How 'good' are Meta samples?

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Meta Sampling

- Several advantages
  - Cheaper
  - 'more control' over survey (also more work)
  - Fine-grained micro targeting

- But: at what 'price'?
  - Data quality?

Sample: Bavarian State Elections

Focus: Sample recruited on Meta with around 2700 respondents (post election survey)

2-step-recruitment

1) General targeting with pixel → maximising n of respondents

2) At 'half time': assesses quality and target underrepresented groups with parallel pixels

   a) CSU voters

   b) Women

   c) Young voters

Budget: ~1500€ + 150€ lottery

Reference: Quota Sample Bilendi

Managed by colleagues Wurthmann and Gross

- Only up to age of 69 (cost reasons) → limits Meta sample to 1905

- 1712 respondents

- Cost: around 4x of Meta sample (6,000€)

Comparison

- We assume that quota sampling is more accurate

- Both datasets can be weighted

- For some variables, we can also take the actual results (e.g., election result)

- We also take the GLES Bundestag 2021 pre election survey as a reference
  - Probability sample
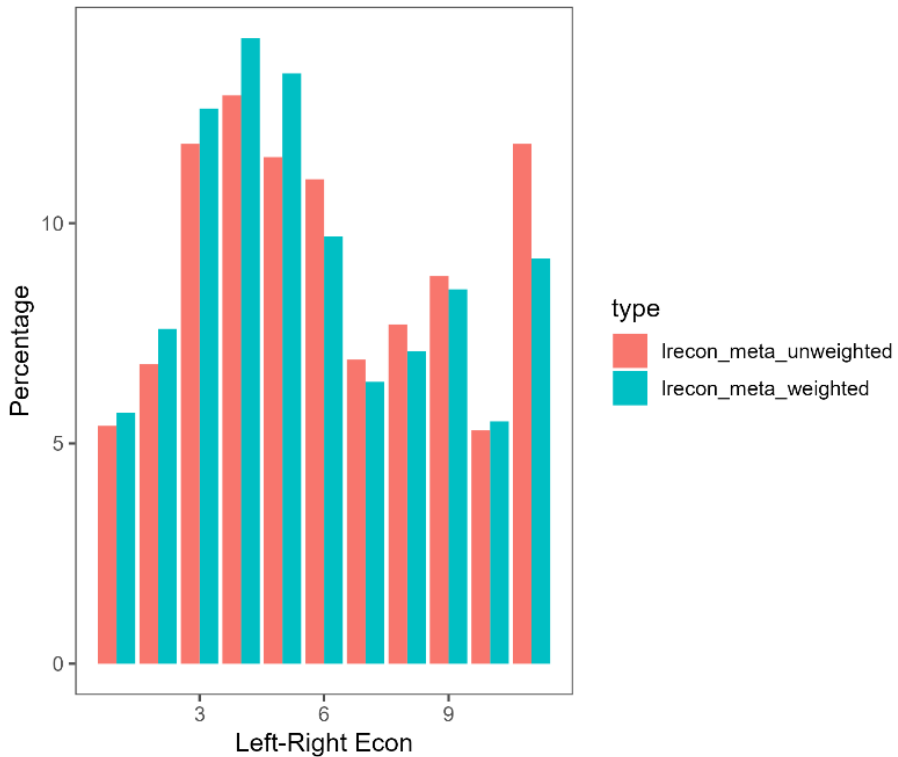 - Bavarian subsample (only 699)
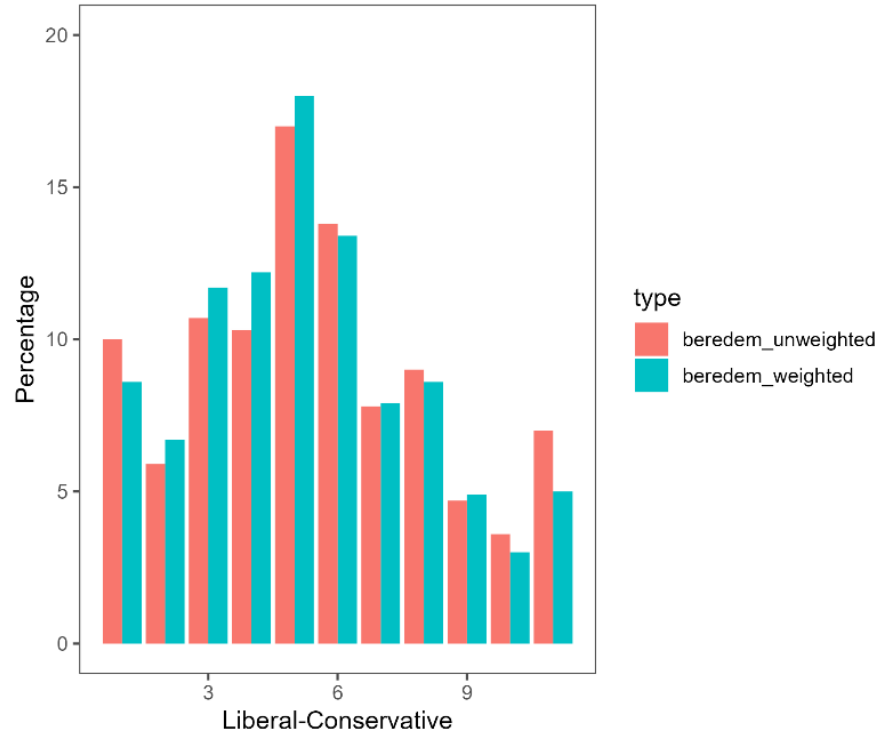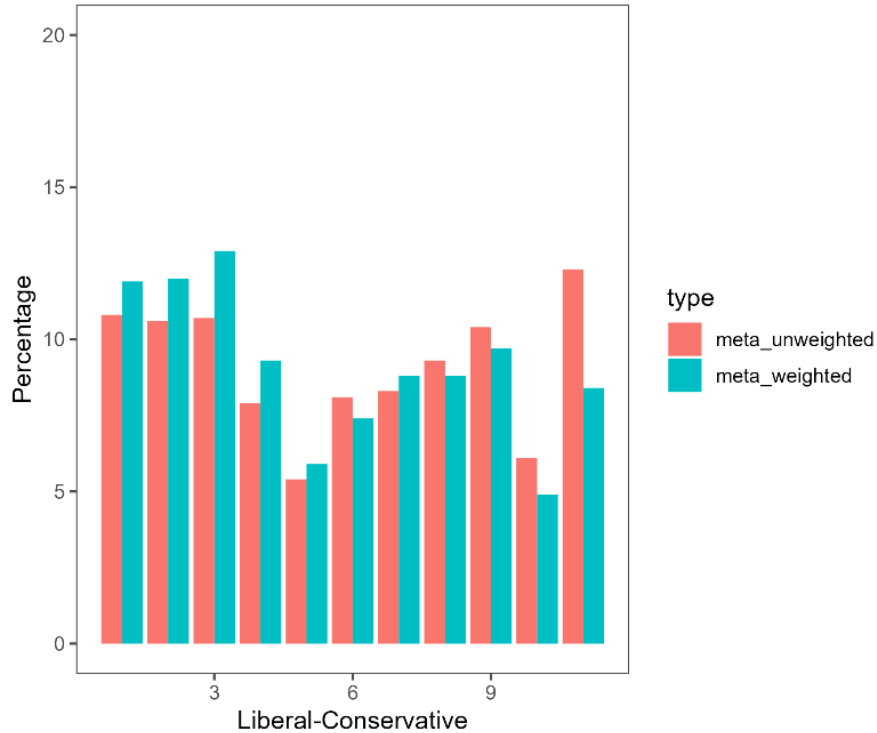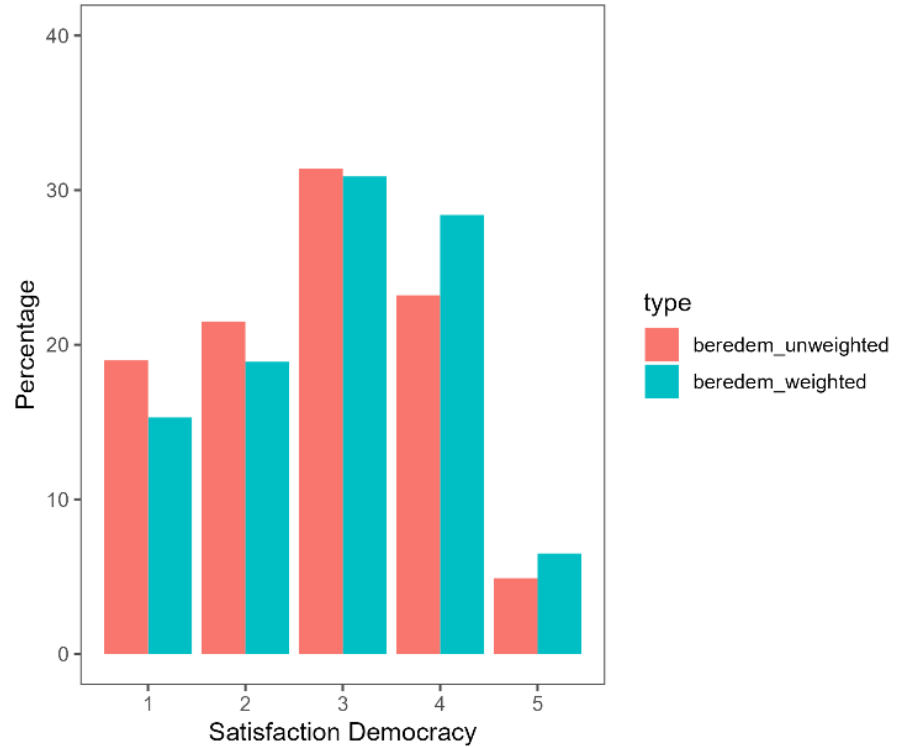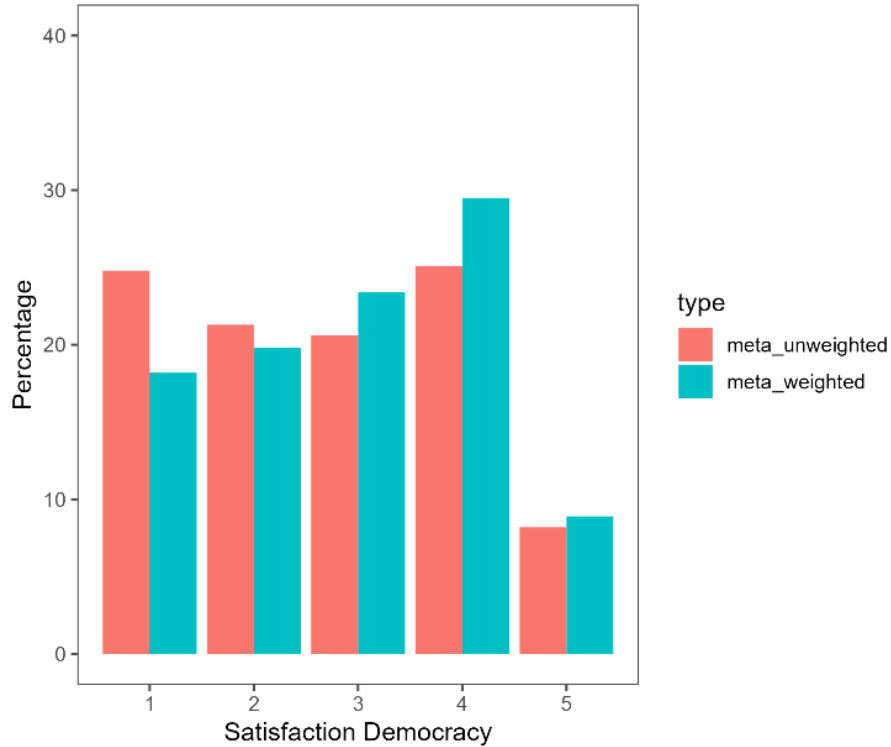 - Only few questions comparable

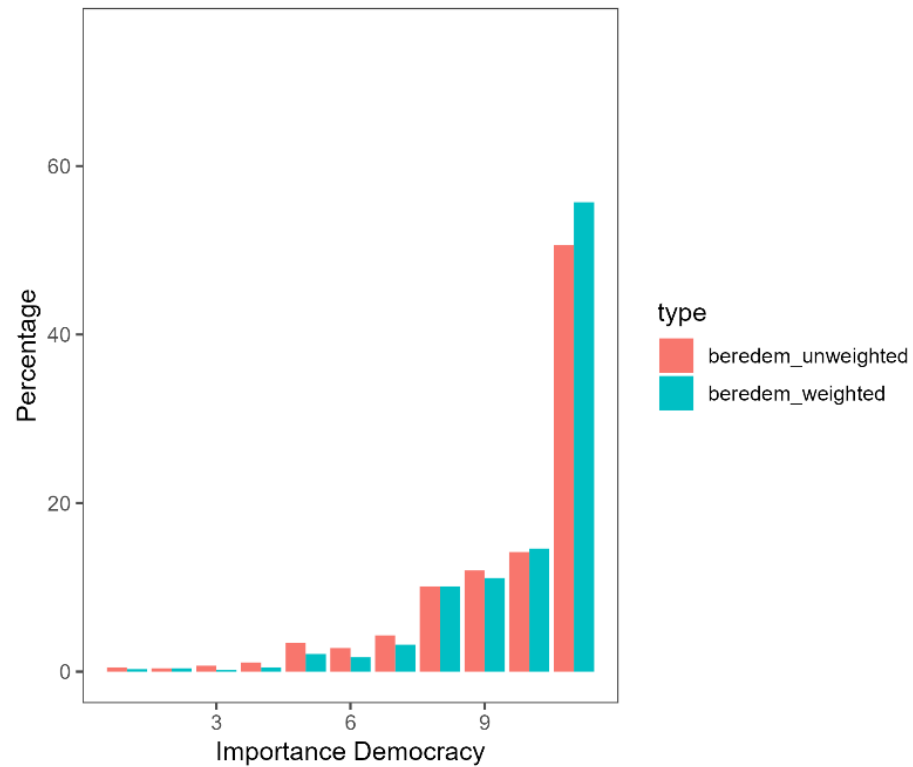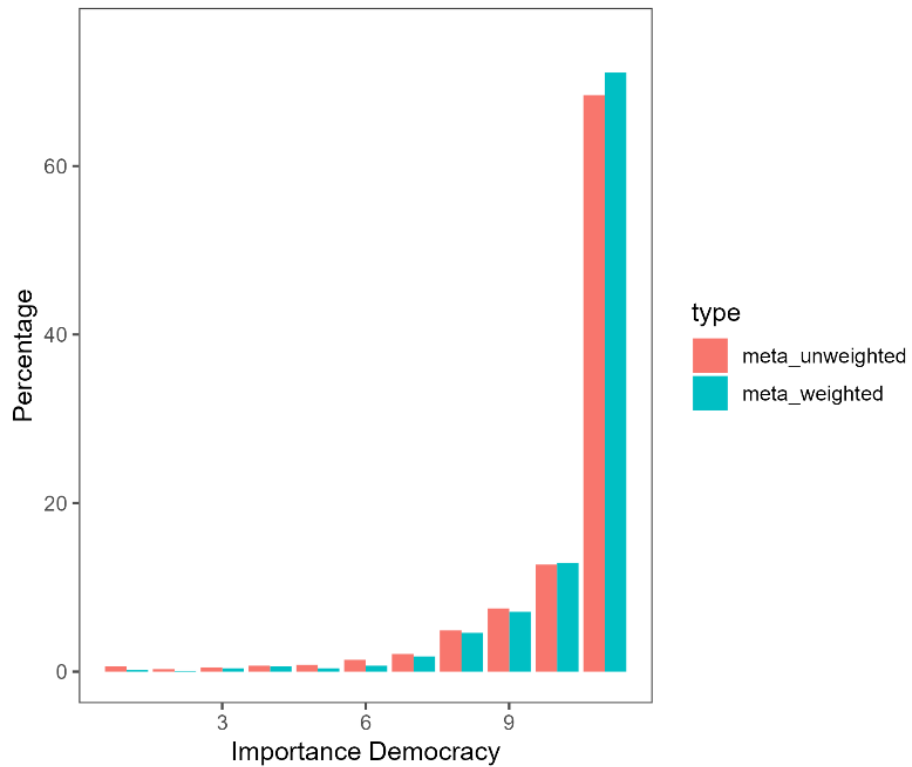# Political Interest
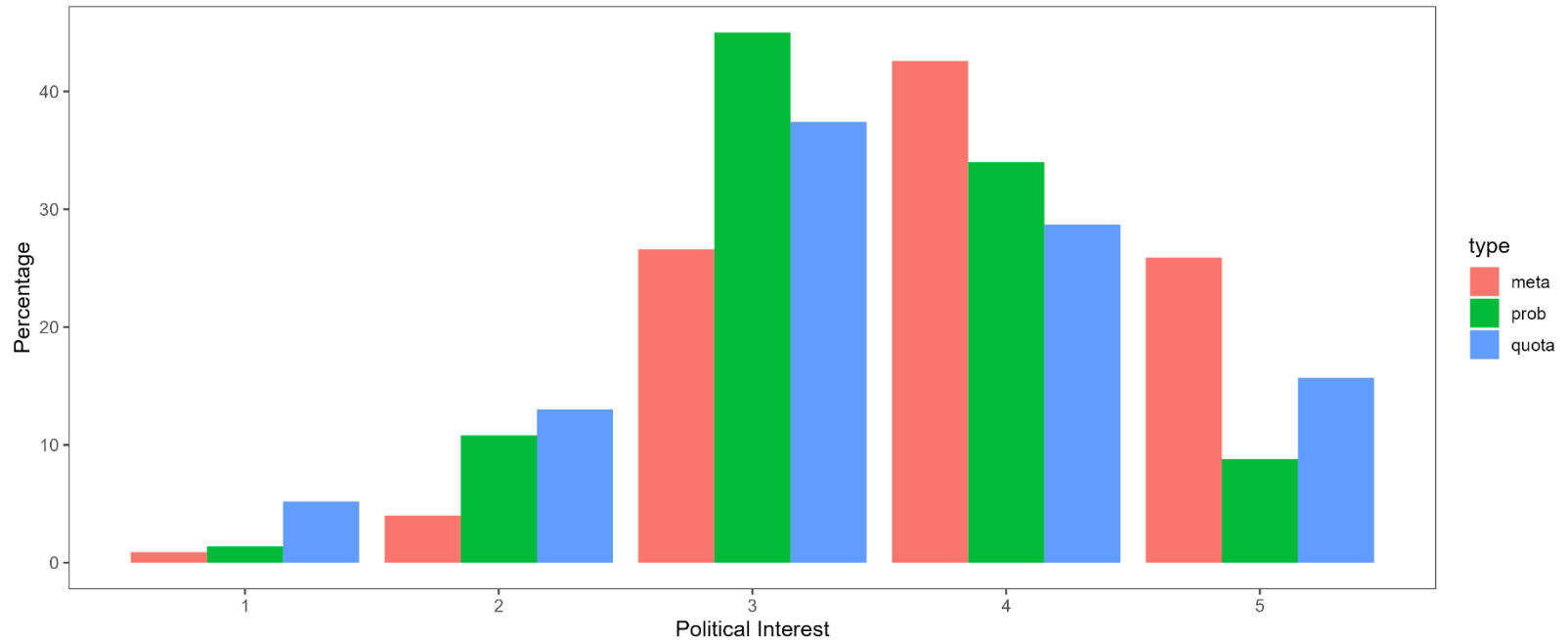
Recall/Vote Intention
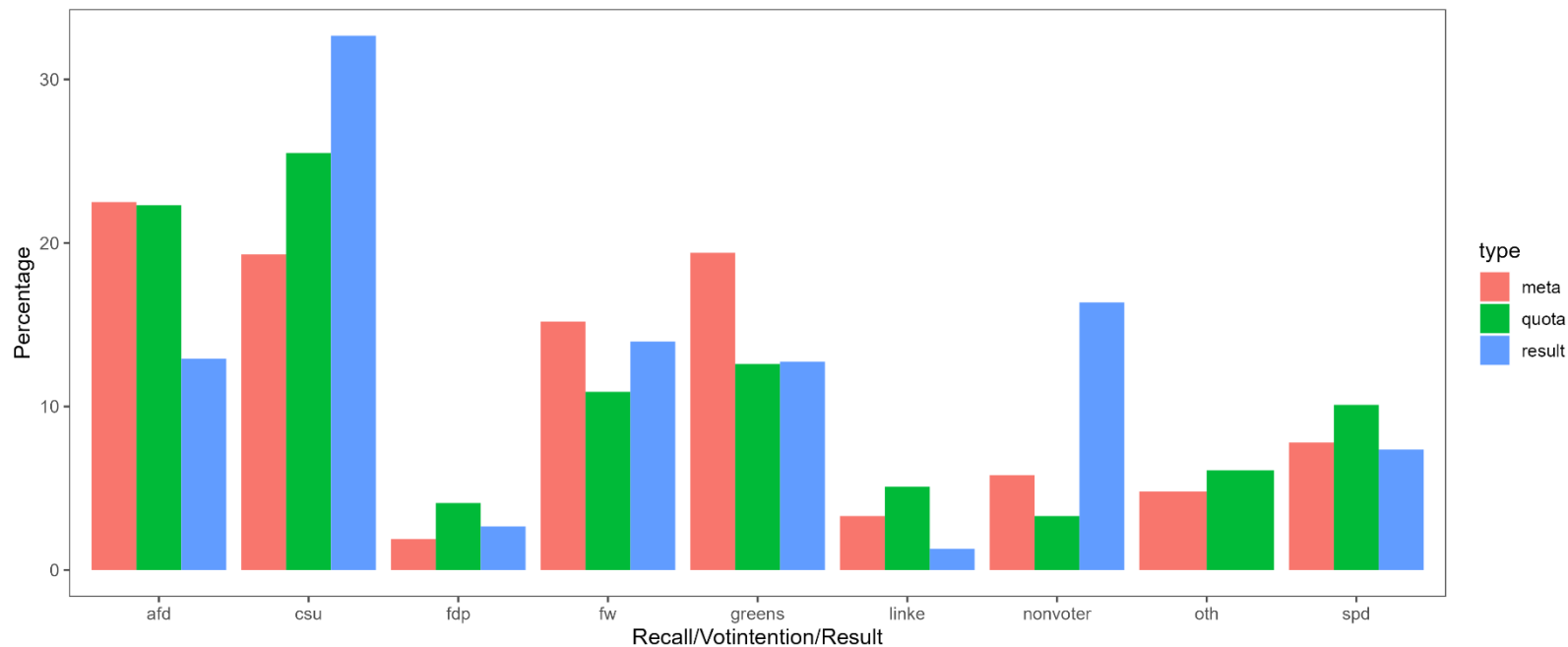
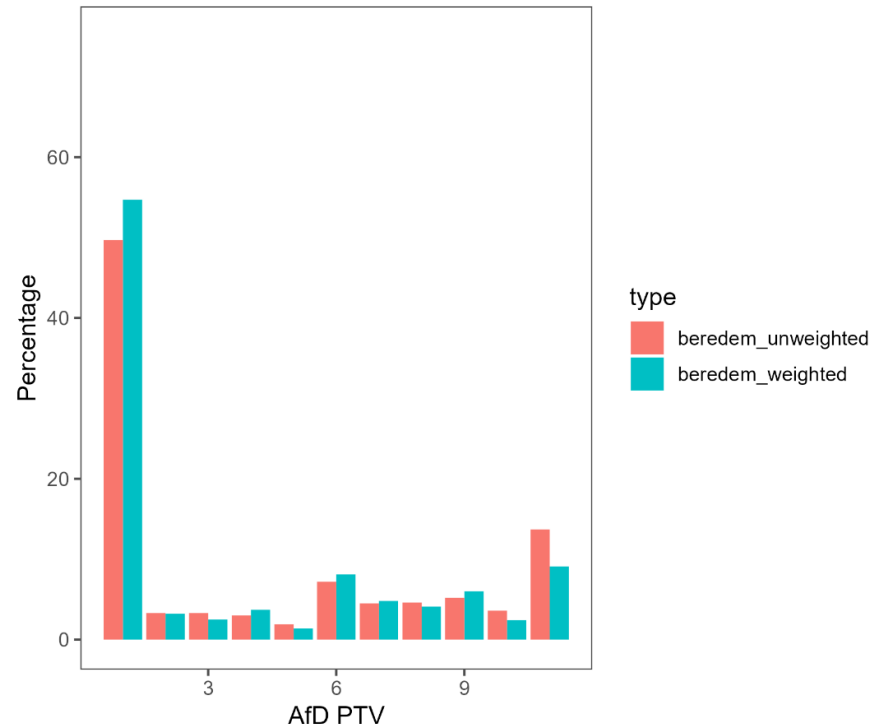# L-R-Econ Meta vs Quota
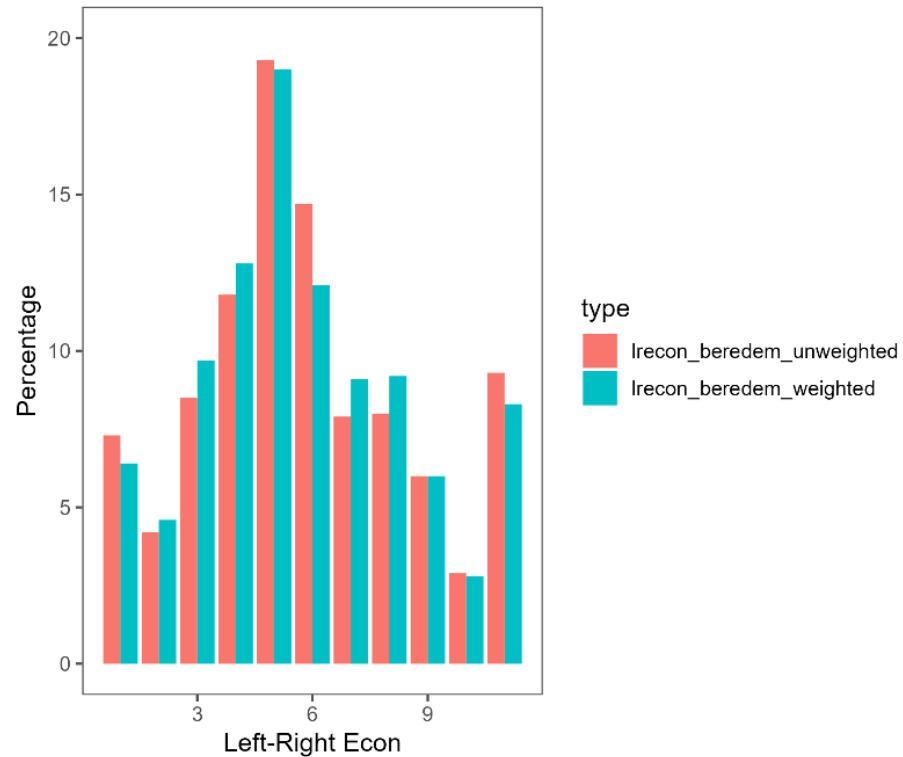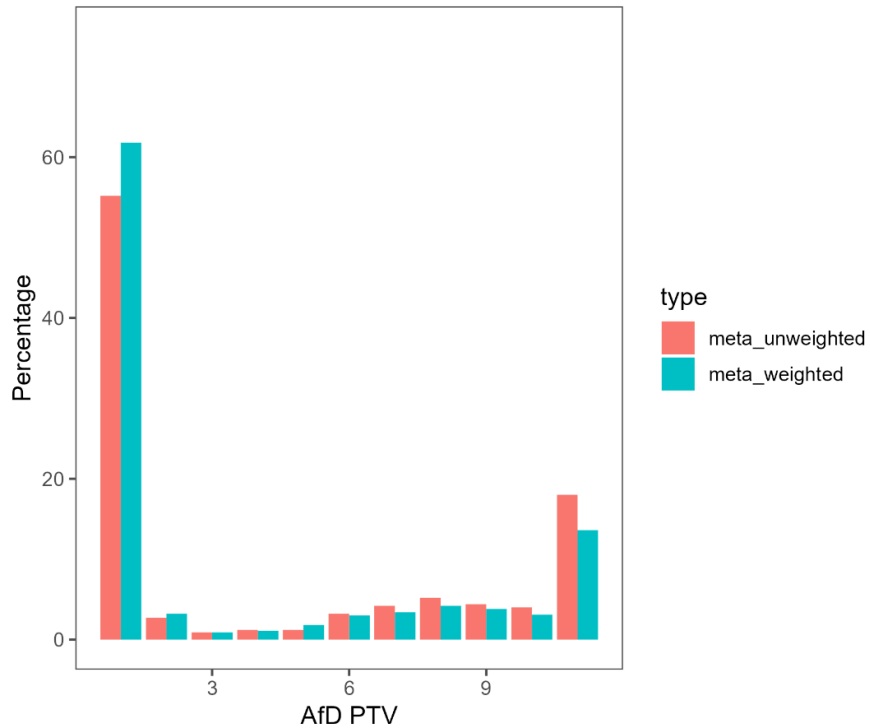
Lib-Con Econ Meta vs Quota

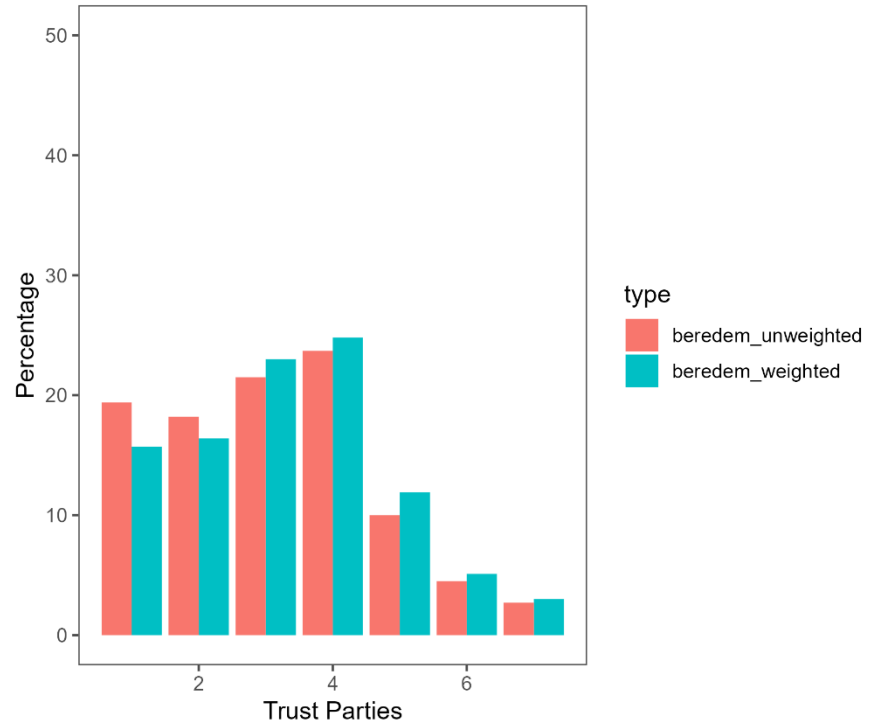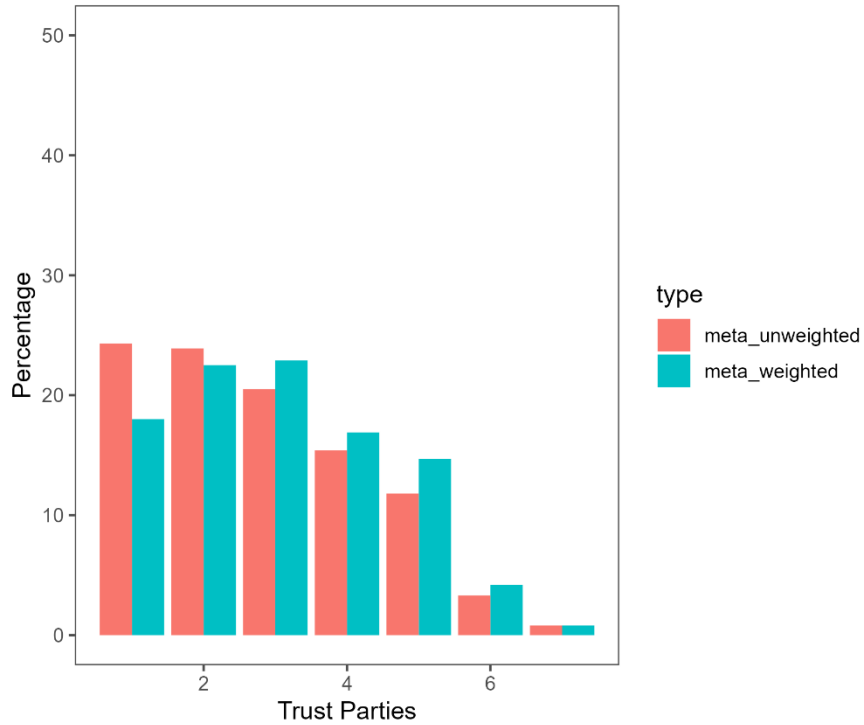# Satisfaction with Democracy Meta vs Quota
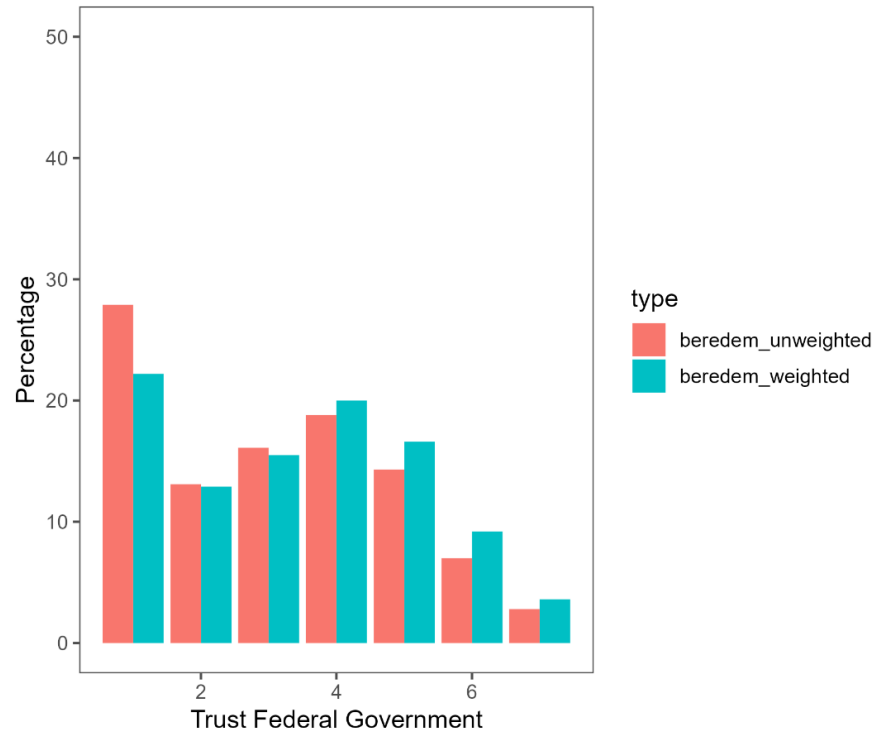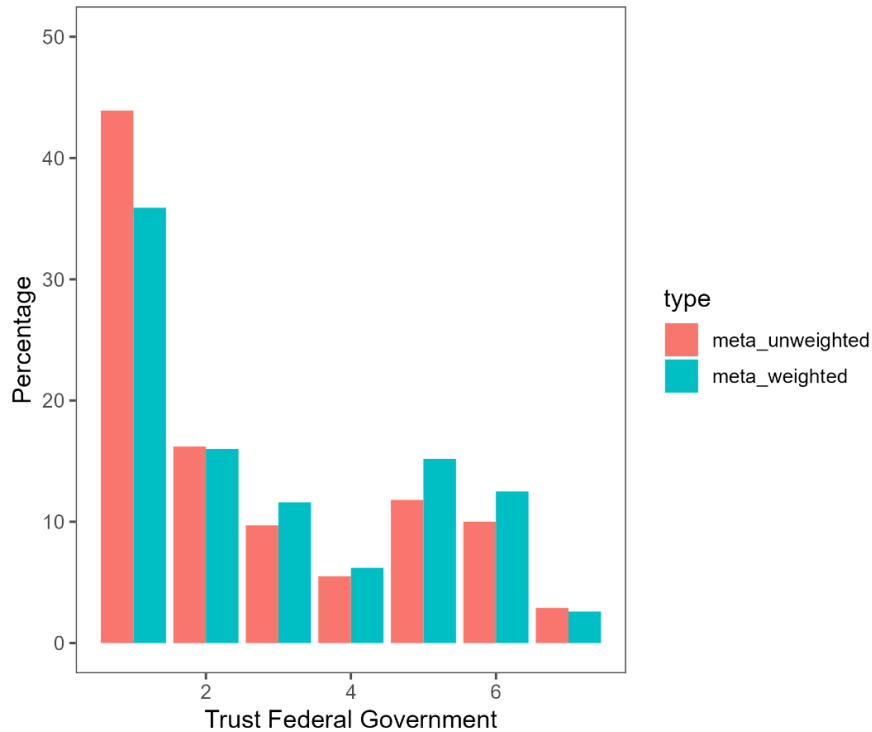
Importance of Democracy Meta vs Quota

Propensity to Vote for AfD Meta vs Quota

Trust in Parties Meta vs Quota

Trust in Government Meta vs Quota

Conclusion

- To some extent, Meta sample contained more 'radical' respondents
  - Less trust in parties and government
  - More respondents from fringes of political spectrum (economic/cultural dim.)
- But:
  - Not less dissatisfied with democracy
  - Not more prone to vote for radical right AfD
  - Non-voters easier to reach on Meta
- Plus: Meta much cheaper