**Thinkful Bootcamp 5.4.3: Self Report Pro's and Con's**

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
  + Depending on the use case, a survey may or may not be useful. If the purpose is to evaluate each driver independently, a survey could be given after each ride.
  + However, if the purpose is to give a survey comparing different drivers, this might be more difficult as few users will have ridden with multiple drivers.
* A grocery store wants to know how much people like strawberry, chocolate, and vanilla ice cream
  + A survey would be useful in this scenario. It could ask customers to rank the three flavors or rate them on a scale.
* Trojan wants to know whether their condoms are more popular among straight people or gay people
  + On the surface, a survey could be applied in this scenario, simply by asking customers about their sexual orientation and comparing demographics to the general population.
  + However, since sexual orientation can be a sensitive subject, responses could be skewed – the number of responses from gay people would probably be underreported.
* 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.
  + This would be difficult to determine with survey since it is trying to compare against a time in the past. A survey could ask people directly if anything has changed but this relies upon people accurately remembering past details.
  + It would probably be easier to evaluate marketing and rental figures over time.
* Assessing the success rate of a new advertising campaign
  + A survey could be helpful in this scenario but with a couple caveats. It would need to be structured to ask customers whether the advertising campaign affected them but as such, would already be somewhat self-fulfilling (i.e. potential customers that were not affected by the advertising campaign would not be available to take the survey). It could provide information on existing customers but would not provide a full scope of the effect of the campaign.
  + An alternative would be to compare sales numbers before and after introducing the advertising campaign, keeping in mind other potential factors that could affect results such as seasonality.
* Measuring the effect of nurse/patient ratio on patient recovery rates in hospital wards
  + Hospitals should already have this information and a survey should not be needed. It requires three values:
    - Number of nurses
    - Number of patient admissions
    - Number of recovered patients