



NATIONAL REUSE SURVEY 2023

Reuse and Second hand Behavioural Categorisation;
Part 4 of 4 series

EPA Circular Economy Programme and B&A

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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 to investigate the incidence and attitudes towards reuse behaviours among the Irish population. For the scope of this report, Reuse Behaviours include the following activities: 'making items available for reuse', 'sourcing second hand' and 'renting, leasing or borrowing' (please see the next page for a more detailed definition).

The fieldwork for the online survey of a nationally representative sample of 1,264 adults ages 16+ was carried out in May 2023.

This report is composed of four different sections with the first three sections dedicated to each of the three components of Reuse Behaviours. In the fourth and final section, a behavioural categorisation is presented.

The sections of the report are as follows:

1. Making Available for Reuse
2. Sourcing Second-Hand
3. Renting, Leasing and Borrowing
- 4. Reuse Behavioural Categorisation**



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Behavioural Categorisation: *Infographic*

Incidence of High Group



18%

of adults can be classified as the High Reuse Group.

Incidence of Medium Group



36%

of adults can be classified as the Medium Reuse Group.

High group people more likely to be women



60%

of adults within the High Group are women.

High group also more likely to be aged 35-54 years



29%

of adults within the High Group are aged between 35-54.



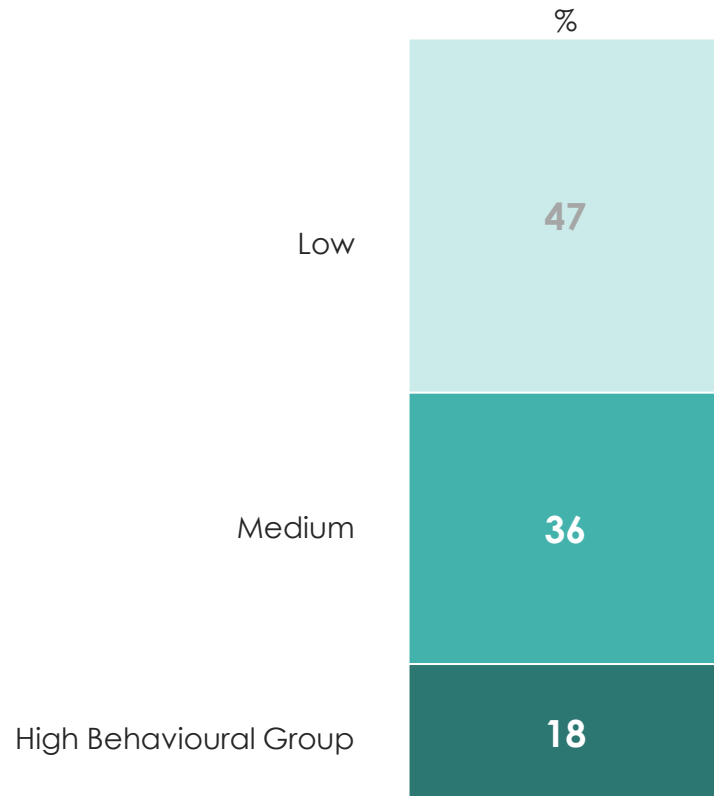
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Reuse Behavioural Categorisation



A behavioural categorisation was created based on behaviors relating to 'Any Reuse*' (Ever & Past 12 Months) and buying/ receiving used second hand items (Ever & Past 12 Months).

- The categorisation formed into three discrete groups with increasingly positive environmental behaviours across the range of product types: Low, Medium and High.
- In total, 18% of adults can currently be defined as the High Reuse Group.
- 'Low' being defined as those with an aggregated score below the median for all adults. The high group was defined as those with an aggregated score equal to the median plus one measure of positive standard deviation.

2023 nationally representative survey
Base: All adults living in Ireland aged 16+; N – 1,264

*Any Passed on to family member or friends, Brought to a charity shop, and Sold or given away via online websites/ platforms. Any figure calculated at the respondent level. 33



Reuse Behavioural Categorisation: Summary Profile

	Low	Medium	High
National Incidence	47%	36%	18%
Pop Estimate ('000)	1835	1406	586
Demographics 'More likely to be...'	Male 55+ years	Female Under 35 years ABC1	Female 35 to 54 years Married/ cohabiting Parents of children 5-17years Rural
Behavioural	<i>Epecially weak in relation to:</i> Volume of second hand items bought/ received P12M; Making items available to others P12M via 'Any Reuse*'	<i>Exceed the national average across a range of reuse related actions, including volume unit estimates related to the past 12 months.</i>	<i>Significantly exceed the national average in relation to:</i> Making items available to others via 'Any Reuse*' P12M; Volume of second hand items bought/ received P12M
Attitudinal	49% agree that: <i>I would buy second hand items more frequently if they were more readily available.</i> & 48% agree that: <i>If second hand is cheaper it is a good option for me</i>	Significantly more likely to agree that: <i>When I buy things, I expect to give to others to use after I am finished with it.</i>	Significantly more likely to agree that: <i>I always look for a new owner for my unwanted items;</i> <i>I borrow products;</i> <i>Borrowed/ leased products are usually good quality</i>

People who belong to the high reuse group are more likely to be women and be aged 45-54 years.

- The low group has instead a bias towards men aged 55+.
- Almost half (48%) of the low group mention that if second hand is cheaper, it is a good option for them.
- The high group are more likely than average to report that borrowed/leased products are usually good quality.

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Note: Wording in bold in orange means statistically lower than national average.
Wording in bold in blue mean statistically higher than national average.

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Any figure calculated at the respondent level.



Reuse Behavioural Consumer Categorisation – behaviour profile

	Reuse and Second hand Behavioural Categorisation			
	Total	Low	Medium	High
	%	%	%	%
Any reuse behaviour* P12M – excl clothing (Any)	100	85	111	115
Second hand (all items): bought/ received P12M (Any)	100	68	118	144
Renting or leasing (Any)	100	80	109	129
Reuse libraries (usage interest (Average))	100	76	107	153
Reusable/ refillable behaviours (Weekly + Avg)	100	87	107	118
Positive Reuse attitudes (Avg)	100	84	106	132

The High Group significantly exceed the national average across a range of reuse and second-hand behaviours.

- They buy or receive a significantly higher number of second-hand items.
- They are more interested in use reuse libraries.
- They are more likely to rent or lease items.

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Reuse Behavioural Consumer Categorisation– Demographic Profile

Base	Total	Behavioural Categorisation		
		Low	Medium	High
	1264	586	457	221
	%	%	%	%
Gender				
Male	49	55	45	40
Female	51	45	55	60
Age				
16-34	30	29	33	27
35-54	37	35	34	49
55+	33	36	33	24
Lifestage				
Single -45	21	21	23	16
Single 45+	13	16	12	8
Pre Family	10	11	8	11
Family Pre School	11	9	13	16
Family Pre Teen	12	11	11	17
Family Teen	6	5	5	10
Empty Nester	27	27	29	22

Base	Total	Behavioural Categorisation		
		Low	Medium	High
	1264	586	457	221
	%	%	%	%
Class				
ABC1F	52	51	55	49
C2DE	48	49	45	51
Region				
Dublin	29	32	25	28
RoL	27	24	29	30
Munster	27	26	28	26
Conn/Uls	18	18	18	16
Area				
Urban	66	66	68	60
Rural	34	34	32	40

The Reuse groups have different demographic profiles.

- the High Group are much more likely to be female, aged between 35 and 54 years.
- They are also more likely to be parents of children aged 5-17years.
- There are no significant demographic differences by social grade or region.

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National Reuse Survey 2023

TO FIND OUT MORE:

Download Survey Excel data [here](#).

Email us: cep@epa.ie

Check our website: www.epacirculareconomy.ie

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