

# An Introduction to the CE Gemini Redesign

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CE Survey Methods Symposium  
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# 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.”

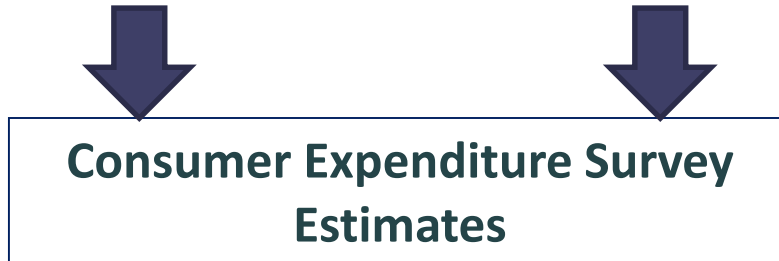


# Current CE Design

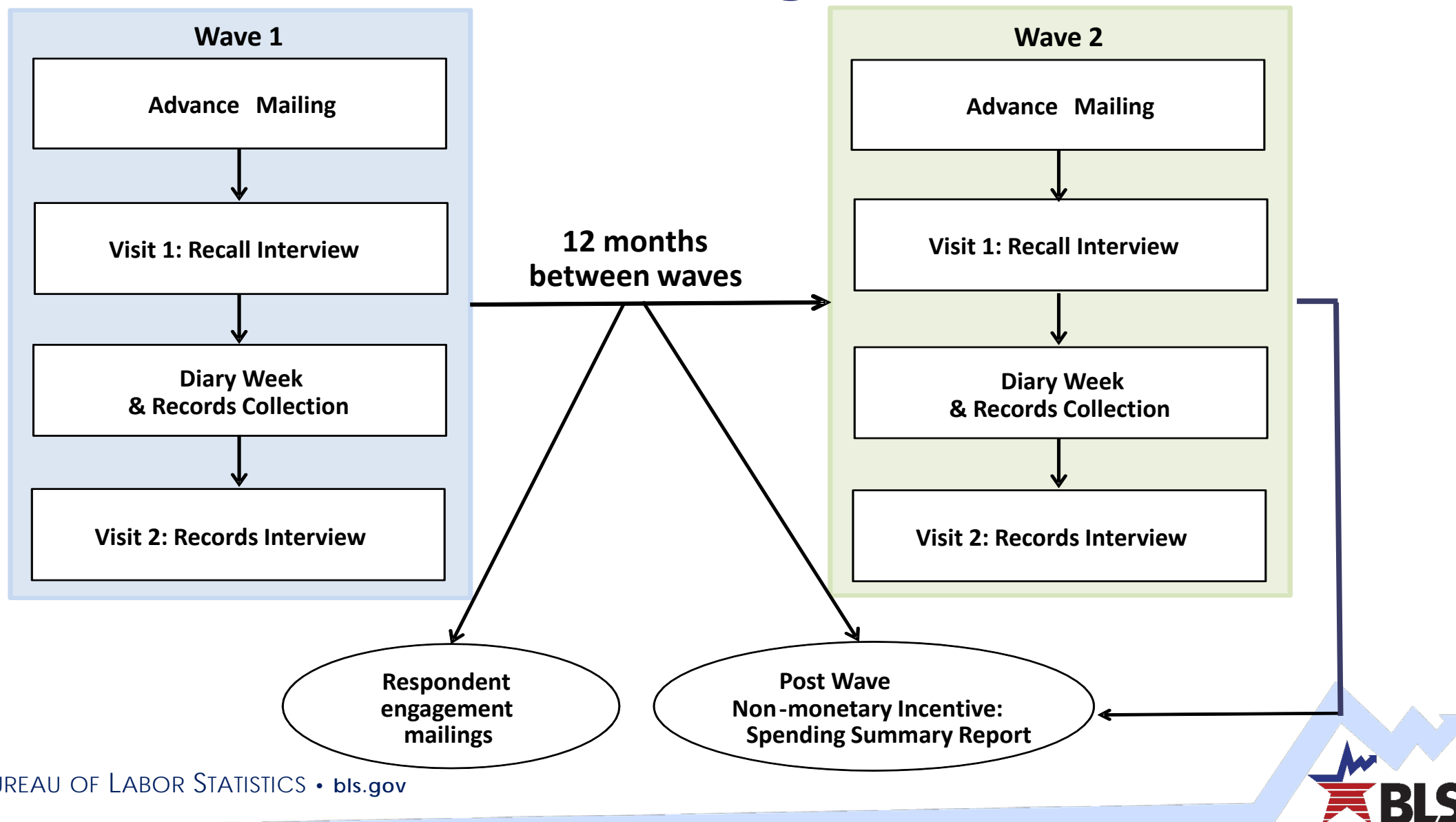


- 4 waves of personal interviews
- 3 month recall
- Large or recurring expenditures

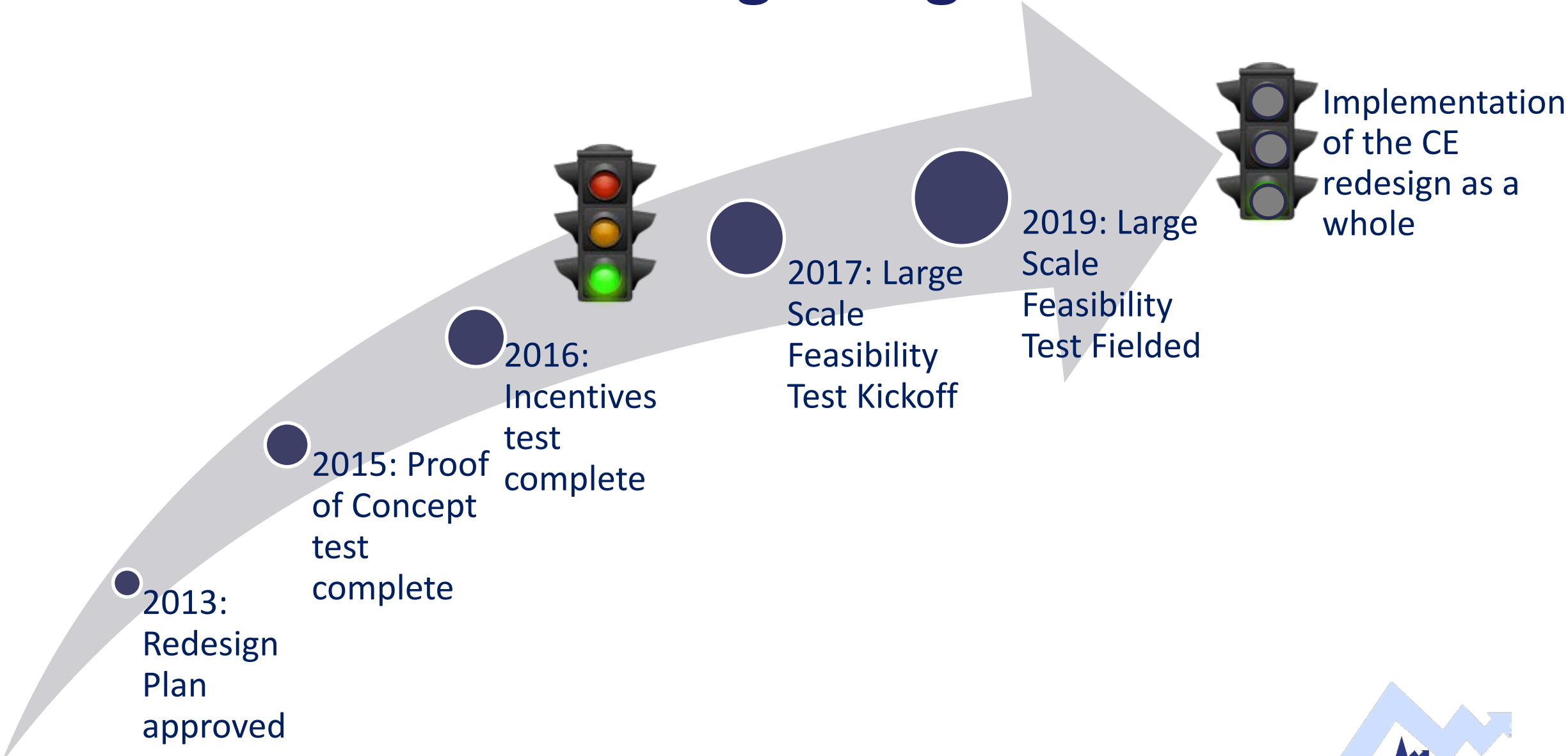
- 2 one-week household paper diaries
- Contemporaneous recall
- Small, frequently purchased items



# Gemini Redesign Plan



# Gemini Redesign Original Plan



# Gemini Redesign Revised Plan



2013:  
Redesign  
Plan  
approved

2015: Proof  
of Concept  
test  
complete

2016:  
Incentives  
test  
complete

2017: Large  
Scale  
Feasibility  
Online Diary  
Test Kickoff

2019-20:  
Large Scale  
Feasibility  
Online Diary  
Test Fielded

2022 onwards  
Phased  
Implementation

# Revised Plan: Phased Implementation

- Fielding costs higher than expected
- Redesign plan not budget neutral as anticipated
- Some redesign elements not supported strongly in the field tests



# Design Elements

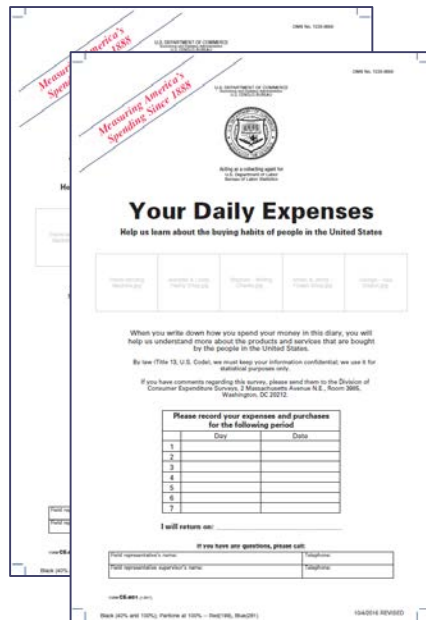
- Online Diary
- Personal diaries
- Streamlined CAPI instrument (lower level of detail)
- Incentives
- Two visits per wave
- Two waves per household
- Single sample





# Design Element: Online Diary

## Current Production:



Measuring America's Spending Since 1888

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF ECONOMIC ANALYSIS

Help us learn about the buying habits of people in the United States

**Your Daily Expenses**

Help us learn about the buying habits of people in the United States

When you write down how you spend your money in this diary, you will help us understand more about the products and services that are bought by the people in the United States.

By law (Title 13, U.S. Code), we must keep your information confidential; we use it for statistical purposes only.

If you have comments regarding this survey, please send them to the Division of Consumer Expenditure Surveys, 2 Massachusetts Avenue, N.E., Room 3668, Washington, DC 20012.

Please record your expenses and purchases for the following period	
Day	Date
1	
2	
3	
4	
5	
6	
7	

I will return on: \_\_\_\_\_

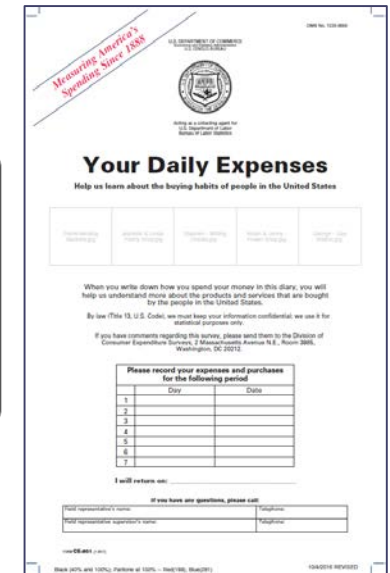
If you have any questions, please call: \_\_\_\_\_

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF ECONOMIC ANALYSIS

Blank 100% and 100% (Partials at 100% - Not for Sale)

1042714 REVISED

## Redesign Plan:



Measuring America's Spending Since 1888

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF ECONOMIC ANALYSIS

Help us learn about the buying habits of people in the United States

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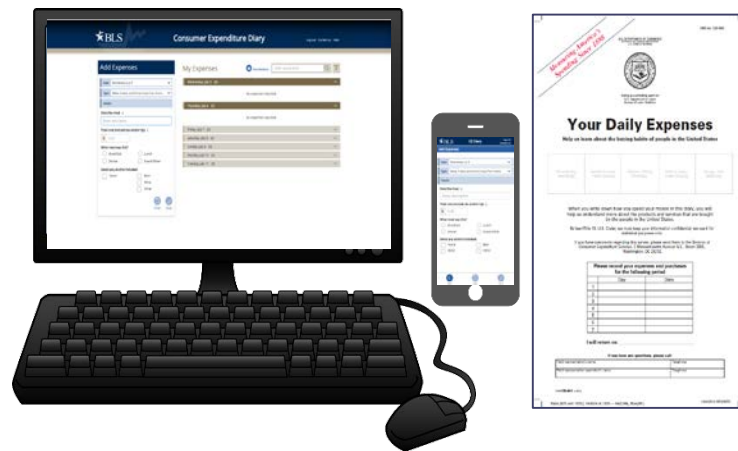
U.S. DEPARTMENT OF COMMERCE  
BUREAU OF ECONOMIC ANALYSIS

Blank 100% and 100% (Partials at 100% - Not for Sale)

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# Design Element: Online Diary



## Status

Keep. Continue with development and large-scale test of online diary.

## Revised plan

Online diary with Paper diary back-up (*two* one week diaries)

# Design Element: Personal “Individual” Diaries

Current  
Production:



Redesign  
Plan:



# Design Element: Personal “Individual” Diaries



## Status

Remove. Previous tests have not shown improved data quality for personal diaries and have received negative feedback from respondents and interviewers.

## Revised plan

Household diary

# Design Element: Level of Detail

Current  
Production:



\$9.99



\$299



METROHOUND™  
MOBILE PET SPA

\$59



\$500



\$32.98

Redesign  
Plan:



METROHOUND™  
MOBILE PET SPA



\$900.97

# Design Element: Level of Detail



## Status

Keep.

## Revised plan

Less expenditure detail

# Design Element: Incentives

Current  
Production:



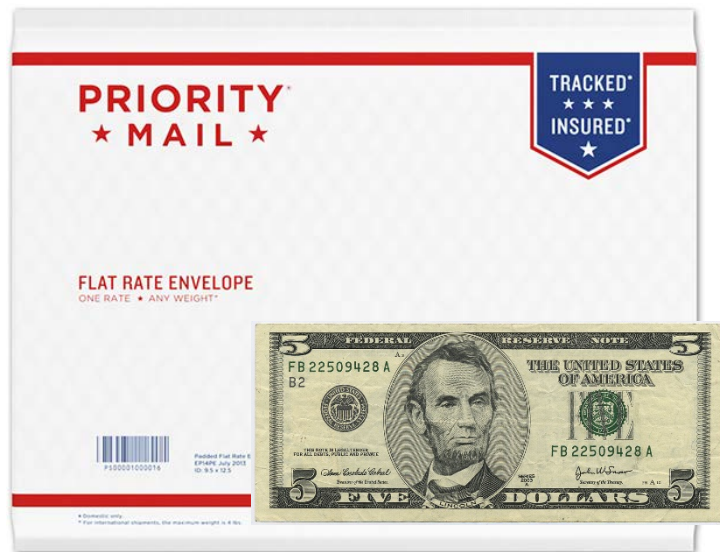
Redesign  
Plan:



Up to \$105 for a family of 2



# Design Element: Incentives



## Status

Modify. Recent results show that the planned incentive structure does not provide large enough increases to response rates or data quality and does not reduce the number of contacts. However, record use improved with the record use incentive.

## Revised plan

Token incentives with priority mail.

Incentive for record use.



# Design Element: Visits per Wave

**Current  
Production:**



**One CEQ visit**

**Redesign  
Plan:**



**Two CEQ visits:  
Recall (visit 1)  
Records (visit 2)**

# Design Element: Visits per Wave



## Status

Pending. This is the main component that increased costs in the design due to the requirement of two visits per wave.

## Revised plan

One interview per wave, but increased focus on records (e.g., record checklist or worksheet provided post wave, introductory text highlighting useful records, select questions asked differently if records present).

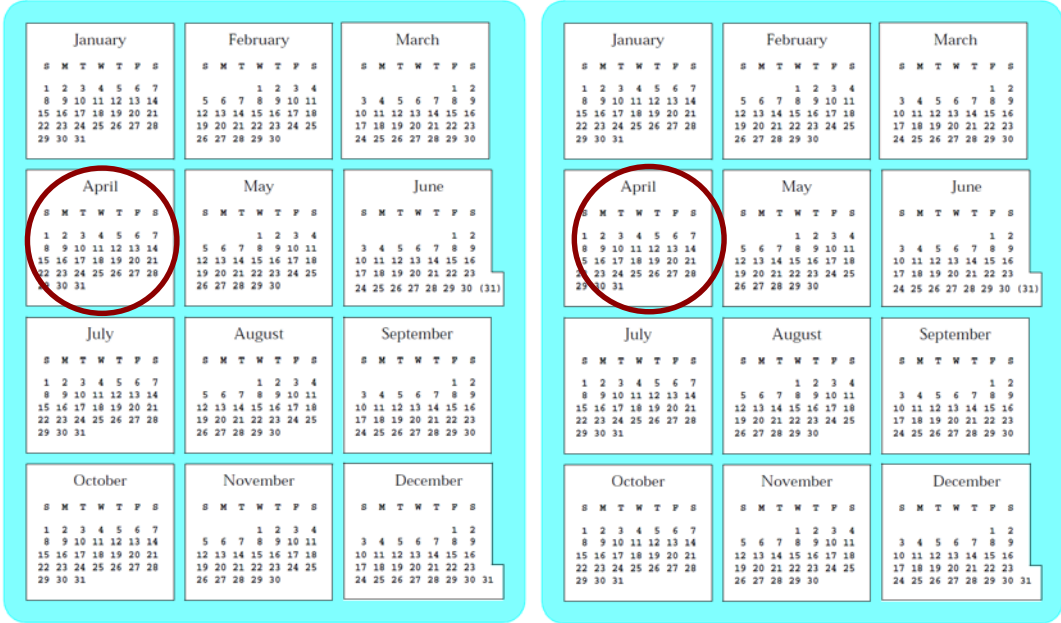
# Design Element: Total Number of Waves

## Current Production:



4 waves, one per quarter

## Redesign Plan:



Two waves, 12-months apart



# Design Element: Total Number of Waves



**4 waves, one per quarter**



## Status

Pending.

## Revised plan

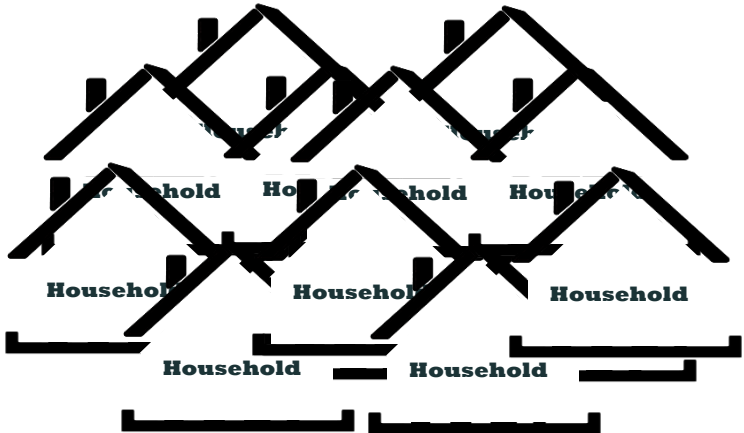
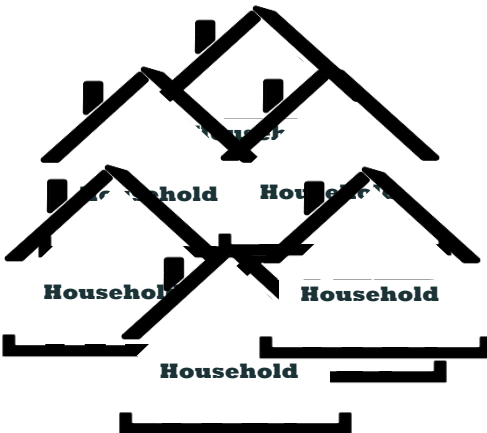
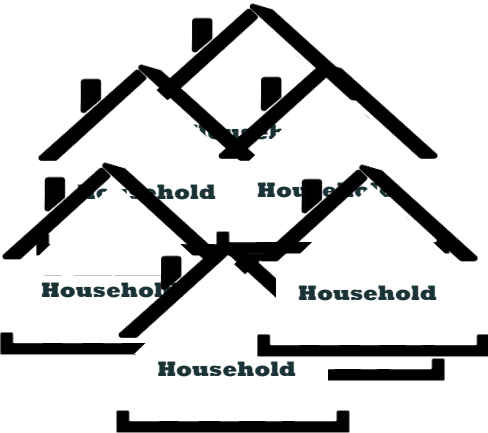
Four waves, 3 months apart. Pending available funding for testing a two-wave design and an evaluation of sample size requirements.



# Design Element: Single Sample

Current  
Production:

Redesign  
Plan:



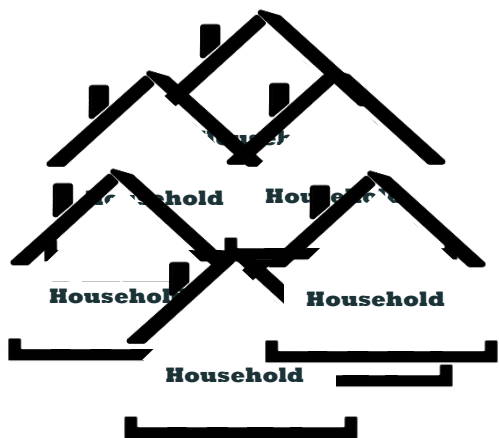
CEQ Sample

CED Sample

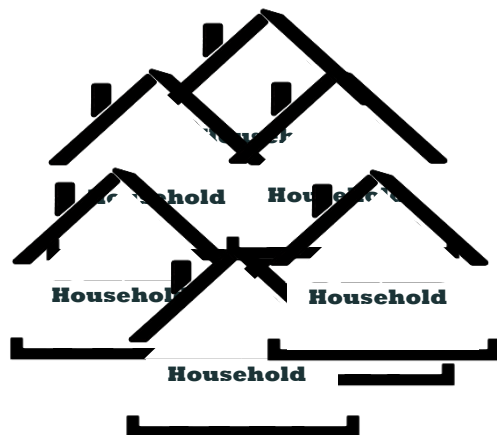
Single sample



# Design Element: Single Sample



CEQ Sample



CED Sample



## Status

Pending. This is the main component that increased costs in the design due to the requirement of two visits per wave.

## Revised plan

Two samples for Diary and Interview. Pending future funding levels (or changed sample size requirements), test a single-sample.

# Where we're going

- Phased implementation of the redesign plan to maintain effective design elements and implement them directly into CE's CEQ and CED.
- Online diaries, streamlined questionnaire with a record focus, and token/records use incentives.
  - ▶ Online diary in 2022 (pending testing)
  - ▶ Streamlined CAPI instrument in 2023
- Postpone single sample design pending changed requirements and/or additional funding and further testing





# Contact Information

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# Extra slides



# Design Elements

- Online Diary -keep
- Personal diaries -remove
- Streamlined CAPI instrument -keep
- Incentives -only keep token and records incentive
- Single sample -pending
- Two visits per wave -pending
- Two waves -pending

# Phased Implementation Timeline

