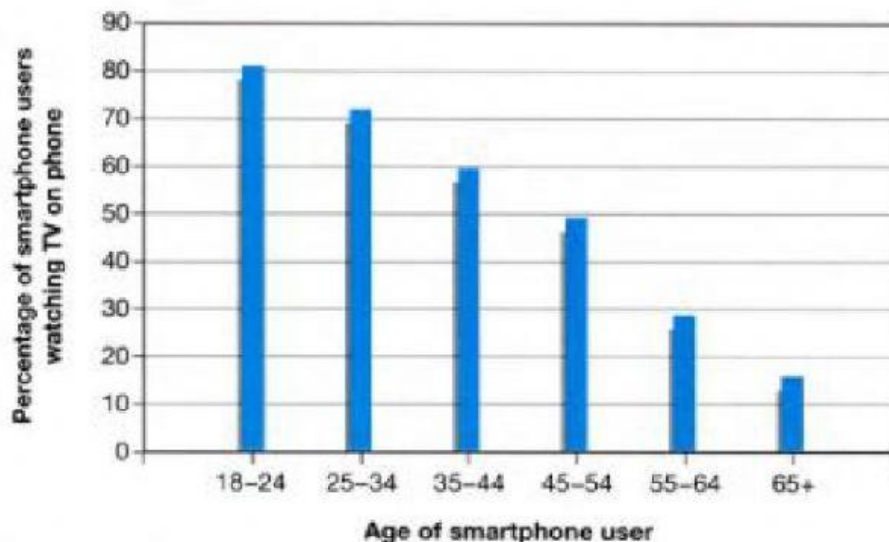


Complete the rules with words from the box.

adjective (x2) ■ adjectives (x2) ■ considerably ■ countable nouns ■ far
 noun (x2) ■ significantly ■ similarity ■ slightly ■ substantially
 uncountable nouns

- 1 We can compare _____ using *more/fewer* + _____ + *than*.
- 2 We can compare _____ using *more/less* + _____ + *than*.
- 3 We can compare _____ of one syllable using _____ + *-er/-est*.
- 4 We can compare _____ of two syllables or more using *more/less/the most/the least* + _____.
- 5 We can show _____ with *as* + adjective + *as*.
- 6 We can show a small difference by using _____.
- 7 We can emphasise a big difference by using _____, _____, _____ and *many/much more*.



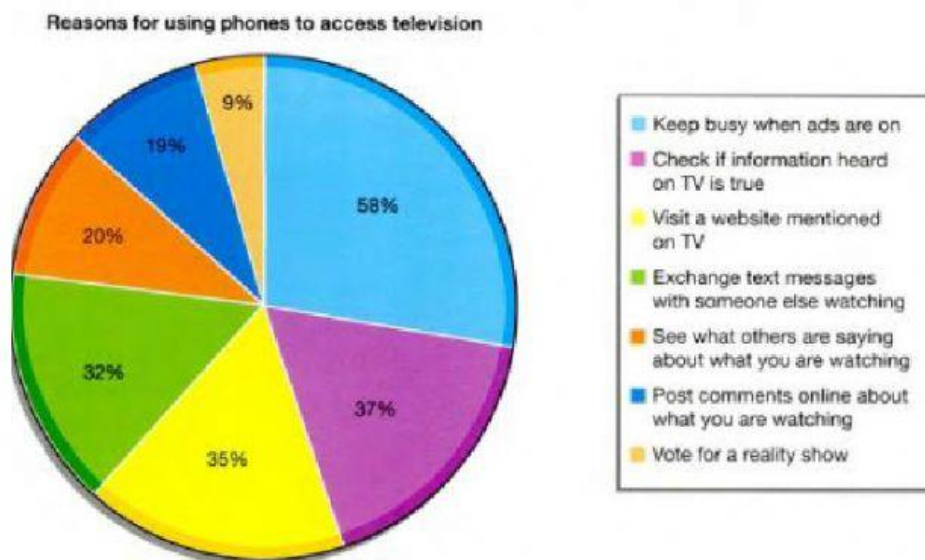
Complete the sentences about the chart with the correct age groups.

Of those who watch TV via their phones, ...

- 1 the vast majority are aged _____ to _____.
- 2 a small minority are aged _____.
- 3 just under 50 per cent are aged _____ to _____.
- 4 roughly a third are aged _____ to _____.
- 5 just over 70 per cent, nearly three-quarters, are aged _____ to _____.

Look at the pie chart showing why people choose to watch TV on a phone. Complete the sentences using words from exercise 14. More than one answer may be possible.

although ■ despite ■ however ■ in contrast ■ in spite of ■ nevertheless ■ though
whereas ■ while ■ whilst

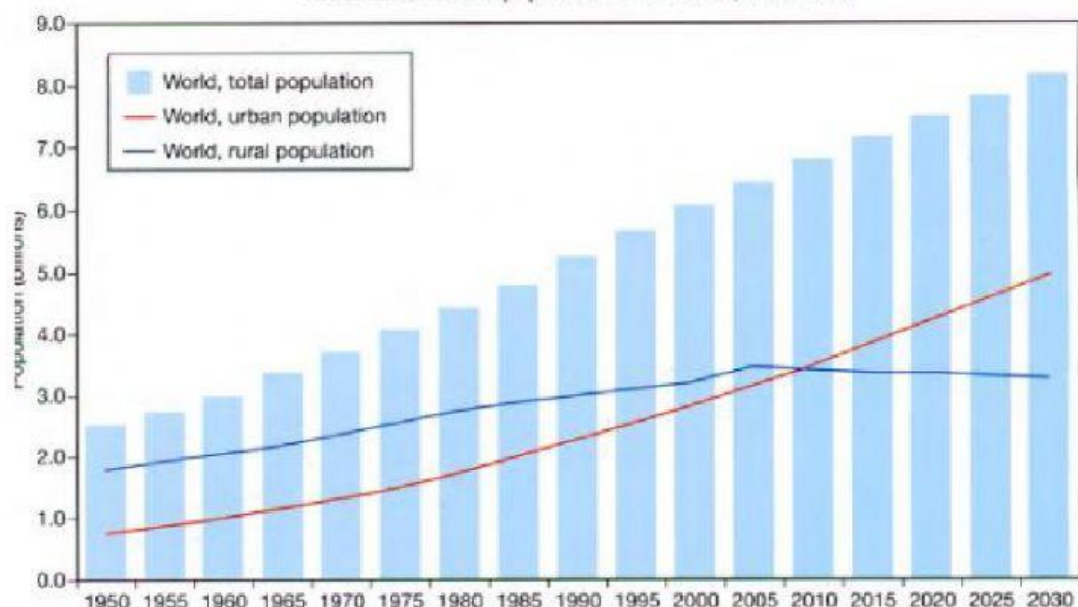


- 1 The largest number of phone users, a total of 58 per cent, use their device to keep busy when there are advertisements _____ the smallest percentage, only 9 per cent, use phones because they want to vote on interactive television programmes.
- 2 Thirty-five per cent of people watch TV on a phone in order to visit websites that are mentioned on programmes, _____ not for reading reviews of the programme itself: only 20 per cent do this.
- 3 Almost 40 per cent of people use a phone to stream TV because they want to check that the information is correct. _____, quite a small number use their phone so they can post comments themselves.
- 4 _____ the fact that they are watching a programme, 32 per cent use their phone so they can exchange text messages with someone else who is watching.
- 5 The lowest percentage of people use phones interactively to vote on reality shows. _____, most other activities depend upon the phone having access to the internet, e.g. to text or visit websites.

Technique

Vary the way you express proportions and remember to include specific numbers for some examples but not every item mentioned, so the writing isn't overwhelmed with detail.

The urban and rural population of the world, 1950–2030



Look at the information about the rural population in the chart in 6. Complete the text below with the correct form of the verbs in brackets.

The rural population of the world ¹ _____ (follow) a very slight upward trend overall since 1950. It ² _____ (begin) at a level slightly below 2 billion and then ³ _____ (increase) marginally until it ⁴ _____ (reach) a peak in 2005. This ⁵ _____ (maintain) until 2010. Since then the number of people living in rural communities ⁶ _____ (fall) very slightly. It ⁷ _____ (predict) to fall slightly further and it ⁸ _____ (project) that the rural population ⁹ _____ (drop) further to a level of roughly 3 billion.

Match each time expression 1–12 with the tense(s) a–d often used with it.

- 1 since 1950
 - 2 during that period
 - 3 in the current period
 - 4 ... in 2005
 - 5 from 1950 to 1970
 - 6 from now until 2030
 - 7 currently
 - 8 in 5 years' time
 - 9 by 2050
 - 10 between now and 2045
 - 11 at the moment
 - 12 for the last month
- a present simple/present continuous
 - b present perfect
 - c past simple/past continuous
 - d future forms

Technique

If the line graph covers a period of time, use your pencil to mark the change from one period to another and divide it into three sections (e.g. past years, the current year and future years). This will remind you to check that your use of tenses is appropriate and accurate.