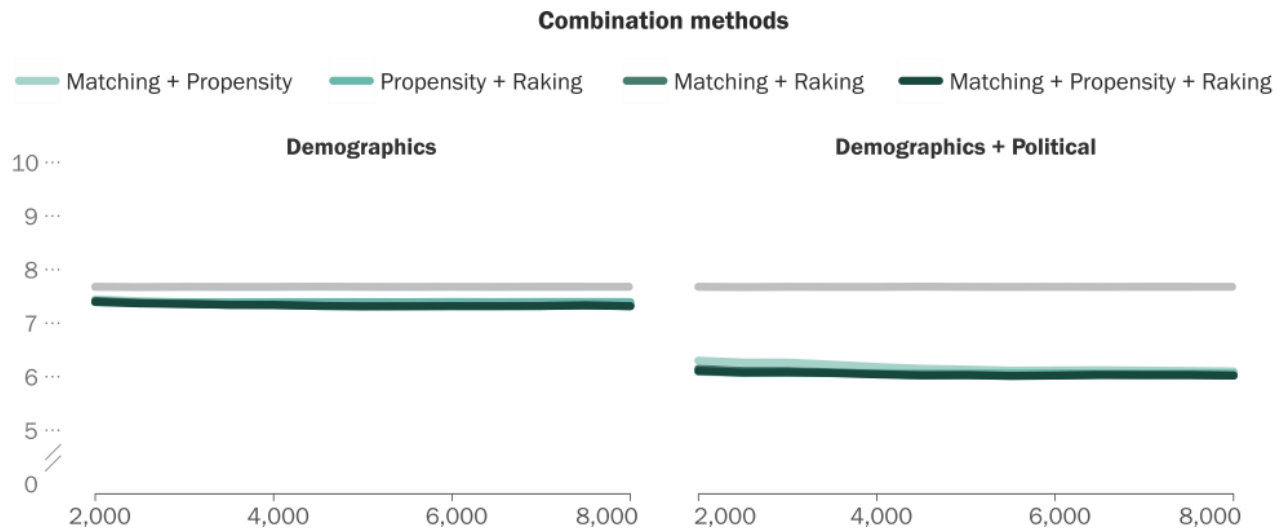
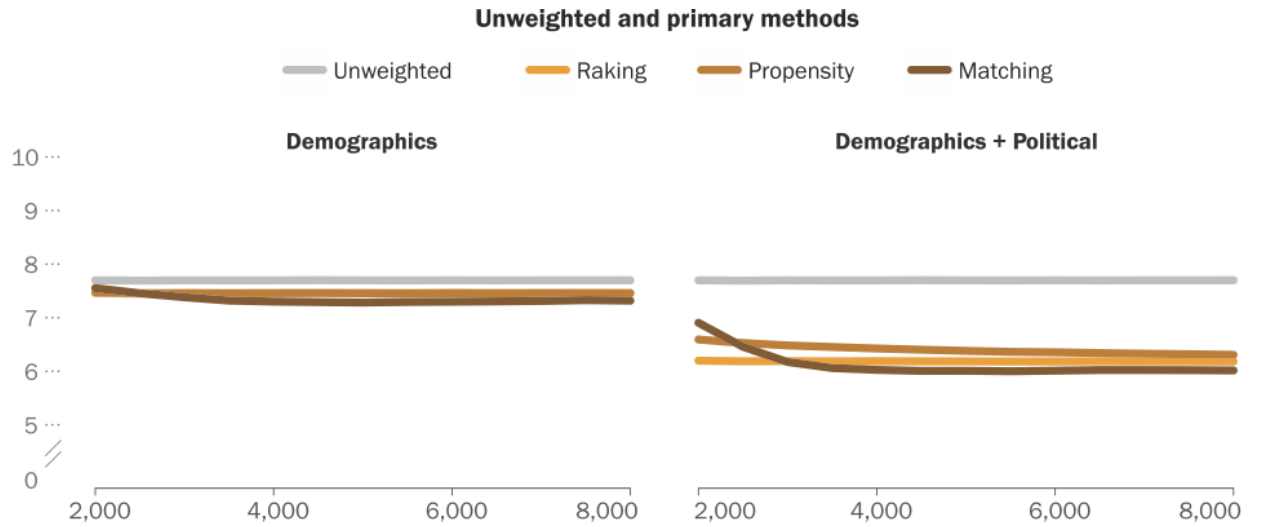


Appendix E: Average estimated bias by vendor

Vendor 1: Average estimated bias across all weighting procedures

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

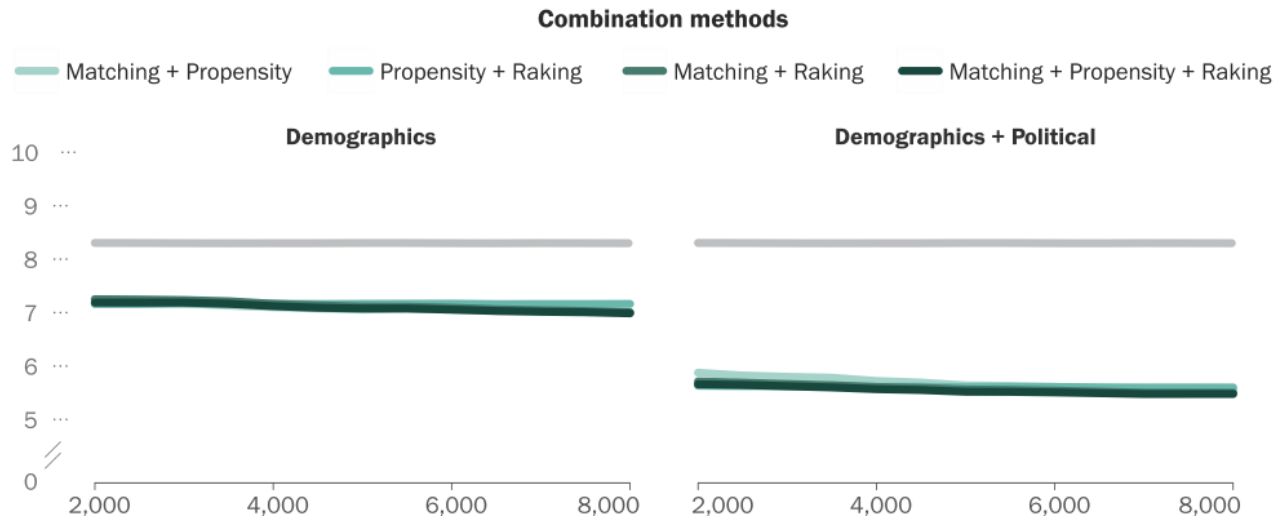
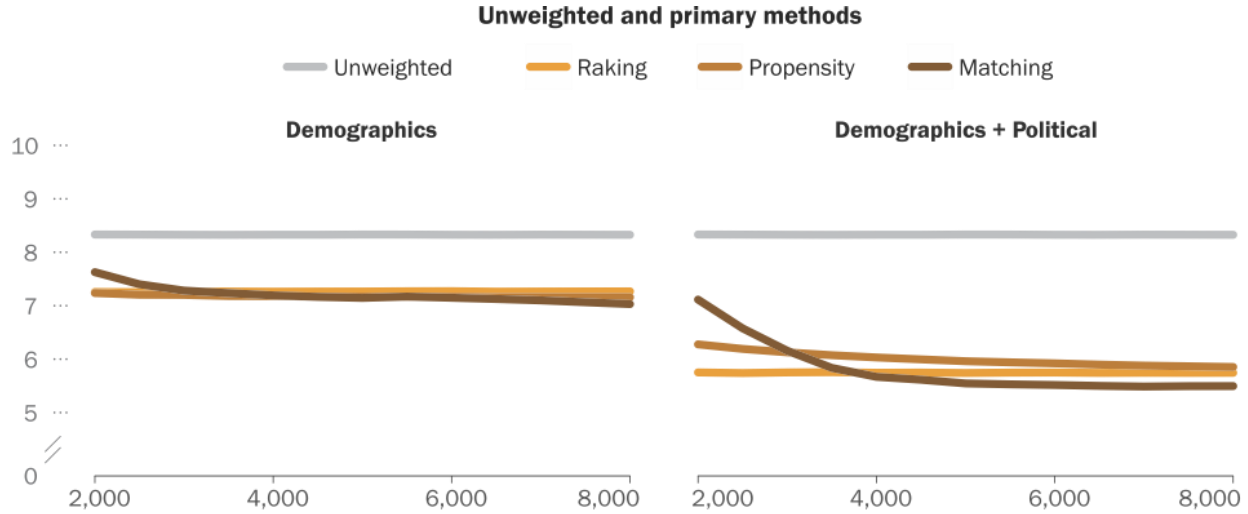


“For Weighting Online Opt-In Samples, What Matters Most?”

PEW RESEARCH CENTER

Vendor 2: Average estimated bias across all weighting procedures

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

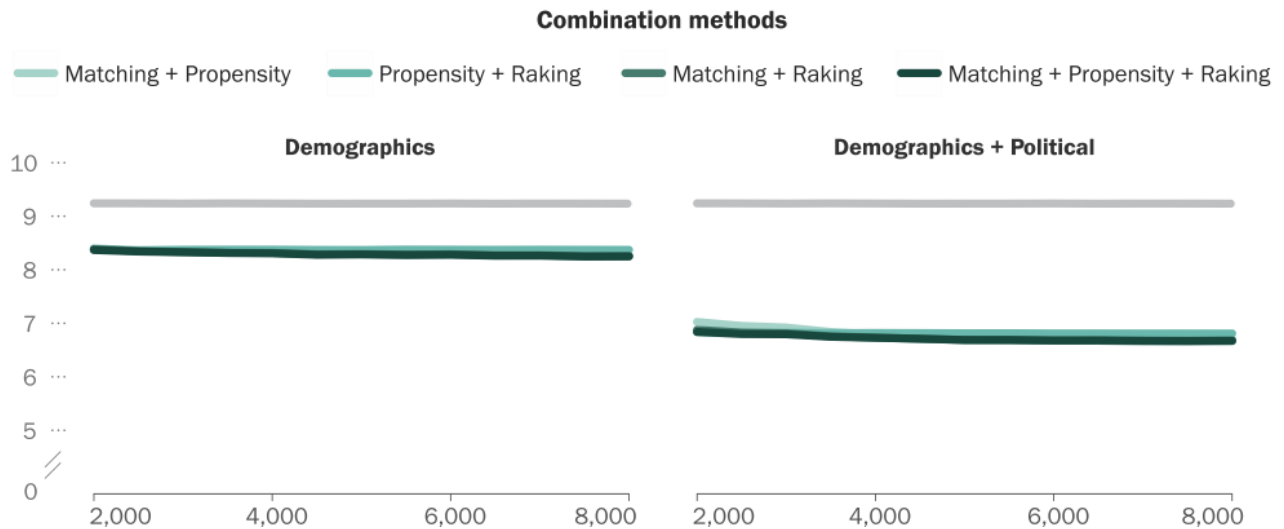
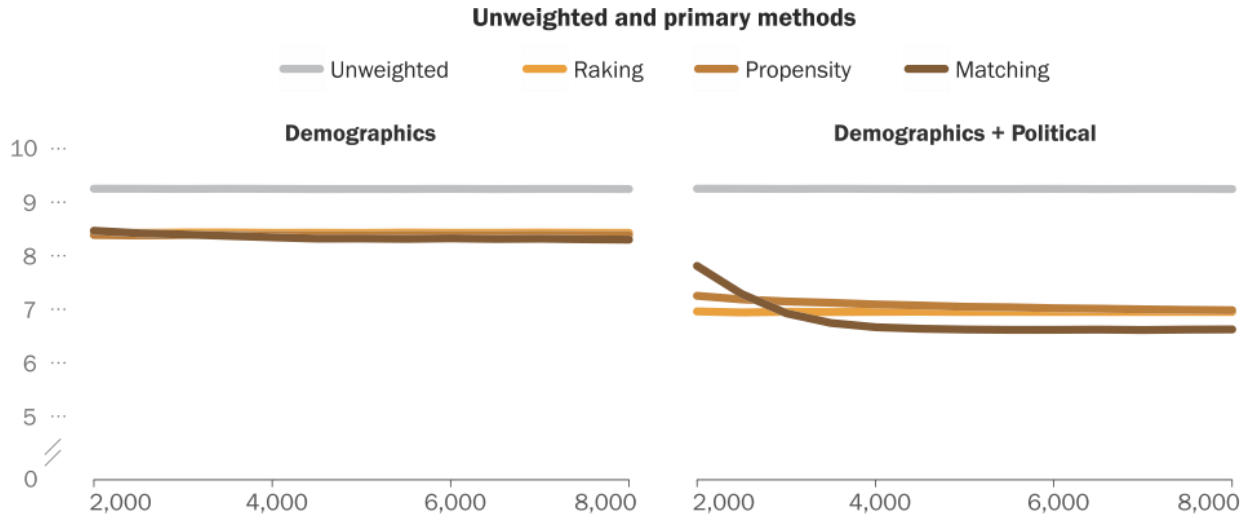


"For Weighting Online Opt-In Samples, What Matters Most?"

PEW RESEARCH CENTER

Vendor 3: Average estimated bias across all weighting procedures

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



"For Weighting Online Opt-In Samples, What Matters Most?"

PEW RESEARCH CENTER