**Table S4.** Regression functions for frequency and recency effects on contact medium.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Predictor | | | |
| Contact medium | Frequency | | Recency | |
| Function | *R2* | Function | *R2* |
| Face-to-face | –0.006 + 0.029 *f* | 0.995 | 0.373 *r*–0.826 | 0.799 |
| Email | –0.006 + 0.023 *f* | 0.729 | 0.139 *r*–0.559 | 0.860 |
| Phone | –0.008 + 0.029 *f* | 0.911 | 0.265 *r*–0.725 | 0.865 |
| Other | –0.008 + 0.019 *f* | 0.482 | 0.140 *r*–0.592 | 0.803 |