

ATTACHMENT Y: SELF-ADMINISTERED DIARY TEST

I. STUDY OVERVIEW

1. BACKGROUND

The Consumer Expenditure (CE) Diary Survey at the Bureau of Labor Statistics (BLS) is currently fielded by using an in-person interview to place two copies of a one-week paper diary instrument that the respondent records expenditures in for two consecutive weeks. Interviewers place the diaries and train respondents on how to record the household's daily expenditures. The interviewers also contact the respondents during the week to encourage the diary keeping task. In October 2019, the CE began a test of an online diary with the expectation of implementing the online diary into production using the same in-person placement protocols as described above.

In-person interviews historically have higher response rates than other modes of data collection and depending on content can offer higher quality data. However, the main drawback to in-person interviewing is the higher cost compared to other modes of data collection.

Because the CE diary is already primarily self-reported, it lends itself to moving away from an in-person placement to being fully self-administered. This could lead to cost savings in the future; however, switching to a fully self-administered mode is not without risk. First, the response rates in self-administered modes tend to be lower than in-person modes. Also, there's uncertainty surrounding the impact on quality of a fully self-administered diary without the aid of in-person training on diary-keeping procedures.

2. OBJECTIVES

In order to explore the impact of a fully self-administered mode of the diary, we plan to field a test in an online probability panel. A further benefit of testing a self-administered diary in an online probability panel (with recruitment from an address-based sample with known probabilities) is to establish a platform that could allow for future experiments. These

experiments could be more quickly designed and tested in an online panel with results feeding faster into production.

We expect results from an online probability panel will not be fully comparable to a traditional address-based sample design; however, they will provide insight on some of the sampling and measurement error that might result from a fully self-administered mode as well as any differences between an online probability panel and a traditional address-based design. This will allow a baseline for comparison for any future experiments we may conduct in an online panel, and the findings will help inform future decisions related to the survey.

The self-administered diary test will be fielded from October 2021 to December 2021. The target number of completed Online Diary Surveys is 2,000, which will require a starting sample size of 4,102 panel members.

Objectives for Self-Administered Diary Test:

1. Test the feasibility of administering a two-week online diary to a probability panel sample without the aid of an interviewer to assist in gaining cooperation and training the respondent on how to record expenditures.
2. Evaluate the response and cooperation rates for keeping a fully self-reported online diary, within the context of a probability based online panel.
3. Compare the sample composition of those that complete an online diary to that of the BLS CE diary production sample to determine the differences in representativeness for various population subgroups.
4. Identify any deviations in data quality from a self-administered online diary compared to CE diary production data.
5. Establish a platform to allow for future experimentation in the online diary.

II. STUDY DESIGN

1. FIELDING PERIOD

The self-administered diary test will be fielded from October 2021 to December 2021. The target number of completed Online Diary Surveys is 2,000, which will require a starting sample size of 4,102 panel members.

2. RESPONDENTS

The BLS-approved contractor (Ipsos) will use a national online panel that is representative of the U.S. adult population with recruitment to the panel via address-based sampling.

KnowledgePanel® (KP) includes about 60,000 US residents (age 18 and older) representing 247,431,811 adults (age 18 and older) in the overall universe. The contractor will recruit a nationally representative sample of adults (age 18 and older) from KP to achieve a minimum of 2,000 completed Spending Diaries. To participate in the Spending Diary, respondents must first participate in the Household Characteristics Survey and agree to participate in the diary component of the study. The contractor will select a sample of approximately 4,102 panel members to achieve a minimum survey cooperation rate of 65 percent for the Household Characteristics Survey, followed by a 75 percent survey cooperation rate for the diaries.

3. METHODOLOGY

Recruitment and incentives

To maximize the survey cooperation rate respondents will receive an advance notification email, an invitation email, and up to three email reminders for the Household Characteristics Survey. The advanced notification email for the Household Characteristics Survey will notify respondents of the pending study, provide a basic description of the study purpose, and inform them that they should expect an invitation email in the near future. The advance notification email will be sent three days prior to the invitation email. The invitation email will serve as the official invitation to the Household Characteristics Survey. The invitation email will inform panel members of the basic study purpose and provide a link to the survey. Subsequent email reminders will encourage non-responding panel members to participate in the study, reiterate the basic study purpose, and provide them with a link to the survey. The reminder emails will be sent on the fourth, eighth, and twelfth days of the field period. The public burden statement and confidentiality assurances will be provided at the start of the Household Characteristics Survey.

The day after completing the Household Characteristics Survey, the respondents will receive an invitation email that will serve as the official invitation to the Online Diary. The invitation email will inform panel members of the basic study purpose, define full study participation, provide brief reporting instructions, notify them of the \$50 cash equivalent incentive, and provide a link to the Online Diary. Subsequent email reminders will contain custom text with slightly altered wording encouraging all panel members to continue participating in the study, reiterate the basic study purpose, define full study participation, provide brief reporting instructions, notify them of the \$50 cash equivalent incentive, and provide a link to the Online Diary. The final reminder will explicitly indicate to panel members that their two-week Online Diary period is over, while encouraging them to report information for all days within this time period and providing them with the information found within the previous reminders.

Respondents will be sent invitation emails at the start of their diary date, followed by four custom reminders to all panel members participating in the diary on the fourth, eighth, eleventh, and fifteenth days of the diary field period to maximize reporting compliance.

As part of the Self-Administered Diary test, respondents will receive survey points redeemable for cash, merchandise, gift cards, or game entries worth the equivalent of \$2 cash for completing the Household Characteristics Survey and survey points redeemable for cash, merchandise, gift cards, or game entries worth the equivalent of \$50 cash for entering at least one expense in each of the two one-week diaries or marking a checkbox indicating they had no expenses during the week.

Diary keeping procedures

The respondent will keep the diary recording expenditures for all household members beginning the day they receive the diary invitation email. The first time the respondent accesses the Online Diary, they will view an introduction screen that will include brief instructions for the Online Diary, links to the user guide, and links to the video tutorials. When the respondent accesses the survey subsequently through the KP platform, they will be taken directly to the Online Diary.

The contractor will provide panel members with a toll-free National 800 number and e-mail address to assist respondents with technical issues and questions about survey concepts (e.g., what level of detail to include in reporting, where to report items) during data collection.

Respondents will be able to contact the help desk by phone or email during business hours and on Saturdays. The help desk will keep a record of respondent contact and reasons for contact.

3. INSTRUMENT CHANGES

The self-administered Household Characteristics Survey will differ from the CED CAPI instrument in that housing characteristics questions that are based on the observation of the sample unit by the FR will be simplified and converted to self-administered respondent questions; questions designed to identify the consumer unit or group of individuals who are related or share financial expenses will be eliminated and comparisons to production data will be performed at a household level instead; modifications will be made to questions to remove references to the Infobook and instead display information for the respondent on the screen; additional variables such as some demographic information will only be collected for the primary respondent instead of all household members; rostering questions will be added to collect the number of children and adults living in the household; and a question will be added notifying the respondents of the receipt of an incentive for completion of the Household Characteristics Survey, soliciting participation in the Online Diary, and notifying the respondent that they will receive an additional incentive for completing each of their two-week Online Diaries.

Instead of a paper Diary, the respondent will report expenditures using an online diary. The Online Diary will differ from the production Online Diary in that the meal type question will be replaced with a vendor question; minor cosmetic changes will be made; and a respondent introduction screen will be added.

4. SAMPLING AND SAMPLE SIZE

The contractor will use a national online panel named KnowledgePanel® (KP). KP is an online panel that is representative of the U.S. adult population with recruitment to the panel via address-based sampling. KP includes about 60,000 US residents (age 18 and older) representing 247,431,811 adults (age 18 and older) in the overall universe. The sample design uses a single sampling frame: the Delivery Sequence File (DSF) of the United States

Postal Service, covering almost 100% of the U.S. population. A random sample of households from across the United States are sent a mail invitation to join the panel.

To participate in the Online Diary, respondents must first participate in the Household Characteristics Survey and agree to participate in the diary component of the study. The contractor will select a nationally representative sample of approximately 4,102 panel members to achieve a minimum survey cooperation rate of 65 percent for the Household Characteristics Survey. The contractor anticipates a minimum survey cooperation rate of 75 percent for the subsequent Online Diary. This will result in 2,000 completed Online Diaries ($4,102 \times .65 \times .75 = 2,000$). Expected response rates are based on actual response rates achieved by the contractor for other studies using the same KP.

For selection of general population samples from KP, the sample is weighted to U.S. Census Bureau benchmarks from the latest American Community Survey (ACS) and the most recent March supplement of the Current Population Survey (CPS) along the following dimensions, with additional nesting of dimensions as well:

- Gender (Male, Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household Income (Under \$10K, \$10K to <\$25K, \$25K to <\$50K, \$50K to <\$75K, \$75K to <\$100K, \$100K to <\$150K, and \$150K+)
- Home ownership status (Own, Rent/Other)
- Household Size (1, 2, 3, 4+)
- Metropolitan Area (Yes, No)
- Hispanic Origin (Mexican, Puerto Rican, Cuban, Other, Non-Hispanic)

Using these panel weights as the measure of size (MOS) for each panel member, a PPS (probability proportional to size) procedure is used to select study specific samples.

5. RESPONDENT MATERIALS

1. Participant emails for the Household Characteristics Survey (Appendix A)
2. Participants emails for the Online Diary (Appendix B)
3. Diary user guide (Appendix C)
4. Diary video tutorial scripts (Appendix D)

III. BURDEN HOURS BY CALENDAR YEAR

Burden estimates for Calendar year 2021 are shown in Table 1 below.

Table 1: Burden estimates for Calendar Year 2021 (October-December 2021)

Response Burden for the Self-Administered Diary Test					
Form	Total Respondents	Frequency	Total Responses	Average Time per Response	Estimated Total Burden Hours
Self-Administered Diary Test Household Screener	2,666	1	2,666	19	844
Self-Administered Diary Test Record-keeping	2,000	2	4,000	70	4,667
TOTALS	4,666	///////	6,666	///////	5,511

Appendix A- Participant emails for the Household Characteristics Survey

Week #1 Invitation Email

Subject: Welcome to the Consumer Spending Diary (%%ANO%%) Description:



Dear %%firstname%%,

Thank you for agreeing to participate in the U.S. Bureau of Labor Statistics Consumer Spending Diary!

The diary is used to get a sense of the spending habits of households in the United States. You should record in the diary any expenses that you may have for each day over the next two weeks. If you do not have expenses for a given week, please report that as well. You will earn **50,000 survey points** for reporting your information over your two-week Spending Diary period.

We encourage you to access your diary each day, but spending can be entered for a few days at a time at your convenience. To get to your diary please click the link below:

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

Our Spending Diary Help Desk is available if you have questions or comments. You can contact us at our toll-free 1-888-288-0021 number, or by email at kp_opsupport@knowledgepanel.com. In order to better serve you, please be sure to include reference %%ANO%% in the subject of your message. We are always happy to hear from you!

Thanks,
The KnowledgePanel Team

Participating in KnowledgePanel® gives you the unique opportunity to make your opinions heard among business and policy decision makers. You can express those opinions fully confident that KnowledgePanel is committed to safeguarding your privacy. We will never transfer your personally identifiable information (name, address, phone number) to users of our research without your consent, nor will we ever try to sell you anything.

If you have any questions about our Privacy Policy or practices, you can email us at privacy@knowledgepanel.com.

If you believe you have received this email in error or prefer to opt out from receiving our emails, send a message to KnowledgePanel support at support@knowledgepanel.com or call us toll free at 1-800-782-6899.

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1 Upper Pond Rd #D-2, Parsippany, NJ 07054

Week #1 Reminder Email

Subject: Reminder: Help Us With The Consumer Spending Diary (%%ANO%%)

Description:



Dear %%firstname%%,

Thank you for your participation in the U.S. Bureau of Labor Statistics Consumer Spending Diary!

We encourage you to record in the diary any expenses that you may have for each day over your two-week diary period. Remember, if you do not have expenses for a given week, please report that as well. You will earn **50,000 survey points** for reporting your information over your two-week Spending Diary period. Your participation will be used to get a sense of the spending habits of households in the United States.

If you have been reporting on each day, please continue to do so! If you still have not recorded entries for certain days, please provide this information at your earliest convenience. We encourage you to access your diary each day, but spending can be entered for a few days at a time at your convenience. To get to your diary please click the link below:

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

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Week #2 Invitation Email

Subject: Reminder: We Need Your Help - Consumer Spending Diary (%%ANO%%)

Description:



Dear %%firstname%%,

Thank you for your participation in the U.S. Bureau of Labor Statistics Consumer Spending Diary!

Your participation is critical to this study's success. You are now entering the second week of your two-week diary period. You should record in the diary any expenses that you may have for each day during the diary period. If you do not have expenses for a given week, please report that as well. If you still have not recorded entries for certain days over the past week, please provide this information as soon as possible.

You will earn **50,000 survey points** for reporting your information over your two-week Spending Diary period. We encourage you to access your diary each day, but spending can be entered for a few days at a time at your convenience. To get to your diary please click the link below:

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

Our Spending Diary Help Desk is available if you have questions or comments. You can contact us at our toll-free 1-888-288-0021 number, or by email at kp_opsupport@knowledgepanel.com. In order to better serve you, please be sure to include reference %%ANO%% in the subject of your message. We are always happy to hear from you!

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Week #2 Reminder Email

Subject: Reminder: Your Participation In The Consumer Spending Diary (%%ANO%%)

Description:



Dear %%firstname%%,

Thank you for your participation in the U.S. Bureau of Labor Statistics Consumer Spending Diary!

We encourage you to record in the diary any expenses that you may have for each day over your two-week diary period. Remember, if you do not have expenses for a given week, please report that as well. If you have been reporting on each day, please continue to do so! If you still have not recorded entries for certain days, please provide this information at your earliest convenience. Your full participation is important to the success of this study!

As a reminder, you will earn **50,000 survey points** for reporting your information over your two-week Spending Diary period. We encourage you to access your diary each day, but spending can be entered for a few days at a time at your convenience. To get to your diary please click the link below:

%%LINK%%

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Closing Email

Subject: Completing Your Consumer Spending Diary (%%ANO%%)

Description:



Dear %%firstname%%,

Thank you for participating in the U.S. Bureau of Labor Statistics Consumer Spending Diary!

The two-week diary period has now ended. You should record in the diary any expenses that you may have had for each day of the two-week diary period. If you did not have expenses for a given week, please report that as well. Your full participation is important to us!

If you have already reported on each day of the diary period, thank you for your cooperation! As a reminder, you will earn **50,000 survey points** for reporting your information over your two-week Spending Diary period. To get to your diary please click the link below:

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

Our Spending Diary Help Desk is available if you have questions or comments. You can contact us at our toll-free 1-888-288-0021 number, or by email at kp_opsupport@knowledgepanel.com. In order to better serve you, please be sure to include reference %%ANO%% in the subject of your message. We are always happy to hear from you!

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Appendix B - Participants emails for the Online Diary

Pre-Notification Email

Subject: We Need Your Help Soon

Description:



Dear %%firstname%%,

Thanks for being an integral part of KnowledgePanel!

We will need your help in the next few days! You have been selected to participate in the Consumer Spending Survey for the U.S. Bureau of Labor Statistics. In the next few days please look for an email referencing the Consumer Spending Survey. This survey will ask you questions about you and your household's characteristics and typical spending. In addition, we will have an online diary component for this study to record daily spending over a two-week period. This survey is used to get a sense of the spending habits of households in the United States.

Thank you for your help on this very important survey!

Our Spending Survey Help Desk is available if you have questions or comments. You can contact us at our toll-free 1-888-288-0021 number, or by email at kp_opsupport@knowledgepanel.com. In order to better serve you, please be sure to include reference %%ANO%% in the subject of your message. We are always happy to hear from you!

Thanks,
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Invitation Email

Subject: Consumer Spending Survey (%%ANO%%)

Description:

KnowledgePanel®
The opportunity to be heard.

Dear %%firstname%%,

Thanks for being an integral part of KnowledgePanel!

You have been selected to participate in the Consumer Spending Survey for the U.S. Bureau of Labor Statistics. As we mentioned in the email we sent you a couple days ago about this survey, we will be interested in gathering information about you and your household's characteristics and typical spending. This survey is used to help get a sense of the spending habits of households in the United States. Please complete this very important study at your earliest convenience. The survey can be accessed by clicking the following link:

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

In addition to this survey, we will have an online diary component for you to record daily spending over a two-week period.

Our Spending Survey Help Desk is available if you have questions or comments. You can contact us at our toll-free 1-888-288-0021 number, or by email at kp_opsupport@knowledgepanel.com. In order to better serve you, please be sure to include reference %%ANO%% in the subject of your message. We are always happy to hear from you!

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Reminder Email #1

Subject: Reminder: Help Us With The Consumer Spending Survey (%%ANO%%)

Description:



Dear %%firstname%%,

We recently sent you the Consumer Spending Survey for the U.S. Bureau of Labor Statistics. We'd appreciate you taking it at your earliest convenience by using the link below. As a reminder, in this survey we will be interested in gathering information about you and your household's characteristics and typical spending. If you have already completed the survey, thank you and please disregard this email.

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

Thanks,
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Reminder Email #2

Subject: Reminder: We Need Your Help - Consumer Spending Survey (%%ANO%%)

Description:



Dear %%firstname%%,

We recently sent you the Consumer Spending Survey for the U.S. Bureau of Labor Statistics. We'd appreciate you taking it at your earliest convenience by using the link below. As a reminder, this survey will gather information about you and your household's characteristics and typical spending. If you have already completed the survey, thank you and please disregard this email.

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

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Reminder Email #3

Subject: Reminder: Please Help Us - Consumer Spending Survey (%%ANO%%)

Description:



Dear %%firstname%%,

We previously sent you the Consumer Spending Survey for the U.S. Bureau of Labor Statistics. We'd appreciate you completing this survey as soon as possible. As a reminder, this survey is being conducted to learn more about you and your household members and to understand the spending habits of households in the United States. If you have already completed the survey, thank you and please disregard this email.

%%LINK%%

Depending on your email reader, you may need to copy and paste the link into your web browser.

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Appendix C - Diary user guide

Spending Diary

Thank you for agreeing to participate in the Consumer Spending Survey. 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.

The Bureau of Labor Statistics, its employees, agents, and partner statistical agencies, will use the information you provide for statistical purposes only and will hold the information in confidence to the full extent permitted by law. In accordance with the Confidential Information Protection and Statistical Efficiency Act and other applicable Federal laws, your responses will not be disclosed in identifiable form without your informed consent. Per the Federal Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data. If you have comments regarding this survey, please email them to kp_opsupport@knowledgepanel.com.

Questions?

Contact the Spending Diary Help Desk by email at kp_opsupport@knowledgepanel.com or by telephone at 1-888-288-0021 (Monday-Saturday 9am-5pm Eastern)

What Should I Enter in the Diary?

Complete the Spending Diary for the entire two weeks. Enter EVERYTHING you and your household spend money on each day (see exceptions below) – the products you buy, the services you use, and the household expenses you have during the week – no matter how large or small they are. Do NOT use abbreviations for any item descriptions.

The only items you should **not** include in your diary are:

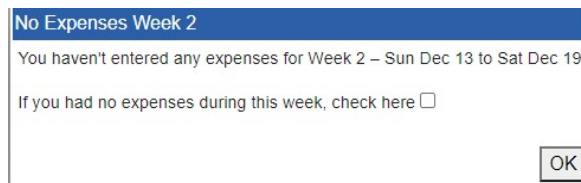
- Expenses while you were away from home overnight
- Business or farm operating expenses
- Sales tax, except for Meals, Snacks, and Drinks Away from Home

Help

To access Help tools, click the “Help” button on the top right of the screen. Here you will have the following options: User Guide, Video Tutorials, General Instructions, How to Fill Out Your Diary, Diary Examples, FAQs, and Definitions.

No Expenses

If you had no expenses during your diary week, login to the diary on or after the last day of your diary week and you will see the following checkbox. Check the box to confirm that you had no expenses during the week.



The screenshot shows a dialog box with a blue header bar that reads "No Expenses Week 2". Below the header, the text says "You haven't entered any expenses for Week 2 – Sun Dec 13 to Sat Dec 19." Underneath this text is a line that reads "If you had no expenses during this week, check here" followed by an unchecked checkbox. In the bottom right corner of the dialog box, there is an "OK" button.

Logout

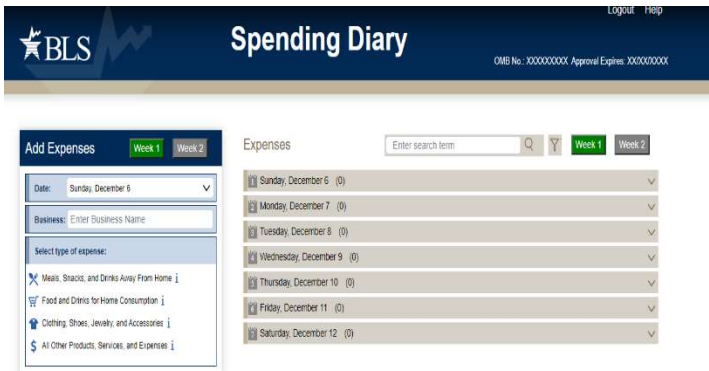
To protect your privacy, the Spending Diary will automatically log you out if there is no activity for more than 15 minutes. You can also logout at any time by clicking on the “Logout” button. To re-enter the survey, please select the study survey link provided in your KnowledgePanel Member Portal or using an e-mail associated with this study. To prevent losing data you have entered, please remember to save your entries.

Entering Expenses

Below are examples of your home screen where you will be able to view a summary of your entered expenses and add new expenses. Please refer to Page 4 for more detailed instructions on how to add an expense.

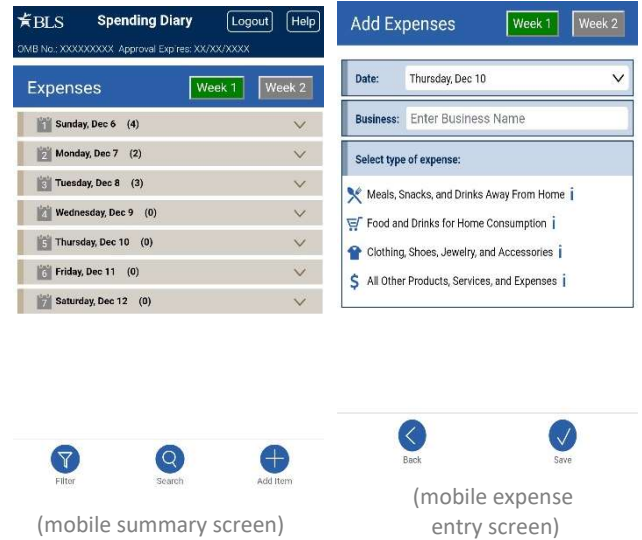
Desktop Version

To add an expense, you will enter information by first selecting the appropriate week and then the date of the expense on the left side of the screen.



Mobile Version

To add an expense, tap on the “Add Item” icon on the bottom right of the summary screen. An expense entry screen will appear allowing you to add a new expense.



View, Edit, or Delete an Expense

To help you find a particular entry, you can enter a search term in the search box on the top right of your desktop version. In the mobile version, tap on the “Search” icon on the bottom of the summary screen. You can view your expenses by selecting Week 1 or Week 2 and clicking on a specific date to expand the selection and view the expenses entered for that date.



Desktop Version

To delete an expense, click on the trash can icon to the right of the expense. To view or edit an expense, click on the pencil icon to the far right of the expense. In the left entry space, you will be able to make any changes and select “Update” or “Cancel.”



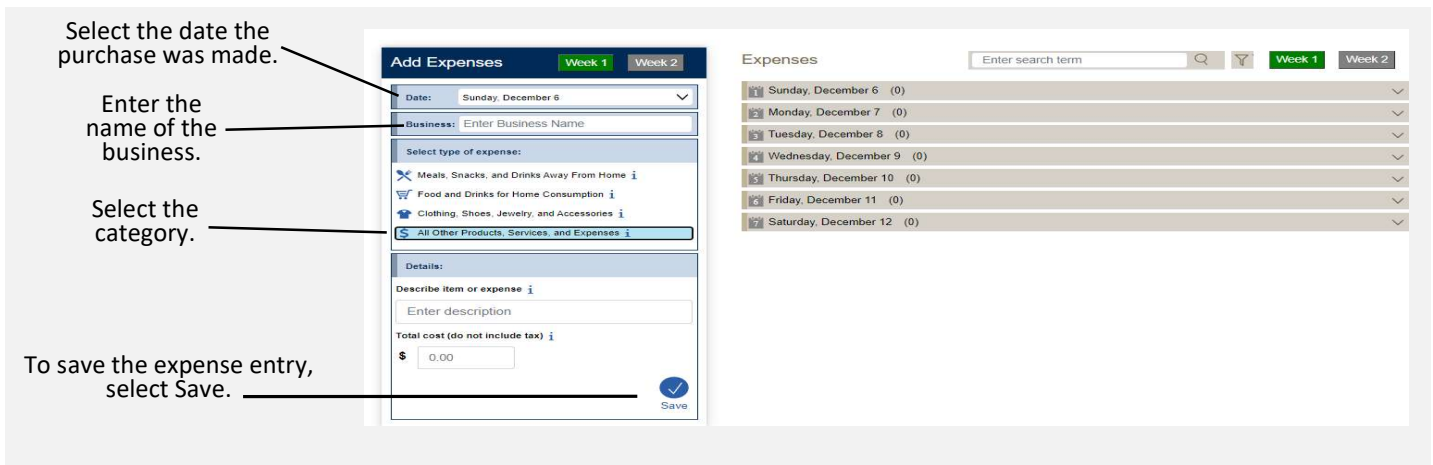
Mobile Version

To delete an expense, click on the trash can icon to the right of the expense. To view or edit an expense, click on the pencil icon to the far right of the expense. When you click on edit, you will be taken to the expense entry screen where you will be able to make any changes and select “Update” or “Back” to cancel.



Adding Expenses to Your Spending Diary

The Expense Entry screen on the mobile version is on a separate screen, but the entry fields are the same.



Category Specific Questions

After you select a category, additional questions specific to that category will appear for you to complete.

See examples below:

Meals, Snacks, and Drinks Away from Home

- Enter the total cost (include tax and tip)
- Select the vendor type
- Indicate if alcohol was included and the cost of alcohol, if applicable

Food and Drinks for Home Consumption

- Describe the item or expense
- Enter the cost (do not include tax)
- Select the type of packaging

Clothing, Shoes, Jewelry, and Accessories

- Describe the item or expense
- Enter the cost (do not include tax)
- Select the gender and age

All Other Products, Services, and Expenses

- Describe the item or expense
- Enter the cost (do not include tax)

Meals Snacks and Drinks Away from Home vs. All Other Categories

Something you should keep in mind when entering your expenses is that the Meals, Snacks, and Drinks Away from Home category is different from the other categories. See below for examples with entries in the Mobile version.

Meals, Snacks, and Drinks Away from Home

In the Meals, Snacks, and Drinks Away from Home category, you will enter the entire meal/purchase as one entry and enter the total cost of the meal including tax and tip.

Green Onion Bistro

Artichoke dip	8.00
Beef short rib ravioli	18.00
Ginger lemon chicken	16.00
Berry lemon pie	6.00
Chocolate pudding	6.00
Soda	3.00
Red wine	9.00
Subtotal	66.00
Sales Tax	6.60
Total	72.60
Gratuity	15.00
Total	87.60

Signature: _____
986 Divine Way
Washington, DC 20964

Mobile App Entry:
Date: Friday, December 11
Business: Green Onion Bistro
Select type of expense: Meals, Snacks, and Drinks Away From Home
Total cost (include tax and/or tip): \$ 87.60
Select Type of Vendor: Full Service Places
Select any alcohol included: Wine, Beer, Other
Enter the total cost of the alcohol: \$ 9.00

All Other Categories

For all of the other three categories, you will enter each item purchased as a separate entry and enter the cost of the item without tax.

VALU MART
FALLS CHURCH, VA 23156 - 703.893-8934

267198321	VM WHOLE MILK	3.29
986945631	6-PK SOCKS	7.99
063022838	PAPER TOWELS	11.99
073965782	LAUNDRY DETERGENT	18.99
037121340	SHAMPOO	2.94
037121345	CONDITIONER	2.94
256971531	SZ 3 DIAPERS	41.99
SUBTOTAL		99.30
VA TAX 5.0%		4.97
TOTAL		104.27

SIGN UP FOR A VALUMART CARD
AND SAVE 5% ON EVERY PURCHASE!

Mobile App Entry 1:
Date: Friday, December 11
Business: ValuMart
Select type of expense: Food and Drinks for Home Consumption
Describe item or expense: Whole Milk
Total cost (do not include tax): \$ 3.29
How was the item packaged: Fresh

Mobile App Entry 2:
Date: Friday, December 11
Business: ValuMart
Select type of expense: Food and Drinks for Home Consumption
Describe item or expense: 6 pack socks
Total cost (do not include tax): \$ 7.99
Was this item for: Girl 2-15

Mobile App Entry 3:
Date: Friday, December 11
Business: ValuMart
Select type of expense: All Other Products, Services, and Expenses
Describe item or expense: Paper towels
Total cost (do not include tax): \$ 11.99

Frequently Asked Questions

1. How detailed should my descriptions be?

Refer to the Diary Examples page in the Help menu for examples of the level of detail needed in each part. Do not rely solely on brand names.

2. How can I delete or make changes to an expense that I've saved?

Locate the saved expense listed under the relevant date in the Expenses section of the main page. To delete the expense, click on the trash can icon next to the cost and select 'ok' to confirm. To make any changes, click on the pencil icon next to the trash can. Make any changes in the Edit Expense box and click the 'Update' button to save your changes.

3. How should I record multiple quantities?

You may group identical items on the same entry and enter a total cost of all the items, or you may write each item on a separate entry with the individual cost.

4. How should I record pre-payments such as a subway fare card?

Record the expense when you pay for it, not when you use it.

5. How should I record credit card purchases?

Record the individual expense the day that you use your credit card to pay for something, not the day you pay your credit card bill.

6. Should I record automatic deductions taken from my paycheck or bank account?

Yes, record automatic deductions (such as health insurance premiums taken out of your account or paycheck) only if they are deducted that week. Write them in the section called All Other Products, Services, and Expenses.

7. Should I record typical monthly bills?

Yes, record typical monthly bills only if you pay them during the week that you have the diary. Enter them in the section called All Other Products, Services, and Expenses.

8. What should I do when I use coupons, discount cards, or loyalty cards?

Subtract the discount from the original price and enter the amount that you paid.

9. Can I just give you receipts instead of entering the information online?

No, we need you to enter the information into the online diary. We encourage you to save your receipts to remember to record what you bought or paid for.

10. How should I record items if I don't know whether it includes tax?

Write down the amount paid.

11. What if I make a contribution or charitable donation?

Record money contributions or donations in the section called All Other Products, Services, and Expenses.

12. What about gift certificates or gift cards?

If you buy a gift certificate to give to someone, write down the cost of it under the appropriate section (e.g., a certificate to a clothing store would go under Clothing, Shoes, Jewelry, and Accessories and a certificate to a department store would go under All Other Products, Services, and Expenses. If you use a gift card, enter the full amount for your purchase as if paid with cash.

13. What do I do about returns and exchanges?

If an item is bought and returned during the diary period, it can be deleted (see FAQ 2). If it was bought outside the diary period and returned during the period, do not make any entry. If an item is exchanged during the diary period, change or edit the item that was returned to the new item and its cost on the day the exchange was made (see FAQ 2).

14. Should I record subsidized/reimbursed expenses?

Yes, but if someone not in your household pays for or helps pay for an expense or if you will be reimbursed for an expense, only record the amount that you or someone in your household has to pay.

15. What should I do about shipping & handling costs?

Include the shipping & handling cost in the total price of the item. If the shipping & handling covered multiple items, include the shipping & handling in the total price of one item from the order.

16. How do I know what items to report for each type of expense?

Click or tap on the icon next to each expense type category.

17. What's the difference between a concession stand and a mobile vendor?

A concession stand has to stay in a permanent location and a mobile vendor does not. Some mobile vendors may seem permanent because they are usually in the same location, but they are still considered mobile vendors because they have the option to change locations.

Appendix D - Spending Diary Video Tutorial Scripts

Video 1. How do I get started?

1. Thank you for agreeing to participate in the Spending Diary Survey. In this video, I'm going to show you how to get started on your Diary.
2. The first time that you go to login to your Spending Diary, you will be shown an Introduction Screen. After you have viewed this screen once, you will then be taken directly to your Spending Diary moving forward.
3. Once you enter your Spending Diary you will see the home screen.
 - a. The home screen will look slightly different depending on whether you are using a computer or a mobile device, but both display the same information.
 - b. From this screen you can add an expense or you can view, edit, or delete any expenses you have already entered. We'll go over how to do all that in another video.
 - c. You can learn more about the survey and obtain helpful information by selecting the Help link.
 - d. If you still have questions after reviewing the Help links, you can call or email the Help Desk.
 - e. And at any time, you can logout using the logout button.
4. If by chance you had no expenses during your diary week, you can login on or after the last day of your diary week. You will see a checkbox to confirm that you had no expenses during the week.
5. Thank you for watching this video. If you have any questions about the Spending Diary Survey, you can contact the Spending Diary Help Desk by email at kp_opsupport@knowledgepanel.com or by calling 1-888-288-0021.

Video 2: What should I enter into the Spending Diary?

1. Thank you for agreeing to participate in the Spending Diary Survey. In this video, I'm going to talk about what information we'd like you to enter into the diary.
2. To put it simply, we want you to record everything you buy during the diary period no matter how little or how much it costs. We want you to include products that you buy and services that you use. And we want you to include things that you've purchased for yourself and things you've purchased for others. Do not use abbreviations in your descriptions.
3. There are a few things you should not include:
 - a. Expenses while you were away from home overnight
 - b. Business or farm operating expenses
 - c. Sales tax, except for the category Meals, Snacks, and Drinks Away from Home
4. For each item you record in the diary we need to know a few pieces of information.
 - a. The date that the purchase was made,

- b. The name or description of the business where the purchase was made,
 - c. A description of what you bought (with the exception of Meals, Snacks, and Drinks Away from Home),
 - d. And how much you paid for it
 - e. We would also like you to categorize what you purchased into one of these four categories:
 - i. Meals, Snacks, and Drinks Away from Home – which include meals eaten at restaurants, drinks purchased at coffee shops, sodas purchased from vending machines, things like that.
 - ii. Food and Drinks for Home Consumption – which include grocery items that you would eat or prepare at home
 - iii. Clothing, Shoes, Jewelry, and Accessories
 - iv. And All other Products and Services – which is anything that doesn't fit into one of the other categories.
 - f. The reason we divide the world of purchases up into these four categories is because we are interested in slightly different information depending on the category.
5. For Meals, Snacks, and Drinks Away From Home we are interested in:
- a. The cost of the whole meal, including tax and tip
 - b. The type of vendor...that is, whether it was at a fast-food place or for take-out or delivery (where you pay *before* eating or drinking); or at a full-service place (where you pay *after* eating or drinking); or from a vending machine or mobile vendor (which includes food trucks); or at an employer or school cafeteria.
 - c. And if alcohol was purchased for the meal, we would like to know the types of alcohol and the total cost for the drinks.
 - d. Here are some examples of purchases that would be considered Meals, Snacks, and Drinks Away From Home.
 - Dinner at a restaurant
 - Lunch at a cafeteria
 - Coffee from a coffee shop
 - Soda from a vending machine
 - Chinese take-out
6. For Food and Drinks for Home Consumption we need
- a. Each item entered separately. That is, if you spent \$20 at the grocery store, we don't want you to enter \$20 for groceries; we would like you to record that you spent \$4 on milk, \$2 on eggs, and so on.
 - b. For this category, we would like you to enter a description of each item that was purchased
 - c. The cost of that item without tax
 - d. And the type of packaging that the item came in
 - e. After entering that information for one item on your receipt, you would then tap the "Save" button and enter the next item.
 - f. Here are some examples of purchases that would be considered Food and Drinks for Home Consumption.
 - Lettuce
 - Ground beef
 - Whole milk
 - White bread
 - Apple juice

7. For Clothing, Shoes, Jewelry, and Accessories
 - a. We also need items to be entered separately.
 - b. Here too, we would like a description of each item you purchased
 - c. And the cost of each item without tax
 - d. We also need the gender and age of the person that the item was purchased for.
 - e. Here are some examples of purchases that would be considered Clothing, Shoes, Jewelry, and Accessories.
 - T-shirt
 - Dress
 - Gloves
 - Sneakers
 - Necklace

8. And finally, for All Other Products, Services, and Expenses
 - a. We would like each item to be entered separately as well
 - b. For items that belong to this category all we need is
 - i. A description of the item
 - ii. And the cost of the item without tax
 - c. This is a catchall category for anything that doesn't fit into one of the other three categories. Here are some examples of purchases that would be considered All Other Products and Services.
 - Prescription medicine
 - Movie tickets
 - Bus fare
 - Phone bill
 - Paper towels

9. Thank you for watching this video. If you have any questions about the Spending Diary Survey, you can contact the Spending Diary Help Desk by email at kp_opsupport@knowledgepanel.com or by calling 1-888-288-0021.

Video 3: How do I enter and edit my expenses?

1. Thank you for agreeing to participate in the Spending Diary Survey. In this video, I'm going to show you how to enter your expenses into the diary using your desktop computer or your mobile device. Once you start entering expenses, you'll also want to know how to make changes. I'll show you how to do that as well.

2. We'll start by entering an expense on a mobile device.
 - a. Let's say I want to enter information about a pair of shoes I bought yesterday.
 - b. I would first tap on the Add Item button and that would get me to the Expense Entry screen
 - i. Here, I would select the date of the purchase, which was March 11th.
 - ii. I would then enter the name of the business where I purchased the shoes, which was A.J. Sporting Goods
 - iii. I would then select Clothing, Shoes, Jewelry, & Accessories and answer the follow-up questions.

- iv. I would enter a description, being as descriptive as possible...I bought a pair of running shoes
 - v. The shoes cost \$70.00
 - vi. I bought the shoes for my daughter and she is 14 years old, so I check the box for Girl 2-15 and then tap save.
3. To enter the same information into the desktop version, I simply begin entering information into the boxes on the left of the screen. The Expense Entry Screen will always appear on the left side of the screen and the questions are the same as those on the Expense Entry Screen on the mobile version.
4. Now, let's say I entered the wrong cost for the shoes. I realized that I should've entered the cost without tax for this category.
 - a. Here's what I would do on the mobile version:
 - i. I would start by tapping the edit button, which is the pencil icon, next to the pair of shoes
 - ii. I would then edit the price to \$64.95
 - iii. And then tap Update
 - iv. I'll end up back at the home screen, where I can see the change has been made
 - b. The process is exactly the same on the desktop version
 - i. I click edit
 - ii. I change the information
 - iii. And then I click Update
5. When I show my daughter the shoes, she says that they are not comfortable so I decide to take them back and get a refund. Since it is no longer money that I've spent, I can delete the shoes from the diary.
 - a. To delete an item in the mobile version, I simply tap on the trash can icon. A confirmation screen will pop-up to ask if I'm sure I want to delete the expense. I then tap OK in the pop-up box to confirm and am brought back to the home screen where the item has been deleted.
 - b. Deleting an item in the desktop version is easy. I simply click the trash can icon and then confirm the deletion.
6. Now that we've covered the basic functions of the diary, I'll walk you through a couple of examples that will show you how you might use the diary in the real world.
7. Let's say I went out to dinner with a friend and I picked up the tab for the both of us. I decide to enter the meal into the mobile diary during the cab ride home.
 - a. I'll start by tapping on Add an Item
 - b. This dinner was on June 3rd
 - c. The name of the restaurant was Green Onion Bistro
 - d. This was a Meals, Snacks, and Drinks Away from Home so I will enter the total cost of the meal including tax and tip and check the box for Full Service Places
 - e. We also had some alcoholic drinks so I will enter that information
 - i. There was a beer and a liquor drink so I will select Beer and Other
 - ii. I'll then total up the cost of the alcohol and enter that
 - f. And then I'll tap save
8. In the next example, I stopped by Dan's Warehouse and picked up some household goods and grocery items. Notice that this receipt covers several different diary categories. Since none of

these items is a Meals, Snacks, and Drinks Away from Home purchase, I will enter each individually. Let me show you how to add these expenditures on a mobile device.

- a. I'll start at the top. These items were purchased on June 3rd
 - b. The name of the store is Dan's Warehouse, so I'll enter that into the Business field
 - c. The first item I purchased is a warehouse club membership, which belongs in the All Other Products, Services, and Expenses category, so I'll select that category
 - i. I'll enter "warehouse club membership" into the description field
 - ii. And in the cost field, I'll enter \$25.00, the cost without any tax.
 - iii. Then I'll tap on save
 - d. Next, I purchased some Tupperware.
 - i. The date, business, and category are the same, so I tap on the same category
 - ii. And enter "Tupperware" in the description field
 - iii. Then in the cost field, I'll enter \$4.50, the cost without tax
 - iv. And then hit save.
 - e. Lastly, I purchased a couple pounds of ground beef.
 - i. Again the date and business are the same, but the category is different for this item, so I select Food and Drinks for Home Consumption which brings up different follow-up questions.
 - ii. I enter "ground beef" in the description field
 - iii. And enter \$7.85 into the cost field
 - iv. The ground beef is fresh, so I'll select that
 - v. And then hit save.
9. Now I'll show you how to enter expenses using the desktop computer diary, but before I do that, notice that all of the items that I typed into the mobile diary now appear in the Summary of Expenses in the computer diary.
10. In this next example, I went to the Val-U-Mart superstore and bought several things for my house. Again, this receipt covers several different diary categories. Since none of these items is a Meals, Snacks, and Drinks Away from Home Purchase, I will enter each individually.
- a. I'll start by entering the date...these items were purchased on June 10th which is in Week 2 of my diary keeping period, so I'll click on Week 2.
 - b. I'll select June 10th from the Date box
 - c. And then enter "Val-U-Mart" in the business box
 - d. The first item I have to enter is shampoo
 - i. I select All Other Products, Services, and Expenses from the category options
 - ii. I then enter "Shampoo" in the description field
 - iii. And enter "2.94" in the cost field
 - e. Next I purchased a gallon of 2% milk.
 - i. The date and store are the same but the category is different, so I select Food and Drinks for Home Consumption
 - ii. I enter "2% milk" in the description field
 - iii. "\$3.75" in the cost field
 - iv. Select "fresh"
 - v. And then click save
 - f. Lastly, I purchased 2 T-shirts
 - i. The date and store are the same again, but the category is different, so I select Clothing, Shoes, Jewelry, and Accessories this time
 - ii. Since the items are the same and they cost the same amount, I can enter them together. In the description box, I enter that I purchased two "men's T-shirts"

- iii. Notice that when I'm describing the item I don't include the name-brand, just a description of the item.
- iv. I'll enter the combined cost of both shirts without tax, which is "\$31"
- v. Since I purchased the shirts for myself, I'll select Male and 16 & Over.
- vi. And then I'll click save
- vii. I'll then review my items under the Summary of Expenses to make sure I entered everything correctly.

11. Thank you for watching this video. If you have any questions about the Spending Diary Survey, you can contact the Spending Diary Help Desk by email at kp_opsupport@knowledgepanel.com or by calling 1-888-288-0021.