Appendix E: Average estimated bias by vendor

Vendor 1: Average estimated bias across all weighting procedures

*Average absolute differences between population benchmarks and sample estimates (percentage points)*

![Graph showing average estimated bias](chart)

“*For Weighting Online Opt-In Samples, What Matters Most?*”

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Vendor 2: Average estimated bias across all weighting procedures

Average absolute differences between population benchmarks and sample estimates (percentage points)

**Unweighted and primary methods**
- Unweighted
- Raking
- Propensity
- Matching

**Combination methods**
- Matching + Propensity
- Propensity + Raking
- Matching + Raking
- Matching + Propensity + Raking

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Vendor 3: Average estimated bias across all weighting procedures

Average absolute differences between population benchmarks and sample estimates (percentage points)

Unweighted and primary methods

Demographics

Unweighted • Raking • Propensity • Matching

Demographics + Political

Combination methods

Matching + Propensity • Propensity + Raking • Matching + Raking • Matching + Propensity + Raking

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