

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



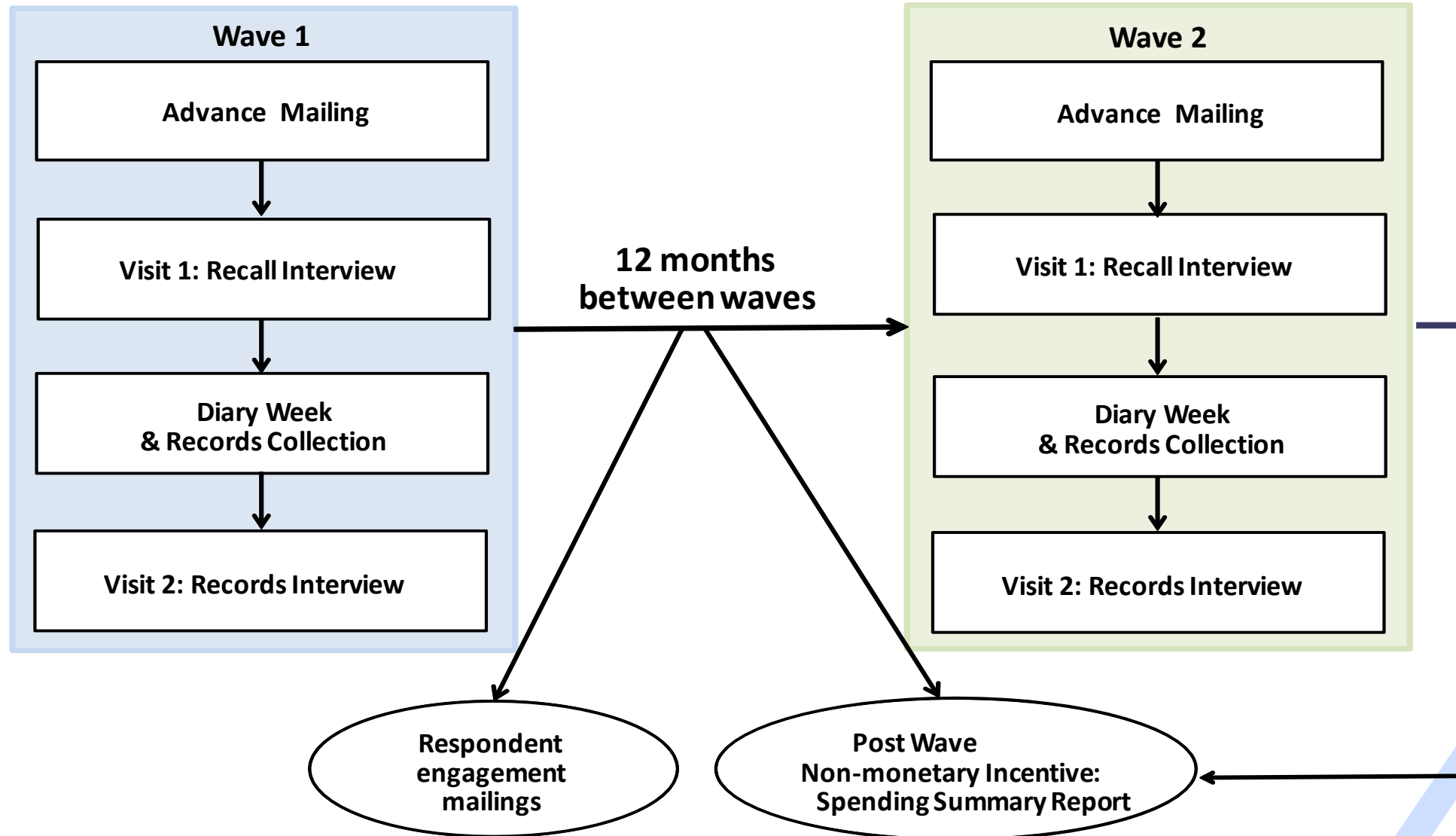
- 4 waves of personal interviews
- 3 month recall
- Large or recurring expenditures

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

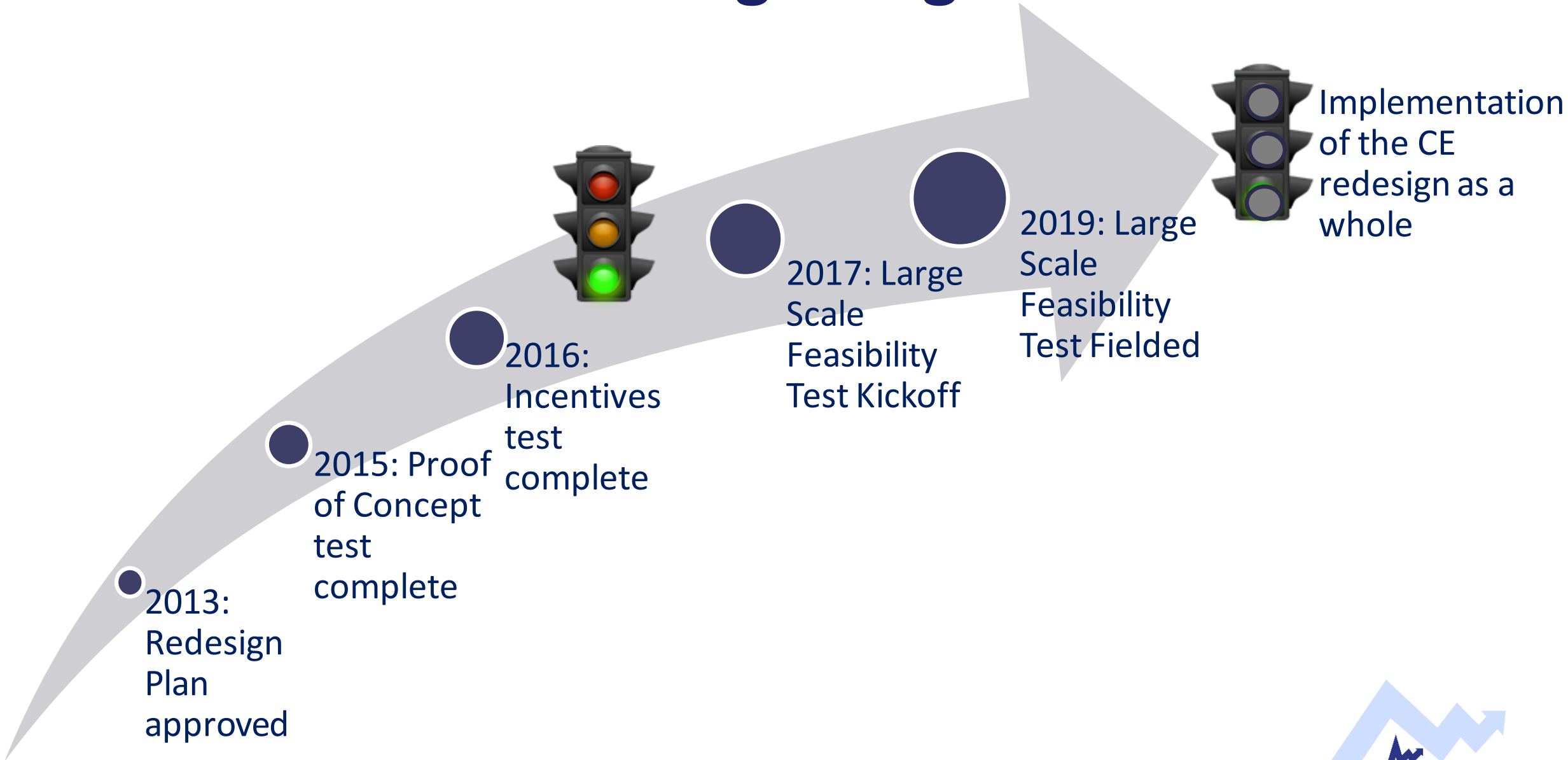


**Consumer Expenditure Survey
Estimates**

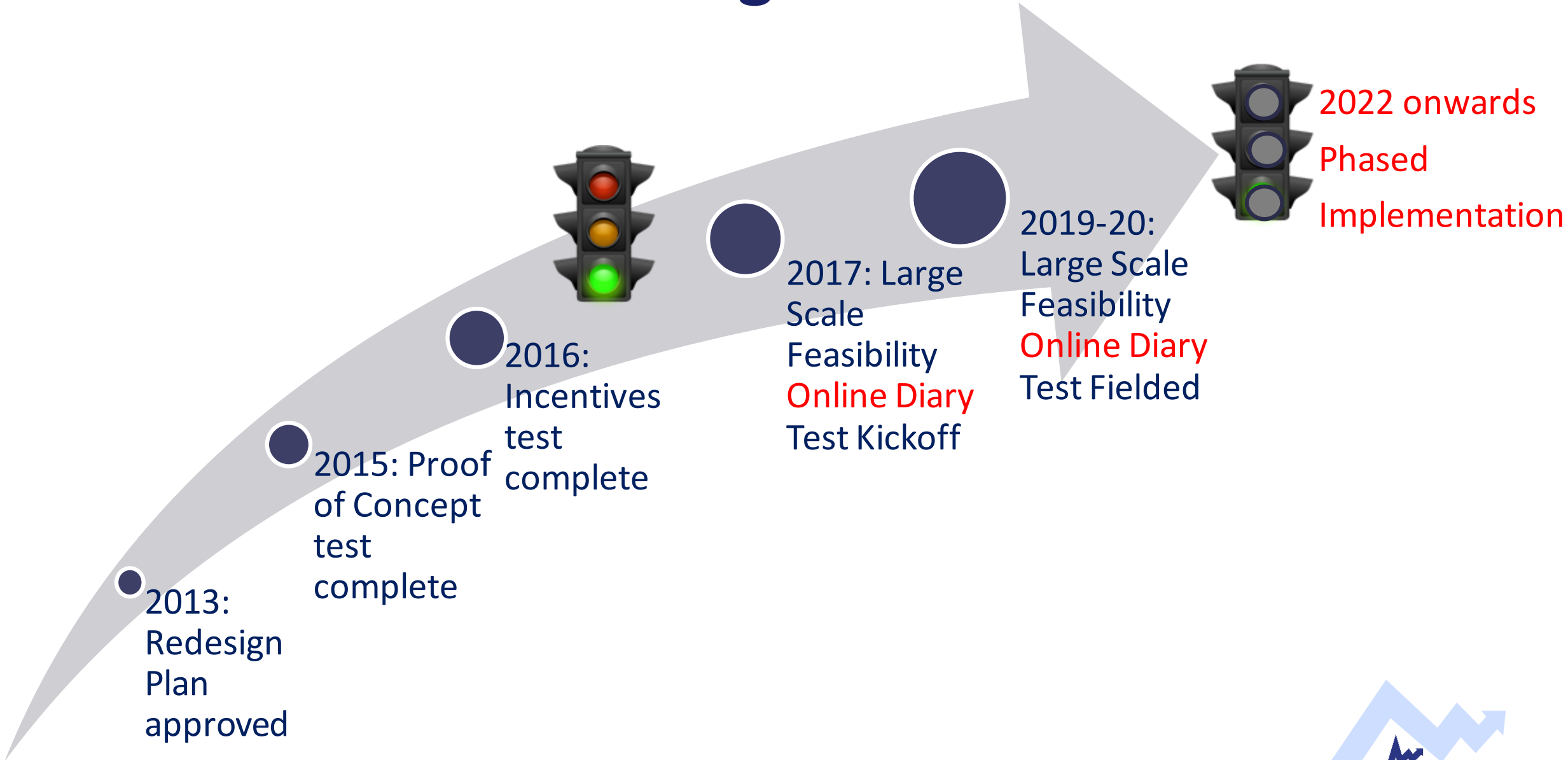
Gemini Redesign Plan



Gemini Redesign Original Plan



Gemini Redesign Revised Plan



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



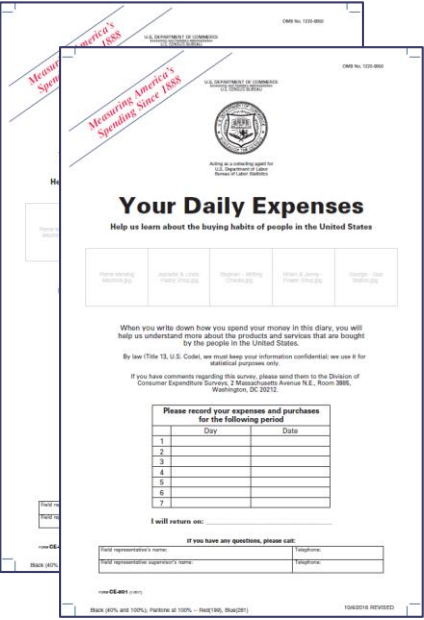
Design Elements

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

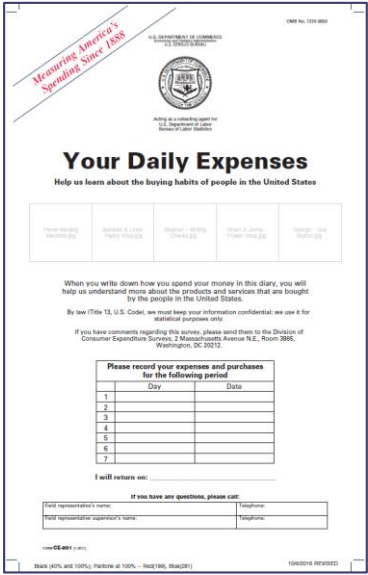


Design Element: Online Diary

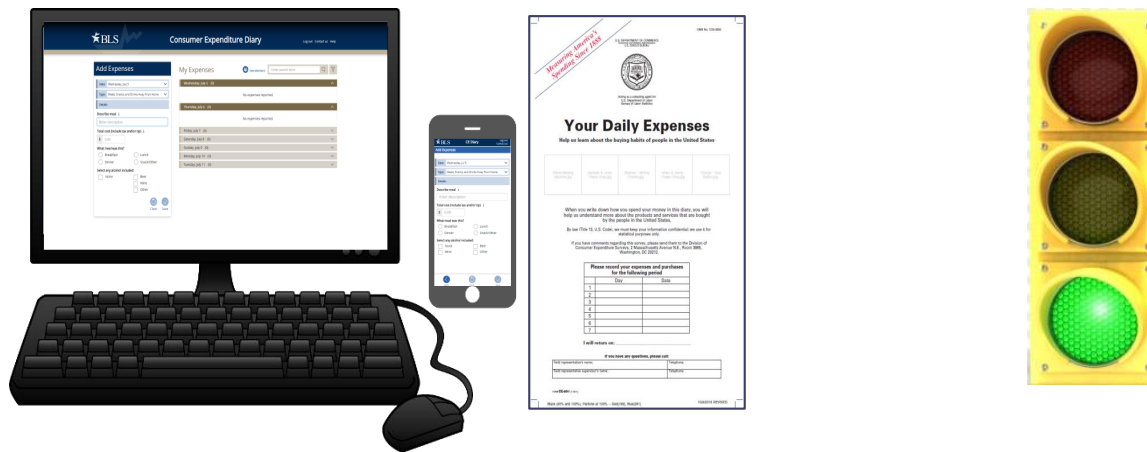
Current Production:



Redesign Plan:



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

**Redesign
Plan:**



**METROHOUND™
MOBILE PET SPA**

\$59



\$32.98



**METROHOUND™
MOBILE PET SPA**



\$900.97

\$500

Design Element: Level of Detail



Status

Keep.

Revised plan

Less expenditure detail

Design Element: Incentives

**Current
Production:**

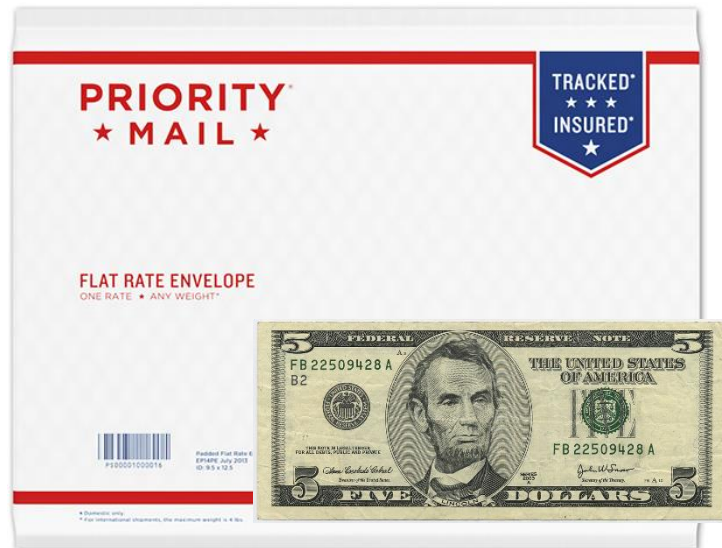


**Redesign
Plan:**



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).

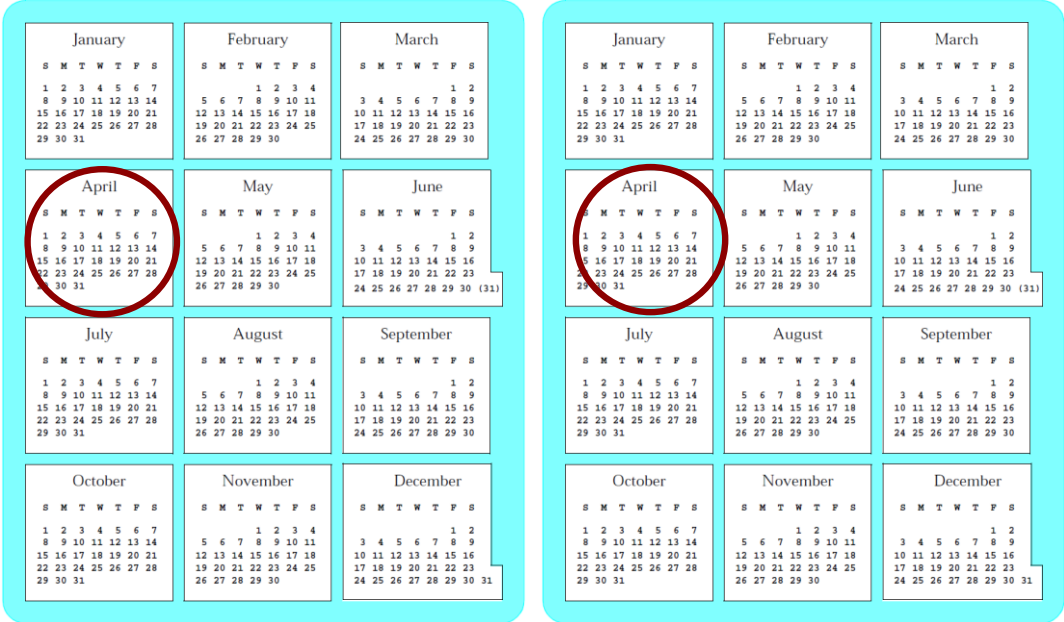
Design Element: Total Number of Waves

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.

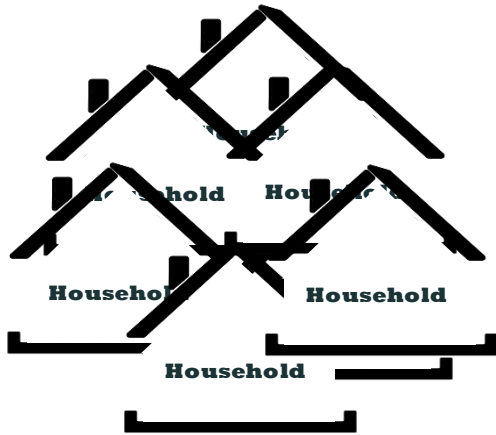
Revised plan

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

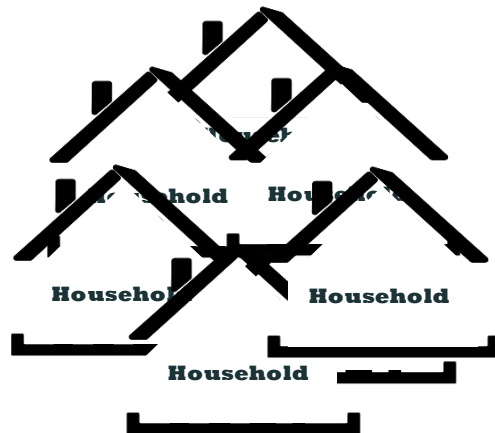


Design Element: Single Sample

**Current
Production:**

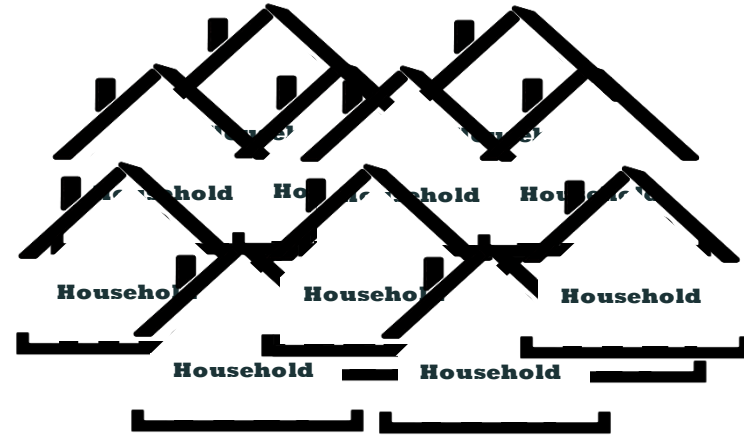


CEQ Sample



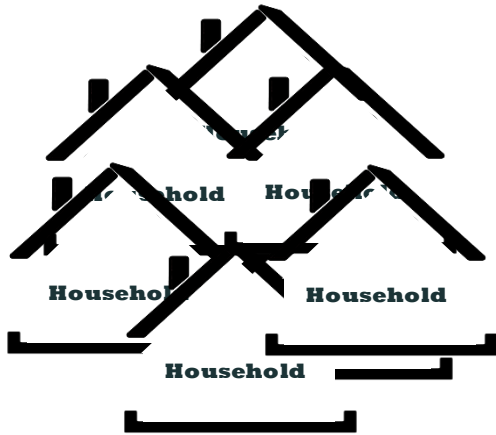
CED Sample

**Redesign
Plan:**

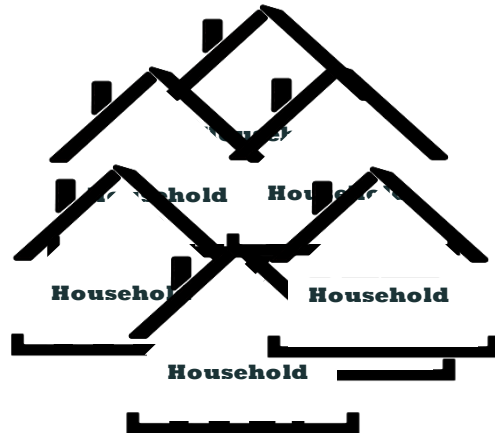


Single sample

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

