



ensure



Definition

Did you know?



Synonyms

Synonym Chooser

Example Sentences

ensure verb

en·sure (in-'shūr)

ensured; ensuring

[Synonyms of ensure >](#)

transitive verb

: to make sure, certain, or safe : **GUARANTEE**



Do you *ensure* or *insure*?

There is considerable confusion about whether *ensure* and *insure* are distinct words, variants of the same word, or some combination of the two. They are in fact different words, but with sufficient overlap in meaning and form as to create uncertainty as to which should be used when. We define *ensure* as "to make sure, certain, or safe" and one sense of *insure*, "to make certain especially by taking necessary measures and precautions," is quite similar. But *insure* has the additional meaning "to provide or obtain insurance on or for," which is not shared by *ensure*. Some usage guides recommend using *insure* in financial contexts (as in "she insured her book collection for a million dollars") and *ensure* in the general sense "to make certain" (as in "she ensured that the book collection was packed well").

[assure](#)

[guarantee](#)

[ice](#)

[secure](#)

[cinch](#)

[guaranty](#)

[insure](#)

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Choose the Right Synonym for *ensure*

ENSURE, INSURE, ASSURE, SECURE mean to make a thing or person sure.

ENSURE, INSURE, and **ASSURE** are interchangeable in many contexts where they indicate the making certain or inevitable of an outcome, but **ENSURE** may imply a virtual guarantee

the government has *ensured* the safety of the refugees

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, and **ASSURE** distinctively implies the removal of doubt and suspense from a person's mind.

I *assure* you that no harm will be done

SECURE implies action taken to guard against attack or loss.

sent reinforcements to *secure* their position

A combination of ... personal courage, dashing leadership from the front, willingness to share the toughest rigours suffered by the ordinary soldiers, and a liberal dose of sheer good fortune *ensured* his stature as a great general.

– Paul Cartledge, *History Today*, July 2004

Indeed, even though she's been off the mainstream radar for more than a decade, her passionate love for and commitment to rock & roll have *ensured* that she's managed to make a steady living.

– Tom Sinclair, *Entertainment Weekly*, 24 Nov. 2000

At 20, [Kobe] Bryant is already living the modern American dream, a \$70 million man on the NBA's glamour team in the nation's starriest city. His acrobatic moves make him the envy of teenage boys and his good looks and megawatt smile a heartthrob for teenage girls, *ensuring* his status as one of the NBA's premier pitchmen ...

– Allison Samuels et al., *Newsweek*, 31 May 1999

They took steps to *ensure* the safety of the passengers.

regulations that *ensure* the wholesomeness of our food

Recent Examples on the Web

As part of the pair's commitment to *ensuring* the economic success of other Black entrepreneurs, Harper Collins will donate a percentage of the sales from the hardcopy version of *Muse to Girls Write Now* and the Boys and Girls Club of America twice a year.

– Brande Victorian, *The Hollywood Reporter*, 23 Jan. 2024

Based on length of the putter, interchangeable sole weights are available to *ensure* a consistent feel for each putter.

– *Kansas City Star*, 23 Jan. 2024

The aim is to maintain a business's ongoing leadership and ownership in the event of the owner's passing, effectively reducing disruptions and *ensuring* its long-term success.

– Ebony Flake, *Essence*, 23 Jan. 2024

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These examples are programmatically compiled from various online sources to illustrate current usage of the word 'ensure.' Any opinions expressed in the examples do not represent those of Merriam-Webster or its editors. [Send us feedback](#) about these examples.



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1660, in the meaning defined [above](#)

Time Traveler

The first known use of *ensure* was in 1660

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'Insure' vs. 'Ensure' vs. 'Assure'

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Style

"Ensure." *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/ensure>. Accessed 6 Feb. 2024.

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ensure verb

en-sure

ensured; ensuring

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Britannica English: [Translation of ensure for Arabic Speakers](#)

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WORD OF THE DAY

signet

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