

Field Testing the CE Online Diary

Parvati Krishnamurty

Branch of Research and Program Development

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Outline

- Background
- Large Scale Feasibility Test
- The LSF Online Diary
- Next Steps



Background



Current CE Diary Survey Diary

- CE Diary Survey (CED) currently uses two one-week paper diaries to collect household expenditures
- Interviewers place the diaries in-person and conduct one more visit to pick up the diaries
- The CED diary gathers more detailed expenditures than the Consumer Expenditure Interview Survey (CEQ)
- One household respondent reports on all household expenditures
- The Diary is divided into four sections:
 - ▶ Food and Drinks for Home Consumption
 - ▶ Meals, Snacks, and Drinks Away from Home
 - ▶ Clothing, Shoes, Jewelry and Accessories
 - ▶ All Other Products, Services and Expenses



Prior Online Diary Tests

- **Web diary feasibility test:** desktop diary; household diary
- **Individual diaries feasibility test (IDFT):** desktop and mobile; personal diaries
- **Proof of concept test (POC):** full redesign tested, desktop, mobile and paper; personal diaries
- **Online diary improvement project (ODIP):** device optimized to mobile/desktop/laptop; personal diaries
- **Large scale feasibility test (LSF):** device optimized to mobile/desktop/laptop; household diaries

Large Scale Feasibility Test (LSF)



LSF research questions

- Are there any operational issues with implementing online diaries?
- How do token incentives impact response rates and number of contact attempts?
- What technical issues do respondents have with using online diaries?
- Does receiving the pre-notification postcard and advance letter affect response?
- How useful are respondent materials like the user guide and online tutorials?
- How effective are the diary placement and pickup procedures?



LSF research questions (contd.)

- Are there differences in data quality between online and production (paper) diaries? Data quality can be measured as number of items reported, expenditure amounts, item nonresponse, and extent of rounding of expenditures.
- Does using an online diary affect the incidence or amount of data entered at the diary pickup visit by recall?
- Are there differences in week 1 and week 2 completion rates for online diaries compared to paper diaries?
- Are there differences in data entry patterns for online diaries compared to paper diaries?
- Are there demographic differences between online diary users and those who are online-eligible but chose to complete the paper diary?



Key features of the LSF

- Large-scale test of Online Diary Improvement Project diary design
- Conducted by the Census Bureau
- Return to household diaries
- Two week diary design like in the CED
- Outlet question for recording business where item was purchased/consumed
- Elimination of conditional incentives with token (cash) incentive remaining



Sample size and Procedures

- Sample size: 2500 addresses
- Field period: October 2019-April 2020
- Pre-notification postcard
- Advance letter with \$5 cash incentive by priority mail for half the sample (incentive experiment)
- Two visits, one for diary placement and one for pickup
- Push to online diary if the household respondent is eligible, if they refuse or are ineligible-- they get paper diaries
- Automated email reminders and two calls by interviewer during the diary keeping period
- Recall tab in the CAPI instrument for interviewer to record additional expenses reported by respondent



The LSF Online Diary



Login Screen

United States
Census
Bureau

Consumer Expenditure Diary

Contact Us Help

Login

Username

Password

[Forgot your password?](#) [Forgot your username?](#)

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OMB №: xxxx-xxxx Approval Expires: xx/xx/xxxx

1 new notification

Type here to search

11:52 AM
2/28/2019



Desktop Expense Entry

The screenshot shows the 'Consumer Expenditure Diary' web application. The browser address bar displays 'https://mobile.respond.qa.census.gov/lsf'. The page header includes the 'United States Census Bureau' logo, the title 'Consumer Expenditure Diary', and navigation links for 'Log out', 'Contact Us', and 'Help'. On the left, a form is displayed with three sections: 'Select date of expense:' (with an empty input field), 'Business:' (with an input field for 'Enter business name'), and 'Select type of expense:' (with four radio button options: 'Meals, Snacks, and Drinks Away from Home', 'Food and Drinks for Home Consumption', 'Clothing, Shoes, Jewelry, and Accessories', and 'All Other Products, Services, and Expenses'). Below the form are 'Back' and 'Save' buttons. The main content area is titled 'Expenses' and features two tabs, 'Week 1' (highlighted with a red circle) and 'Week 2'. A search bar with the placeholder 'Enter search term' is located to the right of the tabs. Below the tabs is a list of dates from Thursday, February 28 to Wednesday, March 6, each with a count of '(0)' and a dropdown arrow. At the bottom of the page, there are links for 'Burden Statement', 'Accessibility', 'Privacy', and 'Security', along with OMB and approval expiration information. The Windows taskbar at the bottom shows the search bar, task view, and several application icons, with the system tray displaying the time '11:57 AM' and date '2/28/2019'.



Mobile expense entry

7:42 mobile.respond.qa.census.gov

United States **Census** Bureau **CE Diary**

Expenses

Week 1 Week 2

- 1 Thursday, February 28 (0) ▾
- 2 Friday, March 1 (0) ▾
- 3 Saturday, March 2 (0) ▾
- 4 Sunday, March 3 (0) ▾
- 5 Monday, March 4 (0) ▾
- 6 Tuesday, March 5 (0) ▾
- 7 Wednesday, March 6 (0) ▾

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OMB N^o: xxxx-xxxx
Approval Expires: xx/xx/xxxx

Search Add Item



1:07 mobile.respond.qa.census.gov

Expenses

Week 1 Week 2

Select date of expense:

- 1 Thursday, Feb 28
- 2 Friday, Mar 1
- 3 Saturday, Mar 2
- 4 Sunday, Mar 3
- 5 Monday, Mar 4
- 6 Tuesday, Mar 5
- 7 Wednesday, Mar 6

Business:

Enter business name

Select type of expense:

- Meals, Snacks, and Drinks Away from



Expense categories

7:47 mobile.respond.qa.census.gov

Select type of expense:

- Meals, Snacks, and Drinks Away from Home **i**
- Food and Drinks for Home Consumption **i**
- Clothing, Shoes, Jewelry, and Accessories **i**
- All Other Products, Services, and Expenses **i**

Total cost (include tax and/or tip) **i**

\$

What meal was this?

Breakfast Lunch Dinner

Snack/Other

Select any alcohol included:

Wine

Beer

Other

None

Enter the total cost of the alcohol:

\$

7:47 mobile.respond.qa.census.gov

Select type of expense:

- Meals, Snacks, and Drinks Away from Home **i**
- Food and Drinks for Home Consumption **i**
- Clothing, Shoes, Jewelry, and Accessories **i**
- All Other Products, Services, and Expenses **i**

Describe item or expense **i**

Total cost (do not include tax) **i**

\$

Was this item for:

Child under 2 Boy 2-15

Girl 2-15 Man 16 & over

Woman 16 & over



Expense entry

United States **Census** Bureau

Consumer Expenditure Diary

Log out Contact Us Help

Select date of expense:

Business:

Select type of expense:

- Meals, Snacks, and Drinks Away from Home *i*
- Food and Drinks for Home Consumption *i*
- Clothing, Shoes, Jewelry, and Accessories *i*
- All Other Products, Services, and Expenses *i*

< Back ✓ Save

Expenses

Week 1 Week 2

1 Saturday, June 1 (5)

| | | |
|-------------------------|---------|--|
| Socks | \$14.00 | |
| Dress Shirt | \$31.00 | |
| Vegetable Soup (2 cans) | \$5.70 | |
| Milk | \$3.75 | |
| Shampoo | \$2.94 | |

2 Sunday, June 2 (2)

| | | |
|---------------------|--------|--|
| Tupperware | \$4.50 | |
| Hamburger (1.5 lbs) | \$7.95 | |

3 Monday, June 3 (0) ▼

4 Tuesday, June 4 (0) ▼

5 Wednesday, June 5 (0) ▼

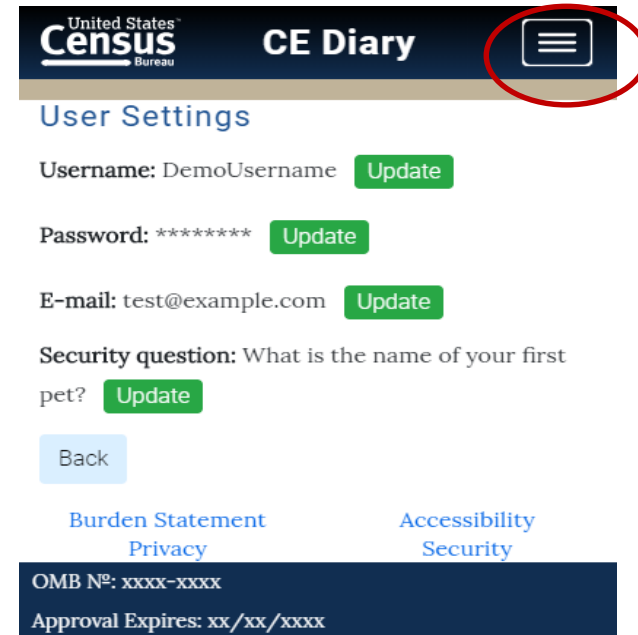
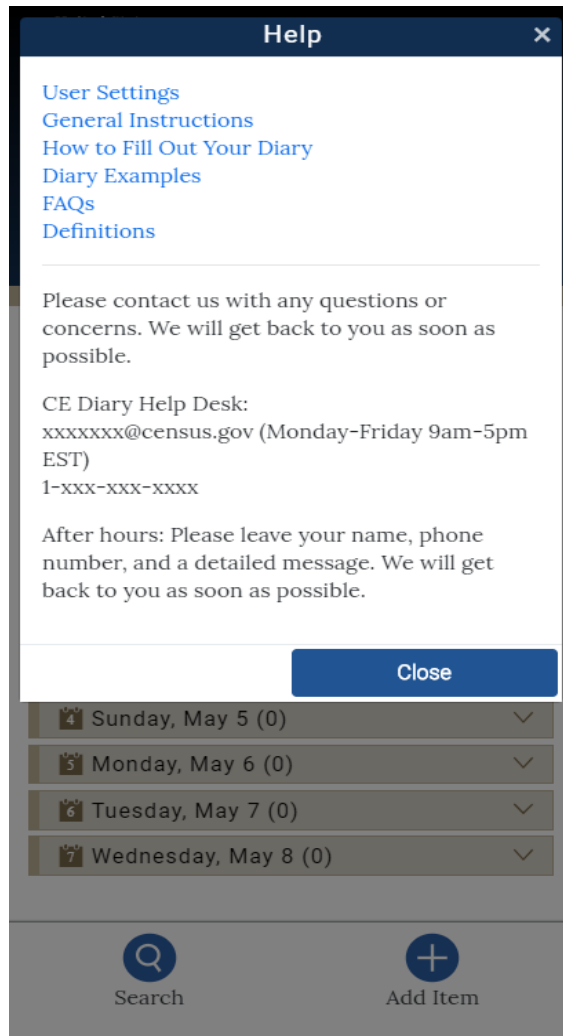
6 Thursday, June 6 (0) ▼

7 Friday, June 7 (0) ▼

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Help and changing the password/username



Next Steps

- Analysis of results from the LSF
- Based on the results, the decision will be made to implement the online diary in the CED in January 2022
- Further refinements of the online diary design based on LSF and online testing

Contact Information

Parvati Krishnamurty

Senior Economist

Branch of Research and Program Development

Consumer Expenditure Survey

krishnamurty.parvati@bls.gov

