Field Testing the CE Online Diary

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Outline

- Background
- Large Scale Feasibility Test
- The LSF Online Diary
- Next Steps
Background
Current CE Diary Survey Diary

- CE Diary Survey (CED) currently uses two one-week paper diaries to collect household expenditures
- Interviewers place the diaries in-person and conduct one more visit to pick up the diaries
- The CED diary gathers more detailed expenditures than the Consumer Expenditure Interview Survey (CEQ)
- One household respondent reports on all household expenditures
- The Diary is divided into four sections:
  - Food and Drinks for Home Consumption
  - Meals, Snacks, and Drinks Away from Home
  - Clothing, Shoes, Jewelry and Accessories
  - All Other Products, Services and Expenses
Prior Online Diary Tests

- **Web diary feasibility test**: desktop diary; household diary
- **Individual diaries feasibility test (IDFT)**: desktop and mobile; personal diaries
- **Proof of concept test (POC)**: full redesign tested, desktop, mobile and paper; personal diaries
- **Online diary improvement project (ODIP)**: device optimized to mobile/desktop/laptop; personal diaries
- **Large scale feasibility test (LSF)**: device optimized to mobile/desktop/laptop; household diaries
Large Scale Feasibility Test (LSF)
LSF research questions

- Are there any operational issues with implementing online diaries?
- How do token incentives impact response rates and number of contact attempts?
- What technical issues do respondents have with using online diaries?
- Does receiving the pre-notification postcard and advance letter affect response?
- How useful are respondent materials like the user guide and online tutorials?
- How effective are the diary placement and pickup procedures?
LSF research questions (contd.)

- Are there differences in data quality between online and production (paper) diaries? Data quality can be measured as number of items reported, expenditure amounts, item nonresponse, and extent of rounding of expenditures.

- Does using an online diary affect the incidence or amount of data entered at the diary pickup visit by recall?

- Are there differences in week 1 and week 2 completion rates for online diaries compared to paper diaries?

- Are there differences in data entry patterns for online diaries compared to paper diaries?

- Are there demographic differences between online diary users and those who are online-eligible but chose to complete the paper diary?
Key features of the LSF

- Large-scale test of Online Diary Improvement Project diary design
- Conducted by the Census Bureau
- Return to household diaries
- Two week diary design like in the CED
- Outlet question for recording business where item was purchased/consumed
- Elimination of conditional incentives with token (cash) incentive remaining
Sample size and Procedures

- Sample size: 2500 addresses
- Field period: October 2019-April 2020
- Pre-notification postcard
- Advance letter with $5 cash incentive by priority mail for half the sample (incentive experiment)
- Two visits, one for diary placement and one for pickup
- Push to online diary if the household respondent is eligible, if they refuse or are ineligible— they get paper diaries
- Automated email reminders and two calls by interviewer during the diary keeping period
- Recall tab in the CAPI instrument for interviewer to record additional expenses reported by respondent
The LSF Online Diary
Login Screen

You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at https://www.census.gov/about/policies/privacy/privacy-policy.html.

Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

U.S. Census Bureau Notice and Consent Warning
Desktop Expense Entry
Mobile expense entry

Expenses

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, February 28</td>
<td>0</td>
</tr>
<tr>
<td>Friday, March 1</td>
<td>0</td>
</tr>
<tr>
<td>Saturday, March 2</td>
<td>0</td>
</tr>
<tr>
<td>Sunday, March 3</td>
<td>0</td>
</tr>
<tr>
<td>Monday, March 4</td>
<td>0</td>
</tr>
<tr>
<td>Tuesday, March 5</td>
<td>0</td>
</tr>
<tr>
<td>Wednesday, March 6</td>
<td>0</td>
</tr>
</tbody>
</table>

Select date of expense:
- Thursday, Feb 28
- Friday, Mar 1
- Saturday, Mar 2
- Sunday, Mar 3
- Monday, Mar 4
- Tuesday, Mar 5
- Wednesday, Mar 6

Business:
Enter business name

Select type of expense:
- Meals, Snacks, and Drinks Away from Home
Expense categories
Expense entry

### Expenses

<table>
<thead>
<tr>
<th>Date</th>
<th>Item Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, June 1</td>
<td>Socks</td>
<td>$14.00</td>
</tr>
<tr>
<td></td>
<td>Dress Shirt</td>
<td>$31.00</td>
</tr>
<tr>
<td></td>
<td>Vegetable Soup (2 cans)</td>
<td>$5.70</td>
</tr>
<tr>
<td></td>
<td>Milk</td>
<td>$3.75</td>
</tr>
<tr>
<td></td>
<td>Shampoo</td>
<td>$2.94</td>
</tr>
<tr>
<td>Sunday, June 2</td>
<td>Tupperware</td>
<td>$4.50</td>
</tr>
<tr>
<td></td>
<td>Hamburger (1.5 lbs)</td>
<td>$7.95</td>
</tr>
<tr>
<td>Monday, June 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday, June 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, June 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, June 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday, June 7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Help and changing the password/username

User Settings

Username: DemoUsername  Update
Password: *********  Update
E-mail: test@example.com  Update

Security question: What is the name of your first pet?  Update

CE Diary Help Desk:
xxxxxxx@census.gov (Monday–Friday 9am–5pm EST)
1-xxxx-xxxx

After hours: Please leave your name, phone number, and a detailed message. We will get back to you as soon as possible.

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xxxxxxx@census.gov (Monday–Friday 9am–5pm EST)
1-xxxx-xxxx

After hours: Please leave your name, phone number, and a detailed message. We will get back to you as soon as possible.
Next Steps

- Analysis of results from the LSF
- Based on the results, the decision will be made to implement the online diary in the CED in January 2022
- Further refinements of the online diary design based on LSF and online testing
Contact Information

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