | | | | | | | 1 | 1 | | | | | | | |

## Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 353 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 1 |
| 360 | 2 | | | | | | | | | | 6 | Question | question | 1 | 1 | 4 |
| 366 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 367 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 369 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 4 |
| 371 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 373 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 374 | | 1 | | | 1 | 1 | | | | 1 | 6 | Survey | survey | 1 | 1 | 2 |
| 378 | | 1 | 1 | 1 | 1 | | | | | 1 | 6 | check | check | 1 | 1 | 3 |
| 380 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 381 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 383 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 2 |
| 384 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |
| 385 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 387 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 388 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 392 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 393 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 397 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 399 | | 1 | | 1 | | 1 | | | | 2 | 6 | check | check | 1 | 1 | 4 |
| 400 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 403 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 404 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 406 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 4 |
| 407 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 409 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 410 | | 1 | 1 | | | | | | | 2 | 6 | Question | question | 1 | 1 | 3 |
| 411 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 412 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 353 | It's a singular form noun, so it must be one agency or company. | 0 | C | 2/7/2024 19:34 | 2/7/2024 19:38 | 2 |
| 360 | | 0 | T | 2/7/2024 19:43 | 2/7/2024 19:48 | 0 |
| 366 | | 0 | T | 2/7/2024 19:53 | 2/7/2024 19:55 | 0 |
| 367 | | 1 | C | 2/7/2024 19:54 | 2/7/2024 19:56 | 0 |
| 369 | | 0 | T | 2/7/2024 19:54 | 2/7/2024 19:57 | 0 |
| 371 | | 0 | T | 2/7/2024 19:54 | 2/7/2024 19:57 | 0 |
| 373 | | 0 | C | 2/7/2024 19:54 | 2/7/2024 19:55 | 0 |
| 374 | | 1 | C | 2/7/2024 19:54 | 2/7/2024 19:56 | 0 |
| 378 | | 0 | T | 2/7/2024 19:54 | 2/7/2024 19:56 | 0 |
| 380 | | 0 | C | 2/7/2024 19:55 | 2/7/2024 20:05 | 0 |
| 381 | Because it only displays one name, Mattos. Also, it only displays one type of company, Insurance. | 0 | T | 2/7/2024 19:55 | 2/7/2024 19:57 | 2 |
| 383 | | 0 | T | 2/7/2024 19:55 | 2/7/2024 19:56 | 0 |
| 384 | Don't know | 0 | T | 2/7/2024 19:55 | 2/7/2024 20:02 | 3 |
| 385 | | 0 | T | 2/7/2024 19:55 | 2/7/2024 19:57 | 0 |
| 387 | | 0 | C | 2/7/2024 19:55 | 2/7/2024 20:00 | 0 |
| 388 | | 0 | C | 2/7/2024 19:55 | 2/7/2024 19:57 | 0 |
| 392 | | 0 | C | 2/7/2024 19:55 | 2/7/2024 19:57 | 0 |
| 393 | | 0 | C | 2/7/2024 19:57 | 2/7/2024 19:58 | 0 |
| 397 | it is unfamiliar as a group | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 2 |
| 399 | | 1 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 400 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:34 | 0 |
| 403 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 404 | It is written in singular | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:35 | 2 |
| 406 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 407 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 409 | | 1 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 410 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 411 | State Farm | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:35 | 2 |
| 412 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 414 | English | 2 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 417 | English | 4 | 1 | 4 | NJ | | | | | | | 1 | 1 | | | 1 | | | | |
| 419 | English | 2 | 1 | 4 | NC | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 420 | English | 1 | 1 | 5 | PA | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 423 | English | 1 | 2 | 4 | FL | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 426 | English | 3 | 1 | 4 | PA | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 427 | English | 2 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 432 | English | 2 | 1 | 5 | NC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 433 | English | 1 | 1 | 5 | NC | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 434 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | | | 1 | | | | |
| 435 | English | 2 | 2 | 5 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 438 | English | 4 | 2 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 440 | English | 1 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 441 | English | 4 | 1 | 3 | PA | | | | | | | 1 | | 1 | 1 | 1 | 1 | | | |
| 442 | English | 2 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 444 | English | 4 | 1 | 3 | NC | | | | | | | 1 | 1 | | | 1 | | | | |
| 447 | English | 4 | 2 | 3 | TX | | | | | | | 1 | | | | | | | | 1 |
| 450 | English | 1 | 1 | 5 | NJ | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 454 | English | 3 | 2 | 5 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 455 | English | 2 | 2 | 4 | FL | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |
| 457 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 459 | English | 2 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 461 | English | 4 | 1 | 3 | PA | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 463 | English | 4 | 2 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 464 | English | 4 | 2 | 3 | NC | | | | | | | 1 | 1 | | | | | | | |
| 467 | English | 2 | 2 | 3 | NC | | | | | | | 1 | 1 | | | | | | | |
| 469 | English | 2 | 2 | 5 | PA | | | | | | | 1 | 1 | 1 | | | | | | |
| 473 | English | 4 | 2 | 5 | PA | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 474 | English | 1 | 2 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |

# Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 414 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 417 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 419 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 420 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 423 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 426 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 427 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 432 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 433 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 434 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 435 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 438 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 1 |
| 440 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 441 | | 1 | 1 | 1 | | 1 | | | | 1 | 6 | survey | survey | 1 | 1 | 3 |
| 442 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 444 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 447 | | 1 | | | | | | | | 1 | 6 | Quality | quality | 1 | 1 | 2 |
| 450 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 454 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 455 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 457 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 459 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 461 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 463 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 464 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 467 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 469 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 473 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 474 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 414 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:41 | 0 |
| 417 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 419 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 420 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:35 | 0 |
| 423 | It is singular | 1 | T | 2/8/2024 9:33 | 2/8/2024 9:36 | 2 |
| 426 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 427 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 432 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:38 | 0 |
| 433 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 434 | | 1 | C | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 435 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:38 | 0 |
| 438 | Doesn't say agencies that would mean more than 1. | 1 | C | 2/8/2024 9:33 | 2/8/2024 9:38 | 2 |
| 440 | | 0 | C | 2/8/2024 9:33 | 2/8/2024 9:38 | 0 |
| 441 | | 0 | T | 2/8/2024 9:33 | 2/8/2024 9:36 | 0 |
| 442 | | 1 | C | 2/8/2024 9:34 | 2/8/2024 9:36 | 0 |
| 444 | | 0 | C | 2/8/2024 9:34 | 2/8/2024 9:37 | 0 |
| 447 | | 0 | C | 2/8/2024 9:34 | 2/8/2024 9:37 | 0 |
| 450 | | 0 | C | 2/8/2024 9:35 | 2/8/2024 9:37 | 0 |
| 454 | | 0 | T | 2/8/2024 10:04 | 2/8/2024 10:06 | 0 |
| 455 | | 1 | T | 2/8/2024 10:04 | 2/8/2024 10:06 | 0 |
| 457 | It says that it is an agency and it could be selling insurance for multiple companies. | 1 | C | 2/8/2024 10:04 | 2/8/2024 10:08 | 2 |
| 459 | | 0 | C | 2/8/2024 10:04 | 2/8/2024 10:07 | 0 |
| 461 | | 0 | C | 2/8/2024 10:04 | 2/8/2024 10:08 | 0 |
| 463 | | 1 | C | 2/8/2024 10:04 | 2/8/2024 10:07 | 0 |
| 464 | | 0 | T | 2/8/2024 10:04 | 2/8/2024 10:06 | 0 |
| 467 | | 0 | T | 2/8/2024 10:04 | 2/8/2024 10:11 | 0 |
| 469 | the name Mattos seems to be a single company | 0 | T | 2/8/2024 10:04 | 2/8/2024 10:06 | 2 |
| 473 | | 0 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 474 | | 1 | T | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 475 | English | 2 | 1 | 3 | FL | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 476 | English | 2 | 2 | 5 | SC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 477 | English | 2 | 1 | 4 | TX | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |
| 478 | English | 1 | 1 | 4 | FL | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 479 | English | 3 | 2 | 5 | FL | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 481 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 482 | English | 3 | 1 | 3 | SC | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 483 | English | 4 | 2 | 3 | FL | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 486 | English | 4 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 487 | English | 1 | 1 | 5 | PA | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 488 | English | 2 | 2 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 489 | English | 3 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 490 | English | 2 | 2 | 5 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 492 | English | 4 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |
| 493 | English | 1 | 2 | 5 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 495 | English | 3 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 498 | English | 1 | 2 | 4 | TX | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 499 | English | 2 | 1 | 5 | NC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 500 | English | 4 | 2 | 5 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 501 | English | 2 | 2 | 5 | CT | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 502 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 503 | English | 4 | 2 | 5 | PA | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 504 | English | 4 | 2 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 505 | English | 3 | 2 | 5 | NC | | | | | | | 1 | 1 | | 1 | | | | | |
| 507 | English | 2 | 1 | 5 | PA | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 508 | English | 2 | 2 | 3 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 509 | English | 3 | 2 | 5 | NJ | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 510 | Spanish | 4 | 1 | 4 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 511 | English | 1 | 2 | 5 | NC | | | | | | | 1 | 1 | | 1 | | | | | |
| 512 | English | 1 | 2 | 4 | NC | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 513 | English | 2 | 1 | 4 | CT | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 475 | 2 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 476 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 477 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 478 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 479 | 2 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 481 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 482 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 483 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 486 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 487 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 488 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 489 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 490 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 492 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 2 |
| 493 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 495 | 1 | | | | | | | | | | 6 | QUALITY | quality | 1 | 1 | 1 |
| 498 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 499 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 500 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 501 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 502 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 503 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 1 |
| 504 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 505 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 507 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 508 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 509 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 510 | 2 | | | | | | | | | | 6 | Encuesta | encuesta | 1 | 1 | 2 |
| 511 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 512 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 513 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 475 | | 1 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 476 | | 0 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 477 | Because it is singular and not plural. | 0 | C | 2/8/2024 10:05 | 2/8/2024 10:08 | 2 |
| 478 | | 1 | C | 2/8/2024 10:05 | 2/8/2024 10:08 | 0 |
| 479 | | 1 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 481 | | 0 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 482 | | 0 | T | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 483 | | 1 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 486 | | 0 | T | 2/8/2024 10:05 | 2/8/2024 10:06 | 0 |
| 487 | | 0 | T | 2/8/2024 10:05 | 2/8/2024 10:08 | 0 |
| 488 | | 0 | T | 2/8/2024 10:05 | 2/8/2024 10:09 | 0 |
| 489 | | 1 | T | 2/8/2024 10:05 | 2/8/2024 10:09 | 0 |
| 490 | | 0 | T | 2/8/2024 10:05 | 2/8/2024 10:10 | 0 |
| 492 | | 0 | C | 2/8/2024 10:05 | 2/8/2024 10:07 | 0 |
| 493 | | 0 | T | 2/8/2024 10:06 | 2/8/2024 10:09 | 0 |
| 495 | IT’S not a national name | 0 | T | 2/12/2024 10:06 | 2/12/2024 10:07 | 2 |
| 498 | Just reading the name stands out to me as one company | 0 | T | 2/12/2024 10:06 | 2/12/2024 10:09 | 2 |
| 499 | | 0 | C | 2/12/2024 10:06 | 2/12/2024 10:09 | 0 |
| 500 | | 0 | T | 2/12/2024 10:06 | 2/12/2024 10:12 | 0 |
| 501 | | 0 | C | 2/12/2024 10:06 | 2/12/2024 10:09 | 0 |
| 502 | | 0 | C | 2/12/2024 10:06 | 2/12/2024 10:10 | 0 |
| 503 | Sounds like it's independent owned | 0 | T | 2/12/2024 10:06 | 2/12/2024 10:09 | 2 |
| 504 | | 1 | T | 2/12/2024 10:06 | 2/12/2024 10:08 | 0 |
| 505 | | 0 | T | 2/12/2024 10:06 | 2/12/2024 10:09 | 0 |
| 507 | | 0 | T | 2/12/2024 10:06 | 2/12/2024 10:09 | 0 |
| 508 | | 0 | C | 2/12/2024 10:07 | 2/12/2024 10:11 | 0 |
| 509 | | 0 | C | 2/12/2024 10:07 | 2/12/2024 10:09 | 0 |
| 510 | | 0 | C | 2/12/2024 10:07 | 2/12/2024 10:09 | 0 |
| 511 | | 0 | T | 2/12/2024 10:07 | 2/12/2024 10:08 | 0 |
| 512 | | 0 | T | 2/12/2024 10:07 | 2/12/2024 10:08 | 0 |
| 513 | | 0 | T | 2/12/2024 10:07 | 2/12/2024 10:08 | 0 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 514 | English | 3 | 1 | 4 | SC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 515 | English | 1 | 2 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |
| 516 | English | 2 | 1 | 4 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 517 | English | 2 | 2 | 4 | PA | | | | | | | 1 | 1 | 1 | | | | | | |
| 522 | English | 1 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 523 | English | 2 | 1 | 4 | TX | | | | | | | 1 | 1 | | | 1 | | | | |
| 524 | English | 4 | 1 | 5 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 525 | English | 2 | 2 | 5 | TX | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 533 | English | 4 | 1 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 534 | English | 2 | 2 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |
| 535 | English | 4 | 1 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 536 | English | 2 | 2 | 4 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 538 | English | 3 | 1 | 4 | PA | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 541 | English | 3 | 1 | 4 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 542 | English | 2 | 2 | 5 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 544 | English | 1 | 2 | 4 | NC | | | | | | | 1 | 1 | 1 | | | | | | |
| 545 | English | 4 | 2 | 2 | FL | | | | | | | 1 | | | 1 | | | | | |
| 548 | English | 2 | 2 | 2 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 550 | English | 2 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 551 | English | 2 | 1 | 4 | NJ | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 552 | English | 2 | 2 | 5 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 553 | English | 1 | 1 | 5 | FL | | | | | | | 1 | | 1 | 1 | | | | | |
| 556 | English | 4 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 561 | English | 4 | 1 | 3 | FL | | | | | | | 1 | | | 1 | | 1 | | | |
| 563 | English | 2 | 1 | 5 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 564 | English | 3 | 1 | 5 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 565 | English | 4 | 2 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 570 | English | 3 | 1 | 3 | FL | | | | | | | 1 | | 1 | 1 | | | | | |
| 571 | English | 4 | 2 | 3 | PA | | | | | | | 1 | | | 1 | | | | | |
| 573 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 576 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 580 | English | 1 | 2 | 5 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |

## Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 514 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 1 |
| 515 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 516 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 517 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 522 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 523 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 524 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 525 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 533 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |
| 534 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 535 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 536 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 538 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 541 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 2 |
| 542 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 544 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 545 | | 1 | | 1 | | 1 | | | | 1 | 6 | check | check | 1 | 1 | 3 |
| 548 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 550 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 551 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 552 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 553 | | 1 | | 1 | 1 | | | | | 1 | 6 | check | check | 1 | 1 | 3 |
| 556 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 2 |
| 561 | | 1 | | 1 | | 1 | | | | 1 | 6 | question | question | 1 | 1 | 3 |
| 563 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 564 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 565 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 570 | | 1 | 1 | 1 | 1 | | | | | 1 | 6 | check | check | 1 | 1 | 3 |
| 571 | | 1 | | | | | | | | 1 | 6 | Question | question | 1 | 1 | 3 |
| 573 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 576 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 580 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 514 | Don't know | 0 | T | 2/12/2024 10:07 | 2/12/2024 10:09 | 3 |
| 515 | | 1 | C | 2/12/2024 10:07 | 2/12/2024 10:09 | 0 |
| 516 | | 0 | T | 2/12/2024 10:07 | 2/12/2024 10:08 | 0 |
| 517 | | 0 | T | 2/12/2024 10:07 | 2/12/2024 10:08 | 0 |
| 522 | | 0 | C | 2/12/2024 10:08 | 2/12/2024 10:10 | 0 |
| 523 | | 0 | C | 2/12/2024 10:08 | 2/12/2024 10:10 | 0 |
| 524 | Don't know | 0 | T | 2/12/2024 10:08 | 2/12/2024 10:13 | 3 |
| 525 | | 0 | C | 2/12/2024 10:08 | 2/12/2024 10:10 | 0 |
| 533 | Geicko | 0 | C | 2/12/2024 10:10 | 2/12/2024 10:22 | 2 |
| 534 | | 1 | C | 2/12/2024 10:17 | 2/12/2024 10:26 | 0 |
| 535 | | 0 | C | 2/12/2024 10:18 | 2/12/2024 10:25 | 0 |
| 536 | | 1 | T | 2/12/2024 10:37 | 2/12/2024 10:39 | 0 |
| 538 | | 0 | T | 2/12/2024 10:37 | 2/12/2024 10:39 | 0 |
| 541 | | 0 | C | 2/12/2024 10:37 | 2/12/2024 10:40 | 0 |
| 542 | | 0 | T | 2/12/2024 10:37 | 2/12/2024 10:40 | 0 |
| 544 | | 0 | C | 2/12/2024 10:37 | 2/12/2024 10:40 | 0 |
| 545 | | 1 | C | 2/12/2024 10:37 | 2/12/2024 10:39 | 0 |
| 548 | | 1 | T | 2/12/2024 10:38 | 2/12/2024 10:40 | 0 |
| 550 | | 0 | T | 2/12/2024 10:38 | 2/12/2024 10:40 | 0 |
| 551 | | 0 | T | 2/12/2024 10:38 | 2/12/2024 10:40 | 0 |
| 552 | | 1 | C | 2/12/2024 10:38 | 2/12/2024 10:40 | 0 |
| 553 | | 1 | T | 2/12/2024 10:38 | 2/12/2024 10:40 | 0 |
| 556 | | 0 | C | 2/12/2024 10:38 | 2/12/2024 10:39 | 0 |
| 561 | | 1 | C | 2/12/2024 10:40 | 2/12/2024 10:43 | 0 |
| 563 | | 0 | T | 2/12/2024 10:42 | 2/12/2024 10:45 | 0 |
| 564 | Don't know | 0 | C | 2/12/2024 10:43 | 2/12/2024 10:48 | 3 |
| 565 | It seems like it is locally own d q | 1 | T | 2/12/2024 15:12 | 2/12/2024 15:13 | 2 |
| 570 | | 1 | C | 2/12/2024 15:12 | 2/12/2024 15:14 | 0 |
| 571 | | 0 | T | 2/12/2024 15:12 | 2/12/2024 15:15 | 0 |
| 573 | | 0 | C | 2/12/2024 15:12 | 2/12/2024 15:14 | 0 |
| 576 | | 0 | C | 2/12/2024 15:12 | 2/12/2024 15:14 | 0 |
| 580 | | 0 | T | 2/12/2024 15:12 | 2/12/2024 15:15 | 0 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 581 | English | 2 | 1 | 4 | TX | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 585 | English | 2 | 2 | 5 | SC | | | | | | | 1 | 1 | | | | | | | |
| 587 | English | 4 | 2 | 3 | NJ | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 588 | English | 4 | 2 | 3 | SC | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 591 | English | 4 | 2 | 5 | TX | | | | | | | 1 | 1 | | | | | | | |
| 592 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 595 | English | 4 | 2 | 5 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 600 | English | 4 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 601 | English | 3 | 2 | 4 | NJ | | | | | | | 1 | | | | | | | | 1 |
| 603 | English | 2 | 2 | 3 | NJ | | | | | | | 1 | 1 | | | 1 | | | | |
| 604 | English | 3 | 1 | 4 | NJ | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 606 | English | 4 | 2 | 5 | SC | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 612 | English | 1 | 1 | 3 | FL | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 614 | English | 2 | 1 | 4 | PA | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 619 | English | 1 | 1 | 5 | TX | | | | | | | 1 | 1 | | | 1 | | | | |
| 621 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 622 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 624 | English | 1 | 1 | 4 | PA | | | | | | | 1 | 1 | | | | 1 | | | |
| 625 | English | 4 | 1 | 4 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 628 | English | 2 | 1 | 5 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 629 | English | 1 | 1 | 5 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 630 | English | 4 | 1 | 4 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 632 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 633 | English | 2 | 1 | 5 | NC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 634 | English | 1 | 1 | 5 | NC | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 636 | English | 2 | 1 | 5 | SC | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 637 | English | 1 | 1 | 5 | NJ | | | | | | | 1 | 1 | | 1 | | | | | |
| 638 | English | 2 | 1 | 5 | TX | | | | | | | 1 | | | 1 | | | | | |
| 639 | English | 1 | 1 | 4 | PA | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 640 | English | 1 | 1 | 4 | NJ | | | | | | | 1 | 1 | 1 | 1 | | | | | |

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 581 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 585 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 587 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 588 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 591 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 592 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 595 | 2 | | | | | | | | | | 6 | Check | check | 1 | 1 | 4 |
| 600 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 601 | | 1 | | 1 | | | | | | 2 | 6 | check | check | 1 | 1 | 1 |
| 603 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 604 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 606 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 612 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 614 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 619 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 621 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 622 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 624 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 625 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 628 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 629 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 630 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 632 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 633 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 634 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 636 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 637 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 638 | | 1 | | | | 1 | | | | 1 | 6 | survey | survey | 1 | 1 | 3 |
| 639 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 640 | 2 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 581 | | 0 | T | 2/12/2024 15:12 | 2/12/2024 15:15 | 0 |
| 585 | | 0 | C | 2/12/2024 15:13 | 2/12/2024 15:16 | 0 |
| 587 | | 0 | C | 2/12/2024 15:13 | 2/12/2024 15:16 | 0 |
| 588 | | 0 | T | 2/12/2024 15:13 | 2/12/2024 15:14 | 0 |
| 591 | | 0 | C | 2/12/2024 15:13 | 2/12/2024 15:17 | 0 |
| 592 | | 0 | T | 2/12/2024 15:13 | 2/12/2024 15:15 | 0 |
| 595 | | 0 | T | 2/12/2024 15:14 | 2/12/2024 15:47 | 0 |
| 600 | | 1 | T | 2/12/2024 15:43 | 2/12/2024 15:44 | 0 |
| 601 | It says agency not agencies | 0 | C | 2/12/2024 15:43 | 2/12/2024 15:45 | 2 |
| 603 | | 0 | C | 2/12/2024 15:43 | 2/12/2024 15:45 | 0 |
| 604 | Because it’s what it means, they sell insurance | 0 | C | 2/12/2024 15:43 | 2/12/2024 15:46 | 2 |
| 606 | | 0 | C | 2/12/2024 15:43 | 2/12/2024 16:35 | 0 |
| 612 | | 1 | C | 2/12/2024 15:44 | 2/12/2024 15:45 | 0 |
| 614 | | 0 | T | 2/12/2024 15:44 | 2/12/2024 15:47 | 0 |
| 619 | | 0 | T | 2/12/2024 16:14 | 2/12/2024 16:16 | 0 |
| 621 | | 1 | T | 2/12/2024 16:15 | 2/12/2024 16:16 | 0 |
| 622 | I take an agency to be a representative of one particular company. | 1 | C | 2/12/2024 16:15 | 2/12/2024 16:18 | 2 |
| 624 | | 0 | C | 2/12/2024 16:15 | 2/12/2024 16:17 | 0 |
| 625 | | 0 | C | 2/12/2024 16:15 | 2/12/2024 16:18 | 0 |
| 628 | | 0 | T | 2/12/2024 16:16 | 2/12/2024 16:17 | 0 |
| 629 | Don't know | 0 | T | 2/12/2024 16:16 | 2/12/2024 16:19 | 3 |
| 630 | | 0 | C | 2/12/2024 16:16 | 2/12/2024 16:18 | 0 |
| 632 | | 1 | C | 2/12/2024 16:16 | 2/12/2024 16:20 | 0 |
| 633 | | 0 | T | 2/12/2024 16:16 | 2/12/2024 16:18 | 0 |
| 634 | | 0 | C | 2/12/2024 16:17 | 2/12/2024 16:20 | 0 |
| 636 | | 0 | T | 2/12/2024 16:17 | 2/12/2024 16:21 | 0 |
| 637 | | 0 | T | 2/12/2024 16:17 | 2/12/2024 16:19 | 0 |
| 638 | | 0 | T | 2/12/2024 16:17 | 2/12/2024 16:21 | 0 |
| 639 | | 0 | C | 2/12/2024 16:17 | 2/12/2024 16:20 | 0 |
| 640 | | 0 | T | 2/12/2024 16:17 | 2/12/2024 16:19 | 0 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 644 | English | 2 | 1 | 4 | NC | | | | | | | 1 | 1 | | | | | | | |
| 645 | Spanish | 4 | 1 | 4 | FL | | | | | | | 1 | | | | 1 | 1 | | | |
| 649 | English | 3 | 1 | 4 | NJ | | | | | | | 1 | 1 | | 1 | | | | | |
| 652 | English | 2 | 1 | 5 | PA | | | | | | | 1 | 1 | | | | 1 | | | |
| 653 | English | 2 | 1 | 5 | TX | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 655 | English | 2 | 1 | 5 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 657 | English | 2 | 1 | 4 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 658 | English | 4 | 1 | 4 | NJ | | | | | | | 1 | 1 | | 1 | | | | | |
| 660 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 666 | English | 4 | 1 | 4 | PA | | | | | | | 1 | 1 | | | | | | | |
| 667 | English | 2 | 1 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 668 | English | 2 | 1 | 4 | NJ | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 669 | English | 3 | 1 | 4 | FL | | | | | | | 1 | 1 | | | | 1 | | | |
| 670 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 671 | English | 2 | 1 | 5 | SC | | | | | | | 1 | 1 | | | | | | | |
| 672 | English | 1 | 1 | 2 | TX | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 673 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 674 | English | 2 | 1 | 5 | NC | | | | | | | 1 | 1 | | | | | | | |
| 676 | English | 4 | 1 | 4 | NJ | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |
| 677 | English | 2 | 1 | 5 | SC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 679 | English | 2 | 1 | 5 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 684 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 685 | English | 1 | 2 | 4 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 689 | English | 1 | 2 | 3 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 690 | English | 2 | 1 | 4 | SC | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 691 | English | 4 | 2 | 4 | NJ | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 692 | English | 4 | 2 | 3 | NC | | | 1 | | 1 | | | 1 | | 1 | | 1 | | | |
| 693 | English | 2 | 2 | 4 | NJ | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 694 | English | 4 | 2 | 4 | NC | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 695 | English | 2 | 2 | 4 | PA | | | | | | | 1 | 1 | 1 | 1 | | | | | |

## Appendix G: Data Listing

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 644 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 645 | | 1 | | 1 | | | | | | 1 | 6 | Pregunta | pregunta | 1 | 1 | 4 |
| 649 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 652 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 653 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 655 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 657 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 658 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 660 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 666 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 667 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 668 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 2 |
| 669 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 670 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 671 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 672 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 673 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 674 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 676 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 677 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 679 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 684 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 685 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 689 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 690 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 691 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 692 | 2 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 3 |
| 693 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 694 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 1 |
| 695 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 644 | | 0 | T | 2/12/2024 16:18 | 2/12/2024 16:22 | 0 |
| 645 | | 1 | T | 2/12/2024 16:18 | 2/12/2024 16:21 | 0 |
| 649 | | 0 | C | 2/12/2024 16:22 | 2/12/2024 16:23 | 0 |
| 652 | | 0 | C | 2/12/2024 16:45 | 2/12/2024 16:47 | 0 |
| 653 | | 0 | C | 2/12/2024 16:45 | 2/12/2024 16:47 | 0 |
| 655 | Don't know | 0 | T | 2/12/2024 16:46 | 2/12/2024 16:48 | 3 |
| 657 | | 0 | T | 2/12/2024 16:46 | 2/12/2024 16:48 | 0 |
| 658 | | 0 | T | 2/12/2024 16:46 | 2/12/2024 16:48 | 0 |
| 660 | does not say service or indicate there are other susidarieries | 1 | T | 2/12/2024 16:46 | 2/12/2024 16:49 | 2 |
| 666 | | 0 | C | 2/12/2024 16:47 | 2/12/2024 16:49 | 0 |
| 667 | | 0 | C | 2/12/2024 16:47 | 2/12/2024 16:49 | 0 |
| 668 | | 0 | C | 2/12/2024 16:47 | 2/12/2024 16:50 | 0 |
| 669 | | 1 | T | 2/12/2024 16:47 | 2/12/2024 16:52 | 0 |
| 670 | | 1 | T | 2/12/2024 16:47 | 2/12/2024 16:50 | 0 |
| 671 | | 0 | T | 2/12/2024 16:47 | 2/12/2024 16:50 | 0 |
| 672 | | 0 | C | 2/12/2024 16:47 | 2/12/2024 16:49 | 0 |
| 673 | | 1 | C | 2/12/2024 16:48 | 2/12/2024 16:50 | 0 |
| 674 | | 0 | C | 2/12/2024 16:48 | 2/12/2024 16:53 | 0 |
| 676 | | 0 | T | 2/12/2024 16:48 | 2/12/2024 16:50 | 0 |
| 677 | | 0 | T | 2/12/2024 16:48 | 2/12/2024 16:51 | 0 |
| 679 | | 0 | C | 2/12/2024 16:53 | 2/12/2024 17:00 | 0 |
| 684 | | 1 | C | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 685 | | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 689 | | 1 | T | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 690 | | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:40 | 0 |
| 691 | | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 692 | | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 693 | | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:40 | 0 |
| 694 | It seems like it’s the last name of the owner | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:39 | 2 |
| 695 | | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 696 | English | 1 | 2 | 3 | NJ | | | | | | | 1 | 1 | | | | | | | |
| 698 | English | 1 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 700 | English | 3 | 2 | 4 | CT | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 701 | English | 2 | 1 | 5 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 703 | English | 2 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 704 | English | 2 | 2 | 3 | CT | | | | | | | 1 | 1 | | | | | | | |
| 705 | English | 2 | 2 | 4 | CT | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 706 | English | 4 | 2 | 3 | FL | | | | | | | 1 | 1 | | | | 1 | | | |
| 707 | English | 4 | 2 | 4 | TX | | | | | | | 1 | 1 | | | 1 | | | | |
| 708 | English | 4 | 2 | 4 | TX | | | | | | | 1 | 1 | | | | 1 | | | |
| 709 | English | 2 | 2 | 4 | NJ | | | | | | | 1 | 1 | | 1 | | | | | |
| 710 | English | 4 | 2 | 4 | FL | | | | | | | 1 | 1 | | 1 | | | | | |
| 712 | English | 4 | 2 | 2 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 714 | English | 3 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 715 | English | 2 | 2 | 4 | PA | | | | | | | 1 | | | | | 1 | | | |
| 718 | English | 1 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 719 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | | | | | | | |
| 725 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | | 1 | | | | | |
| 727 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 730 | English | 4 | 2 | 4 | NC | | | | | | | 1 | 1 | | 1 | | | | | |
| 733 | English | 1 | 2 | 4 | FL | | | | | | | 1 | 1 | | | 1 | | | | |
| 735 | English | 4 | 2 | 4 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 736 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | | | 1 | 1 | | | |
| 738 | English | 2 | 2 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 739 | English | 1 | 2 | 4 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 740 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | | 1 | | | | | |
| 744 | English | 1 | 2 | 4 | TX | | | | | | | 1 | | | 1 | | 1 | | | |
| 745 | English | 4 | 2 | 4 | FL | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 748 | English | 1 | 2 | 3 | FL | | | | | | | 1 | 1 | | | 1 | 1 | | | |

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 696 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 698 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 700 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 701 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 703 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 704 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 705 | 2 | | | | | | | | | | 6 | check | check | 1 | 1 | 1 |
| 706 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 707 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 708 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 709 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 710 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 712 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 714 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 4 |
| 715 | | 1 | 1 | | | 1 | | | | 1 | 6 | check | check | 1 | 1 | 4 |
| 718 | 1 | | | | | | | | | | 6 | QUALITY | quality | 1 | 1 | 2 |
| 719 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 725 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 2 |
| 727 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 1 |
| 730 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 733 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 735 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 736 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 4 |
| 738 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 739 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 740 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 1 |
| 744 | | 1 | | | | | | | | 2 | 6 | check | check | 1 | 1 | 2 |
| 745 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 748 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 696 | | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 698 | | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:43 | 0 |
| 700 | | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:40 | 0 |
| 701 | | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:41 | 0 |
| 703 | it is a name of an infurance company | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:41 | 2 |
| 704 | | 0 | T | 2/13/2024 9:37 | 2/13/2024 9:39 | 0 |
| 705 | An insurance agency would be one company but it would sell policies from different insurance companies, | 0 | C | 2/13/2024 9:37 | 2/13/2024 9:40 | 2 |
| 706 | | 1 | C | 2/13/2024 9:38 | 2/13/2024 9:40 | 0 |
| 707 | | 0 | C | 2/13/2024 9:38 | 2/13/2024 9:40 | 0 |
| 708 | | 0 | T | 2/13/2024 9:38 | 2/13/2024 9:43 | 0 |
| 709 | Because Agency is not plural. | 0 | C | 2/13/2024 9:38 | 2/13/2024 9:41 | 2 |
| 710 | | 1 | T | 2/13/2024 9:38 | 2/13/2024 9:41 | 0 |
| 712 | | 0 | T | 2/13/2024 9:39 | 2/13/2024 9:41 | 0 |
| 714 | | 0 | T | 2/13/2024 9:40 | 2/13/2024 9:41 | 0 |
| 715 | | 0 | T | 2/13/2024 9:40 | 2/13/2024 9:43 | 0 |
| 718 | | 0 | C | 2/13/2024 9:42 | 2/13/2024 9:44 | 0 |
| 719 | | 0 | C | 2/13/2024 9:44 | 2/13/2024 9:51 | 0 |
| 725 | | 0 | C | 2/13/2024 10:08 | 2/13/2024 10:13 | 0 |
| 727 | No punctuation in the S and also it sounds like a family company owned business | 0 | T | 2/13/2024 10:08 | 2/13/2024 10:12 | 2 |
| 730 | | 0 | C | 2/13/2024 10:09 | 2/13/2024 10:11 | 0 |
| 733 | | 1 | T | 2/13/2024 10:09 | 2/13/2024 10:10 | 0 |
| 735 | | 1 | C | 2/13/2024 10:09 | 2/13/2024 10:14 | 0 |
| 736 | | 0 | C | 2/13/2024 10:09 | 2/13/2024 10:11 | 0 |
| 738 | | 1 | T | 2/13/2024 10:09 | 2/13/2024 10:12 | 0 |
| 739 | | 0 | T | 2/13/2024 10:09 | 2/13/2024 10:10 | 0 |
| 740 | Don't know | 0 | T | 2/13/2024 10:09 | 2/13/2024 10:16 | 3 |
| 744 | | 0 | C | 2/13/2024 10:09 | 2/13/2024 10:11 | 0 |
| 745 | | 1 | T | 2/13/2024 10:09 | 2/13/2024 10:11 | 0 |
| 748 | | 1 | C | 2/13/2024 10:09 | 2/13/2024 10:12 | 0 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 751 | English | 4 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | 1 | 1 | | | |
| 753 | English | 1 | 2 | 2 | SC | | | | | | | 1 | | | | | | | | 1 |
| 755 | English | 4 | 2 | 4 | FL | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 758 | English | 4 | 2 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 765 | English | 4 | 2 | 3 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 766 | English | 4 | 2 | 4 | NC | | | | | | | 1 | 1 | | 1 | | | | | |
| 767 | English | 4 | 2 | 4 | PA | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 770 | English | 1 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 773 | English | 4 | 2 | 2 | CT | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 775 | English | 4 | 1 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 776 | English | 3 | 1 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |
| 778 | English | 2 | 1 | 5 | FL | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 779 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 780 | English | 3 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 781 | English | 4 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 783 | English | 1 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 785 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 788 | English | 4 | 1 | 2 | PA | | | | | | | 1 | | | | | 1 | | | |
| 789 | English | 2 | 1 | 4 | PA | | | | | | | 1 | | | | | | | | 1 |
| 799 | English | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 804 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | | 1 | | | | |

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 751 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 3 |
| 753 | | 1 | 1 | 1 | | | | | | 1 | 6 | quality | quality | 1 | 1 | 3 |
| 755 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 1 |
| 758 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |
| 765 | 2 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 766 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 767 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 770 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 773 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 3 |
| 775 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 1 |
| 776 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 4 |
| 778 | 2 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 1 |
| 779 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 780 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 781 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 1 |
| 783 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 4 |
| 785 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 788 | | 1 | | | | 1 | | | | 1 | 6 | survey | survey | 1 | 1 | 3 |
| 789 | | 1 | | 1 | | 1 | | | | 1 | 6 | survey | survey | 1 | 1 | 3 |
| 799 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 1 |
| 804 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 1 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 751 | | 0 | C | 2/13/2024 10:09 | 2/13/2024 10:11 | 0 |
| 753 | | 0 | T | 2/13/2024 10:09 | 2/13/2024 10:12 | 0 |
| 755 | I have never heard this name before, so this would be the one company. | 1 | T | 2/13/2024 10:10 | 2/13/2024 10:12 | 2 |
| 758 | | 0 | T | 2/13/2024 10:10 | 2/13/2024 10:12 | 0 |
| 765 | | 0 | C | 2/13/2024 10:13 | 2/13/2024 10:15 | 0 |
| 766 | | 0 | T | 2/13/2024 10:13 | 2/13/2024 10:16 | 0 |
| 767 | | 0 | C | 2/13/2024 10:14 | 2/13/2024 10:17 | 0 |
| 770 | | 0 | C | 2/14/2024 9:35 | 2/14/2024 9:40 | 0 |
| 773 | | 0 | C | 2/14/2024 9:36 | 2/14/2024 9:37 | 0 |
| 775 | Erie | 0 | C | 2/14/2024 9:36 | 2/14/2024 9:38 | 2 |
| 776 | | 1 | T | 2/14/2024 9:36 | 2/14/2024 9:38 | 0 |
| 778 | because it is just mattos. | 1 | T | 2/14/2024 9:36 | 2/14/2024 9:40 | 2 |
| 779 | | 1 | T | 2/14/2024 9:36 | 2/14/2024 9:55 | 0 |
| 780 | Reads as someone's last name. Only one person owns company. | 1 | T | 2/14/2024 9:37 | 2/14/2024 9:39 | 2 |
| 781 | The reason I associate it with none company is because of the name it doesn't sound like multiple companies in my opinion. | 1 | T | 2/14/2024 9:37 | 2/14/2024 9:40 | 2 |
| 783 | | 0 | T | 2/14/2024 9:37 | 2/14/2024 9:40 | 0 |
| 785 | | 0 | C | 2/14/2024 9:37 | 2/14/2024 9:40 | 0 |
| 788 | | 0 | C | 2/14/2024 9:38 | 2/14/2024 9:40 | 0 |
| 789 | | 0 | C | 2/14/2024 9:38 | 2/14/2024 9:41 | 0 |
| 799 | The reason why the term insurance agency makes me associate it with insurance and brokerage services of one company is because of the word insurance agency is used in both statements | 1 | C | 2/14/2024 10:08 | 2/14/2024 10:11 | 2 |
| 804 | Because the name dictates it’s a sole company | 0 | T | 2/14/2024 10:10 | 2/14/2024 10:14 | 2 |

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 806 | English | 4 | 2 | 2 | PA | | | | | | | 1 | | 1 | 1 | 1 | 1 | | | |
| 808 | English | 4 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 814 | English | 4 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 815 | English | 4 | 1 | 2 | CT | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 816 | English | 4 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | | | | | | |
| 817 | English | 4 | 1 | 2 | NC | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 819 | English | 2 | 2 | 2 | PA | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 820 | English | 4 | 1 | 2 | FL | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 821 | English | 2 | 2 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 824 | English | 2 | 2 | 2 | PA | | | | | | | 1 | | 1 | | 1 | | | | |
| 825 | English | 4 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 832 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | | | | | | | |
| 833 | English | 4 | 2 | 2 | NC | | | | | | | 1 | | | | | 1 | | | |
| 835 | English | 4 | 2 | 2 | NJ | | | | | | | 1 | | 1 | | | 1 | | | |
| 838 | English | 4 | 2 | 2 | PA | | | | | | | 1 | 1 | | | | 1 | | | |
| 841 | English | 4 | 1 | 2 | NC | | | | | | | 1 | | | | 1 | 1 | | | |
| 843 | English | 4 | 2 | 2 | NC | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 847 | Spanish | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | | | | 1 | | | |
| 848 | English | 4 | 2 | 2 | FL | | | | | | | 1 | | | | | 1 | | | |
| 850 | English | 2 | 2 | 2 | TX | | | | | | | 1 | | 1 | 1 | 1 | | | | |
| 851 | English | 2 | 1 | 2 | CT | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 852 | English | 2 | 2 | 2 | FL | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 856 | English | 4 | 1 | 2 | NC | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |
| 857 | English | 4 | 2 | 2 | FL | | | | | | | 1 | 1 | 1 | | | 1 | | | |
| 858 | English | 2 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | | | | |
| 862 | English | 4 | 2 | 2 | NC | | | | | | | 1 | 1 | 1 | 1 | | | | | |
| 863 | English | 2 | 2 | 2 | CT | | | | | | | 1 | | 1 | | 1 | 1 | | | |
| 864 | English | 2 | 2 | 2 | TX | | | | | | | 1 | 1 | | | 1 | | | | |
| 865 | English | 4 | 2 | 2 | TX | | | | | | | 1 | | 1 | 1 | | 1 | | | |
| 875 | English | 4 | 2 | 2 | NC | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 806 | | 1 | 1 | 1 | 1 | 1 | | | | 1 | 6 | Survey | survey | 1 | 1 | 3 |
| 808 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 3 |
| 814 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 815 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 816 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 817 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 819 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 820 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 1 |
| 821 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 824 | | 1 | | | | | | | | 1 | 6 | survey | survey | 1 | 1 | 3 |
| 825 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 2 |
| 832 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 3 |
| 833 | | 1 | 1 | | 1 | | | | | 1 | 6 | Quality | quality | 1 | 1 | 4 |
| 835 | | 1 | 1 | | | | | | | 1 | 6 | check | check | 1 | 1 | 4 |
| 838 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 841 | | 1 | 1 | | | 1 | | | | 1 | 6 | survey | survey | 1 | 1 | 3 |
| 843 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 2 |
| 847 | 1 | | | | | | | | | | 6 | Pregunta | pregunta | 1 | 1 | 4 |
| 848 | | 1 | | | | | | | | 1 | 6 | Quality | quality | 1 | 1 | 2 |
| 850 | | 1 | 1 | | | 1 | | | | 1 | 6 | question | question | 1 | 1 | 1 |
| 851 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 1 |
| 852 | 1 | | | | | | | | | | 6 | check | check | 1 | 1 | 4 |
| 856 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 857 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 2 |
| 858 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 862 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 2 |
| 863 | | 1 | 1 | | 1 | 1 | | | | 2 | 6 | question | question | 1 | 1 | 4 |
| 864 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 865 | | 1 | 1 | 1 | | 1 | | | | 1 | 6 | Question | question | 1 | 1 | 4 |
| 875 | 1 | | | | | | | | | | 6 | Quality | quality | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 806 | | 0 | T | 2/14/2024 10:11 | 2/14/2024 10:56 | 0 |
| 808 | | 1 | T | 2/14/2024 10:11 | 2/14/2024 10:13 | 0 |
| 814 | | 0 | C | 2/14/2024 10:38 | 2/14/2024 10:39 | 0 |
| 815 | | 0 | C | 2/14/2024 10:38 | 2/14/2024 10:39 | 0 |
| 816 | Don't know | 1 | T | 2/14/2024 10:38 | 2/14/2024 10:42 | 3 |
| 817 | | 0 | C | 2/14/2024 10:38 | 2/14/2024 10:40 | 0 |
| 819 | | 0 | C | 2/14/2024 10:38 | 2/14/2024 10:39 | 0 |
| 820 | It just seems like something that a small insurance company would be named | 1 | T | 2/14/2024 10:39 | 2/14/2024 10:41 | 2 |
| 821 | | 0 | T | 2/14/2024 10:39 | 2/14/2024 10:41 | 0 |
| 824 | | 0 | T | 2/14/2024 10:40 | 2/14/2024 10:41 | 0 |
| 825 | | 0 | C | 2/14/2024 10:40 | 2/14/2024 10:42 | 0 |
| 832 | | 0 | C | 2/14/2024 10:40 | 2/14/2024 10:42 | 0 |
| 833 | | 0 | T | 2/14/2024 10:40 | 2/14/2024 10:43 | 0 |
| 835 | | 0 | T | 2/14/2024 10:41 | 2/14/2024 10:43 | 0 |
| 838 | | 0 | C | 2/14/2024 10:41 | 2/14/2024 10:44 | 0 |
| 841 | | 0 | C | 2/14/2024 10:42 | 2/14/2024 10:44 | 0 |
| 843 | | 0 | C | 2/14/2024 10:43 | 2/14/2024 10:46 | 0 |
| 847 | | 1 | T | 2/14/2024 11:08 | 2/14/2024 11:10 | 0 |
| 848 | | 1 | C | 2/14/2024 11:09 | 2/14/2024 11:11 | 0 |
| 850 | It sounds like this is one company name | 0 | T | 2/14/2024 11:09 | 2/14/2024 11:10 | 2 |
| 851 | It sounds like it is an independent company | 0 | T | 2/14/2024 11:09 | 2/14/2024 11:13 | 2 |
| 852 | | 1 | T | 2/14/2024 11:09 | 2/14/2024 11:10 | 0 |
| 856 | | 0 | C | 2/14/2024 11:09 | 2/14/2024 11:11 | 0 |
| 857 | | 1 | C | 2/14/2024 11:10 | 2/14/2024 11:11 | 0 |
| 858 | | 0 | C | 2/14/2024 11:10 | 2/14/2024 11:12 | 0 |
| 862 | | 0 | C | 2/14/2024 11:10 | 2/14/2024 11:12 | 0 |
| 863 | | 0 | T | 2/14/2024 11:10 | 2/14/2024 11:12 | 0 |
| 864 | | 0 | C | 2/14/2024 11:11 | 2/14/2024 11:12 | 0 |
| 865 | | 0 | T | 2/14/2024 11:11 | 2/14/2024 11:15 | 0 |
| 875 | | 0 | T | 2/14/2024 11:14 | 2/14/2024 11:17 | 0 |

## Appendix G: Data Listing

| ID | Language | Qs1 | Qs2 | Qs3 | Qs4 | Qs5_1 | Qs5_2 | Qs5_3 | Qs5_4 | Qs5_5 | Qs5_6 | Qs5_7 | Qs6_1 | Qs6_2 | Qs6_3 | Qs6_4 | Qs6_5 | Qs6_6 | Qs6_7 | Qs6_8 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 879 | English | 1 | 1 | 2 | PA | | | | | | | 1 | 1 | 1 | | 1 | | | | |
| 883 | English | 4 | 1 | 2 | TX | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 887 | English | 4 | 1 | 2 | SC | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 888 | English | 4 | 1 | 2 | NJ | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 891 | English | 2 | 1 | 3 | TX | | | | | | | 1 | 1 | 1 | | 1 | 1 | | | |
| 893 | English | 4 | 2 | 3 | PA | | | | | | | 1 | | | 1 | 1 | 1 | | | |
| 894 | English | 4 | 2 | 3 | PA | | | | | | | 1 | 1 | 1 | 1 | | 1 | | | |
| 896 | English | 4 | 1 | 3 | FL | | | | | | | 1 | 1 | | | | 1 | | | |
| 897 | English | 3 | 1 | 5 | FL | | | | | | | 1 | 1 | | | 1 | | | | |
| 898 | English | 4 | 2 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |
| 899 | English | 2 | 2 | 5 | NC | | | | | | | 1 | 1 | | | | 1 | | | |
| 900 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | |
| 901 | English | 3 | 1 | 5 | NC | | | | | | | 1 | 1 | | 1 | 1 | | | | |
| 904 | English | 4 | 1 | 3 | SC | | | | | | | 1 | 1 | | 1 | | | | | |
| 905 | English | 4 | 1 | 4 | TX | | | | | | | 1 | 1 | | 1 | | 1 | | | |
| 906 | English | 4 | 1 | 4 | FL | | | | | | | 1 | 1 | | | | | | | |
| 908 | English | 1 | 1 | 5 | FL | | | | | | | 1 | 1 | | | | | | | |

| ID | Qs7 | Qs8_1 | Qs8_2 | Qs8_3 | Qs8_4 | Qs8_5 | Qs8_6 | Qs8_7 | Qs8_8 | Qs9 | Qs10 | Qs10X | Qs10Word | Qs11 | Q0 | Q1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 879 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 2 |
| 883 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 887 | 1 | | | | | | | | | | 6 | question | question | 1 | 1 | 3 |
| 888 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 4 |
| 891 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 2 |
| 893 | | 1 | 1 | 1 | 1 | 1 | | | | 1 | 6 | Check | check | 1 | 1 | 3 |
| 894 | 2 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 4 |
| 896 | 2 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 897 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 898 | 2 | | | | | | | | | | 6 | question | question | 1 | 1 | 4 |
| 899 | 1 | | | | | | | | | | 6 | survey | survey | 1 | 1 | 3 |
| 900 | 2 | | | | | | | | | | 6 | Check | check | 1 | 1 | 2 |
| 901 | 1 | | | | | | | | | | 6 | quality | quality | 1 | 1 | 3 |
| 904 | 1 | | | | | | | | | | 6 | Check | check | 1 | 1 | 3 |
| 905 | 1 | | | | | | | | | | 6 | Survey | survey | 1 | 1 | 3 |
| 906 | 1 | | | | | | | | | | 6 | Question | question | 1 | 1 | 1 |
| 908 | 2 | | | | | | | | | | 6 | check | check | 1 | 1 | 3 |

| ID | Q2 | Florida Subsample | sVersion | StartTime | EndTime | Q2_OE |
|---|---|---|---|---|---|---|
| 879 | | 0 | C | 2/14/2024 11:40 | 2/14/2024 11:42 | 0 |
| 883 | | 0 | C | 2/14/2024 11:43 | 2/14/2024 11:45 | 0 |
| 887 | | 0 | C | 2/14/2024 11:46 | 2/14/2024 11:47 | 0 |
| 888 | | 0 | T | 2/14/2024 11:46 | 2/14/2024 11:50 | 0 |
| 891 | | 0 | C | 2/14/2024 17:31 | 2/14/2024 17:32 | 0 |
| 893 | | 0 | T | 2/14/2024 17:31 | 2/14/2024 17:33 | 0 |
| 894 | | 0 | T | 2/14/2024 17:31 | 2/14/2024 17:33 | 0 |
| 896 | | 1 | C | 2/14/2024 17:32 | 2/14/2024 17:34 | 0 |
| 897 | | 1 | T | 2/14/2024 17:32 | 2/14/2024 17:33 | 0 |
| 898 | | 1 | T | 2/14/2024 17:32 | 2/14/2024 17:38 | 0 |
| 899 | | 0 | C | 2/14/2024 17:32 | 2/14/2024 17:35 | 0 |
| 900 | | 1 | C | 2/14/2024 17:32 | 2/14/2024 17:34 | 0 |
| 901 | | 0 | C | 2/14/2024 17:32 | 2/14/2024 17:34 | 0 |
| 904 | | 0 | C | 2/14/2024 17:33 | 2/14/2024 17:34 | 0 |
| 905 | | 0 | T | 2/14/2024 17:33 | 2/14/2024 17:35 | 0 |
| 906 | Because it's a good company to deal with and is very good with helping there customers stay happy | 1 | T | 2/14/2024 17:33 | 2/14/2024 17:38 | 2 |
| 908 | | 1 | C | 2/14/2024 17:33 | 2/14/2024 17:40 | 0 |