**Partner Activity: You Are the Researcher**

As of March 2007, Ontario cellphone and landline users were able to switch service providers and retain their existing telephone numbers. Imagine that you have been hired by a cellphone company to conduct research into what factors may influence a person to switch providers. The goals of the research are to determine how you can attract customers from other providers while keeping your current customer base.

With a partner, create a 10-questions survey that will help you with your research. Your questions should ask for demographic data as well as information on customer’s lifestyles values, needs and wants. For example, an introductory question might ask, “How long have you owned a cellphone?”

**Survey Questions:**