

Using aius survey responses from the aiu data set, complete the following require...

[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 polls 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

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