



3.1

Teen Consumer Habits



JOIN IN!

1. Are you the kind of person who is caught in the latest “gotta have it” craze?

1.1 Do your parents give you a monthly or weekly allowance?

1.2 What do you usually spend your money on?

1.3 Do you think teens spend their money wisely? Why/Why not?

2. Listen to the first part of a talk show about teens’ spending habits. Answer the questions that follow.

2.1 Are teens caught in the latest “gotta have it” craze?

2.2 What are the reasons for saying “no” to it?

2.3 What do they do when a new product or gadget comes onto the market?

3. Listen to the second part of the talk show. What is said about each of the topics below?

a. Companies

c. Friends

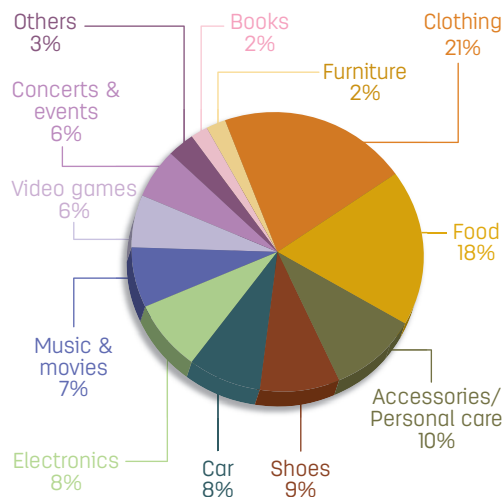
e. Athletes

b. Celebrities

d. Jingles

f. TV shows

4. The chart below gives details of American teenagers’ spending habits.



4.1 Where do teens spend most of their money?

4.2 Where do they spend least money on?

4.3 Comment on the fact that only 2% is spent on books.

4.4 Do you think this situation is the same in Portugal? Why?

“What Are Teens Spending Most of Their Money On? Surprise, It’s Not Games”, www.marketingpilgrim.com, (adapted), accessed in November 2013

Learning Tip

Although “gotta” and “wanna” approximate to spoken forms, they are incorrect in writing except in very informal registers.