Overview of the Gemini Project

Laura Erhard
Office of Prices and Living Conditions
Division of Consumer Expenditure Survey
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Outline

- What is the Gemini Project?
- Milestones since the design plan release
- Underway and upcoming projects
- Highlights of projects
  - Proof of Concept
  - Incentives
  - Large-Scale Feasibility
  - Questionnaire Development
WHAT IS THE GEMINI PROJECT?
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.”
Redesign Objectives

- Verifiable reduction in measurement error, with a particular focus on underreporting
- No harmful effect on response rates
- Neutral impact on budget
- Secondary objective: Reduction in burden
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
CE Redesign: New Protocol

Wave 1

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

12 months between waves

Wave 2

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

Respondent engagement mailings
Post Wave Non-monetary Incentive: CE Experience Package
Milestones since the design plan

1. Roadmap developed
2. Outreach/Data User’s Impact Report
3. Web Diary Test Analysis complete
4. Individual Diaries Field Test complete
5. Data Quality Profile prototype created
Projects underway and upcoming

- Major Field Tests
  - Proof-of-Concept Test
  - Incentives/Outlets Test (2016)
  - Large-Scale Feasibility Test (2019)

- Questionnaire development
  - Recall protocol
  - Recall question development
  - Records Protocol
MAJOR FIELD TESTS
Proof-of-Concept Test

- Ensure that the basic underlying structure and components of the new design are feasible.
- Designed to mirror the proposed design to the fullest extent possible.
Incentives Test

- Test the use of incentives in CE production sample
- Follow proposed Gemini Redesign structure of incentives
- Look at operational issues, effects on data quality, and effects on response rates
Large-Scale Feasibility Test
QUESTIONNAIRE DESIGN
Content Division (2013)

Records

Diary

Recall
Recall Question Development

- 126 Expenditure Categories → develop questions to gather the expenditure data
- Recommended question order
- Cognitive testing of 85 participants, 60 minute interviews
Records Protocol

- **Respondent-Track**
  - the respondent handles the records and determine the order of the interview

- **Interviewer Track**
  - the interviewer organizes the records and follow a scripted order of the interview

- 50 participants
Recall Protocol

- Respondent-Driven/Grouped
- Interviewer-Driven/Grouped
- Respondent-Driven/Interleafed
- Interviewer-Driven/Mixed

- Expenditure Driven Order/Interleafed
Contact Information

Laura Erhard
Senior Economist
Branch of Research and Program Development
Consumer Expenditure Survey

www.bls.gov/cex
202-691-5119
erhard.laura@bls.gov