Consumer choices
Bite-size activity

moneysmart.gov.au

What influences our choice of clothes? (Year 5)

🕐 30-45 mins

Investigate the influences on 10-12-year old consumers when they reflect and share on their findings about selecting clothes and accessories. Activities include collecting data and creating data displays.

This resource is adapted from Moneysmart's unit of work: Never too young to be Moneysmart with clothes

Outcomes

Students:

- investigate the influences on 10 to 12-year-old consumers when selecting clothes and accessories
- collect and analyse data and investigate consumer choices based on cost, peer pressure and suppliers, recognising the importance of being moneysmart when making spending decisions

Curriculum links

Mathematics

- Pose questions and collect categorical or numerical data by observation or survey (ACMSP118)
- Construct displays, including column graphs, dot plots and tables, appropriate for data type, with and without the use of digital technologies (ACMSP119)
- Describe and interpret different data sets in context (ACMSP120)

Other resources

- Moneysmart unit of work - Never too young to be Moneysmart with clothes

Discovery (30 mins)

1. Your wardrobe

What did you wear on the weekend? Write or describe *five* of your favourite items of clothes/accessories in your wardrobe. (**Worksheet 1**)

- Provide a brief reason why you choose to wear each item.

2. Explore trends

Share your list with others. List or describe possible trends that emerged (**Worksheet 2**). For example:

- What similarities and differences did you find after sharing with others?
- What are some of the popular items? Why do you think they are so popular?

3. Data display

Choose *one* question from Worksheet 2 to create a data display (e.g. bar/column graph, pie chart) and display your findings.

4. Consider influences

Describe or list *five* things that most influence your choices when shopping for clothes/accessories (eg: friends, media, cost, ethically made clothing). (**Worksheet 3**)

- What most influences your choices when shopping for clothes/accessories? (friends, media, cost, ethical)
- Do you dress to be fashionable or comfortable?
- Do you care about wearing the most popular thing? Why?

Get practical (15 mins)

Choose *one* of the following statements and provide evidence to argue for or against it:

- "Female clothes are more expensive"
- "Wearing brand label clothes means you are stylish"
- "Sustainability in fashion is the way of the future".

Australian Government

Worksheet 1: Your wardrobe

List five items of clothes/accessories you wore last weekend.	Why did you choose this item?
1.	
2.	
3.	
4.	
5.	

Worksheet 2: Explore trends

Share your list with others to explore possible trends.

What were the top five items?	1. 2. 3. 4. 5.
What were the least common items?	1. 2. 3. 4. 5.
What were the top reasons for choosing the most popular items?	1. 2. 3. 4. 5.
How do trends become popular?	

Worksheet 3: Consider influences

What most influences your choices when shopping for clothes/accessories? e.g.: friends, media, cost, ethically made clothing.	1. 2. 3. 4. 5.
Do you dress to be fashionable or comfortable?	
Do you care about wearing the most popular thing? Why?	