



## Canadian Clothing Manufacturing: A Comparative Perspective

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Alberta Public Opinion Study – Fall 2015

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## Methodology

-  **Population** The province of Alberta has a total population of 4,196,457 residents (Statistics Canada, July 1, 2015) approximately 78% of which are 18 years of age or older for an adult population of 3,283,067.
-  **Sample** Data were collected by Lethbridge College students in the fall of 2015. Students interviewed 961 adult Alberta residents by telephone from October 3 to 8, 2015 under the supervision of principal investigator Faron Ellis PhD. Landline telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented with a selection of mobile numbers from CSRL lists. We sincerely thank all participants who took time out of their day to respond to our inquiries. Further results from this study and results from past studies can be accessed by visiting the CSRL web pages at: [www.lethbridgecollege.ca/go/csrl](http://www.lethbridgecollege.ca/go/csrl)
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the province of Alberta. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, region of province, and age).
-  **Confidence** The weighted sample yields a margin of error  $\pm 3.16$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 6.2$  percentage points, Edmonton and immediate area  $\pm 6.3$  percentage points, North  $\pm 6.7$  percentage points, South  $\pm 6.3$  percentage points 19 times out of 20).
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Center. We thank members of Lethbridge College's IT team for their support in helping maintain the IB Commons Call Center.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Alberta residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of questions was derived from student and faculty interest in the topics.

## Canadian Clothing Manufacturers vs. Manufacturers in Developing Countries

When asked four questions designed to measure baseline opinions about Canadian clothing manufacturers in comparison to clothing manufacturers located in the developing world, the vast majority of Albertans believe Canadian manufacturers produce higher quality products, provide their employees with better working conditions and have higher environmental standards, albeit while producing products with considerably higher prices.

Only 11.1% didn't know how to evaluate quality (0.3 refused); 8.6% didn't know about price (0.2 refused); 10.1% didn't offer an opinion about working conditions (0.6 refused); and 11.5% didn't know about environmental standards (1.0 refused).

A clear majority of Albertans (71.6%) believe Canadian manufactures produce higher quality products than do manufacturers located in developing countries. One-quarter (25.9%) believe Canadian quality to be much higher while 45.7% believe it to be somewhat higher. A further 24.3% believe Canadian manufactured clothing to be of similar quality, while very few believe it to be of lower quality

### Quality (%)

Much higher	25.9
Somewhat higher	45.7
About the same	24.3
Somewhat lower	2.6
Much lower	1.5

A substantial majority of Albertans (87.7%) believe Canadian-made clothing cost more than clothing made in developing countries. More than one-third (36.8%) believe Canadian prices to be much higher while a further 50.9% think they are somewhat higher. Less than one in ten Albertans (9.7%) believe prices to be equal, and very few believe Canadian prices to be lower (2.6% in total).

### Price (%)

Much higher	36.8
Somewhat higher	50.9
About the same	9.7
Somewhat lower	1.8
Much lower	0.8

An overwhelming majority of Albertans (96.4%) believe Canadian companies provide their employees with better working conditions than do manufacturers in the developing world. A clear majority believe Canadian working conditions are much better (72.5%) while most others (23.9%) believe they are somewhat better. Very few Albertans believe working conditions are similar (3.3%) or worse (0.3% in total).

### Working Conditions (%)

Much better	72.5
Somewhat better	23.9
About the same	3.3
Somewhat worse	0.1
Much worse	0.2

An overwhelming majority of Albertans (91.2%) also believe that Canadian clothing manufacturers have substantially better environmental standards than do companies operating in developing countries. Very few believe Canadian environmental standards to be similar (6.9%) or worse (1.9%).

### Environmental Standards (%)

Much better	53.5
Somewhat better	37.7
About the same	6.9
Somewhat worse	0.9
Much worse	1.0

Note: Due to rounding, proportions may not total exactly 100%

## Canadian Clothing Manufacturers vs. Manufacturers in Developing Countries

- No statistically significant opinion differences are measured between the various regions of the province. Opinion in Calgary, Edmonton, the north and south show very little variance from the provincial averages on each of the measures.

Quality by Region (%)	Calgary	Edmonton	North	South	All Residents
Higher	73.5	70.6	70.5	71.4	71.6
About the same	23.0	26.0	25.9	23.3	24.3
Lower	3.5	3.4	3.6	5.3	4.0

Price by Region (%)	Calgary	Edmonton	North	South	All Residents
Higher	89.4	86.9	86.9	87.0	87.7
About the same	8.7	8.3	10.6	12.0	9.7
Lower	1.9	4.9	2.5	1.0	2.6

Workers by Region (%)	Calgary	Edmonton	North	South	All Residents
Better	97.6	93.7	96.0	97.5	96.4
About the same	2.0	5.8	4.0	2.0	3.3
Worse	0.4	0.5	0.0	0.5	0.3

Environment by Region (%)	Calgary	Edmonton	North	South	All Residents
Better	92.8	88.8	92.3	91.3	91.2
About the same	5.2	9.6	7.2	5.6	6.9
Worse	2.0	1.5	0.5	3.1	1.9

Note: Due to rounding, proportions may not total exactly 100%

- Some statistically significant opinion differences are measured between different demographic groups, particularly with respect to quality and environmental standards.
- Women (75.9%), upper income earners (73.7%), university graduates (75.2%) and older Albertans are most likely to believe that Canadian companies manufacture higher quality clothing products than those made in developing countries, remembering that substantial majorities of all other groups think this way.
- Little significant opinion difference is measured with respect to price, although upper income earners (91.3%) and university grads (90.8%) are more likely to think Canadian produced clothing products cost more than are other Albertans.
- No statistically significant opinion differences are measured with respect to working conditions.
- Women (93.3%), upper income earners (93.2%), and older Albertans are more likely than are other Albertans to believe that Canadian clothing companies have higher environmental standards than companies operating in developing countries.

## Canadian Clothing Manufacturers – Quality (%)

Gender*	Male	Female	All Albertans
Higher	67.6	75.9	71.6
Same	27.9	20.8	24.3
Lower	4.6	3.3	4.0

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
Higher	67.2	71.9	73.7
Same	24.2	26.9	24.1
Lower	8.7	1.2	2.2

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Higher	62.4	69.9	73.3	75.2
Same	33.1	21.8	23.9	22.7
Lower	4.5	8.3	2.8	2.1

Age*	18-29	30-44	45-64	65 and older
Higher	70.4	65.8	76.4	75.4
Same	20.9	31.5	21.4	22.2
Lower	8.7	2.7	2.2	2.4

Religious Participation*	1-3 per month/more	Several per year	Rarely/never
Higher	75.4	74.2	67.8
Same	18.9	23.7	27.6
Lower	5.7	2.1	4.6

Federal Vote Intention	Conservative	Liberal	NDP	Green
Higher	71.4	70.2	65.9	76.2
Same	25.0	26.2	29.4	23.8
Lower	3.6	3.5	4.8	0.0

Provincial Vote Intention	NDP	Wildrose	PC	Liberal
Higher	71.7	70.1	70.2	74.2
Same	24.7	25.8	27.4	15.2
Lower	3.6	4.1	2.4	10.6

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Canadian Clothing Manufacturers – Prices (%)

Gender	Male	Female	All Albertans
Higher	85.9	89.8	87.7
Same	11.0	8.3	9.7
Lower	3.1	1.9	2.6

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
Higher	85.1	86.6	91.3
Same	10.8	10.0	7.9
Lower	4.1	3.3	0.9

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Higher	82.8	88.1	86.6	90.8
Same	10.4	9.8	11.0	7.9
Lower	6.7	2.1	2.4	1.4

Age	18-29	30-44	45-64	65 and older
Higher	87.7	86.7	87.3	89.1
Same	9.0	11.4	10.1	7.0
Lower	3.3	1.9	2.5	3.9

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Higher	90.7	84.5	86.2
Same	4.9	13.5	11.7
Lower	4.5	2.0	2.1

Federal Vote Intention	Conservative	Liberal	NDP	Green
Higher	91.4	88.4	82.1	91.7
Same	7.1	9.6	14.6	8.3
Lower	1.5	2.1	3.3	0.0

Provincial Vote Intention	NDP	Wildrose	PC	Liberal
Higher	87.1	90.3	87.1	90.6
Same	9.9	8.2	11.1	7.8
Lower	3.0	1.5	1.8	1.6

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Canadian Manufacturers – Working Conditions (%)

Gender	Male	Female	All Albertans
Better	95.2	97.6	96.4
Same	4.3	2.1	3.3
Worse	0.5	0.2	0.3

Household Income	Under \$60,000	\$60-120,000	Over \$120,000
Better	94.0	98.5	96.5
Same	5.7	1.5	3.0
Worse	0.4	0.0	0.4

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Better	91.2	99.5	96.3	96.5
Same	8.1	0.5	3.3	2.8
Worse	0.7	0.0	0.4	0.7

Age	18-29	30-44	45-64	65 and older
Better	97.1	94.1	97.4	96.7
Same	2.9	5.9	2.2	1.6
Worse	0.0	0.0	0.4	1.6

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Better	93.8	98.5	97.3
Same	5.4	1.0	2.7
Worse	0.8	0.5	0.0

Federal Vote Intention	Conservative	Liberal	NDP	Green
Better	97.7	96.6	94.2	100.0
Same	2.3	2.0	5.8	0.0
Worse	0.0	1.4	0.0	0.0

Provincial Vote Intention	NDP	Wildrose	PC	Liberal
Better	95.9	97.4	97.7	95.5
Same	3.7	2.1	2.3	3.0
Worse	0.5	0.5	0.0	1.5

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Canadian Manufacturers – Environmental Standards (%)

Gender*	Male	Female	All Albertans
Better	89.4	93.3	91.2
Same	8.5	5.2	6.9
Worse	2.1	1.5	1.9

Household Income*	Under \$60,000	\$60-120,000	Over \$120,000
Better	84.0	96.1	93.2
Same	10.9	3.5	6.3
Worse	5.1	0.4	0.5

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Better	84.7	93.0	92.9	92.0
Same	13.0	5.9	4.6	6.5
Worse	2.3	1.1	2.5	1.4

Age*	18-29	30-44	45-64	65 and older
Better	85.6	91.0	94.6	92.7
Same	9.9	7.8	4.7	4.8
Worse	4.5	1.2	0.8	2.4

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Better	88.4	92.3	92.0
Same	9.4	5.1	6.6
Worse	2.1	2.6	1.4

Federal Vote Intention*	Conservative	Liberal	NDP	Green
Better	93.4	93.0	83.5	88.9
Same	5.8	4.9	13.2	0.0
Worse	0.8	2.1	3.3	11.1

Provincial Vote Intention	NDP	Wildrose	PC	Liberal
Better	89.6	94.7	92.8	92.1
Same	7.5	3.7	6.3	6.3
Worse	2.8	1.6	1.0	1.6

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05



## Demographics

Area of Province (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
Calgary	28.7	Male	50.8	Under \$60,000	34.2	H-School/less	16.3	18-29	22.7
Edmonton	24.8	Female	49.2	\$60-\$120,000	34.8	Some P-Sec.	22.3	30-44	30.7
North	23.0			Over \$120,000	31.0	Col-Tech-Grad	28.6	45-64	31.9
South	23.5					University Grad	32.8	65 or older	14.8

Mean age = 45 years old

### Religious Participation (%)

2-3/month-more	29.3
Several/year	24.0
Rarely-never	46.7

Note: Due to rounding, proportions may not total exactly 100%

## Questions

Thinking for a moment about clothing products you may consider purchasing and the similarities and differences between Canadian clothing manufacturers and clothing manufacturers located in developing countries, please tell me which of the following best represents your opinion.

- Initially, when considering the quality of Canadian manufactured clothing products and clothing manufactured in developing countries, would you say that...
- When considering the price of Canadian manufactured clothing products compared to clothing manufactured in developing countries, would you say that...
- When considering the working conditions Canadian clothing manufacturers' provide their employees compared to those provided by clothing manufacturers in developing countries, would you say that...
- When considering the environmental standards of Canadian clothing manufacturers compared to the environmental standards of clothing manufacturers in developing countries, would you say that...