

Increasing

▶ opposite DECREASING

1 to increase

▼ **increase** *v*[I] to become larger in number, amount, price, or value:

- *Last year, the number of burglaries **increased by** 15 percent.*
- *The percentage of households with a computer **increased from** 32.9% **to** 52%.*
- *The world's population is **increasing at a rate of** 91 million people each year.*
- *Land prices have **increased dramatically** during the last thirty years. (=by a surprisingly large amount)*
- *The ratio of women to men in management positions has been **increasing steadily**. (=more women are becoming managers)*

▼ **rise/go up** *v*[I] *phr v* to increase. **Rise** and **go up** are used especially about numbers, prices or temperatures. They can also be used about the level or standard of something:

- *Fuel prices **rose by** over 10 percent.*
- *Last month unemployment **went up from** 1.6 million **to** just over 1.7 million.*
- *Crime rates have **risen sharply** in inner city areas. (=they have increased by a large amount in a short time)*
- *World demand for oil is **rising steadily** at around 2 percent a year.*
- *Sea temperatures have been **rising gradually** over the past 30 years.*
- *Living standards have **gone up dramatically**. (=by a surprisingly large amount)*

STUDY NOTE: Grammar

- ▶ **Rise** is more formal than **go up**.
- ▶ If you want to say that something 'has increased', you can say that it **is up**, for example: *Profits **are up by** almost 50%.*

▼ **grow** *v*[I] to increase, especially gradually over a period of time. **Grow** is used about numbers or amounts, or about the total amount of business or trade:

- *The volume of traffic on our roads continues to **grow**.*
- *The economy is **growing by** about 2.5% a year.*
- *Since 1990, U.S. imports of foreign goods have **grown at a rate of** 7.7 percent per year.*

▼ **double/triple/quadruple** *v*[I] to become twice as much, three times as much, or four times as much:

- *Since 1950, the number of people dying from cancer has almost **doubled**.*
- *During the last 15 years, earnings have **tripled** for men and **doubled** for women.*
- *The production of maize **quadrupled**.*

▼ **expand** *v*[I] to become larger in size, or to include a wider range of activities:

- *After two years of no growth, the economy started to **expand** again in 2003.*
- *The report estimates that up to 40,000 plants could die out if the population **expands from** 6 billion to 8 billion by 2020, as currently predicted.*

▼ **soar** *v*[I] to increase and reach a very high level. **Soar** is used about numbers and amounts, or about people's feelings and attitudes, and is especially used in journalism:

- *Interest rates **soared to** over 100 percent.*
- *The rumours **sent** house prices **soaring**. (=made them increase to a very high level)*
- *The president's popularity **soared**. (=he became extremely popular)*

▼ **escalate** *v*[I] to increase to a high level. **Escalate** is used about things that you do not want to increase such as costs, crimes, or violence:

- *Energy costs have **escalated**.*
- *The violence began to **escalate** and the demonstrators started attacking the police.*

STUDY NOTE: Grammar

► The **-ing forms** of many of these verbs can also be used as adjectives, for example: *the **increasing** demand for cheap goods | **rising** unemployment | the **growing** problem of industrial pollution | **soaring** inflation | **escalating** fuel costs*

2 to make something increase

▼ **increase** *v*[T] to make something become larger in number, amount, price, or value:

- *The company wants to **increase** the number of phones it sells in the UK.*
- *Smoking **increases** the risk of a heart attack **by** almost ten times.*

▼ **raise** *v*[T] to increase prices, taxes, rents etc. **Raise** is also used about increasing levels and standards:

- *The government will either have to **raise** taxes or reduce spending.*
- *The price of a barrel of oil was **raised to** over \$30.*
- *The government says that it wants to **raise** standards in schools.*
- *Saturated fats, which are found mostly in animal products, **raise** the level of cholesterol in the blood.*

STUDY NOTE: Grammar

► Don't confuse **rise** and **raise**. Don't say 'I don't think it would be a good idea to rise cigarette prices'. Say: *I don't think it would be a good idea to **raise** cigarette prices.*
► **Raise** is more formal than **put up**.

▼ **put up** *phr v* to increase prices, taxes, rents etc:

- *The company plans to **put up** the price of the drug **by** up to 20 percent.*
- *In the long term, unless the economy recovers, the government will be forced to **put up** taxes.*

▼ **double/triple/quadruple** *v*[T] to increase the amount of something so that it is twice, three times, or four times as much:

- *The United States has more than **doubled** the amount of aid it gives to developing countries.*

- The company hopes to **triple** the size of its packaging business.

▼ **expand** *v*[T] to increase something so that it includes a wider range of things, or to increase the size of a business:

- The college is **expanding** its range of courses.
- Within a few months she **expanded** the business and took over a computer firm employing 120 people.

▼ **boost** *v*[T] to increase sales, profits, or the production of something, especially when they have been lower than you want them to be:

- Farmers can **boost** their profits by selling direct to customers.
- The hot weather has **boosted** sales of ice cream.
- Scientists are helping to **boost** rice production using genetically modified rice.

▼ **extend** *v*[T] to increase your power or influence, or to increase the number of things that you are involved in:

- The US wants to **extend** its influence in the region.
- Banks are **extending** the scope of their activities and are offering services such as insurance and advice on investments.

▼ **step up** *phr v* to increase your efforts or activities, especially in order to change a situation:

- The UN Security Council has **stepped up the pressure** on the Sudanese government to end the fighting.
- The organization is **stepping up** its campaign to persuade drivers to leave their cars at home and take public transport.

▼ **add to** *phr v* to cause something to increase in cost or value, or to cause a situation to become worse or more difficult:

- Rising fuel prices will **add to** the cost of basic goods.
- A new kitchen can **add to** the value of your home.
- The swarms of mosquitoes only **added to** their problems.
- **Just to add to the confusion**, there are several other common names for this plant.

3 an increase

▼ **increase** *n* [C,U] an occasion when the amount or number of something becomes bigger:

- There has been a **significant increase in** the number of people living alone.
- England's countryside is under threat from a **massive increase in** (=a very big increase) traffic.
- Profits rose by \$2million. **This represents an increase of 13.4 per cent compared to the previous year.**

STUDY NOTE: Grammar

- ▶ The usual preposition to use with **increase** is **in**. Don't say 'the increase of the

earth's temperature'. Say: *the increase in the earth's temperature*. You use **of** with numbers, for example: *an increase of 15%*.

▼ **growth** *n* [singular, U] an increase in the number, size, or importance of something. **Growth** is also used when saying that a company or a country's economy becomes more successful:

- *There has been a **huge growth in sales** of big 4-wheel-drive vehicles.*
- *Many people are concerned about the **enormous growth in** the world's population.*
- *The astonishing **growth of** the Internet has had a dramatic effect on people's lives.*
- *Japan experienced a period of **rapid economic growth**.*

▼ **rise** *n* [C] an increase in the amount of something, or in the standard or level of something:

- *The latest figures show a **sharp rise** (=a sudden big rise) **in** unemployment in the region.*
- *There was a 34 percent **rise in** the number of armed robberies.*
- *The majority of families experienced a **rise in** living standards.*
- *The instruments showed a **dramatic rise** (=a surprisingly large increase) **in** the level of radioactivity. Something was clearly going wrong.*

STUDY NOTE: Grammar

► In American English, a **raise** is an increase in someone's salary. In British English, this is usually referred to as a **pay rise**.

▼ **build-up** *n* [C usually singular] a gradual increase in something harmful, dangerous, or worrying:

- *The use of fossil fuels is causing a **build-up of** carbon dioxide in the atmosphere, which contributes to the greenhouse effect.*
- *She had a **build-up of** fluid on her knee.*
- *The crisis led to a big **military build-up**. (=the size of the army was greatly increased, especially in preparation for war)*

▼ **surge** *n* [C usually singular] a sudden increase in something such as profits, demand, or interest:

- *There has been a big **surge in** demand for organically grown food.*
- *We have seen a tremendous **surge of** interest in Chinese medicine.*

▼ **explosion** *n* [C] a sudden very large increase in the amount or number of something:

- *The country experienced a **population explosion**.*
- *There has been an **explosion in** the number of fast food restaurants.*
- *The book caused an **explosion of** interest in Renaissance Italy.*

▼ **boom** *n* [singular] a sudden large increase in trade, profits or sales, with the result that a country, company, or industry becomes very successful. **Boom** is also used about a sudden increase in interest in something, with the result that it becomes very popular:

- *the German **economic boom** of the 1960s*

- *the internet **boom***
- *There has been a **boom in** sales of diet books and videos.*

4 when something does not increase, or stops increasing

▼ **remain constant/stay the same** to continue to be at the same level or rate and not change:

- *Her rate of breathing **remained constant**.*
- *The deer population has **remained constant** for many years.*
- *His weight **stayed the same**.*

STUDY NOTE: Grammar

▶ **Remain constant** is more formal than **stay the same**.

▼ **peak/reach a peak** *v* to stop increasing, after reaching a high level:

- *Inflation **peaked at** 25%.*
- *The number of cases of the disease **reached its peak**.*

▼ **level off/out** *phr v* to stop increasing, and remain at the same level:

- *Car sales in Japan **levelled off** in September after months of continued growth.*
- *Statistics show that the number of work-related deaths appears to be **levelling off at** 1.6 per 100,000 employees.*