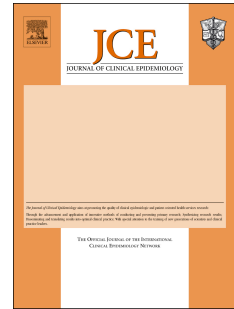


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**A randomised trial found online questionnaires supplemented by postal reminders generated a cost-effective and generalisable sample, but don't forget the reminders**

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**Conflicts of interest**

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