EXHIBIT 4

Peter Landsheft v. Apple Inc.

Case No. 5:25-cv-02668-NW

Declaration of Steven P. Gaskin

UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

SAN JOSE DIVISION

PETER LANDSHEFT, individually and on behalf of all others similarly situated,

Plaintiffs,

v.

APPLE INC., a California Corporation,

Defendant.

Case No.: 5:25-cv-02668-NW

EXPERT DECLARATION OF STEVEN P. GASKIN FOR SETTLEMENT PURPOSES

1. I am Steven P. Gaskin. I make this Report based upon my personal knowledge and under authority of 28 U.S.C. § 1746.

I. Introduction and Qualifications

2. I am Steven P. Gaskin. I am an independent survey expert. I served as a Principal at Applied Marketing Science, Inc., of Burlington, MA ("AMS") from 2004 - 2020.[1] I hold Bachelor of Science and Master of Science degrees in Management from the Sloan School of Management at the Massachusetts Institute of Technology ("MIT"). I have co-authored a number of articles and papers regarding consumer surveys, conjoint methodology, product development, and marketing strategy in such top-ranked, peer-reviewed publications as Marketing Science and Management Science. In addition, I have authored several conference presentations on aspects of conjoint analysis.

3. I have served as an expert witness in various legal disputes. I have been called upon primarily to project what consumers would have done in different market scenarios and to measure reductions in market value or price premia of product features, often through conjoint analysis. My professional qualifications, a list of cases in which I have testified at deposition or trial, and a list of publications I have authored are included in my Curriculum Vitae, attached as **Exhibit A** to this Report.

4. In undertaking this assignment, I relied on my extensive expertise in developing, testing, and analyzing surveys, and in interpreting qualitative and quantitative research about consumer attitudes, intentions, and behavior. The facts and/or data upon which I base the opinions and inferences reflected in this Report are of a type reasonably relied upon by experts in my field.

[1] https://ams-inc.com/.

5. A complete list of materials I have considered to date in connection with this particular assignment is included as **Exhibit B**. To the extent that I review additional information that I deem worthy of discussing, I will supplement my Report and this list.

6. Part of the work for this analysis was performed under my direction by others at AMS. Throughout this Report, I have used the terms "I" and "my" to refer to work performed by me and/or others under my direction.

7. My time as a survey expert is being compensated at a rate of $950 per hour. Neither my nor AMS' compensation is contingent upon the opinions I render or the outcome of this litigation.

II. Assignment

8. It is my understanding that Plaintiff has alleged that when Apple Inc. ("Apple") launched its new series 16 iPhone including the Apple iPhone 16, iPhone 16e, iPhone 16Plus, iPhone 16 Pro, and iPhone 16 Pro Max (hereafter "Class Devices" or "iPhone 16") in 2024 (2024 to present hereafter "Class Period"), it falsely represented what the new iPhone 16 could do with its AI features and functions.[2] In particular, Plaintiff alleges that Apple promoted AI capabilities as an Enhanced Siri that did not exist at the time and would not exist for some time in the future.[3]

9. I was asked by counsel for Plaintiff to design, describe, and execute a market research survey and to conduct analysis of this survey that would enable me to assess the market price premium (measured in dollars and/or percentage terms), if any, that resulted from the

[2] The Parties' proposed settlement also includes the iPhone 15 Pro and iPhone 15 Pro Max. While the survey described in this report was inclusive of the iPhone 16 models, a similar methodology would apply equally to those iPhone 15 models.

[3] Consolidated Amended Class Action Complaint, ¶ 1.

allegedly misleading statements of the Enhanced Siri capabilities in the iPhone 16 at the time of purchase ("Enhanced Siri Statements").

10. For this survey, I selected choice-based conjoint ("CBC") analysis as the most appropriate survey methodology. I have used this method successfully in other litigation contexts, including other smartphone cases, where the objective was to determine the relative market values of a product with and without a particular product feature or disclosure of a feature.

11. The conjoint analysis I describe and execute in this Report was designed to estimate the market price premium (measured in dollars and/or percentage terms), if any, due to the Enhanced Siri Statements. The scientific methodology used to design, execute, and analyze the survey in this report is sound, reliable, and valid. In undertaking this assignment, I relied on my extensive expertise in developing, testing, and analyzing surveys, and in interpreting qualitative and quantitative research about consumer attitudes, intentions, and behavior.

III. Summary of Conclusions

12. The survey and analysis I ran were designed to estimate the market price premium (measured in dollars and percentage terms),[4] if any, of the Class Devices with the Enhanced Siri Statements compared with the same Class Devices without the Enhanced Siri Statements. Based on the survey and analysis described in this Report, I conclude that the price premium due to a change from a Class Device that "Includes Basic Siri" to a Class Device that "Includes an AI Enhanced Siri" is 5.5%. It is my opinion that this finding is applicable across all Class Devices.

[4] The conversion of dollar figures to a percentage amount is a relatively straightforward undertaking, which is done in a fair and conservative way that has been accepted by many courts (*see* ¶ 24 for examples of these cases). This conversion to a percentage amount is described in ¶ 55 and is also discussed in the report of Colin Weir ("Weir Report").

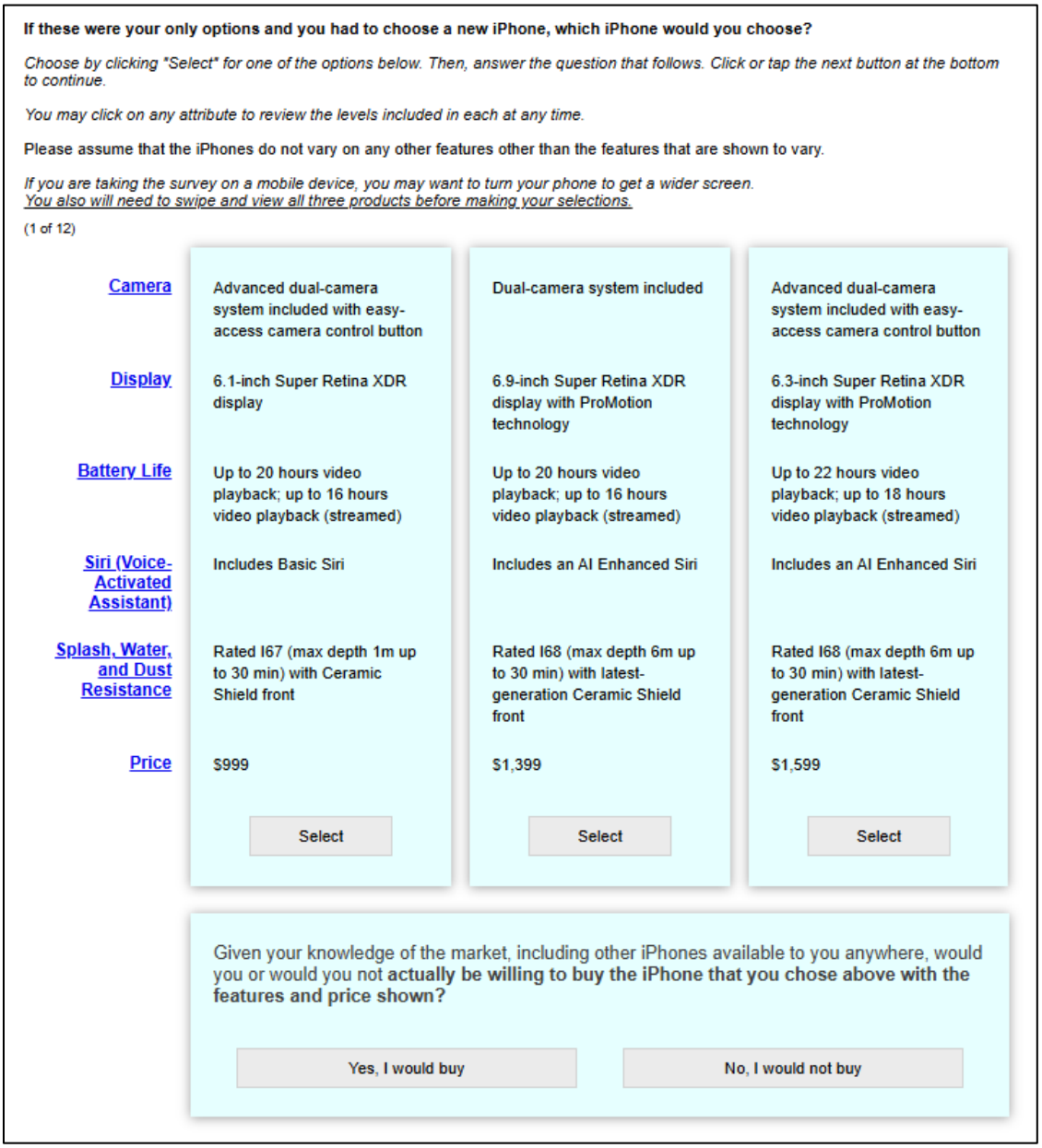
IV. Overview of Methodology

13. The basic methodology that I selected is known as choice-based conjoint analysis. Conjoint analysis is a tool that enjoys wide use and acceptance in the field of market research. It was introduced to the field of market research in 1971, and it is generally recognized by marketing science academics and industry practitioners to be the most widely studied and applied form of quantitative market value measurement. It has been shown to provide valid and reliable measures of consumer choices, and these have been shown to provide valid and reliable estimates of the relevant market value under scenarios related to those measured.[5]

14. The general idea behind conjoint analysis is that the market value for a particular product is driven by features, or descriptions of features, embodied in that product. Consumers are shown product profiles made up of varying features ("choice sets") and asked, as part of a series of "choice tasks," to indicate their preferred product profile among those shown. At no point are respondents asked to indicate directly how much they would pay for any product or given set of features; rather, the analysis is based on choices respondents make among alternative product profiles like those shown in the choice tasks described in this Report (*See* Figure 1 below for an example of a single "choice task").

[5] Louviere, Jordan (1988), "Conjoint Analysis Modelling of Stated Preferences: A Review of Theory, Methods, Recent Developments and External Validity," *Journal of Transport Economics and Policy: Stated Preference Methods in Transport Research*, Vol. 22, No. 1 (Jan.), pp. 93-119.

Fig. 1. Sample Choice Task



15. I used Sawtooth Software (http://sawtoothsoftware.com) for the programming of the surveys and the analyses of the surveys' results. Sawtooth Software is a leading provider of conjoint analysis software.[6] Its software is used by academics and business practitioners around

[6] Sawtooth Software, Inc.'s Lighthouse Studio package, which is a well-known and widely used software system for these types of applications, was used to program and analyze the conjoint analysis section of the questionnaires.

the world. Conjoint analysis provides respondents with realistic choices among hypothetical products that vary on multiple feature attributes. Its use of appropriate statistical methods, including Hierarchical Bayes ("HB") regression analysis,[7] enhances predictive ability, making the conjoint analysis even more reliable and valid.

16. The randomization of the order and appearance of the features and levels in the surveys helps keep the respondent from focusing on a single feature or attribute,[8] which minimizes demand artifacts that might be induced. A "demand artifact" is similar to a leading question in that it encourages respondents to answer a question in a way that the researcher would prefer or that they feel the researcher is "demanding."[9]

17. The conjoint analysis uses data on the feature levels of the product profiles shown and the resulting choices of respondents to generate partial contributions of these feature levels ("partworths") to overall product utility.[10] The partworths for feature levels are identified with the estimation methods so that the partworths best predict consumers' choices from the survey. Conjoint analysis allows for the prediction of the probability that consumers will choose any product profile that can be described by the feature levels, and conjoint analysis can do so for any competitive set of products. I can also simulate how choice shares would change in a market based on a change in overall price.[11] By making use of these capabilities, CBC allows me to determine the market price premium (measured in dollars and/or percentage terms), if any, for the Class

---

[7] *The CBC System for Choice-Based Conjoint Analysis (Version 9*), Sawtooth Software Technical Paper Series, 2017.

[8] "Attribute" is another commonly-used term for a product feature.

[9] Simonson, I., and R. Kivetz (2012). "Demand Effects in Likelihood of Confusion Surveys: The Importance of Marketplace Conditions," *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, Shari Seidman Diamond and Jerre B. Swann, Eds. Chicago, IL.: ABA Publishing, American Bar Association, p. 243.

[10] "Utility" is an economic term referring to the total satisfaction received from consuming a good or service.

[11] *See* ¶ 54.

Devices with the Enhanced Siri Statements compared to an otherwise identical Class Devices without the Enhanced Siri Statements.

18. As noted above, to estimate the partworths, I used a method known as Hierarchical Bayes regression. HB regression provides reliable and valid conjoint analysis estimates of partworths. It is the most commonly used estimation method for CBC analysis.[12] HB regression makes use of data from the overall sample of respondents when estimating the partworths for each individual respondent. Its use enables me to appropriately balance the number of choice tasks with the number of partworths that need to be estimated. I have observed in other conjoint surveys that I have conducted that such designs limit respondent wear-out.[13]

19. Hierarchical Bayes Choice-Based Conjoint ("HB CBC") estimation enables me to obtain more precise estimates of market-level distributions from individual, respondent-level estimates. HB CBC partworth estimates are best suited for calculating statistics at the market level, such as the average, median, or marginal value of certain variables of interest, and for simulating the overall, aggregate behavior of the market.

20. Conjoint analysis uses information from consumer behavior theory, which makes the partworth estimates even more precise. For example, consumer behavior theory indicates that preferences are monotonic in price, *i.e.*, all else equal, people prefer to pay less than to pay more. Ignoring this theory would result in estimating a model that does not use all of the available data.

21. In CBC, consumers are shown sets of product profiles (called the "choice sets") and asked to choose the profile that they most prefer, or, in other words, the products that they

[12] It is often referred to as the "gold standard" for CBC estimation. *See*, for example, https://sawtoothsoftware.com/help/lighthouse-studio/manual/what-is-choice-based-conjoint.html.

[13] If too many questions are asked of a respondent, then the respondent may "wear out," that is, response errors may increase as the respondent tires. I appropriately limited the number of questions in the choice task to minimize wear out.

would choose if they were making a choice, and if the choice set described the only products that were available to them.

22. I showed respondents three product profiles in each choice set. Product profiles were each composed of six attributes: (i) Siri (Voice-Activated Assistant); (ii) Display; (iii) Camera; (iv) Battery Life; (v) Splash, Water, and Dust Resistance; and (vi) Price.

23. When price is one of the measured features in a conjoint analysis, the value (negative or positive) that the market places on changes in features can be expressed in dollars and/or percentage terms. That is, the reduction in market value can be calculated as the price reduction needed to compensate, for the Class, for the loss of a feature or a change to a worse level of a feature. Similarly, added market value, or the price premium consumers would pay, for the Class, for the inclusion of a feature or a better level of a feature can be calculated. Because CBC is based directly on consumer choices, it is, in my opinion, an ideal survey method to determine the price premium, if any, that might result from the Enhanced Siri Statements at issue in this lawsuit. In particular, we can determine the price premium, if any, for the Class Devices with the Enhanced Siri Statements compared to otherwise identical Class Devices without the Enhanced Siri Statements. It is my opinion, based on my experience and conversations with Plaintiffs' economics expert, Mr. Colin Weir, that the conjoint methodology described in this Report accounts for appropriate supply-side factors, including that (1) the price range used in the survey reflect the actual market prices that prevailed during the Class Period; and (2) the quantity of Class Devices used (or assumed) in the damages calculation reflects the actual quantity of such products sold during the Class Period (the number of Class Devices sold being fixed as a matter of history).[14]

[14] *See* the Report of economist Colin Weir for further information.

24. I have performed similar analyses using similar methodologies before. For example, I was retained as an expert in a class action lawsuit for *Maldonado v. Apple, Inc.,* No. 3:16-cv-04067-WHO (N.D. Cal.) which involved calculating the market difference between new and remanufactured iPhones and iPads. *Khoday v. Symantec Corp. and Digital River, Inc.,* No. 0:11-cv-00180 JRT (D. Minn.) concerned a software product. The *In Re: Lenovo Adware Litigation,* No. 5:15-md-02624 RMW (N.D. Cal.) concerned a software privacy and security issue. The *In Re Arris Cable Modem Consumer Litigation,* No. 17-cv-1834 LHK (N.D. Cal.) case involved latency problems with Internet modems. The *Koenig v. Vizio, Inc.,* No. BC702266 (Cal. Sup. Ct.) case involved refresh rates of LED televisions. The *Kaupelis v. Harbor Freight Tools USA, Inc.,* No. 19-cv-1203 JVS (C.D. Cal.) case involved a chainsaw defect. *Sanchez-Knutson v. Ford Motor Co.,* No. 14-civ-61344 WPD (S.D. Fla.), and more recently, *Banh v. American Honda Motor Co.,* No. 2:19-cv-05984 RGK (C.D. Cal.), *Braverman v. BMW of North America, LLC,* No. 16-cv-00966 TJH (C.D. Cal.), *Cardenas v. Toyota Motor Corp.,* No. 18-22798-Civ-Moreno (S.D. Fla.), *Johnson et al. v. Nissan North America, Inc.*, No. 3:17-cv-00517 (N.D. Cal.), *Lessin v Ford Motor Co.,* No. 3:19-CV-01082-AJB-AHG (S.D. Cal.), *Sonneveldt et al. v. Mazda Motor of America, Inc.*, No. 8:19-cv-01298-JLS-KES (C.D. Cal.), and *Livingston v Mercedes-Benz USA, LLC*, No. RG21109711 (Cal. Sup. Ct.) were all class action lawsuits that concerned motor vehicle defects. The *Hadley v. Kellogg Sales Company,* No. 5:16-cv-04955 LHK (N.D. Cal.) and *Krommenhock v. Post Foods LLC,* No. 3:16-cv-04958 WHO (N.D. Cal.) cases involved misleading health claims due to high sugar levels in cereals. Similarly, the *Milan v. Clif Bar and Company,* No. 3:18-cv-02354-JD (N.D. Cal.) case involved misleading health claims due to high sugar levels in nutrition bars. The *Prescod v. Celsius Holdings, Inc.,* No. 19STCV09321 (Cal. Super. Ct., L.A. County) case involved a misrepresentation involving the use of artificial

ingredients in energy drinks. The *Bailey v. Rite Aid Corporation,* No. 4:18-cv-06926 YGR (N.D. Cal.) case involved a misleading claim on acetaminophen gelcaps. The *Jeruchim v. The J.M. Smucker Company and Post Consumer Brands LLC.,* No. 3:22-cv-06913-WHO (N.D. Cal.) case involved a misleading claim on dog and cat food. The *VanCleave v. Abbott Laboratories*, No. 19CV345045 (Cal. Super. Ct., S.CL. County) case involved misleading health claims on children's nutrition drinks. The *Wallenstein v Mondelez* No. 3:22-cv-6033 (N.D. Cal.) case involved a misleading claim on cracker boxes. The *Bechtel v. Fitness Equipment Services, LLC, DBA Sole Fitness,* No. 1:19-cv-00726 (S.D. Ohio), case involved a misrepresentation concerning horsepower in treadmills. The *Gunaratna v Dr. Dennis Gross Skin Care*, No. 2:20-cv-02311-MWF-GJS (C.D. Cal) case involved a misleading claim on cosmetic skincare products. The *Ninivaggi, et al., v. University of Delaware,* Civil Action No. 20-cv-1478-SB/*Russo v. University of Delaware*, Civil Action No. 20-cv-1693-SB case involved an overcharge of tuition fees during the COVID-19 pandemic. The *Johnson v Glock* No. 3:20-cv-08807-WHO (N.D. Cal.) case involved a pistol design defect. In all 26 cases, I proposed using a similar methodology to the one I have used here. The courts found the methodology suitable as a basis for calculating damages and certified the classes. Either before or after the courts accepted my damages methodology and granted class certification, I performed full analyses for the *Ford (Sanchez-Knutson), Honda, Toyota, Mazda, BMW, Symantec, Lenovo, Arris, Vizio, Kellogg, Post, Apple, University of Delaware, Clif Bar, Abbott,* and *Mondelez* lawsuits in a way similar to the methodology I use here.

V. Questionnaire Development

25. To establish the attributes and levels for the trade-off exercises in this survey, I first determined the features that would be used to describe each product profile. The attributes and levels included in the conjoint choice tasks do not need to include every possible feature of the

Class Devices at issue; in fact, it would be infeasible and contrary to best practices to do so. The main purpose of having different attributes and levels is to provide a reasonable and engaging choice task and to help disguise our chief interest in respondents' reactions—here, their reactions to the Enhanced Siri Statements. In each survey, all features, other than the features and levels shown, were held constant.

26. I consulted Apple's website, Apple discovery documents, the WayBack Machine, and third-party retailer websites to choose features and prices for survey that would be recognizable to a common audience and would simulate a real shopping experience.[15] I also added an attribute for the Enhanced Siri Statements at issue, as well as one other "distractor" attribute describing other claims that could feasibly be overstated. After conducting this research, I included the following attributes in the survey:

- Siri (Voice-Activated Assistant)
- Display
- Camera
- Battery Life
- Splash, Water, and Dust Resistance
- Price

27. "Display" refers to the size of the iPhone and the screen technology. "Camera" refers to the type of camera included in the iPhone. "Battery Life" refers to the amount of video playback battery life available. "Splash, Water, and Dust Resistance" refers to the rating of the iPhone in terms of resistance to water and debris. The inclusion of these other attributes reduces demand artifacts. In other words, all of these attributes, beyond the key attribute addressing the

[15] *See* **Exhibit B** for a full list of Materials Reviewed.

Enhanced Siri Statements as described below, were included to obscure which feature was of primary interest in the survey, preventing respondents from answering in a certain way to please the "interviewer."

28. "Siri (Voice-Activated Assistant)" refers to whether the iPhone comes equipped with a Basic Siri or a with an Enhanced Siri that contains the Enhanced Siri Statements. I have not weighed evidence regarding the nature or existence of the Enhanced Siri Statements in this lawsuit myself and do not have a professional opinion on the matter. I am relying on the Consolidated Amended Class Action Complaint, discussions with counsel, and Apple documents and advertisements for the description of the Enhanced Siri Statements.[16]

29. Another attribute in the conjoint survey was Price, so that the value placed by respondents on the key attribute could be expressed in terms of price, allowing the market price premium calculation, if any, to be made. The suggested price points in the survey were chosen by researching the retail prices of the iPhone 16 and previous models as shown on Apple's website as well as websites of third-party retailers.[17]

30. To avoid order bias, attributes were shown in a different order, chosen at random for each respondent (except for Price, which was always shown last). Following completion of the twelve choice tasks, respondents were thanked, and the survey was completed.

31. The questionnaire was programmed into a web-based software system designed for administering and analyzing such questionnaires. Respondents answered all survey questions via their desktop, laptop, tablet, or smartphone.

[16] *See* **Exhibit B** for Materials Reviewed.

[17] *See* **Exhibit B** for Materials Reviewed.

32. It is standard survey practice to avoid indicating the sponsor and purpose of the survey to ensure respondents' objectivity and to make respondents "blind" to the sponsor and purpose of the surveys.[18] The design and administration of my survey was blind to the respondents. In addition, the survey was administered via the Internet, so that respondents were not exposed to human interviewers, thereby eliminating the possibility of an interviewer communicating the sponsor and purpose of the survey and influencing the outcome (intentionally or not). Internet-based surveys avoid demand artifacts that might be induced by means of intonation or facial expressions during the delivery of particular questions or answers. In other words, Internet-based surveys remove, or at least greatly diminish, any "interviewer bias" that may arise from the desire of the respondents to please, displease, or impress the interviewer. One might say that the computer, as well as the respondent, were blind to the survey's purpose; hence the survey was double-blind.

VI. Identifying the Sample

33. I targeted respondents who were United States residents 18 years of age or older who indicated they had personally purchased or shared in the decision to purchase a new iPhone 16, 16e, 16 Plus, 16 Pro, 16 Pro Max in the past 2 years (2024 to present).

34. Internet surveys are a very common form of market research. In addition, there is evidence that data collected using Internet surveys do not differ in quality from that collected using phone or mall-intercept methodologies.[19] The survey was conducted by contracting with a leading Internet survey panel company that has pre-recruited potential respondents who indicate their

[18] Diamond, Shari S., (2011). "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence (Third Edition)*, Washington, D.C.: The National Academies Press, pp. 410-411.

[19] Poret, Hal. (2010). "A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys," *The Trademark Reporter,* Vol. 100, No. 3 (May-June), pp. 756-807.

willingness to participate in consumer surveys. For the present matter, I selected Prodege Research ("Prodege"), a well-established market research firm that maintains a panel of over 9.1 million active members in the United States alone.[20] AMS and I have worked with Prodege on many other projects and found them to be a consistently reliable and high-quality supplier of qualified survey respondents

35. Potential respondents were selected at random through a respondent panel and sent an invitation to go to a website to complete the survey. Only respondents who received an invitation were able to enter the survey, with checks in place to prevent respondents from taking the survey more than once. Internet survey panels motivate respondents to participate in surveys by giving them a small monetary or rewards incentive.[21] The incentive is not contingent on respondents providing particular answers in the conjoint task, and there is consensus in the industry that such small incentives do not lead to any bias in a survey's results.[22]

36. After clicking the link from the survey invitation, respondents were shown a browser window with an introduction followed by a CAPTCHA challenge[23] to ensure that responses were not computer-generated. After completing the CAPTCHA, respondents moved on to the survey.

37. To provide further validation, respondents were asked their age and gender, which were compared to values provided to the panel company. Any respondent whose stated age and

[20] Active members are defined as having responded to a survey invitation in the past 12 months.

[21] The incentives are in the form of points or credits that align with industry standards.

[22] Singer, Eleanor (2012). "The Use and Effects of Incentives in Surveys," Survey Research Center, Institute for Social Research, University of Michigan, p. 17.

[23] A CAPTCHA challenge refers to a program that protects websites against "bots" (*i.e.*, computer-generated responses) by generating and grading tests that humans can pass, but current computer programs cannot. The acronym "CAPTCHA" stands for Completely Automated Public Turing test to tell Computers and Humans Apart.

gender did not match the values previously provided to the panel company was terminated from the survey.

38. Following validation, respondents were screened to ensure that they personally purchased or shared in the decision to purchase a new iPhone 16, 16e, 16 Plus, 16 Pro, 16 Pro Max in the past 2 years (2024 to present). A total of 348 respondents completed the survey beginning on September 26, 2025, and ending on September 29, 2025. The completion rate was 86.8%, and the conjoint completion rate was 96.1% (*i.e.*, 96.1% of respondents who began the conjoint task completed it). Survey response statistics are provided in **Exhibit E**.

39. Upon completion of data collection, respondents' data were reviewed according to generally accepted data cleaning procedures. First, respondents' data were reviewed for "speeding." To establish speeding criteria, the surveys were tested internally to determine the fastest reasonable completion time. These criteria were determined to be a minimum of 4 minutes to complete the entire survey, and a minimum of 1 minute to complete the conjoint task (for all three surveys).[24] A total of 8 respondents were removed for completing the entire survey in less than 4 minutes and/or for completing the conjoint task in less than 1 minute. Next, respondents' data were reviewed for "lagging."[25] I typically remove respondents from the surveys who took more than an hour to complete the whole survey for lagging. 7 respondents who took more than an hour to complete the whole survey were removed. Finally, respondents' data were reviewed for "straightlining," which is judged based on an invalid pattern of responding to the conjoint portion of the survey (*i.e.*, inputting the same response to at least 11 of the 12 choice sets in the

[24] Time in the conjoint was calculated using the "sys_StartTime" and "sys_EndTime" variables.

[25] "Lagging" refers to respondents who, contrary to instruction, did not complete the survey in one sitting.

conjoint exercise). Nine respondents were removed for "straightlining." This resulted in 24 removals due to data cleaning, for a final sample of 324 respondents in the survey.

40. Sample sizes of 250 or more respondents are more than sufficient for making scientifically valid conclusions on the basis of these surveys, based on my experience and on statistical sampling theory.[26] The sample size also exceed the minimum requirements laid out by Sawtooth Software for sample size in a conjoint analysis survey.[27] I have made, and validated, forecasts based on quantitative surveys of as few as 250 respondents, and sample sizes such as these are commonly used by large businesses to make important decisions.

VII. Survey Administration

41. The screening portion of the survey began by asking respondents which type of device they are using to complete the survey. Respondents on a desktop, laptop, tablet, or smartphone were allowed to continue; those who indicated that they were using another 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. Next, gender and age were collected and validated. Respondents were next asked to indicate their state of residence. Respondents were then asked if they or any member of their household worked for certain types of companies. Respondents who indicated that they or a member of their household worked for a company that manufactures or sells consumer electronics, a marketing or market research firm, or a public relations or advertising agency were not allowed to continue. Next, respondents were asked if they had personally purchased a new smartphone in

[26] Orme, Bryan K. (2020). *Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research (Fourth Edition)*, Manhattan Beach, CA.: Research Publishers LLC, pp. 63-65.

[27] *Ibid.*

the past 2 years (2024 to present). Respondents who indicated they have done so continued and were asked what the brand(s) was of the smartphone(s) they had purchased new. Only those who selected "Apple" were permitted to continue.[28] In the next question, respondents were asked about the model of the Apple smartphone they had purchased. Only those who had purchased an Apple iPhone 16, 16e, 16 Plus, 16 Pro, or 16 Pro Max in the past 2 years were permitted to continue.

42. To avoid influencing respondents' answers and survey results, and to minimize answers from uninformed respondents, I used filters in the survey question response options, such as the answer options of "None of the above" and "Don't know/Unsure." I also randomized or rotated answer options in the survey where it was appropriate.

43. At the start of the main section of the survey, qualified respondents were introduced to the conjoint task. They were asked to make certain assumptions during the conjoint choice tasks.[29]

44. Respondents were then shown a set of descriptions of the features (Siri (Voice Activated Assistant), Display, Camera, Battery Life, Splash, Water, and Dust Resistance, and Price) that each iPhone option shown in the conjoint exercise would include. Respondents were shown each feature description prior to continuing to the choice tasks. These descriptions were also made accessible later in the survey, while completing the choice exercise, by clicking on the

[28] I included a non-existent brand ("Cuneiform") in this list as a quality control check. Any respondent who selected "Cuneiform" was not permitted to continue.

[29] Assumptions for the surveys included the following: 1) Each iPhone will be described by a set of features. Any other features beyond those shown in the exercise are assumed to be the same for all the iPhones presented; 2) The iPhone you choose to purchase will come in whichever color you prefer, so any preference you may have for a particular color should not matter; 3) Each iPhone shown is offered by the same retailer or is compatible with the same carriers, so any preference you may have for a particular retailer or carrier should not matter; and 4) The prices shown do not include any changes in the amount you would pay due to sales promotions, trade-in programs, or contracts with your wireless provider.

name of the feature in each choice task. The features and feature levels that were presented to respondents in the survey choice tasks were as follows:

Siri (Voice-Activated Assistant)

The iPhones you will choose from vary by the capabilities of Apple's **Voice-Activated Assistant** commonly known as **Siri**.

- Siri can help with everyday basic tasks like sending text messages, setting reminders, and checking the weather.
- Siri is protected by the strongest privacy of any intelligent assistant, does not share any of your personal information with third parties or Apple itself, and is opt-in only.
- Some iPhones come equipped with an AI-enhanced Siri that performs advanced tasks across your apps when asked, like scanning your text messages to not only recall your best friend's availability for dinner but his or her favorite restaurant and book a reservation there, scanning your work calendar to jog your memory of a business acquaintance's name and something interesting about them before your meeting, and examining your work emails and attachments between you and your boss to recommend how to ask for and obtain a salary increase.

The Siri capabilities shown in the exercise include:

Includes Basic Siri	Includes an AI Enhanced Siri
This iPhone includes a basic Siri that performs simple tasks like answering questions and making phone calls.	This iPhone includes an AI-enhanced Siri that performs advanced tasks across your apps when asked, like scanning your text messages to not only recall your best friend's availability for dinner but his or her favorite restaurant and book a reservation there, scanning your work calendar to jog your memory of a business acquaintance's name and something interesting about them before your meeting, and examining your work emails and attachments between you and your boss to recommend how to ask for and obtain a salary increase.

Display

The iPhones you will choose from vary by **Display**.

- The iPhones you will see in the choice exercise have various sizes and types of displays (or screens).
- The screen sizes indicated (i.e., 6.1-inch, 6.3-inch, and 6.9-inch) reflect the size of the screen measured diagonally.
- Super Retina XDR display utilizes an organic light-emitting diode (OLED) display, featuring Extreme Dynamic Range (XDR) for superior brightness and contrast, exceptional color accuracy, and high resolution, all while using OLED technology to create thinner displays with perfect blacks.
- ProMotion technology is an adaptive display technology that offers a dynamically adjustable refresh rate for a smoother, more responsive visual experience, reducing eye strain and making on-screen motion fluid.

The Display levels shown in the exercise include:

6.1-inch Super Retina XDR display	6.3-inch Super Retina XDR display with ProMotion technology	6.9-inch Super Retina XDR display with ProMotion technology
This iPhone has a 6.1-inch Super Retina XDR display	This iPhone has a 6.3-inch Super Retina XDR display and includes ProMotion technology	This iPhone has a 6.9-inch Super Retina XDR display and includes ProMotion technology

Camera

The iPhones you will choose from vary by **Camera**.

- iPhones come equipped with a dual-camera system featuring super-high-resolution photos (24 MP and 48 MP), next-generation portraits with focus and depth control, and Dolby Vision up to 4K at 60 fps.
- Some iPhones include an advanced dual-camera system that also includes a 12MP ultra-wide lens, macro photography, spatial photos and videos, and visual intelligence to learn about your surroundings.
- Some iPhones also include an easy-access button on the outside of the phone for faster access to photo and video tools including zoom features.

The Camera levels shown in the exercise include:

Dual-camera system included	Advanced dual-camera system included with easy-access camera control button
This iPhone comes equipped with a dual-camera system	This iPhone comes equipped with a dual-camera system and a camera control button on the outside of the phone

Battery Life

The iPhones you will choose from vary by **Battery Life**.

- iPhones are typically measured by the expected battery life while watching a video already stored on the device (e.g., a video saved in your photos). This is referred to as playback.
- iPhones can also be measured by the expected battery life while watching streaming video content. This is referred to as video playback (streamed). The “video playback (streamed)” statistic is based on watching a video streaming over the Wi-Fi network.
- iPhones come equipped with a built-in rechargeable lithium-ion battery offering up to 80 hours of audio playback and fast-charge capability for up to 50% charge in 30 minutes.
- Some iPhones include an upgraded battery life that offers additional hours of video playback.
- Note that all battery claims depend on network configuration and many other factors; actual results will vary. iPhone batteries have limited recharge cycles and may eventually need to be replaced by an Apple service provider. Battery life and charge cycles vary by use and settings.

The Battery Life levels shown in the exercise include:

Up to 20 hours video playback; up to 16 hours video playback (streamed)	Up to 22 hours video playback; up to 18 hours video playback (streamed)
This iPhone's battery life allows for up to 20 hours of video playback and up to 16 hours of video playback (streamed)	This iPhone's battery life allows for up to 22 hours of video playback and up to 18 hours of video playback (streamed)

Splash, Water, and Dust Resistance

The iPhones you will choose from vary by **Splash, Water, and Dust Resistance**.

- iPhones come equipped with splash-, water-, and dust-resistance technology.
- Some iPhones include technology rated I67 (maximum depth of 1 meter up to 30 minutes) under IEC standard 60529 and feature a Ceramic Shield front that is tougher than any other iPhone glass.
- Some iPhones include technology rated I68 (maximum depth of 6 meters up to 30 minutes) under IEC standard 60529 and feature the latest-generation Ceramic Shield front that offers even greater protection.

The Splash, Water, and Dust resistance levels shown in the exercise include:

Rated I67 (max depth 1m up to 30 min) with Ceramic Shield front	Rated I68 (max depth 6m up to 30 min) with latest-generation Ceramic Shield front
This iPhone includes technology rated I67 (maximum depth of 1 meter up to 30 minutes) under IEC standard 60529 and features a Ceramic Shield front	This iPhone includes technology rated I68 (maximum depth of 6 meters up to 30 minutes) under IEC standard 60529 and features the latest generation Ceramic Shield front

Price

The iPhones you will choose from vary by **Price**.

- Note that the decision to pay monthly or the one-time full price will be up to you. The one-time full prices are presented below and during the exercise.
- The prices listed below do not include any changes in the amount you would pay due to sales promotions, trade-in programs, or contracts with your wireless provider.

The Price levels shown in the exercise include:

$799	$999	$1,199	$1,399	$1,599
The price of this iPhone is $799	The price of this iPhone is $999	The price of this iPhone is $1,199	The price of this iPhone is $1,399	The price of this iPhone is $1,599

45. Respondents were then shown a sample choice task, and then a series of twelve choice tasks, each containing a choice set of three different, hypothetical iPhone options ("iPhone profiles") that were described by the combinations of levels of the features that I selected. The choice sets were chosen by the Sawtooth Software program using a scientific experimental design to ensure that respondents saw each level of each feature in the choice sets with roughly the same frequency. The designs are highly efficient (*i.e.*, they provide estimates of partworths with high precision).[30]

46. Feature order was randomized across respondents, but not within respondents, in the choice exercises with the exception of "Price," which was always listed last. For each set of three iPhone options, respondents were asked: "If these were your only options and you had to choose a new iPhone, which iPhone would you choose?" Respondents indicated which of the three iPhones they would choose. For each choice task, respondents were also presented with a second question, which read, "Given your knowledge of the market, including other iPhones

[30] For more technical descriptions, see *The CBC System for Choice-Based Conjoint Analysis (Version 9)*, Sawtooth Software Technical Paper Series, 2017. Efficiencies were greater than .99 for the balanced overlap randomized designs for each survey.

available to you anywhere, would you or would you not actually be willing to buy the iPhone that you chose above with the features and price shown?"[31]

47. After answering both questions, respondents continued on to the next choice task. Following the presentation of the twelve choice tasks, respondents were thanked for their time, and the survey was completed.

VIII. Analysis

48. Hierarchical Bayes regression estimates of the partworths for each respondent were obtained from the survey data using software developed by Sawtooth Software, Inc. As described previously, partworths represent the relative preference or utility associated with each level of each product attribute. The overall utility of a product is the sum of the partworths for the attribute levels possessed by the product. The partworths, which were estimated at the individual level, were then used in the market simulations described below. In **Exhibit F**, I summarize the average partworths for the survey.

49. As is a commonly accepted practice in conjoint studies, I used a model that ensures that the partworths for the price follow a logical order (*i.e.,* respondents always prefer to pay less for a given iPhone). For the purposes of this survey, that means that respondents prefer a price of $799 over a price of $999, prefer a price of $999 over a price of $1,199, prefer a price of $1,199 over a price of $1,399, and prefer a price of $1,399 over a price of $1,599.[32]

50. The average values of the estimated partworths in **Exhibit F** indicate that the market prefers the Class Devices with the Enhanced Siri Statements over the Class Devices

[31] *See* Brazell, Jeff D., Christopher G. Diener, Ekaterina Karniouchina, William L. Moore, Válerie Séverin, and Pierre-Francois Uldry (2006). "The no-choice option and dual response choice designs," *Marketing Letters*, Vol. 17, No. 4 (Dec.), pp. 255-268.

[32] I refer to this type of model as a "price-constrained model."

without the Enhanced Siri Statements. That is, the average partworth for the Class Devices with the Enhanced Siri Statements is greater than the average partworth for the same Class Devices without the Enhanced Siri Statements (i.e., with Basic Siri).

IX. Description of Conjoint Results

51. The results obtained from conducting the conjoint analysis allowed me to calculate the market price premium (measured in dollars and/or percentage terms),[33] if any, that resulted from the Enhanced Siri Statements, meaning the difference in market value of a Class Device with the Enhanced Siri Statements compared to the market value of a Class Device without the Enhanced Siri Statements.

X. Calculation of the Price Premium Due to the Enhanced Siri Statements

52. I used the Market-Based Method to determine the difference in market price (measured in dollars and/or percentage terms) of a Class Device with and without the Enhanced Siri Statements. The Market-Based Method uses HB partworths to simulate a market in which all consumers react to the same set of products and prices.[34]

53. I used standard procedures in Sawtooth Software's Lighthouse Studio HB CBC software to run the choice simulations. Market simulations using HB CBC partworth estimates are often used by firms to simulate what would happen if a new product were introduced to a market, or if a firm decided to change a feature or features of an existing product. Forecasts based on such market simulations are sufficiently accurate such that firms routinely make decisions based

[33] The conversion of dollar figures to a percentage amount is a relatively straightforward undertaking, which is done in a fair and conservative way that has been accepted by many courts (*see* ¶ 24 for examples of these cases). This conversion to a percentage amount is described in ¶ 55 and is also discussed in the Weir Report.

[34] Note that this is not the same as calculating the reduction in market value for each respondent and then averaging it across respondents, a method I do not recommend.

on the results of these simulations.[35] To predict consumers' choices in the simulations, I applied an approach commonly used in market research called "Randomized First Choice ("RFC") Simulation." Under RFC, a consumer's probability of choosing a product is based on the relative utility of the available choices, where the consumer's utility from a product is calculated as the sum of the estimated partworths for the features provided by the product plus random draws of the unobserved components in the utility.[36]

54. As described above, the Market-Based Method of calculating the market price premium (measured in dollars and/or percentage terms) uses the partworths to predict how the market would react in a hypothetical world to a Class Device with the Enhanced Siri Statements by examining consumers' choice probabilities for (a) a Class Device already purchased (and thereby subject to the Enhanced Siri Statements), as compared to (b) otherwise identical Class Device that is not subject to the Enhanced Siri Statements. When determining the market price premium between those two Class Devices, I held all other features (except price) constant at specific levels for the Class Device options in the simulations; the exact levels I chose for these other features did not affect my calculations.[37] For each respondent, the partworths for the levels present in each product profile were summed to obtain an overall relative utility for each of the two configurations of Class Devices. These utilities, in turn, combined with a decision rule (*i.e.*, Randomized First Choice), were used in a conjoint simulator to calculate the market price premium, if any, due to the Enhanced Siri Statements. Because these two configurations of Class

---

[35] Orme, Bryan K. (2020). "Chapter 10: Market Simulators for Conjoint Analysis," *Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research (Fourth Edition)*, Manhattan Beach, CA.: Research Publishers LLC, pp. 89-105.

[36] The Sawtooth Software HB estimation includes a standard option to perform RFC. The software assumes that the random perturbations on the partworths of each attribute follow a standard Normal distribution and the additional random perturbations at the product level follow a Gumbel distribution.

[37] This simulation method is also described in Orme, Bryan K., and Keith Chrzan (2017). *Becoming an Expert in Conjoint Analysis: Choice Modeling for Pros*, Orem, Utah: Sawtooth Software, Inc., p. 194.

Devices (with and without the Enhanced Siri Statements) were the only products available in the market simulations, their market shares added to 100%. I simulated markets with lower prices for the Class Devices without the Enhanced Siri Statements, or higher prices for the Class Devices with the Enhanced Siri Statements. I identified the price such that half of the market (as represented by the data from all of the respondents in my analysis) chose the Class Devices with the Enhanced Siri Statements and half of the market chose the Class Devices without the Enhanced Siri Statements (*i.e.*, each one had a market share of 50%). The price premium equals this difference between the two prices, which represents the amount overpaid for the Enhanced Siri Statements. This process was repeated at every possible price level, lowering the price of the Class Devices without the Enhanced Siri Statements to get one measure of price premium, and then raising the price of the Class Devices with the Enhanced Siri Statements to get another.[38] I chose, among the price differences obtained at the different levels of starting prices, the smallest (which is the most conservative) as the price premium for the Class Devices with the Enhanced Siri Statements.[39]

55. The dollar value was then expressed as a percentage of the highest price available in the survey to give the price premium on a percentage basis. Using the highest price as the denominator is the most conservative method, because it gives the lowest percentage price

[38] To calculate the price premium, it is possible to raise the price of the Class Devices with the Enhanced Siri Statements, or to lower the price of the Class Devices without the Enhanced Siri Statements. I tried both methods, starting at all price points, and reported the price premium as the smallest value found across all starting price points. Note, however, that I cannot raise or lower the price beyond the boundaries used in the conjoint analysis (*i.e.*, $799 and $1,599). From the lower bound price of $799, I can only raise the price of the product with the Enhanced Siri Statements, and from the upper bound price of $1,599, I can only lower the price of the product without the Enhanced Siri Statements. The maximum price premium that I can measure is, therefore, $1,599 - $799 = $800, and the answer given in such a case would be conservatively reported as "$800."

[39] It is also possible to conduct the analysis using the linear price partworths. In this study, the resulting price premium in market value is higher than the result I have presented in this report. *See* footnote 41 for the result.

premium.[40] In this case, the most conservative percent price premium is calculated by taking the smallest dollar value for the price premium and dividing it by the highest price in the survey ($1,599).

56. The results of the Market-Based simulations are given in **Exhibit G**. Using the most conservative approach, as noted in the prior paragraph, the Market-Based Method estimates that the price premium for a Class Device that "Includes an AI Enhanced Siri" versus one that "Includes Basic Siri" is 5.5%.[41]

XI. Conclusions

57. The survey and analysis I ran were designed to estimate the market price premium (measured in dollars and percentage terms),[42] if any, of the Class Devices with the Enhanced Siri Statements compared with the same Class Devices without the Enhanced Siri Statements. Based on the survey and analysis described in this Report, I conclude that the price premium due to a change from a Class Device that "Includes Basic Siri" to a Class Device that "Includes an AI Enhanced Siri" is 5.5%. It is my opinion that this finding is applicable across all Class Devices.

[40] This is the most conservative method, because the price chosen is in the denominator when calculating the percent price premium and dividing by a larger number gives a lower percentage result, and thereby lower damages.

[41] As mentioned, I measured the price premium for the Class Devices among all 324 survey respondents. An alternative method to the one I have described is to use linear price partworths, in which the price partworths for each respondent are modeled using a line, rather than a piecewise linear formulation. Using the linear price partworths, the price premium due to a change from a product without the Enhanced Siri Statements to one with the Enhanced Siri Statements is 8.27%.

[42] The conversion of dollar figures to a percentage amount is a relatively straightforward undertaking, which is done in a fair and conservative way that has been accepted by many courts (*see* ¶ 24 for examples of these cases). This conversion to a percentage amount is described in ¶ 55 and is also discussed in the report of Colin Weir ("Weir Report").

I declare under penalty of perjury of the laws of the United States that the foregoing is true and correct. Executed on April 14, 2026, in Sittee River Village, Stann Creek District, Belize.

Steven P. Gaskin

Exhibits:

A: Steven P. Gaskin Curriculum Vitae

B: Materials Reviewed

C: Questionnaire

D: Screenshots

E: Response Statistics

F: Average Partworths

G: Price Premium

H: Screener Data Glossary

I: Screener Data Listing

J: Conjoint Data Listing

Exhibit A: Steven P. Gaskin Curriculum Vitae

E-mail: steven_gaskin@outlook.com

Home Address: 52 North Newcastle Road
Newcastle, ME 04553
(781) 812-3226

Education: MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL OF MANAGEMENT, Master of Science in Management, June 1983. Brooks Prize for Best Master's Thesis.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Bachelor of Science in Management, June 1977. Naval ROTC Award for Outstanding Overall Achievement.

Career Positions:

2020-present Independent litigation survey expert

2004-2020 APPLIED MARKETING SCIENCE, INC., Burlington, MA
Principal. AMS is a marketing research and consulting organization with two main practices in which I consult and oversee projects 1) *Product And Process Improvement* which helps clients in a broad range of product and service industries identify and use the Voice of the Customer to develop new products and services and understand customer behavior and 2) *Litigation Services* which supports expert testimony related to surveys, including design, execution, analysis, reporting and critique of opposing expert reports. Cases include patent damage lawsuits regarding the valuation of particular product features using conjoint analysis, trademark, class action, and copyright. Retired from AMS in February of 2020.

2000-2003 ADPILOT, INC., New York City and Sherborn, MA
Chief Technology Officer. Provided consulting on marketing models for magazine advertising effectiveness, targeting for grocery store consumer promotions, and consumer packaged goods store/week/upc level promotion response.

1992-2000 THE DELPHI GROUP, INC., Sherborn, MA
President. Provided consulting on marketing models for forecasting and promotion response to other market research firms, including the M/A/R/C Group, Adpilot, Inc., Silknet Software, Sandoz, Schering-Plough, Warner-Lambert, and Syncra Software. Worked with marketing expert witnesses and economists on litigation research. Winner of competition to become forecaster of new vehicle sales for all divisions worldwide for Ford Motor Company.

1989-1992	M/A/R/C, INC., Waltham, MA Director of Research and Development. Managed the Waltham, MA office. Developed, sold and delivered marketing sciences model applications to Fortune 500 firms. Developed and implemented the RAPIDS sales force sizing and allocation model for pharmaceutical companies around the world.
1985-1989	INFORMATION RESOURCES, INC., Waltham, MA Director of Research and Development. Rebuilt and enhanced the ASSESSOR new product forecasting model. Participated in the early development of the Voice of the Customer methodology for generating customer needs.
1982-1985	MANAGEMENT DECISION SYSTEMS, INC., Waltham, MA Director of Research and Development. Responsible for the development and commercialization of numerous marketing science models including CATALYST and DEFENDER.
1977-1982	UNITED STATES NAVY, Lieutenant aboard guided missile cruiser USS Leahy, CG-16. Served as Gunnery Officer, Electronic Warfare Officer, and Intelligence Officer during cruises from San Diego to the Far East, Indian Ocean, Persian Gulf and Africa. Top Secret Special Background Investigation clearance. Managed extensive ship repairs in shipyard.
Publications:	Hauser, John R. and Steven P. Gaskin (1984). "Application of the "DEFENDER" Consumer Model," *Marketing Science*, Vol. 3, No. 4. Urban, Glen L., Theresa Carter, Steven Gaskin and Zofia Mucha (1986). "Market Share Rewards to Pioneering Brands: An Empirical Analysis and Strategic Implications," *Management Science,* Vol. 32, No. 6 (June). Winner, TIMS College of Marketing Award for Best Paper of 1986. Gaskin, Steven, Theodoros Evgeniou and Daniel Bailiff (2007). "Two-Stage Models: Identifying Non-Compensatory Heuristics for the Consideration Set then Adaptive Polyhedral Methods within the Consideration Set," *Proceedings of the Sawtooth Software 2007 Conference,* Santa Rosa, CA. Hauser, John R., Min Ding and Steven P. Gaskin (2009). "Non-compensatory (and Compensatory) Models of Consideration-Set Decisions," *Proceedings of the Sawtooth Software 2009 Conference,* Delray Beach, FL. Hauser, John R., Abbie Griffin, Robert L. Klein, Gerald M. Katz, and Steven P. Gaskin (2010). "Quality Function Deployment (QFD)," *Wiley International Encyclopedia of Marketing, edited by Jagdish N. Sheth and Naresh K. Malhotra.*

Gaskin, Steven P., Abbie Griffin, John R. Hauser, Gerald M. Katz, and Robert L. Klein (2010). "Voice of the Customer," *Wiley International Encyclopedia of Marketing, edited by Jagdish N. Sheth and Naresh K. Malhotra.*

Ding, Min, John Hauser, Songting Dong, Daria Dzyabura, Zhilin Yang, Chenting Su and Steven Gaskin (2011). "Unstructured Direct Elicitation of non-compensatory and Compensatory Decision Rules," *Journal of Marketing Research*, Vol. 48 (February), 116-127.

Gaskin, Steve. (2013). "Navigating the Conjoint Analysis Minefield," *Visions,* Vol. 37 (No. 1), pp. 22-25.

Griffin, Abbie, Brett W. Josephson, Gary Lilien, Fred Wiersema, Barry Bayus, Rajesh Chandy, Ely Dahan, Steve Gaskin, Ajay Kohli, Christopher Miller, Ralph Oliva and Jelena Spanjol (2013). "Marketing's roles in innovation in business-to-business firms: Status, issues, and research agenda," *Marketing Letters,* Vol. 24 (May), 323-337.

Gaskin, Steven P. (2015). "The David Vases: Considering Serpentine Waves on Yuan Blue and White," *Orientations*, Vol. 46, No. 4 (May), pp. 29-37.

Gaskin, Steven P., Dr. Aprajita Sharma, and Dr Ellen S. Smart (2021). "For the Love of Broken Porcelain," *Orientations*, Vol. 52 (September/October), pp. 54-62.

Expert Testimony

Barbara Schwab et al. v. Philip Morris USA, Inc. et al.
Case No. CV-04-1945 (JBW)(SMG), E.D. of New York
Light Cigarettes Litigation, deposed in connection with support of John Hauser, expert for plaintiffs

Computer Sciences Corporation v. Ascension Health
AAA No. 58-117-Y-00290-08
Customer Satisfaction Survey evaluation (2011 Report)

Linares et al. v. Securitas Security Services, USA et al.
Superior Court, State of California, Los Angeles County
Employment Survey (2011 Report, deposed Sept. 14, 2011)

Devi Khoday and Danise Townsend, et al., v. Symantec Corp. and Digital River, Inc., United States District Court, District of Minnesota, 0:11-cv-00180 (JRT-FLN), Software Service Conjoint Analysis (2013 Report, deposed Aug. 15, 2013)

JDS Therapeutics, LLC and Nutrition 21, LLC, v. Pfizer Inc., Wyeth LLC, Wyeth Consumer Healthcare Ltd. and Wyeth Consumer Healthcare LLC, United States District Court, Southern District Of New York, Case No. 1:12-cv-09002-JSR, Customer Survey evaluation (2013 Report, deposed Oct. 1, 2013)

Stone Creek, Inc. v. Omnia Italian Design and Bon-Ton Stores, Inc., United States District Court, District of Arizona, Case No. 13-cv-00688-NVW, Customer Survey evaluation (2014 Report, deposed Mar 25, 2014; testimony at court hearing Oct. 23, 2015)

Shannon Adams, et al., v. Target Corporation, United States District Court, Central District of California, Case No. CV13-05944-GHK (PJWx), Conjoint Analysis Design (2014 Declaration, deposed Sept. 26, 2014)

Veronica's Auto Insurance Services, Inc. v. Veronica's Services, Inc., United States District Court, Central District of California, Case No. CV13-05445-ODW, Analysis of Store Location Data (2014 Report)

Eat Right Foods, Ltd. v. Whole Foods Market, Inc., Whole Foods Market Services, Inc., and Whole Foods Market Pacific Northwest, Inc., United States District Court, Western District of Washington, Case No. 3:13-cv-06032, Confusion Survey (2015 Report, deposed May 8, 2015)

Angela Sanchez-Knutson, et al., v. Ford Motor Company, United States District Court, Southern District of Florida, Case No. 14-61344-CIV-DIMITROULEAS (Declaration regarding the methodology for a conjoint analysis, Aug. 2015, Report Nov. 13, 2015, deposed Dec. 11, 2015)

Kenai Batista, Andy Chance, and Crystal Quebral, et al., v. Nissan North America, Inc., United States District Court, Southern District of Florida, Miami Division, Class Action: Case No. 1:14-cv-24728-Civ-Scola/Otazo-Reyez (Declaration regarding the methodology for a conjoint analysis, Jan. 12, 2016)

Robert Tomassini, et al., v. Chrysler Group LLC (n/k/a FCA US LLC), United States District Court, Northern District of New York, Case No. 3:14-cv-01226-MAD-DEP (Declaration regarding the methodology for a conjoint analysis, Feb. 14, 2016, deposed Jul. 25, 2017)

In Re Azek Building Products, Inc. Marketing and Sales Practices Litigation, United States District Court, District of New Jersey, MDL No. 2506 (KM)(MCA) Case No. 2:12-cv-06627 (MCA) (MAH) (Report regarding a conjoint analysis, May 16, 2016, deposed Jul. 1, 2016)

In Re: Lenovo Adware Litigation, United States District Court, District of Northern California, Case No. 5:15-md-02624-RMW (Declaration regarding the methodology for a conjoint analysis, Jul. 22, 2016)

In Re Shaun Sater, *et al.*, v. Chrysler Group LLC, *et al.*, United States District Court, Central District of California, Eastern Division, Case No. 5:14-cv-00700-VAP-DTB (Declaration regarding the methodology for a conjoint analysis, Aug. 3, 2016, deposed Sept. 16, 2016)

In Re Simply Orange Orange Juice Marketing and Sales Practices Litigation, United States District Court, Western District of Missouri, MDL No. 2361 Master Case No. 4:12-md-02361-FJG (Declaration regarding the methodology for a conjoint analysis, Jul. 8, 2016, Report, Aug. 19, 2016)

Benjamin Hankinson et al. v. R.T.G. Furniture Corp. et al., United States District Court, Southern District of Florida, Case No. 9:15-cv-81139-COHN/SETZLER (Declaration regarding the methodology for a conjoint analysis, Sept. 1, 2016, Report, Oct. 3, 2016)

Billy Glenn et al. v. Hyundai Motor America and Hyundai Motor Company, United States District Court of California, Case No. 8:15-CV-02052-DOC-KES (Declaration regarding the methodology for a conjoint analysis, May 1, 2017, deposed Jul. 21, 2017, Report, Mar. 23, 2018)

Tom Kondash et al. v. Kia Motors America, INC., and Kia Motors Corporation, United States District Court, Southern District of Ohio, Case No. 1:15-cv-506 (Declaration regarding the methodology for a conjoint analysis, Jul. 7, 2017, deposed Nov. 17, 2017)

Jennifer Beardsall et al. v. CVS Pharmacy, Inc., Target Corporation, Walgreen Co., Wal-Mart Stores, Inc., and Fruit of the Earth, Inc., United States District Court, Northern District of Illinois, Case No. 1:16-cv-06103 (Declaration regarding the methodology for a conjoint analysis, Dec. 22, 2017)

In Re Arris Cable Modem Consumer Litigation, United States District Court, Northern District of California, San Jose Division, Case No. 17-cv-1834-LHK (Declaration regarding the methodology for a conjoint analysis, Mar. 9, 2018, deposed Apr. 5, 2018; Report, Jan. 31, 2019; deposed Feb. 14, 2019)

Teresa Elward et al. v. Electrolux Home Products, Inc., United States District Court, Northern District of Illinois Eastern Division, Case No. 1:15-cv-09882 (Declaration regarding the methodology for a conjoint analysis, Apr. 20, 2018, deposed Jul. 27, 2018)

Stephen Hadley et al. v. Kellogg Sales Company, United States District Court, Northern District of California, Case No. 5:16-cv-04955-LHK-HRL (Declaration regarding a demand analysis and the methodology for a conjoint analysis, April 30, 2018, deposed May 30, 2018, Report, Sept. 17, 2018, deposed Oct. 5, 2018)

Doru Bali et al. v. Fiat Chrysler Automobiles N.V., FCA US LLC, Sergio Marchionne, VM Motori S.P.A., VM North America, Inc., Robert Bosch Gmbh, and Robert Bosch LLC, United States District Court, Northern District of California, San Francisco Division, Case No. 3:17-md-02777-EMC (Report regarding the methodology for and an example of two conjoint analyses, Jun. 6, 2018, deposed Jul. 23, 2018)

Michelle Gyorke-Takatri et al. v. Nestlé USA, INC. and Gerber Products Company, Superior Court for The State of California in and for The County of San Francisco, Case No. CGC 15-546850 (Declaration regarding the methodology for a conjoint analysis, Sept. 10, 2018)

Debbie Krommenhock and Stephen Hadley et al. v. Post Foods LLC, United States District Court, Northern District of California, Case No. 3:16-cv-04958-WHO (JSC) (Declaration regarding a demand analysis and the methodology for a conjoint analysis, January 11, 2019, deposed Feb. 28, 2019, Report Apr. 24, 2019, deposed May 15, 2019)

Jacob Beaty and Jessica Beaty et al. v. Ford Motor America, United States District Court, Western District of Washington, Case No. 3:17-CV-05201(Declaration regarding the methodology for a conjoint analysis, Feb. 22, 2019, deposed Mar. 26, 2019)

Barry Braverman et al. v. BMW of North America, LLC and BMW AG, United States District Court, Central District of California, Western Division, Case No. 8:16-cv-00966-BRO-SS (Report regarding a conjoint analysis, Mar. 29, 2019, deposed May 29, 2019)

Hudock et al. v. LG Electronics U.S.A., Inc. et al., United States District Court, District of Minnesota, Lead Case No. 16-cv-01220 JRT-KMM (Report regarding a conjoint analysis, May 8, 2019, deposed Jun. 7, 2019)

Suresh Persad et al. v. Ford Motor Company, United States District Court, Eastern District of Michigan, Southern Division, Civil Action No. 2:17-cv-12599-TGBMKM (Declaration regarding the methodology for a conjoint analysis, Jun. 25, 2019, Report Nov. 7, 2019, deposed Dec. 27, 2019)

Nike, Inc. v. Skechers U.S.A., Inc., United States District Court, District of Oregon, Portland Division, Case No. 2:17-cv-08509-JAK-E (Report evaluating a survey, Jul. 29, 2019, deposed Sept. 18, 2019)

Paul Stockinger et al. v. Toyota Motor Sales, Inc., United States District Court, Central District of California, Case No. 17-cv-00035-VAP-KS (Declaration regarding the methodology for a conjoint analysis, Sept. 12, 2019, deposed Oct. 9, 2019)

Vicky Maldonado et al. v. Apple Inc. et al., United States District Court, Northern District of California, San Francisco Division, Case No. 3:16-cv-04067-WHO (Report regarding a conjoint analysis, Feb. 10, 2020)

Jennifer Nemet et al. v. Volkswagen Group of America, et al., United States District Court, Northern District of California, San Francisco Division, Case No. 3:17-cv-04372-CRB (Report regarding a conjoint analysis, Feb. 14, 2020, deposed July 16, 2020)

Jeffrey Koenig and Marcellus Holt v. Vizio, Inc., Superior Court of the State of California, County of Los Angeles, Case No. BC702266 (Declaration regarding the methodology for a conjoint analysis, February 26, 2020, deposed April 23, 2020. Report August 30, 2021, deposed October 5, 2021)

Will Kaupelis and Frank Ortega v. Harbor Freight Tools USA Inc., United States District Court, Central District of California, Case No. 8:19-cv-1203 (Declaration regardingre the methodology for a conjoint analysis, March 2, 2020, deposed May 28, 2020)

Banh et al. v. American Honda Motor Company, Inc., United States District Court, Central District of California, Western Division, Case No. 2:19-cv-05984 (Report regarding the methodology for a conjoint analysis, April 9, 2020, deposed June 4, 2020)

Daniel Zeiger and Danz Doggie Daytrips v. WellPet LLC, United States District Court, Northern District of California, San Francisco Division, Case No. 3:17-CV-04056-WHO (Report regarding a conjoint analysis, June 29, 2020)

Javier Cardenas et al. v. Toyota Motor Corporation, United States District Court Southern District of Florida, Case No. 18-22798-Civ-Moreno (Report regarding a conjoint analysis, October 14, 2020, Trial, March 2023)

Thomas Bailey v. Rite Aid Corporation, United States District Court, Northern District of California, Case No. 4:18-cv-06926 (Declaration regarding the methodology for a conjoint analysis, October 16, 2020)

Laura Bechtel and Troy Thoennes v. Fitness Equipment Services, LLC, DBA Sole Fitness, United States District Court, Southern District of Ohio Western Division, Case No. 1:19-Cv-00726 (Declaration regarding the methodology for a conjoint analysis, December 2, 2020)

Daniel Prescod v. Celsius Holdings, Inc., Superior Court for the State of California, County of Los Angeles, Case No. 19STCV09321 (Declaration regarding the methodology for a conjoint analysis, December 16, 2020, deposed April 2, 2021)

Sherida Johnson et al. v. Nissan North America, Inc., United States District Court, Northern District of California, San Francisco Division, Case No. 3:17-cv-00517 (Declaration regarding the methodology for a conjoint analysis, February 16, 2021, deposed April 22, 2021)

Derick Ortiz v. SIG Sauer, Inc., United States District Court, District of New Hampshire, Case No. 1:19-cv-01025-JL (Report regarding a conjoint analysis, Feb. 26, 2021)

Ralph Milan et al. v. Clif Bar & Company, United States District Court, Northern District of California, Case No. 4:18-cv-02354-JD (Declaration regarding the methodology for a conjoint analysis, September 17, 2020, Report March 2, 2021, deposed April 29, 2021)

Darren Fulton and Craig Jude Broussard v. Ford Motor Company, United States District Court Southern District of Texas, Case No. 2:18-cv-00456 (Report regarding a conjoint analysis, March 15, 2021, deposed April 20, 2021)

Clarence Simmons et al. v Ford Motor Company, United States District Court Southern District of Florida, Case No. 9-18-cv-81558-RAR (Report evaluating a survey, June 10, 2021, deposed July 30, 2021)

Felix Obertman v. Electrolux Home Products, Inc., United States District Court Eastern District of California, Case No. 2:19-cv-02487-KJM-AC (Declaration regarding the methodology for a conjoint analysis, June 14, 2021, deposed August 13, 2021)

Sherris Minor v. Baker Mills, Inc.; And Kodiak Cakes, LLC., United States District Court Northern District of California, Case No. 20-cv-02901-RS (Report regarding a conjoint analysis, August 2, 2021, deposed August 30, 2021)

Brooke Smith v. The Ohio State University, Court of Claims for the State of Ohio, Case Nos. 2020-00321JD, (Declaration regarding the

methodology for a conjoint analysis, June 23, 2021, deposed August 24, 2021)

Gila Duke v. Ohio University, Court of Claims for the State of Ohio, Case No. 2021-00036JD, (Declaration regarding the methodology for a conjoint analysis, July 30, 2021, deposed September 22, 2021, Hearing January 18, 2022)

Caitlyn Waitt and Jordan Worrell v. Kent State University, Court of Claims for the State of Ohio, Case No. 2020-00392JD, (Declaration regarding the methodology for a conjoint analysis, September 10, 2021)

Christopher Julian, Mark Pacana, Paul Fiskratti, and Wayne Leward v. TTE Technology, Inc., United States District Court Northern District of California, Case No. 3:20-CV-02857-EMC (Declaration regarding the methodology for a conjoint analysis, August 27, 2021, deposed September 24, 2021)

Mackenzie Weiman and Sarah Baumgartner v. Miami University, Court of Claims for the State of Ohio, Case Nos. 2020-00614JD, 2020-00644JD (Declaration regarding the methodology for a conjoint analysis, September 24, 2021, Hearing January 18, 2022)

Lawrence Keba v. Bowling Green State University, Court of Claims for the State of Ohio, Case No. 2020-00639JD (Declaration regarding the methodology for a conjoint analysis, September 24, 2021)

Tyler Allen Click, Troy Bowen, Bailey Henderson, Ethan Galan, Luis G. Ochoa Cabrera, Homero Medina, Michael Guidroz, Scott A. Hines, Bryan J. Tomlin, Quentin Alexander, And Jacqueline Bargstedt, et al., v. General Motors LLC, United States District Court, Southern District of Texas, Corpus Christi Division, Case No. 2:18-Cv-00455-Ngr (Report Regarding a Conjoint Analysis, October 12, 2021)

Howard Clark, Michelle Moran, et al., v. S.C. Johnson & Son, Inc., Superior Court of the State of California, County of Alameda, Case No. RG20067897 (Report regarding a conjoint analysis, November 12, 2021)

Lance Dutcher v. Google LLC, d/b/a YouTube, and YouTube, LLC, Superior Court of the State of California, County of Santa Clara, Case No. 20CV366905 (Declaration regarding the methodology for a conjoint analysis, February 10, 2022, deposed May 27, 2022)

Lakeita Kemp, et al., v. Nissan North America and Nissan Motor Co., Ltd., United States District Court, Middle District of Tennessee, Nashville

Division, Case Nos. 3:19-cv-00843 and 3:19-cv-00854 (Report regarding a conjoint analysis, February 22, 2022, deposed Sept. 17, 2022)

Mark D. Chapman, et al., V. General Motors LLC, United States District Court, Eastern District of Michigan, Case No. 2:19-Cv-12333-TGB-DRG (Report regarding a Conjoint Analysis, February 24, 2022, deposed April 12, 2022)

Terry Sonneveldt, et al., v. Mazda Motor of America, Inc. D/B/A Mazda North American Operations and Mazda Motor Corporation, United States District Court, Central District of California, Case No. 8:19-cv-01298-JLS-KES (Declaration regarding the methodology for a conjoint analysis, March 11, 2022, deposed March 29, 2022, Report July 26, 2022, deposed Sept. 18, 2022)

Mocha Gunaratna and Renee Camenforte v. Dr. Dennis Gross Skincare, LLC, United States District Court, Central District of California, Case No. 2:20-cv-02311-MWF-GJS (Declaration regarding the methodology for a conjoint analysis, April 1, 2022, deposed May 23, 2022)

Michael Ninivaggi, Jake Mickey and Cailin Nigrelli v. University of Delaware, United States District Court, District of Delaware, Case No. 20-cv-1478-SB (Report regarding a conjoint analysis, August 1, 2022, deposed August 12, 2022)

Autumn Adams v. University of Cincinnati, Court of Claims
For The State of Ohio, Case No. 2021-00458JD (Declaration regarding the methodology for a conjoint analysis, February 15, 2022, deposed August 9, 2022)

Elizabeth VanCleave and Katherine Hassan v. Abbott Laboratories. Superior Court of the State of California for the County of Santa Clara. Case No. 19CV345045 (Declaration regarding the methodology for a conjoint analysis, September 19, 2022, deposed January 31, 2023, Merits Report regarding a conjoint analysis, August 29, 2024, Deposed October 16, 2024, Trial, January 2025)

William Squires, et al. v. Toyota Motor Corp, Toyota Motor North America, Inc., and Toyota Motor Sales, U.S.A., Inc., United States District Court, For the Eastern District of Texas Sherman Division, Case No. 4:18-cv-00138 (Report regarding a conjoint analysis, September 29, 2022, deposed November 16, 2022)

In Re Plum Baby Food Litigation, United States District Court, Northern District of California, Oakland Division, Case No. 21-cv-00913-YGR

(Declaration regarding the methodology for a conjoint analysis, December 20, 2022, deposed February 21, 2023)

Justin O'Connor, et al., v. Ford Motor Company, United States District Court for the Northern District of Illinois, Eastern Division, Case No. 19-cv-5045, Nos. 20-cv-1981, 20-cv-2095, 20-cv-2612, and 21-cv-6540 (Declaration regarding the methodology for a conjoint analysis, March 30, 2023, deposed June 13, 2023)

Sarah McCracken v. KSF Acquisition Corporation, a Delaware Corporation, Case No. 5:22-cv-01666 (Declaration regarding the methodology for a conjoint analysis, May 25, 2023)

Teeda Barclay, et al., v. iFit Health & Fitness, Inc., f/k/a Icon Health & Fitness, Inc., and NordicTrack, Inc., United States District Court, District of Minnesota, Case No. 0:19-cv-02970-ECT-DTS (Declaration regarding the methodology for a conjoint analysis, July 14, 2023, deposed August 2, 2023, Report regarding the results of a conjoint analysis, January 2, 2024, deposed April 16, 2024)

Edward Pistorio, et al., v. FCA US LLC, Case No. 2:20-cv-11838-SFC-RSW (Declaration regarding the methodology for a conjoint analysis, July 31, 2023, deposed September 6, 2023)

Tracy Howard, et al., v. Hain Celestial Group, Inc. d/b/a Earth's Best, United States District Court, Northern District of California, San Francisco, Case No. 3:22-cv-527-VC (Report regarding a conjoint analysis, September 5, 2023, deposed October 10, 2023)

Kenneth Glassman v. Edgewell Personal Care, LLC., United States District Court, Northern District of California, Case No. 3:21-cv-07669-RS (Report regarding a conjoint analysis, September 14, 2023, deposed November 7, 2023)

Steven C. Johnson v. Glock, Inc., a Georgia Corporation; Glock Ges. M.B.H, an Austrian Entity; John and Jane Does I Through V; ABC Corporations I-X, XYZ Partnerships, Sole Proprietorships and/or Joint Ventures I-X, Gun Component Manufacturers, United States District Court, Northern District of California, Case No. 3:20-cv-08807-WHO (Declaration regarding the methodology for a conjoint analysis, October 12, 2023)

Shane Winkelbauer v. Welch Foods, Inc., A Cooperative and Promotion in Motion, Inc., United States District Court, Northern District of California, Case No. 3:22-cv-07028-JD (Declaration regarding the methodology for a

conjoint analysis, November 20, 2023, deposed December 19, 2023, Supplemental Report, March 4, 2024)

William Lessin, et al., v. Ford Motor Company, a Delaware corporation; and Does 1 through 10, inclusive, United States District Court, Southern District of California, Case No. 3:19-CV-01082-AJB-AHG (Consolidated with No. 3:19-cv-02229-AJB-AHG) (Declaration regarding the methodology for a conjoint analysis, November 29, 2023, deposed January 18, 2024)

Wendy Prince, et al., v. Johnson Health Tech Trading, Inc., Johnson Health Tech Retail, Inc., Johnson Health Tech, Inc., United States District Court, Western District of Virginia, Case No. 5:22-cv-00035-EKD (Declaration regarding the methodology for a conjoint analysis, February 29, 2024, Deposed June 4, 2024)

Aaron Brand and John Flodin v. Central Garden & Pet Company, a Delaware Corporation, Breeder's Choice Pet Foods, Inc., and Does 1-50, inclusive, United States District Court, Northern District of California, Case No. 4:21-cv-01631-JST (Declaration regarding the methodology for a conjoint analysis, March 15, 2024, deposed June 20,2024)

Charlotte Willoughby et al., v. Abbott Laboratories, United States District Court, Northern District of Illinois Eastern Division, Case No. 1:22-cv-01322 (Declaration regarding the methodology for a conjoint analysis, April 12, 2024, Deposed May 21, 2024)

David Wallenstein and Montgomery Summa v. Mondelez International, Inc., a Virginia corporation, Mondelez Global, LLC, a Delaware limited liability company, and Nabisco, Inc., a New Jersey corporation, United States District Court for the Northern District of California, Case No. 3:22-cv-6033 (Report regarding a conjoint analysis, May 24, 2024, Deposed July 8, 2024)

Martha Valentine, Ruby Cornejo, and Tiffany Avino v. CROCS, INC., United District Court for the Northern District of California, Case No. 3:22-cv-07463-TLT (Declaration regarding the methodology for a conjoint analysis, May 31, 2024)

Steven Hernandez v. RADIO SYSTEMS CORPORATION, United District Court, Central District of California Eastern Division, Case No. 5:22-cv-01861-JGB-KK (Declaration regarding the methodology for a conjoint analysis, June 7, 2024, Deposed August 16, 2024)

Kellie Carder et al., v. Graco Children's Products, Inc., United States District Court, Northern District of Georgia, Atlanta Division, Civil Action File No. 2:20-cv-00137-LMM (Report regarding a conjoint analysis, August 16, 2024, Deposed November 7, 2024)

Colby Tunick et al., v. Takara Sake USA Inc., United States District Court, Northern District of California. Case No. 3:23-cv-00572-TSH (Declaration regarding the methodology for a conjoint analysis, October 17, 2024, Deposed November 21, 2024)

Melissa Sanchez and Beverly Cassel, et al., v. Nurture, Inc., United States District Court, Northern District of California. Case No. 5:21-cv-08566-EJD (Declaration regarding the methodology for a conjoint analysis, October 25, 2024, Deposed December 10, 2024)

David Livingston et al., v. Mercedes-Benz USA, LLC, Superior Court of the State of California, Alameda County. Case No. RG21109711 (Declaration regarding the methodology for a conjoint analysis, November 14, 2024, Deposed December 18, 2024)

James Dolan and James Morris, et al., v. Ford Motor Company, United States District Court, Eastern District of Virginia, Richmond Division. Case No. 3:23-cv-512-REP (Declaration regarding the methodology for a conjoint analysis, January 3, 2025, Deposed February 24, 2025)

Condalisa Legrand, et al., v. Abbott Laboratories, United States District Court, Northern District of California. Case No. 3:22-cv-5815-TSH (Declaration regarding the methodology for a conjoint analysis, January 22, 2025)

Adam Lee et al., v. Samsung Electronics America, Inc., United States District Court, Southern Districts of Texas. Case No. 4:21-cv-01321 (Consolidated with 4:22-cv-0037) (Report regarding a conjoint analysis, April 11, 2025)

Rick Chen and Mindy Aiello v. Vesync Corporation, United States District Court, Northern District of California. Case No. 3:23-cv-04458-TLT (Declaration regarding the methodology for a conjoint analysis, April 17, 2025, Deposed May 14, 2025 and August 7, 2025)

Samuel Garcia and Carl Desoto v. TC Heartland, LLC, United States District Court, Northern District of California. Case No. 5:23-cv-04192-NW (Declaration regarding the methodology for a conjoint analysis, April 18, 2025)

Sandra Jeruchim and Melissa Vargas v. The J.M. Smucker Company and Post Consumer Brands LLC, United States District Court, Northern District of California. Case No. 3:22-CV-06913-WHO (Report regarding a conjoint analysis, June 3, 2025, Deposed September 5, 2025)

In Re SanDisk SSDS Litigation, United States District Court, District of Northern California. Case No. 3:23-cv-04152-RFL (Declaration regarding the methodology for a conjoint analysis, June 11, 2025, Deposed August 25, 2025)

Omar Masry v. Abbott Laboratories, United States District Court, Northern District of California. Case No. 5:23-cv-04348-PCP (Declaration regarding the methodology for a conjoint analysis, August 11, 2025)

Skylar Williams et al., v. Galderma Laboratories, L.P., United States District Court, Northern District of Illinois. Case No. 1:24-cv-02222 (Report regarding a conjoint analysis, September 22, 2025)

Tiffany Huggins et al., v. Abbott Laboratories, United States District Court, Northern District of Illinois, Eastern Division, Case No. 1:25-cv-02460 (Report regarding a conjoint analysis, October 6, 2025)

Professional Societies:

INFORMS (The Institute for Operations Research and Management Science)

Exhibit B: Materials Reviewed

Bailey v. Rite Aid Corporation, No. 4:18-cv-06926 YGR (N.D. Cal.)

Banh v. American Honda Motor Co., No. 2:19-cv-05984 RGK (C.D. Cal.)

Bechtel v. Fitness Equipment Services, LLC, DBA Sole Fitness, (S. D. Ohio), No. 1:19-cv-00726

Braverman v. BMW of North America, LLC, No. 16-cv-00966 TJH (C.D. Cal.)

Brazell, Jeff D., Christopher G. Diener, Ekaterina Karniouchina, William L. Moore, Válerie Séverin, and Pierre-Francois Uldry (2006). "The no-choice option and dual response choice designs," *Marketing Letters*, Vol. 17, No. 4 (Dec.), pp. 255-268.

Cardenas et al. v. Toyota Motor Corp., No. 18-22798-Civ-Moreno (S.D. Fla.)

Consolidated Amended Class Action Complaint (Filed 07/21/2025)

Diamond, Shari S., (2011). "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence (Third Edition)*, Washington, D.C.: The National Academies Press, pp. 359-423.

Gunaratna v Dr. Dennis Gross Skin Care, No. 2:20-cv-02311-MWF-GJS (C.D. Cal)

Hadley v. Kellogg Sales Company, No. 5:16-cv-04955 LHK (N.D. Cal.)

In Re Arris Cable Modem Consumer Litigation, No. 17-cv-1834 LHK (N.D. Cal.)

In Re: Lenovo Adware Litigation, No. 5:15-md-02624 RMW (N.D. Cal.)

Jeruchim v. The J.M. Smucker Company and Post Consumer Brands LLC., No. 3:22-cv-06913-WHO (N.D. Cal.)

Johnson et al. v. Nissan North America, Inc., No: 3:17-cv-00517 (N.D. Cal.)

Johnson v Glock No. 3:20-cv-08807-WHO (N.D. Cal.)

Kaupelis v. Harbor Freight Tools USA, Inc., No. 19-cv-1203 JVS (C.D. Cal.)

Khoday v. Symantec Corp. and Digital River, Inc., No. 0:11-cv-00180 JRT (D. Minn.)

Koenig v. Vizio, Inc., No. BC702266 (Superior Court, N.D. Cal.)

Krommenhock v. Post Foods LLC, No. 3:16-cv-04958 WHO (N.D. Cal.)

Landsheft – Apple Response to Confirmatory Discovery Letter (2.17.26)

Lessin v Ford Motor Co., No. 3:19-CV-01082-AJB-AHG (S.D. Cal.)

List of iPhone 16 Retailers.docx

Livingston v Mercedes-Benz USA, LLC, No. RG21109711 (Cal. Sup. Ct.)

Louviere, Jordan (1988). "Conjoint Analysis Modelling of Stated Preferences: A Review of Theory, Methods, Recent Developments and External Validity," *Journal of Transport Economics and Policy: Stated Preference Methods in Transport Research*, Vol. 22, No. 1 (Jan.) pp. 93-119.

Maldonado v. Apple, Inc., Np. 3:16-cv-04067-WHO (N.D. Cal.)

Milan v. Clif Bar and Company, No. 3:18-cv-02354-JD (N.D. Cal.)

Ninivaggi, et al., v. University of Delaware, Civil Action No. 20-cv-1478-SB/*Russo v. University of Delaware*, Civil Action No. 20-cv-1693-SB

Orme, Bryan K. (2020). *Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research* (*Fourth Edition*), Manhattan Beach, CA.: Research Publishers LLC.

Orme, Bryan K., and Keith Chrzan (2017). *Becoming an Expert in Conjoint Analysis: Choice Modeling for Pros*, Orem, Utah: Sawtooth Software, Inc.

Poret, Hal. (2010). "A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys," *The Trademark Reporter,* Vol. 100, No. 3 (May-June), pp. 756-807.

Prescod v. Celsius Holdings, Inc., No. 19STCV09321 (Cal. Super. Ct., L.A. County)

Report of Colin B. Weir

Sanchez-Knutson v. Ford Motor Co., No. 14-civ-61344 WPD (S.D. Fla.)

Sawtooth Software, Inc.'s Lighthouse Studio software. See www.sawtoothsoftware.com.

Sawtooth Software Technical Paper, "Comparing Hierarchical Bayes Draws and Randomized First Choice for Conjoint Simulations," 2000.

Simonson, I., and R. Kivetz (2012). "Demand Effects in Likelihood of Confusion Surveys: The Importance of Marketplace Conditions," *Trademark and Deceptive Advertising Surveys: Law, Science, and Design,* Shari Seidman Diamond and Jerre B. Swann, Eds, Chicago, IL.: ABA Publishing, American Bar Association.

Singer, Eleanor (2012). "The Use and Effects of Incentives in Surveys," Survey Research Center, Institute for Social Research, University of Michigan.

Sonneveldt et al. v. Mazda Motor of America, Inc., No. 8:19-cv-01298-JLS-KES (C.D. Cal.)

The CBC System for Choice-Based Conjoint Analysis (Version 9), Sawtooth Software Technical Paper Series, 2017.

VanCleave v. Abbott Laboratories, No. 19CV345045 (Cal. Super. Ct., S.CL. County)

Wallenstein v Mondelez No. 3:22-cv-6033 (N.D. Cal.)

Websites:

https://sawtoothsoftware.com/help/discover/analysis/cbc/cbc-utilities

https://sawtoothsoftware.com/help/lighthouse-studio/manual/what-is-choice-based-conjoint.html

https://www.ams-inc.com/

Materials Reviewed for Attribute Development

Siri (Voice-Activated Assistant)

https://www.apple.com/ca/iphone/compare/?modelList=iphone-16,iphone-15

https://www.bestbuy.com/product/apple-iphone-16-128gb-apple-intelligence-ultramarine-at-t/JCQ6HRG679

https://www.bestbuy.com/site/iphone/iphone-comparison/pcmcat748300577187.c?id=pcmcat748300577187

https://www.bestbuy.com/site/iphone/learn-about-iphone-16/pcmcat1725904895755.c?id=pcmcat1725904895755

https://www.target.com/p/apple-iphone-16/-/A-93597958?preselect=86076265#lnk=sametab

https://www.youtube.com/watch?v=GDlkCkcIqTs (Video no longer available publicly but outlined the features of the Enhanced Siri)

https://www.youtube.com/watch?v=IIOw69HztX0

Display

https://www.apple.com/ca/iphone/compare/?modelList=iphone-16,iphone-15

https://www.apple.com/iphone-16/specs/

https://www.bestbuy.com/product/apple-iphone-16-128gb-apple-intelligence-ultramarine-at-t/JCQ6HRG679

https://www.bestbuy.com/site/iphone/iphone-comparison/pcmcat748300577187.c?id=pcmcat748300577187

https://www.bestbuy.com/site/iphone/learn-about-iphone-16/pcmcat1725904895755.c?id=pcmcat1725904895755

https://www.howtogeek.com/743149/what-is-a-super-retina-xdr-display/#:~:text=XDR%20Is%20Extended%20Dynamic%20Range%20The%20%22Super,and%20support%20for%20high%20dynamic%20range%20(HDR).

https://www.target.com/p/apple-iphone-16/-/A-93597958?preselect=86076265#lnk=sametab

Camera

https://www.apple.com/ca/iphone/compare/?modelList=iphone-16,iphone-15

https://www.apple.com/iphone-16/specs/

https://www.bestbuy.com/product/apple-iphone-16-128gb-apple-intelligence-ultramarine-at-t/JCQ6HRG679

https://www.bestbuy.com/site/iphone/iphone-comparison/pcmcat748300577187.c?id=pcmcat748300577187

https://www.bestbuy.com/site/iphone/learn-about-iphone-16/pcmcat1725904895755.c?id=pcmcat1725904895755

https://www.target.com/p/apple-iphone-16/-/A-93597958?preselect=86076265#lnk=sametab

Battery Life

https://support.apple.com/en-us/101575

https://www.apple.com/ca/iphone/compare/?modelList=iphone-16,iphone-15

https://www.apple.com/iphone-16/specs/

https://www.bestbuy.com/product/apple-iphone-16-128gb-apple-intelligence-ultramarine-at-t/JCQ6HRG679

https://www.bestbuy.com/site/iphone/iphone-comparison/pcmcat748300577187.c?id=pcmcat748300577187

https://www.bestbuy.com/site/iphone/learn-about-iphone-16/pcmcat1725904895755.c?id=pcmcat1725904895755

https://www.target.com/p/apple-iphone-16/-/A-93597958?preselect=86076265#lnk=sametab

Splash, Water, and Dust Resistance

https://www.apple.com/iphone-16/#:~:text=With%20all%2Dnew%20superpowers%2C%20Siri,step%20instructions%20in%20a%20snap.

https://www.apple.com/iphone-16/specs/

https://www.apple.com/ca/iphone/compare/?modelList=iphone-16,iphone-15

https://www.bestbuy.com/product/apple-iphone-16-128gb-apple-intelligence-ultramarine-at-t/JCQ6HRG679

https://www.bestbuy.com/site/iphone/iphone-comparison/pcmcat748300577187.c?id=pcmcat748300577187

https://www.bestbuy.com/site/iphone/learn-about-iphone-16/pcmcat1725904895755.c?id=pcmcat1725904895755

https://www.otterbox.com/en-us/blog/is-iphone-16-waterproof.html?srsltid=AfmBOoqZNX6m7VffVAKac2OYsRvL74axeJs1sTvo_KQRgl1YxyuU2hzp

https://www.target.com/p/apple-iphone-16/-/A-93597958?preselect=86076265#lnk=sametab

Price

https://mashable.com/article/iphone-16-price-rumor

https://web.archive.org/web/20240913150957/https://www.apple.com/shop/buy-iphone/iphone-16

https://web.archive.org/web/20241001012904/https://www.apple.com/shop/buy-iphone/iphone-16

https://web.archive.org/web/20241002052728/https://www.apple.com/shop/buy-iphone/iphone-16

https://www.apple.com/newsroom/2024/09/apple-introduces-iphone-16-and-iphone-16-plus/#:~:text=Pricing%20and%20Availability%20iPhone%2016%20and%20iPhone,$899%20(U.S.)%20or%20$37.45%20(U.S.)%20per%20month.

https://www.apple.com/shop/buy-iphone/iphone-16

https://www.rokform.com/blogs/rokform-blog/iphone-16-plus-vs-pro#:~:text=The%20iPhone%2016%20Plus%20starts%20at%20$899,you%20that%20massive%20screen%20and%20modern%20features

https://www.wired.com/story/apple-iphone-16-price-specs-release-date/

APL-MEDLNDSHFT_00034639: March 24, 2025 Price List for iPhone 16 Pro Max, iPhone 16 Pro, iPhone 16 Plus, iPhone 16, and iPhone 16e.

APL-MEDLNDSHFT_00034640: June 26, 2024 Price List for iPhone 15 Pro Max, and iPhone 15 Pro.

APL-MEDLNDSHFT_00034641: December 3, 2024 Price List for iPhone 16 Pro Max, iPhone 16 Pro, iPhone 16 Plus, and iPhone 16.

APL-MEDLNDSHFT_00034642: September 9, 2024 Price List for iPhone 16 Pro Max, iPhone 16 Pro, iPhone 16 Plus, and iPhone 16.

Exhibit C: Questionnaire

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

Introduction & Screening

[INTRODUCTION S1]

Thank you for your willingness to participate in our study. The responses you give to these questions are very important to us. If you don't know an answer to a question or if you are unsure, please indicate this by choosing the DON'T KNOW/UNSURE option. It is very important that you do not guess.

Your answers will be kept in confidence. 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.

[NEXT PAGE]

Screening Qualification ("S" Series of Questions)

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

[INSERT CAPTCHA]

[NEXT PAGE]

QS1. What type of electronic device are you using to complete this survey? *(Select one only)*
[RANDOMIZE]
⊙ Desktop computer **[CONTINUE]**
⊙ Laptop computer **[CONTINUE]**
⊙ Tablet computer **[CONTINUE]**
⊙ Smartphone **[CONTINUE]**
⊙ Other mobile or electronic device **[ANCHOR; ON HOLD]**

[IF "OTHER" SELECTED IN QS1, DISPLAY: "This survey is not formatted for viewing on this device. Please return to the survey, using the same link, from a desktop, laptop, tablet, or smartphone.**"]**

[NEXT PAGE]

QS2. Are you…? *(Select one only)*

⊙ Male
⊙ Female

[NEXT PAGE]

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

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

[NEXT PAGE]

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

[TERMINATE IF AGE/GENDER VALIDATION DOES NOT MATCH]

[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; ANCHOR "NONE OF THE ABOVE"]**
❒ A company that manufactures or sells automobiles
❒ A company that manufactures or sells appliances
❒ A company that manufactures or sells consumer electronics **[TERMINATE]**
❒ A company that manufactures or sells outdoor clothing
❒ A company that manufactures or sells prescription drugs
❒ A marketing or market research firm **[TERMINATE]**
❒ A public relations or advertising agency **[TERMINATE]**
❒ None of the above **[ANCHOR; EXCLUSIVE]**

[TERMINATE IF "CONSUMER ELECTRONICS," "MARKETING OR MARKET RESEARCH FIRM," OR "PUBLIC RELATIONS OR ADVERTISING AGENCY" IS SELECTED]

[NEXT PAGE]

QS6. Which, if any, of the following have you personally purchased **new** in the past 2 years (2024 to present)?

Please only indicate those products that you personally purchased or shared in the decision to purchase. *(Select all that apply)*
[RANDOMIZE LIST; ANCHOR "NONE OF THE ABOVE"]

- ❒ Smartphone **[MUST SELECT]**
- ❒ Printer
- ❒ Television
- ❒ Voice-controlled speaker
- ❒ DVD or Blu-ray player
- ❒ Smartwatch
- ❒ Aeolipile **[TERMINATE]**
- ❒ None of the above **[ANCHOR; EXCLUSIVE]**

[MUST SELECT "SMARTPHONE" TO CONTINUE; TERMINATE IF "AEOLIPILE" SELECTED]

[NEXT PAGE]

QS7. You indicated you have personally purchased or shared in the decision to purchase a **new smartphone** in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)?

Please only indicate those brands that you personally purchased or shared in the decision to purchase. *(Select all that apply)*
[RANDOMIZE LIST; ANCHOR "NONE OF THE ABOVE" AND "DK/UNSURE"]

- ❒ Apple **[MUST SELECT]**
- ❒ Samsung
- ❒ HTC
- ❒ Google
- ❒ Motorola
- ❒ Sony
- ❒ Nokia
- ❒ Lenovo
- ❒ Huawei
- ❒ Cuneiform **[TERMINATE]**
- ❒ None of the above **[ANCHOR; EXCLUSIVE]**
- ❒ Don't know/Unsure **[ANCHOR; EXCLUSIVE]**

[MUST SELECT "APPLE" TO CONTINUE. TERMINATE IF "CUNEIFORM" SELECTED]

[NEXT PAGE]

QS8. You indicated that you have personally purchased or shared in the decision to purchase a **new Apple smartphone** in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new? *(Select all that apply)*

If you are unsure of your model, it can be found by going to your iPhone's settings, looking under "General," and then under "About." Please only select the models you are sure you personally purchased new.

- ❒ iPhone 1st Generation
- ❒ iPhone SE (1st, 2nd, or 3rd generation)
- ❒ iPhone 3G or 3GS
- ❒ iPhone 4 or 4S
- ❒ iPhone 5, 5C, or 5S
- ❒ iPhone 6, 6 Plus, 6S, or 6S Plus
- ❒ iPhone 7 or 7 Plus
- ❒ iPhone 8 or 8 Plus
- ❒ iPhone X, XR, XS, or XS Max
- ❒ iPhone 11, 11 Pro, or 11 Pro Max
- ❒ iPhone 12, 12 mini, 12 Pro, 12 Pro Max
- ❒ iPhone 13, 13 mini, 13 Pro, 13 Pro Max
- ❒ iPhone 14, 14 Plus, 14 Pro, 14 Pro Max
- ❒ iPhone 15, 15 Plus, 15 Pro, 15 Pro Max
- ❒ iPhone 16, 16e, 16 Plus, 16 Pro, 16 Pro Max **[MUST SELECT]**
- ❒ Don't know/Unsure
- ❒ None of the above

[MUST SELECT "IPHONE 16, 16e, 16 PLUS, 16 PRO, 16 PRO MAX" TO CONTINUE, OTHERWISE TERMINATE]

[NEXT PAGE]

QS9. 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]**

[TERMINATE UNLESS CORRECT WORD FROM QUESTION IS TYPED IN "OTHER" BOX]

[NEXT PAGE]

QS10. You have qualified to take this survey. Before continuing, please carefully read these instructions:

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

[NEXT PAGE]

Main Questionnaire

[INTRO 1]

For the following questions, we will be focusing on the decision to purchase **a new Apple iPhone**.

[NEXT PAGE]

[INTRO 2]

Now imagine that you are shopping for a **new iPhone**.

The following questions will involve a series of exercises. In each exercise, you will make **two** choices.

- First, in each exercise, **you will be shown three different iPhones that vary in terms of features and price**. You will be asked, given that you have to make a choice, to choose the iPhone with the set of features and price shown that you most prefer.

- You will also be asked, based on your knowledge of the market, including other iPhones available to you anywhere, whether or not **you would actually be willing to buy the iPhone that you chose with the set of features and price indicated.**

[WAIT 5 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ1]

The iPhones that will be shown to you include one or more features within each of the following categories:
[RANDOMIZE LIST; ANCHOR PRICE]

- Siri (Voice-Activated Assistant)
- Display
- Camera
- Battery Life
- Splash, Water, and Dust Resistance
- Price **[ANCHOR]**

[WAIT 5 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ2]

For the purpose of these exercises, you should assume:

- Each iPhone will be described by a set of features. Any other features beyond those shown in the exercise are assumed to be the same for all the iPhones presented.
- The iPhone you choose to purchase will come in whichever color you prefer, so any preference you may have for a particular color should not matter.
- Each iPhone shown is offered by the same retailer or is compatible with the same carriers, so any preference you may have for a particular retailer or carrier should not matter.
- The prices shown do not include any changes in the amount you would pay due to sales promotions, trade-in programs, or contracts with your wireless provider.

Again, please assume that any other features beyond those shown in the exercise will be the same for all of the iPhones you will be shown.

Select "NEXT" to continue.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ3]

We will now give you a more detailed introduction to each feature that will vary in the iPhones among which you will be asked to choose.

If you are taking the survey on a mobile device, you may need to turn your phone to get a wider screen and you may need to scroll up and down, and/or from left to right, to view the entire page.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[KEEP FEATURES IN SAME ORDER AS DISPLAYED IN CONJ1]

[CONJ4]

Siri (Voice-Activated Assistant)

The iPhones you will choose from vary by the capabilities of Apple's **Voice-Activated Assistant** commonly known as **Siri**.

- Siri can help with everyday basic tasks like sending text messages, setting reminders, and checking the weather.
- Siri is protected by the strongest privacy of any intelligent assistant, does not share any of your personal information with third parties or Apple itself, and is opt-in only.
- Some iPhones come equipped with an AI-enhanced Siri that performs advanced tasks across your apps when asked, like scanning your text messages to not only recall your best friend's availability for dinner but his or her favorite restaurant and book a reservation there, scanning your work calendar to jog your memory of a business acquaintance's name and something interesting about them before your meeting, and examining your work emails and attachments between you and your boss to recommend how to ask for and obtain a salary increase.

The Siri capabilities shown in the exercise include:

Includes Basic Siri	Includes an AI Enhanced Siri
This iPhone includes a basic Siri that performs simple tasks like answering questions and making phone calls.	This iPhone includes an AI-enhanced Siri that performs advanced tasks across your apps when asked, like scanning your text messages to not only recall your best friend's availability for dinner but his or her favorite restaurant and book a reservation there, scanning your work calendar to jog your memory of a business acquaintance's name and something interesting about them before your meeting, and examining your work emails and attachments between you and your boss to recommend how to ask for and obtain a salary increase.

You will have access to this definition throughout this survey.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ5]

Display

The iPhones you will choose from vary by **Display**.

- The iPhones you will see in the choice exercise have various sizes and types of displays (or screens).
- The screen sizes indicated (i.e., 6.1-inch, 6.3-inch, and 6.9-inch) reflect the size of the screen measured diagonally.
- Super Retina XDR display utilizes an organic light-emitting diode (OLED) display, featuring Extreme Dynamic Range (XDR) for superior brightness and contrast, exceptional color accuracy, and high resolution, all while using OLED technology to create thinner displays with perfect blacks.
- ProMotion technology is an adaptive display technology that offers a dynamically adjustable refresh rate for a smoother, more responsive visual experience, reducing eye strain and making on-screen motion fluid.

The Display levels shown in the exercise include:

6.1-inch Super Retina XDR display	6.3-inch Super Retina XDR display with ProMotion technology	6.9-inch Super Retina XDR display with ProMotion technology
This iPhone has a 6.1-inch Super Retina XDR display	This iPhone has a 6.3-inch Super Retina XDR display and includes ProMotion technology	This iPhone has a 6.9-inch Super Retina XDR display and includes ProMotion technology

You will have access to this definition throughout this survey.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ6]

Camera

The iPhones you will choose from vary by **Camera**.

- iPhones come equipped with a dual-camera system featuring super-high-resolution photos (24 MP and 48 MP), next-generation portraits with focus and depth control, and Dolby Vision up to 4K at 60 fps.
- Some iPhones include an advanced dual-camera system that also includes a 12MP ultra-wide lens, macro photography, spatial photos and videos, and visual intelligence to learn about your surroundings.
- Some iPhones also include an easy-access button on the outside of the phone for faster access to photo and video tools including zoom features.

The Camera levels shown in the exercise include:

Dual-camera system included	Advanced dual-camera system included with easy-access camera control button
This iPhone comes equipped with a dual-camera system	This iPhone comes equipped with a dual-camera system and a camera control button on the outside of the phone

You will have access to this definition throughout this survey.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ7]

Battery Life

The iPhones you will choose from vary by **Battery Life**.

- iPhones are typically measured by the expected battery life while watching a video already stored on the device (e.g., a video saved in your photos). This is referred to as playback.
- iPhones can also be measured by the expected battery life while watching streaming video content. This is referred to as video playback (streamed). The "video playback (streamed)" statistic is based on watching a video streaming over the Wi-Fi network.
- iPhones come equipped with a built-in rechargeable lithium-ion battery offering up to 80 hours of audio playback and fast-charge capability for up to 50% charge in 30 minutes.
- Some iPhones include an upgraded battery life that offers additional hours of video playback.
- Note that all battery claims depend on network configuration and many other factors; actual results will vary. iPhone batteries have limited recharge cycles and may eventually need to be replaced by an Apple service provider. Battery life and charge cycles vary by use and settings.

The Battery Life levels shown in the exercise include:

Up to 20 hours video playback; up to 16 hours video playback (streamed)	Up to 22 hours video playback; up to 18 hours video playback (streamed)
This iPhone's battery life allows for up to 20 hours of video playback and up to 16 hours of video playback (streamed)	This iPhone's battery life allows for up to 22 hours of video playback and up to 18 hours of video playback (streamed)

You will have access to this definition throughout this survey.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ8]

Splash, Water, and Dust Resistance

The iPhones you will choose from vary by **Splash, Water, and Dust Resistance**.

- iPhones come equipped with splash-, water-, and dust-resistance technology.
- Some iPhones include technology rated I67 (maximum depth of 1 meter up to 30 minutes) under IEC standard 60529 and feature a Ceramic Shield front that is tougher than any other iPhone glass.
- Some iPhones include technology rated I68 (maximum depth of 6 meters up to 30 minutes) under IEC standard 60529 and feature the latest-generation Ceramic Shield front that offers even greater protection.

The Splash, Water, and Dust resistance levels shown in the exercise include:

Rated I67 (max depth 1m up to 30 min) with Ceramic Shield front	Rated I68 (max depth 6m up to 30 min) with latest-generation Ceramic Shield front
This iPhone includes technology rated I67 (maximum depth of 1 meter up to 30 minutes) under IEC standard 60529 and features a Ceramic Shield front	This iPhone includes technology rated I68 (maximum depth of 6 meters up to 30 minutes) under IEC standard 60529 and features the latest generation Ceramic Shield front

You will have access to this definition throughout this survey.

[WAIT 10 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ9]

Price

The iPhones you will choose from vary by **Price**.

- Note that the decision to pay monthly or the one-time full price will be up to you. The one-time full prices are presented below and during the exercise.
- The prices listed below do not include any changes in the amount you would pay due to sales promotions, trade-in programs, or contracts with your wireless provider.

The Price levels shown in the exercise include:

$799	$999	$1,199	$1,399	$1,599
The price of this iPhone is $799	The price of this iPhone is $999	The price of this iPhone is $1,199	The price of this iPhone is $1,399	The price of this iPhone is $1,599

You will have access to this definition throughout this survey.

[WAIT 5 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ_EG]

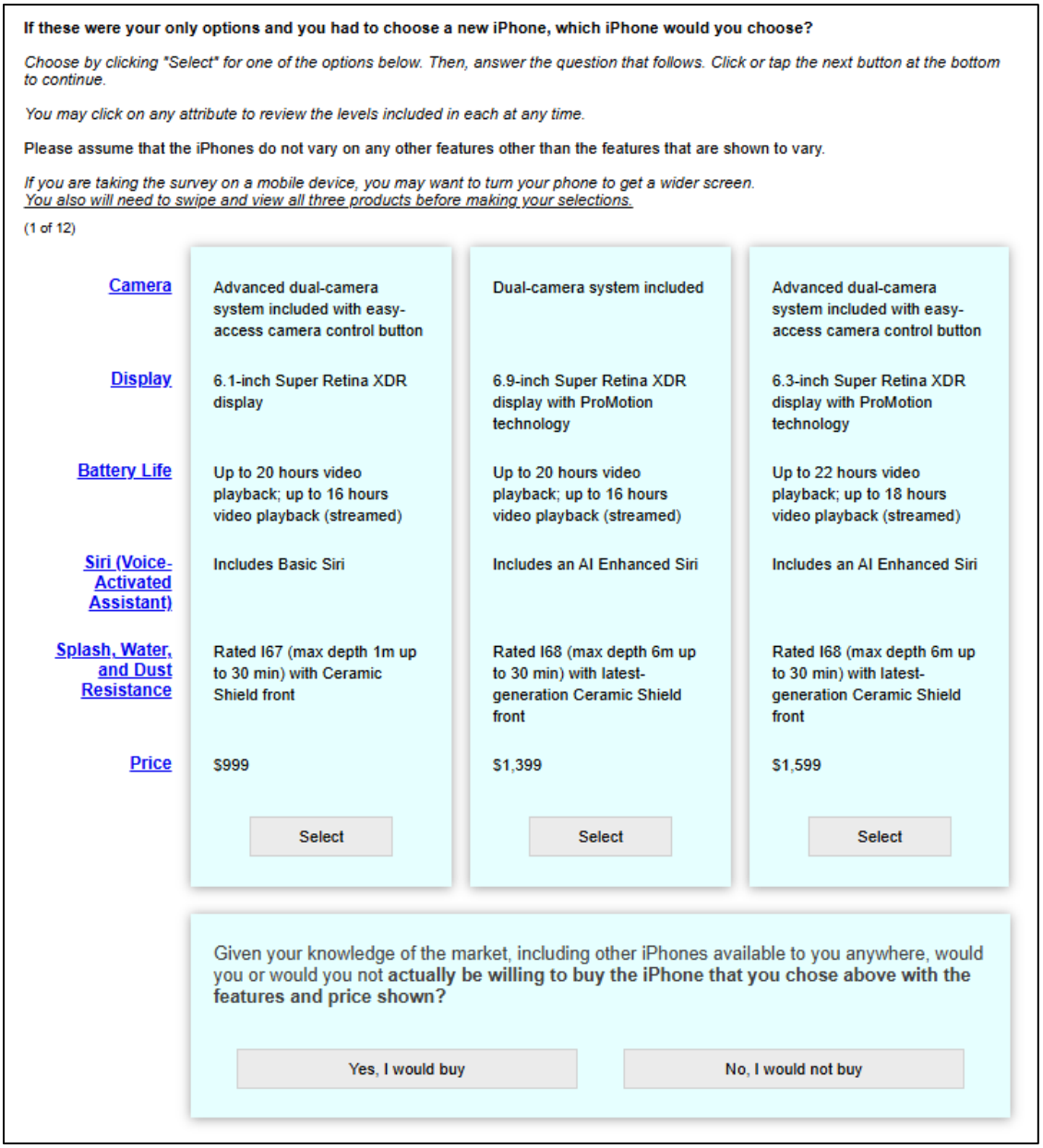
CHOICE EXERCISE TUTORIAL

Here is an **example** of what one particular set of choices might look like.

Each of the three columns shown represents one of the three iPhones from which you will be asked to choose.

THIS IS JUST AN EXAMPLE.

Please select the "NEXT" button after you have reviewed the example.



[UNDERNEATH TASK EXAMPLE]: *As a reminder, this is just an example. You cannot select the buttons in the image above.*

[WAIT 5 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ_INTRO_1]

On each of the pages that follow there will be three hypothetical iPhones presented, each with a different set of features. You will be asked to choose the iPhone you would most prefer **if there were no other options available AND if all other features not mentioned in the exercise were the same across the iPhones shown.**

Once you have chosen one of the three iPhones shown as your most preferred option, you will then be asked a second question:

"Given your knowledge of the market, including other iPhones available to you anywhere, would you or would you not **actually be willing to buy the iPhone that you chose above with the features and price shown?**"

There will be twelve of these choice exercises, after which the survey will conclude.

[WAIT 5 SECONDS BEFORE SHOWING 'NEXT' BUTTON; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON "The "NEXT" button will appear in just a moment."]

[NEXT PAGE]

[CONJ_INTRO_2]

Next, you will begin the choice exercises. Click the "NEXT" button to get started.

[NEXT PAGE]

Choice Exercises

[CONJOINT EXERCISE TAKES PLACE HERE. CHOICE TASK REPEATED 12 TIMES. ATTRIBUTE ORDER RANDOMIZED ACROSS RESPONDENTS. THE ONLY EXCEPTION IS PRICE, WHICH IS ALWAYS LAST.]

[SHOW FOLLOWING INSTRUCTION TEXT ABOVE CONJOINT EXERCISE: "*If you are taking the survey on a mobile device, you may want to turn your phone to get a wider screen. You also will need to swipe and view all three products before making your selections.***"]**

[NEXT PAGE]

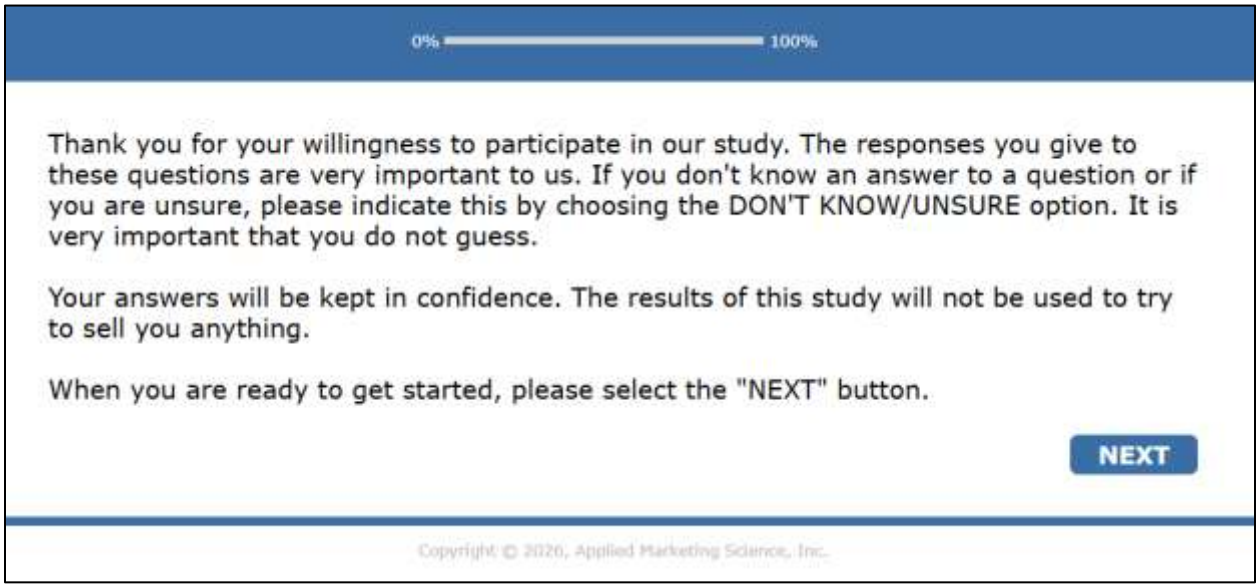
[RESPONDENTS FORWARDED TO PANEL THANK-YOU PAGE]

[END OF SURVEY]

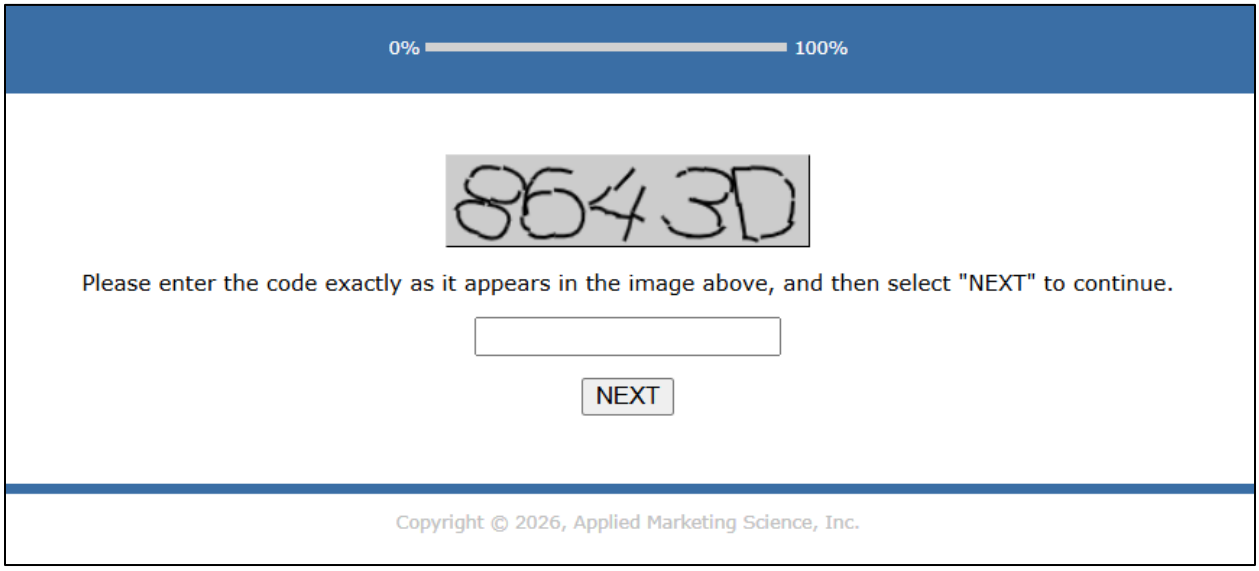
Exhibit D: Screenshots

Introduction and Screening

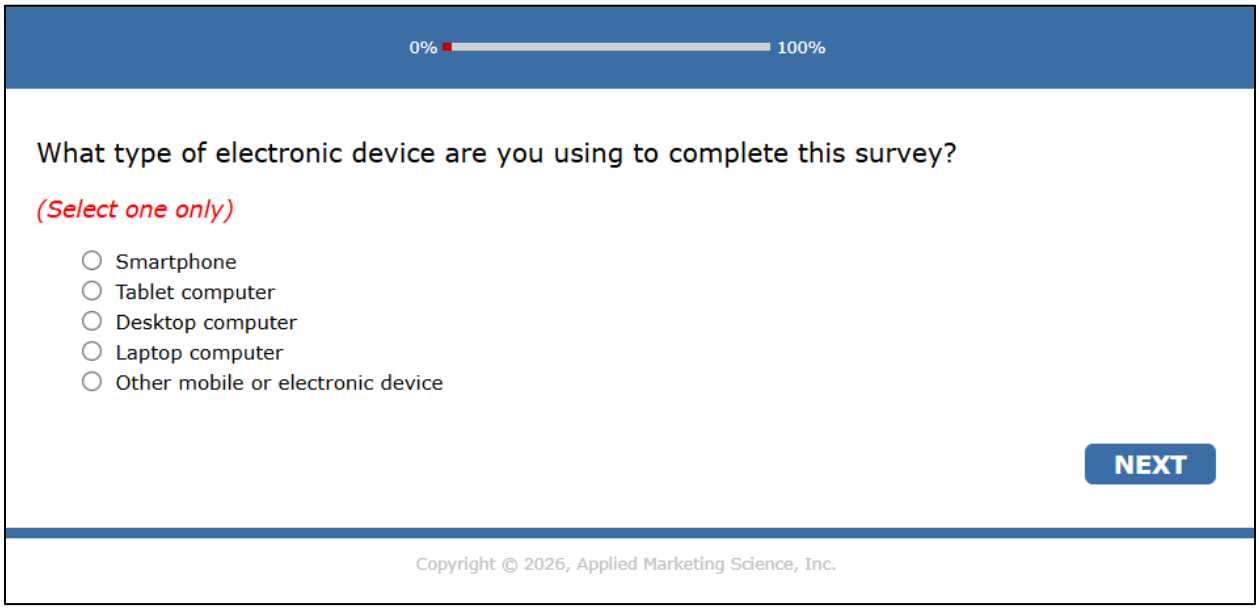
INTRO S1.



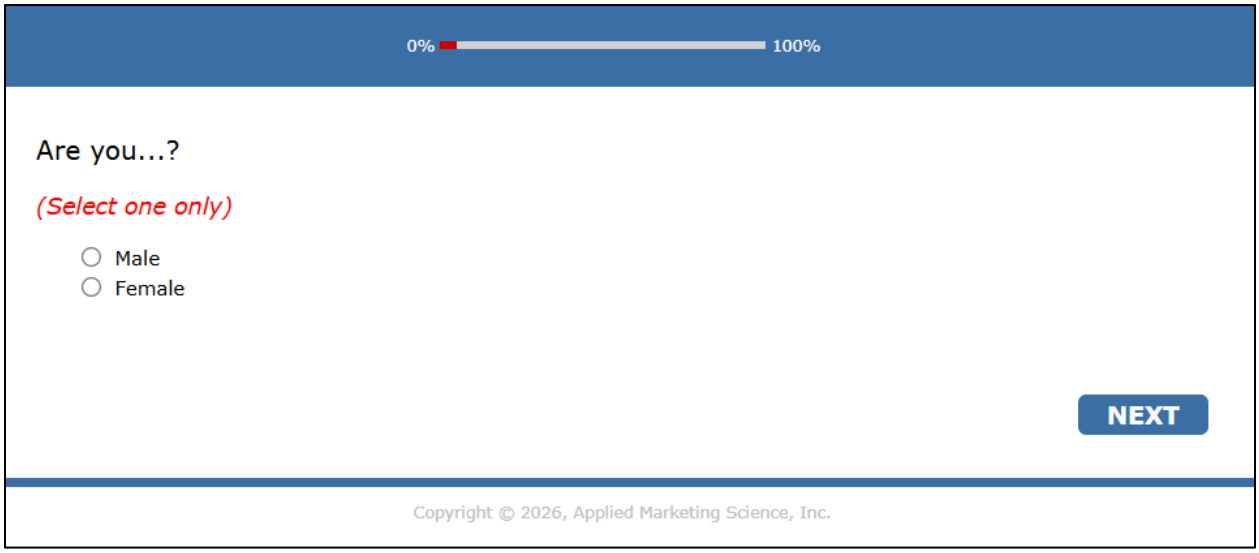
QS0.



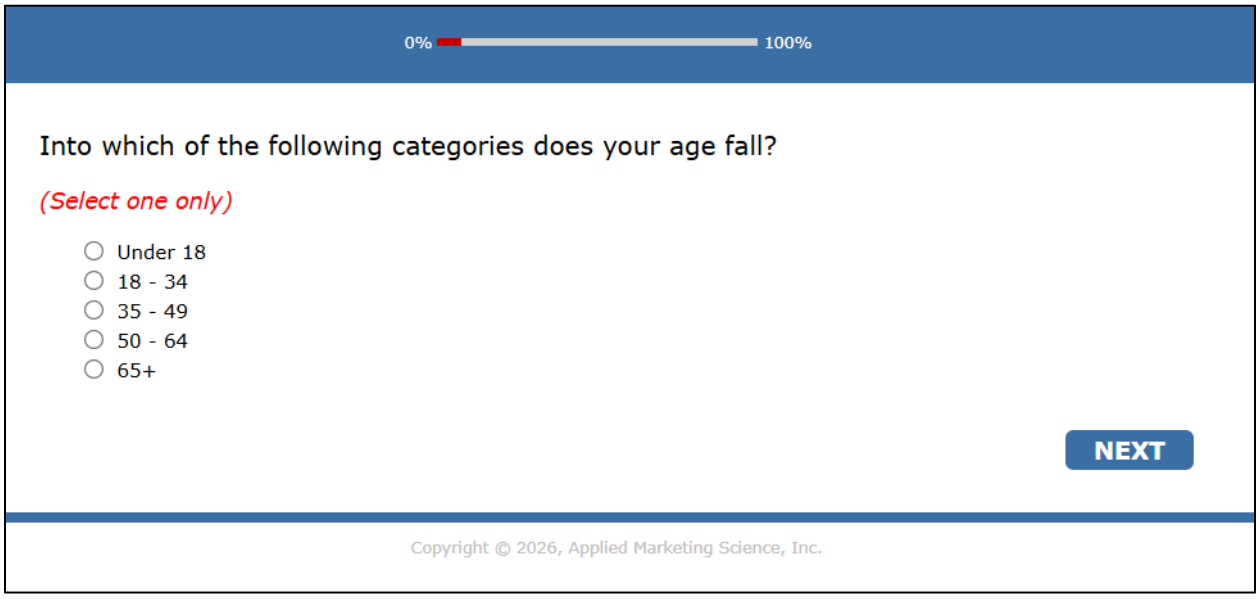
QS1.


0%
100%
What type of electronic device are you using to complete this survey?
(Select one only)
Smartphone
Tablet computer
Desktop computer
Laptop computer
Other mobile or electronic device
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

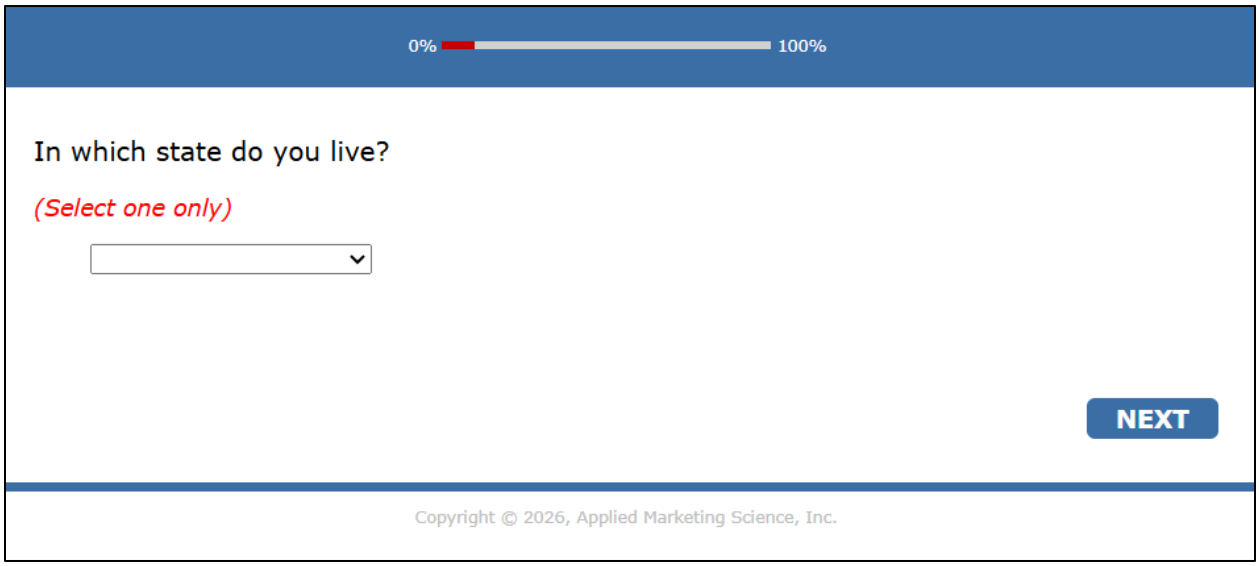
QS2.


0%
100%
Are you...?
(Select one only)
Male
Female
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

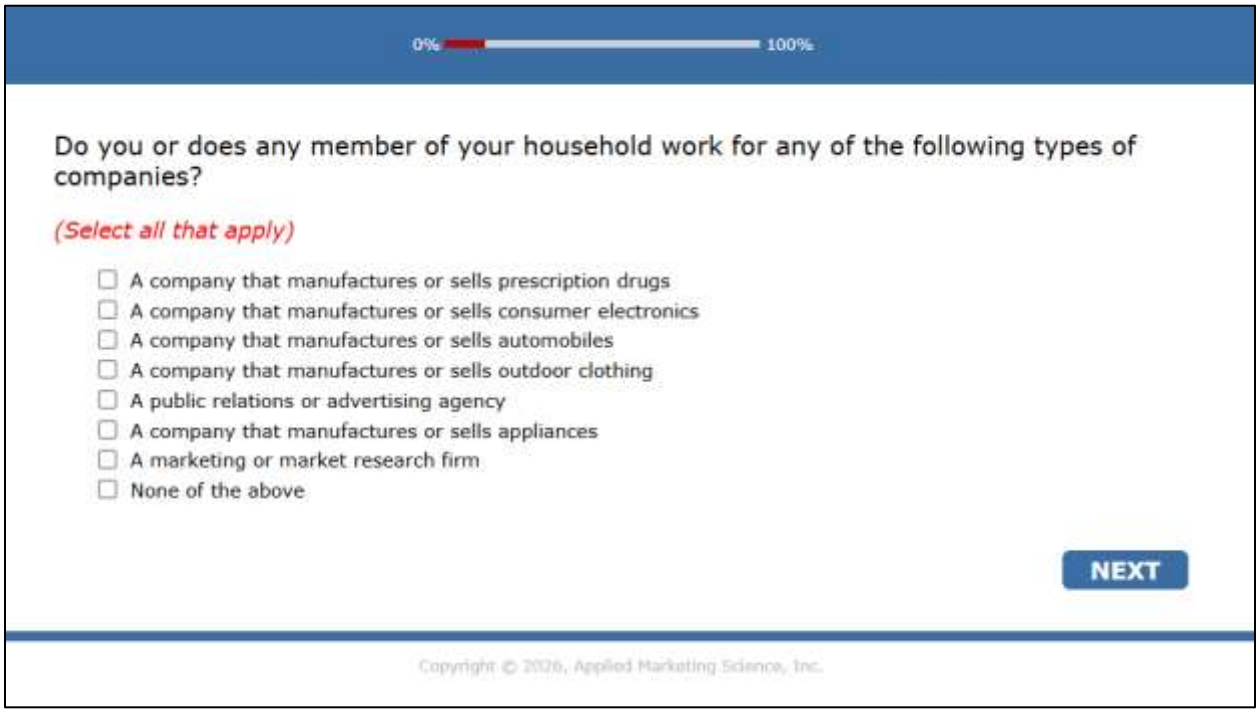
QS3.


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 © 2026, Applied Marketing Science, Inc.

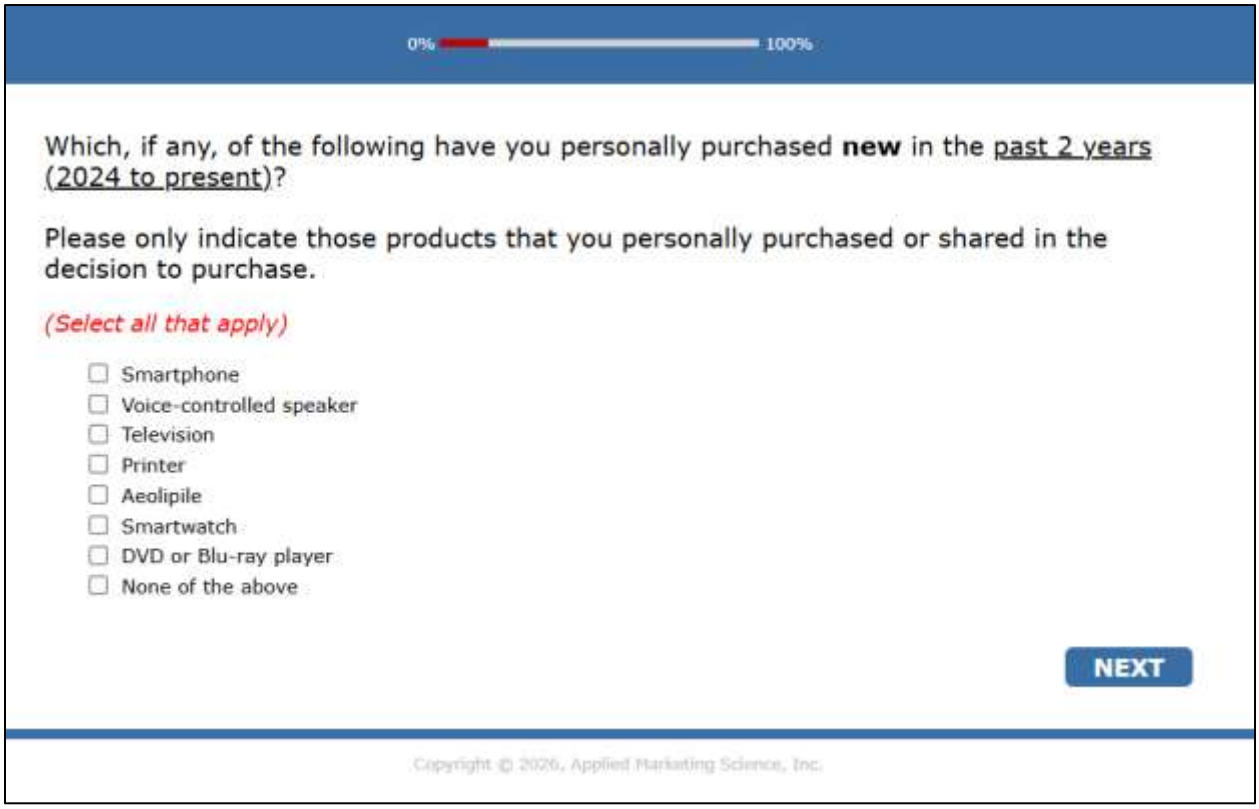
QS4.


0%
100%
In which state do you live?
(Select one only)
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

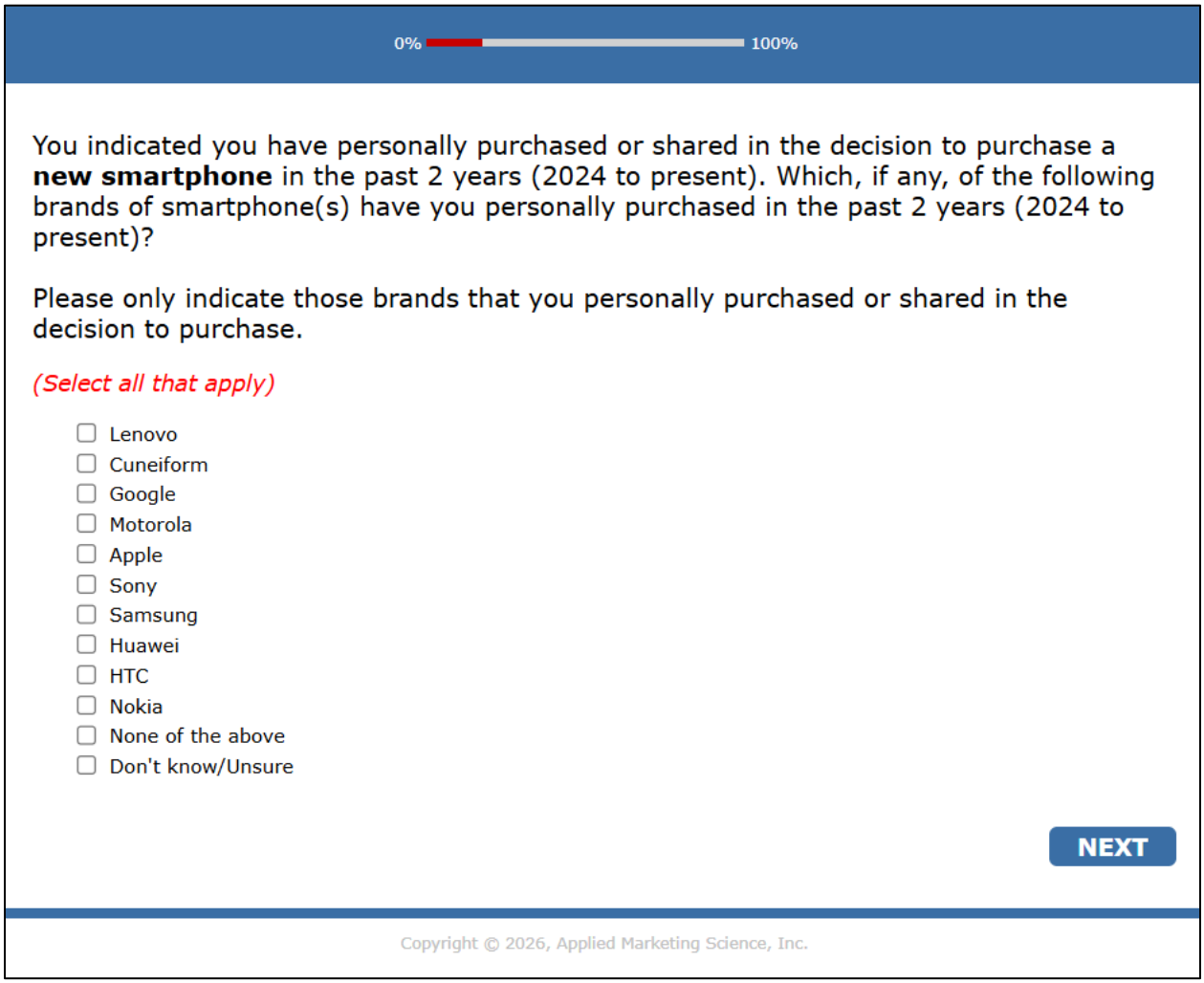
QS5.


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 manufactures or sells prescription drugs
A company that manufactures or sells consumer electronics
A company that manufactures or sells automobiles
A company that manufactures or sells outdoor clothing
A public relations or advertising agency
A company that manufactures or sells appliances
A marketing or market research firm
None of the above
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

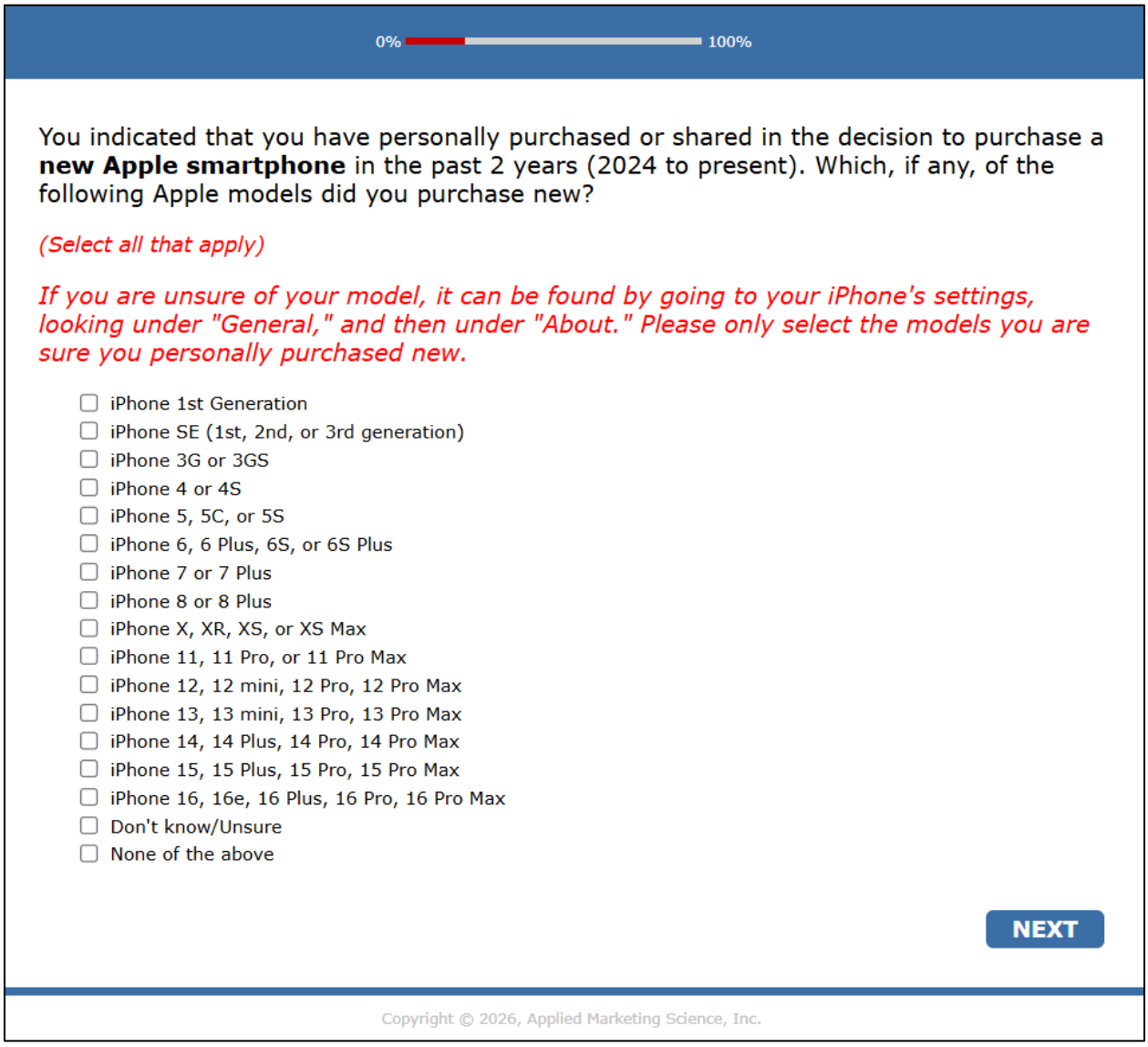
QS6.


0%
100%
Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)?
Please only indicate those products that you personally purchased or shared in the decision to purchase.
(Select all that apply)
Smartphone
Voice-controlled speaker
Television
Printer
Aeolipile
Smartwatch
DVD or Blu-ray player
None of the above
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

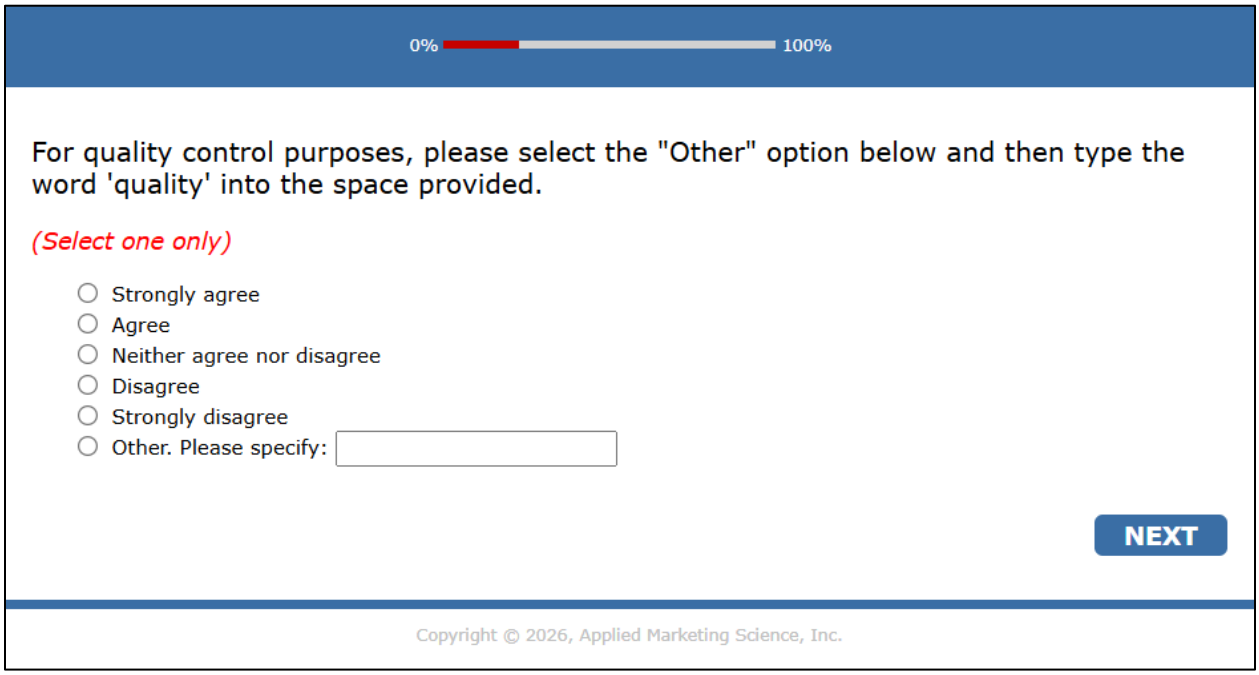
QS7.


0%
100%
You indicated you have personally purchased or shared in the decision to purchase a **new smartphone** in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)?
Please only indicate those brands that you personally purchased or shared in the decision to purchase.
(Select all that apply)
Lenovo
Cuneiform
Google
Motorola
Apple
Sony
Samsung
Huawei
HTC
Nokia
None of the above
Don't know/Unsure
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

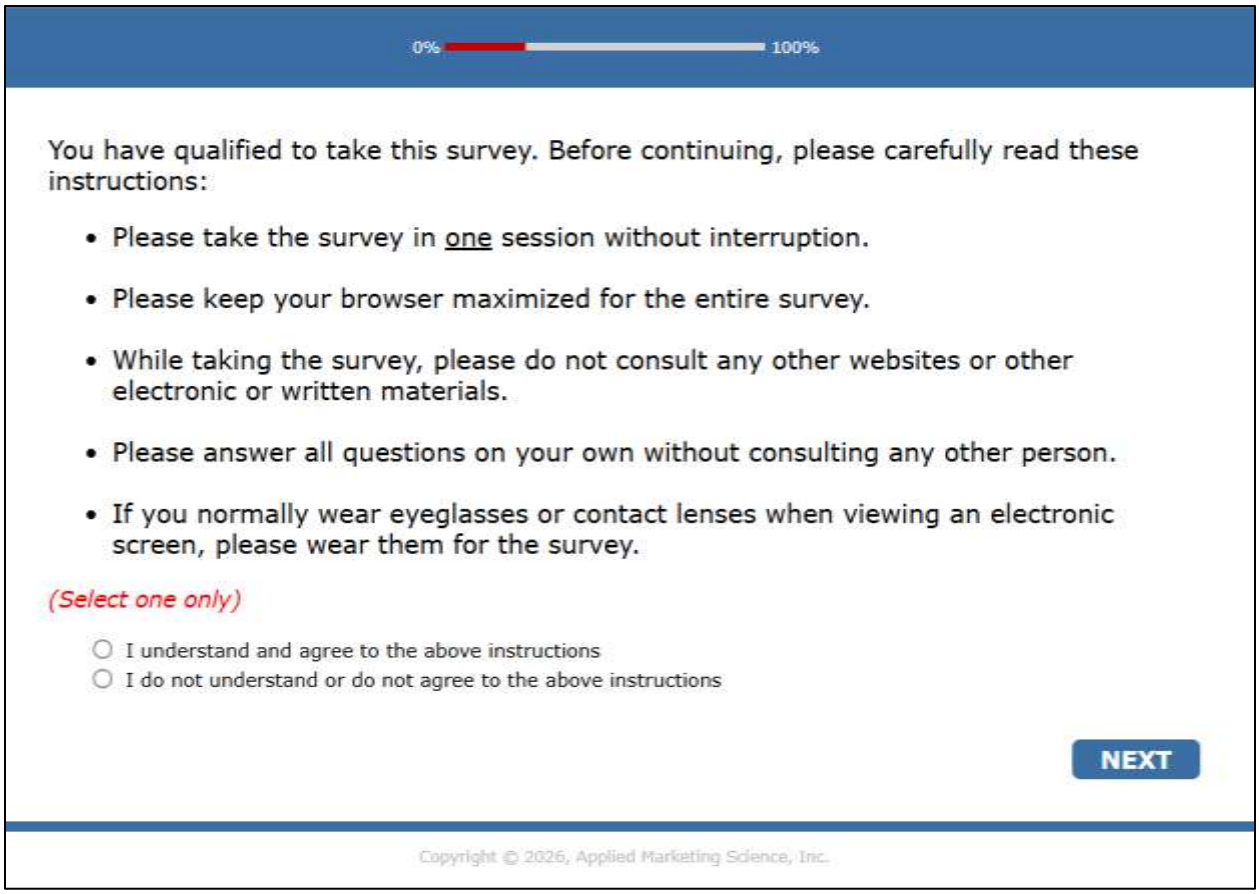
QS8.


0%
100%
You indicated that you have personally purchased or shared in the decision to purchase a **new Apple smartphone** in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?
(Select all that apply)
If you are unsure of your model, it can be found by going to your iPhone's settings, looking under "General," and then under "About." Please only select the models you are sure you personally purchased new.
iPhone 1st Generation
iPhone SE (1st, 2nd, or 3rd generation)
iPhone 3G or 3GS
iPhone 4 or 4S
iPhone 5, 5C, or 5S
iPhone 6, 6 Plus, 6S, or 6S Plus
iPhone 7 or 7 Plus
iPhone 8 or 8 Plus
iPhone X, XR, XS, or XS Max
iPhone 11, 11 Pro, or 11 Pro Max
iPhone 12, 12 mini, 12 Pro, 12 Pro Max
iPhone 13, 13 mini, 13 Pro, 13 Pro Max
iPhone 14, 14 Plus, 14 Pro, 14 Pro Max
iPhone 15, 15 Plus, 15 Pro, 15 Pro Max
iPhone 16, 16e, 16 Plus, 16 Pro, 16 Pro Max
Don't know/Unsure
None of the above
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

QS9.

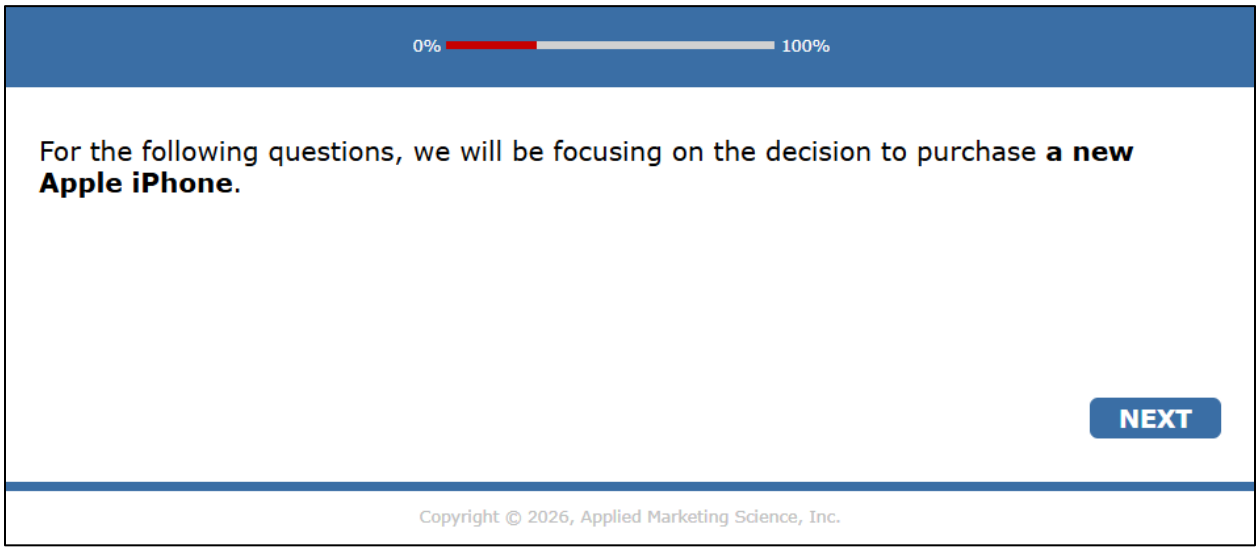

0%
100%
For quality control purposes, please select the "Other" option below and then type the word 'quality' into the space provided.
(Select one only)
Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
Other. Please specify:
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

QS10.

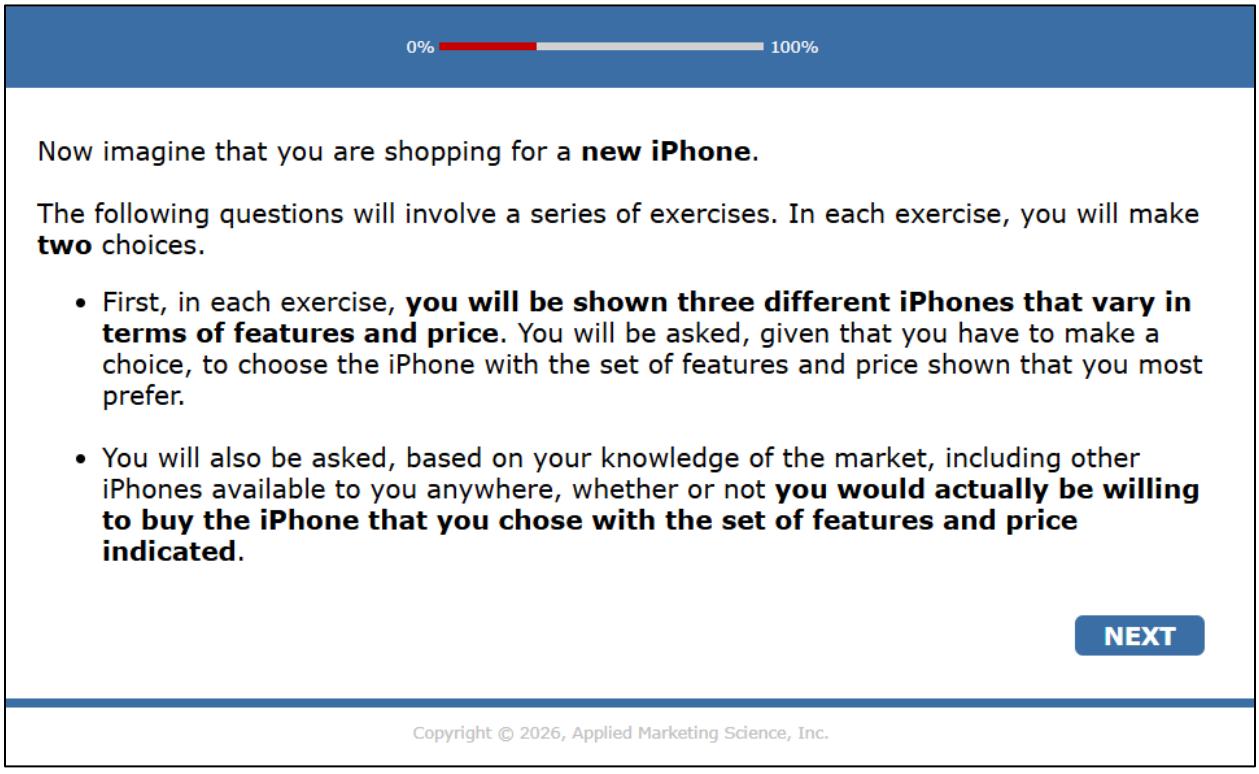

0%
100%
You have qualified to take this survey. Before continuing, please carefully read these instructions:
Please take the survey in one session without interruption.
Please keep your browser maximized for the entire survey.
While taking the survey, please do not consult any other websites or other 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 © 2026, Applied Marketing Science, Inc.

Main Questionnaire

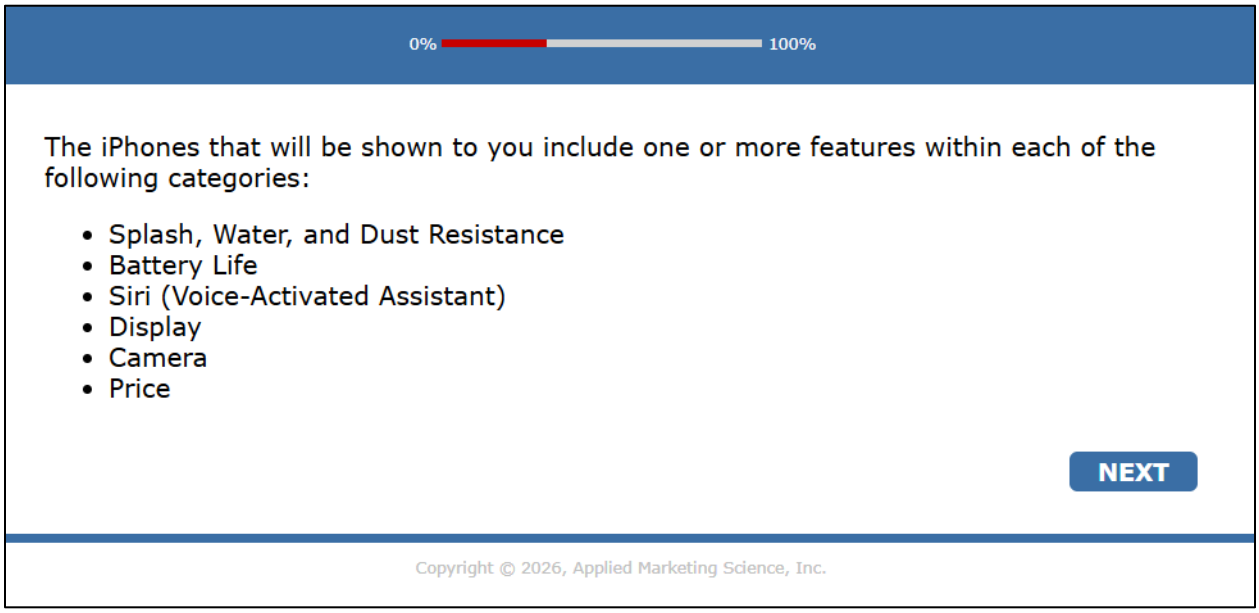
INTRO 1.



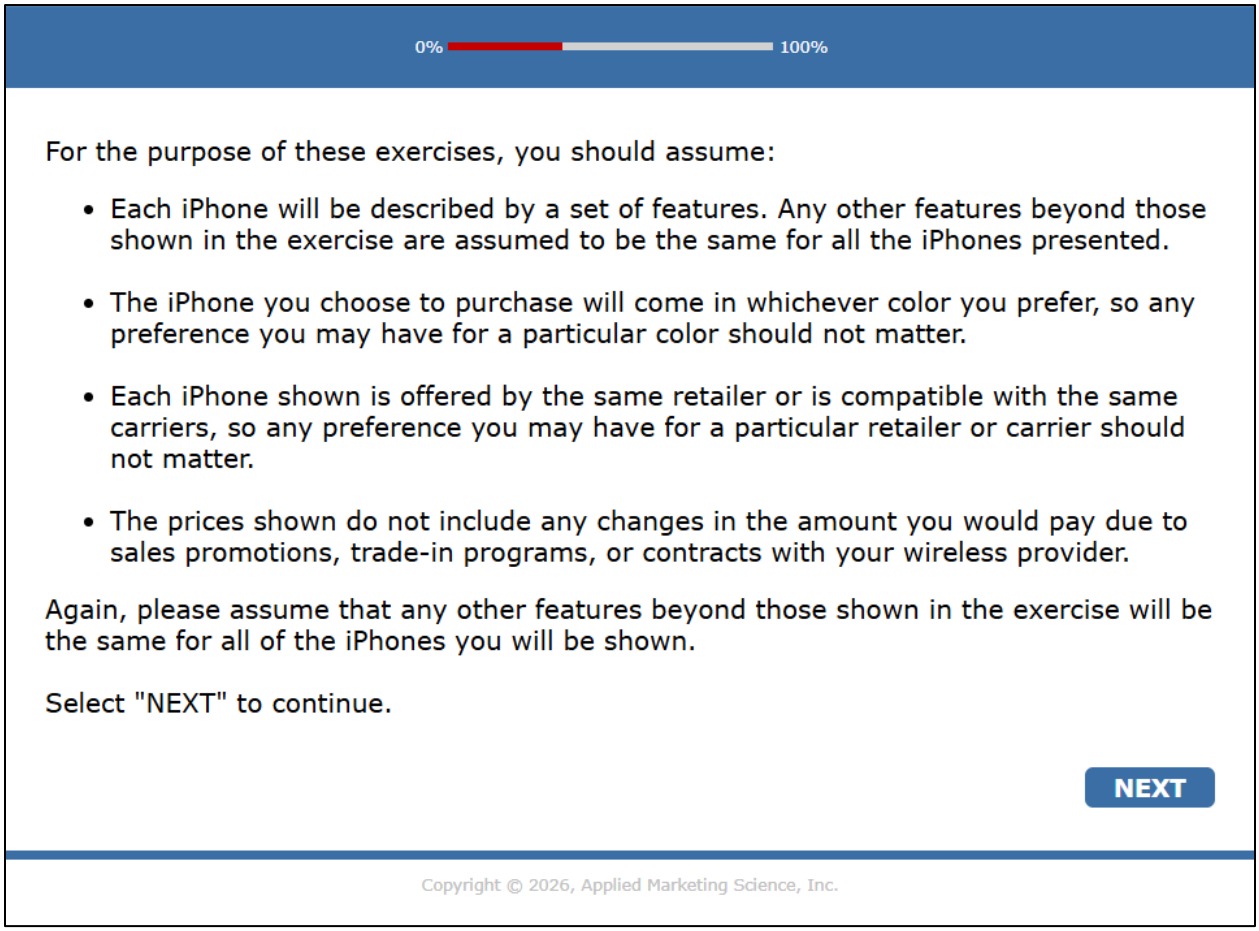
INTRO 2.



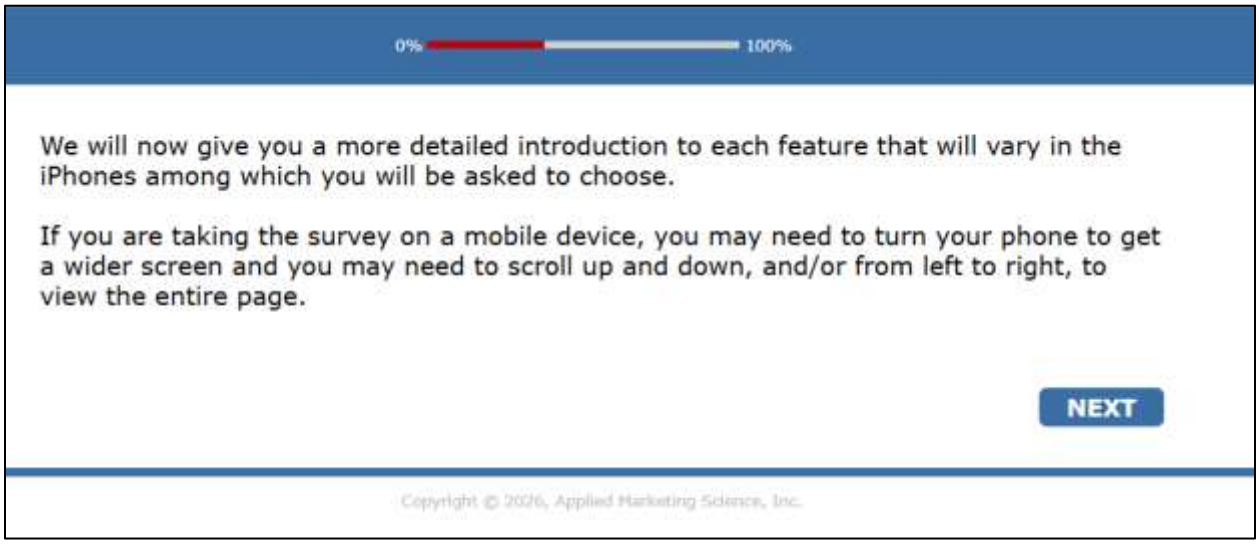
CONJ1.


0%
100%
The iPhones that will be shown to you include one or more features within each of the following categories:
• Splash, Water, and Dust Resistance
• Battery Life
• Siri (Voice-Activated Assistant)
• Display
• Camera
• Price
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

CONJ2.


0%
100%
For the purpose of these exercises, you should assume:
• Each iPhone will be described by a set of features. Any other features beyond those shown in the exercise are assumed to be the same for all the iPhones presented.
• The iPhone you choose to purchase will come in whichever color you prefer, so any preference you may have for a particular color should not matter.
• Each iPhone shown is offered by the same retailer or is compatible with the same carriers, so any preference you may have for a particular retailer or carrier should not matter.
• The prices shown do not include any changes in the amount you would pay due to sales promotions, trade-in programs, or contracts with your wireless provider.
Again, please assume that any other features beyond those shown in the exercise will be the same for all of the iPhones you will be shown.
Select "NEXT" to continue.
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

CONJ3.


0%
100%
We will now give you a more detailed introduction to each feature that will vary in the iPhones among which you will be asked to choose.
If you are taking the survey on a mobile device, you may need to turn your phone to get a wider screen and you may need to scroll up and down, and/or from left to right, to view the entire page.
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

CONJ4.

0% 100%

The iPhones you will choose from vary by the capabilities of Apple's **Voice-Activated Assistant** commonly known as **Siri**.

- Siri can help with everyday basic tasks like sending text messages, setting reminders, and checking the weather.
- Siri is protected by the strongest privacy of any intelligent assistant, does not share any of your personal information with third parties or Apple itself, and is opt-in only.
- Some iPhones come equipped with an AI-enhanced Siri that performs advanced tasks across your apps when asked, like scanning your text messages to not only recall your best friend's availability for dinner but his or her favorite restaurant and book a reservation there, scanning your work calendar to jog your memory of a business acquaintance's name and something interesting about them before your meeting, and examining your work emails and attachments between you and your boss to recommend how to ask for and obtain a salary increase.

The Siri capabilities shown in the exercise include:

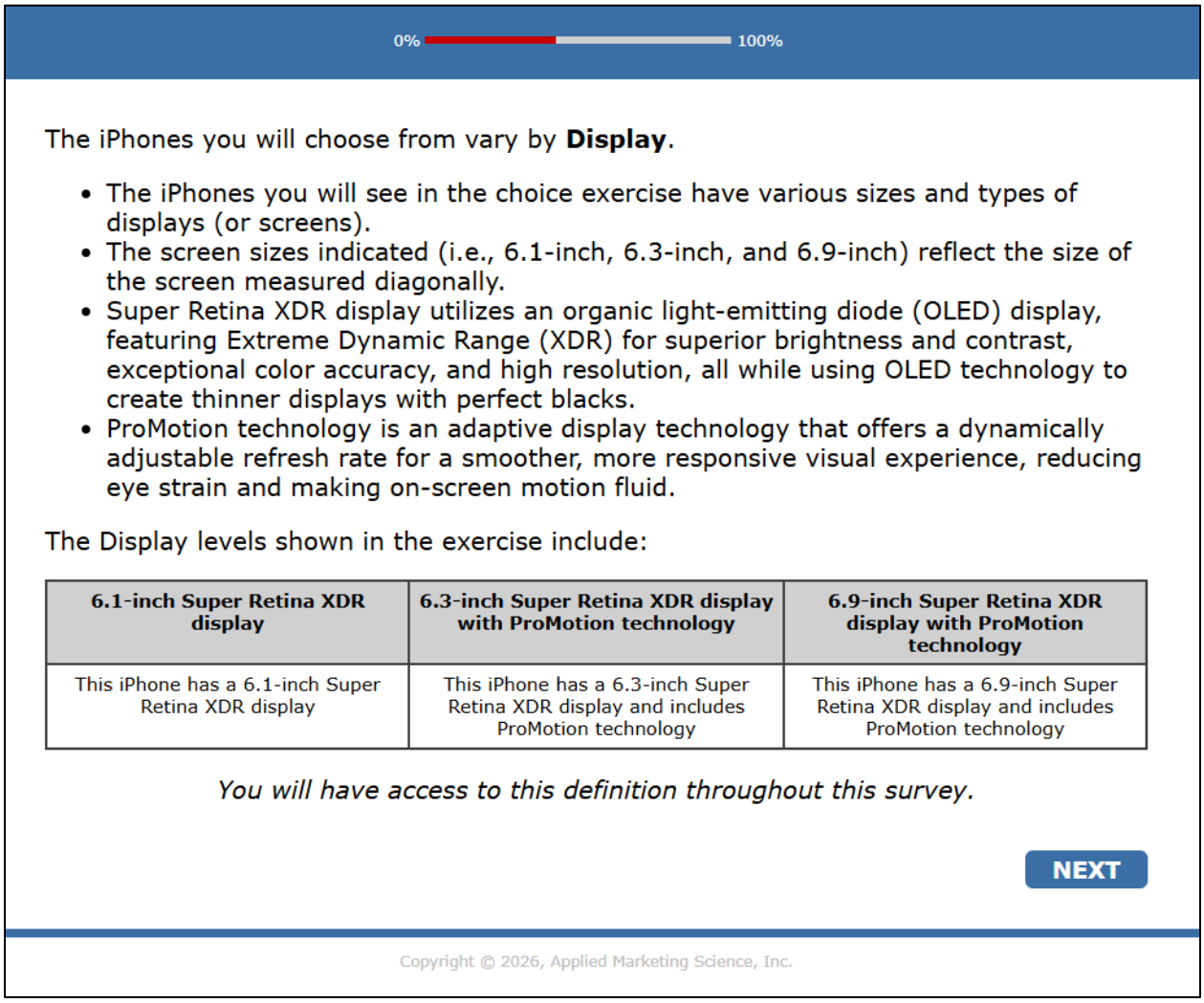
Includes Basic Siri	Includes an AI Enhanced Siri
This iPhone includes a basic Siri that performs simple tasks like answering questions and making phone calls.	This iPhone includes an AI-enhanced Siri that performs advanced tasks across your apps when asked, like scanning your text messages to not only recall your best friend's availability for dinner but his or her favorite restaurant and book a reservation there, scanning your work calendar to jog your memory of a business acquaintance's name and something interesting about them before your meeting, and examining your work emails and attachments between you and your boss to recommend how to ask for and obtain a salary increase.

You will have access to this definition throughout this survey.

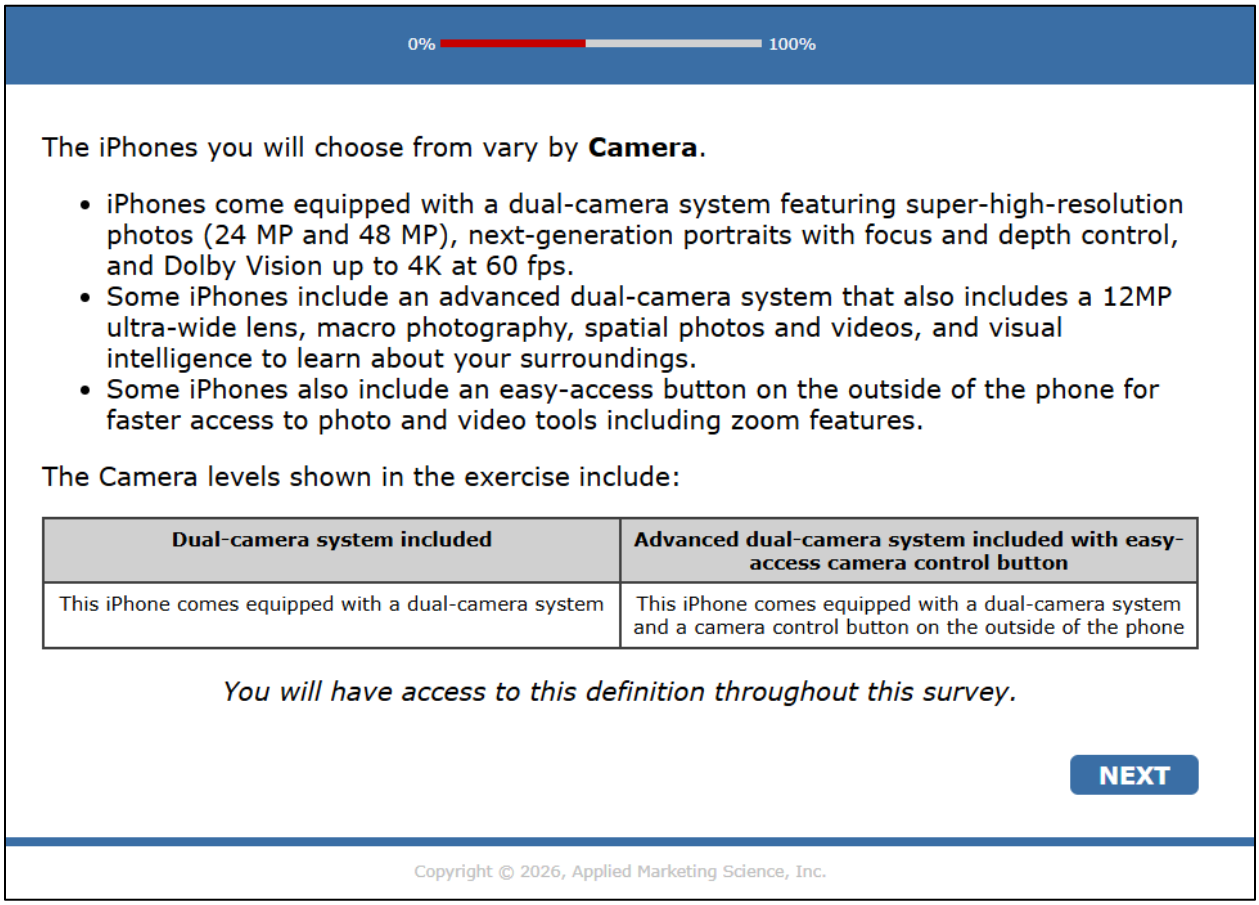
NEXT

Copyright © 2026, Applied Marketing Science, Inc.

CONJ5.


0%
100%
The iPhones you will choose from vary by **Display**.
• The iPhones you will see in the choice exercise have various sizes and types of displays (or screens).
• The screen sizes indicated (i.e., 6.1-inch, 6.3-inch, and 6.9-inch) reflect the size of the screen measured diagonally.
• Super Retina XDR display utilizes an organic light-emitting diode (OLED) display, featuring Extreme Dynamic Range (XDR) for superior brightness and contrast, exceptional color accuracy, and high resolution, all while using OLED technology to create thinner displays with perfect blacks.
• ProMotion technology is an adaptive display technology that offers a dynamically adjustable refresh rate for a smoother, more responsive visual experience, reducing eye strain and making on-screen motion fluid.
The Display levels shown in the exercise include:
6.1-inch Super Retina XDR display
6.3-inch Super Retina XDR display with ProMotion technology
6.9-inch Super Retina XDR display with ProMotion technology
This iPhone has a 6.1-inch Super Retina XDR display
This iPhone has a 6.3-inch Super Retina XDR display and includes ProMotion technology
This iPhone has a 6.9-inch Super Retina XDR display and includes ProMotion technology
You will have access to this definition throughout this survey.
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

CONJ6.


0%
100%
The iPhones you will choose from vary by **Camera**.
• iPhones come equipped with a dual-camera system featuring super-high-resolution photos (24 MP and 48 MP), next-generation portraits with focus and depth control, and Dolby Vision up to 4K at 60 fps.
• Some iPhones include an advanced dual-camera system that also includes a 12MP ultra-wide lens, macro photography, spatial photos and videos, and visual intelligence to learn about your surroundings.
• Some iPhones also include an easy-access button on the outside of the phone for faster access to photo and video tools including zoom features.
The Camera levels shown in the exercise include:
Dual-camera system included
Advanced dual-camera system included with easy-access camera control button
This iPhone comes equipped with a dual-camera system
This iPhone comes equipped with a dual-camera system and a camera control button on the outside of the phone
You will have access to this definition throughout this survey.
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

CONJ7.

0% 100%

The iPhones you will choose from vary by **Battery Life**.

- iPhones are typically measured by the expected battery life while watching a video already stored on the device (e.g., a video saved in your photos). This is referred to as playback.
- iPhones can also be measured by the expected battery life while watching streaming video content. This is referred to as video playback (streamed). The "video playback (streamed)" statistic is based on watching a video streaming over the Wi-Fi network.
- iPhones come equipped with a built-in rechargeable lithium-ion battery offering up to 80 hours of audio playback and fast-charge capability for up to 50% charge in 30 minutes.
- Some iPhones include an upgraded battery life that offers additional hours of video playback.
- Note that all battery claims depend on network configuration and many other factors; actual results will vary. iPhone batteries have limited recharge cycles and may eventually need to be replaced by an Apple service provider. Battery life and charge cycles vary by use and settings.

The Battery Life levels shown in the exercise include:

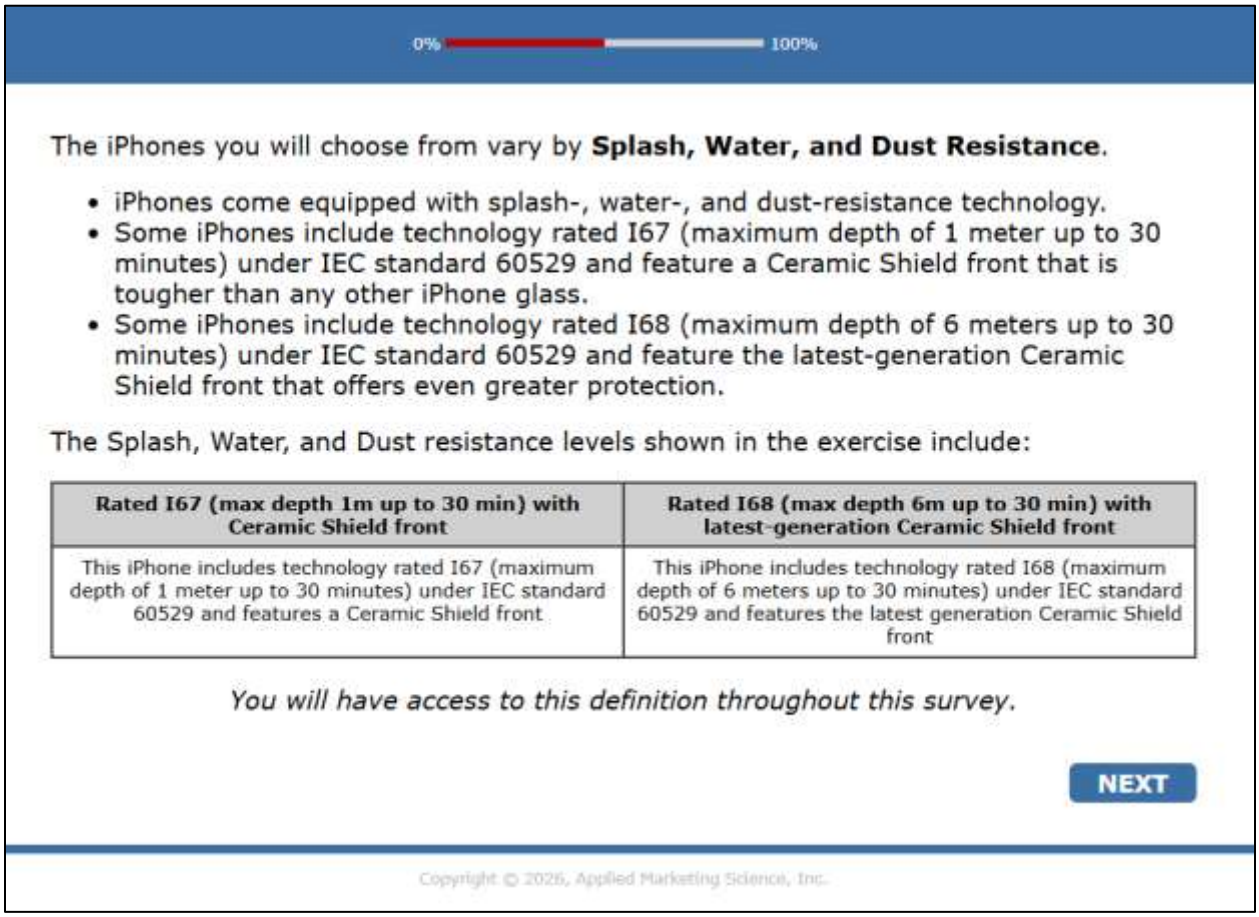
Up to 20 hours video playback; up to 16 hours video playback (streamed)	Up to 22 hours video playback; up to 18 hours video playback (streamed)
This iPhone's battery life allows for up to 20 hours of video playback and up to 16 hours of video playback (streamed)	This iPhone's battery life allows for up to 22 hours of video playback and up to 18 hours of video playback (streamed)

You will have access to this definition throughout this survey.

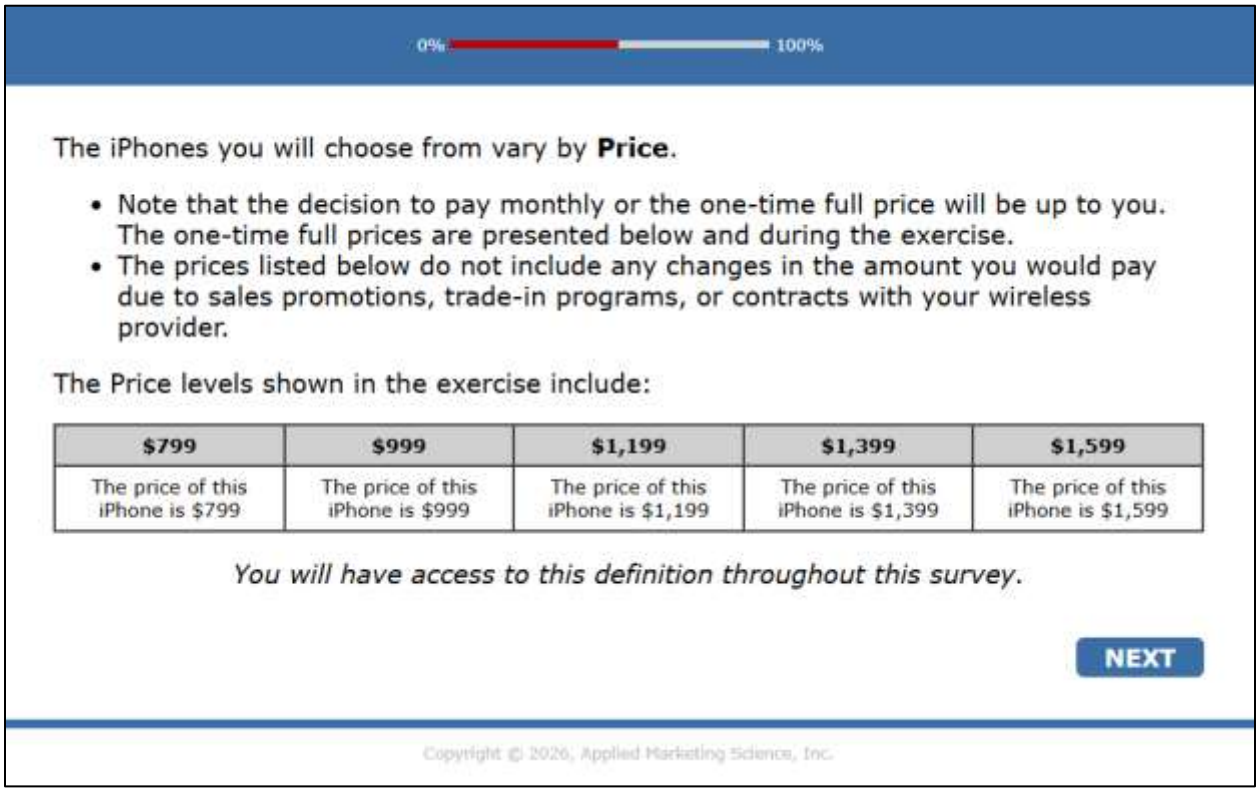
NEXT

Copyright © 2026, Applied Marketing Science, Inc.

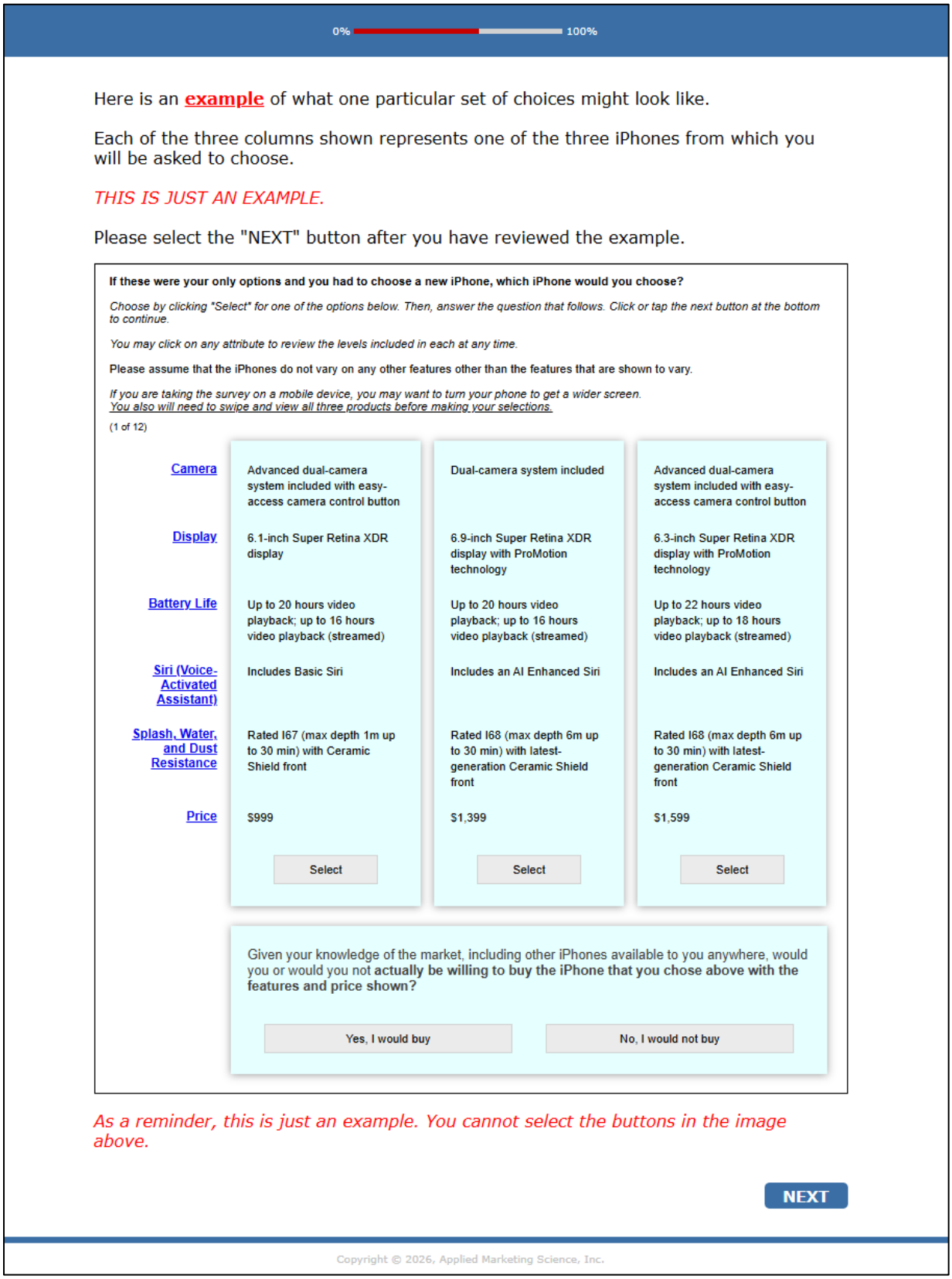
CONJ8.


0%
100%
The iPhones you will choose from vary by **Splash, Water, and Dust Resistance**.
• iPhones come equipped with splash-, water-, and dust-resistance technology.
• Some iPhones include technology rated I67 (maximum depth of 1 meter up to 30 minutes) under IEC standard 60529 and feature a Ceramic Shield front that is tougher than any other iPhone glass.
• Some iPhones include technology rated I68 (maximum depth of 6 meters up to 30 minutes) under IEC standard 60529 and feature the latest-generation Ceramic Shield front that offers even greater protection.
The Splash, Water, and Dust resistance levels shown in the exercise include:
Rated I67 (max depth 1m up to 30 min) with Ceramic Shield front
This iPhone includes technology rated I67 (maximum depth of 1 meter up to 30 minutes) under IEC standard 60529 and features a Ceramic Shield front
Rated I68 (max depth 6m up to 30 min) with latest-generation Ceramic Shield front
This iPhone includes technology rated I68 (maximum depth of 6 meters up to 30 minutes) under IEC standard 60529 and features the latest generation Ceramic Shield front
You will have access to this definition throughout this survey.
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

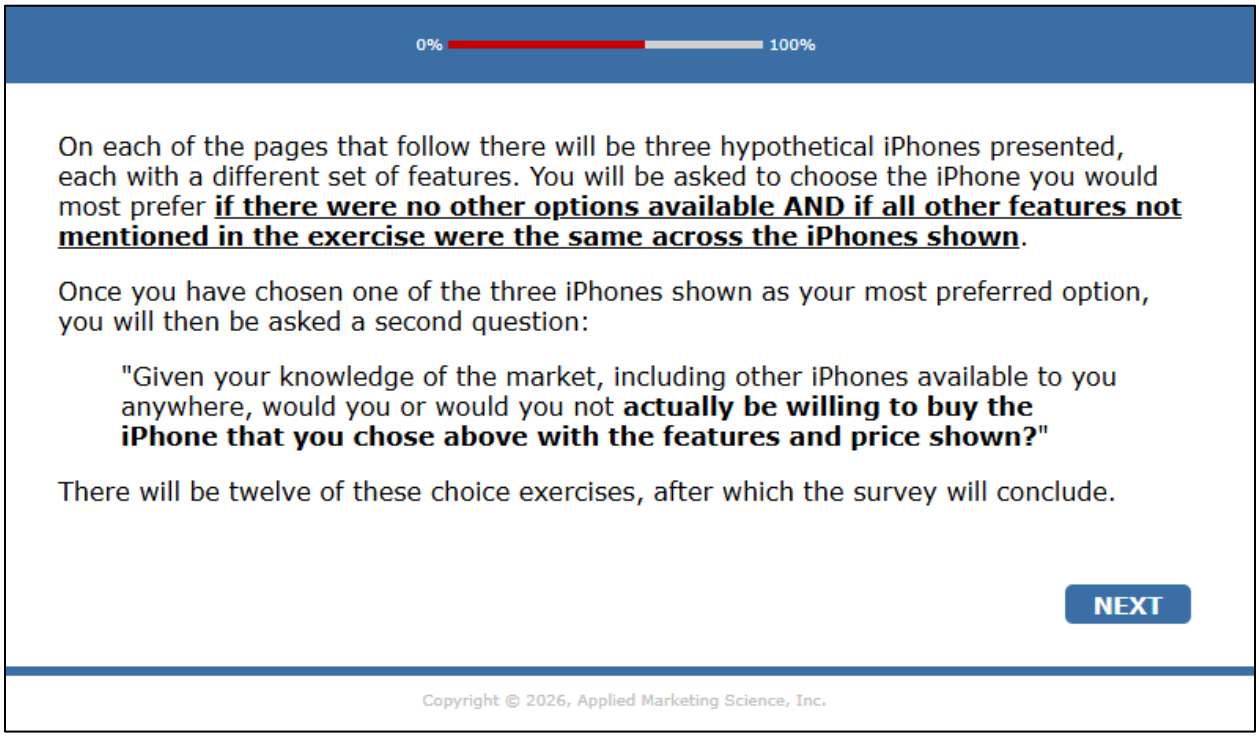
CONJ9.


0%
100%
The iPhones you will choose from vary by **Price**.
• Note that the decision to pay monthly or the one-time full price will be up to you. The one-time full prices are presented below and during the exercise.
• The prices listed below do not include any changes in the amount you would pay due to sales promotions, trade-in programs, or contracts with your wireless provider.
The Price levels shown in the exercise include:
$799
The price of this iPhone is $799
$999
The price of this iPhone is $999
$1,199
The price of this iPhone is $1,199
$1,399
The price of this iPhone is $1,399
$1,599
The price of this iPhone is $1,599
You will have access to this definition throughout this survey.
NEXT
Copyright © 2026, Applied Marketing Science, Inc.

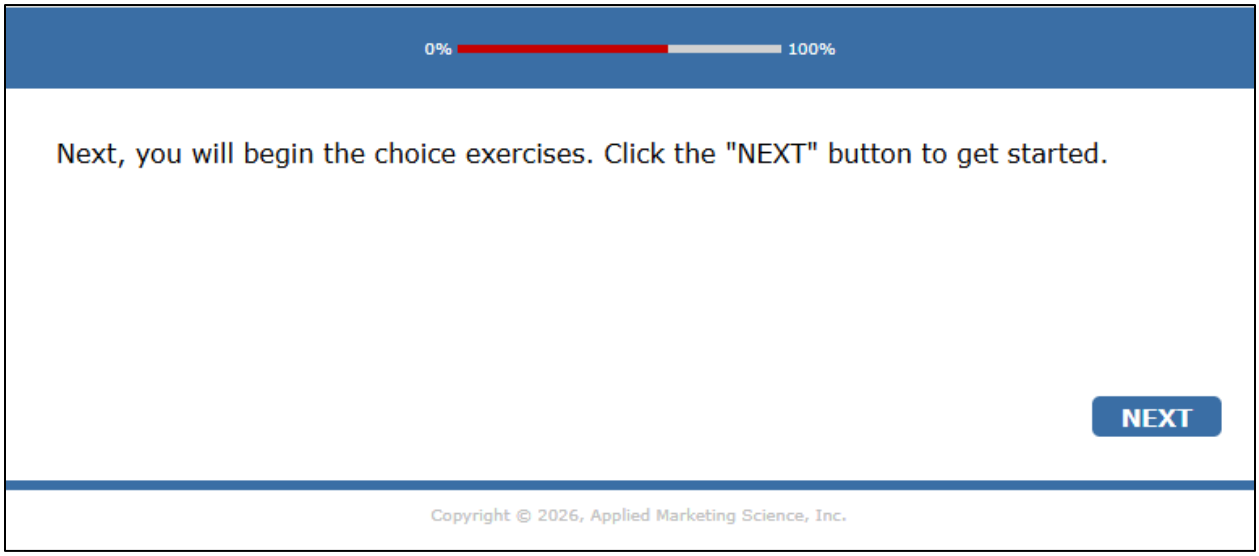
CONJ_EG (Choice Exercise Tutorial).



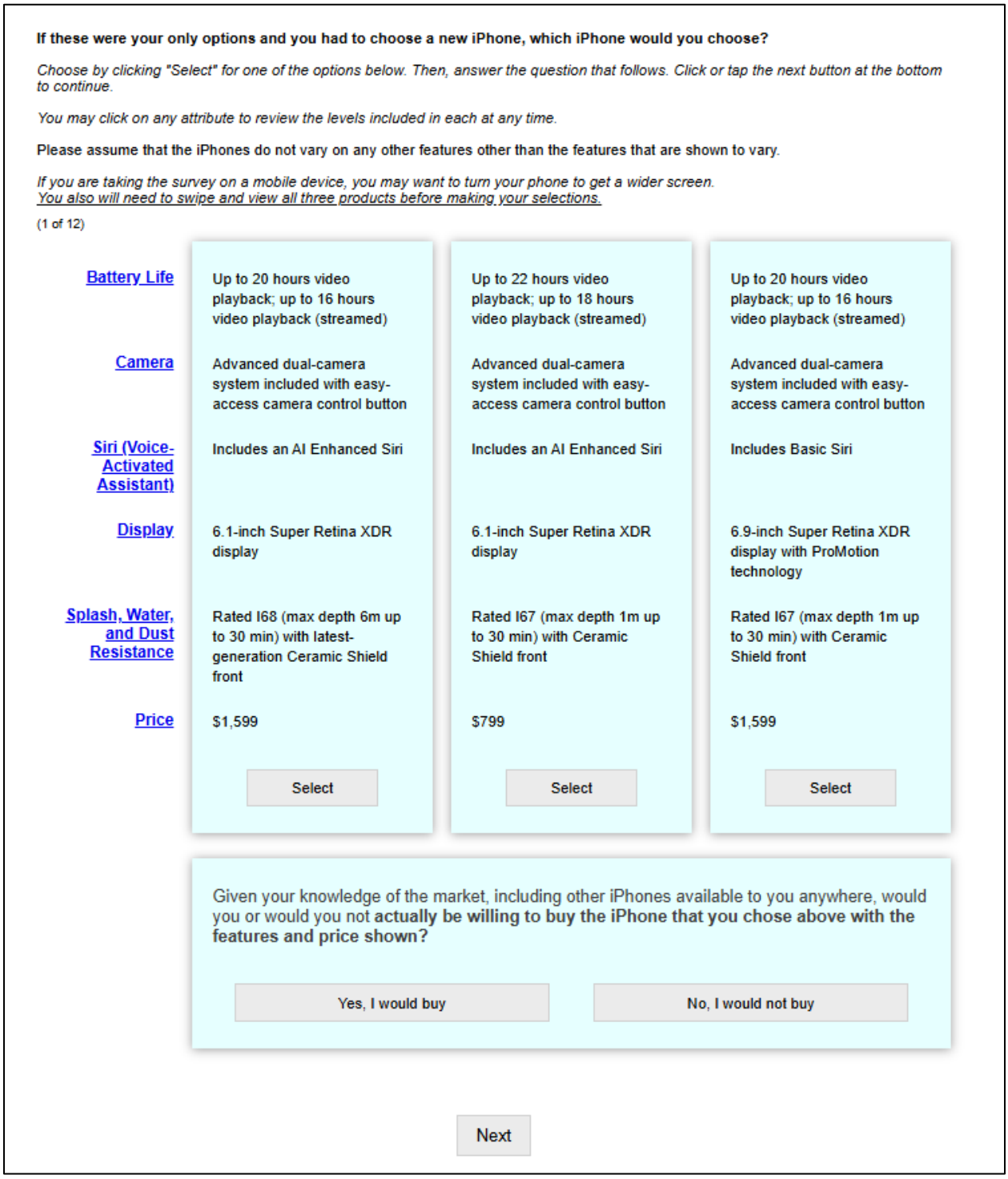
CONJ_INTRO_1.



CONJ_INTRO_2.



Choice Exercise.



If these were your only options and you had to choose a new iPhone, which iPhone would you choose?

Choose by clicking "Select" for one of the options below. Then, answer the question that follows. Click or tap the next button at the bottom to continue.

You may click on any attribute to review the levels included in each at any time.

Please assume that the iPhones do not vary on any other features other than the features that are shown to vary.

If you are taking the survey on a mobile device, you may want to turn your phone to get a wider screen.
You also will need to swipe and view all three products before making your selections.

(1 of 12)

Battery Life	Up to 20 hours video playback; up to 16 hours video playback (streamed)	Up to 22 hours video playback; up to 18 hours video playback (streamed)	Up to 20 hours video playback; up to 16 hours video playback (streamed)
Camera	Advanced dual-camera system included with easy-access camera control button	Advanced dual-camera system included with easy-access camera control button	Advanced dual-camera system included with easy-access camera control button
Siri (Voice-Activated Assistant)	Includes an AI Enhanced Siri	Includes an AI Enhanced Siri	Includes Basic Siri
Display	6.1-inch Super Retina XDR display	6.1-inch Super Retina XDR display	6.9-inch Super Retina XDR display with ProMotion technology
Splash, Water, and Dust Resistance	Rated IP68 (max depth 6m up to 30 min) with latest-generation Ceramic Shield front	Rated IP67 (max depth 1m up to 30 min) with Ceramic Shield front	Rated IP67 (max depth 1m up to 30 min) with Ceramic Shield front
Price	$1,599	$799	$1,599
	Select	Select	Select

Given your knowledge of the market, including other iPhones available to you anywhere, would you or would you not **actually be willing to buy the iPhone that you chose above with the features and price shown?**

Yes, I would buy | No, I would not buy

Next

Exhibit E: Response Statistics

(A) Invitations sent	40,375
(B) Completed Surveys	348
(C) Disqualified	4,060
Terminates	3,925
Failed Gender and/or Age Validation	135
(D) Incomplete/Breakoffs	53
Screener	39
Conjoint Introduction	11
Conjoint Exercise	3
(E) Total Responding	4,461
Qualification Rate = (E-C)/(E)	9.0%
Completion Rate = (B)/(B+D)	86.8%
Conjoint Completion Rate = (B)/(B+D: Conjoint Introduction + D: Conjoint Exercise)	96.1%
Response Rate = (E)/(A)	11.0%

Exhibit F: Average Partworths

Attribute/Level	Average Partworth Values (Zero Centered Diffs) [1]
Siri (Voice-Activated Assistant)	
Includes Basic Siri	-19.86
Includes an AI Enhanced Siri	19.86
Display	
6.1-inch Super Retina XDR display	-32.22
6.3-inch Super Retina XDR display with ProMotion technology	2.90
6.9-inch Super Retina XDR display with ProMotion technology	29.32
Camera	
Dual-camera system included	-18.90
Advanced dual-camera system included with easy-access camera control button	18.90
Battery Life	
Up to 20 hours video playback; up to 16 hours video playback (streamed)	-12.21
Up to 22 hours video playback; up to 18 hours video playback (streamed)	12.21
Splash, Water, and Dust Resistance	
Rated I67 (max depth 1m up to 30 min) with Ceramic Shield front	-12.56
Rated I68 (max depth 6m up to 30 min) with latest-generation Ceramic Shield front	12.56
Price	
$799	106.64
$999	58.25
$1,199	4.72
$1,399	-45.87
$1,599	-123.74
None	-390.64

[1] The zero centered difference figures shown were calculated using the Sawtooth Software simulator. For details on how the software calculates them, see https://sawtoothsoftware.com/help/discover/analysis/cbc/cbc-utilities.

Exhibit G: Price Premium

For the iPhone products in this simulation, I held all other features (except price) constant at specific levels; the exact levels I chose for these other features did not affect our calculations. The prices of each of the two iPhone products in the simulator were initially set at $799. In this simulated market, for the Enhanced Siri Statements at hand, I found the higher price of the iPhone with the Enhanced Siri Statements such that half of the market chose the first iPhone, and half of the market chose the second iPhone without the Enhanced Siri Statements. The price premium equals the difference between the two prices. This process was then repeated at the other price levels to get one measure of price premium and then lowering the price of the iPhone products to get another.[1,2]

Key to Model Types:

Price Constrained: Main-effects model with price partworths constrained so that partworths for prices monotonically decrease as price increases.

Key to Simulation Types:

Randomized First Choice: This model adds a degree of random error to the partworths and then simulates a respondent's product choice over a large number of trials (with a different random error term each time). Product share is a function of the distribution of product choices over these trials. Randomized First Choice simulation is considered to be superior to First Choice simulation in terms of predicting holdout shares.[3]

Price Premium Calculations: I specified hypothetical iPhone products that varied only on the Enhanced Siri Statements shown. Other features were held constant at specific baseline levels, and the analysis was conducted separately for each price level. The choice of baseline levels for attributes, other than the Enhanced Siri Statements and price, has no effect on the simulation since they are held constant across the two iPhone products. The values below represent the price premium of the iPhone products resulting from the Enhanced Siri Statements to consumers at the time and point of first purchase.

---

[1] To calculate the price premium, it is possible to raise the price of the Class Devices with the Enhanced Siri Statements, or to lower the price of the Class Devices without the Enhanced Siri Statements. I tried both methods, starting at all five price points, and reported the price premium as the smallest value found across all starting price points. Note, however, that I cannot raise or lower the price beyond the boundaries used in the conjoint analysis (i.e., $799 and $1,599). From the lower bound price of $799, I can only raise the price of the iPhone with the Enhanced Siri Statements, and from the upper bound price of $1,599, I can only lower the price of the iPhone without the Enhanced Siri Statements. The maximum price premium that I can measure is, therefore, $1,599 - $799 = $800, and the answer given in such a case would be conservatively reported as "$800."

[2] I chose the smallest (which is the most conservative) among the price differences obtained at the different levels of starting prices as the price premium value for the less desirable iPhone. The most conservative percent price premium is calculated by taking the smallest dollar value for the price premium and dividing it by the largest price in the survey.

[3] Sawtooth Software Technical Paper, "Comparing Hierarchical Bayes Draws and Randomized First Choice for Conjoint Simulations," 2000.

Full Sample (N = 324)

Lowering the Price of the iPhone without the Enhanced Siri Statements

Includes Basic Siri *(Value compared to iPhone **with** the Enhanced Siri Statements)*	$799	$999	$1,199	$1,399	$1,599
Price Constrained Model					
Randomized First Choice Simulation	-	$93.38	**$88.01**	$91.67	$98.07

Raising the Price of the iPhone with the Enhanced Siri Statements

Includes an AI Enhanced Siri *(Value compared to iPhone **without** the Enhanced Siri Statements)*	$799	$999	$1,199	$1,399	$1,599
Price Constrained Model					
Randomized First Choice Simulation	$93.53	$88.72	$92.33	$98.18	-

Exhibit H: Screener Data Glossary

Variable	Description	Code
AMSID	Respondent ID	
Qs1	What type of electronic device are you using to complete this survey?	1 = Desktop computer 2 = Laptop computer 3 = Tablet computer 4 = Smartphone 5 = Other mobile or electronic device
Qs2	Are you…?	1 = Male 2 = Female
Qs3	Into which of the following categories does your age fall?	1 = Under 18 2 = 18 - 34 3 = 35 - 49 4 = 50 - 64 5 = 65+
Qs4	In which state do you live?	
Qs5_1	Do you or does any member of your household work for any of the following types of companies?	1 = A company that manufactures or sells automobiles
Qs5_2	Do you or does any member of your household work for any of the following types of companies?	1 = A company that manufactures or sells appliances
Qs5_3	Do you or does any member of your household work for any of the following types of companies?	1 = A company that manufactures or sells consumer electronics
Qs5_4	Do you or does any member of your household work for any of the following types of companies?	1 = A company that manufactures or sells outdoor clothing
Qs5_5	Do you or does any member of your household work for any of the following types of companies?	1 = A company that manufactures or sells prescription drugs
Qs5_6	Do you or does any member of your household work for any of the following types of companies?	1 = A marketing or market research firm
Qs5_7	Do you or does any member of your household work for any of the following types of companies?	1 = A public relations or advertising agency
Qs5_8	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 purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = Smartphone
Qs6_2	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = Printer

Qs6_3	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = Television
Qs6_4	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = Voice-controlled speaker
Qs6_5	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = DVD or Blu-ray player
Qs6_6	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = Smartwatch
Qs6_7	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = Aeolipile
Qs6_8	Which, if any, of the following have you personally purchased new in the past 2 years (2024 to present)? Please only indicate those products that you personally purchased or shared in the decision to purchase.	1 = None of the above
Qs7_1	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Apple
Qs7_2	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Samsung

Qs7_3	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = HTC
Qs7_4	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Google
Qs7_5	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Motorola
Qs7_6	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Sony
Qs7_7	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Nokia
Qs7_8	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Lenovo

Qs7_9	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Huawei
Qs7_10	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Cuneiform
Qs7_11	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = None of the above
Qs7_12	You indicated you have personally purchased or shared in the decision to purchase a new smartphone in the past 2 years (2024 to present). Which, if any, of the following brands of smartphone(s) have you personally purchased in the past 2 years (2024 to present)? Please only indicate those brands that you personally purchased or shared in the decision to purchase.	1 = Don't know/Unsure
Qs8_1	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 1st Generation
Qs8_2	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone SE (1st, 2nd, or 3rd generation)
Qs8_3	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 3G or 3GS
Qs8_4	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 4 or 4S

Qs8_5	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 5, 5C, or 5S
Qs8_6	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 6, 6 Plus, 6S, or 6S Plus
Qs8_7	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 7 or 7 Plus
Qs8_8	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 8 or 8 Plus
Qs8_9	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone X, XR, XS, or XS Max
Qs8_10	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 11, 11 Pro, or 11 Pro Max
Qs8_11	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 12, 12 mini, 12 Pro, 12 Pro Max
Qs8_12	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 13, 13 mini, 13 Pro, 13 Pro Max
Qs8_13	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 14, 14 Plus, 14 Pro, 14 Pro Max
Qs8_14	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 15, 15 Plus, 15 Pro, 15 Pro Max
Qs8_15	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = iPhone 16, 16e, 16 Plus, 16 Pro, 16 Pro Max

Qs8_16	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = Don't know/Unsure
Qs8_17	You indicated that you have personally purchased or shared in the decision to purchase a new Apple smartphone in the past 2 years (2024 to present). Which, if any, of the following Apple models did you purchase new?	1 = None of the above
Qs9	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 2 = Agree 3 = Neither agree nor disagree 4 = Disagree 5 = Strongly disagree 6 = Other. Please specify:
Qs9X	Response provided in the text box provided in Qs9	
Qs9Word	Correct response to Qs9	
Qs10	You have qualified to take this survey. Before continuing, please carefully read these instructions:	1 = I understand and agree to the above instructions 2 = I do not understand or do not agree to the above instructions
StartTime	Date and time respondent began survey	
EndTime	Date and time respondent finished survey	

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2961680731	2	1	2	TN								1	1		1	1		1	
2961680678	1	1	3	WA								1	1		1			1	
2961680977	1	1	3	TN								1	1	1	1		1	1	
2961681032	2	1	3	PA								1	1		1			1	
2961681017	4	2	3	NY								1	1		1	1		1	
2961680849	4	2	2	GA								1	1	1		1			
2961704172	4	2	3	TX								1	1		1			1	
2961704261	2	1	3	VA								1	1	1	1	1		1	
2961704188	2	1	3	NJ								1	1		1		1	1	
2961704285	1	2	4	CA								1	1	1	1	1		1	
2961704338	4	1	3	CT								1	1	1	1	1		1	
2961704378	2	1	3	FL								1	1	1		1	1	1	
2961704265	4	1	2	NC								1	1		1				
2961704409	4	1	4	TX								1	1						
2961704366	2	1	3	NC								1	1	1	1			1	
2961727978	4	1	2	WI								1	1					1	
2961728016	2	1	3	NJ								1	1					1	
2961727960	1	1	3	ID								1	1		1			1	
2961727970	3	1	2	TX								1	1		1			1	
2961728101	4	1	2	MD								1	1		1	1		1	
2961727958	1	1	3	AR								1	1	1	1			1	
2961728134	4	1	2	AL								1	1		1	1		1	
2961727915	1	1	3	PA								1	1		1	1		1	
2961727875	1	1	3	CA								1	1	1	1	1		1	
2961728169	1	1	3	GA								1	1	1	1	1		1	
2961727938	4	1	3	MS								1	1	1	1	1	1	1	
2961728045	4	1	2	PA								1	1					1	
2961727912	2	2	3	MA								1	1						
2961728155	1	1	3	PA								1	1		1			1	
2961728153	4	2	3	FL	1								1						
2961728021	4	1	2	MI								1	1	1	1	1			
2961728047	2	1	3	TX								1	1	1	1	1		1	

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2961680731		1															
2961680678		1	1														
2961680977		1					1										
2961681032		1															
2961681017		1													1		
2961680849		1			1												
2961704172		1															
2961704261		1	1				1	1									
2961704188		1															
2961704285		1	1		1	1											
2961704338		1	1														
2961704378		1															
2961704265		1															
2961704409		1															
2961704366		1	1		1												
2961727978		1															
2961728016		1															
2961727960		1															
2961727970		1															
2961728101		1	1		1												
2961727958		1	1		1												
2961728134		1			1												
2961727915		1	1														
2961727875		1	1	1	1		1	1	1	1							
2961728169		1			1												
2961727938		1															
2961728045		1															
2961727912		1															
2961728155		1	1		1		1										
2961728153		1															
2961728021		1	1														
2961728047		1	1		1	1											

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2961680731											1			6	quality	quality
2961680678											1			6	survey	survey
2961680977											1			6	check	check
2961681032											1			6	question	question
2961681017									1		1			6	survey	survey
2961680849										1	1			6	survey	survey
2961704172											1			6	question	question
2961704261											1			6	question	question
2961704188											1			6	check	check
2961704285									1	1	1			6	check	check
2961704338											1			6	quality	quality
2961704378											1			6	question	question
2961704265											1			6	question	question
2961704409											1			6	Quality	quality
2961704366											1			6	quality	quality
2961727978											1			6	Survey	survey
2961728016											1			6	survey	survey
2961727960											1			6	quality	quality
2961727970											1			6	check	check
2961728101											1			6	Quality	quality
2961727958											1			6	survey	survey
2961728134											1			6	Survey	survey
2961727915											1			6	question	question
2961727875			1	1	1	1	1	1	1	1	1			6	check	check
2961728169											1			6	question	question
2961727938											1			6	question	question
2961728045											1			6	question	question
2961727912											1			6	question	question
2961728155											1			6	Check	check
2961728153											1			6	Check	check
2961728021											1			6	Survey	survey
2961728047										1	1			6	check	check

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2961680731	1	9/26/2025 13:58	9/26/2025 14:11
2961680678	1	9/26/2025 13:58	9/26/2025 14:15
2961680977	1	9/26/2025 13:58	9/26/2025 14:05
2961681032	1	9/26/2025 13:58	9/26/2025 14:08
2961681017	1	9/26/2025 13:58	9/26/2025 14:24
2961680849	1	9/26/2025 13:59	9/26/2025 14:10
2961704172	1	9/26/2025 14:29	9/26/2025 14:36
2961704261	1	9/26/2025 14:29	9/26/2025 14:35
2961704188	1	9/26/2025 14:29	9/26/2025 14:45
2961704285	1	9/26/2025 14:29	9/26/2025 14:43
2961704338	1	9/26/2025 14:29	9/26/2025 14:44
2961704378	1	9/26/2025 14:30	9/26/2025 14:38
2961704265	1	9/26/2025 14:30	9/26/2025 14:37
2961704409	1	9/26/2025 14:34	9/26/2025 14:59
2961704366	1	9/26/2025 14:58	9/26/2025 15:45
2961727978	1	9/26/2025 15:00	9/26/2025 15:06
2961728016	1	9/26/2025 15:00	9/26/2025 15:10
2961727960	1	9/26/2025 15:00	9/26/2025 15:10
2961727970	1	9/26/2025 15:00	9/26/2025 15:10
2961728101	1	9/26/2025 15:00	9/26/2025 15:06
2961727958	1	9/26/2025 15:00	9/26/2025 15:06
2961728134	1	9/26/2025 15:00	9/26/2025 15:18
2961727915	1	9/26/2025 15:00	9/26/2025 15:29
2961727875	1	9/26/2025 15:01	9/26/2025 15:18
2961728169	1	9/26/2025 15:01	9/26/2025 15:08
2961727938	1	9/26/2025 15:01	9/26/2025 15:11
2961728045	1	9/26/2025 15:01	9/26/2025 15:17
2961727912	1	9/26/2025 15:01	9/26/2025 15:15
2961728155	1	9/26/2025 15:01	9/26/2025 15:09
2961728153	1	9/26/2025 15:02	9/26/2025 15:07
2961728021	1	9/26/2025 15:04	9/26/2025 15:19
2961728047	1	9/26/2025 15:05	9/26/2025 15:22

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2961727904	4	1	3	MN								1	1	1	1	1		1	
2961818126	4	1	3	NJ								1	1	1		1		1	
2961818369	2	2	5	FL								1	1						
2961818348	4	1	2	FL								1	1		1	1		1	
2961818307	1	1	3	FL								1	1		1	1		1	
2961818450	2	2	2	NC								1	1		1			1	
2961818364	1	1	3	FL								1	1		1			1	
2961818416	4	2	2	TN								1	1	1	1	1			
2961818474	2	1	2	FL								1	1	1	1	1		1	
2961838628	1	1	3	CA								1	1	1	1	1		1	
2961838836	1	1	3	WA								1	1	1	1	1		1	
2961838832	2	1	5	IL								1	1						
2961838652	4	2	4	LA								1	1		1				
2961838807	1	1	3	PA								1	1		1			1	
2961858446	2	1	2	NY								1	1	1	1	1			
2961858400	2	1	3	WA								1	1		1	1		1	
2961858590	1	1	3	PA								1	1		1		1	1	
2961858360	4	2	3	WV								1	1	1	1	1		1	
2961858575	1	1	3	FL								1	1		1	1		1	
2961858478	1	1	3	CA								1	1					1	
2961858579	1	1	3	GA								1	1	1	1	1		1	
2961858523	1	1	3	TN								1	1	1	1		1	1	
2961858429	1	1	4	NY								1	1		1	1		1	
2961858375	2	2	2	WI								1	1		1	1		1	
2961877450	1	1	2	TX								1	1	1	1			1	
2961877471	4	1	2	NY								1	1		1			1	
2961877511	4	2	2	IL								1	1	1	1			1	
2961877604	1	1	3	CA								1	1		1	1		1	
2961877468	2	1	2	CA								1	1	1	1			1	
2961877675	4	1	2	NY								1	1	1	1	1		1	
2961877493	4	1	3	NY								1	1			1	1	1	
2961877630	4	1	2	ID				1					1	1	1				

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2961727904		1															
2961818126		1															
2961818369		1															
2961818348		1	1														
2961818307		1	1	1	1												
2961818450		1															
2961818364		1	1														
2961818416		1	1		1	1											
2961818474		1															
2961838628		1			1		1										
2961838836		1	1		1												
2961838832		1															
2961838652		1															
2961838807		1															
2961858446		1															
2961858400		1															
2961858590		1	1														
2961858360		1	1		1	1											
2961858575		1	1		1												
2961858478		1															
2961858579		1	1		1	1											
2961858523		1			1												
2961858429		1															
2961858375		1	1		1												
2961877450		1															
2961877471		1															
2961877511		1															
2961877604		1	1		1												
2961877468		1															
2961877675		1	1														
2961877493		1	1		1												
2961877630		1							1								

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2961727904											1			6	check	check
2961818126											1			6	question	question
2961818369											1			6	survey	survey
2961818348											1			6	question	question
2961818307									1		1			6	Survey	survey
2961818450											1			6	question	question
2961818364											1			6	question	question
2961818416										1	1			6	survey	survey
2961818474											1			6	survey	survey
2961838628											1			6	check	check
2961838836											1			6	quality	quality
2961838832											1			6	check	check
2961838652											1			6	question	question
2961838807											1			6	check	check
2961858446											1			6	question	question
2961858400											1			6	check	check
2961858590										1	1			6	survey	survey
2961858360										1	1			6	Survey	survey
2961858575									1	1	1			6	survey	survey
2961858478											1			6	question	question
2961858579						1					1			6	survey	survey
2961858523											1			6	question	question
2961858429											1			6	check	check
2961858375											1			6	survey	survey
2961877450											1			6	check	check
2961877471											1			6	question	question
2961877511							1				1			6	Survey	survey
2961877604											1			6	question	question
2961877468											1			6	quality	quality
2961877675											1			6	question	question
2961877493										1	1			6	quality	quality
2961877630								1		1	1			6	survey	survey

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2961727904	1	9/26/2025 15:21	9/26/2025 15:27
2961818126	1	9/26/2025 17:04	9/26/2025 17:27
2961818369	1	9/26/2025 17:05	9/26/2025 17:13
2961818348	1	9/26/2025 17:05	9/26/2025 17:13
2961818307	1	9/26/2025 17:05	9/26/2025 17:11
2961818450	1	9/26/2025 17:05	9/26/2025 17:12
2961818364	1	9/26/2025 17:05	9/26/2025 17:12
2961818416	1	9/26/2025 17:05	9/26/2025 17:17
2961818474	1	9/26/2025 17:06	9/26/2025 17:57
2961838628	1	9/26/2025 17:36	9/26/2025 17:48
2961838836	1	9/26/2025 17:36	9/26/2025 17:45
2961838832	1	9/26/2025 17:36	9/26/2025 17:43
2961838652	1	9/26/2025 17:36	9/26/2025 17:46
2961838807	1	9/26/2025 17:45	9/26/2025 17:52
2961858446	1	9/26/2025 18:07	9/26/2025 18:14
2961858400	1	9/26/2025 18:07	9/26/2025 18:25
2961858590	1	9/26/2025 18:07	9/26/2025 18:14
2961858360	1	9/26/2025 18:07	9/26/2025 18:17
2961858575	1	9/26/2025 18:08	9/26/2025 18:15
2961858478	1	9/26/2025 18:08	9/26/2025 18:16
2961858579	1	9/26/2025 18:08	9/26/2025 18:20
2961858523	1	9/26/2025 18:08	9/26/2025 18:14
2961858429	1	9/26/2025 18:08	9/26/2025 18:13
2961858375	1	9/26/2025 18:11	9/26/2025 18:41
2961877450	1	9/26/2025 18:38	9/26/2025 18:46
2961877471	1	9/26/2025 18:38	9/26/2025 18:45
2961877511	1	9/26/2025 18:38	9/26/2025 18:43
2961877604	1	9/26/2025 18:38	9/26/2025 18:50
2961877468	1	9/26/2025 18:38	9/26/2025 18:49
2961877675	1	9/26/2025 18:38	9/26/2025 18:47
2961877493	1	9/26/2025 18:39	9/26/2025 18:59
2961877630	1	9/26/2025 18:39	9/26/2025 18:45

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2961895525	4	1	3	CO								1	1	1	1			1	
2961895622	4	1	2	IL								1	1	1	1	1		1	
2961895675	1	1	3	CA								1	1		1	1		1	
2961895630	1	1	3	MO								1	1		1	1		1	
2961895570	4	1	3	IN								1	1		1				
2961914941	4	1	3	NY								1	1						
2961914992	4	1	2	TX								1	1		1			1	
2961915002	4	1	3	TX								1	1	1	1	1	1	1	
2961915047	4	2	4	IL								1	1						
2961914928	4	2	3	NJ								1	1					1	
2961915065	4	1	2	NY								1	1		1				
2961932920	4	2	2	TX								1	1	1	1	1	1	1	
2961932969	1	1	3	FL								1	1				1	1	
2961933102	4	1	2	WI								1	1	1	1			1	
2961933186	4	1	2	MD								1	1	1	1			1	
2961933161	1	1	2	CA								1	1	1	1	1	1	1	
2961950695	4	1	2	SC								1	1		1	1		1	
2961950831	4	2	2	LA								1	1						
2961950866	1	1	3	FL								1	1		1			1	
2961950891	3	2	4	CA								1	1	1					
2961950735	4	1	3	KY								1	1		1			1	
2961950787	1	1	3	NC								1	1	1	1	1		1	
2961967014	2	2	3	TX								1	1	1	1	1		1	
2961967072	2	1	2	DC								1	1	1	1	1		1	
2961967136	4	1	2	CA								1	1		1	1			
2961967022	4	1	2	CO								1	1	1	1	1		1	
2961967085	4	1	2	TX								1	1		1			1	
2961967115	4	1	4	NC								1	1		1				
2961967104	4	2	2	IA								1	1						
2961981689	3	2	5	OH								1	1	1	1				
2961981854	2	1	2	NC								1	1	1	1	1		1	
2961981959	1	2	3	PA								1	1	1	1	1		1	

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2961895525		1															
2961895622		1															
2961895675		1			1												
2961895630		1															
2961895570		1															
2961914941		1															
2961914992		1															
2961915002		1	1	1	1	1	1	1	1	1							
2961915047		1															
2961914928		1															
2961915065		1															
2961932920		1	1		1												
2961932969		1	1		1		1										
2961933102		1															
2961933186		1	1														
2961933161		1	1		1	1	1		1								
2961950695		1	1														
2961950831		1															
2961950866		1															
2961950891		1															
2961950735		1	1														
2961950787		1			1												
2961967014		1	1		1			1		1							
2961967072		1															
2961967136		1															
2961967022		1	1	1	1	1	1	1									
2961967085		1	1														
2961967115		1	1														
2961967104		1															
2961981689		1															
2961981854		1	1														
2961981959		1	1		1												

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2961895525											1			6	survey	survey
2961895622										1	1			6	question	question
2961895675											1			6	survey	survey
2961895630										1	1			6	survey	survey
2961895570											1			6	Check	check
2961914941											1			6	Survey	survey
2961914992									1	1	1			6	quality	quality
2961915002											1			6	Survey	survey
2961915047											1			6	Check	check
2961914928											1			6	Survey	survey
2961915065											1			6	quality	quality
2961932920											1			6	check	check
2961932969											1			6	quality	quality
2961933102											1			6	question	question
2961933186										1	1			6	check	check
2961933161											1			6	survey	survey
2961950695										1	1			6	check	check
2961950831											1			6	survey	survey
2961950866											1			6	quality	quality
2961950891											1			6	Question	question
2961950735										1	1			6	Check	check
2961950787											1			6	question	question
2961967014										1	1			6	survey	survey
2961967072										1	1			6	question	question
2961967136											1			6	question	question
2961967022									1	1	1			6	quality	quality
2961967085											1			6	quality	quality
2961967115											1			6	question	question
2961967104											1			6	Question	question
2961981689											1			6	survey	survey
2961981854										1	1			6	survey	survey
2961981959										1	1			6	survey	survey

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2961895525	1	9/26/2025 19:09	9/26/2025 19:17
2961895622	1	9/26/2025 19:09	9/26/2025 19:18
2961895675	1	9/26/2025 19:09	9/26/2025 19:19
2961895630	1	9/26/2025 19:09	9/26/2025 19:17
2961895570	1	9/26/2025 19:10	9/26/2025 19:23
2961914941	1	9/26/2025 19:40	9/26/2025 19:47
2961914992	1	9/26/2025 19:40	9/26/2025 19:48
2961915002	1	9/26/2025 19:40	9/26/2025 19:46
2961915047	1	9/26/2025 19:40	9/26/2025 19:57
2961914928	1	9/26/2025 19:41	9/26/2025 19:58
2961915065	1	9/26/2025 19:41	9/26/2025 19:48
2961932920	1	9/26/2025 20:11	9/26/2025 20:36
2961932969	1	9/26/2025 20:11	9/26/2025 20:30
2961933102	1	9/26/2025 20:11	9/26/2025 20:23
2961933186	1	9/26/2025 20:11	9/26/2025 20:19
2961933161	1	9/26/2025 20:23	9/26/2025 20:33
2961950695	1	9/26/2025 20:42	9/26/2025 20:51
2961950831	1	9/26/2025 20:42	9/26/2025 20:47
2961950866	1	9/26/2025 20:42	9/26/2025 20:48
2961950891	1	9/26/2025 20:42	9/26/2025 20:57
2961950735	1	9/26/2025 20:42	9/26/2025 20:49
2961950787	1	9/26/2025 20:43	9/26/2025 20:59
2961967014	1	9/26/2025 21:13	9/26/2025 21:26
2961967072	1	9/26/2025 21:13	9/26/2025 21:26
2961967136	1	9/26/2025 21:13	9/26/2025 21:19
2961967022	1	9/26/2025 21:14	9/26/2025 21:22
2961967085	1	9/26/2025 21:14	9/26/2025 21:34
2961967115	1	9/26/2025 21:15	9/26/2025 21:25
2961967104	1	9/26/2025 21:16	9/26/2025 21:29
2961981689	1	9/26/2025 21:44	9/26/2025 21:51
2961981854	1	9/26/2025 21:44	9/26/2025 21:49
2961981959	1	9/26/2025 21:45	9/26/2025 21:58

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2961995125	4	1	3	TN								1	1		1	1		1	
2961995311	4	1	2	UT								1	1		1	1		1	
2961995246	4	2	4	MA								1	1	1	1		1		
2961995278	4	1	2	VA								1	1		1			1	
2962009479	1	1	3	ID								1	1					1	
2962009643	2	1	4	AR								1	1		1			1	
2962009685	2	2	3	TX								1	1		1			1	
2962009596	4	1	3	NY								1	1	1	1	1		1	
2962009528	1	1	3	SC								1	1	1	1	1	1	1	
2962336059	2	2	5	FL								1	1					1	
2962336063	4	1	4	ME								1	1	1	1	1			
2962336104	4	1	2	MD								1	1		1			1	
2962336050	1	2	5	IL								1	1	1				1	
2962353938	2	2	5	MD								1	1	1	1		1		
2962406434	1	2	2	NJ								1	1						
2962422101	1	2	4	CA								1	1						
2962436919	4	1	2	MD								1	1	1	1	1		1	
2962451998	2	1	2	NY								1	1		1	1		1	
2962458223	4	1	2	MD								1	1	1	1	1		1	
2962458233	4	1	2	FL								1	1	1	1	1	1	1	
2962458407	4	2	5	PA								1	1					1	
2962458346	2	2	4	MD								1	1						
2962472704	4	2	5	PA								1	1		1	1			
2962472917	4	2	5	FL								1	1						
2962473055	4	2	2	WA								1	1		1	1		1	
2962473094	4	1	2	CA								1	1	1	1			1	
2962473171	4	2	4	PA								1	1						
2962473194	4	1	5	CA								1	1					1	
2962473192	4	2	4	NC								1	1		1			1	
2962488164	4	1	2	GA								1	1	1		1		1	
2962488328	4	1	4	CO								1	1	1	1	1		1	
2962488031	4	1	5	IN								1	1	1					

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2961995125		1	1		1	1			1								
2961995311		1	1														
2961995246		1															
2961995278		1	1														
2962009479		1															
2962009643		1															
2962009685		1	1							1							
2962009596		1	1														
2962009528		1	1		1		1	1									
2962336059		1															
2962336063		1	1		1	1	1										
2962336104		1															
2962336050		1															
2962353938		1															
2962406434		1						1									
2962422101		1															
2962436919		1															
2962451998		1	1				1										
2962458223		1	1														
2962458233		1	1														
2962458407		1															
2962458346		1															
2962472704		1															
2962472917		1															
2962473055		1	1		1												
2962473094		1	1														
2962473171		1															
2962473194		1	1														
2962473192		1															
2962488164		1	1				1										
2962488328		1	1														
2962488031		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2961995125											1			6	check	check
2961995311											1			6	question	question
2961995246											1			6	question	question
2961995278											1			6	Survey	survey
2962009479											1			6	check	check
2962009643											1			6	quality	quality
2962009685											1			6	survey	survey
2962009596											1			6	quality	quality
2962009528											1			6	quality	quality
2962336059											1			6	question	question
2962336063											1			6	check	check
2962336104										1	1			6	Check	check
2962336050											1			6	question	question
2962353938											1			6	survey	survey
2962406434											1			6	Check	check
2962422101											1			6	survey	survey
2962436919											1			6	quality	quality
2962451998											1			6	check	check
2962458223											1			6	question	question
2962458233											1			6	quality	quality
2962458407											1			6	Quality	quality
2962458346											1			6	question	question
2962472704											1			6	check	check
2962472917											1			6	quality	quality
2962473055									1	1	1			6	survey	survey
2962473094											1			6	Check	check
2962473171											1			6	question	question
2962473194											1			6	quality	quality
2962473192											1			6	survey	survey
2962488164											1			6	survey	survey
2962488328											1			6	quality	quality
2962488031											1			6	question	question

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2961995125	1	9/26/2025 22:15	9/26/2025 22:23
2961995311	1	9/26/2025 22:15	9/26/2025 22:21
2961995246	1	9/26/2025 22:15	9/26/2025 22:30
2961995278	1	9/26/2025 22:16	9/26/2025 22:22
2962009479	1	9/26/2025 22:47	9/26/2025 22:56
2962009643	1	9/26/2025 22:47	9/26/2025 23:01
2962009685	1	9/26/2025 22:47	9/26/2025 22:58
2962009596	1	9/26/2025 22:47	9/26/2025 23:04
2962009528	1	9/26/2025 23:03	9/26/2025 23:13
2962336059	1	9/27/2025 12:07	9/27/2025 12:15
2962336063	1	9/27/2025 12:07	9/27/2025 12:12
2962336104	1	9/27/2025 12:07	9/27/2025 12:13
2962336050	1	9/27/2025 12:10	9/27/2025 12:22
2962353938	1	9/27/2025 12:38	9/27/2025 12:47
2962406434	1	9/27/2025 14:12	9/27/2025 14:20
2962422101	1	9/27/2025 14:43	9/27/2025 14:52
2962436919	1	9/27/2025 15:14	9/27/2025 15:19
2962451998	1	9/27/2025 15:44	9/27/2025 15:52
2962458223	1	9/27/2025 15:58	9/27/2025 16:03
2962458233	1	9/27/2025 15:58	9/27/2025 16:03
2962458407	1	9/27/2025 15:58	9/27/2025 16:06
2962458346	1	9/27/2025 15:59	9/27/2025 16:14
2962472704	1	9/27/2025 16:28	9/27/2025 16:39
2962472917	1	9/27/2025 16:28	9/27/2025 16:44
2962473055	1	9/27/2025 16:29	9/27/2025 16:36
2962473094	1	9/27/2025 16:29	9/27/2025 16:36
2962473171	1	9/27/2025 16:29	9/27/2025 16:35
2962473194	1	9/27/2025 16:29	9/27/2025 16:39
2962473192	1	9/27/2025 16:29	9/27/2025 16:37
2962488164	1	9/27/2025 16:59	9/27/2025 17:06
2962488328	1	9/27/2025 17:00	9/27/2025 17:08
2962488031	1	9/27/2025 17:00	9/27/2025 17:20

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2962488264	2	2	2	AL								1	1	1	1	1	1	1	
2962488340	2	1	2	FL								1	1	1	1	1		1	
2962487993	2	2	5	TX								1	1		1			1	
2962488087	4	2	4	NC								1	1						
2962502090	4	2	2	NY								1	1	1	1	1		1	
2962502059	4	2	4	CA								1	1						
2962502156	4	2	5	TX								1	1	1	1				
2962501986	4	2	2	OH								1	1		1			1	
2962502098	4	1	2	PA								1	1						
2962515098	3	2	5	PA								1	1						
2962515289	1	1	2	FL								1	1	1	1	1		1	
2962515316	4	2	2	CA								1	1		1			1	
2962515212	4	2	2	WI								1	1		1			1	
2962515369	4	1	4	IL								1	1	1					
2962515346	4	1	2	CA								1	1		1				
2962528227	4	2	5	MI								1	1						
2962528192	4	1	2	NY								1	1		1		1		
2962540209	1	1	4	VA								1	1		1	1		1	
2962540374	4	2	2	CA								1	1	1	1			1	
2962540386	4	2	4	VA								1	1	1	1	1		1	
2962540256	4	1	2	TX								1	1	1	1			1	
2962540342	4	1	2	KY								1	1		1				
2962553696	4	2	2	CA								1	1	1	1			1	
2962553647	1	2	2	WA								1	1		1	1		1	
2962553619	4	2	2	FL								1	1	1	1	1			
2962553767	3	2	2	WA								1	1	1					
2962553883	2	1	5	KY								1	1						
2962553844	4	1	2	MA								1	1	1	1			1	
2962553865	4	1	4	KY								1	1						
2962565933	4	1	2	TX								1	1		1				
2962565961	4	1	2	GA								1	1		1				
2962566009	4	1	2	GA								1	1		1			1	

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2962488264		1	1														
2962488340		1	1		1												
2962487993		1															
2962488087		1															
2962502090		1															
2962502059		1															
2962502156		1															
2962501986		1															
2962502098		1															
2962515098		1															
2962515289		1	1														
2962515316		1															
2962515212		1															
2962515369		1															
2962515346		1			1												
2962528227		1															
2962528192		1	1														
2962540209		1															
2962540374		1	1		1	1	1		1								
2962540386		1	1														
2962540256		1	1		1												
2962540342		1															
2962553696		1	1		1	1	1	1	1								
2962553647		1	1	1	1		1		1	1							
2962553619		1															
2962553767		1	1														
2962553883		1															
2962553844		1															
2962553865		1															
2962565933		1															
2962565961		1	1														
2962566009		1	1														

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2962488264										1	1			6	survey	survey
2962488340										1	1			6	check	check
2962487993											1			6	check	check
2962488087											1			6	question	question
2962502090											1			6	survey	survey
2962502059											1			6	survey	survey
2962502156											1			6	Survey	survey
2962501986											1			6	Check	check
2962502098											1			6	survey	survey
2962515098											1			6	survey	survey
2962515289											1			6	survey	survey
2962515316									1	1	1			6	quality	quality
2962515212						1				1	1			6	quality	quality
2962515369											1			6	Survey	survey
2962515346											1			6	Survey	survey
2962528227											1			6	question	question
2962528192											1			6	question	question
2962540209											1			6	survey	survey
2962540374											1			6	quality	quality
2962540386											1			6	check	check
2962540256											1			6	Survey	survey
2962540342											1			6	question	question
2962553696											1			6	quality	quality
2962553647					1					1	1			6	survey	survey
2962553619											1			6	Quality	quality
2962553767											1			6	Survey	survey
2962553883											1			6	survey	survey
2962553844											1			6	quality	quality
2962553865											1			6	Quality	quality
2962565933											1			6	check	check
2962565961											1			6	survey	survey
2962566009											1			6	Question	question

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2962488264	1	9/27/2025 17:00	9/27/2025 17:09
2962488340	1	9/27/2025 17:00	9/27/2025 17:12
2962487993	1	9/27/2025 17:00	9/27/2025 17:53
2962488087	1	9/27/2025 17:01	9/27/2025 17:05
2962502090	1	9/27/2025 17:31	9/27/2025 17:52
2962502059	1	9/27/2025 17:31	9/27/2025 17:58
2962502156	1	9/27/2025 17:31	9/27/2025 17:46
2962501986	1	9/27/2025 17:32	9/27/2025 17:39
2962502098	1	9/27/2025 17:34	9/27/2025 17:54
2962515098	1	9/27/2025 18:01	9/27/2025 18:11
2962515289	1	9/27/2025 18:01	9/27/2025 18:10
2962515316	1	9/27/2025 18:01	9/27/2025 18:09
2962515212	1	9/27/2025 18:02	9/27/2025 18:20
2962515369	1	9/27/2025 18:02	9/27/2025 18:14
2962515346	1	9/27/2025 18:02	9/27/2025 18:09
2962528227	1	9/27/2025 18:34	9/27/2025 18:54
2962528192	1	9/27/2025 18:51	9/27/2025 19:02
2962540209	1	9/27/2025 19:03	9/27/2025 19:14
2962540374	1	9/27/2025 19:04	9/27/2025 19:14
2962540386	1	9/27/2025 19:04	9/27/2025 19:38
2962540256	1	9/27/2025 19:04	9/27/2025 19:14
2962540342	1	9/27/2025 19:04	9/27/2025 19:11
2962553696	1	9/27/2025 19:34	9/27/2025 19:41
2962553647	1	9/27/2025 19:34	9/27/2025 19:40
2962553619	1	9/27/2025 19:34	9/27/2025 19:41
2962553767	1	9/27/2025 19:34	9/27/2025 19:45
2962553883	1	9/27/2025 19:35	9/27/2025 19:43
2962553844	1	9/27/2025 19:35	9/27/2025 19:40
2962553865	1	9/27/2025 19:36	9/27/2025 19:47
2962565933	1	9/27/2025 20:05	9/27/2025 20:12
2962565961	1	9/27/2025 20:05	9/27/2025 20:16
2962566009	1	9/27/2025 20:06	9/27/2025 20:13

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2962566057	4	1	2	TX								1	1	1	1	1		1	
2962565856	4	2	5	AZ								1	1				1		
2962565942	2	2	2	MI								1	1		1	1		1	
2962577981	4	1	2	OH								1	1	1	1			1	
2962577989	1	1	4	NY								1	1	1	1	1		1	
2962577979	2	2	2	GA								1	1	1	1		1	1	
2962578091	4	1	2	OH		1							1	1	1			1	
2962578003	4	1	2	AZ								1	1	1	1	1	1	1	
2962577945	2	1	2	VA								1	1		1			1	
2962578064	4	1	2	WI	1								1		1	1		1	
2962577834	4	2	2	MN								1	1	1					
2962578005	4	2	4	KY								1	1	1	1				
2962577867	4	2	2	CA								1	1						
2962589899	1	2	5	FL								1	1						
2962589999	4	2	4	WI								1	1						
2962589900	4	1	4	UT								1	1	1					
2963031474	4	2	5	MO								1	1	1	1	1	1		
2963031642	1	2	5	NY								1	1						
2963031658	4	2	5	MO								1	1						
2963031782	2	2	5	VA								1	1						
2963031663	4	1	5	OH								1	1		1				
2963031835	4	2	4	VA								1	1	1	1				
2963031748	4	1	2	VA								1	1		1			1	
2963031790	4	2	4	FL								1	1					1	
2963031869	4	1	2	AZ								1	1	1	1		1	1	
2963031867	2	2	2	TX								1	1	1	1	1		1	
2963031770	4	2	4	PA					1				1		1				
2963046972	4	2	3	TX								1	1						
2963047212	4	1	5	FL								1	1	1	1			1	
2963047281	4	1	3	NH								1	1	1				1	
2963047279	4	1	3	CA								1	1			1		1	
2963047231	4	1	2	FL								1	1	1	1			1	

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2962566057		1	1														
2962565856		1															
2962565942		1															
2962577981		1															
2962577989		1	1														
2962577979		1			1												
2962578091		1	1		1	1											
2962578003		1	1		1	1											
2962577945		1	1		1		1		1								
2962578064		1															
2962577834		1															
2962578005		1															
2962577867		1															
2962589899		1															
2962589999		1															
2962589900		1															
2963031474		1															
2963031642		1															
2963031658		1															
2963031782		1															
2963031663		1															
2963031835		1															
2963031748		1															
2963031790		1															
2963031869		1	1														
2963031867		1															
2963031770		1															
2963046972		1															
2963047212		1															
2963047281		1	1														
2963047279		1	1		1												
2963047231		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2962566057											1			6	check	check
2962565856											1			6	Check	check
2962565942											1			6	quality	quality
2962577981										1	1			6	quality	quality
2962577989											1			6	quality	quality
2962577979											1			6	question	question
2962578091									1		1			6	quality	quality
2962578003								1	1	1	1			6	quality	quality
2962577945											1			6	CHECK	check
2962578064											1			6	Quality	quality
2962577834											1			6	Survey	survey
2962578005											1			6	Quality	quality
2962577867											1			6	Quality	quality
2962589899											1			6	question	question
2962589999											1			6	question	question
2962589900											1			6	Check	check
2963031474											1			6	survey	survey
2963031642											1			6	survey	survey
2963031658											1			6	Survey	survey
2963031782											1			6	check	check
2963031663											1			6	question	question
2963031835											1			6	check	check
2963031748										1	1			6	check	check
2963031790											1			6	Check	check
2963031869											1			6	Survey	survey
2963031867											1			6	quality	quality
2963031770											1			6	Check	check
2963046972											1			6	Survey	survey
2963047212											1			6	Check	check
2963047281										1	1			6	Quality	quality
2963047279											1			6	check	check
2963047231										1	1			6	question	question

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2962566057	1	9/27/2025 20:06	9/27/2025 20:11
2962565856	1	9/27/2025 20:07	9/27/2025 20:19
2962565942	1	9/27/2025 20:08	9/27/2025 20:16
2962577981	1	9/27/2025 20:36	9/27/2025 20:49
2962577989	1	9/27/2025 20:36	9/27/2025 20:49
2962577979	1	9/27/2025 20:36	9/27/2025 20:44
2962578091	1	9/27/2025 20:37	9/27/2025 20:44
2962578003	1	9/27/2025 20:37	9/27/2025 20:51
2962577945	1	9/27/2025 20:37	9/27/2025 20:45
2962578064	1	9/27/2025 20:37	9/27/2025 20:45
2962577834	1	9/27/2025 20:38	9/27/2025 21:35
2962578005	1	9/27/2025 20:39	9/27/2025 20:51
2962577867	1	9/27/2025 20:40	9/27/2025 20:48
2962589899	1	9/27/2025 21:07	9/27/2025 21:22
2962589999	1	9/27/2025 21:08	9/27/2025 21:22
2962589900	1	9/27/2025 21:11	9/27/2025 21:23
2963031474	1	9/28/2025 16:10	9/28/2025 16:18
2963031642	1	9/28/2025 16:11	9/28/2025 16:22
2963031658	1	9/28/2025 16:11	9/28/2025 16:36
2963031782	1	9/28/2025 16:11	9/28/2025 16:19
2963031663	1	9/28/2025 16:11	9/28/2025 16:29
2963031835	1	9/28/2025 16:11	9/28/2025 16:17
2963031748	1	9/28/2025 16:11	9/28/2025 16:16
2963031790	1	9/28/2025 16:11	9/28/2025 16:28
2963031869	1	9/28/2025 16:11	9/28/2025 16:21
2963031867	1	9/28/2025 16:19	9/28/2025 16:50
2963031770	1	9/28/2025 16:30	9/28/2025 16:38
2963046972	1	9/28/2025 16:42	9/28/2025 16:54
2963047212	1	9/28/2025 16:42	9/28/2025 16:52
2963047281	1	9/28/2025 16:42	9/28/2025 17:00
2963047279	1	9/28/2025 16:43	9/28/2025 16:57
2963047231	1	9/28/2025 16:43	9/28/2025 16:53

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2963047100	4	2	3	LA								1	1	1	1				
2963047084	1	2	3	VA								1	1	1	1	1		1	
2963047104	4	1	2	OR								1	1		1				
2963047071	4	2	2	TX								1	1		1	1		1	
2963061518	4	1	2	NC								1	1					1	
2963061630	4	1	2	NY								1	1	1	1	1		1	
2963061551	4	1	2	NJ								1	1	1	1	1		1	
2963061584	2	1	2	FL								1	1		1	1		1	
2963061622	4	2	4	OH								1	1						
2963061665	4	1	2	FL								1	1		1	1	1	1	
2963061717	2	2	2	CT								1	1	1	1	1		1	
2963061689	4	2	2	VA								1	1			1	1	1	
2963061527	4	1	2	NY								1	1		1	1		1	
2963061679	1	1	4	CA								1	1	1	1	1		1	
2963076106	2	2	4	NC								1	1		1			1	
2963076136	4	2	4	NH								1	1		1				
2963076117	4	2	5	AZ								1	1						
2963076294	4	2	4	KY								1	1		1			1	
2963090342	3	2	4	MS								1	1						
2963090308	4	2	4	CA								1	1						
2963090598	2	2	5	NY								1	1						
2963090493	3	2	5	OH								1	1		1			1	
2963090447	4	2	5	VA								1	1						
2963103194	3	2	4	TN								1	1						
2963103355	4	2	4	FL								1	1		1				
2963103453	4	1	4	CO								1	1					1	
2963115298	2	2	5	IL								1	1						
2963115323	4	2	5	PA								1	1		1				
2963127756	2	2	4	VA								1	1		1				
2963127878	3	2	5	CA								1	1						
2963127962	1	2	5	MI								1	1						
2963127951	3	2	4	NJ								1	1						

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2963047100		1															
2963047084		1	1		1												
2963047104		1															
2963047071		1															
2963061518		1															
2963061630		1				1											
2963061551		1			1												
2963061584		1	1														
2963061622		1															
2963061665		1	1	1	1	1	1	1	1	1							
2963061717		1	1		1	1											
2963061689		1	1	1	1			1		1							
2963061527		1	1		1												
2963061679		1															
2963076106		1															
2963076136		1															
2963076117		1															
2963076294		1															
2963090342		1															
2963090308		1															
2963090598		1															
2963090493		1															
2963090447		1															
2963103194		1															
2963103355		1															
2963103453		1															
2963115298		1															
2963115323		1															
2963127756		1															
2963127878		1															
2963127962		1															
2963127951		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2963047100											1			6	Check	check
2963047084											1			6	check	check
2963047104											1			6	Survey	survey
2963047071											1			6	question	question
2963061518											1			6	quality	quality
2963061630											1			6	survey	survey
2963061551											1			6	check	check
2963061584										1	1			6	survey	survey
2963061622											1			6	Survey	survey
2963061665					1				1	1	1			6	question	question
2963061717										1	1			6	check	check
2963061689											1			6	Check	check
2963061527											1			6	survey	survey
2963061679											1			6	quality	quality
2963076106											1			6	question	question
2963076136											1			6	check	check
2963076117											1			6	Survey	survey
2963076294											1			6	Quality	quality
2963090342											1			6	Check	check
2963090308											1			6	Check	check
2963090598											1			6	check	check
2963090493											1			6	question	question
2963090447											1			6	Check	check
2963103194											1			6	check	check
2963103355											1			6	question	question
2963103453											1			6	Check	check
2963115298											1			6	check	check
2963115323											1			6	Survey	survey
2963127756											1			6	quality	quality
2963127878											1			6	quality	quality
2963127962											1			6	survey	survey
2963127951											1			6	Quality	quality

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2963047100	1	9/28/2025 16:43	9/28/2025 16:52
2963047084	1	9/28/2025 16:43	9/28/2025 16:51
2963047104	1	9/28/2025 16:43	9/28/2025 16:49
2963047071	1	9/28/2025 16:43	9/28/2025 16:50
2963061518	1	9/28/2025 17:13	9/28/2025 17:19
2963061630	1	9/28/2025 17:13	9/28/2025 17:20
2963061551	1	9/28/2025 17:13	9/28/2025 17:21
2963061584	1	9/28/2025 17:13	9/28/2025 17:20
2963061622	1	9/28/2025 17:14	9/28/2025 17:22
2963061665	1	9/28/2025 17:14	9/28/2025 17:26
2963061717	1	9/28/2025 17:14	9/28/2025 17:29
2963061689	1	9/28/2025 17:14	9/28/2025 17:19
2963061527	1	9/28/2025 17:14	9/28/2025 17:31
2963061679	1	9/28/2025 17:15	9/28/2025 17:27
2963076106	1	9/28/2025 17:44	9/28/2025 18:03
2963076136	1	9/28/2025 17:44	9/28/2025 17:56
2963076117	1	9/28/2025 17:44	9/28/2025 17:51
2963076294	1	9/28/2025 17:45	9/28/2025 17:51
2963090342	1	9/28/2025 18:15	9/28/2025 18:26
2963090308	1	9/28/2025 18:15	9/28/2025 18:22
2963090598	1	9/28/2025 18:16	9/28/2025 18:29
2963090493	1	9/28/2025 18:16	9/28/2025 18:27
2963090447	1	9/28/2025 18:16	9/28/2025 18:29
2963103194	1	9/28/2025 18:46	9/28/2025 18:56
2963103355	1	9/28/2025 18:47	9/28/2025 19:09
2963103453	1	9/28/2025 18:47	9/28/2025 19:00
2963115298	1	9/28/2025 19:17	9/28/2025 19:29
2963115323	1	9/28/2025 19:18	9/28/2025 19:43
2963127756	1	9/28/2025 19:48	9/28/2025 19:56
2963127878	1	9/28/2025 19:48	9/28/2025 19:55
2963127962	1	9/28/2025 19:48	9/28/2025 20:09
2963127951	1	9/28/2025 19:48	9/28/2025 19:56

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2963128059	4	2	4	IL								1	1	1				1	
2963127969	4	2	5	FL								1	1						
2963128144	4	2	4	TX								1	1		1			1	
2963127784	2	2	5	NY								1	1					1	
2963140388	2	2	5	NY								1	1	1	1				
2963140465	3	2	5	FL								1	1		1				
2963140170	2	2	5	CA								1	1		1				
2963151750	3	1	5	PA								1	1	1	1	1			
2963151801	2	2	5	OH								1	1	1	1				
2963151932	1	1	4	WI								1	1		1	1		1	
2963163397	3	1	4	GA								1	1		1				
2963174061	4	1	5	PA								1	1						
2963174064	4	2	4	IL								1	1	1	1				
2963174180	4	2	4	MI								1	1						
2963174255	4	1	5	MN								1	1	1					
2963174286	4	2	5	GA								1	1		1				
2963174385	4	2	4	VA								1	1						
2963185026	2	2	4	NY								1	1						
2963185267	3	1	4	TX								1	1		1			1	
2963195309	2	2	5	CA								1	1		1				
2963195676	1	1	4	CA								1	1						
2963205053	4	1	4	OK								1	1						
2963205148	4	1	4	CT								1	1		1			1	
2963205145	1	1	5	IL								1	1			1	1	1	
2963205245	4	2	4	PA								1	1	1					
2963205015	4	2	5	AL								1	1			1			
2963205688	3	2	5	FL								1	1					1	
2963428541	2	1	3	PA								1	1					1	
2963428739	2	2	4	NY								1	1						
2963428424	4	2	3	CO								1	1	1					
2963428672	1	1	5	OH								1	1						
2963428980	1	2	5	TX								1	1						

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2963128059		1															
2963127969		1															
2963128144		1	1						1								
2963127784		1															
2963140388		1															
2963140465		1															
2963140170		1															
2963151750		1															
2963151801		1															
2963151932		1															
2963163397		1															
2963174061		1															
2963174064		1															
2963174180		1															
2963174255		1															
2963174286		1															
2963174385		1															
2963185026		1															
2963185267		1															
2963195309		1															
2963195676		1															
2963205053		1															
2963205148		1															
2963205145		1															
2963205245		1															
2963205015		1															
2963205688		1															
2963428541		1															
2963428739		1															
2963428424		1															
2963428672		1															
2963428980		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2963128059											1			6	Survey	survey
2963127969											1			6	quality	quality
2963128144											1			6	Quality	quality
2963127784											1			6	quality	quality
2963140388											1			6	quality	quality
2963140465											1			6	Survey	survey
2963140170											1			6	survey	survey
2963151750											1			6	survey	survey
2963151801											1			6	check	check
2963151932											1			6	quality	quality
2963163397											1			6	Check	check
2963174061											1			6	question	question
2963174064											1			6	check	check
2963174180											1			6	survey	survey
2963174255											1			6	Survey	survey
2963174286											1			6	quality	quality
2963174385											1			6	Check	check
2963185026											1			6	survey	survey
2963185267											1			6	check	check
2963195309											1			6	survey	survey
2963195676											1			6	quality	quality
2963205053											1			6	Survey	survey
2963205148											1			6	Question	question
2963205145											1			6	check	check
2963205245											1			6	quality	quality
2963205015											1			6	quality	quality
2963205688											1			6	Survey	survey
2963428541											1			6	check	check
2963428739											1			6	question	question
2963428424											1			6	quality	quality
2963428672											1			6	question	question
2963428980											1			6	quality	quality

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2963128059	1	9/28/2025 19:49	9/28/2025 19:56
2963127969	1	9/28/2025 19:49	9/28/2025 20:09
2963128144	1	9/28/2025 19:50	9/28/2025 20:02
2963127784	1	9/28/2025 19:57	9/28/2025 20:38
2963140388	1	9/28/2025 20:20	9/28/2025 20:45
2963140465	1	9/28/2025 20:20	9/28/2025 20:29
2963140170	1	9/28/2025 20:20	9/28/2025 20:46
2963151750	1	9/28/2025 20:51	9/28/2025 20:55
2963151801	1	9/28/2025 20:51	9/28/2025 21:24
2963151932	1	9/28/2025 20:51	9/28/2025 21:29
2963163397	1	9/28/2025 21:22	9/28/2025 21:34
2963174061	1	9/28/2025 21:52	9/28/2025 22:20
2963174064	1	9/28/2025 21:52	9/28/2025 22:21
2963174180	1	9/28/2025 21:53	9/28/2025 22:03
2963174255	1	9/28/2025 21:53	9/28/2025 22:00
2963174286	1	9/28/2025 21:53	9/28/2025 22:09
2963174385	1	9/28/2025 21:53	9/28/2025 22:13
2963185026	1	9/28/2025 22:23	9/28/2025 22:33
2963185267	1	9/28/2025 22:24	9/28/2025 22:38
2963195309	1	9/28/2025 22:54	9/28/2025 23:02
2963195676	1	9/28/2025 22:56	9/28/2025 23:02
2963205053	1	9/28/2025 23:25	9/28/2025 23:36
2963205148	1	9/28/2025 23:25	9/28/2025 23:39
2963205145	1	9/28/2025 23:26	9/28/2025 23:35
2963205245	1	9/28/2025 23:26	9/28/2025 23:35
2963205015	1	9/28/2025 23:26	9/28/2025 23:45
2963205688	1	9/28/2025 23:28	9/28/2025 23:39
2963428541	1	9/29/2025 9:12	9/29/2025 9:24
2963428739	1	9/29/2025 9:12	9/29/2025 9:23
2963428424	1	9/29/2025 9:12	9/29/2025 9:22
2963428672	1	9/29/2025 9:13	9/29/2025 9:19
2963428980	1	9/29/2025 9:13	9/29/2025 9:24

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2963429412	2	2	3	MI								1	1	1	1	1	1	1	
2963429436	4	1	3	IL								1	1					1	
2963429511	4	2	4	CO								1	1					1	
2963429667	3	2	5	WA								1	1						
2963450833	1	2	5	NY								1	1						
2963450999	3	2	5	CA								1	1						
2963451197	2	2	2	FL								1	1		1				
2963451299	4	2	4	NC								1	1		1				
2963473676	1	2	5	MI								1	1						
2963473754	4	2	3	FL								1	1		1	1		1	
2963473998	2	2	3	MN								1	1	1	1				
2963473928	4	2	4	MD								1	1		1				
2963474428	4	2	5	PA								1	1						
2963474416	1	1	4	IL								1	1						
2963474755	4	1	5	CA								1	1	1	1			1	
2963474681	4	1	4	MI								1	1		1	1		1	
2963497714	4	1	3	SD								1	1		1			1	
2963497684	4	1	2	NC								1	1	1	1	1	1	1	
2963497879	4	1	2	AL								1	1	1	1	1		1	
2963497769	1	1	3	NC								1	1		1	1		1	
2963497636	4	1	3	TX								1	1		1	1		1	
2963497717	2	2	3	TX								1	1	1	1			1	
2963498049	2	2	3	WA								1	1	1				1	
2963497801	4	1	4	TN								1	1		1	1		1	
2963497775	2	2	3	DC								1	1		1			1	
2963497793	3	2	2	MI					1				1		1			1	
2963521920	4	1	2	MD								1	1	1	1	1	1	1	
2963521960	4	1	2	MI								1	1					1	
2963522189	4	2	4	CA								1	1		1			1	
2963522266	4	1	2	VA								1	1	1	1	1	1	1	
2963522273	4	2	4	OH								1	1	1	1		1	1	
2963522383	4	1	4	FL								1	1		1				

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2963429412		1															
2963429436		1															
2963429511		1															
2963429667		1															
2963450833		1															
2963450999		1															
2963451197		1															
2963451299		1															
2963473676		1															
2963473754		1															
2963473998		1															
2963473928		1															
2963474428		1															
2963474416		1															
2963474755		1															
2963474681		1															
2963497714		1	1														
2963497684		1	1		1												
2963497879		1	1														
2963497769		1	1		1												
2963497636		1	1														
2963497717		1	1														
2963498049		1			1												
2963497801		1	1														
2963497775		1															
2963497793		1				1											
2963521920		1	1		1												
2963521960		1															
2963522189		1															
2963522266		1	1		1												
2963522273		1															
2963522383		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2963429412											1			6	question	question
2963429436											1			6	survey	survey
2963429511											1			6	Question	question
2963429667											1			6	survey	survey
2963450833											1			6	question	question
2963450999											1			6	Question	question
2963451197											1			6	question	question
2963451299											1			6	survey	survey
2963473676											1			6	survey	survey
2963473754											1			6	Quality	quality
2963473998											1			6	check	check
2963473928											1			6	Check	check
2963474428											1			6	quality	quality
2963474416											1			6	question	question
2963474755											1			6	quality	quality
2963474681											1			6	question	question
2963497714											1			6	check	check
2963497684									1	1	1			6	quality	quality
2963497879											1			6	quality	quality
2963497769											1			6	question	question
2963497636											1			6	Check	check
2963497717											1			6	survey	survey
2963498049											1			6	check	check
2963497801											1			6	quality	quality
2963497775											1			6	quality	quality
2963497793											1			6	Survey	survey
2963521920										1	1			6	question	question
2963521960											1			6	quality	quality
2963522189											1			6	Question	question
2963522266											1			6	check	check
2963522273											1			6	Check	check
2963522383											1			6	check	check

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2963429412	1	9/29/2025 9:13	9/29/2025 9:18
2963429436	1	9/29/2025 9:13	9/29/2025 9:25
2963429511	1	9/29/2025 9:14	9/29/2025 9:31
2963429667	1	9/29/2025 9:14	9/29/2025 9:29
2963450833	1	9/29/2025 9:43	9/29/2025 9:49
2963450999	1	9/29/2025 9:43	9/29/2025 9:50
2963451197	1	9/29/2025 9:43	9/29/2025 9:52
2963451299	1	9/29/2025 9:43	9/29/2025 9:54
2963473676	1	9/29/2025 10:14	9/29/2025 10:21
2963473754	1	9/29/2025 10:14	9/29/2025 10:41
2963473998	1	9/29/2025 10:14	9/29/2025 10:20
2963473928	1	9/29/2025 10:14	9/29/2025 10:25
2963474428	1	9/29/2025 10:15	9/29/2025 10:23
2963474416	1	9/29/2025 10:15	9/29/2025 10:58
2963474755	1	9/29/2025 10:15	9/29/2025 10:20
2963474681	1	9/29/2025 10:16	9/29/2025 10:31
2963497714	1	9/29/2025 10:45	9/29/2025 10:51
2963497684	1	9/29/2025 10:45	9/29/2025 10:51
2963497879	1	9/29/2025 10:45	9/29/2025 10:50
2963497769	1	9/29/2025 10:45	9/29/2025 10:55
2963497636	1	9/29/2025 10:45	9/29/2025 10:51
2963497717	1	9/29/2025 10:45	9/29/2025 11:03
2963498049	1	9/29/2025 10:46	9/29/2025 11:00
2963497801	1	9/29/2025 10:46	9/29/2025 11:25
2963497775	1	9/29/2025 10:46	9/29/2025 10:57
2963497793	1	9/29/2025 10:47	9/29/2025 10:58
2963521920	1	9/29/2025 11:16	9/29/2025 11:29
2963521960	1	9/29/2025 11:16	9/29/2025 11:23
2963522189	1	9/29/2025 11:17	9/29/2025 11:25
2963522266	1	9/29/2025 11:17	9/29/2025 11:24
2963522273	1	9/29/2025 11:17	9/29/2025 11:29
2963522383	1	9/29/2025 11:17	9/29/2025 11:36

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2963522476	1	2	5	TN								1	1						
2963522111	4	1	2	NY								1	1		1	1		1	
2963548979	4	1	4	NH								1	1		1	1		1	
2963548977	3	1	5	NM								1	1					1	
2963549477	4	2	4	FL								1	1		1	1			
2963549824	1	1	5	MA								1	1						
2963576055	4	1	5	NC								1	1	1	1				
2963576138	1	2	4	LA								1	1	1	1	1		1	
2963576213	3	1	5	GA								1	1	1					
2963576134	3	2	4	NY								1	1						
2963576451	2	2	4	NY								1	1						
2963576832	2	1	4	PA								1	1	1	1	1	1	1	
2963577054	1	1	4	AR								1	1		1	1		1	
2963603748	4	1	4	TX								1	1	1	1	1		1	
2963603924	2	1	4	WA								1	1		1	1		1	
2963604035	2	1	5	RI								1	1						
2963604192	4	2	5	PA								1	1						
2963604093	4	1	4	TX					1				1						
2963629591	2	2	5	NJ								1	1		1			1	
2963629752	2	1	5	CA								1	1	1					
2963630486	1	2	5	PA								1	1						
2963629941	4	2	5	NE								1	1	1	1				
2963656495	3	2	5	NY								1	1		1				
2963657155	3	2	4	TN								1	1					1	
2963657474	1	1	5	CA								1	1						
2963657601	1	2	5	ID								1	1						
2963658023	2	2	5	MS								1	1						
2963682790	3	1	5	PA								1	1		1			1	
2963682838	4	2	5	AL								1	1					1	
2963710284	4	2	4	IL								1	1		1			1	
2963710271	2	2	5	FL								1	1					1	
2963740659	3	2	5	NJ								1	1						

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2963522476		1															
2963522111		1	1														
2963548979		1															
2963548977		1															
2963549477		1															
2963549824		1															
2963576055		1															
2963576138		1															
2963576213		1															
2963576134		1															
2963576451		1															
2963576832		1	1	1	1	1	1	1	1	1							
2963577054		1	1		1												
2963603748		1															
2963603924		1															
2963604035		1															
2963604192		1															
2963604093		1															
2963629591		1															
2963629752		1															
2963630486		1															
2963629941		1															
2963656495		1															
2963657155		1															
2963657474		1															
2963657601		1															
2963658023		1															
2963682790		1															
2963682838		1															
2963710284		1															
2963710271		1															
2963740659		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2963522476											1			6	question	question
2963522111										1	1			6	survey	survey
2963548979											1			6	Check	check
2963548977											1			6	quality	quality
2963549477										1	1			6	check	check
2963549824											1			6	check	check
2963576055											1			6	Question	question
2963576138											1			6	survey	survey
2963576213											1			6	survey	survey
2963576134											1			6	Survey	survey
2963576451											1			6	quality	quality
2963576832									1		1			6	survey	survey
2963577054											1			6	survey	survey
2963603748										1	1			6	Quality	quality
2963603924											1			6	question	question
2963604035											1			6	check	check
2963604192											1			6	survey	survey
2963604093											1			6	Survey	survey
2963629591											1			6	check	check
2963629752											1			6	question	question
2963630486											1			6	survey	survey
2963629941											1			6	Quality	quality
2963656495											1			6	quality	quality
2963657155											1			6	Question	question
2963657474											1			6	survey	survey
2963657601											1			6	survey	survey
2963658023											1			6	quality	quality
2963682790										1	1			6	Check	check
2963682838											1			6	Question	question
2963710284											1			6	question	question
2963710271											1			6	question	question
2963740659											1			6	check	check

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2963522476	1	9/29/2025 11:17	9/29/2025 11:39
2963522111	1	9/29/2025 11:27	9/29/2025 11:34
2963548979	1	9/29/2025 11:47	9/29/2025 11:57
2963548977	1	9/29/2025 11:48	9/29/2025 11:54
2963549477	1	9/29/2025 11:48	9/29/2025 11:57
2963549824	1	9/29/2025 11:49	9/29/2025 11:55
2963576055	1	9/29/2025 12:18	9/29/2025 12:27
2963576138	1	9/29/2025 12:18	9/29/2025 12:27
2963576213	1	9/29/2025 12:18	9/29/2025 12:27
2963576134	1	9/29/2025 12:18	9/29/2025 12:36
2963576451	1	9/29/2025 12:19	9/29/2025 12:30
2963576832	1	9/29/2025 12:19	9/29/2025 12:27
2963577054	1	9/29/2025 12:20	9/29/2025 12:29
2963603748	1	9/29/2025 12:49	9/29/2025 12:56
2963603924	1	9/29/2025 12:49	9/29/2025 12:59
2963604035	1	9/29/2025 12:50	9/29/2025 12:59
2963604192	1	9/29/2025 12:50	9/29/2025 12:59
2963604093	1	9/29/2025 12:50	9/29/2025 13:19
2963629591	1	9/29/2025 13:20	9/29/2025 13:27
2963629752	1	9/29/2025 13:20	9/29/2025 13:27
2963630486	1	9/29/2025 13:21	9/29/2025 13:28
2963629941	1	9/29/2025 13:23	9/29/2025 13:45
2963656495	1	9/29/2025 13:51	9/29/2025 14:02
2963657155	1	9/29/2025 13:52	9/29/2025 14:06
2963657474	1	9/29/2025 13:52	9/29/2025 14:03
2963657601	1	9/29/2025 13:52	9/29/2025 14:02
2963658023	1	9/29/2025 13:53	9/29/2025 14:00
2963682790	1	9/29/2025 14:23	9/29/2025 14:28
2963682838	1	9/29/2025 14:23	9/29/2025 14:37
2963710284	1	9/29/2025 14:53	9/29/2025 15:13
2963710271	1	9/29/2025 14:53	9/29/2025 15:03
2963740659	1	9/29/2025 15:28	9/29/2025 15:34

Exhibit I: Screener Data Listing

AMSID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7
2963766760	2	2	4	PA								1	1		1				
2963767291	1	1	5	TN								1	1	1		1			
2963767961	1	2	5	MA								1	1		1	1			
2963775588	1	1	5	TX								1	1	1					

Exhibit I: Screener Data Listing

AMSID	Qs6_8	Qs7_1	Qs7_2	Qs7_3	Qs7_4	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs7_9	Qs7_10	Qs7_11	Qs7_12	Qs8_1	Qs8_2	Qs8_3	Qs8_4
2963766760		1															
2963767291		1															
2963767961		1															
2963775588		1															

Exhibit I: Screener Data Listing

AMSID	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs8_9	Qs8_10	Qs8_11	Qs8_12	Qs8_13	Qs8_14	Qs8_15	Qs8_16	Qs8_17	Qs9	Qs9X	Qs9Word
2963766760											1			6	check	check
2963767291											1			6	survey	survey
2963767961											1			6	survey	survey
2963775588											1			6	question	question

Exhibit I: Screener Data Listing

AMSID	Qs10	StartTime	EndTime
2963766760	1	9/29/2025 15:54	9/29/2025 15:59
2963767291	1	9/29/2025 15:55	9/29/2025 16:02
2963767961	1	9/29/2025 15:55	9/29/2025 16:06
2963775588	1	9/29/2025 16:06	9/29/2025 16:16

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
388	26 Sep 2025 - 14:04:00 EDT	26 Sep 2025 - 14:05:40 EDT	100	98	1758909840
389	26 Sep 2025 - 14:04:25 EDT	26 Sep 2025 - 14:08:01 EDT	216	214	1758909865
390	26 Sep 2025 - 14:06:19 EDT	26 Sep 2025 - 14:11:30 EDT	311	310	1758909979
391	26 Sep 2025 - 14:07:07 EDT	26 Sep 2025 - 14:10:00 EDT	173	170	1758910027
392	26 Sep 2025 - 14:09:28 EDT	26 Sep 2025 - 14:15:35 EDT	367	365	1758910168
394	26 Sep 2025 - 14:18:48 EDT	26 Sep 2025 - 14:24:50 EDT	362	361	1758910728
395	26 Sep 2025 - 14:33:43 EDT	26 Sep 2025 - 14:35:31 EDT	108	108	1758911623
396	26 Sep 2025 - 14:34:10 EDT	26 Sep 2025 - 14:36:12 EDT	122	122	1758911650
397	26 Sep 2025 - 14:34:34 EDT	26 Sep 2025 - 14:37:10 EDT	156	151	1758911674
398	26 Sep 2025 - 14:36:37 EDT	26 Sep 2025 - 14:38:11 EDT	94	92	1758911797
399	26 Sep 2025 - 14:38:01 EDT	26 Sep 2025 - 14:45:15 EDT	434	434	1758911881
400	26 Sep 2025 - 14:39:24 EDT	26 Sep 2025 - 14:58:03 EDT	1119	1117	1758911964
401	26 Sep 2025 - 14:39:47 EDT	26 Sep 2025 - 14:43:48 EDT	241	240	1758911987
402	26 Sep 2025 - 14:42:18 EDT	26 Sep 2025 - 14:44:35 EDT	137	137	1758912138
403	26 Sep 2025 - 15:04:42 EDT	26 Sep 2025 - 15:07:56 EDT	194	194	1758913482
404	26 Sep 2025 - 15:05:08 EDT	26 Sep 2025 - 15:06:36 EDT	88	88	1758913508
405	26 Sep 2025 - 15:05:09 EDT	26 Sep 2025 - 15:06:48 EDT	99	98	1758913509
406	26 Sep 2025 - 15:05:27 EDT	26 Sep 2025 - 15:06:30 EDT	63	63	1758913527
407	26 Sep 2025 - 15:05:26 EDT	26 Sep 2025 - 15:06:52 EDT	86	85	1758913526
408	26 Sep 2025 - 15:05:53 EDT	26 Sep 2025 - 15:10:16 EDT	263	263	1758913553
409	26 Sep 2025 - 15:06:02 EDT	26 Sep 2025 - 15:10:19 EDT	257	257	1758913562
410	26 Sep 2025 - 15:06:45 EDT	26 Sep 2025 - 15:10:50 EDT	245	244	1758913605
411	26 Sep 2025 - 15:07:32 EDT	26 Sep 2025 - 15:09:54 EDT	142	142	1758913652
412	26 Sep 2025 - 15:07:49 EDT	26 Sep 2025 - 15:09:07 EDT	78	77	1758913669
413	26 Sep 2025 - 15:10:38 EDT	26 Sep 2025 - 15:16:59 EDT	381	380	1758913838
414	26 Sep 2025 - 15:12:17 EDT	26 Sep 2025 - 15:19:02 EDT	405	404	1758913937
415	26 Sep 2025 - 15:13:53 EDT	26 Sep 2025 - 15:18:01 EDT	248	245	1758914033
416	26 Sep 2025 - 15:13:58 EDT	26 Sep 2025 - 15:15:21 EDT	83	83	1758914038
417	26 Sep 2025 - 15:16:49 EDT	26 Sep 2025 - 15:17:58 EDT	69	69	1758914209
418	26 Sep 2025 - 15:18:05 EDT	26 Sep 2025 - 15:22:42 EDT	277	276	1758914285
419	26 Sep 2025 - 15:21:13 EDT	26 Sep 2025 - 15:29:22 EDT	489	488	1758914473
420	26 Sep 2025 - 15:25:56 EDT	26 Sep 2025 - 15:27:32 EDT	96	94	1758914756

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
388	1758909940	1	5	0		Term
389	1758910081	1	5	0		Term
390	1758910290	1	5	0		Term
391	1758910200	1	5	0		Term
392	1758910535	1	5	0		Term
394	1758911090	1	5	0		Term
395	1758911731	1	5	0		Term
396	1758911772	1	5	0		Term
397	1758911830	1	5	0		Term
398	1758911891	1	5	0		Term
399	1758912315	1	5	0		Term
400	1758913083	1	5	0		Term
401	1758912228	1	5	0		Term
402	1758912275	1	5	0		Term
403	1758913676	1	5	0		Term
404	1758913596	1	5	0		Term
405	1758913608	1	5	0		Term
406	1758913590	1	5	0		Term
407	1758913612	1	5	0		Term
408	1758913816	1	5	0		Term
409	1758913819	1	5	0		Term
410	1758913850	1	5	0		Term
411	1758913794	1	5	0		Term
412	1758913747	1	5	0		Term
413	1758914219	1	5	0		Term
414	1758914342	1	5	0		Term
415	1758914281	1	5	0		Term
416	1758914121	1	5	0		Term
417	1758914278	1	5	0		Term
418	1758914562	1	5	0		Term
419	1758914962	1	5	0		Term
420	1758914852	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
388	1	1905		2961680977	2	1	1
389	1	1343		2961681032	2	1	2
390	1	1265		2961680731	2	1	3
391	1	393		2961680849	3	1	3
392	1	1388		2961680678	3	1	3
394	1	402		2961681017	1	1	2
395	1	1521		2961704261	2	1	3
396	1	390		2961704172	3	1	3
397	1	349		2961704265	3	1	2
398	1	1265		2961704378	1	1	1
399	1	1521		2961704188	1	1	1
400	1	430		2961704409	1	2	1
401	1	1425		2961704285	3	1	2
402	1	375		2961704338	3	1	1
403	1	1349		2961728169	1	1	3
404	1	320		2961728101	2	1	2
405	1	430		2961727978	3	1	3
406	1	1351		2961727958	1	1	2
407	1	384		2961728153	1	1	3
408	1	533		2961727970	3	1	2
409	1	1009		2961727960	3	1	2
410	1	320		2961727938	1	1	3
411	1	1585		2961728016	3	1	1
412	1	1263		2961728155	3	1	2
413	1	384		2961728045	1	1	3
414	1	360		2961728021	2	1	1
415	1	384		2961728134	3	1	2
416	1	1353		2961727912	3	1	2
417	1	1905		2961727875	2	1	1
418	1	1351		2961728047	3	1	3
419	1	1718		2961727915	2	1	3
420	1	832		2961727904	2	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
388	1	2	1	2	1	3
389	1	2	1	1	1	2
390	1	3	1	2	1	2
391	1	2	1	1	1	1
392	1	1	1	2	1	1
394	1	1	1	3	2	3
395	1	1	1	2	1	1
396	1	3	1	1	1	3
397	1	1	1	3	1	2
398	1	1	1	2	1	1
399	1	1	1	2	1	1
400	1	2	1	1	1	1
401	1	1	1	1	1	1
402	1	1	1	3	1	3
403	1	1	1	1	1	1
404	1	3	1	3	1	3
405	1	2	1	3	1	2
406	1	3	1	1	1	2
407	1	3	1	2	1	2
408	2	2	1	2	1	1
409	1	3	2	1	1	2
410	1	1	1	2	1	3
411	1	3	1	1	1	2
412	1	3	1	2	1	2
413	1	3	1	2	1	2
414	1	3	1	2	1	3
415	1	1	1	3	1	1
416	1	1	1	1	2	1
417	1	1	1	2	1	3
418	1	1	1	1	1	1
419	2	3	1	3	1	3
420	1	2	1	2	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
388	1	1	1	2	1	1
389	1	2	2	3	2	3
390	1	1	1	3	1	3
391	1	2	1	2	1	2
392	1	1	1	3	1	1
394	2	1	1	1	1	1
395	1	2	1	1	1	2
396	1	2	1	3	1	2
397	1	3	1	3	1	2
398	1	1	1	1	1	1
399	1	1	1	1	1	1
400	1	1	1	1	1	3
401	1	2	1	3	1	2
402	2	3	2	2	1	3
403	1	2	1	3	1	3
404	1	3	1	3	1	3
405	1	3	1	3	1	3
406	1	2	1	2	1	2
407	1	1	1	1	1	3
408	2	3	1	1	1	1
409	1	1	2	1	1	2
410	1	2	1	2	1	2
411	1	2	1	3	1	1
412	1	2	1	3	1	3
413	1	3	1	3	1	2
414	1	2	1	1	1	3
415	1	2	2	1	2	3
416	1	2	1	1	1	3
417	2	1	1	2	1	3
418	1	2	1	1	1	2
419	2	3	2	3	2	3
420	1	1	1	2	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
388	1	1	1	1	1	2
389	1	3	1	1	1	2
390	1	3	1	1	1	3
391	1	1	1	1	1	3
392	1	2	1	1	1	3
394	1	2	1	2	1	3
395	1	1	1	2	1	1
396	1	3	1	1	1	2
397	1	2	1	3	1	1
398	1	2	1	1	1	1
399	1	2	1	1	1	1
400	1	3	1	2	1	1
401	1	2	1	2	1	2
402	2	1	2	2	2	3
403	1	3	1	2	1	1
404	1	3	1	3	1	3
405	1	3	1	2	1	3
406	1	2	1	1	1	2
407	1	3	1	3	1	3
408	2	1	1	3	2	2
409	1	3	1	3	1	2
410	1	3	1	2	1	3
411	1	1	1	2	1	2
412	1	2	1	1	1	2
413	1	3	1	1	1	3
414	1	2	1	3	1	3
415	1	2	2	3	1	2
416	1	1	1	2	1	2
417	1	2	1	2	1	2
418	1	1	1	1	1	3
419	1	2	2	3	1	1
420	1	2	1	3	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
388	1	2	1	88	CBC1_1758817982_6
389	1	1	1	89	CBC1_1758817982_6
390	1	2	1	90	CBC1_1758817982_6
391	1	1	1	91	CBC1_1758817982_6
392	1	1	1	92	CBC1_1758817982_6
394	2	3	2	94	CBC1_1758817982_6
395	1	3	1	95	CBC1_1758817982_6
396	1	2	1	96	CBC1_1758817982_6
397	1	2	1	97	CBC1_1758817982_6
398	1	2	1	98	CBC1_1758817982_6
399	1	3	1	99	CBC1_1758817982_6
400	1	1	1	100	CBC1_1758817982_6
401	1	3	1	101	CBC1_1758817982_6
402	2	3	2	102	CBC1_1758817982_6
403	1	1	1	103	CBC1_1758817982_6
404	1	3	1	104	CBC1_1758817982_6
405	1	2	1	105	CBC1_1758817982_6
406	1	2	1	106	CBC1_1758817982_6
407	1	2	1	107	CBC1_1758817982_6
408	1	3	1	108	CBC1_1758817982_6
409	1	3	1	109	CBC1_1758817982_6
410	1	3	1	110	CBC1_1758817982_6
411	1	3	1	111	CBC1_1758817982_6
412	1	2	1	112	CBC1_1758817982_6
413	1	2	1	113	CBC1_1758817982_6
414	1	3	1	114	CBC1_1758817982_6
415	1	2	1	115	CBC1_1758817982_6
416	2	3	1	116	CBC1_1758817982_6
417	1	2	2	117	CBC1_1758817982_6
418	1	3	1	118	CBC1_1758817982_6
419	2	1	2	119	CBC1_1758817982_6
420	1	2	1	120	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
421	26 Sep 2025 - 15:43:47 EDT	26 Sep 2025 - 15:45:11 EDT	84	84	1758915827
422	26 Sep 2025 - 17:09:16 EDT	26 Sep 2025 - 17:12:30 EDT	194	192	1758920956
423	26 Sep 2025 - 17:09:38 EDT	26 Sep 2025 - 17:10:45 EDT	67	64	1758920978
424	26 Sep 2025 - 17:10:04 EDT	26 Sep 2025 - 17:13:04 EDT	180	178	1758921004
425	26 Sep 2025 - 17:10:31 EDT	26 Sep 2025 - 17:12:36 EDT	125	123	1758921031
426	26 Sep 2025 - 17:10:37 EDT	26 Sep 2025 - 17:13:06 EDT	149	148	1758921037
427	26 Sep 2025 - 17:12:14 EDT	26 Sep 2025 - 17:17:15 EDT	301	301	1758921134
428	26 Sep 2025 - 17:24:45 EDT	26 Sep 2025 - 17:27:25 EDT	160	160	1758921885
429	26 Sep 2025 - 17:40:57 EDT	26 Sep 2025 - 17:41:59 EDT	62	60	1758922857
430	26 Sep 2025 - 17:41:39 EDT	26 Sep 2025 - 17:43:53 EDT	134	132	1758922899
431	26 Sep 2025 - 17:42:51 EDT	26 Sep 2025 - 17:45:07 EDT	136	136	1758922971
432	26 Sep 2025 - 17:43:24 EDT	26 Sep 2025 - 17:46:50 EDT	206	206	1758923004
433	26 Sep 2025 - 17:50:43 EDT	26 Sep 2025 - 17:52:48 EDT	125	125	1758923443
434	26 Sep 2025 - 17:54:41 EDT	26 Sep 2025 - 17:57:23 EDT	162	161	1758923681
435	26 Sep 2025 - 18:10:59 EDT	26 Sep 2025 - 18:14:02 EDT	183	182	1758924659
436	26 Sep 2025 - 18:11:38 EDT	26 Sep 2025 - 18:13:08 EDT	90	90	1758924698
437	26 Sep 2025 - 18:12:22 EDT	26 Sep 2025 - 18:14:05 EDT	103	100	1758924742
438	26 Sep 2025 - 18:12:56 EDT	26 Sep 2025 - 18:14:25 EDT	89	89	1758924776
439	26 Sep 2025 - 18:13:41 EDT	26 Sep 2025 - 18:14:45 EDT	64	62	1758924821
440	26 Sep 2025 - 18:14:58 EDT	26 Sep 2025 - 18:25:05 EDT	607	606	1758924898
441	26 Sep 2025 - 18:15:00 EDT	26 Sep 2025 - 18:17:48 EDT	168	164	1758924900
442	26 Sep 2025 - 18:15:46 EDT	26 Sep 2025 - 18:16:51 EDT	65	64	1758924946
444	26 Sep 2025 - 18:15:55 EDT	26 Sep 2025 - 18:20:19 EDT	264	262	1758924955
446	26 Sep 2025 - 18:38:41 EDT	26 Sep 2025 - 18:41:15 EDT	154	152	1758926321
448	26 Sep 2025 - 18:42:37 EDT	26 Sep 2025 - 18:43:40 EDT	63	62	1758926557
449	26 Sep 2025 - 18:42:54 EDT	26 Sep 2025 - 18:46:56 EDT	242	241	1758926574
450	26 Sep 2025 - 18:43:14 EDT	26 Sep 2025 - 18:45:26 EDT	132	131	1758926594
451	26 Sep 2025 - 18:43:49 EDT	26 Sep 2025 - 18:45:53 EDT	124	123	1758926629
452	26 Sep 2025 - 18:44:57 EDT	26 Sep 2025 - 18:46:30 EDT	93	92	1758926697
453	26 Sep 2025 - 18:47:03 EDT	26 Sep 2025 - 18:50:07 EDT	184	183	1758926823
454	26 Sep 2025 - 18:48:21 EDT	26 Sep 2025 - 18:49:54 EDT	93	93	1758926901
455	26 Sep 2025 - 18:50:29 EDT	26 Sep 2025 - 18:58:50 EDT	501	501	1758927029

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
421	1758915911	1	5	0		Term
422	1758921150	1	5	0		Term
423	1758921045	1	5	0		Term
424	1758921184	1	5	0		Term
425	1758921156	1	5	0		Term
426	1758921186	1	5	0		Term
427	1758921435	1	5	0		Term
428	1758922045	1	5	0		Term
429	1758922919	1	5	0		Term
430	1758923033	1	5	0		Term
431	1758923107	1	5	0		Term
432	1758923210	1	5	0		Term
433	1758923568	1	5	0		Term
434	1758923843	1	5	0		Term
435	1758924842	1	5	0		Term
436	1758924788	1	5	0		Term
437	1758924845	1	5	0		Term
438	1758924865	1	5	0		Term
439	1758924885	1	5	0		Term
440	1758925505	1	5	0		Term
441	1758925068	1	5	0		Term
442	1758925011	1	5	0		Term
444	1758925219	1	5	0		Term
446	1758926475	1	5	0		Term
448	1758926620	1	5	0		Term
449	1758926816	1	5	0		Term
450	1758926726	1	5	0		Term
451	1758926753	1	5	0		Term
452	1758926790	1	5	0		Term
453	1758927007	1	5	0		Term
454	1758926994	1	5	0		Term
455	1758927530	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
421	1	1280		2961704366	2	1	3
422	1	1521		2961818450	2	1	2
423	1	1905		2961818307	2	1	3
424	1	1265		2961818369	3	1	3
425	1	1513		2961818364	1	1	2
426	1	411		2961818348	3	1	2
427	1	411		2961818416	3	1	3
428	1	440		2961818126	2	1	3
429	1	1905		2961838628	3	1	3
430	1	1343		2961838832	2	1	2
431	1	1905		2961838836	3	1	1
432	1	832		2961838652	2	1	3
433	1	1351		2961838807	2	1	3
434	1	1920		2961818474	1	1	3
435	1	1425		2961858446	1	1	2
436	1	1905		2961858429	1	1	1
437	1	1237		2961858590	3	1	3
438	1	1343		2961858523	3	1	3
439	1	1905		2961858575	1	1	2
440	1	1265		2961858400	1	1	1
441	1	411		2961858360	1	1	2
442	1	1405		2961858478	1	1	3
444	1	1265		2961858579	1	1	2
446	1	1257		2961858375	2	1	3
448	1	402		2961877511	3	1	3
449	1	430		2961877675	2	1	3
450	1	375		2961877471	2	1	2
451	1	430		2961877630	2	1	1
452	1	1008		2961877450	2	1	1
453	1	1257		2961877604	2	1	3
454	1	1280		2961877468	2	1	1
455	1	411		2961877493	2	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
421	1	2	1	2	1	3
422	1	2	1	3	1	3
423	1	2	1	2	1	1
424	1	2	1	3	1	1
425	1	1	1	3	1	3
426	1	2	1	1	1	1
427	1	2	1	3	1	3
428	1	3	1	1	1	2
429	1	1	1	3	1	3
430	2	3	1	3	1	3
431	1	3	1	2	1	2
432	2	2	1	3	1	1
433	1	3	1	2	1	2
434	1	1	1	2	1	3
435	1	1	2	2	1	3
436	1	1	1	2	1	1
437	1	3	1	3	1	3
438	1	2	1	2	1	1
439	1	3	1	2	1	1
440	1	3	1	1	1	1
441	1	3	1	3	1	1
442	1	2	1	1	1	2
444	1	1	1	3	1	3
446	1	2	1	1	1	2
448	1	2	1	3	1	1
449	1	2	1	2	1	3
450	1	2	1	3	1	1
451	1	2	1	1	1	3
452	1	2	1	2	1	1
453	1	1	1	1	1	3
454	1	2	1	1	1	2
455	1	3	1	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
421	1	1	1	1	1	2
422	1	3	1	2	1	2
423	1	1	1	3	1	3
424	2	1	2	2	2	2
425	1	1	1	2	1	2
426	1	1	1	2	1	3
427	1	3	1	1	1	3
428	1	3	1	2	2	3
429	2	3	2	1	1	2
430	2	2	2	1	1	1
431	1	3	1	1	1	2
432	1	2	1	1	1	2
433	1	2	1	1	1	2
434	1	3	1	1	1	3
435	1	1	2	3	1	2
436	1	1	1	3	1	1
437	1	2	1	1	1	3
438	1	3	1	3	1	1
439	1	3	1	1	1	2
440	1	3	1	3	2	1
441	1	3	1	3	1	2
442	1	2	1	2	1	1
444	1	3	1	2	1	1
446	1	1	1	3	1	2
448	1	3	1	2	1	3
449	1	1	2	3	1	3
450	1	1	1	3	1	3
451	1	1	1	3	1	3
452	1	1	1	3	1	1
453	1	1	2	1	1	2
454	1	1	1	1	1	2
455	1	2	1	2	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
421	1	2	1	1	1	2
422	1	1	1	1	1	1
423	1	2	1	3	1	2
424	2	1	1	2	1	1
425	1	2	1	2	1	3
426	1	1	1	2	1	3
427	1	3	1	2	1	3
428	1	1	2	3	1	1
429	1	1	2	1	2	2
430	2	1	1	3	1	1
431	1	3	1	1	1	1
432	1	2	1	2	1	2
433	1	2	1	2	1	1
434	1	1	1	2	1	2
435	1	3	1	3	1	2
436	1	2	1	2	1	3
437	1	3	1	2	1	3
438	1	2	1	3	1	2
439	1	3	1	1	1	2
440	1	3	2	2	2	2
441	1	3	1	2	1	2
442	1	2	2	2	1	1
444	1	3	1	1	1	3
446	1	1	1	2	1	1
448	1	3	1	3	1	3
449	1	3	1	3	1	3
450	1	1	1	1	1	2
451	1	2	1	3	2	2
452	1	3	1	1	1	3
453	1	1	1	1	1	3
454	1	1	1	1	1	1
455	1	3	1	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
421	1	1	1	121	CBC1_1758817982_6
422	1	2	1	122	CBC1_1758817982_6
423	1	2	1	123	CBC1_1758817982_6
424	2	2	1	124	CBC1_1758817982_6
425	1	1	1	125	CBC1_1758817982_6
426	1	3	1	126	CBC1_1758817982_6
427	1	3	1	127	CBC1_1758817982_6
428	1	1	1	128	CBC1_1758817982_6
429	1	1	2	129	CBC1_1758817982_6
430	1	3	1	130	CBC1_1758817982_6
431	1	1	1	131	CBC1_1758817982_6
432	1	2	2	132	CBC1_1758817982_6
433	1	1	1	133	CBC1_1758817982_6
434	1	1	1	134	CBC1_1758817982_6
435	1	1	1	135	CBC1_1758817982_6
436	1	1	1	136	CBC1_1758817982_6
437	1	3	1	137	CBC1_1758817982_6
438	1	2	1	138	CBC1_1758817982_6
439	1	1	1	139	CBC1_1758817982_6
440	2	3	1	140	CBC1_1758817982_6
441	1	1	1	141	CBC1_1758817982_6
442	1	2	1	142	CBC1_1758817982_6
444	1	2	1	144	CBC1_1758817982_6
446	1	2	1	146	CBC1_1758817982_6
448	1	3	1	148	CBC1_1758817982_6
449	1	1	1	149	CBC1_1758817982_6
450	1	3	1	150	CBC1_1758817982_6
451	1	3	2	151	CBC1_1758817982_6
452	1	2	1	152	CBC1_1758817982_6
453	1	3	1	153	CBC1_1758817982_6
454	1	1	1	154	CBC1_1758817982_6
455	1	1	2	155	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
457	26 Sep 2025 - 19:14:44 EDT	26 Sep 2025 - 19:17:17 EDT	153	151	1758928484
458	26 Sep 2025 - 19:14:45 EDT	26 Sep 2025 - 19:17:18 EDT	153	153	1758928485
459	26 Sep 2025 - 19:15:54 EDT	26 Sep 2025 - 19:18:20 EDT	146	146	1758928554
460	26 Sep 2025 - 19:16:04 EDT	26 Sep 2025 - 19:19:49 EDT	225	224	1758928564
461	26 Sep 2025 - 19:16:06 EDT	26 Sep 2025 - 19:23:01 EDT	415	413	1758928566
463	26 Sep 2025 - 19:44:13 EDT	26 Sep 2025 - 19:46:53 EDT	160	158	1758930253
464	26 Sep 2025 - 19:44:36 EDT	26 Sep 2025 - 19:46:23 EDT	107	104	1758930276
466	26 Sep 2025 - 19:45:12 EDT	26 Sep 2025 - 19:48:21 EDT	189	188	1758930312
467	26 Sep 2025 - 19:45:43 EDT	26 Sep 2025 - 19:48:40 EDT	177	177	1758930343
468	26 Sep 2025 - 19:49:07 EDT	26 Sep 2025 - 19:57:16 EDT	489	489	1758930547
469	26 Sep 2025 - 19:56:56 EDT	26 Sep 2025 - 19:58:50 EDT	114	113	1758931016
470	26 Sep 2025 - 20:17:46 EDT	26 Sep 2025 - 20:19:23 EDT	97	96	1758932266
471	26 Sep 2025 - 20:17:58 EDT	26 Sep 2025 - 20:23:33 EDT	335	333	1758932278
472	26 Sep 2025 - 20:21:21 EDT	26 Sep 2025 - 20:30:12 EDT	531	531	1758932481
473	26 Sep 2025 - 20:31:14 EDT	26 Sep 2025 - 20:33:35 EDT	141	139	1758933074
474	26 Sep 2025 - 20:35:12 EDT	26 Sep 2025 - 20:36:36 EDT	84	84	1758933312
475	26 Sep 2025 - 20:45:56 EDT	26 Sep 2025 - 20:47:03 EDT	67	66	1758933956
476	26 Sep 2025 - 20:47:06 EDT	26 Sep 2025 - 20:48:25 EDT	79	79	1758934026
477	26 Sep 2025 - 20:47:06 EDT	26 Sep 2025 - 20:49:50 EDT	164	164	1758934026
479	26 Sep 2025 - 20:47:50 EDT	26 Sep 2025 - 20:50:52 EDT	182	182	1758934070
480	26 Sep 2025 - 20:52:39 EDT	26 Sep 2025 - 20:57:19 EDT	280	279	1758934359
481	26 Sep 2025 - 20:54:00 EDT	26 Sep 2025 - 20:59:24 EDT	324	324	1758934440
482	26 Sep 2025 - 21:17:31 EDT	26 Sep 2025 - 21:19:49 EDT	138	136	1758935851
483	26 Sep 2025 - 21:19:56 EDT	26 Sep 2025 - 21:22:17 EDT	141	139	1758935996
484	26 Sep 2025 - 21:21:38 EDT	26 Sep 2025 - 21:24:51 EDT	193	191	1758936098
485	26 Sep 2025 - 21:22:00 EDT	26 Sep 2025 - 21:26:05 EDT	245	244	1758936120
486	26 Sep 2025 - 21:22:46 EDT	26 Sep 2025 - 21:26:01 EDT	195	192	1758936166
487	26 Sep 2025 - 21:23:20 EDT	26 Sep 2025 - 21:29:30 EDT	370	369	1758936200
488	26 Sep 2025 - 21:32:44 EDT	26 Sep 2025 - 21:34:17 EDT	93	93	1758936764
490	26 Sep 2025 - 21:48:04 EDT	26 Sep 2025 - 21:49:32 EDT	88	88	1758937684
491	26 Sep 2025 - 21:48:54 EDT	26 Sep 2025 - 21:51:37 EDT	163	162	1758937734
492	26 Sep 2025 - 21:54:06 EDT	26 Sep 2025 - 21:58:04 EDT	238	237	1758938046

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
457	1758928637	1	5	0		Term
458	1758928638	1	5	0		Term
459	1758928700	1	5	0		Term
460	1758928789	1	5	0		Term
461	1758928981	1	5	0		Term
463	1758930413	1	5	0		Term
464	1758930383	1	5	0		Term
466	1758930501	1	5	0		Term
467	1758930520	1	5	0		Term
468	1758931036	1	5	0		Term
469	1758931130	1	5	0		Term
470	1758932363	1	5	0		Term
471	1758932613	1	5	0		Term
472	1758933012	1	5	0		Term
473	1758933215	1	5	0		Term
474	1758933396	1	5	0		Term
475	1758934023	1	5	0		Term
476	1758934105	1	5	0		Term
477	1758934190	1	5	0		Term
479	1758934252	1	5	0		Term
480	1758934639	1	5	0		Term
481	1758934764	1	5	0		Term
482	1758935989	1	5	0		Term
483	1758936137	1	5	0		Term
484	1758936291	1	5	0		Term
485	1758936365	1	5	0		Term
486	1758936361	1	5	0		Term
487	1758936570	1	5	0		Term
488	1758936857	1	5	0		Term
490	1758937772	1	5	0		Term
491	1758937897	1	5	0		Term
492	1758938284	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
457	1	402		2961895525	3	1	3
458	1	1345		2961895630	1	1	3
459	1	411		2961895622	3	1	3
460	1	1905		2961895675	2	1	2
461	1	320		2961895570	1	1	2
463	1	440		2961914941	3	1	1
464	1	360		2961915002	3	1	2
466	1	384		2961915065	2	1	3
467	1	414		2961914992	2	1	1
468	1	390		2961915047	3	2	3
469	1	393		2961914928	1	1	2
470	1	375		2961933186	3	1	2
471	1	440		2961933102	1	1	2
472	1	585		2961932969	3	1	3
473	1	1521		2961933161	3	1	2
474	1	430		2961932920	3	1	3
475	1	440		2961950831	2	1	3
476	1	1349		2961950866	3	1	2
477	1	452		2961950735	1	1	2
479	1	375		2961950695	2	1	2
480	1	810		2961950891	2	1	2
481	1	1265		2961950787	3	1	1
482	1	375		2961967136	3	1	3
483	1	360		2961967022	3	1	3
484	1	384		2961967115	2	1	1
485	1	1351		2961967014	1	1	1
486	1	1585		2961967072	3	1	3
487	1	430		2961967104	3	1	1
488	1	384		2961967085	1	1	3
490	1	1513		2961981854	2	1	1
491	1	1366		2961981689	3	2	1
492	1	2545		2961981959	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
457	1	3	1	1	1	2
458	1	2	1	2	1	2
459	1	2	1	3	1	3
460	2	1	1	2	1	1
461	1	1	1	3	1	2
463	1	1	1	1	1	1
464	1	3	1	1	1	2
466	1	1	1	2	1	3
467	1	1	1	3	1	1
468	2	2	2	2	2	1
469	1	2	1	1	1	2
470	1	1	1	2	1	1
471	1	2	1	2	1	1
472	1	3	1	3	1	3
473	1	2	1	3	1	2
474	1	3	1	2	1	2
475	1	1	1	3	1	2
476	1	2	1	1	1	3
477	1	2	1	3	1	2
479	1	3	1	1	2	2
480	1	3	1	3	1	3
481	1	3	1	2	1	2
482	1	1	1	2	1	3
483	1	1	1	3	1	3
484	1	3	1	1	1	2
485	1	2	1	3	1	3
486	1	1	1	1	1	1
487	1	2	1	2	1	3
488	1	3	1	3	1	3
490	1	3	1	1	1	1
491	2	3	2	3	1	2
492	1	2	1	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
457	1	3	2	2	1	2
458	1	2	1	1	1	2
459	1	3	1	2	1	1
460	1	2	2	3	1	1
461	1	3	1	1	1	3
463	1	2	1	3	1	3
464	1	3	1	1	1	2
466	1	1	1	3	1	3
467	1	3	1	3	1	3
468	2	3	2	1	2	2
469	1	2	1	1	1	1
470	1	1	1	3	1	2
471	1	2	1	2	1	1
472	1	3	1	3	1	2
473	1	2	1	2	1	2
474	1	1	1	2	1	3
475	1	3	1	3	1	2
476	1	1	1	1	1	1
477	1	2	1	1	1	1
479	1	1	2	1	1	2
480	1	3	1	2	1	1
481	1	2	1	2	1	3
482	1	3	1	3	1	3
483	1	3	1	2	1	1
484	1	1	1	1	1	2
485	1	2	1	3	1	3
486	1	3	1	1	1	1
487	1	1	1	2	1	2
488	1	1	1	1	1	1
490	1	2	1	2	1	2
491	2	3	2	3	2	3
492	1	1	1	3	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
457	1	2	1	1	1	2
458	1	2	1	3	1	3
459	1	1	1	2	1	1
460	1	2	2	1	1	1
461	1	1	1	1	1	3
463	1	1	1	3	1	2
464	1	3	1	1	1	2
466	1	2	1	2	1	1
467	1	2	1	2	2	1
468	2	2	2	2	2	1
469	1	3	1	2	1	2
470	1	3	1	1	1	1
471	1	1	1	3	1	3
472	1	3	1	2	1	2
473	1	3	1	3	1	3
474	1	2	1	1	1	3
475	1	3	1	3	1	1
476	1	1	1	2	1	1
477	1	2	1	3	1	2
479	1	1	1	1	2	3
480	1	2	1	3	1	3
481	1	1	1	1	1	1
482	2	3	1	3	2	2
483	1	2	1	2	1	2
484	1	1	2	2	1	1
485	1	3	1	3	1	1
486	1	3	1	3	1	1
487	1	2	1	1	1	1
488	1	3	1	3	1	3
490	1	3	1	3	1	1
491	1	1	1	3	1	2
492	1	1	1	2	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
457	1	2	1	157	CBC1_1758817982_6
458	1	3	1	158	CBC1_1758817982_6
459	1	1	1	159	CBC1_1758817982_6
460	1	2	1	160	CBC1_1758817982_6
461	1	3	1	161	CBC1_1758817982_6
463	1	1	1	163	CBC1_1758817982_6
464	1	1	1	164	CBC1_1758817982_6
466	1	3	1	166	CBC1_1758817982_6
467	1	2	2	167	CBC1_1758817982_6
468	2	1	2	168	CBC1_1758817982_6
469	1	1	1	169	CBC1_1758817982_6
470	1	2	1	170	CBC1_1758817982_6
471	1	3	1	171	CBC1_1758817982_6
472	1	2	1	172	CBC1_1758817982_6
473	1	1	1	173	CBC1_1758817982_6
474	1	3	1	174	CBC1_1758817982_6
475	1	3	1	175	CBC1_1758817982_6
476	1	2	1	176	CBC1_1758817982_6
477	1	1	1	177	CBC1_1758817982_6
479	1	1	2	179	CBC1_1758817982_6
480	1	2	1	180	CBC1_1758817982_6
481	1	1	1	181	CBC1_1758817982_6
482	1	3	1	182	CBC1_1758817982_6
483	1	2	1	183	CBC1_1758817982_6
484	1	2	1	184	CBC1_1758817982_6
485	1	2	1	185	CBC1_1758817982_6
486	1	3	1	186	CBC1_1758817982_6
487	1	3	1	187	CBC1_1758817982_6
488	1	2	1	188	CBC1_1758817982_6
490	1	3	1	190	CBC1_1758817982_6
491	2	1	1	191	CBC1_1758817982_6
492	1	1	1	192	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
493	26 Sep 2025 - 22:19:15 EDT	26 Sep 2025 - 22:21:00 EDT	105	103	1758939555
494	26 Sep 2025 - 22:20:15 EDT	26 Sep 2025 - 22:22:07 EDT	112	112	1758939615
495	26 Sep 2025 - 22:21:02 EDT	26 Sep 2025 - 22:23:23 EDT	141	140	1758939662
496	26 Sep 2025 - 22:23:28 EDT	26 Sep 2025 - 22:30:40 EDT	432	431	1758939808
498	26 Sep 2025 - 22:53:50 EDT	26 Sep 2025 - 22:56:31 EDT	161	161	1758941630
499	26 Sep 2025 - 22:54:21 EDT	26 Sep 2025 - 22:57:54 EDT	213	211	1758941661
500	26 Sep 2025 - 22:54:23 EDT	26 Sep 2025 - 23:01:48 EDT	445	443	1758941663
501	26 Sep 2025 - 22:56:02 EDT	26 Sep 2025 - 23:04:36 EDT	514	513	1758941762
502	26 Sep 2025 - 23:10:01 EDT	26 Sep 2025 - 23:12:56 EDT	175	175	1758942601
505	27 Sep 2025 - 12:11:06 EDT	27 Sep 2025 - 12:12:30 EDT	84	83	1758989466
506	27 Sep 2025 - 12:11:38 EDT	27 Sep 2025 - 12:13:47 EDT	129	128	1758989498
507	27 Sep 2025 - 12:11:55 EDT	27 Sep 2025 - 12:15:56 EDT	241	240	1758989515
508	27 Sep 2025 - 12:18:18 EDT	27 Sep 2025 - 12:22:32 EDT	254	253	1758989898
509	27 Sep 2025 - 12:44:47 EDT	27 Sep 2025 - 12:47:06 EDT	139	138	1758991487
510	27 Sep 2025 - 14:16:20 EDT	27 Sep 2025 - 14:20:47 EDT	267	266	1758996980
511	27 Sep 2025 - 14:48:59 EDT	27 Sep 2025 - 14:52:14 EDT	195	192	1758998939
512	27 Sep 2025 - 15:17:39 EDT	27 Sep 2025 - 15:19:29 EDT	110	108	1759000659
514	27 Sep 2025 - 15:50:26 EDT	27 Sep 2025 - 15:52:15 EDT	109	108	1759002626
515	27 Sep 2025 - 16:01:12 EDT	27 Sep 2025 - 16:03:14 EDT	122	120	1759003272
516	27 Sep 2025 - 16:01:22 EDT	27 Sep 2025 - 16:03:33 EDT	131	131	1759003282
518	27 Sep 2025 - 16:03:06 EDT	27 Sep 2025 - 16:05:56 EDT	170	170	1759003386
519	27 Sep 2025 - 16:09:33 EDT	27 Sep 2025 - 16:14:23 EDT	290	285	1759003773
520	27 Sep 2025 - 16:32:35 EDT	27 Sep 2025 - 16:35:30 EDT	175	173	1759005155
521	27 Sep 2025 - 16:33:14 EDT	27 Sep 2025 - 16:36:10 EDT	176	176	1759005194
522	27 Sep 2025 - 16:33:46 EDT	27 Sep 2025 - 16:36:35 EDT	169	169	1759005226
523	27 Sep 2025 - 16:33:52 EDT	27 Sep 2025 - 16:39:24 EDT	332	331	1759005232
524	27 Sep 2025 - 16:34:27 EDT	27 Sep 2025 - 16:37:52 EDT	205	205	1759005267
525	27 Sep 2025 - 16:35:03 EDT	27 Sep 2025 - 16:39:51 EDT	288	285	1759005303
526	27 Sep 2025 - 16:38:21 EDT	27 Sep 2025 - 16:44:09 EDT	348	348	1759005501
527	27 Sep 2025 - 17:04:11 EDT	27 Sep 2025 - 17:05:53 EDT	102	100	1759007051
528	27 Sep 2025 - 17:05:01 EDT	27 Sep 2025 - 17:08:20 EDT	199	199	1759007101
529	27 Sep 2025 - 17:05:08 EDT	27 Sep 2025 - 17:06:28 EDT	80	77	1759007108

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
493	1758939660	1	5	0		Term
494	1758939727	1	5	0		Term
495	1758939803	1	5	0		Term
496	1758940240	1	5	0		Term
498	1758941791	1	5	0		Term
499	1758941874	1	5	0		Term
500	1758942108	1	5	0		Term
501	1758942276	1	5	0		Term
502	1758942776	1	5	0		Term
505	1758989550	1	5	0		Term
506	1758989627	1	5	0		Term
507	1758989756	1	5	0		Term
508	1758990152	1	5	0		Term
509	1758991626	1	5	0		Term
510	1758997247	1	5	0		Term
511	1758999134	1	5	0		Term
512	1759000769	1	5	0		Term
514	1759002735	1	5	0		Term
515	1759003394	1	5	0		Term
516	1759003413	1	5	0		Term
518	1759003556	1	5	0		Term
519	1759004063	1	5	0		Term
520	1759005330	1	5	0		Term
521	1759005370	1	5	0		Term
522	1759005395	1	5	0		Term
523	1759005564	1	5	0		Term
524	1759005472	1	5	0		Term
525	1759005591	1	5	0		Term
526	1759005849	1	5	0		Term
527	1759007153	1	5	0		Term
528	1759007300	1	5	0		Term
529	1759007188	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
493	1	390		2961995311	3	1	2
494	1	393		2961995278	3	1	3
495	1	484		2961995125	2	1	2
496	1	414		2961995246	2	1	2
498	1	1009		2962009479	1	1	2
499	1	1585		2962009685	1	1	1
500	1	1129		2962009643	3	1	3
501	1	1905		2962009596	1	1	1
502	1	1273		2962009528	3	1	1
505	1	384		2962336063	2	1	2
506	1	390		2962336104	3	1	3
507	1	1404		2962336059	3	1	1
508	1	1905		2962336050	2	2	1
509	1	1905		2962353938	3	1	2
510	1	768		2962406434	3	1	3
511	1	1905		2962422101	2	1	1
512	1	384		2962436919	1	1	2
514	1	1513		2962451998	1	1	2
515	1	384		2962458223	2	1	1
516	1	376		2962458233	1	1	1
518	1	390		2962458407	3	1	2
519	1	1351		2962458346	3	1	2
520	1	393		2962473171	3	1	1
521	1	390		2962473055	1	1	2
522	1	375		2962473094	1	1	2
523	1	360		2962473194	1	1	1
524	1	414		2962473192	3	2	3
525	1	430		2962472704	1	1	2
526	1	430		2962472917	2	1	2
527	1	360		2962488087	3	1	2
528	1	430		2962488328	3	1	2
529	1	428		2962488164	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
493	1	3	1	1	2	3
494	1	3	1	3	1	3
495	1	3	1	3	1	3
496	1	1	1	2	1	2
498	1	2	1	3	1	1
499	1	2	2	3	1	1
500	1	1	1	2	1	2
501	1	3	1	1	1	3
502	1	2	1	1	1	1
505	1	1	1	1	1	3
506	1	2	1	1	1	2
507	1	1	1	2	2	2
508	1	1	1	3	2	2
509	2	3	1	1	2	2
510	1	3	1	2	1	2
511	1	1	1	3	1	3
512	1	1	1	2	1	2
514	1	2	1	3	1	3
515	1	2	1	1	1	3
516	1	3	1	1	1	2
518	2	2	1	3	1	3
519	1	3	1	1	1	1
520	1	1	1	3	1	1
521	2	2	1	2	1	2
522	1	2	1	2	1	3
523	1	3	1	2	1	1
524	1	2	1	2	1	1
525	1	3	1	2	2	3
526	1	2	1	1	1	2
527	1	2	1	1	1	2
528	1	3	1	1	1	3
529	1	3	1	3	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
493	1	2	1	3	1	2
494	1	2	1	3	1	3
495	2	2	1	3	1	3
496	1	2	1	2	1	2
498	1	3	1	3	1	3
499	2	2	1	1	1	1
500	1	3	1	1	1	1
501	1	3	1	2	1	3
502	1	3	1	2	1	2
505	1	3	1	3	1	2
506	1	2	1	1	1	2
507	2	1	1	3	1	3
508	2	3	2	1	1	2
509	1	3	2	2	1	2
510	1	3	1	2	1	3
511	1	1	1	1	1	3
512	1	3	1	1	1	3
514	1	1	1	2	1	3
515	1	2	1	3	1	1
516	1	3	1	3	1	2
518	1	3	1	3	2	3
519	1	1	1	2	1	1
520	2	2	2	3	1	1
521	1	3	1	2	2	2
522	1	1	1	1	1	3
523	2	2	2	2	2	1
524	1	1	1	3	2	3
525	1	3	1	3	2	2
526	2	1	2	3	2	3
527	1	2	1	2	1	3
528	1	3	1	3	1	3
529	1	3	1	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
493	1	2	1	3	1	2
494	1	3	1	3	1	2
495	1	2	1	1	1	1
496	1	3	1	3	1	1
498	1	1	1	1	1	1
499	1	2	1	3	1	2
500	1	1	2	1	1	2
501	1	2	1	2	1	2
502	1	2	1	1	1	1
505	1	3	1	3	1	3
506	1	3	2	1	1	1
507	1	3	2	2	2	1
508	1	1	1	3	2	1
509	1	2	2	3	1	2
510	1	1	1	1	1	2
511	1	3	1	1	1	1
512	1	2	1	3	1	3
514	1	1	1	1	1	1
515	1	2	1	1	1	3
516	1	3	1	3	1	3
518	1	2	2	3	1	1
519	2	2	1	2	2	3
520	1	1	2	1	1	3
521	1	2	1	2	2	1
522	1	3	1	3	1	3
523	1	2	1	3	2	1
524	2	1	1	3	2	2
525	2	1	1	3	2	1
526	2	3	2	3	2	3
527	1	2	1	2	1	2
528	1	3	1	3	1	3
529	1	3	1	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
493	1	2	2	193	CBC1_1758817982_6
494	1	1	1	194	CBC1_1758817982_6
495	2	1	1	195	CBC1_1758817982_6
496	1	1	1	196	CBC1_1758817982_6
498	1	1	1	198	CBC1_1758817982_6
499	2	1	1	199	CBC1_1758817982_6
500	1	3	1	200	CBC1_1758817982_6
501	1	1	1	201	CBC1_1758817982_6
502	1	1	1	202	CBC1_1758817982_6
505	1	3	1	205	CBC1_1758817982_6
506	1	2	1	206	CBC1_1758817982_6
507	1	3	1	207	CBC1_1758817982_6
508	2	1	1	208	CBC1_1758817982_6
509	1	1	1	209	CBC1_1758817982_6
510	1	3	1	210	CBC1_1758817982_6
511	1	2	2	211	CBC1_1758817982_6
512	1	1	1	212	CBC1_1758817982_6
514	1	2	1	214	CBC1_1758817982_6
515	1	2	1	215	CBC1_1758817982_6
516	1	1	2	216	CBC1_1758817982_6
518	1	1	1	218	CBC1_1758817982_6
519	1	2	2	219	CBC1_1758817982_6
520	1	3	2	220	CBC1_1758817982_6
521	2	2	1	221	CBC1_1758817982_6
522	1	2	1	222	CBC1_1758817982_6
523	2	2	2	223	CBC1_1758817982_6
524	1	3	1	224	CBC1_1758817982_6
525	1	1	2	225	CBC1_1758817982_6
526	1	3	1	226	CBC1_1758817982_6
527	1	2	1	227	CBC1_1758817982_6
528	1	3	1	228	CBC1_1758817982_6
529	1	2	1	229	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
530	27 Sep 2025 - 17:06:12 EDT	27 Sep 2025 - 17:09:32 EDT	200	198	1759007172
531	27 Sep 2025 - 17:08:48 EDT	27 Sep 2025 - 17:12:07 EDT	199	199	1759007328
532	27 Sep 2025 - 17:12:28 EDT	27 Sep 2025 - 17:20:18 EDT	470	470	1759007548
533	27 Sep 2025 - 17:31:21 EDT	27 Sep 2025 - 17:53:35 EDT	1334	1334	1759008681
535	27 Sep 2025 - 17:35:59 EDT	27 Sep 2025 - 17:38:55 EDT	176	175	1759008959
536	27 Sep 2025 - 17:39:51 EDT	27 Sep 2025 - 17:46:33 EDT	402	400	1759009191
537	27 Sep 2025 - 17:45:04 EDT	27 Sep 2025 - 17:54:23 EDT	559	559	1759009504
538	27 Sep 2025 - 17:47:07 EDT	27 Sep 2025 - 17:58:31 EDT	684	683	1759009627
539	27 Sep 2025 - 17:48:25 EDT	27 Sep 2025 - 17:52:36 EDT	251	250	1759009705
540	27 Sep 2025 - 18:07:08 EDT	27 Sep 2025 - 18:09:06 EDT	118	116	1759010828
541	27 Sep 2025 - 18:07:20 EDT	27 Sep 2025 - 18:09:48 EDT	148	184	1759010840
542	27 Sep 2025 - 18:07:27 EDT	27 Sep 2025 - 18:10:54 EDT	207	206	1759010847
543	27 Sep 2025 - 18:08:03 EDT	27 Sep 2025 - 18:14:35 EDT	392	392	1759010883
544	27 Sep 2025 - 18:08:25 EDT	27 Sep 2025 - 18:11:56 EDT	211	210	1759010905
545	27 Sep 2025 - 18:14:05 EDT	27 Sep 2025 - 18:20:36 EDT	391	390	1759011245
546	27 Sep 2025 - 18:45:43 EDT	27 Sep 2025 - 18:54:47 EDT	544	542	1759013143
547	27 Sep 2025 - 18:57:53 EDT	27 Sep 2025 - 19:00:44 EDT	171	170	1759013873
548	27 Sep 2025 - 19:07:57 EDT	27 Sep 2025 - 19:14:11 EDT	374	374	1759014477
551	27 Sep 2025 - 19:09:36 EDT	27 Sep 2025 - 19:14:39 EDT	303	301	1759014576
552	27 Sep 2025 - 19:09:38 EDT	27 Sep 2025 - 19:11:30 EDT	112	111	1759014578
553	27 Sep 2025 - 19:10:46 EDT	27 Sep 2025 - 19:14:15 EDT	209	208	1759014646
554	27 Sep 2025 - 19:22:14 EDT	27 Sep 2025 - 19:38:30 EDT	976	976	1759015334
555	27 Sep 2025 - 19:37:59 EDT	27 Sep 2025 - 19:41:34 EDT	215	213	1759016279
556	27 Sep 2025 - 19:38:53 EDT	27 Sep 2025 - 19:41:18 EDT	145	144	1759016333
557	27 Sep 2025 - 19:39:02 EDT	27 Sep 2025 - 19:40:43 EDT	101	101	1759016342
558	27 Sep 2025 - 19:39:51 EDT	27 Sep 2025 - 19:40:52 EDT	61	61	1759016391
559	27 Sep 2025 - 19:40:01 EDT	27 Sep 2025 - 19:43:27 EDT	206	205	1759016401
560	27 Sep 2025 - 19:40:12 EDT	27 Sep 2025 - 19:47:05 EDT	413	736	1759016412
561	27 Sep 2025 - 19:40:29 EDT	27 Sep 2025 - 19:45:23 EDT	294	292	1759016429
562	27 Sep 2025 - 20:09:16 EDT	27 Sep 2025 - 20:12:22 EDT	186	157	1759018156
563	27 Sep 2025 - 20:09:32 EDT	27 Sep 2025 - 20:10:54 EDT	82	82	1759018172
564	27 Sep 2025 - 20:10:17 EDT	27 Sep 2025 - 20:13:18 EDT	181	179	1759018217

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
530	1759007372	1	5	0		Term
531	1759007527	1	5	0		Term
532	1759008018	1	5	0		Term
533	1759010015	1	5	0		Term
535	1759009135	1	5	0		Term
536	1759009593	1	5	0		Term
537	1759010063	1	5	0		Term
538	1759010311	1	5	0		Term
539	1759009956	1	5	0		Term
540	1759010946	1	5	0		Term
541	1759010988	1	5	0		Term
542	1759011054	1	5	0		Term
543	1759011275	1	5	0		Term
544	1759011116	1	5	0		Term
545	1759011636	1	5	0		Term
546	1759013687	1	5	0		Term
547	1759014044	1	5	0		Term
548	1759014851	1	5	0		Term
551	1759014879	1	5	0		Term
552	1759014690	1	5	0		Term
553	1759014855	1	5	0		Term
554	1759016310	1	5	0		Term
555	1759016494	1	5	0		Term
556	1759016478	1	5	0		Term
557	1759016443	1	5	0		Term
558	1759016452	1	5	0		Term
559	1759016607	1	5	0		Term
560	1759016825	1	5	0		Term
561	1759016723	1	5	0		Term
562	1759018342	1	5	0		Term
563	1759018254	1	5	0		Term
564	1759018398	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
530	1	1349		2962488264	2	1	3
531	1	1265		2962488340	3	1	1
532	1	393		2962488031	1	1	2
533	1	1343		2962487993	2	1	2
535	1	402		2962501986	3	1	3
536	1	320		2962502156	1	1	3
537	1	393		2962502098	1	1	2
538	1	402		2962502059	1	1	3
539	1	402		2962502090	2	1	2
540	1	393		2962515316	3	1	3
541	1	320		2962515346	2	1	1
542	1	1263		2962515289	3	1	3
543	1	375		2962515369	1	1	3
544	1	1032		2962515098	2	1	3
545	1	390		2962515212	1	1	3
546	1	440		2962528227	1	1	2
547	1	360		2962528192	1	1	3
548	1	1178		2962540209	2	1	3
551	1	411		2962540374	1	1	3
552	1	402		2962540342	2	1	3
553	1	411		2962540256	3	1	3
554	1	411		2962540386	3	1	1
555	1	384		2962553696	3	1	2
556	1	375		2962553619	2	1	2
557	1	414		2962553844	2	1	2
558	1	1351		2962553647	1	1	2
559	1	1428		2962553883	1	2	1
560	1	595		2962553865	1	1	2
561	1	753		2962553767	3	1	2
562	1	440		2962565933	1	1	3
563	1	390		2962566057	2	1	2
564	1	411		2962566009	3	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
530	1	2	1	2	1	1
531	1	1	1	2	1	1
532	1	1	1	3	1	3
533	1	3	1	3	1	2
535	1	2	1	3	1	3
536	1	1	1	1	1	2
537	2	2	1	1	1	3
538	1	3	1	2	1	1
539	1	3	1	2	1	2
540	1	2	1	1	1	3
541	1	3	1	1	1	1
542	1	1	1	1	1	3
543	1	2	1	1	1	1
544	1	2	1	2	1	2
545	1	1	1	3	1	3
546	1	2	2	1	1	2
547	1	3	1	2	1	2
548	1	3	1	3	1	2
551	1	3	1	1	1	2
552	1	1	1	3	1	1
553	1	3	1	3	1	1
554	1	3	2	2	1	2
555	1	3	1	1	1	2
556	1	2	2	1	1	2
557	1	3	1	2	2	3
558	1	3	2	3	2	3
559	2	1	2	2	2	3
560	1	3	1	2	1	2
561	2	2	2	1	1	1
562	1	2	1	3	1	2
563	1	3	1	3	1	3
564	1	3	1	2	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
530	1	2	1	1	1	2
531	1	3	1	3	1	2
532	1	1	1	3	1	2
533	1	2	1	3	1	1
535	2	3	1	3	1	3
536	1	1	1	1	1	3
537	1	1	1	3	1	3
538	1	2	1	1	1	2
539	1	2	1	2	1	3
540	1	1	1	2	1	2
541	1	3	1	2	1	1
542	1	2	1	2	1	2
543	1	2	2	2	1	3
544	1	3	1	3	1	2
545	1	2	1	2	1	3
546	1	3	2	3	1	2
547	1	1	1	2	1	2
548	1	1	1	3	1	2
551	1	1	1	3	1	3
552	1	3	1	1	1	2
553	1	3	1	1	1	2
554	2	3	1	3	1	3
555	1	1	1	1	1	1
556	1	1	1	3	1	3
557	1	2	1	3	1	2
558	1	3	2	2	2	1
559	2	2	2	3	2	2
560	2	3	2	3	1	3
561	1	1	2	3	1	2
562	1	3	1	2	1	3
563	1	2	1	2	1	2
564	1	2	1	3	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
530	1	2	1	1	1	2
531	1	1	1	3	1	2
532	1	1	1	3	1	3
533	1	1	2	2	1	2
535	1	3	1	3	1	2
536	1	2	1	1	1	1
537	1	1	1	1	1	3
538	1	2	1	3	1	2
539	1	3	1	3	1	3
540	1	2	1	2	1	1
541	1	2	1	1	1	2
542	1	2	1	1	1	3
543	1	3	2	2	1	2
544	1	3	1	3	1	1
545	1	1	1	3	1	1
546	1	3	1	2	2	1
547	1	2	1	3	1	1
548	1	2	1	2	1	2
551	1	3	1	3	1	3
552	1	2	1	2	1	1
553	1	2	1	2	1	1
554	1	2	1	1	1	2
555	1	3	1	2	1	2
556	2	2	1	3	1	2
557	1	3	2	3	1	1
558	1	2	2	1	1	3
559	2	1	2	3	2	3
560	2	1	1	1	1	2
561	1	2	1	1	1	3
562	1	3	1	3	1	1
563	1	2	1	2	1	2
564	1	1	1	2	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
530	1	1	1	230	CBC1_1758817982_6
531	1	3	1	231	CBC1_1758817982_6
532	1	2	1	232	CBC1_1758817982_6
533	2	2	1	233	CBC1_1758817982_6
535	2	3	1	235	CBC1_1758817982_6
536	2	2	1	236	CBC1_1758817982_6
537	1	1	1	237	CBC1_1758817982_6
538	1	1	1	238	CBC1_1758817982_6
539	1	1	1	239	CBC1_1758817982_6
540	1	1	1	240	CBC1_1758817982_6
541	1	3	1	241	CBC1_1758817982_6
542	1	3	1	242	CBC1_1758817982_6
543	1	2	1	243	CBC1_1758817982_6
544	1	3	1	244	CBC1_1758817982_6
545	1	3	1	245	CBC1_1758817982_6
546	2	2	2	246	CBC1_1758817982_6
547	1	3	1	247	CBC1_1758817982_6
548	1	3	1	248	CBC1_1758817982_6
551	1	3	1	251	CBC1_1758817982_6
552	1	1	1	252	CBC1_1758817982_6
553	1	1	1	253	CBC1_1758817982_6
554	1	1	2	254	CBC1_1758817982_6
555	1	3	1	255	CBC1_1758817982_6
556	1	3	1	256	CBC1_1758817982_6
557	1	3	2	257	CBC1_1758817982_6
558	2	2	1	258	CBC1_1758817982_6
559	2	1	2	259	CBC1_1758817982_6
560	1	2	2	260	CBC1_1758817982_6
561	1	1	1	261	CBC1_1758817982_6
562	1	2	1	262	CBC1_1758817982_6
563	1	3	1	263	CBC1_1758817982_6
564	1	2	1	264	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
565	27 Sep 2025 - 20:11:46 EDT	27 Sep 2025 - 20:16:32 EDT	286	286	1759018306
566	27 Sep 2025 - 20:13:08 EDT	27 Sep 2025 - 20:16:44 EDT	216	213	1759018388
567	27 Sep 2025 - 20:13:10 EDT	27 Sep 2025 - 20:19:18 EDT	368	557	1759018390
568	27 Sep 2025 - 20:41:36 EDT	27 Sep 2025 - 20:44:11 EDT	155	154	1759020096
569	27 Sep 2025 - 20:42:08 EDT	27 Sep 2025 - 20:44:08 EDT	120	120	1759020128
570	27 Sep 2025 - 20:42:08 EDT	27 Sep 2025 - 20:44:57 EDT	169	168	1759020128
571	27 Sep 2025 - 20:42:26 EDT	27 Sep 2025 - 20:45:09 EDT	163	163	1759020146
572	27 Sep 2025 - 20:44:02 EDT	27 Sep 2025 - 20:47:11 EDT	189	189	1759020242
573	27 Sep 2025 - 20:44:55 EDT	27 Sep 2025 - 20:48:34 EDT	219	218	1759020295
574	27 Sep 2025 - 20:45:00 EDT	27 Sep 2025 - 20:49:28 EDT	268	268	1759020300
575	27 Sep 2025 - 20:45:10 EDT	27 Sep 2025 - 20:51:22 EDT	372	370	1759020310
576	27 Sep 2025 - 20:47:35 EDT	27 Sep 2025 - 20:50:58 EDT	203	202	1759020455
577	27 Sep 2025 - 20:58:06 EDT	27 Sep 2025 - 21:35:33 EDT	2247	2245	1759021086
578	27 Sep 2025 - 21:15:28 EDT	27 Sep 2025 - 21:21:58 EDT	390	388	1759022128
579	27 Sep 2025 - 21:16:38 EDT	27 Sep 2025 - 21:23:41 EDT	423	422	1759022198
580	27 Sep 2025 - 21:16:44 EDT	27 Sep 2025 - 21:22:30 EDT	346	345	1759022204
581	28 Sep 2025 - 16:14:27 EDT	28 Sep 2025 - 16:16:36 EDT	129	128	1759090467
582	28 Sep 2025 - 16:14:48 EDT	28 Sep 2025 - 16:18:32 EDT	224	223	1759090488
583	28 Sep 2025 - 16:15:32 EDT	28 Sep 2025 - 16:17:28 EDT	116	114	1759090532
584	28 Sep 2025 - 16:15:37 EDT	28 Sep 2025 - 16:17:31 EDT	114	114	1759090537
585	28 Sep 2025 - 16:16:10 EDT	28 Sep 2025 - 16:21:33 EDT	323	323	1759090570
586	28 Sep 2025 - 16:16:15 EDT	28 Sep 2025 - 16:22:46 EDT	391	388	1759090575
587	28 Sep 2025 - 16:23:04 EDT	28 Sep 2025 - 16:28:37 EDT	333	332	1759090984
588	28 Sep 2025 - 16:23:07 EDT	28 Sep 2025 - 16:28:55 EDT	348	346	1759090987
589	28 Sep 2025 - 16:31:39 EDT	28 Sep 2025 - 16:36:37 EDT	298	298	1759091499
590	28 Sep 2025 - 16:34:54 EDT	28 Sep 2025 - 16:38:35 EDT	221	219	1759091694
591	28 Sep 2025 - 16:47:02 EDT	28 Sep 2025 - 16:49:18 EDT	136	135	1759092422
592	28 Sep 2025 - 16:47:47 EDT	28 Sep 2025 - 16:52:07 EDT	260	260	1759092467
593	28 Sep 2025 - 16:47:54 EDT	28 Sep 2025 - 16:54:48 EDT	414	414	1759092474
594	28 Sep 2025 - 16:47:56 EDT	28 Sep 2025 - 16:50:18 EDT	142	142	1759092476
595	28 Sep 2025 - 16:48:29 EDT	28 Sep 2025 - 16:52:27 EDT	238	238	1759092509
596	28 Sep 2025 - 16:48:33 EDT	28 Sep 2025 - 16:51:46 EDT	193	192	1759092513

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
565	1759018592	1	5	0		Term
566	1759018604	1	5	0		Term
567	1759018758	1	5	0		Term
568	1759020251	1	5	0		Term
569	1759020248	1	5	0		Term
570	1759020297	1	5	0		Term
571	1759020309	1	5	0		Term
572	1759020431	1	5	0		Term
573	1759020514	1	5	0		Term
574	1759020568	1	5	0		Term
575	1759020682	1	5	0		Term
576	1759020658	1	5	0		Term
577	1759023333	1	5	0		Term
578	1759022518	1	5	0		Term
579	1759022621	1	5	0		Term
580	1759022550	1	5	0		Term
581	1759090596	1	5	0		Term
582	1759090712	1	5	0		Term
583	1759090648	1	5	0		Term
584	1759090651	1	5	0		Term
585	1759090893	1	5	0		Term
586	1759090966	1	5	0		Term
587	1759091317	1	5	0		Term
588	1759091335	1	5	0		Term
589	1759091797	1	5	0		Term
590	1759091915	1	5	0		Term
591	1759092558	1	5	0		Term
592	1759092727	1	5	0		Term
593	1759092888	1	5	0		Term
594	1759092618	1	5	0		Term
595	1759092747	1	5	0		Term
596	1759092706	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
565	1	320		2962565961	3	1	2
566	1	1366		2962565942	1	1	3
567	1	390		2962565856	2	2	3
568	1	430		2962578091	1	1	3
569	1	1440		2962577979	2	1	2
570	1	375		2962578064	1	1	2
571	1	1585		2962577945	2	1	3
572	1	1265		2962577989	3	1	1
573	1	430		2962577867	3	1	2
574	1	390		2962577981	3	1	3
575	1	375		2962578005	1	1	2
576	1	412		2962578003	2	1	2
577	1	393		2962577834	3	2	2
578	1	832		2962589999	1	1	3
579	1	440		2962589900	2	1	1
580	1	1521		2962589899	3	1	1
581	1	390		2963031748	2	1	3
582	1	360		2963031474	1	1	3
583	1	390		2963031835	3	1	3
584	1	1521		2963031782	3	2	3
585	1	402		2963031869	3	1	2
586	1	1905		2963031642	3	1	2
587	1	375		2963031790	3	1	2
588	1	402		2963031663	2	1	2
589	1	440		2963031658	3	2	2
590	1	393		2963031770	2	1	1
591	1	414		2963047104	1	1	3
592	1	430		2963047212	2	2	2
593	1	750		2963046972	1	1	1
594	1	384		2963047071	3	1	2
595	1	432		2963047100	2	1	3
596	1	1052		2963047084	2	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
565	1	2	1	2	1	3
566	1	3	1	1	1	2
567	1	3	1	1	1	2
568	1	2	1	3	1	3
569	1	3	1	2	1	2
570	1	3	1	2	1	2
571	1	2	1	2	2	3
572	1	3	1	1	1	1
573	1	3	1	1	1	2
574	1	3	1	3	1	3
575	1	2	1	1	1	2
576	1	2	1	2	1	3
577	1	3	1	3	1	1
578	1	1	1	2	1	2
579	1	3	1	3	1	1
580	2	3	2	3	1	3
581	1	2	1	1	1	2
582	1	3	1	2	1	2
583	1	3	1	2	1	3
584	2	1	2	1	2	2
585	1	3	1	2	1	2
586	1	3	2	2	1	1
587	1	2	1	3	1	2
588	1	1	1	2	1	3
589	2	3	1	3	2	1
590	1	3	2	2	1	3
591	1	3	1	1	1	2
592	1	3	1	3	1	2
593	2	2	1	1	1	3
594	1	3	1	2	1	2
595	1	2	1	2	1	2
596	1	2	1	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
565	1	2	1	3	1	3
566	1	1	1	1	1	2
567	1	1	1	3	1	3
568	1	2	1	1	1	3
569	1	1	1	2	1	1
570	1	2	2	2	1	1
571	1	1	1	3	2	1
572	1	2	1	2	1	2
573	1	3	1	1	1	1
574	1	3	1	3	1	2
575	1	3	1	1	1	3
576	1	1	1	1	1	2
577	1	2	1	3	1	3
578	1	1	1	2	1	1
579	2	2	1	1	1	2
580	1	2	1	2	1	2
581	1	3	1	2	1	2
582	2	1	1	2	1	3
583	1	3	1	3	1	1
584	2	2	2	3	2	2
585	1	3	1	3	1	2
586	1	1	1	3	1	3
587	2	2	1	3	2	2
588	1	2	1	1	1	2
589	1	1	2	3	1	2
590	1	1	2	2	2	2
591	1	3	1	1	1	3
592	1	1	1	2	1	2
593	1	3	2	3	2	3
594	1	2	1	3	1	3
595	1	3	1	1	1	2
596	1	3	1	2	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
565	1	2	1	3	1	1
566	1	1	1	2	1	2
567	1	1	1	2	1	2
568	1	1	1	3	1	1
569	1	2	1	2	1	2
570	1	1	1	2	2	2
571	2	2	1	2	1	2
572	1	1	1	2	1	2
573	1	3	1	3	1	2
574	1	2	1	1	1	1
575	1	1	1	1	1	3
576	1	1	1	3	1	2
577	1	3	1	2	1	2
578	1	3	1	2	1	3
579	1	1	1	3	1	2
580	2	2	1	2	2	3
581	1	1	1	3	1	1
582	2	1	1	3	2	1
583	1	1	1	3	1	1
584	2	2	2	2	2	1
585	1	2	1	3	1	1
586	1	1	1	1	1	1
587	2	3	1	3	1	3
588	1	1	1	2	1	3
589	2	2	2	3	2	3
590	1	3	2	2	1	1
591	1	1	1	2	1	2
592	1	3	1	3	1	2
593	1	3	1	3	2	3
594	1	3	1	2	1	1
595	1	3	1	1	1	2
596	1	3	1	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
565	1	1	1	265	CBC1_1758817982_6
566	1	1	1	266	CBC1_1758817982_6
567	1	2	1	267	CBC1_1758817982_6
568	1	3	1	268	CBC1_1758817982_6
569	1	1	1	269	CBC1_1758817982_6
570	1	2	1	270	CBC1_1758817982_6
571	2	2	1	271	CBC1_1758817982_6
572	1	1	1	272	CBC1_1758817982_6
573	1	2	1	273	CBC1_1758817982_6
574	1	3	1	274	CBC1_1758817982_6
575	1	2	1	275	CBC1_1758817982_6
576	1	2	1	276	CBC1_1758817982_6
577	1	1	1	277	CBC1_1758817982_6
578	1	1	1	278	CBC1_1758817982_6
579	1	3	2	279	CBC1_1758817982_6
580	1	3	1	280	CBC1_1758817982_6
581	1	3	1	281	CBC1_1758817982_6
582	1	1	2	282	CBC1_1758817982_6
583	1	1	1	283	CBC1_1758817982_6
584	2	2	2	284	CBC1_1758817982_6
585	1	3	1	285	CBC1_1758817982_6
586	1	2	2	286	CBC1_1758817982_6
587	1	3	2	287	CBC1_1758817982_6
588	1	2	1	288	CBC1_1758817982_6
589	2	1	2	289	CBC1_1758817982_6
590	1	3	1	290	CBC1_1758817982_6
591	1	2	1	291	CBC1_1758817982_6
592	1	2	1	292	CBC1_1758817982_6
593	2	3	1	293	CBC1_1758817982_6
594	1	2	1	294	CBC1_1758817982_6
595	1	2	1	295	CBC1_1758817982_6
596	1	2	1	296	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
597	28 Sep 2025 - 16:49:09 EDT	28 Sep 2025 - 16:50:16 EDT	67	64	1759092549
598	28 Sep 2025 - 16:50:34 EDT	28 Sep 2025 - 16:53:37 EDT	183	180	1759092634
599	28 Sep 2025 - 16:50:51 EDT	28 Sep 2025 - 16:57:12 EDT	381	380	1759092651
600	28 Sep 2025 - 16:52:33 EDT	28 Sep 2025 - 17:00:37 EDT	484	481	1759092753
601	28 Sep 2025 - 17:18:07 EDT	28 Sep 2025 - 17:20:19 EDT	132	132	1759094287
602	28 Sep 2025 - 17:18:08 EDT	28 Sep 2025 - 17:19:41 EDT	93	90	1759094288
603	28 Sep 2025 - 17:18:12 EDT	28 Sep 2025 - 17:20:55 EDT	163	163	1759094292
604	28 Sep 2025 - 17:18:21 EDT	28 Sep 2025 - 17:19:47 EDT	86	86	1759094301
605	28 Sep 2025 - 17:18:37 EDT	28 Sep 2025 - 17:22:08 EDT	211	211	1759094317
606	28 Sep 2025 - 17:18:40 EDT	28 Sep 2025 - 17:20:19 EDT	99	97	1759094320
607	28 Sep 2025 - 17:21:44 EDT	28 Sep 2025 - 17:26:05 EDT	261	261	1759094504
608	28 Sep 2025 - 17:23:22 EDT	28 Sep 2025 - 17:27:12 EDT	230	228	1759094602
609	28 Sep 2025 - 17:25:24 EDT	28 Sep 2025 - 17:29:25 EDT	241	240	1759094724
610	28 Sep 2025 - 17:29:24 EDT	28 Sep 2025 - 17:31:01 EDT	97	97	1759094964
611	28 Sep 2025 - 17:48:29 EDT	28 Sep 2025 - 17:51:03 EDT	154	181	1759096109
612	28 Sep 2025 - 17:48:57 EDT	28 Sep 2025 - 17:51:35 EDT	158	156	1759096137
613	28 Sep 2025 - 17:51:02 EDT	28 Sep 2025 - 17:56:40 EDT	338	337	1759096262
614	28 Sep 2025 - 17:52:36 EDT	28 Sep 2025 - 18:03:25 EDT	649	647	1759096356
616	28 Sep 2025 - 18:19:52 EDT	28 Sep 2025 - 18:22:20 EDT	148	148	1759097992
617	28 Sep 2025 - 18:21:31 EDT	28 Sep 2025 - 18:26:05 EDT	274	274	1759098091
618	28 Sep 2025 - 18:23:32 EDT	28 Sep 2025 - 18:27:54 EDT	262	261	1759098212
619	28 Sep 2025 - 18:24:29 EDT	28 Sep 2025 - 18:28:59 EDT	270	268	1759098269
620	28 Sep 2025 - 18:25:09 EDT	28 Sep 2025 - 18:29:02 EDT	233	233	1759098309
622	28 Sep 2025 - 18:54:05 EDT	28 Sep 2025 - 18:56:08 EDT	123	122	1759100045
623	28 Sep 2025 - 18:54:40 EDT	28 Sep 2025 - 19:00:52 EDT	372	372	1759100080
624	28 Sep 2025 - 18:55:16 EDT	28 Sep 2025 - 19:09:24 EDT	848	786	1759100116
625	28 Sep 2025 - 19:25:11 EDT	28 Sep 2025 - 19:29:50 EDT	279	279	1759101911
626	28 Sep 2025 - 19:37:16 EDT	28 Sep 2025 - 19:43:36 EDT	380	380	1759102636
627	28 Sep 2025 - 19:52:52 EDT	28 Sep 2025 - 19:55:25 EDT	153	151	1759103572
628	28 Sep 2025 - 19:53:19 EDT	28 Sep 2025 - 19:56:00 EDT	161	160	1759103599
629	28 Sep 2025 - 19:53:33 EDT	28 Sep 2025 - 19:56:48 EDT	195	195	1759103613
630	28 Sep 2025 - 19:53:35 EDT	28 Sep 2025 - 19:56:17 EDT	162	162	1759103615

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
597	1759092616	1	5	0		Term
598	1759092817	1	5	0		Term
599	1759093032	1	5	0		Term
600	1759093237	1	5	0		Term
601	1759094419	1	5	0		Term
602	1759094381	1	5	0		Term
603	1759094455	1	5	0		Term
604	1759094387	1	5	0		Term
605	1759094528	1	5	0		Term
606	1759094419	1	5	0		Term
607	1759094765	1	5	0		Term
608	1759094832	1	5	0		Term
609	1759094965	1	5	0		Term
610	1759095061	1	5	0		Term
611	1759096263	1	5	0		Term
612	1759096295	1	5	0		Term
613	1759096600	1	5	0		Term
614	1759097005	1	5	0		Term
616	1759098140	1	5	0		Term
617	1759098365	1	5	0		Term
618	1759098474	1	5	0		Term
619	1759098539	1	5	0		Term
620	1759098542	1	5	0		Term
622	1759100168	1	5	0		Term
623	1759100452	1	5	0		Term
624	1759100964	1	5	0		Term
625	1759102190	1	5	0		Term
626	1759103016	1	5	0		Term
627	1759103725	1	5	0		Term
628	1759103760	1	5	0		Term
629	1759103808	1	5	0		Term
630	1759103777	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
597	1	874		2963031867	2	1	3
598	1	393		2963047231	2	1	3
599	1	384		2963047279	3	1	3
600	1	430		2963047281	3	1	3
601	1	1265		2963061584	3	1	3
602	1	349		2963061689	3	1	3
603	1	440		2963061551	2	1	1
604	1	430		2963061518	2	1	2
605	1	320		2963061622	3	1	2
606	1	432		2963061630	2	1	1
607	1	411		2963061665	2	1	3
608	1	1905		2963061679	2	1	3
609	1	1669		2963061717	2	1	2
610	1	411		2963061527	1	1	3
611	1	393		2963076117	1	2	3
612	1	375		2963076294	3	1	3
613	1	393		2963076136	1	1	1
614	1	1512		2963076106	3	1	1
616	1	440		2963090308	3	1	2
617	1	1112		2963090342	2	1	3
618	1	1180		2963090493	2	1	1
619	1	832		2963090447	2	1	2
620	1	1897		2963090598	2	2	3
622	1	1366		2963103194	3	2	3
623	1	440		2963103453	1	1	1
624	1	734		2963103355	2	2	1
625	1	1261		2963115298	1	1	1
626	1	832		2963115323	2	1	1
627	1	1180		2963127878	1	1	2
628	1	393		2963128059	3	1	2
629	1	375		2963127951	3	1	3
630	1	1513		2963127756	3	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
597	1	1	1	1	1	3
598	1	3	1	2	1	1
599	1	1	1	3	1	1
600	1	3	1	3	1	3
601	1	2	1	1	1	1
602	1	3	1	3	1	3
603	1	1	1	3	1	2
604	1	3	1	3	1	3
605	1	2	1	3	1	3
606	1	2	1	1	1	1
607	1	3	1	1	1	3
608	1	2	1	2	1	3
609	1	1	1	2	1	3
610	1	3	1	2	1	2
611	2	3	2	3	2	1
612	2	2	2	3	1	3
613	2	1	1	1	2	1
614	1	2	2	3	1	2
616	1	1	1	3	1	3
617	1	3	1	3	2	3
618	1	2	1	1	2	2
619	1	3	1	2	1	2
620	2	1	2	2	2	1
622	2	2	2	3	2	2
623	1	2	1	1	2	3
624	2	1	2	1	1	2
625	1	2	1	2	1	3
626	1	1	1	2	1	1
627	2	3	2	2	2	3
628	1	2	1	3	1	2
629	1	3	1	1	1	3
630	1	2	1	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
597	1	1	1	2	1	3
598	1	3	1	3	1	3
599	1	2	1	1	1	2
600	1	2	1	1	1	3
601	1	1	1	2	1	2
602	1	3	1	3	1	3
603	1	1	1	3	1	2
604	1	1	1	3	1	3
605	2	3	1	2	2	1
606	1	3	1	3	1	3
607	1	2	1	1	1	3
608	1	2	1	1	1	3
609	1	1	1	3	1	1
610	1	3	1	2	1	3
611	2	1	2	1	2	2
612	2	2	1	3	1	3
613	1	2	2	1	2	2
614	1	2	1	3	2	3
616	1	3	1	2	1	1
617	1	1	2	3	1	3
618	2	1	1	3	1	2
619	1	1	1	2	1	2
620	2	1	1	1	1	2
622	2	3	2	3	2	1
623	1	1	1	2	1	3
624	1	3	2	1	1	2
625	1	3	1	3	1	3
626	1	1	1	3	1	3
627	1	2	1	3	2	3
628	2	2	2	2	1	3
629	1	1	1	2	1	1
630	2	1	2	2	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
597	1	2	1	2	1	3
598	1	2	1	2	1	2
599	1	1	1	3	1	2
600	1	3	1	3	1	2
601	1	2	1	2	1	3
602	1	3	1	2	1	2
603	1	1	1	1	1	3
604	1	2	1	2	1	2
605	2	1	1	2	1	3
606	1	3	1	1	1	2
607	1	3	1	3	1	1
608	1	1	1	3	1	3
609	1	1	1	2	1	2
610	1	3	1	2	1	2
611	2	1	2	3	2	3
612	1	3	2	1	1	3
613	2	1	2	3	2	1
614	1	2	1	2	1	2
616	1	2	1	3	1	1
617	1	3	1	3	1	2
618	1	3	1	3	1	3
619	1	3	1	1	1	2
620	2	2	2	2	1	3
622	2	3	2	3	2	2
623	1	3	2	3	2	1
624	2	2	2	3	1	1
625	2	3	2	1	2	1
626	2	3	2	2	1	1
627	2	1	1	2	2	2
628	2	3	2	1	1	2
629	1	2	1	1	1	3
630	1	3	2	2	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
597	1	2	1	297	CBC1_1758817982_6
598	1	2	1	298	CBC1_1758817982_6
599	1	1	1	299	CBC1_1758817982_6
600	2	1	1	300	CBC1_1758817982_6
601	1	1	1	1	CBC1_1758817982_6
602	1	3	1	2	CBC1_1758817982_6
603	1	2	1	3	CBC1_1758817982_6
604	1	3	1	4	CBC1_1758817982_6
605	1	3	1	5	CBC1_1758817982_6
606	1	3	1	6	CBC1_1758817982_6
607	1	3	1	7	CBC1_1758817982_6
608	1	2	1	8	CBC1_1758817982_6
609	1	3	1	9	CBC1_1758817982_6
610	2	3	1	10	CBC1_1758817982_6
611	2	3	2	11	CBC1_1758817982_6
612	1	2	2	12	CBC1_1758817982_6
613	2	3	2	13	CBC1_1758817982_6
614	2	1	2	14	CBC1_1758817982_6
616	1	1	1	16	CBC1_1758817982_6
617	1	2	1	17	CBC1_1758817982_6
618	2	3	1	18	CBC1_1758817982_6
619	2	2	1	19	CBC1_1758817982_6
620	1	3	2	20	CBC1_1758817982_6
622	2	3	2	22	CBC1_1758817982_6
623	1	1	1	23	CBC1_1758817982_6
624	2	1	1	24	CBC1_1758817982_6
625	1	2	1	25	CBC1_1758817982_6
626	2	2	1	26	CBC1_1758817982_6
627	2	1	1	27	CBC1_1758817982_6
628	1	3	1	28	CBC1_1758817982_6
629	1	3	1	29	CBC1_1758817982_6
630	1	1	2	30	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
631	28 Sep 2025 - 19:56:17 EDT	28 Sep 2025 - 20:02:08 EDT	351	350	1759103777
632	28 Sep 2025 - 19:57:38 EDT	28 Sep 2025 - 20:09:29 EDT	711	710	1759103858
633	28 Sep 2025 - 19:59:07 EDT	28 Sep 2025 - 20:09:48 EDT	641	641	1759103947
634	28 Sep 2025 - 20:21:50 EDT	28 Sep 2025 - 20:38:05 EDT	975	975	1759105310
635	28 Sep 2025 - 20:25:11 EDT	28 Sep 2025 - 20:29:05 EDT	234	229	1759105511
636	28 Sep 2025 - 20:31:27 EDT	28 Sep 2025 - 20:45:12 EDT	825	822	1759105887
637	28 Sep 2025 - 20:36:24 EDT	28 Sep 2025 - 20:46:32 EDT	608	607	1759106184
639	28 Sep 2025 - 20:54:01 EDT	28 Sep 2025 - 20:55:31 EDT	90	88	1759107241
640	28 Sep 2025 - 21:19:47 EDT	28 Sep 2025 - 21:29:38 EDT	591	591	1759108787
641	28 Sep 2025 - 21:20:42 EDT	28 Sep 2025 - 21:24:04 EDT	202	200	1759108842
642	28 Sep 2025 - 21:30:10 EDT	28 Sep 2025 - 21:34:18 EDT	248	247	1759109410
643	28 Sep 2025 - 21:56:59 EDT	28 Sep 2025 - 22:00:18 EDT	199	199	1759111019
644	28 Sep 2025 - 22:00:39 EDT	28 Sep 2025 - 22:03:50 EDT	191	190	1759111239
645	28 Sep 2025 - 22:03:07 EDT	28 Sep 2025 - 22:09:20 EDT	373	373	1759111387
646	28 Sep 2025 - 22:05:43 EDT	28 Sep 2025 - 22:20:16 EDT	873	873	1759111543
647	28 Sep 2025 - 22:07:05 EDT	28 Sep 2025 - 22:21:06 EDT	841	862	1759111625
648	28 Sep 2025 - 22:07:23 EDT	28 Sep 2025 - 22:13:20 EDT	357	356	1759111643
649	28 Sep 2025 - 22:30:36 EDT	28 Sep 2025 - 22:33:32 EDT	176	176	1759113036
650	28 Sep 2025 - 22:35:33 EDT	28 Sep 2025 - 22:37:58 EDT	145	144	1759113333
651	28 Sep 2025 - 22:58:35 EDT	28 Sep 2025 - 23:02:21 EDT	226	224	1759114715
652	28 Sep 2025 - 23:00:24 EDT	28 Sep 2025 - 23:02:36 EDT	132	131	1759114824
653	28 Sep 2025 - 23:31:10 EDT	28 Sep 2025 - 23:38:55 EDT	465	465	1759116670
654	28 Sep 2025 - 23:31:10 EDT	28 Sep 2025 - 23:36:28 EDT	318	318	1759116670
655	28 Sep 2025 - 23:31:19 EDT	28 Sep 2025 - 23:35:44 EDT	265	263	1759116679
656	28 Sep 2025 - 23:31:34 EDT	28 Sep 2025 - 23:35:46 EDT	252	249	1759116694
657	28 Sep 2025 - 23:35:02 EDT	28 Sep 2025 - 23:45:34 EDT	632	1017	1759116902
658	28 Sep 2025 - 23:35:52 EDT	28 Sep 2025 - 23:39:33 EDT	221	219	1759116952
659	29 Sep 2025 - 09:16:48 EDT	29 Sep 2025 - 09:18:02 EDT	74	74	1759151808
660	29 Sep 2025 - 09:16:54 EDT	29 Sep 2025 - 09:19:30 EDT	156	156	1759151814
662	29 Sep 2025 - 09:17:42 EDT	29 Sep 2025 - 09:22:25 EDT	283	282	1759151862
663	29 Sep 2025 - 09:19:45 EDT	29 Sep 2025 - 09:24:10 EDT	265	263	1759151985
664	29 Sep 2025 - 09:20:32 EDT	29 Sep 2025 - 09:23:08 EDT	156	155	1759152032

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
631	1759104128	1	5	0		Term
632	1759104569	1	5	0		Term
633	1759104588	1	5	0		Term
634	1759106285	1	5	0		Term
635	1759105745	1	5	0		Term
636	1759106712	1	5	0		Term
637	1759106792	1	5	0		Term
639	1759107331	1	5	0		Term
640	1759109378	1	5	0		Term
641	1759109044	1	5	0		Term
642	1759109658	1	5	0		Term
643	1759111218	1	5	0		Term
644	1759111430	1	5	0		Term
645	1759111760	1	5	0		Term
646	1759112416	1	5	0		Term
647	1759112466	1	5	0		Term
648	1759112000	1	5	0		Term
649	1759113212	1	5	0		Term
650	1759113478	1	5	0		Term
651	1759114941	1	5	0		Term
652	1759114956	1	5	0		Term
653	1759117135	1	5	0		Term
654	1759116988	1	5	0		Term
655	1759116944	1	5	0		Term
656	1759116946	1	5	0		Term
657	1759117534	1	5	0		Term
658	1759117173	1	5	0		Term
659	1759151882	1	5	0		Term
660	1759151970	1	5	0		Term
662	1759152145	1	5	0		Term
663	1759152250	1	5	0		Term
664	1759152188	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
631	1	780		2963128144	3	1	2
632	1	1348		2963127962	1	1	2
633	1	402		2963127969	1	1	1
634	1	1470		2963127784	2	2	1
635	1	1080		2963140465	3	1	3
636	1	1332		2963140388	2	1	1
637	1	1680		2963140170	1	2	2
639	1	1080		2963151750	1	2	2
640	1	1905		2963151932	3	1	3
641	1	1238		2963151801	1	2	1
642	1	1080		2963163397	1	1	1
643	1	440		2963174255	2	1	3
644	1	390		2963174180	2	1	1
645	1	440		2963174286	2	1	2
646	1	393		2963174061	3	1	1
647	1	393		2963174064	2	2	3
648	1	430		2963174385	1	2	2
649	1	1257		2963185026	3	2	2
650	1	834		2963185267	3	2	3
651	1	1242		2963195309	3	2	2
652	1	1905		2963195676	2	1	1
653	1	402		2963205148	2	1	3
654	1	390		2963205053	2	1	3
655	1	750		2963205245	2	1	2
656	1	1297		2963205145	2	1	1
657	1	390		2963205015	3	1	2
658	1	1180		2963205688	2	2	1
659	1	1536		2963429412	2	1	2
660	1	1905		2963428672	2	1	2
662	1	393		2963428424	3	1	2
663	1	1508		2963428980	3	1	2
664	1	1343		2963428739	2	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
631	1	3	1	2	1	2
632	1	1	2	1	2	1
633	2	1	1	3	2	3
634	1	3	1	3	1	2
635	2	2	1	3	1	2
636	1	3	1	1	1	2
637	1	2	1	2	1	1
639	1	2	1	1	2	2
640	1	3	1	3	1	1
641	1	2	2	2	2	3
642	1	2	1	2	2	2
643	2	3	1	1	1	2
644	1	2	1	1	1	2
645	1	2	1	3	2	2
646	1	1	1	3	1	2
647	2	3	2	3	2	1
648	2	2	2	2	2	2
649	1	3	1	3	1	2
650	2	3	2	2	2	3
651	2	2	1	3	2	2
652	1	2	1	1	1	1
653	1	3	1	3	1	2
654	1	1	1	3	1	3
655	1	1	2	1	1	3
656	1	2	2	1	1	1
657	1	1	1	3	1	1
658	2	3	1	2	1	3
659	1	3	1	2	1	3
660	1	3	1	2	1	1
662	1	3	1	3	1	3
663	2	3	1	1	1	2
664	1	3	1	1	2	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
631	1	2	1	3	1	2
632	2	2	2	1	2	3
633	1	2	2	1	2	3
634	1	3	1	2	1	1
635	1	3	1	2	2	1
636	1	3	1	3	1	3
637	1	2	1	3	2	1
639	1	1	1	1	2	1
640	1	3	1	2	1	3
641	2	1	2	1	2	2
642	1	3	1	3	1	3
643	2	2	1	2	1	1
644	1	2	1	1	2	1
645	1	2	1	1	1	3
646	1	3	1	3	1	3
647	2	3	2	1	2	3
648	2	3	2	1	2	1
649	1	1	1	1	1	1
650	2	1	2	3	2	2
651	1	3	1	3	2	2
652	1	2	1	3	1	3
653	1	1	1	3	1	2
654	1	3	1	3	1	1
655	1	3	1	3	1	2
656	1	2	1	3	2	2
657	1	1	1	2	1	2
658	2	1	2	1	1	3
659	1	3	1	1	1	3
660	1	2	1	2	1	2
662	2	3	1	1	2	2
663	1	2	1	2	1	1
664	1	2	2	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
631	1	2	1	1	1	1
632	2	1	2	3	2	3
633	1	2	1	1	2	3
634	1	2	1	3	1	1
635	1	3	1	3	1	3
636	1	1	1	2	1	2
637	1	2	2	2	1	3
639	2	2	1	1	2	3
640	1	1	1	3	1	1
641	2	1	1	1	2	2
642	1	3	1	1	1	2
643	2	3	1	1	1	2
644	1	2	1	2	1	3
645	1	3	1	3	1	3
646	1	3	1	1	1	3
647	2	1	1	2	2	1
648	2	1	2	1	2	1
649	1	1	1	1	2	2
650	2	3	2	3	2	3
651	2	3	1	3	1	1
652	1	3	1	1	1	1
653	1	3	1	3	1	3
654	1	2	1	3	1	2
655	2	1	2	1	1	1
656	1	3	1	3	2	3
657	1	2	1	3	1	3
658	1	3	2	2	2	1
659	1	2	1	1	1	3
660	1	2	1	2	1	3
662	1	3	1	2	1	3
663	1	1	2	3	1	2
664	1	1	1	2	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
631	1	1	1	31	CBC1_1758817982_6
632	2	1	2	32	CBC1_1758817982_6
633	2	3	2	33	CBC1_1758817982_6
634	1	1	2	34	CBC1_1758817982_6
635	1	3	1	35	CBC1_1758817982_6
636	1	1	1	36	CBC1_1758817982_6
637	2	2	1	37	CBC1_1758817982_6
639	2	2	1	39	CBC1_1758817982_6
640	1	2	1	40	CBC1_1758817982_6
641	2	3	2	41	CBC1_1758817982_6
642	2	2	1	42	CBC1_1758817982_6
643	1	1	1	43	CBC1_1758817982_6
644	1	2	1	44	CBC1_1758817982_6
645	2	2	2	45	CBC1_1758817982_6
646	1	3	1	46	CBC1_1758817982_6
647	2	1	2	47	CBC1_1758817982_6
648	2	2	2	48	CBC1_1758817982_6
649	1	2	1	49	CBC1_1758817982_6
650	2	1	2	50	CBC1_1758817982_6
651	2	1	2	51	CBC1_1758817982_6
652	1	2	1	52	CBC1_1758817982_6
653	1	3	1	53	CBC1_1758817982_6
654	1	1	1	54	CBC1_1758817982_6
655	2	1	1	55	CBC1_1758817982_6
656	1	1	2	56	CBC1_1758817982_6
657	1	1	1	57	CBC1_1758817982_6
658	1	3	1	58	CBC1_1758817982_6
659	1	3	1	59	CBC1_1758817982_6
660	1	2	1	60	CBC1_1758817982_6
662	2	3	1	62	CBC1_1758817982_6
663	1	3	2	63	CBC1_1758817982_6
664	1	3	2	64	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
665	29 Sep 2025 - 09:20:35 EDT	29 Sep 2025 - 09:25:10 EDT	275	275	1759152035
666	29 Sep 2025 - 09:20:38 EDT	29 Sep 2025 - 09:24:40 EDT	242	242	1759152038
667	29 Sep 2025 - 09:25:10 EDT	29 Sep 2025 - 09:30:57 EDT	347	346	1759152310
668	29 Sep 2025 - 09:25:32 EDT	29 Sep 2025 - 09:28:59 EDT	207	205	1759152332
669	29 Sep 2025 - 09:47:30 EDT	29 Sep 2025 - 09:49:39 EDT	129	128	1759153650
670	29 Sep 2025 - 09:47:53 EDT	29 Sep 2025 - 09:50:05 EDT	132	130	1759153673
671	29 Sep 2025 - 09:50:02 EDT	29 Sep 2025 - 09:53:57 EDT	235	234	1759153802
672	29 Sep 2025 - 09:50:19 EDT	29 Sep 2025 - 09:52:27 EDT	128	128	1759153819
673	29 Sep 2025 - 10:17:54 EDT	29 Sep 2025 - 10:20:47 EDT	173	173	1759155474
674	29 Sep 2025 - 10:19:00 EDT	29 Sep 2025 - 10:20:14 EDT	74	74	1759155540
675	29 Sep 2025 - 10:19:02 EDT	29 Sep 2025 - 10:21:41 EDT	159	156	1759155542
676	29 Sep 2025 - 10:19:53 EDT	29 Sep 2025 - 10:23:12 EDT	199	197	1759155593
677	29 Sep 2025 - 10:20:15 EDT	29 Sep 2025 - 10:24:54 EDT	279	279	1759155615
678	29 Sep 2025 - 10:27:56 EDT	29 Sep 2025 - 10:31:44 EDT	228	227	1759156076
679	29 Sep 2025 - 10:31:54 EDT	29 Sep 2025 - 10:41:42 EDT	588	588	1759156314
680	29 Sep 2025 - 10:42:37 EDT	29 Sep 2025 - 10:57:57 EDT	920	919	1759156957
681	29 Sep 2025 - 10:48:45 EDT	29 Sep 2025 - 10:50:17 EDT	92	91	1759157325
682	29 Sep 2025 - 10:49:21 EDT	29 Sep 2025 - 10:51:03 EDT	102	100	1759157361
683	29 Sep 2025 - 10:49:34 EDT	29 Sep 2025 - 10:51:21 EDT	107	106	1759157374
684	29 Sep 2025 - 10:49:49 EDT	29 Sep 2025 - 10:51:49 EDT	120	118	1759157389
685	29 Sep 2025 - 10:51:36 EDT	29 Sep 2025 - 10:58:13 EDT	397	396	1759157496
686	29 Sep 2025 - 10:52:38 EDT	29 Sep 2025 - 10:55:14 EDT	156	155	1759157558
687	29 Sep 2025 - 10:53:05 EDT	29 Sep 2025 - 10:57:04 EDT	239	239	1759157585
688	29 Sep 2025 - 10:53:41 EDT	29 Sep 2025 - 10:59:57 EDT	376	375	1759157621
689	29 Sep 2025 - 10:58:41 EDT	29 Sep 2025 - 11:03:43 EDT	302	301	1759157921
691	29 Sep 2025 - 11:18:33 EDT	29 Sep 2025 - 11:25:43 EDT	430	428	1759159113
693	29 Sep 2025 - 11:20:40 EDT	29 Sep 2025 - 11:23:25 EDT	165	164	1759159240
694	29 Sep 2025 - 11:21:39 EDT	29 Sep 2025 - 11:25:01 EDT	202	174	1759159299
695	29 Sep 2025 - 11:22:45 EDT	29 Sep 2025 - 11:24:46 EDT	121	120	1759159365
696	29 Sep 2025 - 11:23:03 EDT	29 Sep 2025 - 11:28:53 EDT	350	350	1759159383
698	29 Sep 2025 - 11:25:37 EDT	29 Sep 2025 - 11:28:14 EDT	157	155	1759159537
699	29 Sep 2025 - 11:27:18 EDT	29 Sep 2025 - 11:36:18 EDT	540	537	1759159638

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
665	1759152310	1	5	0		Term
666	1759152280	1	5	0		Term
667	1759152657	1	5	0		Term
668	1759152539	1	5	0		Term
669	1759153779	1	5	0		Term
670	1759153805	1	5	0		Term
671	1759154037	1	5	0		Term
672	1759153947	1	5	0		Term
673	1759155647	1	5	0		Term
674	1759155614	1	5	0		Term
675	1759155701	1	5	0		Term
676	1759155792	1	5	0		Term
677	1759155894	1	5	0		Term
678	1759156304	1	5	0		Term
679	1759156902	1	5	0		Term
680	1759157877	1	5	0		Term
681	1759157417	1	5	0		Term
682	1759157463	1	5	0		Term
683	1759157481	1	5	0		Term
684	1759157509	1	5	0		Term
685	1759157893	1	5	0		Term
686	1759157714	1	5	0		Term
687	1759157824	1	5	0		Term
688	1759157997	1	5	0		Term
689	1759158223	1	5	0		Term
691	1759159543	1	5	0		Term
693	1759159405	1	5	0		Term
694	1759159501	1	5	0		Term
695	1759159486	1	5	0		Term
696	1759159733	1	5	0		Term
698	1759159694	1	5	0		Term
699	1759160178	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
665	1	734		2963429436	3	1	2
666	1	1343		2963428541	1	1	3
667	1	402		2963429511	2	1	2
668	1	820		2963429667	2	2	2
669	1	1897		2963450833	2	2	3
670	1	810		2963450999	2	2	1
671	1	393		2963451299	1	2	3
672	1	393		2963451197	3	1	2
673	1	1257		2963473998	1	2	1
674	1	375		2963474755	3	1	3
675	1	1909		2963473676	3	2	2
676	1	393		2963474428	2	1	2
677	1	390		2963473928	1	1	2
678	1	390		2963474681	3	1	3
679	1	375		2963473754	2	1	1
680	1	1897		2963474416	2	1	3
681	1	384		2963497879	2	1	2
682	1	384		2963497714	3	1	2
683	1	320		2963497684	2	1	1
684	1	601		2963497636	3	1	2
685	1	800		2963497793	1	1	3
686	1	1351		2963497769	2	1	1
687	1	1351		2963497775	1	1	3
688	1	1257		2963498049	2	1	1
689	1	1425		2963497717	2	1	2
691	1	320		2963497801	1	1	1
693	1	414		2963521960	2	1	3
694	1	360		2963522189	2	1	3
695	1	402		2963522266	1	1	3
696	1	393		2963522273	2	1	3
698	1	384		2963521920	2	1	3
699	1	390		2963522383	3	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
665	1	1	1	3	1	3
666	1	3	1	2	1	3
667	2	3	1	1	1	3
668	2	2	2	1	2	2
669	1	2	2	1	1	2
670	2	1	1	2	2	2
671	2	1	1	3	2	1
672	1	1	1	3	1	3
673	1	3	1	1	1	1
674	1	1	1	3	1	1
675	1	2	1	3	2	2
676	2	3	1	2	1	3
677	1	1	1	1	1	3
678	2	1	2	3	2	1
679	1	2	1	3	1	3
680	1	3	1	3	2	2
681	1	2	1	3	1	2
682	1	3	1	2	1	2
683	1	1	2	3	1	3
684	1	1	1	1	1	1
685	1	1	1	3	1	2
686	1	2	1	2	1	1
687	1	1	1	1	2	3
688	1	3	1	1	1	1
689	1	2	1	1	1	1
691	1	2	1	1	1	1
693	1	2	1	3	1	2
694	1	1	1	2	1	2
695	1	3	1	3	1	2
696	1	3	1	3	1	3
698	1	1	1	3	1	2
699	1	2	1	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
665	1	2	1	3	1	2
666	1	2	1	3	1	3
667	1	2	2	2	1	3
668	1	2	1	2	1	1
669	1	3	1	2	2	2
670	1	3	2	2	1	1
671	1	3	1	3	2	2
672	1	3	1	2	1	3
673	2	2	1	1	2	1
674	1	2	1	3	1	3
675	1	3	2	3	1	2
676	2	3	2	1	1	2
677	1	3	1	2	1	2
678	1	3	2	3	2	1
679	1	2	1	3	1	3
680	1	1	2	2	1	1
681	1	3	1	1	1	1
682	1	1	1	1	1	1
683	1	2	1	3	1	2
684	1	3	1	3	1	2
685	1	2	1	2	1	1
686	1	1	1	1	1	2
687	1	1	1	1	1	1
688	1	3	1	3	1	3
689	1	2	1	3	2	2
691	1	2	1	2	1	3
693	1	1	1	3	1	1
694	1	3	1	3	1	3
695	1	3	1	3	1	3
696	1	3	1	3	1	1
698	1	1	1	3	1	1
699	1	1	1	3	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
665	1	2	1	1	1	3
666	1	1	1	1	1	3
667	1	1	1	2	2	2
668	1	3	1	2	1	2
669	2	3	2	1	2	3
670	2	3	1	2	2	3
671	2	2	2	2	1	3
672	1	3	1	3	1	3
673	2	2	2	2	1	1
674	1	2	1	1	1	2
675	1	1	1	1	1	2
676	1	3	2	3	2	1
677	1	2	1	3	1	3
678	1	2	2	2	1	1
679	1	1	1	3	1	2
680	1	2	1	2	1	1
681	1	3	1	1	1	2
682	1	2	1	2	1	3
683	1	2	1	1	1	3
684	1	1	1	3	1	3
685	1	2	1	2	1	2
686	1	1	1	2	1	1
687	1	1	1	1	1	3
688	1	2	1	3	1	2
689	1	3	1	1	1	2
691	1	2	1	2	1	1
693	1	3	1	2	1	3
694	2	3	1	1	1	2
695	1	3	1	2	1	3
696	1	2	1	1	1	1
698	1	1	1	1	1	1
699	1	3	1	2	1	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
665	1	1	1	65	CBC1_1758817982_6
666	1	3	1	66	CBC1_1758817982_6
667	1	3	1	67	CBC1_1758817982_6
668	1	2	1	68	CBC1_1758817982_6
669	2	1	1	69	CBC1_1758817982_6
670	1	3	1	70	CBC1_1758817982_6
671	1	1	1	71	CBC1_1758817982_6
672	1	3	1	72	CBC1_1758817982_6
673	1	3	2	73	CBC1_1758817982_6
674	1	2	1	74	CBC1_1758817982_6
675	2	1	1	75	CBC1_1758817982_6
676	1	3	2	76	CBC1_1758817982_6
677	1	1	1	77	CBC1_1758817982_6
678	2	3	2	78	CBC1_1758817982_6
679	1	3	1	79	CBC1_1758817982_6
680	1	1	1	80	CBC1_1758817982_6
681	1	3	1	81	CBC1_1758817982_6
682	1	1	1	82	CBC1_1758817982_6
683	1	1	1	83	CBC1_1758817982_6
684	1	3	1	84	CBC1_1758817982_6
685	2	2	1	85	CBC1_1758817982_6
686	1	2	1	86	CBC1_1758817982_6
687	1	3	1	87	CBC1_1758817982_6
688	1	1	2	88	CBC1_1758817982_6
689	1	1	1	89	CBC1_1758817982_6
691	1	1	1	91	CBC1_1758817982_6
693	1	2	1	93	CBC1_1758817982_6
694	1	2	2	94	CBC1_1758817982_6
695	1	3	1	95	CBC1_1758817982_6
696	1	2	1	96	CBC1_1758817982_6
698	1	2	1	98	CBC1_1758817982_6
699	1	2	1	99	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
700	29 Sep 2025 - 11:31:01 EDT	29 Sep 2025 - 11:39:42 EDT	521	520	1759159861
701	29 Sep 2025 - 11:32:55 EDT	29 Sep 2025 - 11:34:39 EDT	104	101	1759159975
702	29 Sep 2025 - 11:51:31 EDT	29 Sep 2025 - 11:53:59 EDT	148	147	1759161091
703	29 Sep 2025 - 11:53:09 EDT	29 Sep 2025 - 11:57:20 EDT	251	248	1759161189
704	29 Sep 2025 - 11:53:16 EDT	29 Sep 2025 - 11:55:04 EDT	108	108	1759161196
705	29 Sep 2025 - 11:54:10 EDT	29 Sep 2025 - 11:57:18 EDT	188	188	1759161250
706	29 Sep 2025 - 12:22:51 EDT	29 Sep 2025 - 12:27:05 EDT	254	254	1759162971
707	29 Sep 2025 - 12:23:15 EDT	29 Sep 2025 - 12:27:24 EDT	249	249	1759162995
708	29 Sep 2025 - 12:23:56 EDT	29 Sep 2025 - 12:27:02 EDT	186	184	1759163036
709	29 Sep 2025 - 12:25:33 EDT	29 Sep 2025 - 12:30:27 EDT	294	294	1759163133
710	29 Sep 2025 - 12:26:25 EDT	29 Sep 2025 - 12:29:52 EDT	207	206	1759163185
711	29 Sep 2025 - 12:26:29 EDT	29 Sep 2025 - 12:27:40 EDT	71	71	1759163189
713	29 Sep 2025 - 12:27:22 EDT	29 Sep 2025 - 12:35:55 EDT	513	513	1759163242
715	29 Sep 2025 - 12:53:39 EDT	29 Sep 2025 - 12:56:06 EDT	147	146	1759164819
716	29 Sep 2025 - 12:55:10 EDT	29 Sep 2025 - 12:59:23 EDT	253	251	1759164910
717	29 Sep 2025 - 12:55:50 EDT	29 Sep 2025 - 12:59:35 EDT	225	223	1759164950
718	29 Sep 2025 - 12:56:44 EDT	29 Sep 2025 - 12:59:15 EDT	151	149	1759165004
719	29 Sep 2025 - 13:05:36 EDT	29 Sep 2025 - 13:19:46 EDT	850	850	1759165536
720	29 Sep 2025 - 13:23:54 EDT	29 Sep 2025 - 13:27:36 EDT	222	221	1759166634
721	29 Sep 2025 - 13:25:34 EDT	29 Sep 2025 - 13:26:58 EDT	84	84	1759166734
722	29 Sep 2025 - 13:26:01 EDT	29 Sep 2025 - 13:27:57 EDT	116	116	1759166761
723	29 Sep 2025 - 13:32:18 EDT	29 Sep 2025 - 13:45:07 EDT	769	769	1759167138
724	29 Sep 2025 - 13:58:00 EDT	29 Sep 2025 - 14:02:34 EDT	274	274	1759168680
725	29 Sep 2025 - 13:59:21 EDT	29 Sep 2025 - 14:00:31 EDT	70	70	1759168761
726	29 Sep 2025 - 13:59:27 EDT	29 Sep 2025 - 14:03:11 EDT	224	224	1759168767
727	29 Sep 2025 - 13:59:29 EDT	29 Sep 2025 - 14:02:36 EDT	187	186	1759168769
728	29 Sep 2025 - 14:01:12 EDT	29 Sep 2025 - 14:06:05 EDT	293	291	1759168872
729	29 Sep 2025 - 14:26:35 EDT	29 Sep 2025 - 14:28:28 EDT	113	110	1759170395
730	29 Sep 2025 - 14:30:26 EDT	29 Sep 2025 - 14:37:30 EDT	424	423	1759170626
731	29 Sep 2025 - 14:59:40 EDT	29 Sep 2025 - 15:03:52 EDT	252	251	1759172380
733	29 Sep 2025 - 15:09:37 EDT	29 Sep 2025 - 15:13:06 EDT	209	208	1759172977
734	29 Sep 2025 - 15:32:06 EDT	29 Sep 2025 - 15:34:14 EDT	128	126	1759174326

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
700	1759160382	1	5	0		Term
701	1759160079	1	5	0		Term
702	1759161239	1	5	0		Term
703	1759161440	1	5	0		Term
704	1759161304	1	5	0		Term
705	1759161438	1	5	0		Term
706	1759163225	1	5	0		Term
707	1759163244	1	5	0		Term
708	1759163222	1	5	0		Term
709	1759163427	1	5	0		Term
710	1759163392	1	5	0		Term
711	1759163260	1	5	0		Term
713	1759163755	1	5	0		Term
715	1759164966	1	5	0		Term
716	1759165163	1	5	0		Term
717	1759165175	1	5	0		Term
718	1759165155	1	5	0		Term
719	1759166386	1	5	0		Term
720	1759166856	1	5	0		Term
721	1759166818	1	5	0		Term
722	1759166877	1	5	0		Term
723	1759167907	1	5	0		Term
724	1759168954	1	5	0		Term
725	1759168831	1	5	0		Term
726	1759168991	1	5	0		Term
727	1759168956	1	5	0		Term
728	1759169165	1	5	0		Term
729	1759170508	1	5	0		Term
730	1759171050	1	5	0		Term
731	1759172632	1	5	0		Term
733	1759173186	1	5	0		Term
734	1759174454	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
700	1	1577		2963522476	1	1	2
701	1	414		2963522111	3	1	2
702	1	1022		2963548977	1	1	2
703	1	376		2963548979	1	1	3
704	1	1260		2963549824	1	2	3
705	1	349		2963549477	2	1	1
706	1	1897		2963576138	2	1	3
707	1	440		2963576055	1	1	2
708	1	1180		2963576213	1	1	2
709	1	1513		2963576451	1	1	2
710	1	1425		2963577054	3	1	2
711	1	1265		2963576832	1	1	2
713	1	375		2963576134	1	1	3
715	1	428		2963603748	3	1	1
716	1	402		2963604192	1	1	2
717	1	1521		2963604035	2	1	3
718	1	1521		2963603924	2	1	2
719	1	390		2963604093	3	1	2
720	1	1343		2963629591	1	1	3
721	1	1497		2963629752	3	1	1
722	1	1021		2963630486	1	2	1
723	1	597		2963629941	2	1	3
724	1	1080		2963656495	1	1	3
725	1	1473		2963658023	1	1	2
726	1	1903		2963657474	1	1	2
727	1	1897		2963657601	1	1	2
728	1	1024		2963657155	2	1	1
729	1	810		2963682790	3	1	3
730	1	402		2963682838	2	1	3
731	1	1513		2963710271	2	1	2
733	1	440		2963710284	1	2	1
734	1	1112		2963740659	3	2	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
700	1	2	1	1	2	3
701	1	3	1	1	1	3
702	1	1	2	3	1	1
703	1	1	1	3	1	2
704	2	2	2	3	2	2
705	1	1	1	3	1	2
706	1	2	2	2	2	3
707	1	1	1	2	1	1
708	2	1	2	1	2	1
709	2	2	2	1	1	2
710	1	1	1	3	1	3
711	1	1	1	3	1	1
713	2	3	1	1	1	2
715	1	2	1	2	1	3
716	2	3	1	3	2	1
717	2	3	1	2	2	1
718	1	3	1	2	1	2
719	1	3	1	3	1	3
720	1	3	1	3	1	1
721	1	1	2	1	2	2
722	2	1	2	1	1	2
723	1	2	1	3	1	2
724	1	3	1	3	1	3
725	1	3	2	2	2	1
726	1	3	1	3	1	3
727	1	3	1	2	2	2
728	1	2	1	2	1	1
729	2	3	1	3	2	2
730	1	1	1	2	1	3
731	1	1	1	1	1	1
733	1	2	2	3	1	1
734	2	3	1	2	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
700	2	3	1	2	2	2
701	1	1	1	2	1	1
702	1	2	1	3	2	3
703	1	2	1	3	1	3
704	2	1	2	2	2	3
705	1	3	1	3	2	3
706	1	2	2	3	2	3
707	1	2	1	2	1	2
708	1	2	1	3	1	2
709	2	2	2	1	1	1
710	1	2	1	2	1	2
711	1	2	1	2	1	2
713	1	1	1	1	1	2
715	1	3	1	2	1	1
716	1	1	1	3	2	3
717	2	1	1	2	1	2
718	1	2	1	1	1	3
719	1	3	1	1	1	2
720	1	2	2	3	1	1
721	1	3	1	2	2	1
722	1	3	1	3	2	2
723	1	2	1	2	1	1
724	1	1	2	1	2	2
725	2	2	2	2	2	2
726	1	1	1	1	1	1
727	1	2	2	3	1	1
728	1	3	1	1	1	3
729	1	2	1	1	2	3
730	1	3	1	3	1	2
731	1	2	1	1	1	2
733	1	3	1	3	1	2
734	2	3	2	2	2	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
700	2	1	1	2	1	1
701	1	2	1	2	1	1
702	1	2	2	1	1	1
703	1	3	1	2	1	2
704	2	2	2	2	1	1
705	1	3	1	2	1	3
706	1	3	2	1	1	3
707	1	1	1	2	1	1
708	2	2	1	3	1	2
709	1	3	1	3	2	2
710	1	3	1	3	1	2
711	1	1	1	2	1	2
713	1	3	1	1	1	1
715	1	3	1	1	1	3
716	1	3	1	3	1	2
717	2	2	1	2	2	1
718	1	2	1	2	1	1
719	1	2	1	1	1	3
720	1	1	1	1	1	3
721	1	1	1	3	2	1
722	2	3	2	2	2	1
723	1	1	1	2	1	1
724	2	3	1	3	1	1
725	2	2	1	2	2	3
726	1	2	1	2	1	3
727	2	3	2	1	2	1
728	1	3	1	3	2	3
729	1	2	2	1	2	3
730	1	2	1	3	1	3
731	1	3	1	3	1	3
733	2	2	1	2	2	3
734	2	2	2	2	2	1

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
700	2	3	1	100	CBC1_1758817982_6
701	1	1	1	101	CBC1_1758817982_6
702	1	1	1	102	CBC1_1758817982_6
703	1	1	1	103	CBC1_1758817982_6
704	2	1	2	104	CBC1_1758817982_6
705	1	3	1	105	CBC1_1758817982_6
706	2	3	1	106	CBC1_1758817982_6
707	1	3	1	107	CBC1_1758817982_6
708	2	2	2	108	CBC1_1758817982_6
709	1	2	1	109	CBC1_1758817982_6
710	1	3	1	110	CBC1_1758817982_6
711	1	3	1	111	CBC1_1758817982_6
713	1	1	2	113	CBC1_1758817982_6
715	1	1	1	115	CBC1_1758817982_6
716	1	3	1	116	CBC1_1758817982_6
717	1	2	2	117	CBC1_1758817982_6
718	1	1	1	118	CBC1_1758817982_6
719	1	2	1	119	CBC1_1758817982_6
720	1	3	1	120	CBC1_1758817982_6
721	2	2	2	121	CBC1_1758817982_6
722	1	3	2	122	CBC1_1758817982_6
723	1	3	1	123	CBC1_1758817982_6
724	1	2	1	124	CBC1_1758817982_6
725	2	2	2	125	CBC1_1758817982_6
726	1	2	1	126	CBC1_1758817982_6
727	1	1	2	127	CBC1_1758817982_6
728	1	1	1	128	CBC1_1758817982_6
729	1	3	1	129	CBC1_1758817982_6
730	1	1	1	130	CBC1_1758817982_6
731	1	2	1	131	CBC1_1758817982_6
733	2	3	1	133	CBC1_1758817982_6
734	2	1	2	134	CBC1_1758817982_6

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_StartTime	sys_EndTime	sys_ElapsedTime	sys_SumPageTimes	sys_StartTimeStamp
736	29 Sep 2025 - 15:58:14 EDT	29 Sep 2025 - 15:59:22 EDT	68	67	1759175894
737	29 Sep 2025 - 15:59:21 EDT	29 Sep 2025 - 16:02:39 EDT	198	198	1759175961
738	29 Sep 2025 - 16:01:34 EDT	29 Sep 2025 - 16:06:06 EDT	272	272	1759176094
739	29 Sep 2025 - 16:12:39 EDT	29 Sep 2025 - 16:16:00 EDT	201	199	1759176759

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_EndTimeStamp	sys_DataSource	sys_RespStatus	sys_RespRemoved	sys_DispositionCode	sys_LastQuestion
736	1759175962	1	5	0		Term
737	1759176159	1	5	0		Term
738	1759176366	1	5	0		Term
739	1759176960	1	5	0		Term

Exhibit J: Conjoint Data Listing

sys_RespNum	sys_UserJavaScript	sys_ScreenWidth	sys_CAPIDeviceID	RespID	CBC_Random1	CBC_Random1_none	CBC_Random2
736	1	1513		2963766760	3	1	3
737	1	2178		2963767291	3	1	2
738	1	1905		2963767961	1	2	1
739	1	1417		2963775588	1	1	2

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random2_none	CBC_Random3	CBC_Random3_none	CBC_Random4	CBC_Random4_none	CBC_Random5
736	1	2	1	3	1	2
737	1	2	1	2	1	1
738	1	3	1	1	1	3
739	2	2	1	1	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random5_none	CBC_Random6	CBC_Random6_none	CBC_Random7	CBC_Random7_none	CBC_Random8
736	1	2	1	1	1	2
737	1	1	1	3	1	2
738	1	1	1	2	1	3
739	1	1	1	1	1	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random8_none	CBC_Random9	CBC_Random9_none	CBC_Random10	CBC_Random10_none	CBC_Random11
736	1	1	1	1	1	3
737	1	1	1	3	1	2
738	2	1	1	2	1	1
739	1	3	1	2	2	3

Exhibit J: Conjoint Data Listing

sys_RespNum	CBC_Random11_none	CBC_Random12	CBC_Random12_none	sys_CBCVersion_CBC	sys_CBCDesignID_CBC
736	1	3	1	136	CBC1_1758817982_6
737	1	2	1	137	CBC1_1758817982_6
738	1	1	1	138	CBC1_1758817982_6
739	1	3	1	139	CBC1_1758817982_6

Public court record.

This copy was downloaded from https://www.smartphoneaisettlement.com/case-documents/ on 2026-09-23 and is hosted, unaltered, for reference at https://chimo.ai/class-action/iphone-15-pro-max

Court: U.S. District Court, Northern District of California
Case number: 5:25-cv-02668-NW

Chimo hosts public court records for readers' reference; documents are unaltered copies from the court docket or the court-approved settlement website.