

3 Tactic practice: Charts, tables, forms and double texts

Use the tactics you have learnt to answer the questions below. After each item, confirm with your partner the clues that told you the correct answer.

Consumer's Friend magazine

We do the research, so you don't have to!

In our efforts to keep consumers informed, we continue to look hard at product and pricing trends throughout the region.

This month's report focuses on a year-long pricing study of the 4 largest supermarket chains in the Greater Altonville area. For this study we surveyed 2 main food staples, eggs and bread, in each chain over a full year. Surveys on individual products showed little quality difference between each of the four stores. The main difference was the price, as shown in our comparison chart below.

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Questions 1–3 refer to the following chart.

Tactics checklist

- Check what different parts of the chart, table or form refer to.
- Skim questions to identify where to look for answers.
- Be careful of the "small print".
- Watch for connected information between texts.
- Read both passages before you answer.

Price comparisons of major supermarkets

April	Eggs (dozen)	Bread (sliced medium loaf)
Floor Mart	\$1.25	\$0.95
5-9 Stores	\$1.29	\$1.15
Leavinson's	\$1.35	\$1.35
VFG	\$1.20	\$0.90*

August	Eggs (dozen)	Bread (sliced medium loaf)
Floor Mart	\$1.26	\$1.05
5-9 Stores	\$1.35	\$1.15
Leavinson's	\$1.39	\$1.45
VFG	\$1.25	\$0.95

December	Eggs (dozen)	Bread (sliced medium loaf)
Floor Mart	\$1.26	\$1.10
5-9 Stores	\$1.40	\$1.20
Leavinson's	\$1.45	\$1.40
VFG	\$1.30	\$1.10

* This food item was introduced in October.

1. Who are the intended readers of this report?

- (A) Reporters
- (B) Store owners
- (C) Researchers
- (D) Shoppers

2. Which company sold the cheapest bread in the first four months?

- (A) Floor Mart
- (B) 5-9 Stores
- (C) Leavinson's
- (D) VFG

3. What happened to the price of eggs at Floor Mart throughout the year?

- (A) It stayed largely unchanged.
- (B) It dropped slightly.
- (C) It rose dramatically.
- (D) It matched their competitors.

Suntours Holidays

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Holidays include all flights and transfers, as well as a choice of one of two exciting tours: either a two-hour boat trip to nearby Turkey, or a chance to snorkel in the pristine waters of the local undersea national park.

Call (415) 555 4873 for more information on this fascinating vacation opportunity.

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132B, West Bayside
San Francisco, CA 94105

24 August

Dear Sir,

I am writing to complain about a recent trip I took with Suntours. I originally signed up for a two week trip to the island of Kefalonia, as advertised in *Newsmouth* magazine, and was looking forward to enjoying the holiday. Unfortunately, I felt that a number of things spoiled the holiday for me. Firstly, I was led to believe that all rooms in the hotel had a balcony with a view of the beach. However, my room not only did not have a balcony, but it faced away from the sea. Secondly, only one of the hotel's pools was open, the other was still under construction, and the promised jacuzzi was not there at all. The hotel's restaurant was excellent, but it was closed two nights a week, meaning that my family had to walk about 30 minutes into the nearest town to eat, as there was no evening bus service. Finally, we took the tour to Turkey, but could not leave the boat, as nobody told us we had to arrange visas in advance. Had we known, we could have chosen the other option.

I feel very disappointed about the trip, and would appreciate some compensation.

Yours truly,

Dave Clayman

Dave Clayman

4. How far is the hotel from the beach?

- (A) 5 minutes
- (B) 30 minutes
- (C) 1 hour
- (D) 2 hours

5. What is advertised as part of the package?

- (A) A suite of rooms
- (B) A private beach
- (C) A chance to visit a second country
- (D) A chance to visit historic ruins

6. How does Mr. Clayman feel about the hotel?

- (A) He is unhappy there was nowhere to swim.
- (B) He is angry his balcony was too small.
- (C) He did not like the size of the Jacuzzi.
- (D) He feels the advertisement misrepresented the hotel.

7. What was Mr. Clayman NOT disappointed about?

- (A) The view from his window
- (B) The quality of the food
- (C) The tour to Turkey
- (D) The lack of a bus service

8. Which option does Mr. Clayman wish he had chosen?

- (A) The visit to the local villages
- (B) The trip to Turkey
- (C) The snorkeling tour
- (D) The visit to Kefalonia