



THE UNIVERSITY OF
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Department of Statistics

MASTER'S THESIS PRESENTATION

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**Response Patterns in the
National Immunization Survey**

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ABSTRACT

The National Immunization Survey (NIS) has been providing researchers with estimates on childhood immunization rates across the United States since 1994. The National Opinion Research Council (NORC) has administered this nation-wide telephone survey since 2005 by interviewing the guardians and health providers of a sampled subset of young children throughout the United States. In recent years, NORC began sampling cell phone numbers for use in the survey as well as landline numbers. However, respondents in the cell phone sample complete the survey at a lower rate than those in the landline sample. As more and more households across the country end their landline phone service, these lower rates of response by those with cell phones are of great concern. This thesis addresses the ways in which the cell and landline sample overlap, and investigates the reasons for lower rates of response in the cell sample.

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