REFERENCES TO STUDIES INCLUDED IN THE META-ANALYSIS


Dommeyer CJ. Experimentation on threatening appeals in the follow-up letters of a mail survey. Doctoral Dissertation 1980.


Furse DH, Stewart DW. Monetary incentives versus promised contribution to charity: new evidence on mail survey response. *J Marketing Research* 1982;XIX:375-80.


Groeneman S. People respond to surveys when the price is right. *Marketing News* 1986;19:29.


Hansen RA. A self-perception interpretation of the effect of monetary and nonmonetary incentives on mail survey respondent behaviour. *J. Marketing Research* 1980;17:77-83


Perneger TV, Etter J-F, Rougemont A. Randomized trial of use of a monetary incentive and a reminder card to increase the response rate to a mailed questionnaire. Am J Epidemiology 1993;138(9):714-22.


**Appendix** Piecewise logistic regression model used to describe the relationship between response rate ($r_{ij}$ out of $n_{ij}$ in the $j$th group in the $i$th study) and incentive level ($I_{ij}$ expressed in $\$0.01$).

\[
r_{ij} \sim \text{Binomial}(n_{ij}, \pi_{ij})
\]

\[
\log(\pi_{ij}/(1 - \pi_{ij})) = \alpha_i + \beta_1 x_{1ij} + \beta_2 x_{2ij} + \beta_3 x_{3ij} + \beta_4 x_{4ij} + \beta_5 x_{5ij}
\]

where:

\[
x_{1ij} = \begin{cases} I_{ij} \text{ if } I_{ij} < 50 \\ 50 \text{ if } I_{ij} \geq 50 \end{cases},
\]

\[
x_{2ij} = \begin{cases} 0 \text{ if } I_{ij} < 50 \\ (I_{ij} - 50) \text{ if } 50 \leq I_{ij} < 100 \\ 50 \text{ if } I_{ij} \geq 100 \end{cases},
\]

\[
x_{3ij} = \begin{cases} 0 \text{ if } I_{ij} < 100 \\ (I_{ij} - 100) \text{ if } 100 \leq I_{ij} < 200 \\ 100 \text{ if } I_{ij} \geq 200 \end{cases},
\]

\[
x_{4ij} = \begin{cases} 0 \text{ if } I_{ij} < 200 \\ (I_{ij} - 200) \text{ if } 200 \leq I_{ij} < 500 \\ 300 \text{ if } I_{ij} \geq 500 \end{cases},
\]

and \[
x_{5ij} = \begin{cases} 0 \text{ if } I_{ij} < 500 \\ (I_{ij} - 500) \text{ if } I_{ij} \geq 500 \end{cases}.
\]