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:

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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

1. Facebook data
   - Total 3,382 unique CLICKS on the ad
   - Not interacted with the survey website (N=2,026)

2. Qualtrics data
   - 1,356 CLICKS registered
   - CONSENT given
     - No selection (N=78)
     - 'No consent' selected (N=3)
   - 1,275 gave consent

3. ELIGIBILITY screening
   - Non-response (N=136): Drop-out at the screening questions
   - Not eligible (N=275):
     - ≠ essential work sector (265), < 3 months in 2020 (15), ≠ Polish (4)
   - 864 eligible participants

4. Non-response pattern
   - Yes
     - Very high non-response - >40% of core questions (N=129)
   - No
     - 735 RESPONDENTS
Table A1. Sample characteristics across stages and compared to external data

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

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


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≤0.1, * = p≤0.05, ** = p≤0.01, *** = p≤0.001.

Figure A6. Models predicting respondents’ responses to impact questions

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