Presentation Overview

1. Background
2. Gemini Project Redesign Objectives
3. Focus of Recent CE Research
4. Gemini Project Design Team Plans
5. Use of CNSTAT’s Report
Continuous Survey Improvement Process

- Biennial – CEQ instrument revisions
- 2013 – Inc Tax Estimation w/NBER Calculator
- 2009 – Telephone thresholds (CEQ)
- 2005 – Diary keying and auto-coding system
- 2005 – User friendly diary form
- 2005 – Contact History Instrument (CHI)
- 2004 – Income imputation
- 2004 – CAPI (CED) demographics and income
- 2003 – CAPI (CEQ)
Redesign Objectives

- Reduce measurement error, and in particular, underreporting
- Reduce burden
- Hold neutral, or reduce, costs
- Monitor redesign results
- Research agenda
Focus of Recent CE Research: Reduce Measurement Error

- Reduce number of interviews
- Reduce interview length
- Reduce reference period length
- Reduce proxy reporting
- Maximize record use & minimize recall
- Incorporate new technology
- Incorporate multi-mode interviewing
Focus of Recent CE Research: Reduce Burden

- Reduce number of interviews
- Reduce interview length
  - Streamlining the questionnaire
  - Split questionnaire research
  - Global questions
    - Diary to interview imputation
    - Backcasting
    - Within quarter imputation
    - Auxiliary source data
Focus of Recent CE Research: Reduce Costs

- Reduce interview length
- Reduce number of interviews
  - For example, eliminate the bounding interview
Focus of Recent CE Research: Monitor Redesign Results

Data Quality Profile
- A consistent, well-defined set of metrics can be used to establish baselines for monitoring trends in the quality of survey activities and evaluate the impact of survey design options.

Measurement Error Analysis
- Determine sources of measurement error on expenditure reporting and develop a methodology for tracking and evaluating changes in measurement error due to design changes.

Burden Index
- Measure the effect of alternative design options.
In-Progress & Planned Research

In-Progress & FY2012
- Records Information & Feasibility
- Web Diary Test, Individual Diary Test

FY2013
- Redesign Monitoring
- Redesign Feasibility Testing

FY2014
- Additional Redesign Feasibility Testing
- Additional Analyses of Completed Studies
Gemini Project Design Team

- Initiated in July, 2012
- Joint team with the Bureau of the Census

Objective
- Create a single proposal for a redesigned CE that expects to result in a verifiable reduction in measurement error

Scope
- Synthesize inputs from 2009-12 Gemini Project activities, as well as from independent design proposals (Abt-SRBI, CNSTAT, University of Nebraska, University of Wisconsin, Westat)
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Jul 2012</td>
<td>Kick-off</td>
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<td>Oct 2012</td>
<td>Data collection recommendations, by quex group</td>
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<td>Nov 2012</td>
<td>Redesign proposal outline (i.e., table shell)</td>
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<td>Nov 2012</td>
<td>Decisions regarding independent design proposals</td>
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<td>Dec 2012</td>
<td>Summary of FR, Census, BLS staff redesign ideas</td>
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<td>Dec 2012</td>
<td>High level decisions re: survey redesign elements</td>
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<td>Feb 2013</td>
<td>Present update at CE Annual Meeting</td>
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<td>Feb 2013</td>
<td>Detailed overview of proposed redesign elements</td>
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<td>Mar 2013</td>
<td>Draft redesign proposal report</td>
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<td>Jun 2013</td>
<td>Final redesign proposal report</td>
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Gemini Project Design Team: Challenges

- Synthesizing research results into a comprehensive redesign plan
- Budget for research, testing, evaluation, and implementation
- Sample size requirements
- Timing of research findings
- Pace of social & technological change
Pace of change....
January 12, 2012: “In Seoul, a virtual grocery store in the subway” (CNN Online)
October 8, 2012: In Forest Glen, a virtual grocery store in the subway (Washington, DC suburbs)
“Half of U.S. adults now own a tablet or smartphone” (PEJ, 2012*)

* “The Explosion in Mobile Audiences and a Close Look at What it Means for News”
  A. Mitchell, T. Rosenstiel, L. Houston Santhanam of PEJ, and L. Christian of the Pew Research Center
  October 1, 2012
High-level thinking, justification, and guidance from nationally-recognized experts in economics, statistics, and survey methodology on factors affecting the quality and cost of CE data, and improved options for collecting those data, culminating in:

- Concurrence on Issue Areas
- Broad Recommendations
- Specific Design Proposals
- Cost Estimates for Maintaining Budget Neutrality
- Advocacy for Additional Resources
CNSTAT Report: Promising Design Features

- One sample design
- Flexible recall periods & interview structure
- Increased use of technology, e.g., tablets
- Use of tech to encourage ‘in the moment’ reporting
- Increased reliance on self-administration
- Increased use of records
- Reduce proxy reporting
- Mixed mode data collection
- Large incentives
- Modular design, with a core survey
CNSTAT Report:
Panel’s Recommendations

6-01 Prioritize CE Data Uses for Redesign Trade-offs
6-02 Implement a Major Redesign ($)
6-03 Fund Several Major Feasibility Studies ($)
6-04 Sync Reference Periods for Exp & Non-Exp Items
6-05 Use Tablet for Self-Administration (w/Paper) ($)
6-06 Develop a Redesign Roadmap within 6 Months
6-07 Use Incentives ($)
6-08 Pursue a Long-Term Research Agenda
6-09 Increase Size & Capability of Research Staff ($)
6-10 Engage Outside Experts in App Dev ($)
6-11 Target Research on CNSTAT Recommended Topics
6-12 Fund a Methods Panel (or Research Sample) ($)
Thank You, from CE to CNSTAT!
Contact Information

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