

Rates of Non-Itemization in a Self-Administered Test of Online Diaries

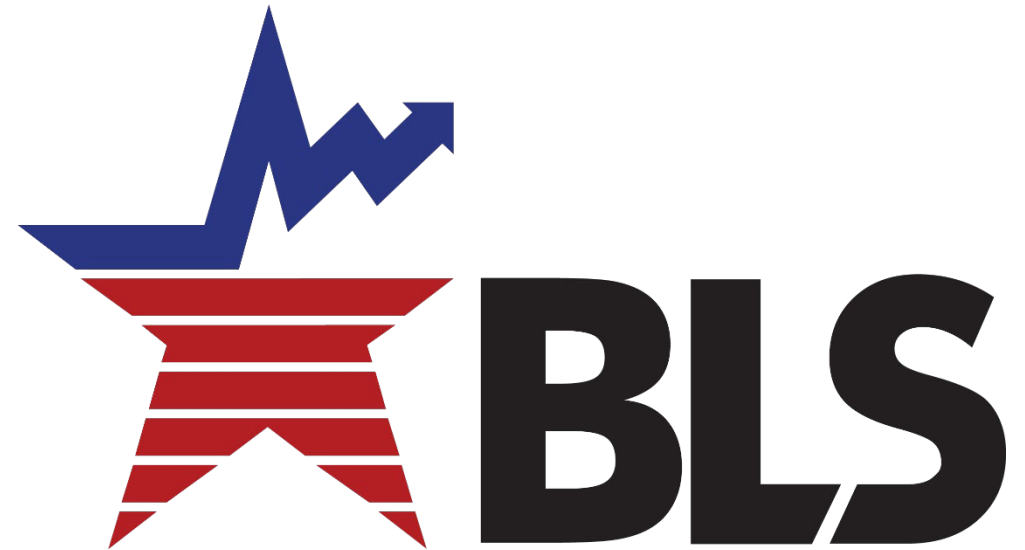
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Presentation Outline

- Consumer Expenditure Surveys (CE) background
- Online Panel Self-Administered Diary (OPSAD) background
- Purpose of Analysis
 - ▶ Non-Itemization/Bundling
- Analysis Results
- Conclusions and next steps



Consumer Expenditure Survey (CE) Background

- Consumer Expenditure Survey (CE) estimates are derived from two separate surveys.
 - ▶ The CE Interview Survey
 - ▶ **The CE Diary Survey**
- CE Diary Survey data come from two sources.
 - ▶ The Household Characteristics Questionnaire
 - ▶ The Spending Diary

CE Diary Survey Background

- The Household Characteristics Questionnaire
- The Spending Diary
 - ▶ Collects detailed expenditure data for two consecutive 1-week periods.
 - ▶ Four classifications of goods and services:
 1. Meals, snacks, and drinks away from home
 2. Food and drinks for home consumption
 3. Clothing, shoes, jewelry, and accessories
 4. All other products, services, and expenses

CE Diary Survey Background

- Historically CE production used two one-week **paper** diaries for the spending diary.
 1. Diary placement
 2. Train respondents use the diary
 3. Follow-up to encourage diary keeping
 4. Collect any forgotten expenditures at the end of the diary period
- Online spending diary mode was made available in June of 2020 using these protocols.



Online Panel Self-Administered Diary Test

- Test conducted on the Ipsos KnowledgePanel®
 - ▶ Probability-based web panel designed to be representative of the U.S.
 - ▶ Field period: November 2021 – January 2022
- Initial Household Characteristics Survey (based on CE CAPI instrument)
- Two-week Consumer Spending Diary (based on CE online spending diary)

Purpose of Analysis

- To examine the quality of data provided in the Online Panel Self-Administered Diary Test (OPSAD) compared to the CE production equivalent.
- Specifically, comparing the prevalence of non-itemized expenditures.
 - ▶ Also known as bundling
 - ▶ Associated lower data quality

Analysis Design: Data Compared

- OPSAD Data (November 2021 – January 2022)
 - ▶ 5,864 diary cases

- CE Production Data (November 2021 – December 2021)
 - ▶ 1,709 diary cases
 - ▶ January 2022 data not yet available to public.



Analysis Design: Defining Bundling

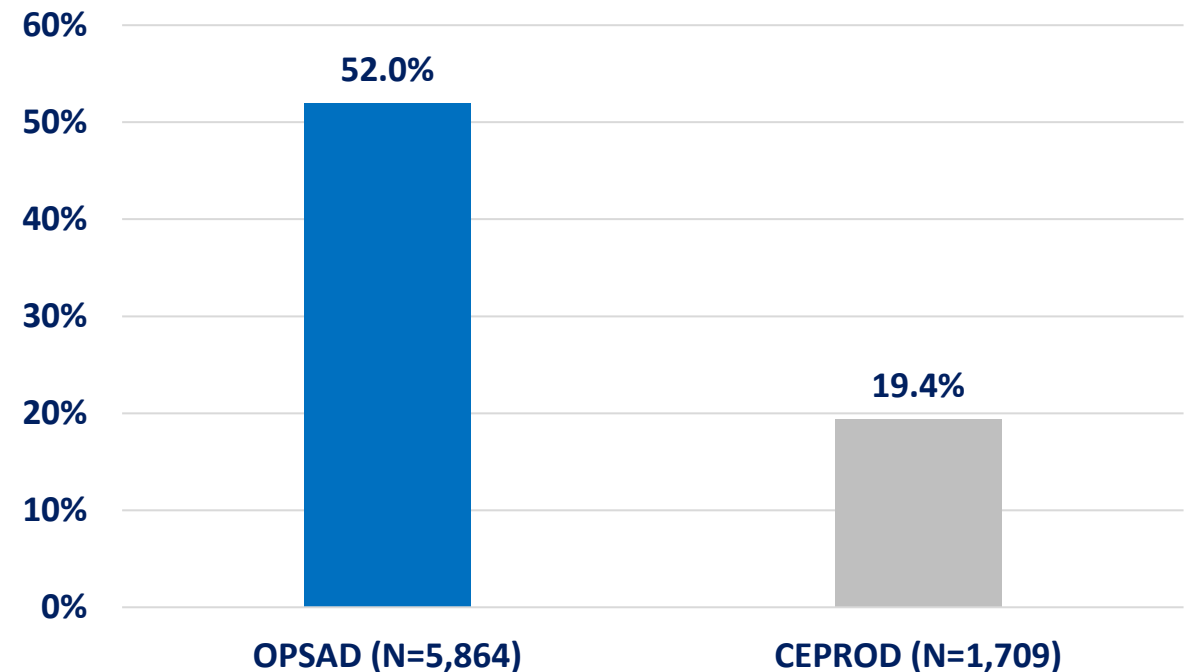
- Item descriptions containing the following strings were flagged as “bundled” entries:
 - ▶ GROCERIES
 - ▶ FOOD
 - ▶ CLOTHES
 - ▶ CLOTHING
 - ▶ HOME IMPROVEMENT
 - ▶ HOUSEHOLD
 - ▶ MISCELLANEOUS
 - ▶ MISC

Analysis Design: Defining Bundling

Main ways of looking at rates of bundling:

- The percentage of diaries with at least one expenditure flagged.
 - ▶ Less granular detail but provides a clear picture.

Percentage of Diary Cases with Any Bundled Expenses

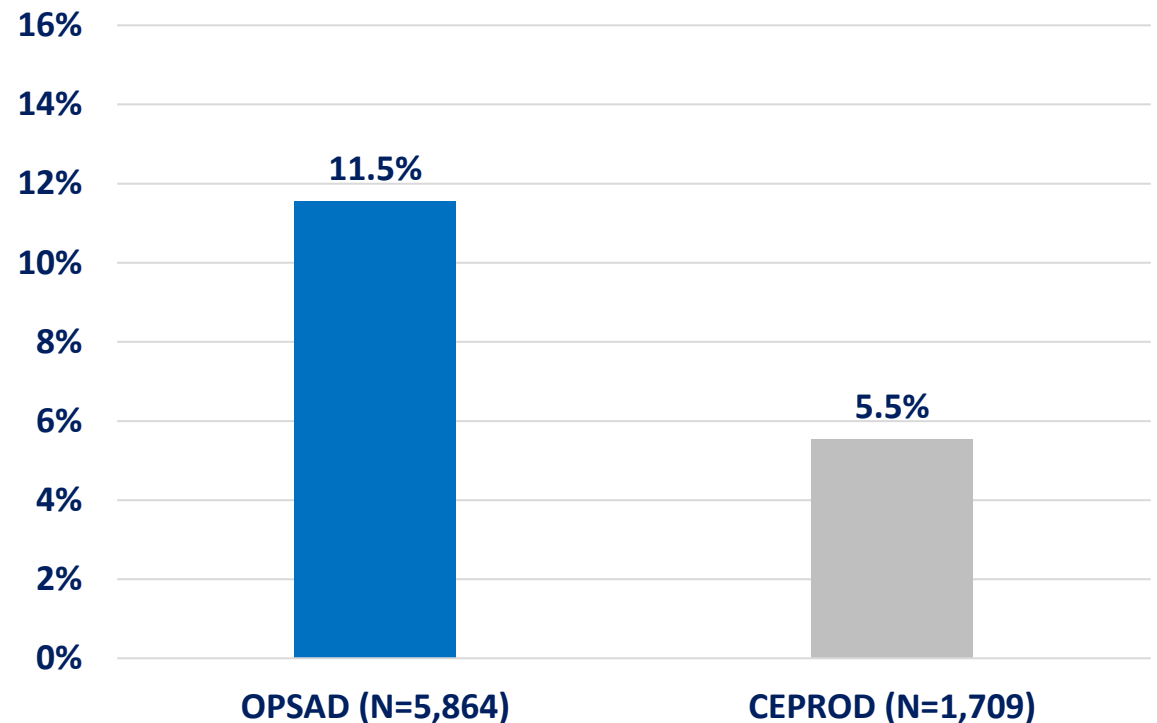


Analysis Design: Defining Bundling

■ The rate of bundled expenditures within diary cases

- ▶
$$\frac{\# \text{ of Expenses Flagged in Diary Case}}{\# \text{ of Expenses in Diary Case}}$$
- ▶ Can be misleading if there are few cases.

Average Bundling Rate Within Diary Cases

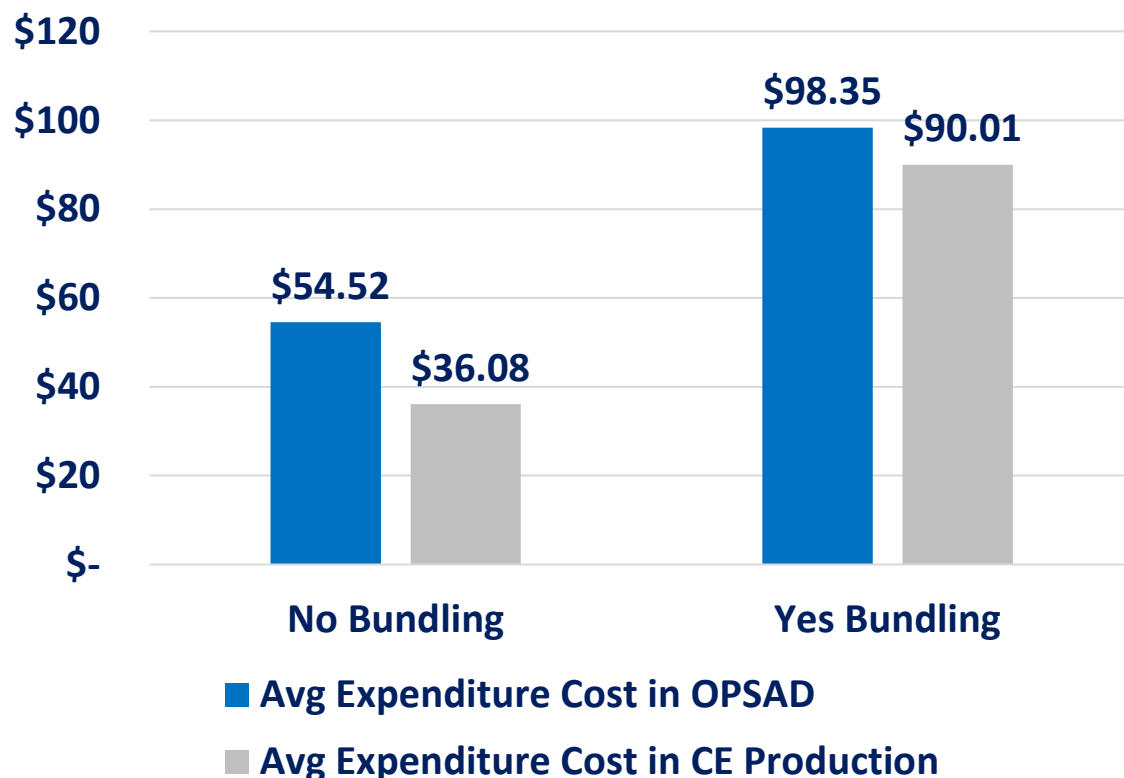


Analysis Results

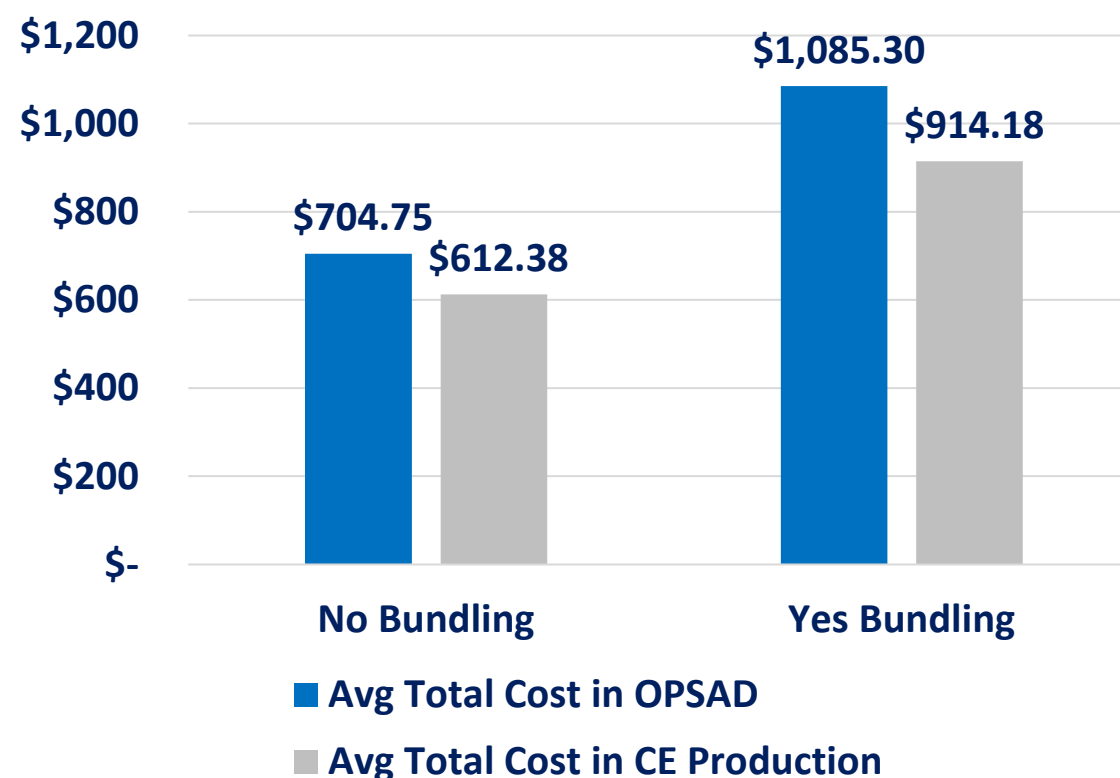


Cost and Bundling

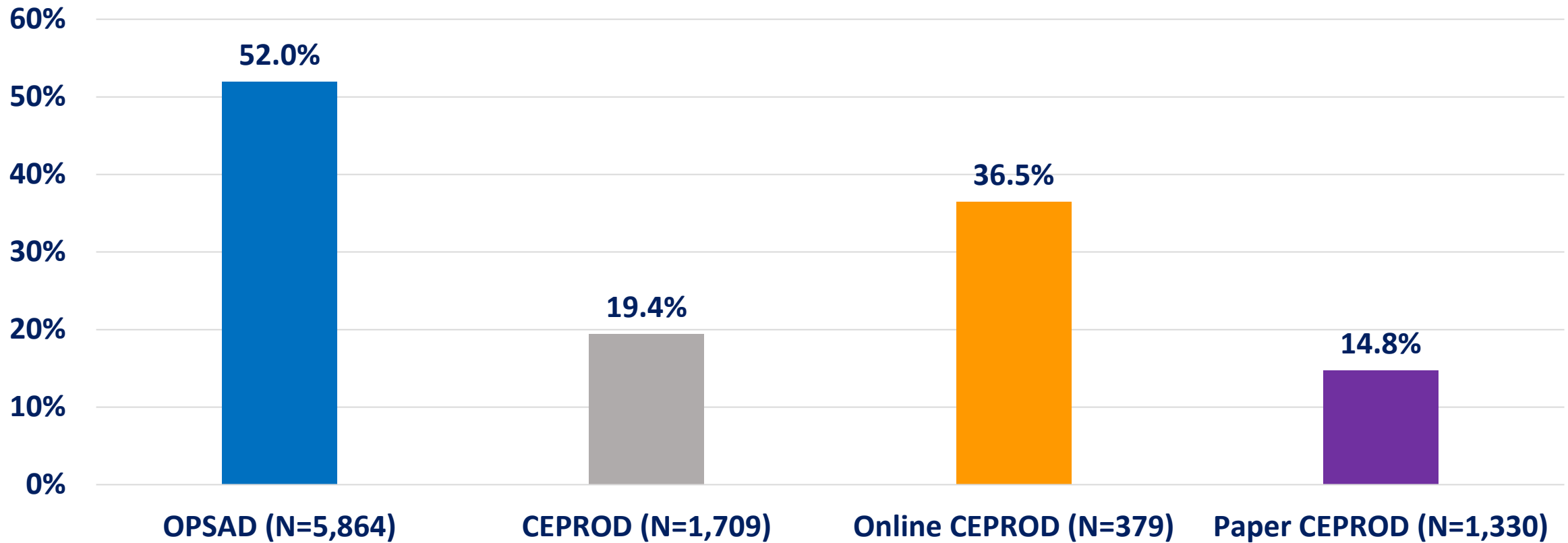
Comparison of Average Expenditure Cost



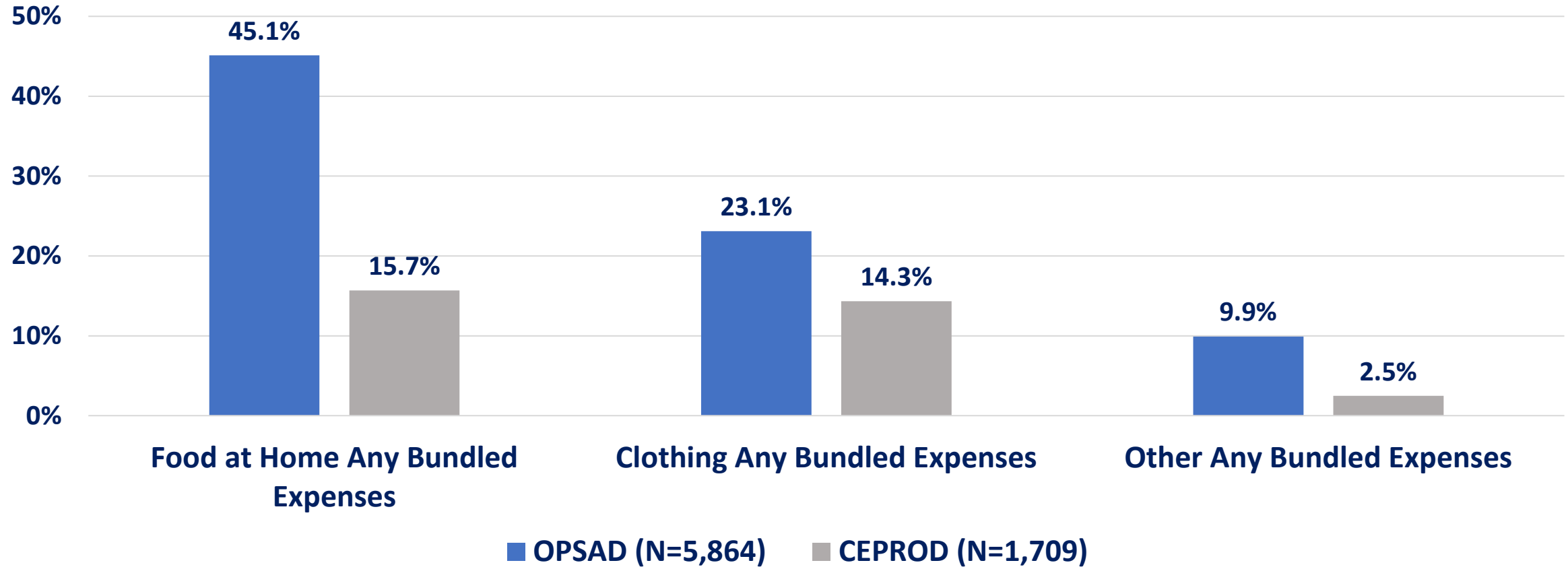
Comparison of Average Total Cost



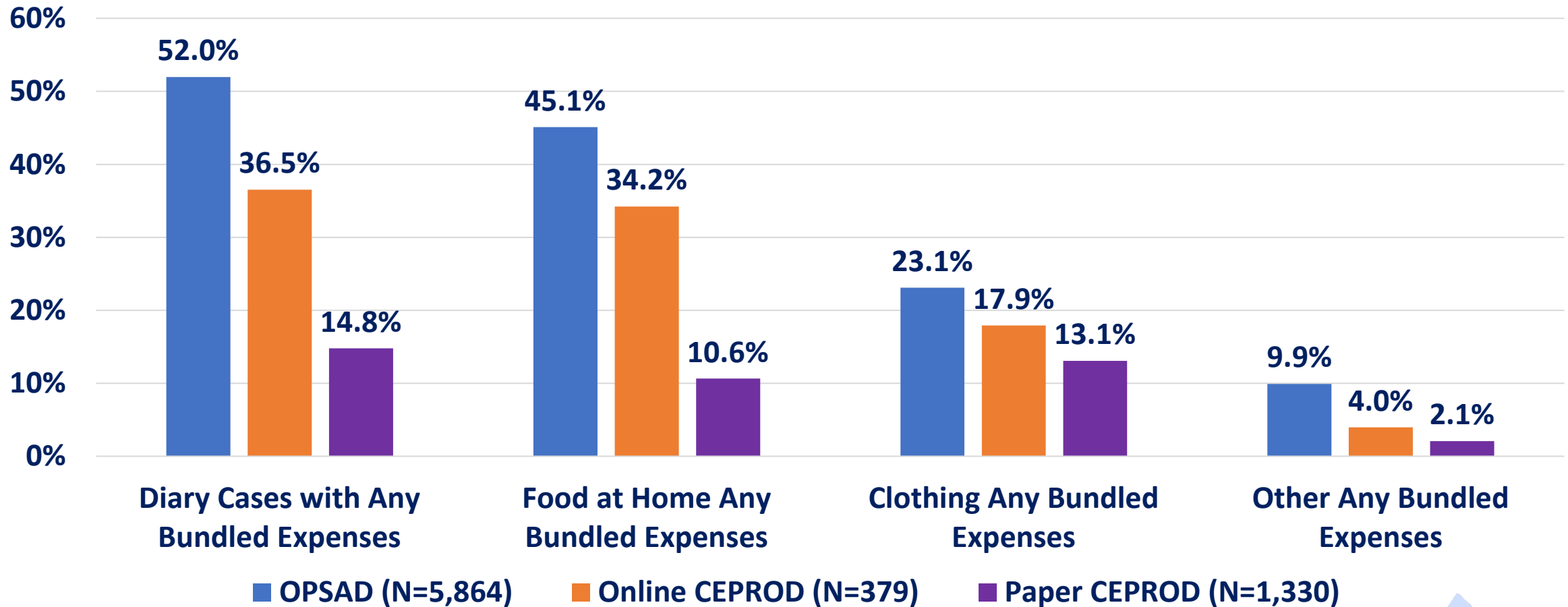
Percentage of Diary Cases with Any Bundled Expenses by Mode



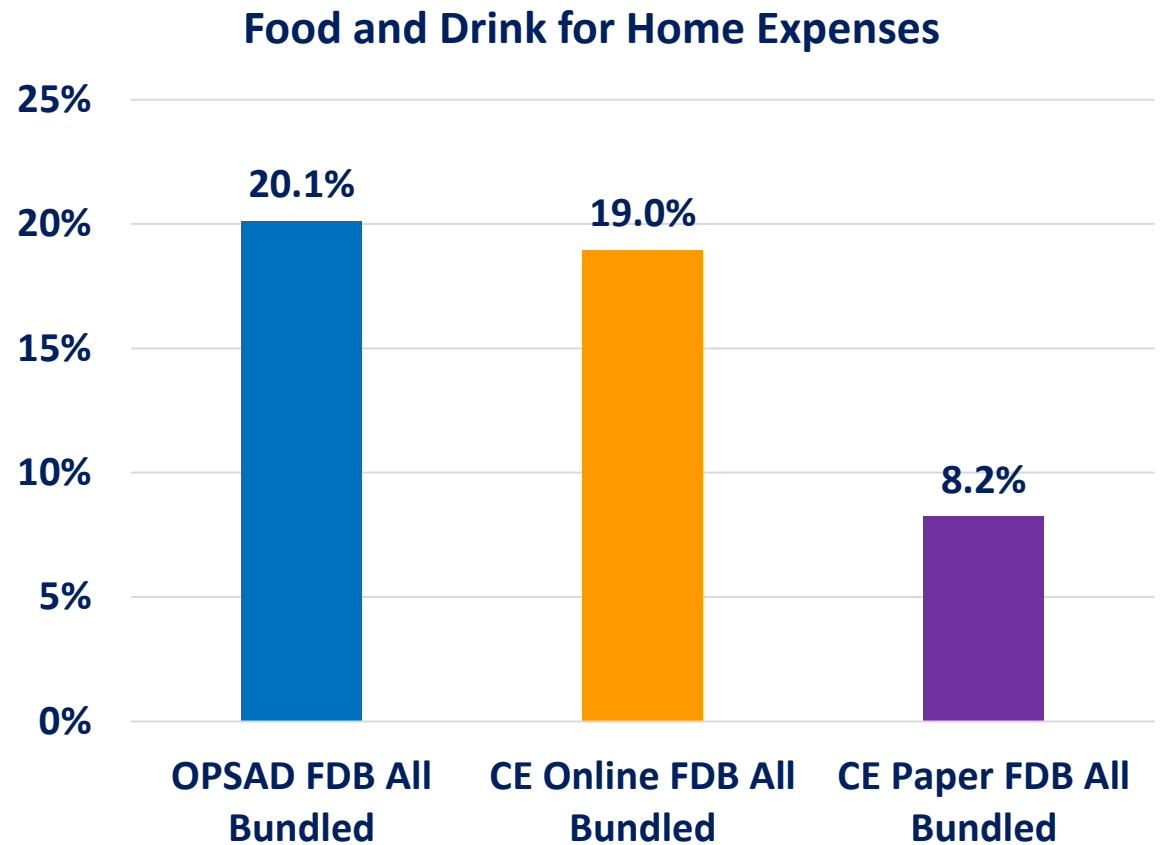
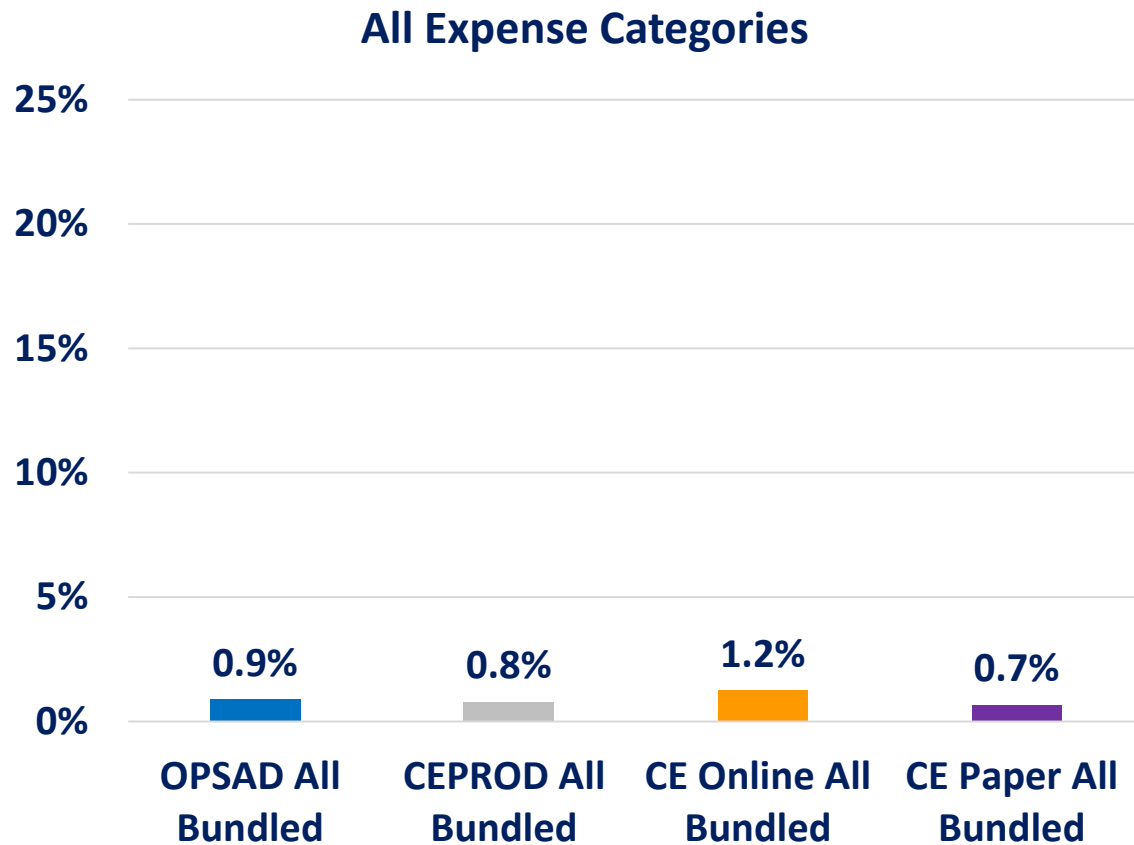
Percentage of Diary Cases with Any Bundled Expenses By Type



Percentage of Diary Cases with Bundled Expenses by Mode and Type



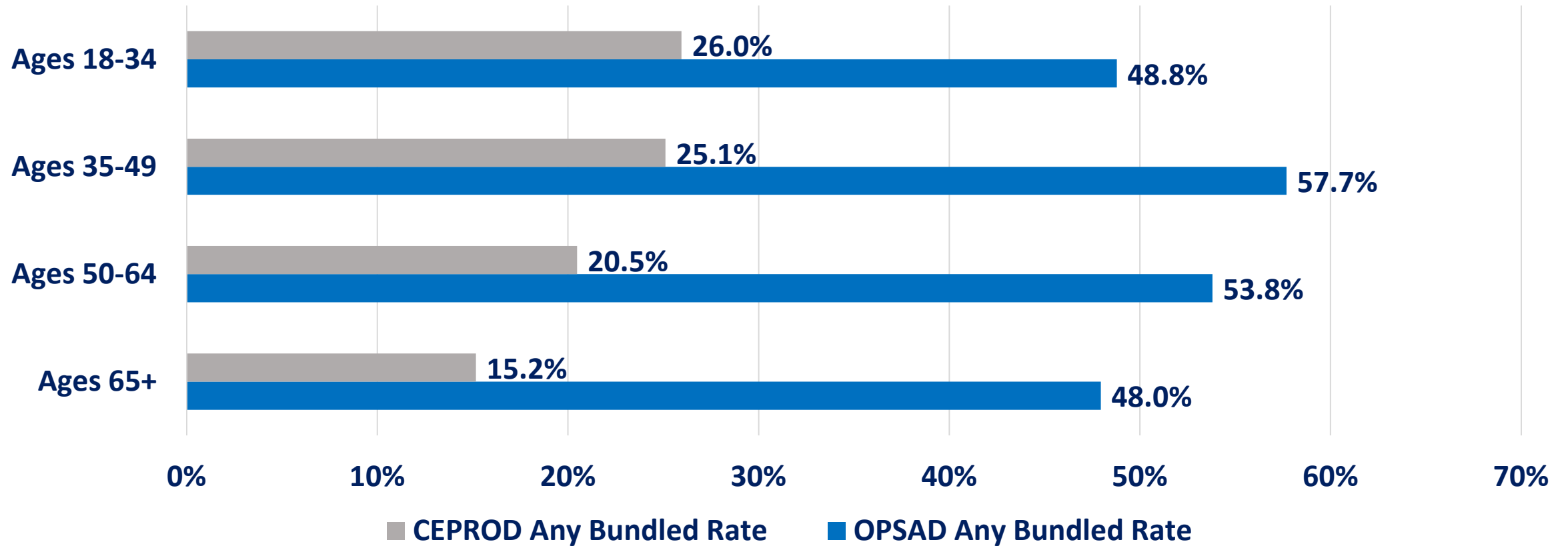
Percentage of Diary Cases with All Bundled Expenses



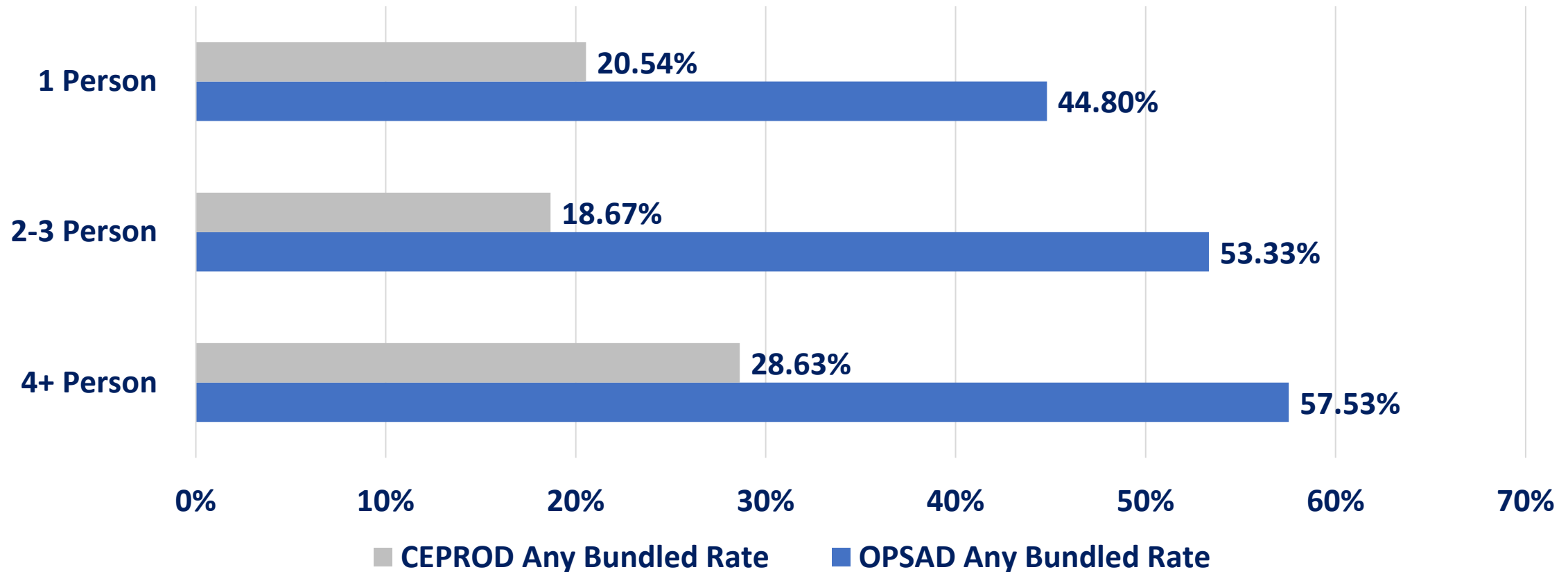
Differences in Bundling by Demographics

- Likelihood to provide bundled expenses varied significantly by...
 - ▶ Respondent Age (18-34, 35-49, 50-64, and 65+)
 - ▶ Household Size (1 Person, 2-3 Persons, and 4+ Persons)
- Race, ethnicity, education, and income were examined, but were not found to vary significantly.

Percentage of Diary Cases with Any Bundled Expenses by Age

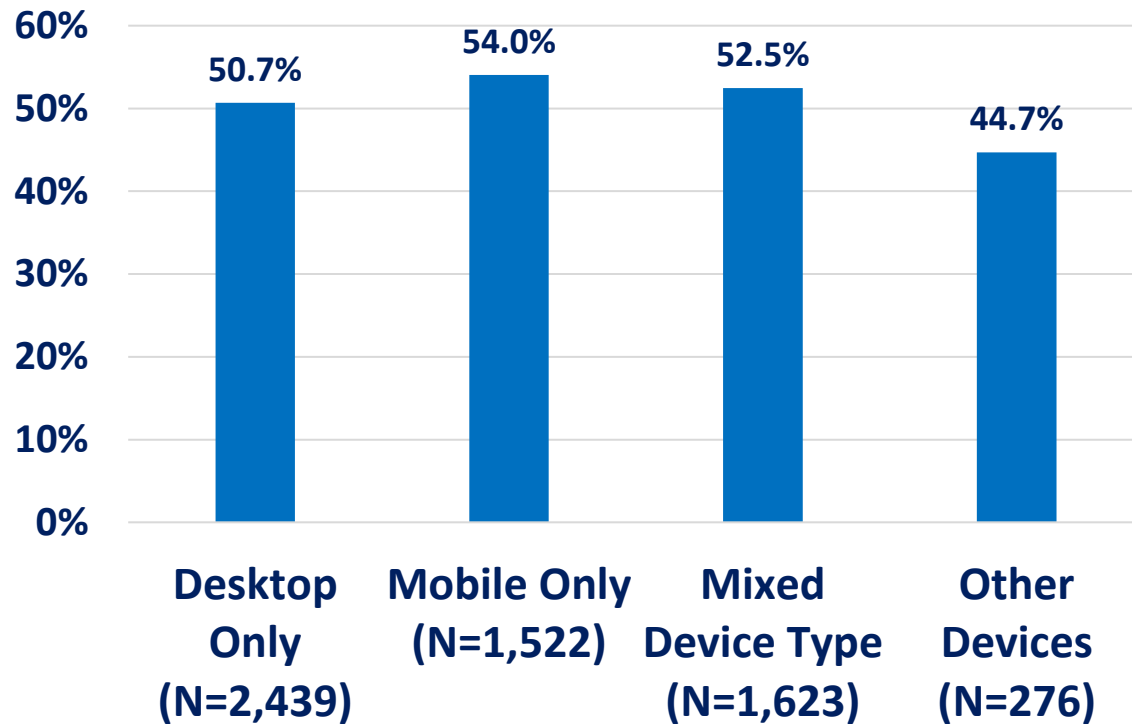


Percentage of Diary Cases with Any Bundled Expenses by Household Size

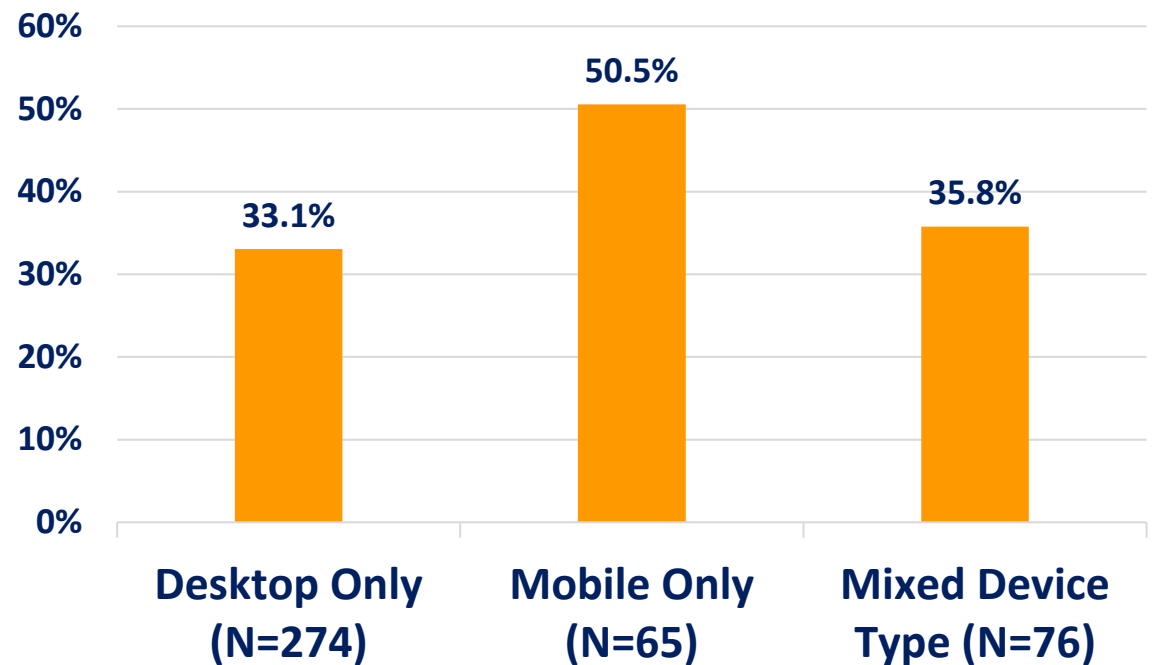


Differences in Bundling by Device Used

OPSAD Any Bundled Rate by Device



CE Online Diary Any Bundled Rate by Device



Summary of Findings and Recommendations



Summary of Findings

- The prevalence of bundling was generally higher in the online panel test of a self-administered diary than in CE production.
 - ▶ Potentially due to interviewer intermediation (placement, training, and follow-up).
 - ▶ Bundling was significantly higher in the CE online diary cases than in the CE paper diary cases, but still significantly less than in the OPSAD diaries.
- Item descriptions for food and drink at home purchases are by far the biggest contributor to bundling.
- Some demographic differences (respondent age and household size).
- How bundling is measured matters.



Recommendations

- Further research into the prevalence of non-itemization in CE online diaries with more robust data.
- Continue analyzing entry counts and non-itemization.
- Examining the relationship between time spent in the diary and non-itemization.
- Analyzing the “Business name” data provided by respondents for meals away from home expenditures.



Thank you!

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