#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. A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream. Trojan wants to know whether their condoms are more popular among straight people or gay people. 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. Assessing the success rate of a new advertising campaign. Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards.

1. Popularity of various Uber drivers: There are thousands of drivers so a survey would not be appropriate
2. A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream: A survey would be appropriate. It could ask to rank the three flavors.
3. Trojan wants to know whether their condoms are more popular among straight people or gay people: A survey would be appropriate. First it could ask for sexual orientation and then ask which brand of condoms are preferred.
4. 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: A survey would not be appropriate in this case. It’s hard to pinpoint what exactly is contributing to the increase in rentals. Perhaps it’s just the time of year.
5. Assessing the success rate of a new advertising campaign: If success has a particular definition then you could just calculate the rate of success from the new ad campaign data. No survey would be required.
6. Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards: This could be answered by looking at the current nurse/patio ratio and comparing it with how many patients recover. No survey is necessary