

What is Weighting?

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Weighting, as explained by DJS Research Ltd.

Weighting is the process of assigning numbers to certain groups of respondents in a study so that their numbers reflect the actual proportions within the real world. For instance, let's say a study were undertaken about local businesses in an area known to contain 20% retail businesses, but only 10% of the respondents in the study were retail businesses. This would set of results that did not accurately reflect the real world. Therefore, the results might be weighted to reflect the higher proportion of retail businesses in the area and as such it would more accurately reflect reality.

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