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Title: Big Data versus a Survey

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Highlights of “Big Data versus A Survey”

- I demonstrate the opportunities and challenges of substituting Big Data for a survey.
- I estimate models using credit bureau data and the Survey of Consumer Finances.
- Results are sensitive to adjustments made for population and variable definitions.
- Merging demographics into Big Data is effective in some instances, but not all.
- Findings could provide support or a caveat to many economists considering Big Data.

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