Advanced Level

Interpreting Charts & Graphs
UNIT 5
INTERPRETING CHARTS & GRAPHS

The following verbs can be used to describe upward (and downward) movements in price, quantity and amount:

<table>
<thead>
<tr>
<th>Intransitive verbs (verbs which do not have an object)</th>
<th>Transitive verbs (verbs which have an object)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase, rise, go up</td>
<td>Increase, raise</td>
</tr>
<tr>
<td>Decrease, fall, drop</td>
<td>Decrease, reduce, drop</td>
</tr>
</tbody>
</table>

*Example:* The population of the world is increasing. The prices of electronic goods have fallen. The government has increased income tax. We reduced our prices by 10 per cent.

These corresponding nouns can also be used:

<table>
<thead>
<tr>
<th>an increase</th>
<th>a rise</th>
<th>a raise (US = increase in salary)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a decrease</td>
<td>a fall</td>
<td>a drop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a decline</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a reduction</td>
</tr>
</tbody>
</table>

**Exercise 1.** Now complete these sentences using a noun or verb from the boxes above. Use each word only once.

1. There are several competing companies entering the market and this has caused a 20% **drop** in prices.
2. Last year was a good year for the company and our sales **increased** considerably.
3. The price of coffee has **fallen** as a result of the bad weather conditions.
4. As a result of the recession, we have had to **reduce** the amount of money we spend on research and development.
5. The **decline** in profits is the result of poor management.
6. The recent **increase** in overseas investment has been good for the economy.
7. Economists predict that interest rates will **rise** if consumer spending continues to slow down.
8. Because of high profits last year, the company has announced a salary **increase** for all its employees.
Exercise 2. The verbs and nouns which are used to describe changes can be classified with an adjective or adverb to be more precise. Study and complete the following table.

<table>
<thead>
<tr>
<th></th>
<th>Adjective</th>
<th>Adverb</th>
<th>Noun Phrase</th>
<th>Verb Phrase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used to show a small change:</td>
<td>slight</td>
<td>slightly</td>
<td>a slight rise</td>
<td>to rise slightly</td>
</tr>
<tr>
<td>Used to show a regular movement</td>
<td>gradual steady</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Used to show considerable, striking or unexpected change</td>
<td>sharp dramatic sudden</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Exercise 3. Complete the descriptions of the following graphs using an appropriate adjective or adverb.

Graph 1

Prices rose steadily from February to October, before falling ______________________ in November.
Graph 2.
Inflation rose \_\_\_\_\_\_\_\_\_\_ in March, before beginning its \_\_\_\_\_\_\_\_\_\_ descent to today's figure of 6.5%.

Graph 3.
1998 saw a \_\_\_\_\_\_\_\_\_ drop in production, followed by a \_\_\_\_\_\_\_\_\_ recovery in 1999.
There are more expressions that can be used to describe graphs. Study the following.

**Exercise 4.** Which parts of the following graph would you talk about using each of these expressions?

- a. to fluctuate
- b. to level off
- c. to remain stable
- d. to reach a peak
- e. to stand at

**Graph 4.**

![Graph image]

**Exercise 5.** Join expressions from each box to make sentences about the graph.

1. Sales reached a peak...
2. Sales fluctuated...
3. Sales remained stable...
4. Sales stood at...
5. Sales leveled off...

- a. 10,000 in December.
- b. from September to November.
- c. of 11,000. They went up by 7 m., from 4 m. to 11 m.
- d. at about 8,000 in April.
- e. from May to September.

**Exercise 6.** Look at the graphs used in the previous exercises and write 3-4 sentences on your own using different verbs, nouns, adjectives, adverbs and expressions.

*Example:* In graph 1, the prices dropped sharply in January.

**OR**

In graph 1, there was a sharp drop in the prices.
Exercise 7. Look at the graph below which shows Finnish paper exports to Japan between 1987 and 1997 and complete the paragraph. Use the words in the table. Make necessary changes. There may be more than one possible answer in some blanks.

In 1987, the export figures \( \text{(1) } \) _________ 400m. Finnish marks. There was a/an \( \text{(2) } \) \( \text{(3) } \) ________ between 1987 and 1989. In 1989, the figures \( \text{(4) } \) _________ 800m. This was followed by a \( \text{(5) } \) \( \text{(6) } \) ________ between 1989 and 1990 when paper exports \( \text{(7) } \) ________ to 400 m. Between 1990 and 1992, they \( \text{(8) } \) ________ but the experts \( \text{(9) } \) \( \text{(10) } \) ________ from 1992 to 1995. And in 1995, experts of paper to Japan \( \text{(11) } \) ________ of 1,300 m., before they \( \text{(12) } \) ________ again to 1000 m. in 1997.
Exercise 8. Look at the graph below which shows people using a London underground station and complete the paragraph using the words in the table and making necessary changes.

The graph shows (1)_______ in the number of people at a London underground station over the course of the day. The busiest time of the day is in the morning. There is a (2)________ between 6:00 and 8:00 with 400 people using the station at 8 o'clock. After this, the numbers (3)________ quickly to less than 200 at 10 o'clock. Between 11 a.m. and 3 p.m. the number (4)________ with a plateau of just under 300 people using the station.

In the afternoon, the numbers (5)________ with less than 100 using the station at 4 p.m. There is, then, a (6)________ to a peak of 380 at 6 p.m. After 7 p.m., the numbers (7)________ significantly, with only a (8)________ again at 8 p.m.

Overall, the graph shows that the station is most crowded in the early morning and early evening periods.
Exercise 9. Using the information in the graph, complete the sentences with an appropriate preposition (FROM/ TO/ AT/ OF/ BY/ DURING/ BETWEEN). You can use a preposition more than once once.

4. At the beginning of 2000, sales stood ________ 300 units.
5. Over the next twelve months, sales dropped ________ 200 units.
6. Sales leveled off ________ 200 units for twelve months.
8. At the beginning of 2003, they reached a peak ________ 400 units.
9. During 2003, they decreased ________ 300 units.
10. Then there was a rise ________ 50 units in 2004.
11. Sales increased steadily ________ 300 units ________ 500 units between 2004 and 2007.
12. Sales rose steadily ________ the three years between 2004 and 2007.
13. Overall, sales fluctuated ________ 200 and 500 units.
Exercise 10. Write a sentence to describe the graph for the following periods.

**Cigarette Smoking**

1. 1940-1950: 
2. 1960-1965: 
3. 1965-1970: 
4. 1975-1985: 
5. 1985-1990: 
6. 1995-2000: 
Exercise 11. Write a paragraph about the population growth on the island of Malakula.

Population Growth on the Island of Malakula

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>30</td>
</tr>
<tr>
<td>1920</td>
<td>30</td>
</tr>
<tr>
<td>1930</td>
<td>30</td>
</tr>
<tr>
<td>1940</td>
<td>30</td>
</tr>
<tr>
<td>1950</td>
<td>30</td>
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<tr>
<td>1960</td>
<td>40</td>
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<td>1970</td>
<td>50</td>
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<tr>
<td>1980</td>
<td>60</td>
</tr>
<tr>
<td>1990</td>
<td>50</td>
</tr>
<tr>
<td>2000</td>
<td>40</td>
</tr>
<tr>
<td>2010</td>
<td>30</td>
</tr>
<tr>
<td>2020</td>
<td>70</td>
</tr>
</tbody>
</table>
There was a(n) (very)
minimal
slight
small
slow
gradual
steady
marked
large
dramatic
steep
sharp
rapid
sudden

As can be seen from the
chart, diagram, table, graph.

According to As is shown in Table 1 Figure 2 Chart 3

It can be seen from the chart

diagram

Table

It can be seen from the
diagram

trend

Rise
increase
fluctuation
decrease
decline
reduction
fall
drop

Not all the words above can ‘go with’ each other e.g. use ‘steady rise’, not ‘steady fluctuation’.

Useful vocabulary for describing the information in a graph:
a trend involves a direction;
a curve involves a shape and position:
Interpreting graphs

Line graphs

The verbs in the box on the right can all be used to describe changes commonly represented on line graphs. Use your dictionary to look up the meanings of the verbs and then answer the following questions:

1. Which 5 verbs mean go up?
2. Of these, which 3 mean go up suddenly/a lot?
3. Which 5 verbs mean go down?
4. Which verb means reach its highest level?
5. Which verb means stay the same?
6. Which verb means go up and down?

Now decide which parts of the graphs below, showing the sales of a book between 1990 and 2000, can be described using the verbs given.

**Book sales 1990 – 1999**

**Book sales January – December 2000**

| EXERCISE 1 | 1. In the year 2000, sales ______ at the beginning of August. |
|            | 2. Sales rocketed between 19____ and 19____. |
|            | 5. Sales ______ between September and November 2000. |
|            | 6. Sales started to fall for the first time in 19____. |
|            | 8. However, from 1997 to 1999, sales ______. |
EXERCISE 2

Changes can also be described in more detail by modifying a verb with an adverb. Using a verb from the box on the left, and an adverb from the box on the right, make sentences describing the changes represented on the line graphs on page S26 for the years or months shown. The first one has been done for you as an example.

<table>
<thead>
<tr>
<th>increase</th>
<th>fall</th>
<th>decrease</th>
<th>rise</th>
<th>slightly</th>
<th>slowly</th>
<th>sharply</th>
<th>rapidly</th>
<th>steadily</th>
<th>gradually</th>
<th>moderately</th>
<th>dramatically</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 1992–1994</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 1994–1997</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 1997–1999</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 July–August 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 November–December 2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Look at the following two ways of expressing the same idea:

—— Sales increased dramatically from 1990 to 1992.

1. subj + verb + adverb

2. There was a dramatic increase in sales from 1990 to 1992.

3. There was/were + adjective + noun + in + in

Now turn the rest of the sentences you made in exercise 2 into similar sentences with an adjective + noun.

EXERCISE 3

Check your prepositions. Choose a preposition from the box below to go into each of the gaps in the sentences on the right, which describe the graphs on page S26.

at  in  to  of  by  from

1. There was an increase ___ 50,000 between 1990 and 1992.
2. ___ 1994 ___ 1997, sales rose steadily ___ over 20,000.
3. Overall sales peaked ___ nearly 60,000 ___ 1992, but then plummeted ___ about 10,000 over the next two years.
4. In the year 2000, sales started ___ around 10,000. In the first month, there was a rise ___ around 2000.
5. After some fluctuations, sales in 2000 reached their peak ___ just over 15,000, a rise ___ 5,000 since the beginning of the year.
6. Sales increased ___ over 10,000 between 1994 and 1997, but then dropped ___ more than 10,000 between 1997 and 1999.

EXERCISE 4

The following paragraph summarizes the information in the two graphs on page S26. Notice the expressions in bold that refer to time and amount.

Just over 10,000 copies of the book were sold in 1990. Sales increased dramatically over the next two years, to peak at almost 60,000 in 1992. However, sales then fell sharply to well under 30,000 in the following year, and they went down by a further 12,000 or so between 1993 and 1994. There was a steady increase in sales over the next three years, and by 1997 there had been a rise of slightly more than 10,000. However, after this sales began to drop once more to approximately 10,000 in 1999.

In the first six months of the year 2000, sales fluctuated, although there was a moderate increase in July–August, reaching a peak at well over 15,000. A sharp decrease followed, with sales falling to around 12,000 in September. They remained steady until November, when there was a slight increase.
Now put the expressions from the box on the left into the table on the right, from the greatest amount to the smallest. The first one has been done for you as an example.

Look at the two tables below for other ways to express amounts:

<table>
<thead>
<tr>
<th>APPROXIMATIONS</th>
<th>COMPARISONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>approximately</td>
<td>a little/slightly</td>
</tr>
<tr>
<td>around</td>
<td>far</td>
</tr>
<tr>
<td>about</td>
<td>a lot</td>
</tr>
<tr>
<td>roughly</td>
<td>much</td>
</tr>
<tr>
<td>more or less</td>
<td>considerably</td>
</tr>
<tr>
<td>10,000</td>
<td>well over</td>
</tr>
<tr>
<td>half</td>
<td>just over</td>
</tr>
<tr>
<td>3 times</td>
<td>just over</td>
</tr>
<tr>
<td></td>
<td>half</td>
</tr>
</tbody>
</table>

EXERCISE 5

The two pie charts below illustrate two families’ average monthly expenditure. In the summary there are ten factual errors. Using the information on the pie charts, underline the mistakes and then rewrite the text, making the corrections necessary. The first one has been done for you as an example.

Both families’ biggest expenditure each month is the mortgage. Family A spends far more on their mortgage than they do on anything else (32%). This is exactly half what they spend on entertainment each month. Their food budget (19%) is significantly higher than their entertainment budget, while they spend well under 10% each month on clothes. Family B’s clothes budget is far less (5%). Family B’s entertainment budget is similar to Family A’s, at just 9%. In contrast, Family B spends much more on bills each month, over a quarter of the whole monthly budget. This is compensated for by their mortgage, which is slightly less than Family A’s, at only 24%. Just over 15% of their monthly budget goes on the car, significantly more than the 9% that Family A spends each month. In general, Family B spends more on necessary items such as bills, food and their car, while Family A allows slightly more money for entertainment and clothes.

---

Family A’s biggest expenditure each month is the mortgage...
The Language of Charts and Graphs

Types of Charts
Pie chart
Bar chart/graph
Line graph

Describing Movement
Increase Go up Rise Improve(ment)
Decrease Go down Fall Declined
Recover Jump Surge Reach (a point)
Recovery Slump Plummeth Approach

Types of Movement
Slight Gradual Sharp Dramatic Major
Slightly Gradually Sharply Dramatically Minor

Movement over Time
There was a gradual decline in sales. (noun usage)
Sales declined gradually (verb usage)
Enrollment increased by 4% in 1997.
There was a 4% increase in enrollment in 1997.
Immigration rose to 800,000 in 1999. (to a point/number)
Immigration rose by 20,000 in 1999. (by increment)
There was a 20% rise in immigration. (percentage)
Taxes remained the same from 2000 to 2001.
Taxes continued at 15% for two years.

Static (non-movement) Description
Sales stood at $1,400,000 in 1998.
Profits were $27,000 in 1999.
There was a loss of $21,000 in 2001.

Writing about Graphs and Charts

Before you Begin
Underline key words. Write related words - turn nouns into verbs, verbs into nouns, adjectives into adverbs, etc. Write opposite words, similar words, synonyms, etc.

Circle and highlight the graph. Use arrows. Make notes. Circle the biggest, the smallest, stable or unchanging parts, sudden increases, etc.

Identify trends. A trend is the overall idea of the graph

- what is happening/what happened
• the main change over time
• the most noticeable thing about the graph
• the pattern over time
• the pattern for different places or groups or people.

Most IELTS graphs will have two trends, or there will be two graphs with a trend in each. You could write about the two trends in two separate paragraphs. Make sure you have identified the trends in the graph. If you don't, you can't get IELTS Band 6.

**While you Write: Layout**

**Introduction**

1. First sentence: Describe the graph. You can use some slightly different words or word forms from those on the question paper, but be careful to give the full information. Start "The graph shows"

2. Second sentence: This gives the trend or trends. You can put two trends in this sentence or only one - you could keep the other one for the conclusion. Start "Overall, ...

**Paragraph 1: Trend 1**

Start with a sentence with no number. "City size increased sharply over the period." "The most obvious trend in the graph is that women are having fewer babies." "Oil production has increased slightly in all the countries in the graph"

Follow this sentence with an example (sentence with number) and perhaps another example (another sentence with number). Keep alternating.

**Paragraph 2: Trend 2**

• Start with a sentence with no number. "City size increased sharply over the period." • Give an example (sentence with number) and perhaps another example (Sentence with number)

**Conclusion**

• Finish by repeating the main trends, or identify a second trend. Use different vocabulary.
• Don't have any numbers in the conclusion (you could use words like "most", "the majority" "a minority", "a small number").
• Don't give an opinion.
METHOD OF TRAVELLING TO WORK IN MANCHESTER

Notes

- Manchester is a very large city with many suburbs stretching out beyond the city centre.
- Many Manchester residents commute to the city centre from their homes in the suburbs.
- The industrial and commercial areas of the city are close to the centre.

![Transportation Chart]

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private car</td>
<td>33%</td>
<td>55%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>25%</td>
<td>13%</td>
</tr>
</tbody>
</table>
FACTORS INFLUENCING TRANSPORT CHOICES OF MANCHESTER CITY RESIDENTS

Notes

- Manchester is a very large city with many suburbs stretching out beyond the city centre.
- Many Manchester residents commute to the city centre from their homes in the suburbs.
- The industrial and commercial areas of the city are close to the centre.
Together, you are going to talk about a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

You will discuss the problem below for about 4 minutes. You now have 90 seconds individual thinking time before you discuss with your partner.

Manchester City Council would like to reduce traffic congestion in the city. The council is considering four possible ways to solve the problem, which are:

- a) Creating a new tax which drivers will have to pay if they use their car in the city centre.
- b) Creating more traffic lanes which can only be used for bicycles.
- c) Giving citizens that live in the suburbs a 50% discount on public transport.
- d) Providing brand new trains and buses that run to more parts of the city and late at night.
Notes

- The chart below shows the price of real estate (housing units) in three different locations in Istanbul, Turkey’s most populous city.

- Atasehir is a modern suburban district of Istanbul located on the Asian side. It offers housing units for higher income residents. It is also a promising business and trading center.

- Kartal is a district of Istanbul located on the Asian side of the city. It is expected to become the new heart of the Asian side. Despite being far from the city centre, Kartal is heavily populated now. Luxury apartment complexes have been built on the coast, along with much more housing inland and this has attracted more shops and infrastructure.

- Silivri is a district of Istanbul on the European side, outside of metropolitan Istanbul, containing many holiday and weekend homes for residents of the city.
Some Factors That Affect House Prices in Istanbul

Notes

- The chart below shows some of the major factors that affect house prices in Istanbul.
- The numbers given may not add up to 100% since there are other factors such as the type of building, the reliability of the construction company, etc. that are not shown in the chart below.
- Business centers include market places, shopping malls, offices, banks, etc. The closer a residential area is to a business center, the higher its price will be.
- Industrial centers refer to industrial areas where pollution and noise levels are high. The closer a residential area is to an industrial area, the lower its price will be.
Together, you are going to talk about a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

You will discuss the problem below for about 4 minutes.

In Turkey the real estate market is expanding. Istanbul is the most promising city in terms of real estate growth. You are the CEO of FIBA Real Estate, the real estate and construction company of the FIBA Group. In the next five years, you are planning to invest heavily in the newly emerging housing areas in Istanbul. There is a lot of competition in this sector and your goal is to maximize your profits and do better than your competitors. You are considering four possible ways to achieve this goal, which are:

a) Buying land on the European side that is away from the industrial areas to build a weekend home complex.
b) Bringing together a group of landscape architects to create recreational and park area designs for the new apartment complex in Atasehir.
c) Building luxury apartments in Silivri district.
d) Building a mega shopping mall in Kartal district.

Together discuss the advantages and disadvantages of each option and then find the most appropriate solution to the problem.
CHILDHOOD OBESITY IN EUROPE

Notes

- The chart below shows the number of obese children in three different European countries including Turkey.

- Childhood obesity is a condition where excess body fat negatively affects a child's health or well-being.
SOME NEGATIVE EFFECTS OF CHILDHOOD OBESITY IN TURKEY

Notes

- Health experts in Turkey were interviewed and asked the following question: “What is the main negative effect of childhood obesity on the health of children?” The chart below shows their responses to this question. The chart does not total 100% because it does not take into account some of the other negative effects of obesity such as missing school due to illness, and so on.

- Psychological problems refer to children’s feelings of isolation and their inability to make friends and socialize with their peers.
- Diabetes refers to a chronic hormonal disorder characterized by the inability to properly use sugar, specifically glucose, a simple carbohydrate. This results in excessively high glucose levels in the blood.
Together, you are going to talk about a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

You will discuss the problem below for about 4 minutes.

Obesity has become a major problem in Turkey particularly among children. The Ministry of Health has decided to take certain measures in order to deal with the issue. Four possible ways are considered to achieve the goal of reducing childhood obesity, which are:

a) Starting a number of campaigns aimed at educating parents about the consequences of their food and lifestyle choices.

b) Increasing media coverage of this issue to make people more aware of the health risks of eating junk food.

c) Educating children about healthy eating in school and banning the sale of junk food in school cafeteria.

d) Training school counsellors about the psychological problems obese children go through.

Together discuss the advantages and disadvantages of each option and then find the most appropriate solution to the problem.
AIR POLLUTION IN ISTANBUL

Notes

- The chart below shows percentage rates of air pollution for three different sources of pollution: factories, cars, and private homes.

- The chart below does not total 100% because other sources of pollution such as farms, planes, etc. are not included.

- Factories refer to large, privately or government owned businesses that have one or more buildings with facilities for manufacturing.

- Cars are both public and privately owned vehicles. This does not include vehicles used for public transportation.

- Private homes are those owned/rented by private individuals, not a business. Private homes are often heated with coal, electricity or natural gas.
AIR POLLUTION IN ANKARA

Notes

- The chart below shows percentage rates of air pollution for three different sources of pollution: factories, cars, and private homes.

- The chart below does not total 100% because other sources of pollution such as farms, planes, etc. are not included.

- Factories refer to large, privately or government owned businesses that have one or more buildings with facilities for manufacturing.

- Cars are both public and privately owned vehicles. This does not include vehicles used for public transportation such as taxis.

- Private homes are those owned/rented by private individuals, not a business. Private homes are often heated with coal, electricity or natural gas.
Together, you are going to talk about a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

You will discuss the problem below for about 4 minutes.

In both Istanbul and Ankara air pollution is a continuing problem. With the increase in awareness about global warming, the rising populations of both cities and the health problems associated with air pollution, both cities have been discussing different options for lowering air pollution in their cities. The city councils in both cities are considering four possible ways to deal with the issue, which are:

a) Banning the use of cars for 4 hours a day for each individual. People must apply for “car time” licenses and get large penalties if they break the law.

b) Giving financial bonuses (tax breaks and other incentives) to factories who install “clean” equipment such as air and water filters, recycling systems, and so on.

c) Building huge wind fans like the Chinese used in Beijing to blow the polluted air away from the city.

d) Building more public transportation systems and work with factories and private citizens to get more people using the systems already in place.
RENEWABLE ENERGY SOURCES IN TURKEY

Notes

- The chart below shows the breakdown of renewable energy consumption in Turkey: hydroelectric, solar, wind, and geothermal.

- ‘Hydroelectric’ refers to energy generated from water by buildings dams on rivers or making use of differences in water height due to tides.
- ‘Solar’ refers to energy generated from the sun by using solar panels that absorb, collect and channel the sun’s heat and light energy.
- ‘Wind’ refers to energy generated from currents of winds by making use of wind turbines: a rotating machine which converts the kinetic energy of wind into mechanical energy.
- ‘Geothermal’ refers to energy generated from the heat from within the Earth (from original formation of the planet) by generally using ‘heat pumps’ to collect and exploit it.
The chart below shows the overall costs of implementing a renewable energy plant for four different energy types: hydroelectric, solar, wind, and geothermal.

- ‘Hydroelectric’ energy requires building river dams and hyroelectric power plants. Establishing one usually requires one or two years after finding the suitable place. Yet the energy produced meets the time/capital invested in a short period.
- ‘Solar’ energy requires using solar panels, collectors or concentrators which can be quite easily installed in many different areas. However, the energy produced isn’t as great as that of a hydroelectric or geothermal plant.
- ‘Wind’ energy requires building wind turbines on suitably wind prone lands/sea. Establishing these turbines requires substantial amount of capital but takes a relatively short time and yields electrical energy efficiently.
- ‘Geothermal’ energy requires building ‘heat pumps’ to collect and exploit the heat energy from within the earth. Establishing one is a long process requiring great capital and time, yet yields great amounts of energy once installed.
Together, you are going to talk about a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

You will discuss the problem below for about 4 minutes.

All over the world the continuing shortage of non-renewable energy sources (e.g. fossil fuels-petroleum, oil, gas etc.) poses a serious threat and a problem.

With the increased environmental awareness and more research on how to implement renewable energy sources more efficiently into our lives many organisations started promoting entrepreneurship in renewable energy. Thus more companies have been discussing different options for investing in renewable energy as an alternative/main energy source for the future.

Accordingly, one of the largest energy trading companies in the world decided to focus on four different types of renewable energy in order to choose one that they would further their investments in. As well as the costs and practicality of implementation, the energy output and the overall efficiency should be taken into consideration in the decision making process.

a) Building a ‘hydroelectric’ power plant near the coast-line of the region –which has strong tides very frequently. However, there are two other similar hydroelectric plants in that region.

b) Building ‘solar’ power plants of collectors or concentrators to generate energy from the sun in four of the sunniest cities in the country. Distribute energy to different regions from those centres.

c) Building 50 ‘wind’ turbines on two of the most windy areas. There are currently 40 turbines in those same areas, yet they fail to meet the electricity demand of the two large cities nearby.

d) Building ‘heat pumps’ to collect and exploit the ‘geothermal’ energy from within the earth. There are geographically very suitable areas in the country, though some are quite far from city centres and main demands of energy.
AVERAGE NUMBER of DECAYED, MISSING OR FILLED TEETH IN CHILDREN at AGE 12

Notes

- The chart below shows the number of children at age 12 that have missing, filled or decaying teeth in three different countries.

![Chart showing the number of children with decayed, missing, or filled teeth in Germany, Turkey, and the United Kingdom in 1990 and 2009.](chart.png)
CURRENT EXPENDITURES ON HEALTH BY THE INSURANCE INDUSTRY

Notes

- The chart below shows the allocation of funds for dentists.
Together, you are going to talk about a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

You will discuss the problem below for about 4 minutes.

The average cost for dental expense is paid for by the individual in Turkey. The problem, however, is the children and the lack of dental care for them. Looking at the following options, what is the best solution to deal with this problem?

a) Government should provide cavity preventing toothpaste for families with children under the age of 13.

b) Insured persons, whether under the state-run or private plans, should be covered for routine procedures such as simple fillings and dental hygiene.

c) Dentistry should be cheaper in poorer areas of the country and dentists should be awarded incentives for giving discounts.

d) Parents who do not take their children to the dentist on a regular basis should be fined or punished for lack of interest.
FACTORS THAT CONTRIBUTE TO GROWTH IN THE BABY CARE SECTOR IN TURKEY

Notes

- The chart below shows the factors that have led to the growth of baby care sector in Turkey.

- “Parents’ Awareness” refers to the fact that parents pay more attention to the quality of the products that they buy for their babies.
- “Company Promotions” refers to the fact that nowadays more companies target specific consumers with special offers such as free gifts or price discounts.
- “Availability” refers to the fact that nowadays baby products can be found everywhere including corner groceries as well as chain supermarkets such as Migros and Mother Care.
POPULAR BABY CARE PRODUCTS IN TURKEY

Notes

- The chart below shows the most popular baby care products in Turkey.

![Bar chart showing the most popular baby care products in Turkey. The chart compares the percentage of products in 1990 and 2009. The products are divided into categories such as Baby Clothes, Baby Shampoo, and Sun Care Products. The chart indicates that Sun Care Products had the highest percentage in both years, with 45% in 2009.]}
• Together, you are going to talk about the different aspects of a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

• You will discuss the topic together for about 4 minutes. Here is the situation:

A baby care company, Dalin, would like to increase its market share. The company is considering four possible marketing strategies, which are:

a) Changing the packaging of its shampoos to make them baby proof so that babies cannot harm themselves.

b) Increasing the number of special offers such as free gifts or “buy one get one free promotions” in grocery outlets.

c) Sponsoring women’s daytime programmes or magazines that contribute to raising the awareness of the sun’s adverse effects on babies’ skin.

d) Designing natural and organic baby clothing that can be sold in high quality specialist baby stores.
REASONS WHY PEOPLE STARTED TO SMOKE LESS IN TURKEY

Notes

- Experts were interviewed and asked the following question: “What is the main reason why people smoke less in Turkey nowadays?” The chart below shows their responses to this question.

- “Government Restriction” refers to the steps taken by the government to encourage people to smoke less such as smoking ban, fines and limiting where tobacco products can be sold.
SURVIVAL STRATEGIES OF TOBACCO MANUFACTURERS OPERATING IN TURKEY

Notes

- Experts in Turkey were asked the following question: “What are the main strategies of tobacco manufacturers to stay in business in Turkey?” The chart below shows their responses to this question.

```
<table>
<thead>
<tr>
<th>Percentage of Strategies</th>
<th>Innovation in Packaging</th>
<th>Flavoured Cigarettes</th>
<th>Eco-Cigarillos</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>30%</td>
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<td>20%</td>
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<td>40%</td>
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- “Innovation in packaging” refers to the fact that tobacco companies try to attract customers by designing products in trendy attractive packaging.
- “Flavoured cigarettes” refer to a way of attracting the younger smokers. Dark chocolate and grape are among the most popular flavours.
- “Eco-cigarillos” (economy cigarillo) are cheaper alternatives to cigarettes. They look like normal cigarettes and also contain tobacco but they are taxed lower than regular cigarettes.
• Together, you are going to talk about the different aspects of a problem and discuss possible solutions. You can use the information from both charts to help you form ideas.

• You will discuss the topic together for about 4 minutes. Here is the situation:

<table>
<thead>
<tr>
<th>The Ministry of Health in Turkey is concerned that the smoking ban is not strictly obeyed nationwide. To address this issue, it has come up with four possible strategies, which are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Restricting cigarette commercials on TV to certain hours so that the children and teenagers will not be negatively affected.</td>
</tr>
<tr>
<td>b) Increasing the amount of tax on cigarette and tobacco products.</td>
</tr>
<tr>
<td>c) Creating stricter punishments in order to encourage people to obey the smoking ban (higher fines and even prison).</td>
</tr>
<tr>
<td>d) Providing free counselling sessions for smokers that want to give up smoking.</td>
</tr>
</tbody>
</table>