**How Face-to-Face Interviews and Cognitive Skill affect Item Non-response: A randomized experiment assigning mode of interview**

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**ONLINE SUPPLEMENTAL MATERIALS: CBS RESEARCH FACILITY**

We conducted the experiment at Television City, the CBS research facility in the MGM Grand Hotel in Las Vegas, Nevada. CBS uses this facility to conduct daily focus groups on its programming. According to CBS, over a million people from all 50 states pass by the research facility in a given year. Because of the ready access to an adult population and CBS's demonstrated record of recruiting participants to take surveys, Television City was an appealing choice for this research. More importantly, however, CBS built several staged living rooms in the research facility in order to test people's reactions to 3-D TVs. These living rooms made an ideal setting for the in-person interview as they mimic the ``at home'' environment in which face-to-face interviews are often completed for projects like the American National Election Study (ANES). The staged living rooms are of course replicas, but they provide some of the at-home context in which face-to-face respondents often find themselves while completing an interview. In an effort to achieve a similar level of context-comparability in the self-complete interviews, respondents used desk-top computers in small offices close to the living room areas.

In exchange for participation in the study, respondents received a $5 gift card to one of the many Starbucks Coffee cafes within the MGM Grand. The face-to-face interviews were conducted by six professional interviewers who were trained by two members of the ANES Board of Advisors in advance of the project. The experiment ran from July 26th to August 6th, 2011.

The research facility was open from 10 AM to 7 PM every day and processed roughly 75-100 respondents through the experiment each day. Respondents were recruited from three areas within the hotel by CBS and project staff using the CBS protocols for their focus group projects. The experiment was described as a survey on current events for a university-sponsored research project called the State of the Nation Project --- the mode of interview was not mentioned. The MGM Grand placed large banners advertising the project at three separate locations to attract potential respondents, and staff members distributed cards to people as they walked through the three areas inviting people to ``stop in, charge their phone, get a Starbucks gift card, and participate in a short survey. The survey contained roughly 60 questions in total and took most people less than 20 minutes to complete.