

- **hold** (holds, holding, held) VERB
- **hold sway over** VERB

We use the verbs **hold** or **hold sway over** as an alternative to the verb 'have'. **Hold sway over** also implies control.

*According to Reuters, Mr. Berlusconi holds sway over 90 percent of Italy's broadcast media through his private media holdings.*

Several verbs can substitute the verb 'be' when talking about figures.

- **make up** (makes up, making up, made up) VERB
- **account for** (accounts for, accounting for, accounted for) VERB
- **amount to** (amounts to, amounting to, amounted to) VERB

We use the verbs **account for**, **make up** or **amount to** to talk about the relative share of something.

*Hybrid vehicles account for a quarter of Toyota's US sales.*

*Hybrids made up 1.6 per cent of total US light vehicle sales last month.*

*Back in 2013, the ratio of household debt to GDP, including mortgages, amounted to a relatively modest 30 per cent.*

- **reach** (reaches, reaching, reached) VERB
- **stand at** (stands at, standing at, stood at) VERB

We use the verbs **stand at** and **reach** to focus on a specific figure.

*Sales of the Toyota Prius, the top-selling hybrid, reached 9,850 in August.*

*Sales of the Toyota Lexus stood at 2,607 last month.*

- **up from** (PREP)
- **down from** (PREP)

If a figure is **up from** or **down from** another figure, it provides information about a previous quantity.

*Toyota has sold 72,849 Priuses this year, up from 31,406 in January-August 2004. In August the index was at 51.1, down from 52.7 the previous month.*

- **double**
- **triple**
- **treble**
- **quadruple**

1. VERB When sales **double**, **triple/treble** or **quadruple**, they increase two, three or fourfold, respectively.

2. ADJ  
*Sales of Honda's smaller Civic hybrid more than trebled in August.*

*The firm's boss, Martin Winterkorn, aims to triple sales by 2018.*

*Almost a third of respondents said they would consider buying a hybrid, quadruple the number in July.*

*Last year 2,711 (Rolls-Royce motor cars) rolled off forecourts compared with 1,002 the year before – more than double the previous high in 2008.*

*Toyota's profits in 2014 are quadruple those of GM, Ford and Chrysler Fiat combined.*

- Prepositions with figures (**by**, **of**, **to**, **at**)  
We can describe a trend by looking at the difference between two levels or by looking at the end point.

Describing the difference between two levels (**by**, **of**)

*This year sales have increased by 10 per cent.*

*This year there has been an increase in sales of 10 per cent.*

#### Common collocations

To fall by + figure	a fall of + figure
To rise by + figure	a rise of + figure
To drop by + figure	a drop of + figure
To jump by + figure	a jump of + figure
To soar by + figure	
To slump by + figure	a slump of + figure

Describing the end point (**to**)

*This year profits have risen to \$2m.*

*This year there has been a rise in profits to \$2m.*

*Department store sales have slumped to a record low.*

#### Common collocations

To fall to + figure
To rise to + figure
To drop to + figure
To jump to + figure
To soar to + figure
To slump to + figure
To slump to a new/record low
A decrease of + figure
An increase of + figure
A decrease of + figure

With the verbs *peak*, *spike*, and their nominal equivalents – *peak* and *spike* – we usually use **at** although sometimes **to** is used with the verb.

*Net lending peaked at £6.26bn.*

*Onion prices had peaked to ₹57 per kg on August 22.*

*There was a spike at about 3500 requests in the first minute after the contest, which faded pretty quickly.*

- **percentage point**

A **percentage point** is the simple numerical difference between two percentages.

- **per cent**

A **percentage** is a number or ratio expressed as a fraction of 100.

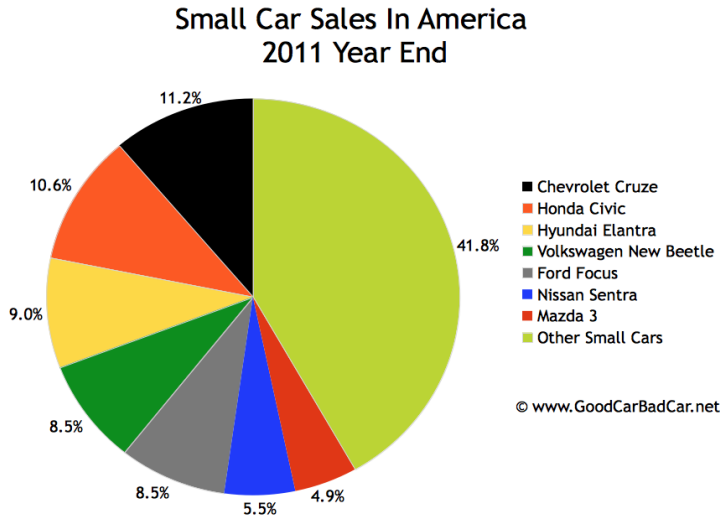
For example an increase from 40% to 50 % corresponds to a 10 *percentage point* increase or a 25 *per cent* increase.

*The G20 nations will aim to increase global growth by at least two percentage points over the next five years, but are yet to endorse a clear action plan to achieve the target.*

- **basis point**

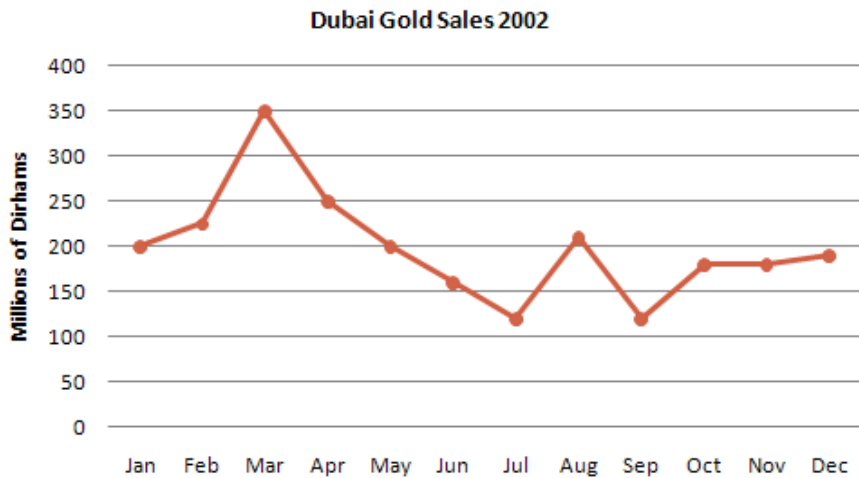
A **basis point** is one hundredth of one per cent (0.01 per cent) so 100 basis points (bps) is equal to 1 percentage point.

1. Consider the graph. Mark the sentences true or false. Correct the false ones.



- Sales of the Honda Civic accounted for less than 10% of small car sales in America in 2011.
- Mazda and Nissan each held less than 5% of small car sales in America in 2011.
- Small cars from other manufacturers made up almost half of the sales in 2011.
- Chevrolet's share of the small car market in America in 2011 stood at around 10 %.

2. Consider the graph. Complete the text with the words in the box.



doubled	to (5x)	from (2x)	reaching	of (2x)
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The main season for sales is in the December to May period. Sales were consistently above 200 million dirhams per month, rising sharply ..... a peak ..... 350 million dirhams in March. However, for the next four months, sales declined steadily, ..... an annual low ..... 120 million dirhams in July. In August, there was a sudden increase. Sales almost ....., rising ..... 120 million dirhams in July ..... 210 million dirhams in August. This was followed by a drop in September, back ..... the July figure. From September to October, sales recovered, ..... 120 ..... 180 million. In October and November, sales remained steady, and there was a small increase in December ..... 190 million dirhams.

3. Rewrite sentences using the word given and the prompt in italics. Retain the meaning of the original sentence.

- a. triple Sales trebled in December compared to November.  
*Sales in December were ...*
- b. rise New customers rose by 15% in 2014.  
*There was ...*
- c. accounted One fifth of Morrison's revenue came from fruit and vegetables.
- d. made up Half of the company's profits were from prescription drugs.
- e. down from Sales dropped to 2.3 million,  $\frac{3}{4}$  million less than the previous year.  
*Sales dropped to 2.3 million, ...*
- f. reached The average price for a new house rose to 240,000 euros in 2013.
- g. doubled Sales of cinema tickets in July were twice those of June.
- h. stood In December sales of theatre tickets rose to 13,000, up from 12,000.
- i. by The fall in new house sales was over 17%.  
*New house sales ...*
- j. hold sway  
over 77% of the market is controlled by three major companies.
- k. amounted Every year since 2009 more than 12% of US gross domestic product has come from corporate profits.

4. Given the statement, which interpretation is incorrect?

- i. Interest rates have been slashed from 5% to 4.5%.
  - a. Interest rates fell by 10%.
  - b. Interest rates fell by 9%.
  - c. Interest rates fell by 0.5 percentage points.
  - d. Interest rates fell by 50 basis points.
- ii. Interest rates increased from 2.5% to 3.25%.
  - a. Interest rates rose by 30%.
  - b. Interest rates rose 0.75 percentage points.
  - c. Interest rates rose by 23%.
  - d. Interest rates rose by 75 basis points.