

**1. Listen to the clip from 6 minute English podcast. Which generation is also called “millenials”? What is special about Generation Z?**

Listen again and match generations with appropriate timelines

<b>Baby boomers</b>	born mid 1980s to late 1990s
<b>Generation X</b>	the late nineties or early noughties
<b>Generation Y</b>	between the mid 1960s and the early 1980s
<b>Generation Z</b>	in between the 1940s and the early 1960s

**2. Is there much difference between millenials and Generation Z?**

**Listen to the second snippet and answer the question.**

**Listen again and do the multiple choice activity:**

*“Our research shows that Gen Z are different and that they have their own set of \_\_\_\_\_ which consumer brands need **to cater for**.”*

Choose the correct option to fill the gaps:

- a) values and needs
- b) values and preferences
- c) values and references

**To cater for** in this context means:

- a) to provide people with food and drinks at
- b) to employ
- c) to provide what is wanted or needed by someone

*“Our research found that Gen Z are \_\_\_\_\_, \_\_\_\_\_ consumers, and extremely **savvy**.”*

Choose the correct pair of words:

- a) tech-mate/hyper-informed
- b) tech-innate/hyper-insecure
- c) tech-innate/hyper-informed
- d) chess mate/hyper-informed

Tick all the synonyms for the word **savvy**:

- a) astute
- b) intelligent
- c) obtuse
- d) bright
- e) dumb