Populations & Samples

Instructions:

For each Pew Research Center survey data listed below, identify the population of interest, the sample that was taken, and the sample size.

Example 1:

_____

Social media users among all adults

Among all American adults ages 18+, the % who use the following social media sites

Facebook	58
LinkedIn	23
Pinterest	22
Instagram	21
Twitter	19

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=2,003 adults in the U.S. ages 18+.

PEW RESEARCH CENTER

_____

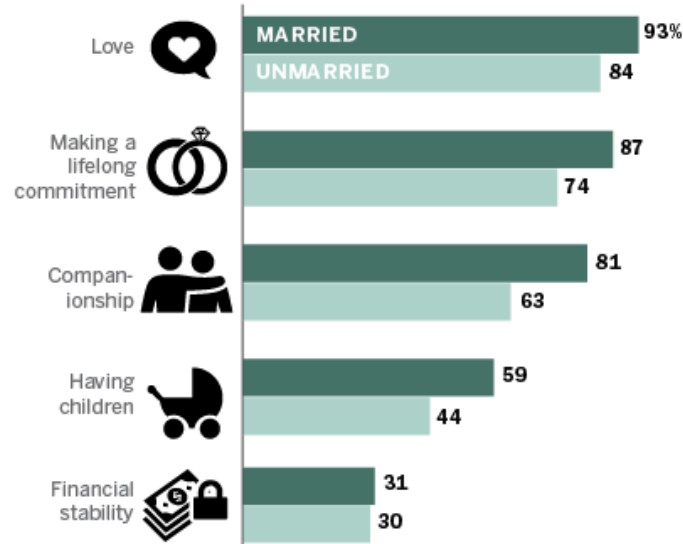http://www.pewinternet.org/2015/01/09/social-media-update-2014/

Example 2:

Why Get Married?

Percent saying each is a very important reason to marry, by marital status

Reason	MARRIED	UNMARRIED
Love	93%	84
Making a lifelong commitment	87	74
Companionship	81	63
Having children	59	44
Financial stability	31	30

Asked of married and unmarried separately, n=1,306 for married and 1,385 for unmarried.

Pew Research Center

http://www.pewsocialtrends.org/2013/02/13/love-and-marriage/

Population: _____

_____

_____

_____

Sample: _____

_____

_____

_____

Sample size: _____

Population: _____

_____

_____

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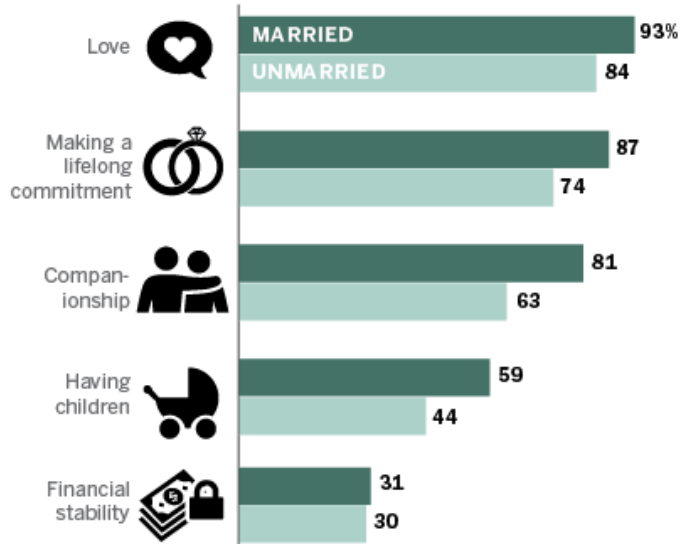
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Population: _____*All American Adults*_____

_____

_____

_____

Sample: _____*2003 American Adults*_____

_____

_____

_____

Sample size: ___*2003*_____

Population: _____*All American Adults*_____

__*stated in article (source)*_____

_____

_____

Sample: __*1306 married American adults and*__

__*1385 unmarried American adults*____

_____

_____

Sample size: ___*2691*_____