

#DRILL: When to use surveys State whether a survey would be the best option for answering each of the following questions.

Popularity of various Uber drivers.

A survey will return extreme responses only, should rely on ratings and tips

A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream.

A survey would be good for this

Trojan wants to know whether their condoms are more popular among straight people or gay people.

A survey would be good for this

Recently, rental rates for HappyCars have increased by 30%, which is quite unusual. You want to find out why this is happening and how to keep the increase going.

A survey may not be the best option for answering this question

Assessing the success rate of a new advertising campaign.

A survey is not good for this.

Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards.

Survey may be good for this, shows interrelationships and recovery is something that is best self reported