

Report on quantitative ip 3

[Business](#), [Company](#)



Abstract

This main focus of this paper is on the essay that comprises two sections that are highlighted in the task information. Additionally, the paper outlines diverse reviews, for instance, there will be a second population review to be performed by the author of the readings. In this case the subjects of focus that will form major topics of investigation in this reading include the areas of Political, Entertainment and General Poll selections. The paper's details focus on the reviews and analysis of the sample population that were surveyed.

Overview

In this first section of this report I intend to analyze data presented in two surveys: one entertainment relating to the sexual orientation of celebrities and one general opinion poll highlighting whether the 2014 vote is a vote for Obama. In this analysis, I intend to show how the data presented in these surveys could influence businesses, corporations, organizations or companies.

In the second section of this report I intend to present the findings of a survey which illustrates the job preferences of 34 individuals seeking employment. Furthermore, I will show how this data can be interpreted and used by certain businesses, institutions, or corporations to tailor services and programs which would suit their clients' needs.

Part 1

Introduction

Entertainment Survey

The first review conducted involves the entertainment survey that which entails the investigation conducted by Roper Center collaboration focused on examining entertainment or public figures. The survey was majorly about what an individual thinks of regarding 13 movie stars or entertainment public figures with references to their sexual orientation. The sample population taken for the entertainment survey includes 25 different individuals evenly distributed with the gender. The questions outlined, if any, first come to mind, who amongst the individuals would an interviewee say is gay or lesbian with respect to their gender? This research was conducted and retrieved from the Pew Research Center for the People & the Press Poll Database, which is online.

The subsequent amount of response findings for each of the respective celebrities under review are highlighted below:

32% - Ellen DeGeneres 7% - Jason Collins 6% - Elton John

3% - Rosie O'Donnell 3% - Barney Frank 3% - Anderson Cooper

3% - Rock Hudson 2% - Liberace 2% - Ricky Martin

1% - Neil Patrick Harris 12% - Other (specific) 1% - Other (general)

38% - Don't know/Refused

The relational chart that offers an appealing representation of these findings is depicted below by the given snapshot of the graph.

The graph depicts the percentage of responses for all the 25 individuals that took part in the particular survey. In this case the evaluation for the validity of the results obtained from the survey depends on the participant's knowledge of the celebrities' existence. Therefore, one would not if the

involved participant told the truth or if they were just lying to get over with the interview.

Political Poll or Survey

A national political survey conducted by the Pew Research Center and the USA TODAY firm in the month of April between the dates of 23 - 27 amid 1, 501 adults depicted a varied outcome for each individual's candidature choice for a legislative seat. The survey includes 1, 162 registered voters. The findings illustrated that 47% of listed voters are support of the Republican nominee in their respective district or lean Republican. On the other hand, only 43% of the individuals surveyed favor the lean Democratic or the Democratic applicant. The leaning over the prior half of a year is due to the so-called generic ballot demonstrations that depicted how the Democrats have lost ground. In the month of October, the numbers showcased that Democrats had and preserved a six-point lead variation of 49% to 43% in the midterm voting favorites.

Additionally, the Political survey took place to conduct how the current status of the president of the United States affects the early phases in the campaign of the next expected candidature. The findings portray that, President Obama stimulates and motivates far less interest from the Democratic voters than he did in the previous four years of his presidential ruling. The findings further portray that only three-in-ten Democratic voter, which accounts for 31% of the individuals who think of their poll as being favored towards the president. In the year of 2010, the month of February, the survey lists 47% of the Democratic supporters expressing their vote of support for the president candidature.

On the same note, the findings portray that Republicans are anymore not probable to deliberate their ballot as “ against” the current president than they were in early year of 2010. The statistics showcase a percentage of 46% today compared to the 42% in the month of February 2010. These findings offer conclusive information since given the notion republicans typically vote in large numbers compared to the Democrats in midterm polls. The Democratic voters’ absence of eagerness for the President, Obama may obscure Democrats’ numbers efforts in the forthcoming elections. The findings are represented in the graph below:

The findings of the survey aid in the planning and projection estimations for the future activities which enables the companies to rectify places in their management that facilitate better, faster and accurate business decision making.

Part 2

Job Search Survey

My selected choice for the study involves a job search survey for an individual’s choice for a job position asking if they were to apply for a position in a company. The survey questionnaire is highlighted below:

Sample Survey

Q1. Please mention your age and qualification?

..

Q2. In which of the following fields you are you looking for a job? (Mark within box)

- (a) HR department
- (b) Admin
- (c) Sales& Marketing
- (d) Accounts and Finance
- (e) If others, please specify

Q2. What nature of job are you looking for? (Mark within box)

- (a) Administration
- (b) Field job

Survey Findings

The graphical representation for the 34 individuals surveyed is portrayed in the snapshot view below:

The above bar graph indicates a survey which involved 34 job seekers indicating their job preferences. The above bar graph indicates that 4 respondents out of 34 would like work in Human Resource Department. A total of 8 respondents each would like to work in administration and other fields. The total of persons who desire to work in Sales and Marketing was 3. The lowest total was recorded in the field of Accounts and Finance. On the other hand, the highest number was recorded in the field of Information Technology (IT) which had a total of 9 respondents.

In the above pie chart, the percentage of the number of jobseekers who have particular interests in specific fields and industries were recorded. The Human Resources Department is signified by the color dark blue and

represents 12 percent of respondents. The Administration field is represented by the color maroon and represents 24 percent of respondents. The Sales and Marketing field is highlighted by the color dark green and represents 9 percent of the total respondents. The Accounting and Finance field is symbolized by the color purple and represents 6 percent of respondents, which is the lowest percentage. The Information Technology field is represented by the color orange and represents the highest percentage of respondents by recording 26 percent. Those who desired to pursue jobs in other fields represented 24 percent of respondents. This section is depicted by the color light blue.

The above line graph illustrates the findings of the survey and highlights the fact that most respondents are seeking jobs within the field of Information Technology. The number recorded for this field was 9. The second highest number was recorded by Administration with a total of 8 respondents intending to seek jobs in that field. The same number was recorded in the category "Others," which means fields other than Human Resources, Sales and Marketing, Administration and Accounts and Finance. The third highest number was recorded by persons who plan to seek jobs within the field of Human Resources with 4 respondents. The category which recorded the lowest number was Accounts and Finance with 2 respondents.

How Results can be used by a Media Group or Company

The above charts can be used by particular companies within the business world. The type of companies which can definitely benefit from such data would be employment or job seeking agencies. This data will ensure that these companies tailor their services to suit the needs of perspective clients,

who are currently seeking employment.

Additionally, colleges and universities could benefit from the above information. This is the case since it would encourage these institutions to create courses or academic programs which would suit the needs of jobseekers who desire to enter certain fields such as information technology and administration.

Furthermore, the data presented in the above charts can be used for online job seeking companies such as Monster. com and Indeed. com, which can tailor their services to suit those respondents who intend on obtaining jobs in the most desirable fields such as information technology and administration.

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