Appendix

POURING WATER INTO WINE:
REVISITING THE ADVANTAGES OF THE CROSSWISE MODEL FOR ASKING SENSITIVE QUESTIONS
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I) Additional information on the quality of the respondent sample

Refresher samples are drawn in regular intervals to countervail panel attrition and keep the sample as representative as possible. Although representativeness is arguably less essential in an experimental setup than in ordinary survey questions, extensive checks are carried out in every wave to ensure the quality of the data. As part of the routine, the target population and the covered respondent pool are compared in terms of all demographic characteristics for which registry data is available: sex, age, citizenship and area of residence within the city. For Wave 6, citizens with foreign citizenship and potential respondents aged 18–30 were oversampled to account for their lower probability of participating – a procedure that led to very satisfactory results (see Table A1).

Table A1: Distribution of socio-demographic characteristics in the target population and among respondents

Respondent Characteristics		**Respondent Sample (N=1.363*)**	**Registry Data from the Town Council (population aged ≥ 18 with principal residence in Konstanz 06/30/2013)**
Sex	Male	47.6%	47.3%
	Female	52.4%	52.7%
Age	18–30 years	31.0%	27.0%
	31–59 years	43.8%	44.8%
	60 years and older	25.2%	28.2%
Area of Residence	City Center	23.9%	22.4%
	Inner Suburb	15.3%	17.3%
	Outer Suburb	47.1%	47.9%
	Outlying Area	13.6%	12.4%
Citizenship	German	92.9%	86.6%
	Foreign	7.1%	13.4%

*The number of cases deviates slightly from the numbers reported before, because four panel members who completed most of the questions but dropped out in the last third of the survey were treated as unit-nonresponse when calculating the minimum response rate, but were included in the general study report from which this table has been taken. As a consequence, the table is based on the response rate 2 (according to AAPOR standard definitions).

Coding of explanatory variables

We argued that the CM format should run into problems and hence lead to high prevalence rates closer to 50 percent if:

1) the respondent's cognitive abilities are low;
2) respondents are not willing to cooperate;
3) respondents have a strong general need for social approval;
4) respondents take a very short or a very long time to answer.

We will elaborate a bit more on the proxies that we used to test these hypothesis (also see Table 4 in the main article):

- **Cognitive ability** was measured by educational background, distinguishing between three categories.
- As indicators for a low **cooperation level**, we used three dummy variables. First, we looked at the number of missing values among the questions before the blood donation item, using only those questions that respondents could not get filtered over. For 58 percent of participants, we did not find any item nonresponse. The remaining respondents (42 percent) were grouped into one category of a dichotomous variable indicating lower cooperativeness. Second, we examined the income question to find out how willing respondents generally are when it comes to answering more private questions. In our questionnaire, respondents who refused to openly report their income were referred to a second page, where they were asked to provide at least an income range. Of the respondents, 14 percent did not immediately report their income and were thus considered as less cooperative respondents. Third, we assumed that only cooperative respondents would use open-ended questions to provide additional information. The last indicator for low cooperativeness hence expresses if a respondent took the time to use their own words in at least one out of five available text boxes, which was done by 74 percent of respondents.
- To test Hypothesis 3, we generated a measure of the respondents' general **need for social approval** by summing up all the responses given to an item battery on the importance of 18 different local policies, answered on a 4-point ordinal scale. (Since the town council of Konstanz was a cooperation partner in the survey, we assume that respondents with a high need for social approval should tend to express interest in all areas of local policies.) Respondents were grouped into two categories. As a cut-off point we used the value indicating that all policies were "rather important" to the respondent. Of the participants, 33 percent with mean scores up to and including this threshold were grouped into the category of low need for social approval; the remaining 67 percent showed mean scores above the threshold and were treated as the group with a higher need for social approval.
- For the online sample it is also possible to take response times into account. To obtain a measure independent of individual baseline processing times, we followed the procedure suggested by Mayerl, Sellke, & Urban (2005): we regressed the raw time respondents spent on the blood donation page on a measure of baseline speed (obtained from a comparatively easy factual question on how many times they had been to certain cities in foreign countries). The resulting residuals indicate the extent to which respondents were faster or slower than expected from their baseline speed.