Big Idea 4
Learning Activity 1

Questions
1. How many people were sampled in the survey conducted?
2. What criteria were used to select the sample?
3. Which part of the population chooses a mobile phone service based on cheaper prices?
4. What can telephone services learn from the results of the survey?

Answers
1. 7,580 people were surveyed
2. Capital city consumer-pays mobile phone users age 14+
3. The age group of 25-34 was more likely to choose the service based on price.
4. The mobile providers could learn to market plans which have good coverage and lower process especially to those in country areas.