

Online Appendix

To article published in “Survey Methods: Insights from the Field”:

Time and sample quality in a Facebook ad-generated survey with Polish migrants in the UK

Please cite as:

Piekut Aneta (2024). Time and sample quality in a Facebook ad-generated survey with Polish migrants in the UK. *Survey Methods: Insights from the Field*. Retrieved from <https://surveyinsights.org/?p=19354>. DOI: [10.13094/SMIF-2024-00006](https://doi.org/10.13094/SMIF-2024-00006)

Contents

Figure A1. Screening question on essential work sector	2
Figure A2. Structure of Facebook ad campaign (ad sets).....	2
Figure A3. Sampling flow chart	3
Figure A4. Pictures used in the Facebook ads in a carousel	4
Table A1. Sample characteristics across stages and compared to external data	4
Figure A5. Models predicting respondents’ characteristics	5
Figure A6. Models predicting respondents’ responses to impact questions.....	5

Figure A1. Screening question on essential work sector

What sector have you worked in the UK during the Covid-19 pandemic?

- Health, social care or related support (e.g. doctor, nurse, paramedic, NHS volunteer, carer)
- Food and other necessary goods including production, processing, sales and delivery (e.g. baker, fruit/veg pickers, factory worker, pharmacist)
- Utility services (e.g. cleaning, postal, energy, and sewerage services, product delivery)
- Transport and transport supporting roles (e.g. drivers, ticket seller, maintenance worker)
- Public safety or national security (e.g. police, fire and rescue services, armed forces)
- Key public services worker (e.g. justice, religious staff, mortuary, consulate services, journalists and broadcasters)
- Teaching or childcare
- Local and national government
- Communication and financial services (e.g. workers in banks or financial infrastructure)
- None of the above

Figure A2. Structure of Facebook ad campaign (ad sets)

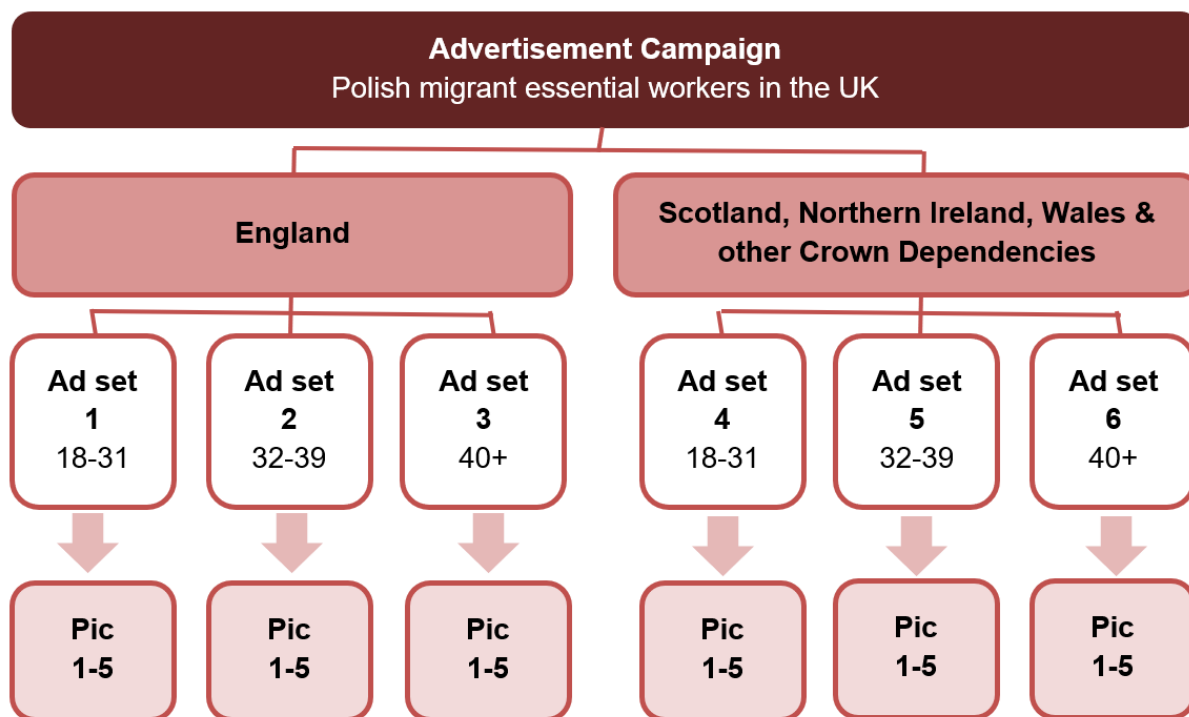


Figure A3. Sampling flow chart

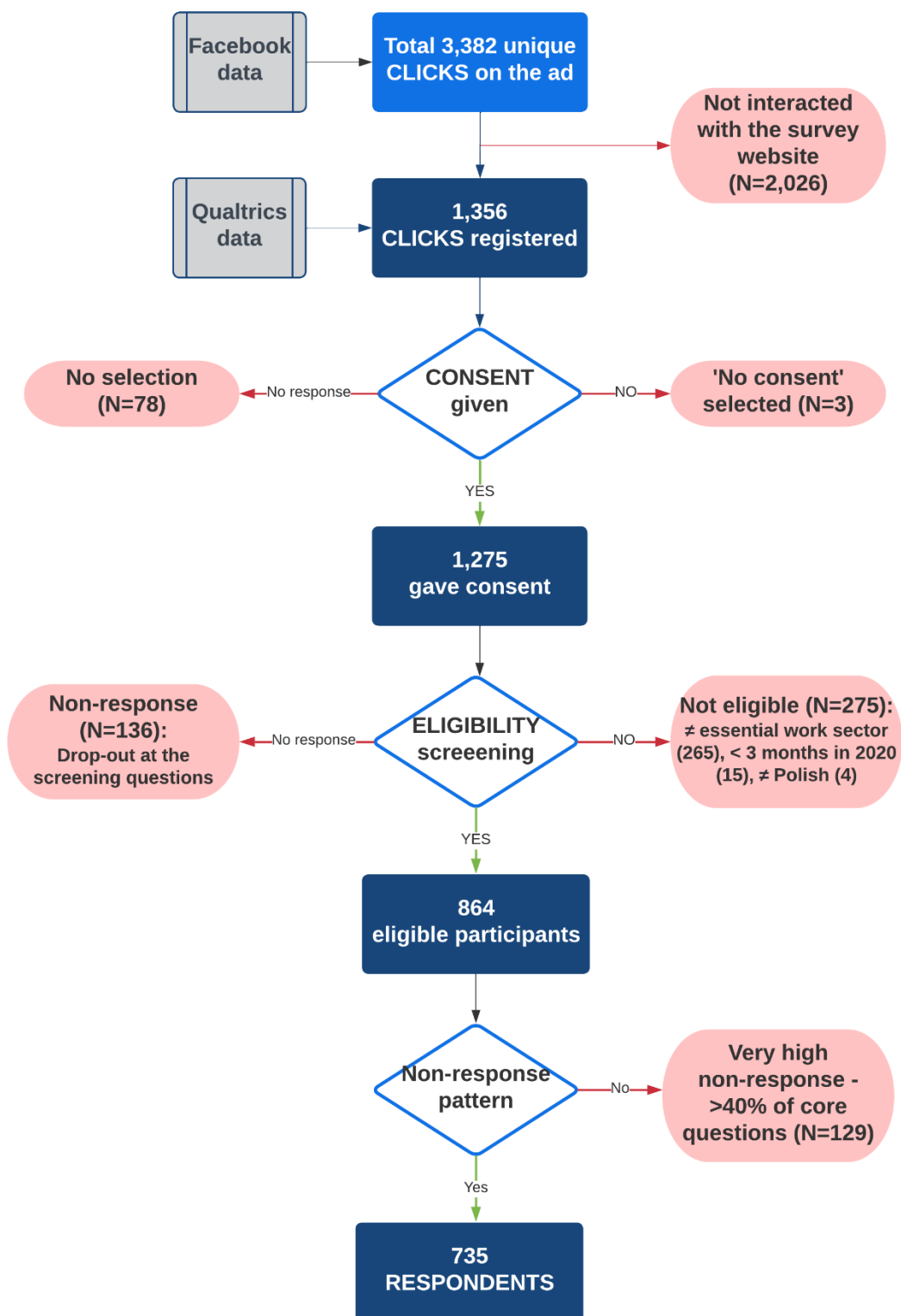


Figure A4. Pictures used in the Facebook ads in a carousel



Table A1. Sample characteristics across stages and compared to external data

	Stage 1 (day 1-7)	Stage 2 (day 8-18)	Stage 3 (day 19-25)	Stage 4 (day 26-28)	Total FB ads	External data
Gender						ONS 2020a
Male	23.2%	94.5%	6.0%	25.2%	37.7%	45.2%
Female	75.4%	4.7%	93.8%	73.7%	61.3%	54.8%
Other	1.4%	0.8%	0.2%	1.2%	1.0%	--
Age in 2020*						ONS 2020a
18-30	37.2%	29.8%	33.5%	21.8%	33.8%	26.9%
31-44	47.9%	54.6%	53.5%	60.9%	51.4%	57.9%
45-64	14.9%	15.6%	13.0%	17.3%	14.8%	15.1%
Education						ONS 2020a
Without higher education	42.8%	49.2%	40.1%	44.0%	43.9%	66.9%
Higher education	57.2%	50.8%	59.9%	56.0%	56.1%	33.1%
Sector						ONS 2020b
Health & social care	30.0%	17.4%	32.0%	28.3%	27.2%	30.9%
Prod., sale & deliver	37.9%	41.1%	35.3%	44.5%	38.5%	13.9%
Utility services	6.5%	5.5%	7.1%	4.9%	6.3%	16.3%
Transport	7.4%	24.1%	2.1%	8.7%	10.5%	5.8%
Education & childcare	5.2%	1.0%	7.1%	9.8%	4.8%	20.4%
Other sectors	13.0%	11.1%	16.4%	3.8%	12.8%	12.7%

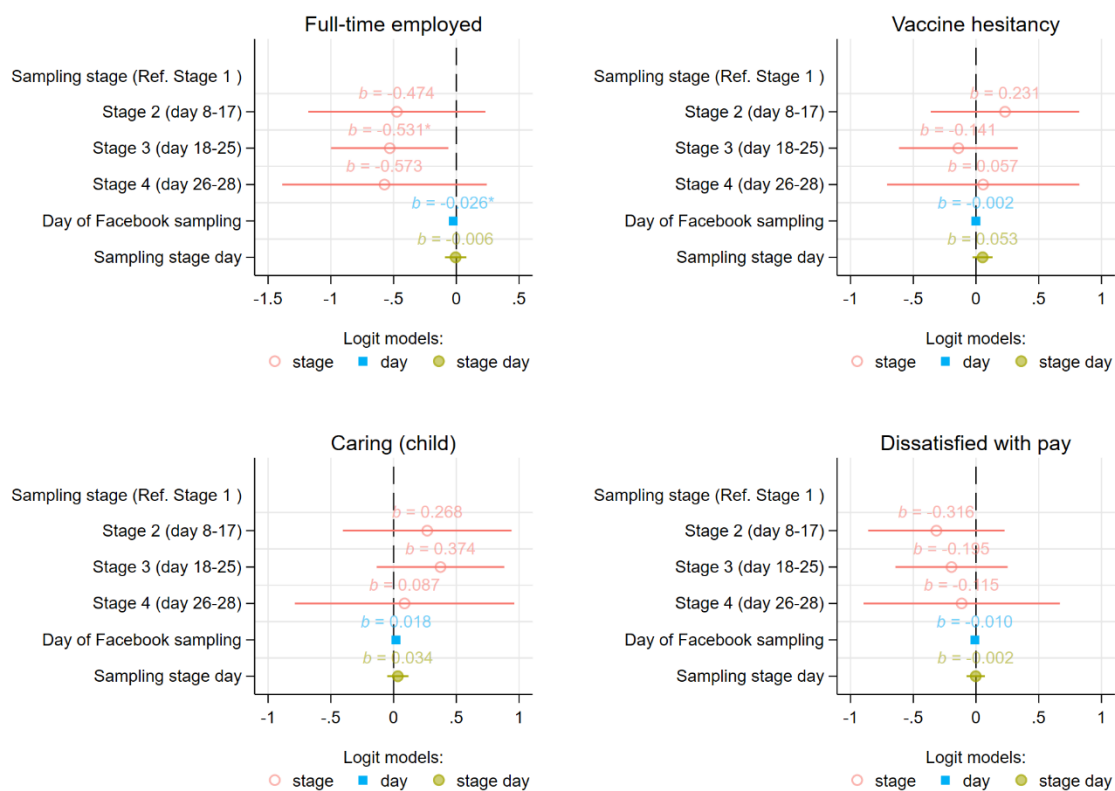
Source: Respondents data. Gender n=723, Age n=678, Education n=718, Sector=735. Data weighted by size of Polish population across UK countries.

External data: ONS 2020a: Annual Population Survey, December 2019, n=2,219 (all Poles in the UK, aged 18-64).

ONS 2020b: data for essential workers of all nationality in the UK; methodological note in [Section 11 here](#).

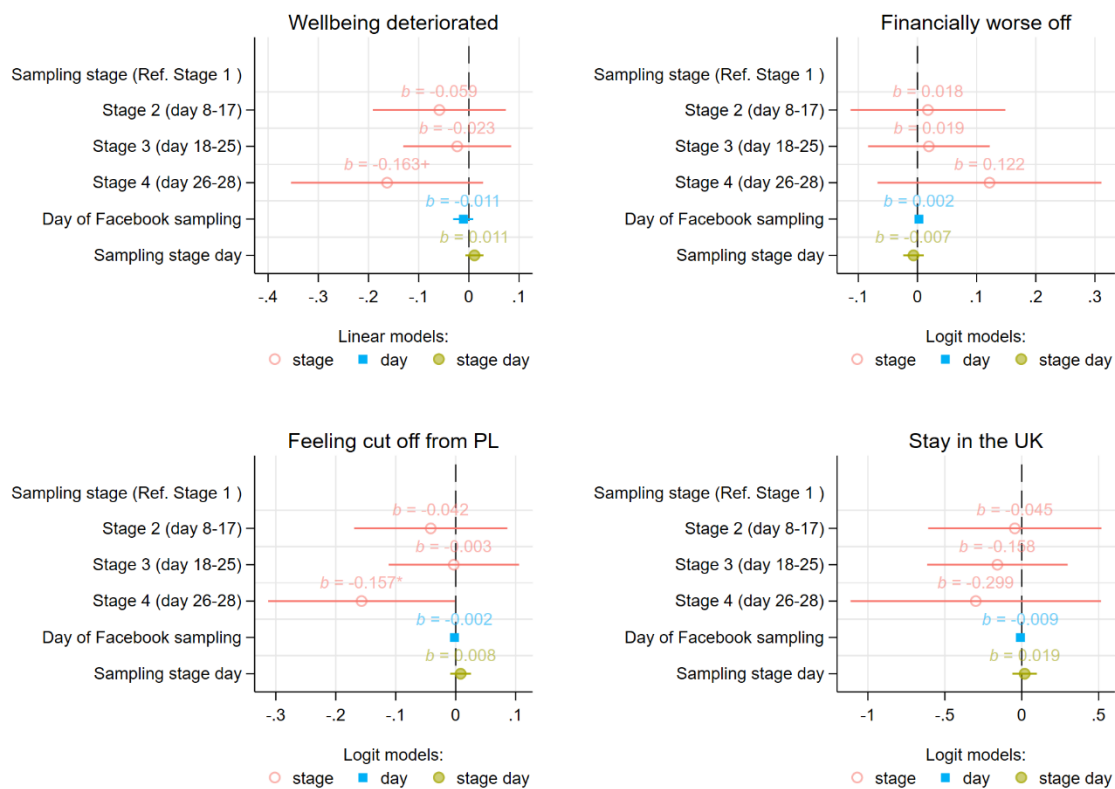
Notes: * We asked for birth year and subtracted the year from 2020, as survey was in early 2021.

Figure A5. Models predicting respondents' characteristics



Source: Respondents data. Sig. levels: + = $p \leq 0.1$, * = $p \leq 0.05$, ** = $p \leq 0.01$, *** = $p \leq 0.001$.

Figure A6. Models predicting respondents' responses to impact questions



Source: Respondents data. Sig. levels: + = $p \leq 0.1$, * = $p \leq 0.05$, ** = $p \leq 0.01$, *** = $p \leq 0.001$.