

Numbers Behind St. Patrick's Day

With an estimated 13 million pints of Guinness downed around the world every year (enough to fill two and a half Olympic-sized swimming pools), St. Patrick's Day is a pretty big deal. Even though business booms on the Emerald Isle on March 17 every year, nowhere else is the green, a party and spending big bucks as adored as in the USA. According to the National Retail Federation (NRF), total U.S. spending this year is expected to reach \$5.3 billion, the highest level ever recorded in the survey's 13-year history and a considerable increase on 2016's \$4.4 billion.

Approximately 139 million people (56.1% percent of Americans), are going to embrace their inner Irishness and celebrate St. Patrick's Day this year. On average, each person is expected to spend \$37.92, up from last year's \$35.37. A whopping 82.5% of people celebrating will wear green while 31.4% will make a special dinner and 15.2% plan to attend a private party. All that enthusiasm certainly brews up the perfect pot of gold for Guinness owners Diageo. Every March, they make approximately \$28 million from sales of the black stuff in the U.S. alone. Take a look at the infographic below where you can see some of the key numbers behind America's favourite imported holiday.

Some key numbers behind St. Patrick's Day in the U.S.

Adapted from www.forbes.com

St. Patrick's Day Is Big Business

Some of the key numbers behind St. Patrick's Day in the U.S.



Planning to celebrate St. Patrick's Day



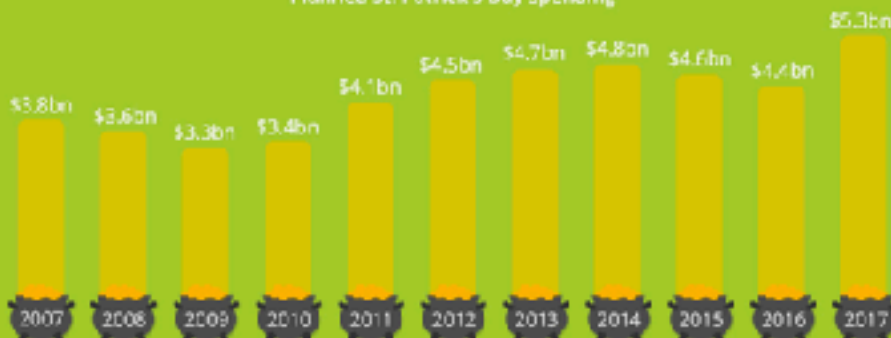
How people plan to celebrate



March is a great month for Guinness



Planned St. Patrick's Day spending



European ancestral origins of Americans (2014)



Sources: National Retail Federation, U.S. Census Bureau, Dugent, Travelodge, USA, weeks.com

Ex. 1 Find the words or expressions in the text which mean the following:

- 1) calculated more or less: _____
- 2) 0.568 litre: _____
- 3) Ireland: _____
- 4) as mentioned somewhere: _____
- 5) selling to individual customers: _____
- 6) asking many people for their opinion on a subject: _____
- 7) to accept sth enthusiastically: _____
- 8) very large: _____
- 9) a business name: _____
- 10) all over the world: _____
- 11) if there are hopes that sth will happen: _____
- 12) more or less: _____

Ex. 2 Match the expressions from the two columns into logical collocations:

1.	a pretty	big bucks
2.	business	brews up
3.	spending	holiday
4.	a considerable	spending
5.	to wear	of gold
6.	enthusiasm	big deal
7.	a pot	increase
8.	an imported	green
9.	to attend	a party
10.	planned	booms

Ex. 3 Provide English equivalents of these expressions:

1) całkowite wydatki	7) impreza zamknięta
2) wewnętrzny	8) udokumentować coś
3) średnio	9) wzrost
4) sprzedaż	10) infografika
5) czyjeś korzenie	11) uwielbiać coś
6) census	12) świętować coś

Grammar corner...

A good way to ensure efficient communication in, for instance, business e-mails is to avoid long phrases that Polish people are used to using and turn to verbs instead. For example, when writing in English, Poles often say: „to make/perform a payment“, while it’s a lot easier to just say: „pay“. And the thing about English is that nearly anything can be used as a verb. In the text you saw words like: to down sth (to drink quickly), to plan sth, business booms. All three of them are originally different parts of speech that are just used as verbs.

Ex. 4 Avoid long phrases by replacing them with verbs.

1. His friend posted bail for him, so he didn’t have to stay in jail. => His friend ...
2. Would you like me to put the food in a box for you? => Would you like me ...
3. We will calculate a charge and take it from your account. => We will ...
4. Many people in the 80s used to put bleach on their hair. => Many people ...
5. You’re not in the position to make demands about a raise. =>
6. You need to put a label on every file so that it’s easy to find. => You need ...

GLOSSARY	
estimated	szacowany
a pint	duże piwo
the Emerald Isle	Szmaragdowa Wyspa (Irlandia)
according to	zgodnie z
retail	sprzedaż detaliczna
a survey	ankieta
to embrace sth	przyjąć coś z entuzjazmem
whopping	ogromny/imponujący
a brand	marka
worldwide	na świecie
to be expected to do sth	coś jest spodziewane
approximately	około
a pretty big deal	poważna sprawa
business booms	interes kwitnie
spending big bucks	wydawanie sporych pieniędzy
a considerable increase	znaczny wzrost
to wear green	ubierać się na zielono
enthusiasm brews up	entuzjazm wzrasta
a pot of gold	kociołek złota
an imported holiday	importowane święto
to attend a party	iść na imprezę
planned spending	planowane wydatki
total spending	całkowite wydatki
inner	wewnętrzny
on average	średnio
sales	sprzedaż
sb's ancestral origins	czyjeś korzenie
census	spis ludności

a private party	impreza zamknięta
to record sth	udokumentować coś
increase	wzrost
an infographic	infografika
to adore sth	uwielbiać coś
to celebrate sth	świętować coś
bleach	wybielacz
charge	opłata

ANSWER KEY:

Ex. 1

- 1) estimated
- 2) a pint
- 3) the Emerald Isle
- 4) according to
- 5) retail
- 6) a survey
- 7) to embrace sth
- 8) whopping
- 9) a brand
- 10) worldwide
- 11) to be expected to do sth
- 12) approximately

Ex. 2

- 1) a pretty big deal
- 2) business booms
- 3) spending big bucks
- 4) a considerable increase
- 5) to wear green
- 6) enthusiasm brews up
- 7) a pot of gold
- 8) an important holiday
- 9) to attend a party
- 10) planned spending

Ex. 3

- 1) total spending
- 2) inner
- 3) on average
- 4) sales
- 5) sb's ancestral origins
- 6) census
- 7) a private party
- 8) to record sth
- 9) increase
- 10) an infographic
- 11) to adore sth
- 12) to celebrate sth

Ex. 4

- 1) His friend bailed him out, so he didn't have to stay in jail.
- 2) Would you like me to box the food for you?
- 3) We will charge your account.
- 4) Many people in the 80s used to bleach their hair.
- 5) You're not in the position to demand a raise.
- 6) You need to label every file, so that it's easy to find.