07C Homework

You have been tasked to provide a database to track a polling company.

The business has a number of employees who place phone calls and elicit the publics’ responses to poll questions.

We identify the citizen we are talking to by a contact phone number. No name or other ID is ever used.

We run multiple polls for various clients.

Our poll responses are:

* 1-5 1 strongly disagree 5 strongly agree

We want to capture the answers for each call we make

We will collect demographic information from each citizen we poll ( age, sex, income, political affiliation, etc)

Each poll has a certain number of ‘slots’ based on the demographics. IE we don’t want only old folks polled. These demographics change with each poll.

We need to capture the date / time of the call and length of call as well as which employee took the data.

Our analysis will be based on the answers to the poll, the demographic data, and the employee who took the information.

Design a schema to capture the data needed for this business.

In class we did a quick pass on this design. Be sure to refine your design including appropriate column names and fields, etc.