

## EXERCISES ON COMPARATIVES AND SUPERLATIVES

**1 READ the article about consumer societies. Notice the words in bold. Read each statement. Write T for *true* and F for *false*.**

A *consumer* is a person who buys things, and a *consumer society* is a society that encourages people to buy and use goods.<sup>1</sup> Some people think that a consumer society provides people with **better** lives. People in consumer societies tend to live **more comfortably**. They eat a **wider** variety of food. They go to restaurants **more often**. They also buy a lot of products, maybe more than they need. Products such as TVs, cell phones, and computers used to be luxuries.<sup>2</sup> Today people can buy these things **more easily than** ever before. The market for these goods is growing **faster** all the time. Consumer societies encourage people to buy **bigger** and **better** products. For example, "**smarter**" phones come out every year. In a consumer society, people are often buying **newer** and **more advanced** products. This creates a lot of waste. Nowadays, many people are thinking **more seriously** about the effects of consumer societies on the environment, and they are trying to become **more responsible** consumers.

1. Everyone agrees that consumer products improve their lives. \_\_\_\_\_
2. These days, consumer goods are hard to find. \_\_\_\_\_
3. Many people want luxury products these days. \_\_\_\_\_
4. Consumer societies help the environment. \_\_\_\_\_

**2 Complete each sentence with the correct comparative form of the adjective in parentheses. Add *than* when necessary.**

1. New cars are much \_\_\_\_\_ (quiet) old cars.
2. Do you think money is \_\_\_\_\_ (important) good health?
3. This coat is \_\_\_\_\_ (nice) that one.
4. My old laptop was a lot \_\_\_\_\_ (big) my new one.
5. Gas is so expensive! I want a \_\_\_\_\_ (efficient) car.
6. Many people think modern life is \_\_\_\_\_ (good) life in the past.
7. Communication is a lot \_\_\_\_\_ (easy) it was 50 years ago.
8. The pollution in my city is much \_\_\_\_\_ (bad) it used to be.
9. I prefer \_\_\_\_\_ (hot) temperatures. That's why I love summer.
10. My new school is a little \_\_\_\_\_ (far) my old one.

**3 Complete the sentences with the comparative form of the adverbs in parentheses + *than*.**

1. My new oven works a lot \_\_\_\_\_ (good) my old oven. It heats up much \_\_\_\_\_ (quick) my old oven, but it also burns food \_\_\_\_\_ (often) my old one!
2. Now that he's a manager, Gerry works a lot \_\_\_\_\_ (hard) he used to. He also travels \_\_\_\_\_ (frequent) he did before, and his trips last \_\_\_\_\_ (long) they used to.
3. People are creating garbage (rapid) \_\_\_\_\_ they used to. They are throwing away their old things because they can buy new goods \_\_\_\_\_ (easy) before. In the past, people treated their belongings \_\_\_\_\_ (careful) they do now.

**4 Use the words in parentheses to complete each sentence. Use the comparative form of the adverb and the correct form of the verb.**

1. This computer \_\_\_\_\_ (work / efficiently) that computer.
2. My new watch (keep time / accurately) \_\_\_\_\_ my old watch.
3. My sister \_\_\_\_\_ (call / often) my brother.
4. My phone \_\_\_\_\_ (ring / loudly) your phone.
5. Tara \_\_\_\_\_ (shop / frequently) Lori.
6. Brad \_\_\_\_\_ (type / quickly) Lynn.
7. Kate \_\_\_\_\_ (sing / badly) Deb.
8. Lila \_\_\_\_\_ (study / hard) Nora.

**5 Circle the correct word(s) to complete each sentence.**

1. My computer is more efficient **than your** / **than yours**.
2. The white coat is warmer **then** / **than** the grey one.
3. Ellen buys nicer clothes **than I do** / **than I am**.
4. Cars are expensive, but houses are **more expensive** / **more expensive than**.
5. Does your new stereo play music more loudly than your old one **was** / **did**?
6. Harry's motorcycle is newer than **my** / **mine**.
7. Cho's package arrived more quickly **than Kelly's did** / **than Kelly's was**.
8. Dave is 27 years old. His sister is older **than he is** / **than he does**.

**6 READ the excerpt from a discussion between the professor of a business class and a guest speaker. Notice the words in bold. Read each statement. Write T for true or F for false.**

**Professor:** So, Dennis, what changes have you seen in marketing recently?

**Dennis:** Well, as you know, customers love to post online reviews of products these days. These reviews are now just **as important as** traditional advertising. Maybe even more important. TV advertising is **as useful as** it was before, of course. On the other hand, newspaper ads<sup>1</sup> are much **less effective than** they used to be.

**Professor:** Hmm. That's interesting. . . . I've spoken to some marketing people who aren't **as positive as** you are about online reviews.

**Dennis:** Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are **less likely** to write reviews **than** people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are **not as harmful as** they used to be. Also, the positive reviews can be **as valuable as** ads. If a customer loves a product, he or she will endorse<sup>2</sup> it just **as enthusiastically** <sup>3</sup> **as** a TV ad does!

1. Dennis thinks that online reviews are not very important in marketing. \_\_\_\_
2. Newspaper ads used to be more effective. \_\_\_\_
3. Some marketing people have a negative opinion of online reviews. \_\_\_\_
4. Customers with problems are more likely to write online reviews. \_\_\_\_
5. Online shoppers won't buy a product if they see a negative review. \_\_\_\_
6. Positive online reviews aren't very valuable. \_\_\_\_

**7 Complete each sentence with *as . . . as* and the adjective or adverb in parentheses.**

1. Magazine ads are \_\_\_\_\_ (effective) newspaper ads.
2. Mark plays the guitar \_\_\_\_\_ (well) Nancy does.
3. Online reviews are \_\_\_\_\_ (useful) asking friends about products.
4. I read online reviews \_\_\_\_\_ (carefully) he does.
5. The coat was just \_\_\_\_\_ (warm) it looked.

**8 Complete the conversations with *less* or *not as . . . as* and the words in parentheses. Do not use *not* unless it is included in the parentheses. Use *than* and the second *as* only where necessary.**

**1. Anita:** The clothes in this store (1) \_\_\_\_\_ (not be / nice) they used to be. Look at this coat! It's much (2) \_\_\_\_\_ (fashionable) the coat I bought here last year.

**Jackie:** Well, that's true. It (3) \_\_\_\_\_ (not be / stylish), but it's also (4) \_\_\_\_\_ (expensive).

**2. Chris:** Check out this new coffee machine! It looks great! Ours (5) \_\_\_\_\_ (not be / fancy) this new one.

**Mike:** Well, it's definitely fancier than ours, but it (6) \_\_\_\_\_ (not be / efficient). It (7) \_\_\_\_\_ (not make coffee / quickly), and the coffee (8) \_\_\_\_\_ (not taste / good).

**9 EDIT. Read the online reviews of a play house for children. Find and correct seven more errors with comparisons with *less* and (*not*) *as . . . as*.**

## THE JOLLY ROGER PIRATE SHIP

### Customer Reviews

#### ★★★★★ A Huge Success!

Our family loves this! Our last playhouse was much less exciting <sup>than</sup> the Jolly Roger. It was also less attractive as this one. And this is really an important point: it wasn't as safe as. –**Maria**

#### ★★★ Hard to Build

My kids enjoyed this, but for me, putting it together was just as hard building a real pirate ship! It's true that I probably don't build things as quickly as a lot of other people do. And maybe I'm not as good with tools as they do, but I still think this product should be less complicated than! –**Sam**

#### ★★★★★ Fun for Younger Kids

My four-year-old son says this play structure is fun as a real pirate ship! He plays in it as often as he can, but my six-year-old daughter isn't as enthusiastic as he is about it. I'm a little disappointed because she uses it less often than I expected. –**Lin**



**10 Complete the sentences with the superlative form of the adjective or adverb in parentheses.**

1. \_\_\_\_\_ (big) piles of trash on Mount Everest are on the lower areas.
2. Trash is one of \_\_\_\_\_ (bad) problems on Mount Everest now.
3. Many climbers consider K2, a mountain between Pakistan and China, to be \_\_\_\_\_  
(difficult) mountain to climb, not Mount Everest.
4. Ted was \_\_\_\_\_ (experienced) climber on the expedition.
5. Which climber is \_\_\_\_\_ (far) from the top?
6. Climbing Mount Everest in a snowstorm is one of \_\_\_\_\_ (stupid) thing you can do. It's extremely dangerous!

**11 Use the words in parentheses to write superlative sentences. Use *least* when *not* is included in the parentheses. Make the nouns plural if necessary.**

1. This is a state park. (not popular / in California)      *This state park is the least popular in California.*
2. Canada is a country. (large / in North America)
3. Tokyo has a population. (big / in Japan)
4. This is an apartment. (not expensive / in the building)
5. Alan drives. (fast / of my three brothers)
6. Jane is a student. (one of the / intelligent / in her class)
7. That was a class. (one of the / not interesting / I've ever taken)
8. Mel works. (not efficiently / all the people in this office)
9. This is a computer. (cheap / in the store)
10. That's a street. (one of the / pretty / in this city)

## REVISION

A Read the information about the Greendex survey and look at the chart. Then complete each sentence according to the information in the chart. Use the comparative or superlative form of the adjective or adverb in parentheses. For some sentences, more than one answer is possible.



The Greendex is a survey of 1000 consumers in several countries. It asks consumers how they spend their money. Each consumer receives a score. High scores indicate "green," or environmentally friendly, attitudes. Low scores indicate environmentally unfriendly attitudes.

### Greendex: Rankings

	Overall	Housing	Transportation	Food	Goods
Americans	44.7	31.5	54.9	57.0	44.2
Brazilians	55.5	48.9	67.1	57.5	53.8
British	49.4	35.9	62.7	62.2	47.1
Canadians	47.9	35.1	57.8	60.9	45.7
Chinese	57.8	48.2	69.0	63.7	56.8
Germans	51.5	40.3	61.9	61.9	47.1
Indians	58.9	51.4	67.3	71.1	57.3
Japanese	48.5	35.3	65.9	54.7	52.7
Mexicans	53.9	48.0	62.2	53.6	54.5
Russians	53.1	44.1	66.4	60.4	47.9

#### Transportation

1. The Chinese make \_\_\_\_\_ (green) choices.
2. Americans are \_\_\_\_\_ (green) consumers.
3. British consumers make \_\_\_\_\_ (green) choices than Canadian consumers.
4. Mexican consumers are \_\_\_\_\_ (green) Japanese consumers.

#### Food

5. The British are \_\_\_\_\_ (concerned) the Chinese.
6. Indians are \_\_\_\_\_ (concerned) consumers.
7. Russians are \_\_\_\_\_ (concerned) Brazilians.
8. Americans are \_\_\_\_\_ (concerned) Canadians.

#### Goods

9. Canadians don't buy goods \_\_\_\_\_ (responsibly) Mexicans do.
10. Indians buy goods \_\_\_\_\_ (responsibly).
11. Germans buy goods \_\_\_\_\_ (responsibly) Brazilians.
12. Americans buy goods \_\_\_\_\_ (responsibly).