Factors that Affect Reporting in Online and Personal Diaries

Brett McBride

Division of Consumer Expenditure Surveys

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Diaries Trends in the CE Survey

■ CE testing electronic diaries for past 5+ years

■ Evolution:

▶ household desktop

  ▶ personal mobile

    ▶ personal diary integrated across device types

■ Latest test (with analyzed data): Proof of Concept (Gemini Redesign)

Overview

- Background on diaries in Proof of Concept (POC) test

- Research questions – personal diaries:
  - ▶ What kind of households ultimately participated?
  - ▶ Did full participation affect extent of reporting?
  - ▶ Did exposure to interviewer diary instructions affect extent of reporting?

- Research questions – online diaries/diary mode:
  - ▶ Who were more likely to receive online diaries?
  - ▶ Was diary mode associated with completion rates?
  - ▶ Did (personal) online diaries boost reporting socially undesirable expenses?

- Future tests

POC Test Diary Background

- Eligibility: Household members 15 or older

- Incentives: $20 debit card per complete diary

- Mode Choice: Paper or Online (if eligible)

- Reporting period: 7 days starting day following diary placement

- Recall process: members with unreported expenses asked to recall them based on how soon after reporting period diary was picked-up
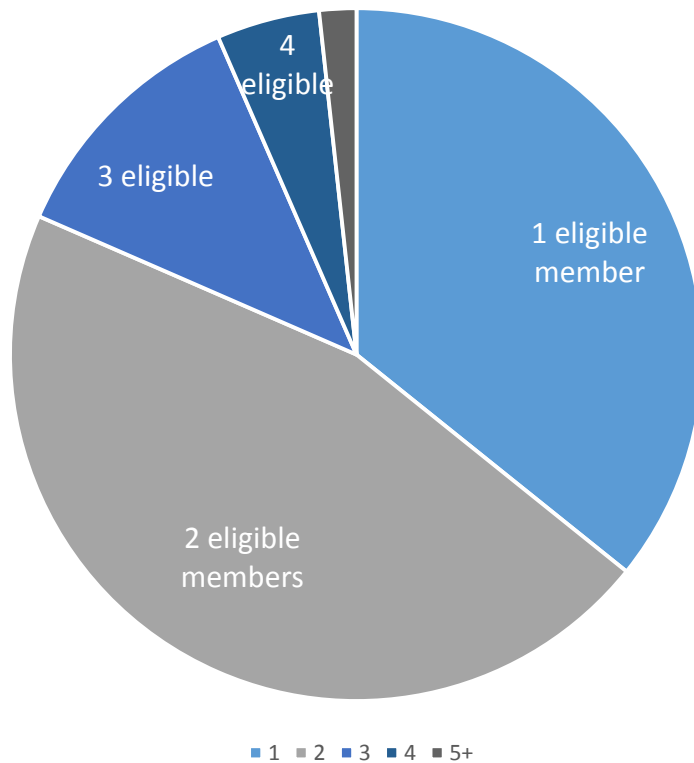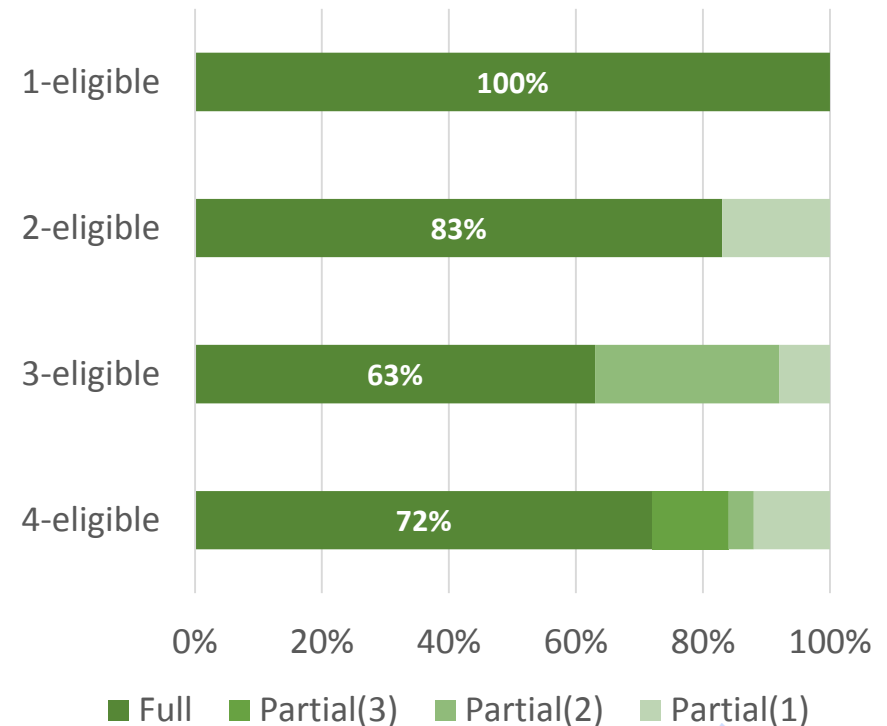
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POC Personal Diary Findings

Household Sizes and Completion Levels

■ Final sample size: 520 households completing 1+ diary

Proportion of POC Diary HHs by # of Eligible Members

Pie chart segments:
- 1 eligible member
- 2 eligible members
- 3 eligible
- 4 eligible

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5+

Proportion with Full/Partial Completion by HH Size

HH Size	Full %
1-eligible	100%
2-eligible	83%
3-eligible	63%
4-eligible	72%

Legend: ■ Full ■ Partial(3) ■ Partial(2) ■ Partial(1)

X-axis: 0% 20% 40% 60% 80% 100%

Full Participation Effects

■ No evidence full participation increased entries compared to partial household self-reporting, among households with 2+ eligible members

	Full	Partial
Number of HHs	248	76
Mean HH entries*	26.4	29.6
Mean # HH eligible	2.4	2.6

*Includes recalled entries, provided they were not 100% of entries

Personal Diary Effects

- Compared 2+ eligible households between POC (personal diary self-reporting) and equivalent CE diary cases (proxy reporting)
  - ▶ Same areas, time periods, paper modes

	Personal	Proxy
Number of HHs	184	181
Mean HH entries*	29.8	36.1
Mean # HH eligible	2.4	2.5

*Includes recalled entries, provided they were not 100% of entries

- No indication personal diaries increased reporting

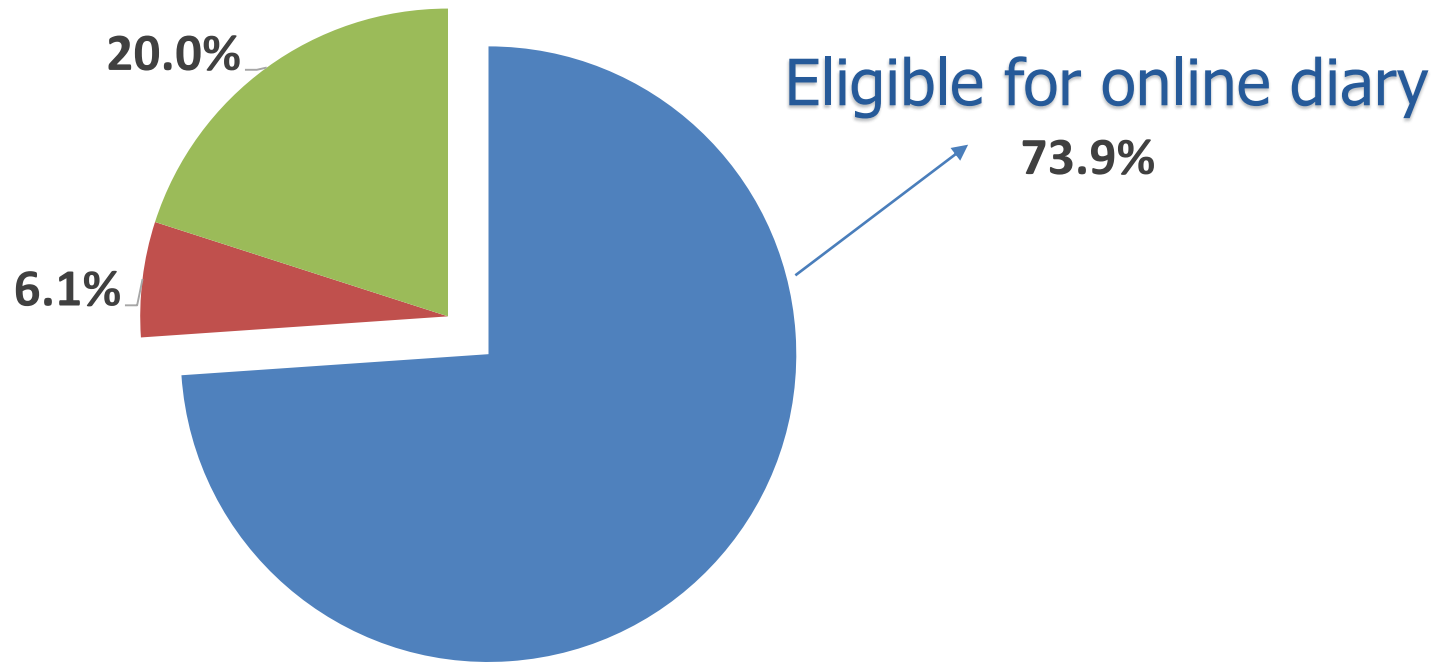# Helpful Role of Diarist Presence at Placement

- When placing diaries, interviewers prompted to have other household members attend diary-keeping instructions

- Diarists present at placement had more entries than those absent:

	# Diarists	Mean	Median	Min	Max
Present	788	22.1	15	0	161
Absent	219	11.2	5	0	144

- 78% of eligible diarists were present and they provided average of almost double the number of entries as absent diarists
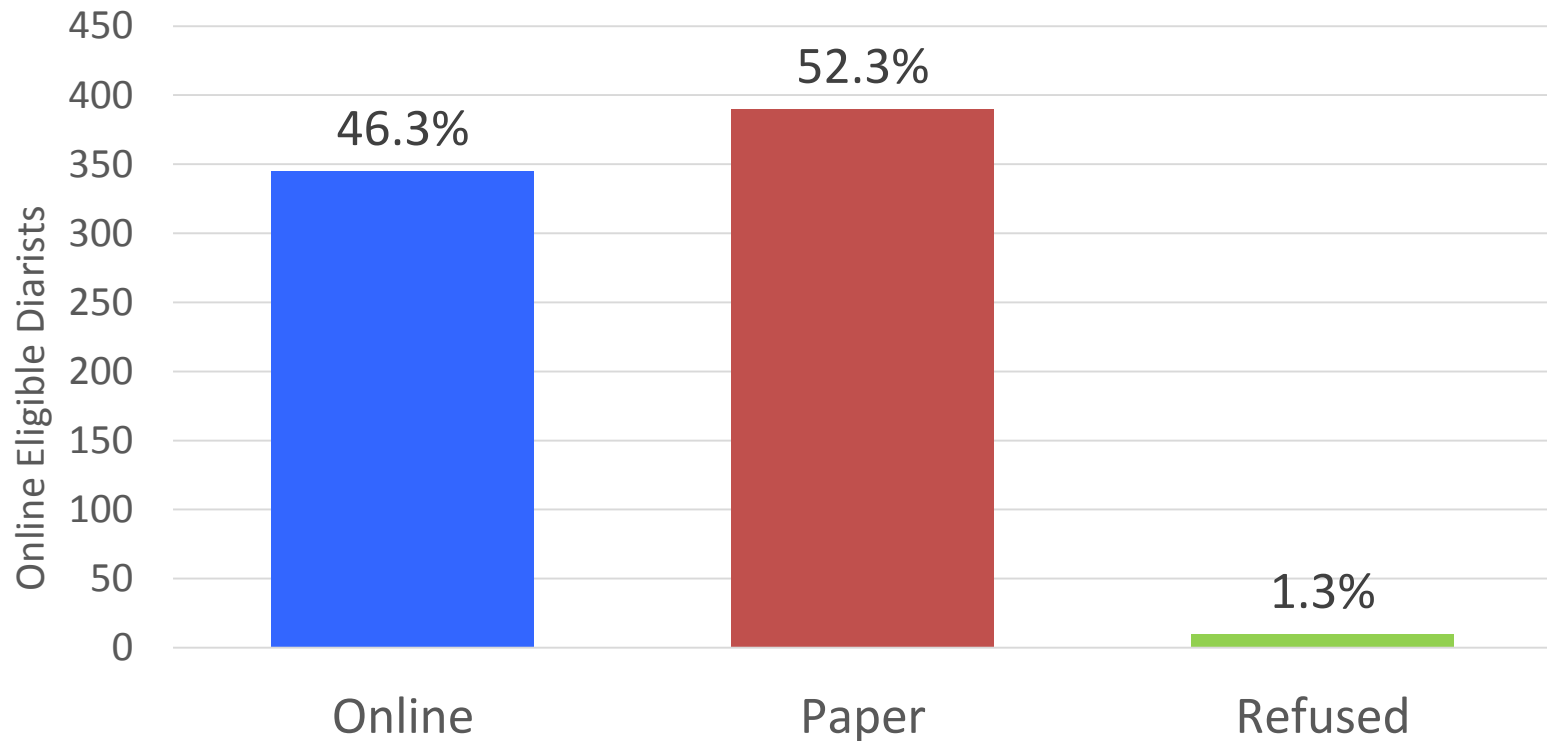
POC Online Diary Findings

Online Diary Eligibility (N=1,008)

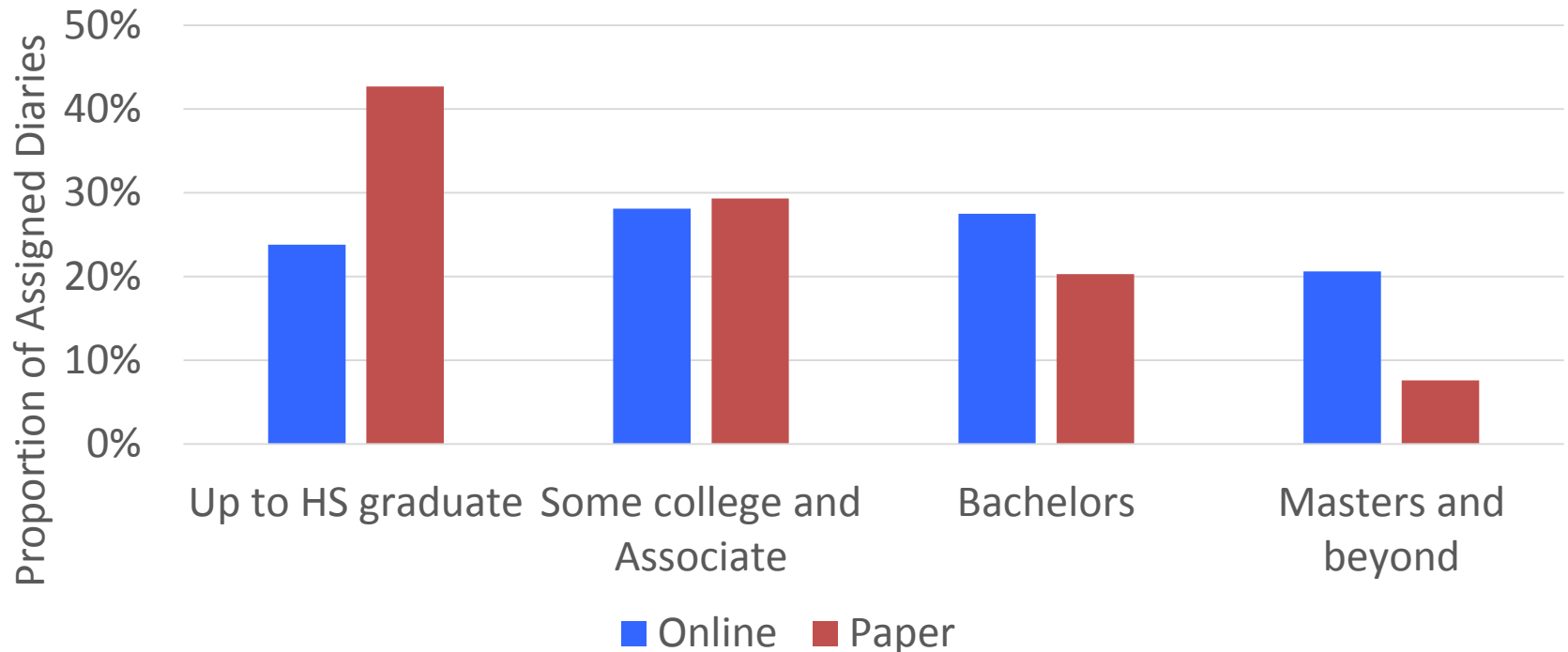**20.0%**

6.1%

Eligible for online diary
73.9%

- Home Internet Access - Frequent Use
- Home Internet Access - Infrequent Use
- No Home Internet Access

Mode Choice for Online Eligibles (N= 747)
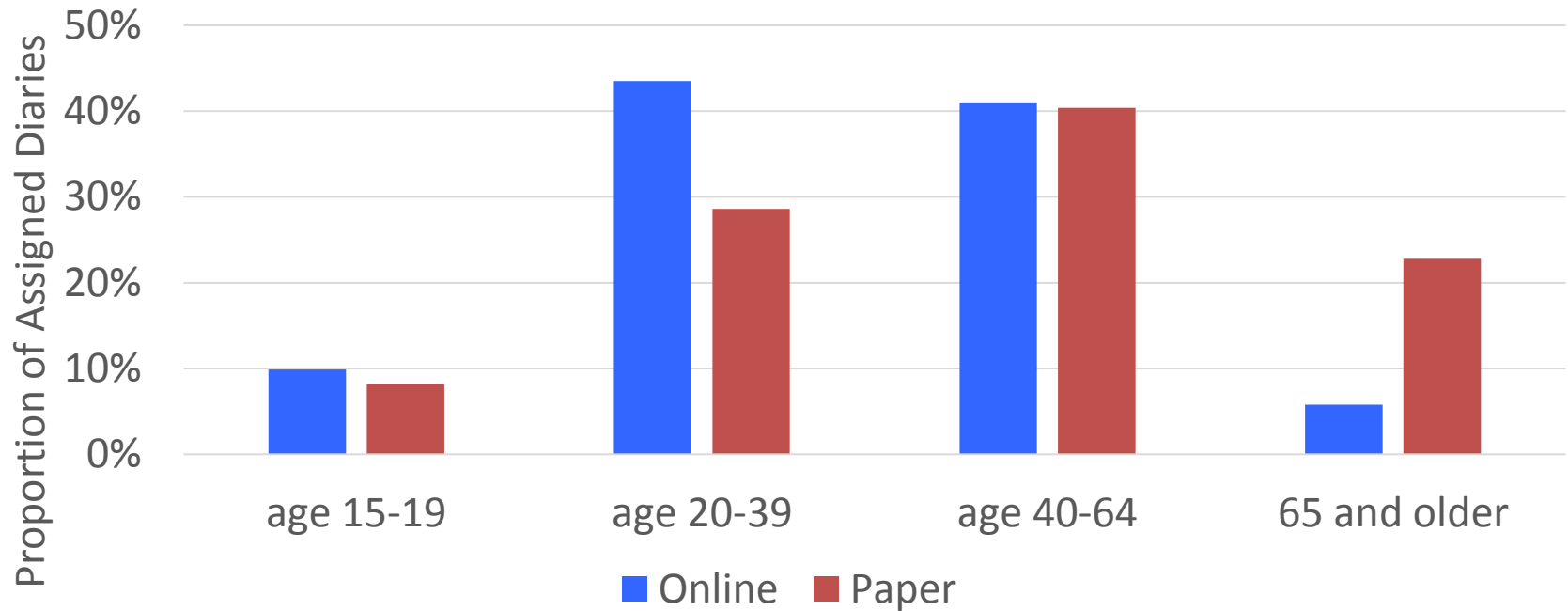
Households Assigned Online Diaries: Educated

Distribution of diary modes by households' most educated

- Diarists in households without college-educated comprised 24% of online diaries but 43% of paper diaries
- Diarists where someone in household had a masters or higher made up 21% of online diaries but only 8% of paper

Households Assigned Online Diaries: Young

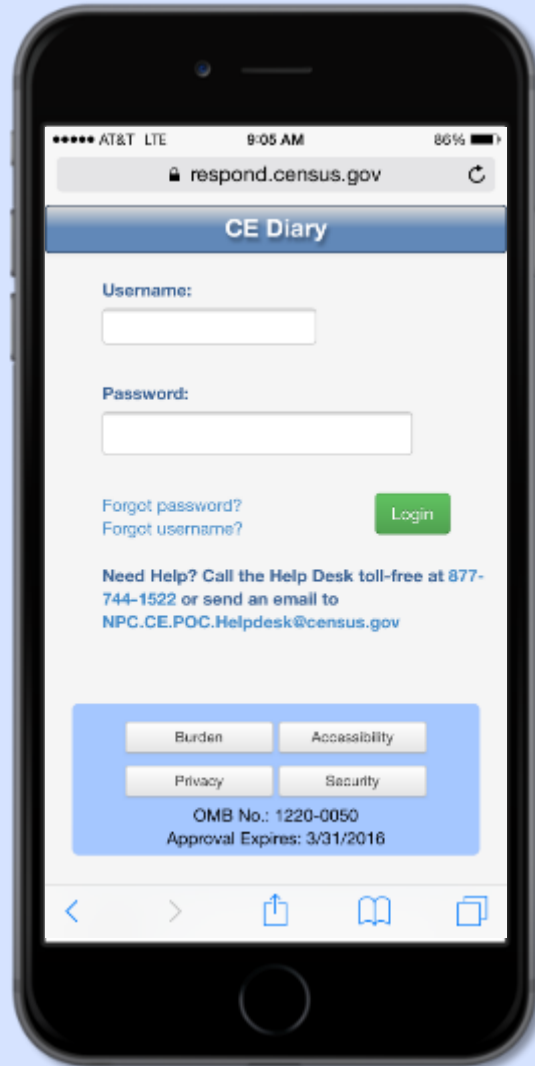## Distribution of diary modes by diarist's age

- 44% of online diaries were assigned to those age 20-39 compared to 29% of paper diaries

- 6% of online diaries were assigned to those age 65 and older compared to 23% of paper diaries

Diary Completion by Mode

	Filled Diaries	Unfilled Diaries			Total
		% Non-Participation	% Legitimately Blank Diaries	% Total Recall Diaries	
Paper (N=646)	89%	7%	2.6%	1%	100%
Online (N=345)	81%	13%	0.3%	6%	100%

- Small difference in diary completion rates by mode
- Slightly higher online non-participation rate and rate of 'Total Recall' diaries – all expenses reported to interviewer
  - ▶ May point to technical difficulties logging in to online diaries

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POC Personal Online Diary Findings

Role of Personal or Online Diaries?

■ Did POC diaries have more reports of 'undesirable' expenses compared to production (involving proxy reporting)?

■ POC records alcohol as a separate expense in the Meals Away from Home section

	N (CUs)	% CUs reporting alcohol	Min. alcohol entries	Max. alcohol entries
POC	508	22.2%	0	10
Production	265	22.3%	0	1

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	N (CUs)	% CUs reporting alcohol	Min. alcohol entries	Max. alcohol entries
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Production	265	22.3%	0	1
POC (online/mix)	190	27.4%	0	10
POC (paper)	318	19.2%	0	6

Summary

- Research questions – personal diaries:
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  - ▶ Was diary mode associated with completion rates? Slightly lower for online
  - ▶ Did (personal) online diaries boost reporting socially undesirable expenses? Possibly. HHs proxy reporting with paper diaries had fewer alcohol expenses

Caveat

- None of the diary tests involved experimental assignment

- Those present at placement may have had different characteristics affecting reporting (e.g., age)

- Final diary mode used resulted from mix of respondent characteristics (web access), preferences, and technological (login) experiences

CE Diaries – Next Up

- Online Diaries Implementation Test – testing of a device-optimized online diary, compatible with future features (e.g. scanning, voice-to-text, etc.)

- Results will feed into diary plans for the large scale test of Gemini design

Contact Information

Brett McBride
Senior Economist
Division of Consumer Expenditure Surveys/
Office of Prices and Living Conditions
www.bls.gov/cex
202-691-5136
mcbride.brett@bls.gov

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