

- **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.

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

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

2. ADJ

When sales are **double**, **triple** or **treble** or **quadruple** those of a previous period, they are, respectively, two, three, three or four times greater.

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.

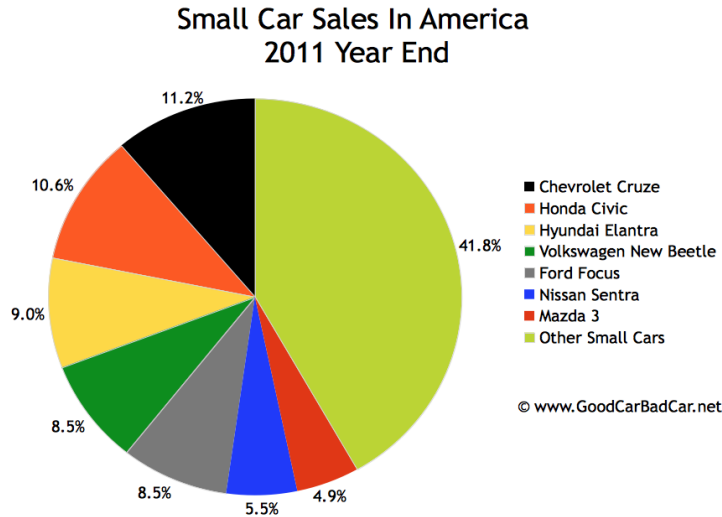
For example an increase from 40% to 50 % corresponds to a 10 *percentage point* increase or a 25 *per cent* increase.

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**

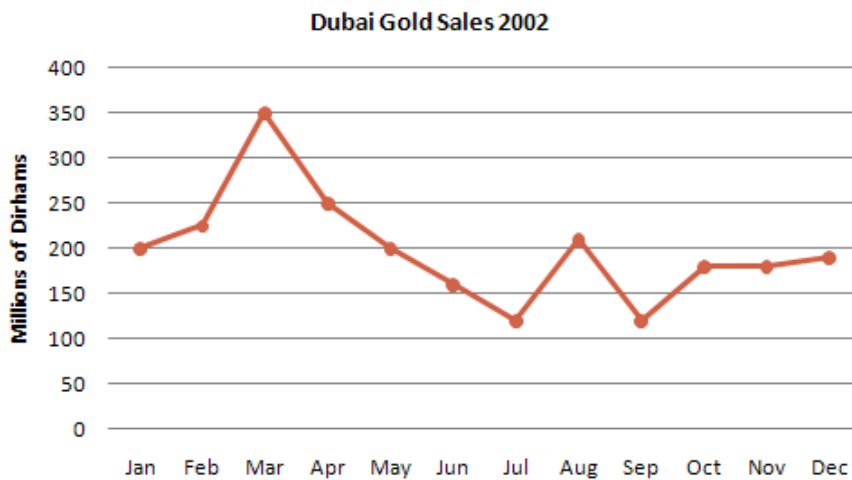
A **basis point** is one hundredth of one per cent (0.01 per cent) so 100 basis points (bps) is equal to 1 percentage point.

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. accounted One fifth of Morrison's revenue came from fruit and vegetables.
Fruit and vegetables ...
- b. made up Half of the company's profits were from prescription drugs.
- c. down from Sales dropped to 2.3 million, $\frac{3}{4}$ million less than the previous year.
Sales dropped to 2.3 million, ...
- d. reached The average price for a new house rose to 240,000 euros in 2013.
- e. hold sway over 77% of the market is controlled by three major companies.
- f. amounted Every year since 2009 more than 12% of US gross domestic product has come from corporate profits.
Every year since 2009, 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.