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

1. Popularity of various Uber drivers.

No.

Since it would be impossible to know all the Uber drivers and assess their popularity. What they use is a rating system based on ride experience and driver.

“Your overall driver-partner **rating** is an average of individual **ratings** provided by riders from your 500 or fewer most recent trips. This **rating is calculated** by adding your individual trip **ratings** (from 1 to 5 stars) together, and then dividing this value by the total number of **ratings** you've received” (Uber).

Uber uses something more like to a Likert scale of 1 to 5 to rate the drivers. Completing a survey does not make much sense since the Uber rides are selected randomly (based on driver proximity).

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

Yes.

You could be easy to set up a small three question survey at check-out to survey ice cream flavors. This information from the survey could be useful for how much the store should stock of ice cream types.

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

Yes.

This could be an online survey or in partnership with a health clinic.

1. 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.

No.

Surveying the customers is not going to led anywhere. It is possible that you could survey the company. Doing research would likely provide more information then conducting a survey. Perhaps the economy is driving the 30%, a new tax on rentals, whatever it maybe will not be answered through a survey.

1. Assessing the success rate of a new advertising campaign.

Yes.

For online retail you could survey customers if the new advertising campaign led them to the site.

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

No.

Maybe if it is an internal survey by the hospital. There are likely several factors at play that could influence the patient recovery rates. Could survey the quality and care of individual nurses.