

FIGURE 1. Random Assignment to Experimental Conditions

| Newsletter | Timing | Design | Incentive | Sample size |
|-------------------|-----------------------------|---------------|------------------|--------------------|
| Yes | July | Traditional | Prepaid | 384 |
| Yes | July | Traditional | Post Paid | 363 |
| Yes | July | Updated | Prepaid | 366 |
| Yes | July | Updated | Post Paid | 333 |
| Yes | July with October follow-up | Traditional | Prepaid | 345 |
| Yes | July with October follow-up | Traditional | Post Paid | 415 |
| Yes | July with October follow-up | Updated | Prepaid | 333 |
| Yes | July with October follow-up | Updated | Post Paid | 417 |
| Yes | October | Traditional | Prepaid | 341 |
| Yes | October | Traditional | Post Paid | 420 |
| Yes | October | Updated | Prepaid | 381 |
| Yes | October | Updated | Post Paid | 378 |
| Total | | | | 4476 |
| No | July | Traditional | Prepaid | 340 |
| No | July | Traditional | Post Paid | 386 |
| No | July | Updated | Prepaid | 437 |
| No | July | Updated | Post Paid | 354 |
| No | July with October follow-up | Traditional | Prepaid | 409 |
| No | July with October follow-up | Traditional | Post Paid | 355 |
| No | July with October follow-up | Updated | Prepaid | 313 |
| No | July with October follow-up | Updated | Post Paid | 348 |
| No | October | Traditional | Prepaid | 414 |
| No | October | Traditional | Post Paid | 344 |
| No | October | Updated | Prepaid | 344 |
| No | October | Updated | Post Paid | 409 |
| Total | | | | 4453 |