#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. NO (ranking better)

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

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

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

Assessing the success rate of a new advertising campaign. NO

Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards. NO