Gaining Perspective Through Individual Diaries

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Individual Diaries in the CE Survey

- CE recently began testing individual diaries
- Reason for individual diaries primarily data quality
- Tests have given insight into implementation
- Challenges with implementing and assessing individual diaries remain
Why Individual Diaries?

1. Measurement error: less proxy reporting
   - Proxy reporting leads to poorer data (Kojetin and Jerstad, 1997)

2. Measurement error: reduced recall bias
   - CE limits recall after certain time has passed

3. Respondent burden: limit burden placed on any one individual
E Pluribus Unum
1. How Many Report

- Need many participants for more self-reporting

<table>
<thead>
<tr>
<th>Study</th>
<th>Description</th>
<th>Full participation (1+member)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Diaries</td>
<td>Online diaries, No incentives</td>
<td>43%</td>
</tr>
<tr>
<td>Proof of Concept</td>
<td>Mix of paper &amp; online, $20/person incentives</td>
<td>77%</td>
</tr>
</tbody>
</table>
1. Effect on Reporting

- How did individual diaries affect reporting compared to current (1 HH proxy reporter) in multi-member HHs?
- In Individual Diaries test, did not find increased reporting with individual diaries (compared to production)
- In Proof of Concept test, within paper diary households, also no increase in reporting when full-HH diary participation
- This held when controlling for age, education and number of members
1. Effect on Reporting (cont.)

- Risk: certain expenditures do not get ‘claimed’ by any one individual diarist
- Had fewer expenditure reports in ‘other’ category for IDFT.
- Possible solution: Respondents may need more instruction on how to report common household expenses (e.g., rent, utilities, education fees)
2. Less Retrospective Reporting

- Benefit of individual (mobile) diaries is enabling real-time reporting of expenditures made by each HH member
2. Estimating Real-Time Reporting

Data showed average online POC diarist had 38% of logins between midnight and 3pm (N=302)
3. Diffused Respondent Burden

- No within-respondent comparison of proxy and individual reporting conditions to assess burden
- HHs may not prefer individual diaries though

<table>
<thead>
<tr>
<th>Question</th>
<th>Response options</th>
<th>% of HHs</th>
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</thead>
<tbody>
<tr>
<td>Would you prefer having a single diary for the whole household or having an individual diary for each member of the household?</td>
<td>Prefer single diary for the whole household</td>
<td>68.2%</td>
</tr>
<tr>
<td></td>
<td>Prefer Individual Diaries</td>
<td>30.2%</td>
</tr>
<tr>
<td></td>
<td>Don’t Know</td>
<td>1.1%</td>
</tr>
<tr>
<td></td>
<td>Refused</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

- POC debriefing responses (N=374)
Challenges: Measurement Error

1. How to involve HH in participation?
   a) Have respondent present at interview train others?
   b) Set threshold for extent of participation required to be a complete?

2. How to sustain reporting over time?
   a) Individual reminder contacts?
   b) Optimal mode and frequency of contacts?
Challenges: Measuring Benefits

1. What are ways to measure whether real-time reporting is occurring?
2. Is there evidence that contemporaneous reporting is important?
Challenges: Design

- How to structure survey to maximize participation and minimize burden?
  - Have all eligible members equally responsible for participating?
  - Or have main diary and supplemental diaries?
- Sourcing: take information on some items from alternative sources?
Contact Information

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