

$$\begin{array}{ccccccc}
 p & - & 1.96\sigma_{\hat{p}} & < & \hat{p} & < & p + 1.96\sigma_{\hat{p}} \\
 \text{parameter} & - & 1.96 \text{ standard error} & < & \text{point estimate} & < & \text{parameter} + 1.96 \text{ standard error}
 \end{array}$$