

C Exercise 5 (Track 12)

First, please draw a vertical axis. This starts at 600 and rises to 1100 in stages of 50. It is labelled “new policyholders”. Then draw a horizontal axis. This starts at 1 and goes to 26. It is labelled “weeks”.

Now please listen carefully and draw the graph that I am going to describe to you.

I’d like to draw your attention to this graph, which shows the number of new policyholders we acquired in the first half of this year.

As you can see, in week 1, similar to the average of the final quarter of last year, we attracted a substantial number – 700 to be exact. From weeks 2 to 5, this weekly number increased slightly, and levelled off in weeks 6 to 8 at 800 per week. From week 9, numbers rose sharply until in week 13 they peaked at 950. After that, there was a gradual decline until week 18, by which time they had dropped back to 850. Week 19 onwards unfortunately saw a steady decrease in new policyholders until a low of 650 was reached in week 23. As of week 24, the effect of our TV campaign began to show and sales rocketed to a new high, reaching 1050 in week 26.