

# [Using aius survey responses from the aiu data set, complete the following require...](https://assignbuster.com/using-aius-survey-responses-from-the-aiu-data-set-complete-the-following-requirements-in-the-form-of-a-report/)

[](https://assignbuster.com/)[Business](https://assignbuster.com/essay-subjects/business/)

Survey Sample Size This paper looks at Quantitative methods and analysis; in particular it looks at the use of surveys in collecting data. It looks and compares entertainment surveys, political surveys and general survey. It also gives an example of an entertainment survey conducted, the presentation and analysis of the results and the conclusion.   
Entertainment Survey   
An entertainment poll or survey looks at people’s engagement in the entertainment world. The data took a sample of 1, 010 people. The results of the data show that people have a combination of different modes of entertainment.   
Political Survey   
A political poll is taking a sample of people in an area then getting opinions on political issues from this sample. Political issues include: the candidate who is most preferable or which party is most preferable. Looking at the pools from Gallup politics website on people’s preferable party, the number of people who took part in the political poll in as compared to the number in the population is;   
  
Percentage   
Democrats   
47   
Republicans   
42   
Total   
89   
Total sample group   
100   
Percentage of people who did not participate   
11   
The results indicate that this company’s polls are reliable as most people in the target group have participated in the survey (GALLUP, 2013).   
General Survey   
Using polls from http://www. gallup. com/Home. aspx, it is evident that 95% of the respondent participated in the survey on US Economic confidence. This survey was conducted through phone interviews with phone numbers selected in random and consisted of 3, 546 adults. The results indicate that the data is reliable as a large number of respondents participated and they were selected in random (GALLUP, 2013).   
Overview   
In the tree surveys, the sample size used is 3, 546 for the general survey, 20, 800 adults for the political survey and 1, 010 for entertainment survey. The sample size that is most appropriate is the large sample as it gives a more accurate data. However, this should be applied when there is ample time to conduct the survey.   
Application   
Copy of survey   
Edit Question▼Edit Question   
Add Question Randomization   
Add Question Logic Move Delete   
1. What is your gender?   
Female   
Male   
Edit Question▼   
Edit Question   
Add Question Randomization   
Add Question Logic Move Delete   
2. What is your age?   
18 to 24   
25 to 34   
35 to 44   
45 to 54   
55 to 64   
65 to 74   
75 or older   
Edit Question▼   
Edit Question   
Add Question Randomization   
Add Question Logic Move Delete   
3. What type of entertainment is preferable to you?   
Video Games   
Music   
Movies   
Cancel Copy   
Upgrade to Add More Questions▼   
Add Question   
Add Image   
Add Text   
Add Random Assignment   
Split Page Here   
Cancel Copy+ Add Page   
Add Question   
Add Image   
Add Text   
Add Random Assignment   
Split Page Here   
Results   
A survey conducted on Entertainment had the following results:   
The respondents included 10 male and 10 female, this indicated that the survey considered both genders and thus the results will be more reliable.   
The second question was looking at the age group of the respondents to be able to analyze what each age group likes when it comes to entertainment.   
The study concentrates on the younger age group of between 18 and 24 years which is advisable as this is the group that is likely to give better information on the subject. The other group is like a control group for comparison. This is helpful in getting more accurate data.   
The final question asks respondents about the type of entertainment that they prefer. Respondents chose more than one option   
Conclusion   
The results show that most of the respondents under study like music as a way of entertaining themselves   
  
Bibliography   
AIU. (2013). Retrieved 02 03, 3013, from American Intercontinental University:   
http://www. aiuniv. edu/Atlanta/Library   
GALLUP. (2013). Retrieved 02 03, 2013, from GALLUP: http://www. gallup. com/home. aspx