



Computing Population Weights

Tutorial

Time: 5 minutes
Skill level: Medium
Editions: Professional

Illustrative problem


You want to present survey estimates in terms of estimates of the number of people in the population. For example, if evaluating a new product, it might be useful to work out that, say, 200,000 people had purchased the product at least once.

Activities

1. Open Tutorial 8a.Q. In the **Tables** tab, ensure **Gender** is in the blue drop-down.
2. Go to the **Variables and Questions** tab and right-click on the `gndr` variable.
3. Select **Copy and Paste Variable(s)** and **Exact Copy**.
4. Set the **Label** for the newly copied variable to `Population Gender Weight`.
5. Click on the **Values** button.
6. Select **Show Weights**. Note that two additional columns appear: **Current Sample Size** and **Population Target** – which by default will reflect the current sample.
7. Replace the numbers in the **Population Target** with `2,000,000` for males and `2,000,000` for females.

The computed weights are shown in the **Value** column. In most situations involving weighting in market research, weights are near 1 with values above 1 indicating a group is under-represented and weights below 1 indicate over-representation (and, the further from 1, the greater the bias in the sample). When computing population weights, the weights all have high values. In this instance, for example, each male in the survey will be counted as representing 19607.8 consumers in the population.

8. Click **OK**.
9. Check the **W** tag for your `Population Gender Weight` variable.
10. Go to the **Tables** tab and view the summary of **Gender**, which should already be on your screen.

11. Select **Population** from the **Statistics – Cells** option.
12. Select **Population Gender Weight** in the **Weight** drop-down menu. You will see that you have weighted the data so that males represent 50% of the sample, and population for each of males and females is 2,000,000 and the weighted sample size for the question is 4,000,000.
13. Turn off the weight by clicking the off-button () in the **Weight** drop-down menu.