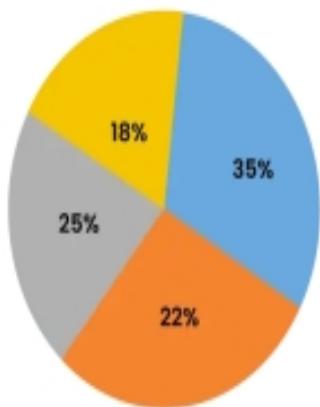


## Task 1: Pie Chart

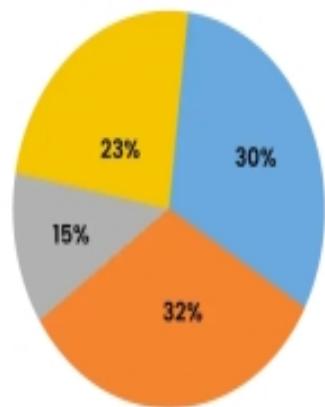
**Subject:** The two pie charts below show the online shopping sales for retail sectors in Canada in 2005 and 2010. Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

**Online Sales For Retail Sectors In Canada**

**2005**



**2010**



■ Electronics & Appliance

■ Home Furnishings

■ Food & Beverage

■ Video Games

## **Model Answer #1**

### **Response:**

The image presents two pie charts displaying online sales percentages for retail sectors in Canada, for the years 2005 and 2010.

Overall, the distribution of internet sales shifted considerably over the five-year period. Food and beverages, along with video games, experienced an upward trend, while the shares for electronics and appliances and home furnishings declined.

In 2005, the least sold product were video games, which constituted 18%. Compared to video games, the share for electronics and appliances was more than double. Additionally, home furnishings and food and beverages together accounted for 47%.

On the other hand, electronics and appliances saw their share of online sales fall from 35% in 2005 to 30% in 2010. The most significant drop was observed in the home furnishings sector, which accounted for 25% of sales in 2005 but only 15% by 2010.

These changes highlight a growing consumer interest in purchasing consumable goods and entertainment products online.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** The report accurately addresses all parts of the task. It effectively summarizes the main features of the charts and makes relevant comparisons between 2005 and 2010.

**Coherence & Cohesion (9):** The report is exceptionally well-organized and easy to follow. The logical flow of information and the use of cohesive devices create a seamless reading experience.

**Lexical Resource (8.5):** The report demonstrates a wide range of sophisticated vocabulary used accurately and appropriately. The lexical choices enhance the clarity and precision of the report.

**Grammatical Range & Accuracy (9):** The report exhibits a wide range of grammatical structures used with complete accuracy and fluency. The grammar is impeccable.

## **Model Answer #2**

### **Response:**

The two pie charts present a comparison of the percentage of online sales for four key retail sectors in Canada in 2005 and 2010.

Overall, the distribution of internet sales shifted considerably over the five-year period. Food and beverages, along with video games, experienced an upward trend, while the shares for electronics and appliances and home furnishings declined.

In 2005, food and beverages made up 22% of total online sales, which increased to 32% in 2010 — the largest growth of all sectors. Similarly, video games saw a rise from 18% to 23% during the same period.

On the other hand, electronics and appliances saw their share of online sales fall from 35% in 2005 to 30% in 2010. The most significant drop was observed in the home furnishings sector, which accounted for 25% of sales in 2005 but only 15% by 2010. These changes highlight a growing consumer interest in purchasing consumable goods and entertainment products online.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** Excellent response to the task. All key features are accurately described and compared.

**Coherence & Cohesion (9):** The report is exceptionally well-organized and easy to follow. The flow of information is natural and logical.

**Lexical Resource (9):** A wide range of sophisticated vocabulary is used accurately and appropriately. The language is precise and effective.

**Grammatical Range & Accuracy (9):** The grammar is flawless. A wide range of grammatical structures is used with complete accuracy and fluency.

## **Model Answer #3**

### **Response:**

The two pie charts illustrate the ecommerce sales for retail sectors in Canada in 2005 and 2010. Overall, the charts display the online shopping trends in four sectors: electronics, food and beverages, furniture, and video games, measured in percentage terms to facilitate a comparison between the two years.

In 2005, video games had the lowest sales at just 18%, while electronics accounted for almost double that at 35%. However, over the next five years, the share of customers purchasing electronic appliances declined by five percent, whereas the percentage of video game customers increased by the same amount. Although electronics had the highest sales in 2005, by 2010, this position was overtaken by the food and beverages sector.

Turning to the food and beverages sector, in 2005, it accounted for 22% of online shopping sales, making it the second lowest. Over the next five years, its sales significantly increased by ten percent. In contrast, the home furniture sector exhibited a decline, with sales dropping from 25% in 2005 to 15% in 2010.

This data indicates shifting consumer preferences in the Canadian ecommerce market between 2005 and 2010.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** The report provides a clear and accurate summary of the main features of the charts, highlighting key trends and making relevant comparisons. All aspects of the task are addressed effectively.

**Coherence & Cohesion (9):** The report is well-structured and logically organized. The information flows smoothly, with clear transitions between paragraphs and ideas. The use of cohesive devices is sophisticated and contributes to the overall clarity and coherence of the report.

**Lexical Resource (9):** The report demonstrates a wide range of vocabulary, used accurately and appropriately. The language is precise and varied, with a sophisticated control of lexical features.

**Grammatical Range & Accuracy (9):** The report exhibits a wide range of grammatical structures, used with full flexibility and control. The grammar and punctuation are consistently accurate and contribute to the overall clarity and fluency of the report.

## **Model Answer #4**

### **Response:**

The given illustrations consist of two pie charts that depict the distribution of online sales across various retail sectors in Canada for the years 2005 and 2010.

Overall, the online sales of electronics & appliances and home furnishings decreased over the five-year period, while the proportion of food & beverage and video games sales witnessed an increase.

In 2005, electronic products and household furniture constituted 35% and 25% of online sales respectively, but by 2010, these figures dropped to 30% and 15%. Conversely, the sales of food and beverages surged from 22% to 32% during the same timeframe, becoming the dominant sector in online retail.

Moreover, the online sales percentage of video games saw a substantial rise from 18% in 2005 to 23% in 2010, surpassing home furnishings in popularity. This shift indicates a notable change in consumer preferences towards digital entertainment products in the online retail market of Canada.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** The report provides a comprehensive and accurate summary of the main features of the charts, highlighting key trends and making relevant comparisons. All aspects of the task are addressed effectively.

**Coherence & Cohesion (9):** The report is well-structured and logically organized. The information flows smoothly, with clear transitions between paragraphs and sentences. The use of cohesive devices is sophisticated and contributes to the overall clarity and coherence of the report.

**Lexical Resource (9):** The report demonstrates a wide range of vocabulary, used accurately and appropriately. The language is precise and varied, with a sophisticated control of lexical features. The choice of words is effective and contributes to the overall clarity and fluency of the report.

**Grammatical Range & Accuracy (9):** The report exhibits a wide range of grammatical structures, used with accuracy and flexibility. The sentences are grammatically correct and varied, demonstrating a high level of control over grammar and punctuation.

## **Model Answer #5**

### **Response:**

The image presents two pie charts displaying online sales percentages for retail sectors in Canada, for the years 2005 and 2010.

Overall, the distribution of internet sales shifted considerably over the five-year period. Food and beverages, along with video games, experienced an upward trend, while the shares for electronics and appliances and home furnishings declined.

In 2005, the least sold product were video games, which constituted 18%. Compared to video games, the share for electronics and appliances was more than double. Additionally, home furnishings and food and beverages together accounted for 47%.

On the other hand, electronics and appliances saw their share of online sales fall from 35% in 2005 to 30% in 2010. The most significant drop was observed in the home furnishings sector, which accounted for 25% of sales in 2005 but only 15% by 2010.

These changes highlight a growing consumer interest in purchasing consumable goods and entertainment products online.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** The report accurately addresses all parts of the task. It effectively summarizes the main features of the charts and makes relevant comparisons between 2005 and 2010.

**Coherence & Cohesion (9):** The report is exceptionally well-organized and easy to follow. The logical flow of information and the use of cohesive devices create a seamless reading experience.

**Lexical Resource (8.5):** The report demonstrates a wide range of sophisticated vocabulary used accurately and appropriately. The lexical choices enhance the clarity and precision of the report.

**Grammatical Range & Accuracy (9):** The report exhibits a wide range of grammatical structures used with complete accuracy and fluency. The grammar is impeccable.

## **Model Answer #6**

### **Response:**

The two pie charts present a comparison of the percentage of online sales for four key retail sectors in Canada in 2005 and 2010.

Overall, the distribution of internet sales shifted considerably over the five-year period. Food and beverages, along with video games, experienced an upward trend, while the shares for electronics and appliances and home furnishings declined.

In 2005, food and beverages made up 22% of total online sales, which increased to 32% in 2010 — the largest growth of all sectors. Similarly, video games saw a rise from 18% to 23% during the same period.

On the other hand, electronics and appliances saw their share of online sales fall from 35% in 2005 to 30% in 2010. The most significant drop was observed in the home furnishings sector, which accounted for 25% of sales in 2005 but only 15% by 2010. These changes highlight a growing consumer interest in purchasing consumable goods and entertainment products online.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** Excellent response to the task. All key features are accurately described and compared.

**Coherence & Cohesion (9):** The report is exceptionally well-organized and easy to follow. The flow of information is natural and logical.

**Lexical Resource (9):** A wide range of sophisticated vocabulary is used accurately and appropriately. The language is precise and effective.

**Grammatical Range & Accuracy (9):** The grammar is flawless. A wide range of grammatical structures is used with complete accuracy and fluency.

## **Model Answer #7**

### **Response:**

The two pie charts illustrate the ecommerce sales for retail sectors in Canada in 2005 and 2010. Overall, the charts display the online shopping trends in four sectors: electronics, food and beverages, furniture, and video games, measured in percentage terms to facilitate a comparison between the two years.

In 2005, video games had the lowest sales at just 18%, while electronics accounted for almost double that at 35%. However, over the next five years, the share of customers purchasing electronic appliances declined by five percent, whereas the percentage of video game customers increased by the same amount. Although electronics had the highest sales in 2005, by 2010, this position was overtaken by the food and beverages sector.

Turning to the food and beverages sector, in 2005, it accounted for 22% of online shopping sales, making it the second lowest. Over the next five years, its sales significantly increased by ten percent. In contrast, the home furniture sector exhibited a decline, with sales dropping from 25% in 2005 to 15% in 2010.

This data indicates shifting consumer preferences in the Canadian ecommerce market between 2005 and 2010.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** The report provides a clear and accurate summary of the main features of the charts, highlighting key trends and making relevant comparisons. All aspects of the task are addressed effectively.

**Coherence & Cohesion (9):** The report is well-structured and logically organized. The information flows smoothly, with clear transitions between paragraphs and ideas. The use of cohesive devices is sophisticated and contributes to the overall clarity and coherence of the report.

**Lexical Resource (9):** The report demonstrates a wide range of vocabulary, used accurately and appropriately. The language is precise and varied, with a sophisticated control of lexical features.

**Grammatical Range & Accuracy (9):** The report exhibits a wide range of grammatical structures, used with full flexibility and control. The grammar and punctuation are consistently accurate and contribute to the overall clarity and fluency of the report.

## **Model Answer #8**

### **Response:**

The given illustrations consist of two pie charts that depict the distribution of online sales across various retail sectors in Canada for the years 2005 and 2010.

Overall, the online sales of electronics & appliances and home furnishings decreased over the five-year period, while the proportion of food & beverage and video games sales witnessed an increase.

In 2005, electronic products and household furniture constituted 35% and 25% of online sales respectively, but by 2010, these figures dropped to 30% and 15%. Conversely, the sales of food and beverages surged from 22% to 32% during the same timeframe, becoming the dominant sector in online retail.

Moreover, the online sales percentage of video games saw a substantial rise from 18% in 2005 to 23% in 2010, surpassing home furnishings in popularity. This shift indicates a notable change in consumer preferences towards digital entertainment products in the online retail market of Canada.

### **Evaluation:**

#### **Overall Band Score: 9**

**Task Response (9):** The report provides a comprehensive and accurate summary of the main features of the charts, highlighting key trends and making relevant comparisons. All aspects of the task are addressed effectively.

**Coherence & Cohesion (9):** The report is well-structured and logically organized. The information flows smoothly, with clear transitions between paragraphs and sentences. The use of cohesive devices is sophisticated and contributes to the overall clarity and coherence of the report.

**Lexical Resource (9):** The report demonstrates a wide range of vocabulary, used accurately and appropriately. The language is precise and varied, with a sophisticated control of lexical features. The choice of words is effective and contributes to the overall clarity and fluency of the report.

**Grammatical Range & Accuracy (9):** The report exhibits a wide range of grammatical structures, used with accuracy and flexibility. The sentences are grammatically correct and varied, demonstrating a high level of control over grammar and punctuation.