

A graphic on the left side of the slide features a dark blue background with a series of concentric, overlapping circular arrows. The arrows are colored in shades of grey, teal, green, and orange, and they all point in a clockwise direction, symbolizing a circular process or cycle.

TEXTILES: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2021

Purchasing of clothes; Part 1 of 5 Series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

The Driving Force for Ireland's Move to a Circular Economy



Rialtas na hÉireann
Government of Ireland

B&A
RESEARCH
& INSIGHT

Overview of survey

Behavioural insight is a foundation of the EPA's Circular Economy Programme, providing evidence to inform policy, to inform behavioural change interventions and to inform awareness campaigns.

The EPA contracted Behaviour & Attitudes (B&A) to carry out this quantitative research which is the first nationally representative baseline survey on Irish citizens' attitudes, awareness and behaviours relating to textiles. The fieldwork for the online survey of a nationally representative sample of 1,000 adults ages 16+ was carried out in November 2021.

The survey topic areas are presented in a series of five reports:

- 1. Purchasing of clothes**
2. Reuse and repair of clothing
3. Management and disposal of textiles
4. Sustainable consumption and use I
5. Sustainable consumption and use II



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Purchasing of Clothes: *Infographic*

High Frequency Purchasers I



21%

of people buy clothes often on a weekly basis; these High Frequency Purchasers buy clothes four times as frequently as the low frequency purchaser group.

High Frequency Purchasers II



65%

of High Frequency Purchasers are women with the majority under the age of 50 years.

Wearing out clothes



70%

of people wear clothes until they wear out; this is much lower for High Frequency Purchasers (53%).

Buying clothes but not using them



55%

of High Frequency Purchasers buy clothes they wear only a few times and 46% buy items they never end up wearing.

Clothes from sustainable materials



20%

of people often look for clothing items made from sustainable materials whereas only 8% of people look for sustainable clothing items all the time.

Clothes on Sale



82%

of people say clothes on 'Sale' at reduced prices influences them to buy new clothes.

Influence from social media



Other than sales, window shopping, and personal recommendations, the strongest influence to buy new clothes for High Frequency Purchasers is social media (54%).

Buying second hand



82%

of people did not consider buying second hand for their last purchase.



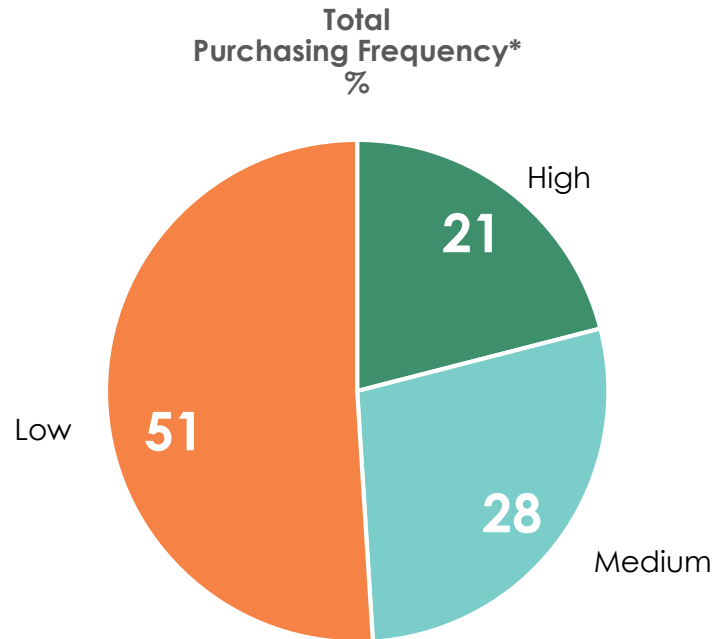
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Purchasing frequency



*Total Purchasing Frequency combines online and in-store purchase. Usage categories based on an aggregated and evenly weighted calculation of frequency of purchasing in store (pre-covid) and online. Scoring as follows: Several times a week 100/ About once a week 80/ A few times a month 60 / About once a month 40/ Once every few months 20; Once or twice a year 10; Less than once a year 5; Never 0; Low <50/ Medium 50-99/ High 100+.

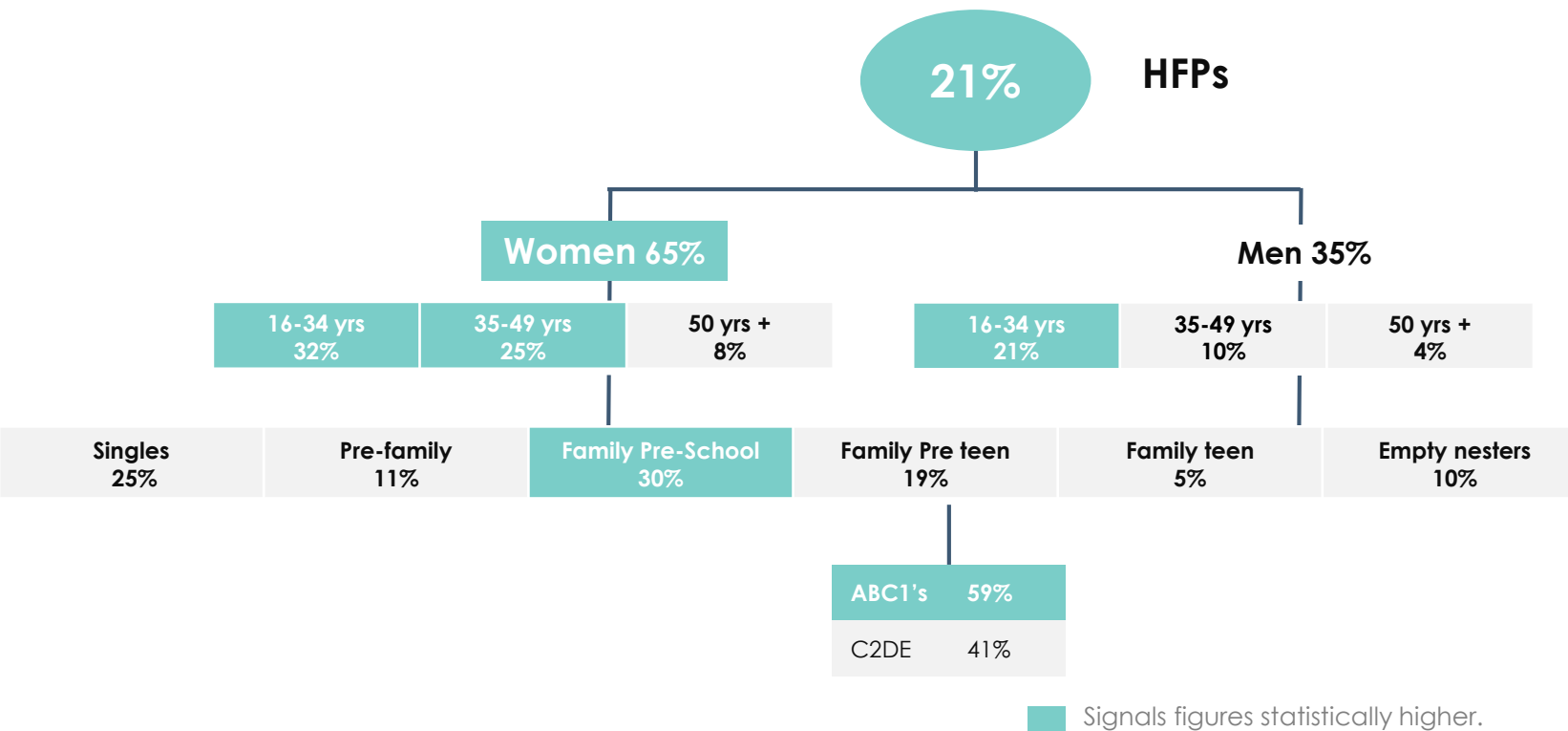
49% of people are high or medium frequency purchasers of clothing

- **21%** of people buy clothes often on a weekly basis; these High Frequency Purchasers buy clothes four times as frequently as the low frequency purchaser group.
- **28%** of people typically buy clothes on a monthly basis; these Medium Frequency Purchasers buy clothes twice as frequently as the low frequency purchaser group.
- **51%** of people are Low Frequency Purchasers typically buying clothes once every few months or once or twice a year.

2021 nationally representative textiles behaviour and attitudes survey (Q.1a & 1b) conducted by B&A.
Base: All adults living in Ireland aged 16+; N – 1,009



High Frequency Purchasers (HFPs)



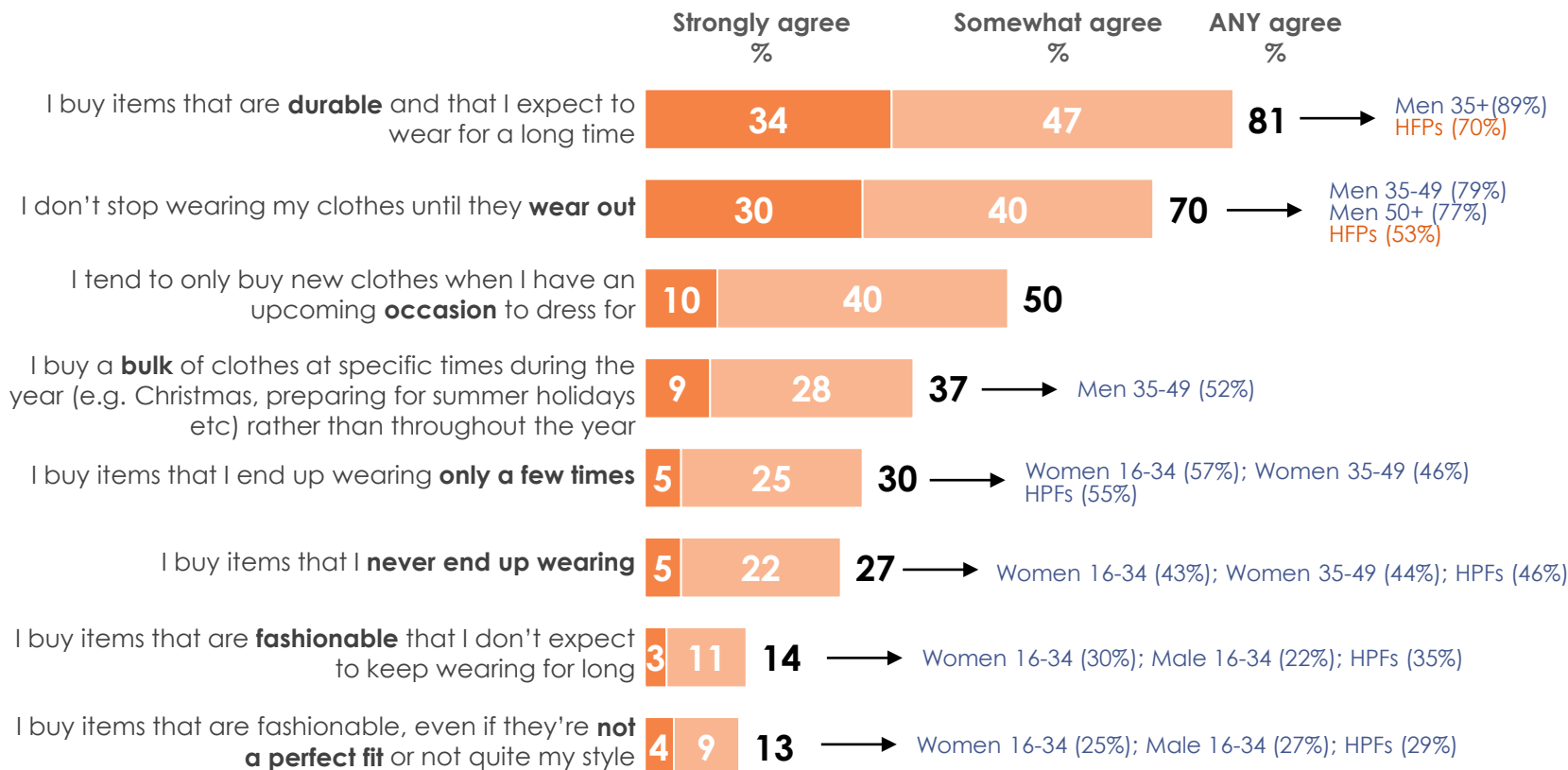
High Frequency Purchasers have a clear demographic profile

- **65%** of High Frequency Purchasers are women with the majority under the age of 50 years.
- Men account for **35%** of High Frequency Purchasers most are concentrated in the 16 – 34 age group.
- High Frequency Purchasers are strongly biased towards the ABC1 social grade and 'Family Preschool' life stage.

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Attitudes to purchasing clothes



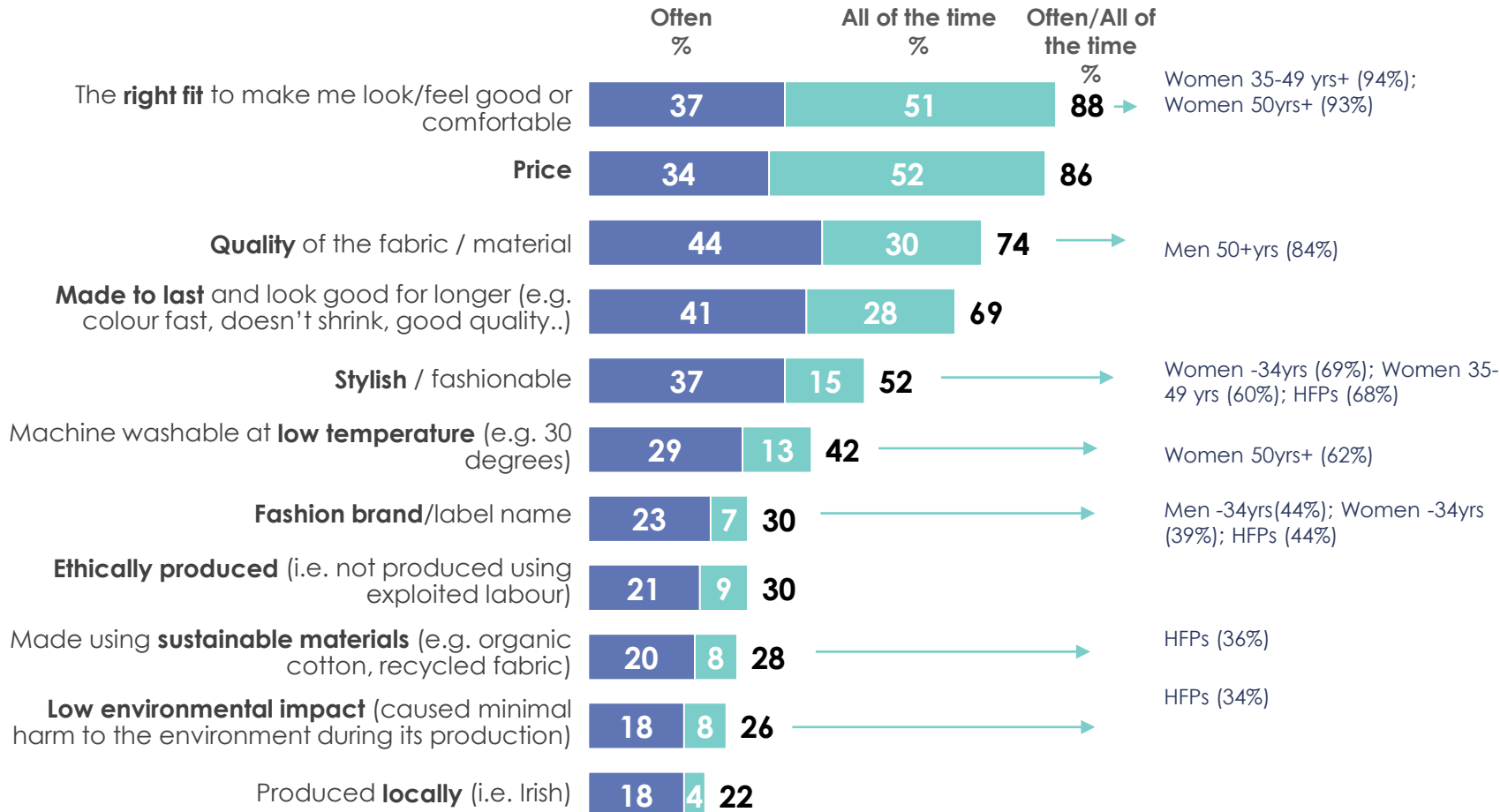
The top driver for purchasing clothes is durability

- **81%** of people buy clothes that are durable and expect to wear for a long time; this is lower for High Frequency Purchasers (**70%**).
- **70%** of people wear clothes until they wear out ; this is significantly lower for High Frequency Purchasers (**53%**).
- **55%** of High Frequency Purchasers buy clothes they wear only a few times and **46%** buy items they never end up wearing.

2021 nationally representative textiles behaviour and attitudes survey (Q.2) conducted by B&A.
Base: All adults living in Ireland aged 16+; N = 1,009



What we look for when purchasing clothes



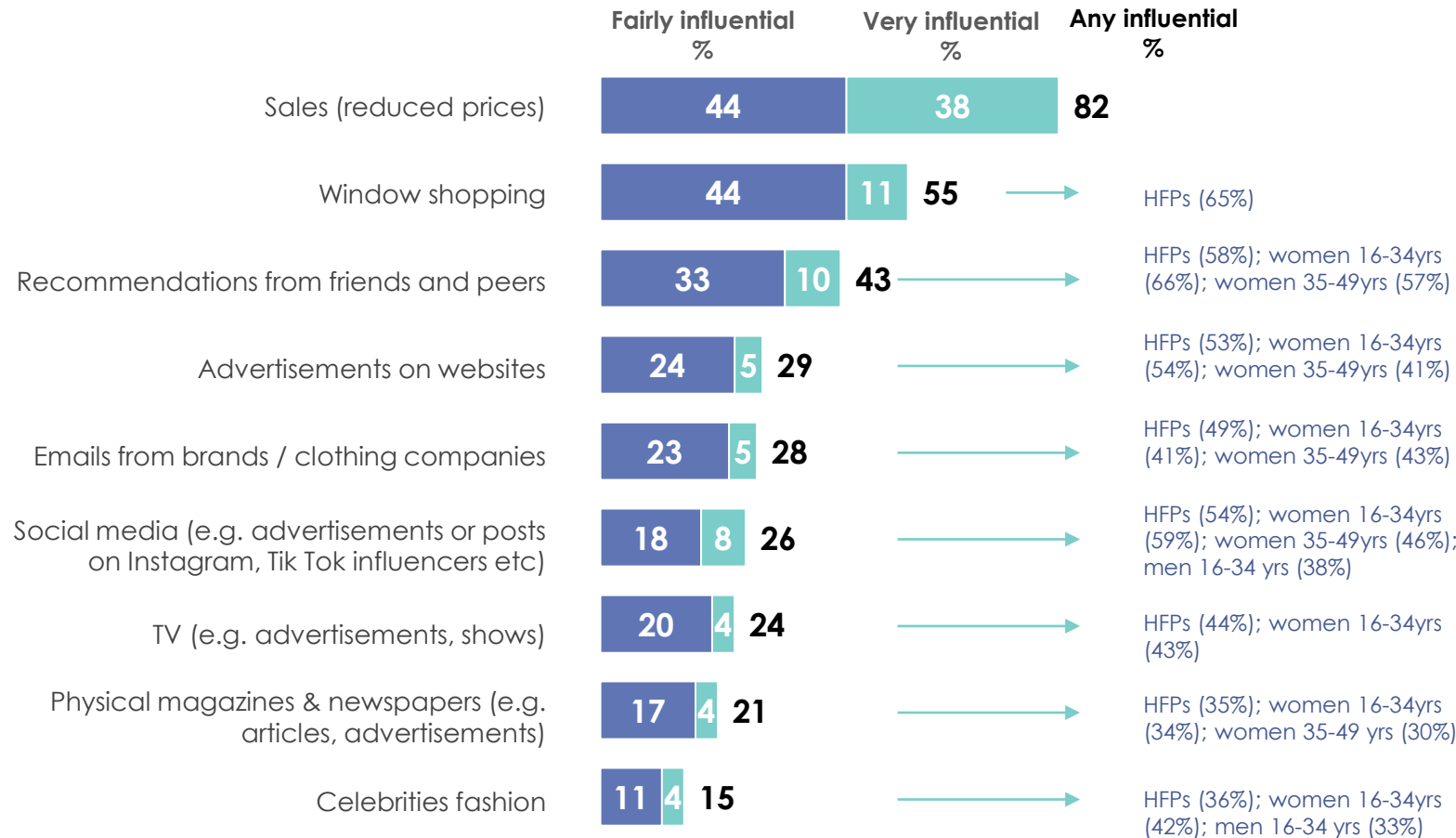
Right fit, price and quality are the top features when deciding to purchase clothes

- **88%** of people look for the right fit when buying clothes; this rises to **94%** for women over 35 years of age.
- **68%** of High Frequency Purchasers look for stylish or fashionable features when deciding to buy clothes.
- **20%** of people often look for clothing items made from sustainable materials whereas only **8%** of people look for sustainable clothing items all the time.

2021 nationally representative textiles behaviour and attitudes survey (Q.3) conducted by B&A.
Base: All adults living in Ireland aged 16+; N = 1,009



Key influences



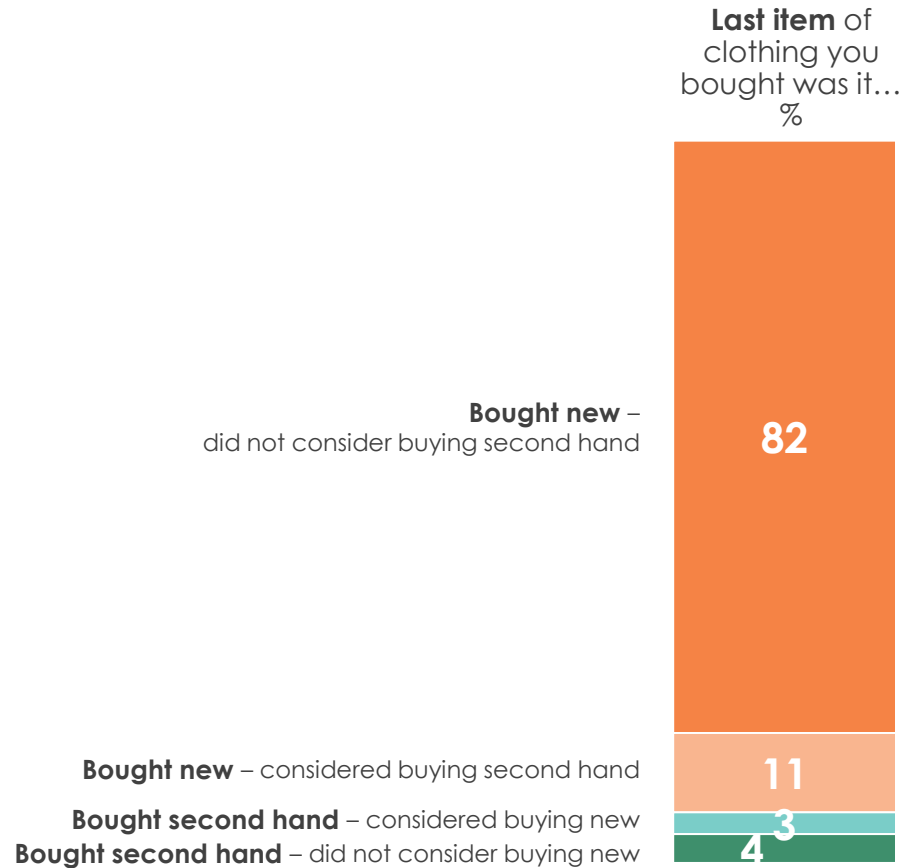
Sales (reduced prices) is the leading influencing agent to purchase new clothes

- **82%** of people say clothes on 'Sale' at reduced prices influences them to buy new clothes.
- **55%** of people say 'window shopping' is influential in prompting them to buy new clothes; this rises to **65%** for High Frequency Purchasers.
- Other than sales, window shopping, and personal recommendations, the strongest influence for High Frequency Purchasers to buy new clothes is social media (54%).

2021 nationally representative textiles behaviour and attitudes survey (Q.4) conducted by B&A.
Base: All adults living in Ireland aged 16+; N – 1,009



Last purchase



82% of people did not consider buying second hand for their last purchase

For last purchase:

- **11%** of people bought new but had considered buying second hand.
- **3%** of people bought second hand but had considered buying new.
- **4%** of people bought second hand and had not considered buying new.

7% of people bought second hand for their last purchase; this is slightly higher for women (10%).

2021 nationally representative textiles behaviour and attitudes survey (Q.5) conducted by B&A.
Base: All adults living in Ireland aged 16+; N – 1,009





NATIONAL TEXTILES SURVEY 2021

TO FIND OUT MORE:

Download Survey Excel data [here](#).

Email us: cep@epa.ie

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