

Exercise 3:

Read this text and decide whether the statements below are True (T), False (F) or Not Given (NG).

You've got mail- and LOTS of it!

It has been estimated that an astonishing 7.1 % of all mail addressed to you - direct mail – is junk mail. This is all mail looking for business from you. You are a potential customer, and someone, somewhere is hoping you will buy, or at least respond to, some compelling offer. That's annoying enough, but add to that figure all the unsolicited generic - hence indirect - mail that is shoved through your letterbox without your name on it, and you have a figure of truly staggering proportions. To that can be added all • the advertising material inserted inside every newspaper or magazine you pick up, generally in effect doubling their size, which is a specific problem with the format.

Statistics are hard to come by, rather like a closely guarded secret; however, some calculate that at least 3.4 billion items of direct mail and 13 billion items of unaddressed mail such as inserts and flyers were sent out in 2005 in the UK alone. While the environmental impact of such use of paper is clearly significant, the sheer volume of the issue - which is similar in every developed country in the world - is an indication that there is something in it for businesses, otherwise they simply wouldn't engage in such a costly and labour-intensive activity.

Source: IELTS Reading Advantage

- 1 It is not always clear what the purpose of direct mail is.
- 2 There is more direct mail in the UK than elsewhere in the world.
- 3 Most people receive more direct mail than indirect mail.
- 4 The author has a negative opinion of junk mail.
- 5 Newspapers and magazines often carry additional advertising.
- 6 The true figures for the amount of direct and indirect mail sent out cannot be calculated.
- 7 Every year, people in the UK receive about 13 billion items of indirect mail.
- 8 Businesses invest in these forms of advertising because they are profitable.