An Introduction to the CE Gemini Redesign

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What is the Gemini Project?

“...aims to redesign the Consumer Expenditure (CE) survey to improve data quality through a verifiable reduction in measurement error—particularly error caused by underreporting.”
Current CE Design

- 4 waves of personal interviews
- 3 month recall
- Large or recurring expenditures
- 2 one-week household paper diaries
- Contemporaneous recall
- Small, frequently purchased items

Consumer Expenditure Survey Estimates
Gemini Redesign Plan

Wave 1

- Advance Mailing
- Visit 1: Recall Interview
- Diary Week & Records Collection
- Visit 2: Records Interview

Wave 2

- Advance Mailing
- Visit 1: Recall Interview
- Diary Week & Records Collection
- Visit 2: Records Interview

12 months between waves

Respondent engagement mailings

Post Wave Non-monetary Incentive: Spending Summary Report
Gemini Redesign Original Plan

2013: Redesign Plan approved
2015: Proof of Concept test complete
2016: Incentives test complete
2017: Large Scale Feasibility Test Kickoff
2019: Large Scale Feasibility Test Fielded

Implementation of the CE redesign as a whole
Gemini Redesign Revised Plan

2013: Redesign Plan approved
2015: Proof of Concept test complete
2016: Incentives test complete
2017: Large Scale Feasibility Online Diary Test Kickoff
2019-20: Large Scale Feasibility Online Diary Test Fielded
2022 onwards: Phased Implementation
Revised Plan: Phased Implementation

- Fielding costs higher than expected
- Redesign plan not budget neutral as anticipated
- Some redesign elements not supported strongly in the field tests
Design Elements

- Online Diary
- Personal diaries
- Streamlined CAPI instrument (lower level of detail)
- Incentives
- Two visits per wave
- Two waves per household
- Single sample
Design Element: Online Diary

Current Production:

Redesign Plan:
Design Element: Online Diary

Status
Keep. Continue with development and large-scale test of online diary.

Revised plan
Online diary with Paper diary back-up (two one week diaries)
Design Element: Personal “Individual” Diaries

Current Production:

Household

Redesign Plan:
Design Element: Personal “Individual” Diaries

Status

Remove. Previous tests have not shown improved data quality for personal diaries and have received negative feedback from respondents and interviewers.

Revised plan

Household diary
Design Element: Level of Detail

**Current Production:**
- MetroHound Mobile Pet Spa: $59
- Product: $32.98
- Total: $500

**Redesign Plan:**
- MetroHound Mobile Pet Spa: $900.97
- Product: $299
- Total: $900.97
Design Element: Level of Detail

Status
Keep.

Revised plan
Less expenditure detail
Design Element: Incentives

Current Production:

Redesign Plan:

Thanks!

Up to $105 for a family of 2
Design Element: Incentives

Status
Modify. Recent results show that the planned incentive structure does not provide large enough increases to response rates or data quality and does not reduce the number of contacts. However, record use improved with the record use incentive.

Revised plan
Token incentives with priority mail.
Incentive for record use.
Design Element: Visits per Wave

Current Production:

One CEQ visit

Redesign Plan:

Two CEQ visits:
Recall (visit 1)
Records (visit 2)
Design Element: Visits per Wave

Status
Pending. This is the main component that increased costs in the design due to the requirement of two visits per wave.

Revised plan
One interview per wave, but increased focus on records (e.g., record checklist or worksheet provided post wave, introductory text highlighting useful records, select questions asked differently if records present).
Design Element: Total Number of Waves

Current Production:

4 waves, one per quarter

Redesign Plan:

Two waves, 12-months apart
Design Element: Total Number of Waves

Status
Pending.

Revised plan
Four waves, 3 months apart. Pending available funding for testing a two-wave design and an evaluation of sample size requirements.
Design Element: Single Sample

Current Production:

Redesign Plan:

CEQ Sample

CED Sample

Single sample
Design Element: Single Sample

Status
Pending. This is the main component that increased costs in the design due to the requirement of two visits per wave.

Revised plan
Two samples for Diary and Interview. Pending future funding levels (or changed sample size requirements), test a single-sample.

CEQ Sample  CED Sample
Where we’re going

- Phased implementation of the redesign plan to maintain effective design elements and implement them directly into CE’s CEQ and CED.

- Online diaries, streamlined questionnaire with a record focus, and token/records use incentives.
  - Online diary in 2022 (pending testing)
  - Streamlined CAPI instrument in 2023

- Postpone single sample design pending changed requirements and/or additional funding and further testing
Contact Information

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Extra slides
Design Elements

- Online Diary - keep
- Personal diaries - remove
- Streamlined CAPI instrument - keep
- Incentives - only keep token and records incentive
- Single sample - pending
- Two visits per wave - pending
- Two waves - pending
## Phased Implementation Timeline

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<td>Sign IAA for LSF</td>
<td>Develop materials for LSF</td>
<td>Prepare for LSF fielding</td>
<td>LSF test fielded</td>
<td>Dress rehearsal</td>
<td>Dress rehearsal</td>
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<td>Revised plans</td>
<td>Sign IAA for online diary LSF</td>
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