Gemini Proof of Concept Test

Analysis Plan October 9, 2014

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| **Methodological Issues** |
| **Concept** | **Analysis** | **Comparison Group** | **Evaluation Guidelines[[1]](#footnote-1)** |
| **Research Objective 1. Feasibility of completing one wave of the proposed survey redesign** |
| Feasibility of Design  | Overall response rate: % HHs that complete recall, complete at least one diary and complete records interview | Production CEQ and CED rates; same counties as in the test | RR must be higher than 60%, or no lower than 10% of production |
|  | Amount of data collected: total expenditures reported vs. production (diary + interview) | Production total expenditures, CEQ and CED; same counties as in the test | Total expn. must be no lower than 10% of production |
|  | Quality of data collected: Percent interview and diary data that had to be allocated or imputed | Percent production interview and diary data that had to be allocated or imputed | Editing rates must be no higher than 10% of production |
|  | Subgroup comparisons: Compare overall response rates, quantity and quality of data across demographic subgroups (gender, age, race, household income, household size) | Production CEQ and CED rates; same counties as in the test | No decision point |
| **Research Objective 2. Effectiveness and costs of incentives** |
| Overall effectiveness  | % of HHs that reported receiving advance letter (with $2) | None  | More than 50% of HHs say yes |
|  | % of debit cards that were cashed | None  | No decision point |
| Gaining cooperation | Overall response rate: % HHs that complete recall, complete at least one diary and complete records interview | Production CEQ and CED rates Individual Diary Feasibility Test (IDFT) response rates | RR must be higher than 60%, or no lower than 10% of production |
| Reducing contact attempts | Number of contact attempts prior to Visit 1, as indicated by time stamp of collection of HH Roster | Production number of contact attempts prior to Wave 1 Production average number of contact attempts prior to CED | Number of contacts attempts should be equal or less than to the average number of contact attempts required for wave 1 and diary placement |
|  | Average total number of contact attempts  | Production average total number of contact attempts for the first and second wave cases + diary cases  | Number of contacts attempts should be equal or less than to the average number of contacts in production |
| Encouraging engagement | % of HHs that received recall incentive, diary incentive, full/partial records incentive | None | More than 60% of HHs were eligible for all three incentives |
| **Research Objective 3. Respondent willingness to complete all components of the integrated survey** |
| Overall Response Rates | Overall response rate: % HHs that complete recall, complete at least one diary and complete records interview | Production CEQ and CED rates (duplicate item) | RR must be higher than 60%, or no lower than 10% of production |
|  | % of HHs that refuse one or more survey elements  | Production CEQ and CED refusal rates | Refusal rate must be no lower than 10% of production |
| Recall Interview | % of HHs that refuse the recall interview  | Production CEQ refusal rates for Wave 1 | Refusal rate must be no lower than 10% of production |
| Diary | % of eligible HH members who complete diary | IDFT | At least half of eligible HH members complete (1+ entries) a diary; or were eligible blanks |
| Records Interview | % of HHs that refuse the records interview | Production CEQ refusal rates for Wave 2 | Refusal rate must be no lower than 10% of production |
| Records | Number and type of records provided by each HH | None  | At least 75% of participating HHs provide one or more records (as indicated by FR) |
| **Operational Issues** |
| **Research Objective 4. Number/Effectiveness of contact attempts necessary to obtain a completed interview** |
| Contact Attempts | Number of contact attempts prior to Visit 1 | Number of contact attempts prior to first wave in production, and Number of contact attempts prior to production CED | Number of contacts attempts should be equal or less than to the average number of contact attempts required for wave 1 and diary placement |
|  | Number of mid-week Contacts | IDFT contact rates | None, used to understand FR effort & R response across all parts of interview |
|  | Effectiveness of mid-week Contacts in obtaining additional entries | Comparison of number of entries in individual diaries prior to mid-week contact to post mid-week contact; compare individual diaries with no mid-week contact to diaries with mid-week contact | None, used to understand the effectiveness of contacting the respondent during diary week. |
|  | Number of contact attempts prior to Visit 2 as indicated by the time stamp for the first records CAPI section | None | None, used to understand FR effort & R response across all parts of interview |
|  | Total number of contact attempts  | Production total number of contact attempts for the first and second wave cases + diary cases | Total number of contacts attempts should be equal or less than to the average number of contact attempts required for wave 1 and diary placement |
| **Research Objective 5. Length of the Interview Elements** |
| Timing | Average time of recall interview | Average time of “recall sections” in production CEQ | Average recall interview is less than 60 minutes |
|  | Average of each Recall Section | Average of “recall sections” in production CEQ | No decision point |
|  | Average Visit 1 time |  | Average visit 1 is less than 60 minutes |
|  | Average Visit 2 time, excluding debriefing |  | Average visit 1 is less than 60 minutes |
|  | Average time spent at diary placement screen to determine time it takes to review instructions / length of diary placement |  | No decision point |
|  | Length of Diary Recall Process |  | No decision point |
|  | Total time of records interview | Total time of “records sections” in production CEQ | Average records interview is 60 minutes |
|  | Time spent at record placement screen to determine time it takes to review instructions / records placement |  | No decision point |
|  | Time of each Records section | Time of “record sections” in production CEQ; Time of “record sections” in production CEQ for Rs who used records “almost always” | No decision point |
| **Research Objective 6. Technical issues respondents have with completing the online diaries** |
| Reported Issues | Log of calls (and emails) to help desk and reasons for the contact  |  |  |
|  | Respondent comments during debriefing |  | No decision point |
| Observed Issues | Number of times Rs accessed the change password page but was not able to change their password |  | No decision point |
|  | Total time R spent on change password page, broken down by successful password change and non successful password change |  |  |
|  | Number of unsuccessful log-in attempts |  | No decision point |
|  | Number of blank diaries, with and without successful log-ins |  | At least half of HH who were given a web diary members completed it (1+ entries); or were eligible blanks |
|  | Item missingness (e.g. amount, characteristic)\* |  | No decision point |
|  | Number of items reported per diary and per HH, by category and overall\* | Number of items reported by CU, by category and overall in production CEQ and CED | No decision point |
|  | Amount of expenditures reported per diary and per HH, by category and overall\* | Amount of expenditure reported by CU, by category and overall in production CEQ and CED | No decision point |
|  | Number of receipts provided by HH with more than 5 items\* (from FR debriefing) |  | No decision point |
|  | Number of paper diaries completed by Rs given electronic diaries  | Compare mode placed variable with the mode of most expenditure entries  | No decision point |
| Non-Reported Issues | R issues identified by FRs through case notes and/or debriefing |  | No decision point |
| **Research Objective 6a. Individual Diary Placement and Pickup Process** |
| Diary Placement Process | Number of HH members present during placement (FR debriefing) |  | No decision point |
|  | Number of DK responses for proxy placement questions  |  | No decision point |
|  | R debriefing questions about diary placement |  | No decision point |
|  | FR debriefing questions about diary placement |  | No decision point |
|  | Whether a login attempt was made during placement (FR debriefing) |  |  |
| Diary Pickup Process | Number of HH members present during pickup  |  | No decision point |
|  | Number of DK responses for proxy pickup questions  |  | No decision point |
|  | Percent of individual diary keepers who received an incentive |  | No decision point |
|  | FR debriefing questions about diary pickup  |  | No decision point |
| **Research Objective 7. Per completed interview cost of administering the survey** |
|  | Total number of contacts per case |  | Total number of contacts attempts should be equal or less than to the average number of contact attempts required for wave 1 and diary placement |
|  | Total interviewing time per case |  | Total interviewing time (Visit 1 + Visit 2) should be less than 180 minutes |
|  | Total amount of incentives given per case |  | No decision point |
|  | Total amount of incentives cashed per case |  | No decision point |
|  | Other costs (travel, preparation) as available from Census  |  | No decision point |
|  | Total cost (interviewing time + incentives + other costs) |  | Estimate of total survey costs, excluding incentives, is within 10% of current production budget |
| **Experience** |
| **Research Objective 8. Respondent Experience** |
| Respondent Debriefing | Analysis of [R debriefing questions](file:///C%3A%5CUsers%5Cseama300%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CINV6LY1Y%5CDebriefing%5CPOC%20R%20Debriefing%20Questions_2.docx)  |  | No decision point |
| **Research Objective 9. FR Experience** |
| FR Debriefing | Analysis of [FR debriefing questions](file:///C%3A%5CUsers%5Cseama300%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.IE5%5CINV6LY1Y%5CDebriefing%5CPOC%20FR%20Debriefing%20Questions.docx)  |  | No decision point |

\* Not definitive measure of technical difficulty

1. The proof of concept test goal is to measure the feasibility of implementation of the redesign plan as well as the improvement of measurement. The guidelines are a starting point for evaluating these goals. Looking at all of the guidelines as a whole will help determine the success of the design. [↑](#footnote-ref-1)