# **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. In form of post-journey customer satisfaction survey.

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

No. Better measure: sales.

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

Yes. Could weight responses according to estimated prevalence of gay and straight people in the wider population. However, the possibility of bias exists among respondents as to sexual orientation.

* 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. Do a general customer satisfaction survey, ask about opinions towards HappyCars and other providers, and ask about awareness of HappyCars, and whether this opinion and/ or awareness level have changed recently.

* Assessing the success rate of a new advertising campaign.

No. Sales could be a better measure, although one could do a survey asking about awareness of the new campaign and feelings towards it. Keep in mind that this does not necessarily translate to increased tendency to purchase.

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

No. Better measure would be data on actual ratios and recovery rates.