

## Academic IELTS Task 1: Online Purchasing

### Introduction

Explain what the chart represents and make sure you include all the important factual information that is given to you (who / where / what).

**iPass tip** – look at the chart and quickly decide the best (and easiest!) way to organize your report, by comparing and contrasting each student group in turn or each item?

### Brief overview – state your initial observation

Are there any items which were highly popular or very unpopular for all 3 student groups?

### Paragraph 1 – focus on art students

- which items were most / least popular with this group?

### Paragraph 2 – focus on business students

- explain how they are similar / different to the arts students

**iPass tip** – it is imperative that you include sufficient references to the data in your report – here you need to include percentages, but remember to vary the way you describe them by using other numerical expressions as well.

### Paragraph 2 – focus on science students

- highlight the main similarities / differences to the other two groups

**iPass tip** – be careful not to repeat the same information and even when presenting new information try not to always use the same structures. Varying your use of language will help you to get a better score.

### Conclusion - sum up your overall observations

What is revealed about different students' online buying habits?

Do they have some interests in common?

Are there any major discrepancies between the groups?

