

Effective Reminders

by

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Guide to replication

Data organization and do file The datasets are in Stata format and all statistical elaborations are in the do file: **DoFile MS with comments.do**. The do file is divided in parts (following paper's sections) and all Tables and Figures reported in the paper or in the Appendix are reproduced. Variables' labels should be self-explanatory.

We provide four datasets, to ease the replication:

- **GymAttendance.dta**: dataset on attendance at the membership level (i.e., each record is a user-membership). This can be used to replicate the analysis of sections 3 and 5.
- **GymAttendanceHF.dta**: dataset on attendance at the day level (i.e., each record is a user-day). This can be used to replicate the analysis of section 4.
- **Supergym1.dta** this dataset is related to **GymAttendanceHF.dta** but it includes also days between memberships (i.e., when users do not have an active membership). It is used to generate the descriptive statistics in Table 8 in Appendix A.
- **OnlineServicesUse.dta**: this dataset reports the usage of the web pages (see footnote 9).

The main variables present in the datasets are:

- **idgym**: identifier of the user
- **treated**: dummy for the user being a treated user
- **contract_id**: identifier for the membership
- **visit**: dummy to indicate that the user attended the gym in that day
- **remind_day**: dummy for the day being a treated day
- **monthly_visits**: number of monthly visits