

## Unit 4.1: Sneakerheads

- G**  **1.28 LISTEN FOR DETAILS** Listen to segment 1 of the student conversation.  
As you listen, complete the notes.

| THE HIGH-END SNEAKER MARKET       |                                                                                     |                                                                                                                                                   |
|-----------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
|                                   | PRIMARY MARKET                                                                      | SECONDARY MARKET                                                                                                                                  |
| Value of the market               | <u>\$42 billion</u><br>1 per year                                                   | <u>                    </u><br>3 per year                                                                                                         |
| How and where the market operates | People wait at stores for<br><u>                    </u><br>2 to buy<br>new styles. | Sneakerheads buy most of these shoes<br><u>                    </u><br>4 and pay<br>up to <u>                    </u><br>5 the<br>original price. |

- H**  **1.29 LISTEN FOR DETAILS** Listen to segment 2 of the student conversation.  
Choose the best word or phrase to complete each statement.

- One reason that high-end sneakers are popular is their connection to b.
  - politicians
  - young people
  - movie stars
  - athletes
- One sneakerhead has over              pairs of sneakers.
  - 300
  - 2,000
  - 3,000
  - 30,000

3. A portfolio lists the \_\_\_\_\_ of stocks or other things that you own.
- profit
  - location
  - value
  - sales
4. According to the quote the student mentions, your sneakers can show your \_\_\_\_\_.
- daily routine
  - personality
  - wealth
  - age

**N**  **1.32** Listen to the excerpts from the student conversation and write in the numbers you hear. Then say the number or numbers in each excerpt using the correct pronunciation.

1. "A lot of people don't realize that sneakers are a \_\_\_\_\_ -billion-dollar-a-year business."
2. "Nike controls more than \_\_\_\_\_ percent of the U.S. sneaker market."
3. "Profit margins are about \_\_\_\_\_ percent."
4. "I saw a pair of Air Jordans for sale online for almost \$ \_\_\_\_\_."
5. "How about meeting around \_\_\_\_\_ or \_\_\_\_\_ at my place to finish up?"