#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. – Yes, a survey of the drivers services makes sense.

A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream. – No, look at past sales.

Trojan wants to know whether their condoms are more popular among straight people or gay people. – Yes, a survey is good, but probably gay people are less likely to answer, so a weighing might be needed.

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. – Yes, a survey amongst new clients might give good insights.

Assessing the success rate of a new advertising campaign. – No, this could be observed in the sales of the advertised product and comparing before and after the campaign.

Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards. – The medical data of the patient’s recovery will be more informative then their actual feelings.