

Cake sales **increased** **dramatically**

"big"	"small"
dramatically	slowly
sharply	gradually
suddenly	slightly
drastically	moderately
substantially	steadily
rapidly	
spectacularly	
enormously	

Tip The adverb can go before or after the main verb.
CD sales *fell steadily in the early 2000s.*
CD sales *steadily fell in the early 2000s.*

Trends that are developing now can be described in the **present continuous**.

*The price of music streaming subscriptions **is going up**.*

Trends that started and finished at a specified time in the past can be described in the **simple past**.

*The quality of sound recordings **went up significantly** in the early 20th century.*

Trends that started in the past and are now complete can be described in the **present perfect**.

*Profits from recording sales **have shrunk considerably** in the last twenty years.*

Trends that started in the past and will probably continue into the future can be described in the **present perfect continuous**.

*The power of record companies **has been gradually decreasing** since the start of digital streaming.*

"increased"	"decreased"	"moved around"
went up	went down	fluctuated
climbed	decreased	
rose	fell	
peaked	dipped	
recovered		
improved		
"increased quickly"	"decreased quickly"	"stopped moving around"
shot up	dropped	levelled off
rocketed	plummeted	stabilised
doubled	halved	
tripled		
quadrupled		
jumped		

We saw a **dramatic** **increase** in cake sales.

"big"	"small"	"good"	"bad"
dramatic	slow	encouraging	disastrous
sharp	gradual	promising	disappointing
sudden	slight		
drastic	moderate		
substantial	steady		
rapid			
spectacular			
enormous			

Instead of using **verb + adverb**, you can use **adjective + noun**.
*The number of festivals **has jumped sharply**.*
► *There **has been a sharp jump** in the number of festivals.*
*Attendance at classical music concerts **is declining steadily**.*
► *There's **a steady decline** in attendance at classical concerts.*

"increase"	"decrease"	"moving around"
gain	decrease	fluctuation
rise	fall	
climb		
recovery		
improvement		
"quick increase"	"quick decrease"	"stop moving around"
doubling	drop	leveling off
tripling	halving	stabilisation
quadrupling		
jump		