Factors that Affect Reporting in Online and Personal Diaries

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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
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**

- 1 eligible member
- 2 eligible members
- 3 eligible
- 4 eligible
- 5+ eligible

**Proportion with Full/Partial Completion by HH Size**

- 1-eligible: 100%
- 2-eligible: 83%
- 3-eligible: 63%
- 4-eligible: 72%

**Legend**

- Full
- Partial(3)
- Partial(2)
- Partial(1)
Full Participation Effects

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

<table>
<thead>
<tr>
<th></th>
<th>Full</th>
<th>Partial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of HHs</td>
<td>248</td>
<td>76</td>
</tr>
<tr>
<td>Mean HH entries*</td>
<td>26.4</td>
<td>29.6</td>
</tr>
<tr>
<td>Mean # HH eligible</td>
<td>2.4</td>
<td>2.6</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th></th>
<th>Personal</th>
<th>Proxy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of HHs</td>
<td>184</td>
<td>181</td>
</tr>
<tr>
<td>Mean HH entries*</td>
<td>29.8</td>
<td>36.1</td>
</tr>
<tr>
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<td>2.4</td>
<td>2.5</td>
</tr>
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- 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:

<table>
<thead>
<tr>
<th></th>
<th># Diarists</th>
<th>Mean</th>
<th>Median</th>
<th>Min</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present</td>
<td>788</td>
<td>22.1</td>
<td>15</td>
<td>0</td>
<td>161</td>
</tr>
<tr>
<td>Absent</td>
<td>219</td>
<td>11.2</td>
<td>5</td>
<td>0</td>
<td>144</td>
</tr>
</tbody>
</table>

- 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)

- Home Internet Access - Frequent Use: 73.9%
- Home Internet Access - Infrequent Use: 6.1%
- No Home Internet Access: 20.0%

Eligible for online diary
Mode Choice for Online Eligibles (N= 747)

- Online: 46.3%
- Paper: 52.3%
- Refused: 1.3%
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

<table>
<thead>
<tr>
<th></th>
<th>Filled Diaries</th>
<th>Unfilled Diaries</th>
<th>Total</th>
</tr>
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<tr>
<td></td>
<td></td>
<td>% Non-Participation</td>
<td>% Legitimately Blank Diaries</td>
</tr>
<tr>
<td>Paper (N=646)</td>
<td>89%</td>
<td>7%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Online (N=345)</td>
<td>81%</td>
<td>13%</td>
<td>0.3%</td>
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- 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
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

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<th>Min. alcohol entries</th>
<th>Max. alcohol entries</th>
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<td>POC</td>
<td>508</td>
<td>22.2%</td>
<td>0</td>
<td>10</td>
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<tr>
<td>Production</td>
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<tr>
<td>POC (online/mix)</td>
<td>190</td>
<td>27.4%</td>
<td>0</td>
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<tr>
<td>POC (paper)</td>
<td>318</td>
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<td>0</td>
<td>6</td>
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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

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