

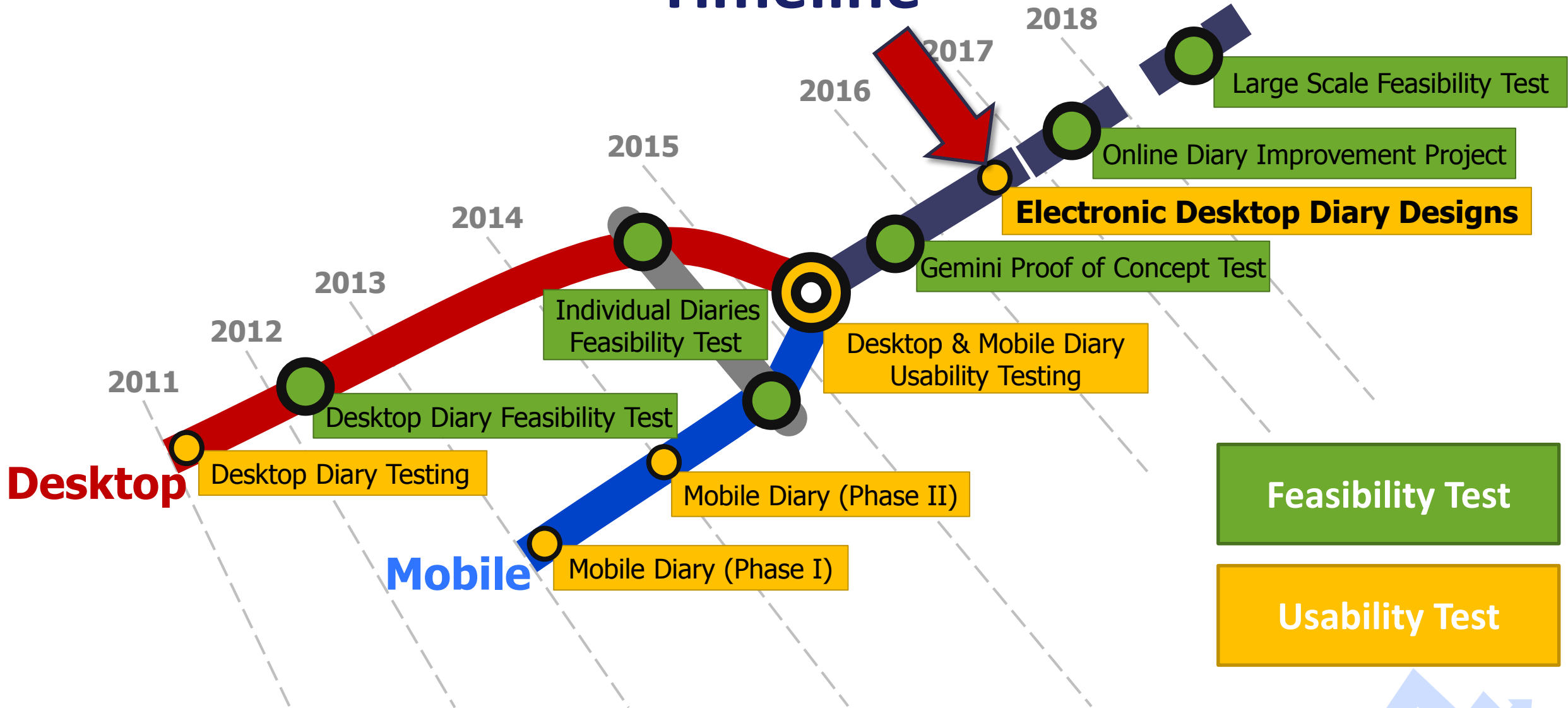
What's New With the CE Online Diary?

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Timeline



Feasibility Test

Usability Test



The Online Diary

Desktop

United States Census Bureau
CONSUMER EXPENDITURE DIARY SURVEY

Information User Guide User Settings Logout

Enter Your Expense Below

Date	Description	Cost	Category
February 24, 2015	Enter Description	\$0.00	Food and Drink for Home Consumption

Date February 24, 2015 **Description** Enter Description **Cost** \$0.00 **Category** Food and Drink for Home Consumption

Type of packaging: Select One Purchased for someone outside your household

Delete Edit	February 26	Electric bill	\$136.25	All Other Products and Services
Delete Edit	February 26	Strawberries	\$3.20	Food and Drink for Home Consumption
Delete Edit	February 26	Soup and salad	\$6.22	Food and Drink Away from Home
Delete Edit	February 26	Gas	\$46.50	All Other Products and Services
Delete Edit	February 25	Dinner at Irish Pub	\$62.00	Food and Drink Away from Home
Delete Edit	February 24	Jeans	\$49.98	Clothing, Shoes, Jewelry, and Accessories
Delete Edit	February 24	Coffee	\$3.00	Food and Drink Away from Home

Mobile

Home Info CE Diary Logout

June 7, 2015

Enter Description

\$ 0.00

Food and Drink for Home Consumption

Type of packaging:

Fresh Frozen

Bottled/Canned Other

Purchased for someone outside your household

Cancel Save

Room for Improvement

Data Entry Challenges

- These issues surfaced in both usability tests and feasibility tests
- Expenses were often aggregated when written in the diary
 - ▶ e.g., “Groceries” instead of “milk”, “bread”, “cheese”
- Respondents in the feasibility tests tend to enter fewer expenses than a matched sample from the paper survey

Test	Median Entries (Online)	Median Entries (Paper)
Web Diary Feasibility	61	69
Individual Diaries Feasibility	51	72

Navigation/Login Challenges

- Participants in usability tests had trouble navigating to the website
 - ▶ The url was: <http://respond.census.gov/poc>
 - ▶ Participants searched for the link in Google or used autocomplete which led them to other Census surveys
- Respondents in feasibility tests were given a written URL. Not an email or text message that they could click
- Logins during feasibility tests have been low and sporadic, but we don't have a solid benchmark to compare against
- We (or I) believe that the complexity of usernames and passwords and navigation has something to do with this



Respondent Training Challenges

- We now need materials that cover desktop and mobile versions
- We have struggled to develop respondent training materials that are engaging and informative
- We are also working on various ways of integrating this information into the instrument

The image shows a user guide for the CE Web Diary. The header includes the date 'May 2015' and the document ID 'CE-FLD 10283-4'. The title is 'USER GUIDE CE Web Diary'. The main text is a 'Thank you' message for participating in the Consumer Expenditure Survey (CE), explaining its purpose and confidentiality. It provides a link to the survey website and contact information for the Division of Consumer Expenditure Survey. Below this is a login section with the URL 'respond.census.gov/poc' and a 'Username and Password' section. The login form includes fields for Respondent Name, Username, Line Number, Start Date, and End Date. A separate login box shows fields for Username and Password, with a 'Forgot password?' link and a 'Login' button. A note suggests creating a desktop shortcut. At the bottom, there is a 'Questions?' section with contact information for the Field Representative's name and telephone, and the CE Help Desk. The footer includes the U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau, and the United States Census Bureau logo.

May 2015
CE-FLD 10283-4

USER GUIDE CE Web Diary

Thank you for agreeing to participate in the Consumer Expenditure Survey (CE). We understand that this task takes time; however, your information is very important to us and will be used for many purposes that affect all Americans. Among the most important, it is used to help calculate the Consumer Price Index, or CPI, which is a basic measure of the rate of inflation. For more information about the survey, visit <http://www.bls.gov/respondents/cex/>.

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: Division of Consumer Expenditure Survey, 2 Massachusetts Avenue N.E., Room 3985, Washington, DC 20212.

Login to your CE Web Diary at: respond.census.gov/poc

Username and Password

Logging in to the diary requires a unique and secure username that is assigned to each eligible member in your household. For security reasons, your password is provided separately by your Field Representative.

Respondent Name: _____
Username: _____ Line Number: _____
Start Date: _____ End Date: _____

Username: _____
Password: _____
[Forgot password?](#)

Note: it may be helpful to create a shortcut from your computer desktop or home screen. This will make it easier to access your diary each day as you are entering expenses. See the instructions on the back of this user guide for how to create a shortcut.

Questions?

Field Representative's name: _____ Telephone: _____
CE Help Desk: 1 (877) 744-1522 (Monday-Friday 9am-10pm, Saturday 9am-7:15pm, Sunday 11am-9:15pm EDT)
NPC.CE.POC.Helpdesk@census.gov

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

**United States
Census
Bureau**

Training Challenges

Val-U-Mart Superstore
STORE # 2015
4214 WEST JACKSON BLVD.
COLUMBUS, OH 43201
5/14/2015

Item	Price
0423214 SHAMPOO	2.94
9923010 1GAL MILK	3.75
0322191 VEGETABLE SOUP	2.85
0322191 VEGETABLE SOUP	2.85
1311022 VM MENS DRESS SHRT	31.00
SUBTOTAL	44.39
OH TAX 5%	2.17
TOTAL	46.56

CONSUMER EXPENDITURE DIARY SURVEY

Date	Description	Cost	Category
May 14	Shampoo	\$2.94	All Other Products and Services
May 14	Milk	\$3.75	Food and Drink for Home Consumption
May 13	Club membership	\$25.00	All Other Products and Services
May 13	Topware	\$4.00	All Other Products and Services
May 13	Hamburger	\$7.85	Food and Drink for Home Consumption
May 11	Green enter isle	\$8.40	Food and Drink Away from Home

CE Individual Diary Survey: Part 3 - Entering and Editing Expenses
uscensusbureau
Subscribed 3,730
66 views



Protocol Challenges

- One major benefit of an online instrument is paradata monitoring
- In feasibility tests, Field Representatives have been asked to call respondents who have not logged into the diary to prompt them to respond. Compliance has been low.
- It is also unclear how much prompting is too much, what are the best modes to contact the respondent, etc.



Some Questions for Discussion

- How do we increase respondent engagement with the Online Diary?
- What can we do to improve the quality of the data entered?
- How can we maximize the usefulness of the paradata collected in the Online Diary?
- How many reminders is too many?



Contact Information

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