**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 with a rating scale system would be appropriate, although the results will be skewed toward the ends of the spectrum (customers with average experience are less likely to rate).

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

Sure, you could use a survey with a rating scale (if you’re interested in knowing whether people like the taste of each ice cream) or a ranking scale if you are only interested in knowing the relative ranks of each flavor (but we won’t know whether people actually *like* the flavors with this scale).

However, it would probably just be easier to look at ice cream sales data to answer this question without the need to conduct a survey.

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

Due to the sensitive nature of this topic, a survey would be the best way to gather the data you need to answer this question.

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.

Conducting a survey would not be my first course of action in answering this question. I would first look at historical rental sales volumes and try to determine if any obvious external factors are driving the increase (eg. Holiday season / other seasonality, special event, competitor went out of business, etc.)

Assessing the success rate of a new advertising campaign.

If the advertising campaign is the only variable that has changed in your business since it began, you probably don’t need to conduct a survey to assess whether the campaign drove incremental sales (you could simply look at sales volumes before and after the campaign to answer this question, taking into account any seasonality and usual volatility, etc.). A survey could help the company understand how the customers *feel* about the campaign, which could provide additional insight.

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

There could be a bias with a potential survey on this topic. Patients with a low nurse/patient ratio may be less likely to survive, as morbid as it sounds, and therefore unable to respond to a survey. To answer this question, you should take a look at hospital data and compare averages and/or run a t-test.