



# NATIONAL REUSE SURVEY 2023

Making Available for Reuse;  
Part 1 of 4 series

EPA Circular Economy Programme and B&A

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**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 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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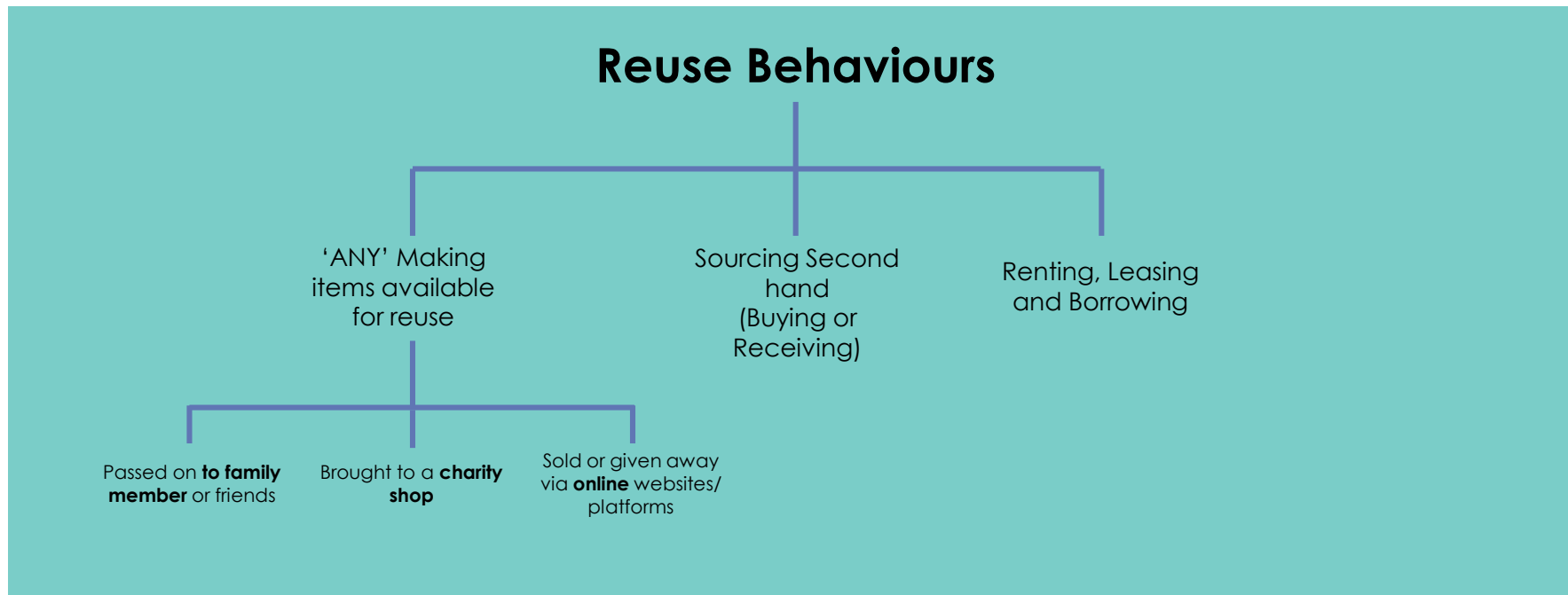
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## Definitions

- ▶ For the purpose of this report, **Reuse Behaviours** have been conceptualised as composed by three distinct components; 1) [Making items available for reuse](#) 2) Sourcing Second hand (Buying or Receiving) and 3) Renting, Leasing and Borrowing.
- ▶ [Making items available for reuse](#) has itself been conceptualised and measured as a combination of 1) Passing on to family member or friends, 2) Bringing to a charity shop and 3) Selling or giving away via online websites/platforms.
- ▶ When these three behaviours are considered in combination the term 'ANY' has been included.



## List Provided to Respondents for each Product Type

**Clothing***Examples:*

Clothes

Shoes

Accessories (bags, gloves, hats &amp; caps etc.)

**Textiles other than clothing***Examples:*

Home textiles (curtains, blankets, towels, bed linen etc.)

**Electronics/ electrical equipment SMALL ITEMS***Examples:*

Small household electrical and electronic equipment including kitchen appliances, hairdryers, shavers etc.

Video game consoles and accessories

Photo-video equipment (cameras, VCRs, DVD, projectors, and accessories)

**Electronics/ electrical equipment LARGE ITEMS***Examples:*

Vacuum cleaner

Dishwashers

Televisions, screens and monitors

Mobile phones, tablets

Desktop computers, monitors, screens, scanners, printers, etc.

Air conditioners

Refrigerators and freezers

Cookers, ovens, hobs, kitchen fans etc.

Washing machines and tumble dryers

**Furniture SMALL ITEMS***Examples:*

Bed side table

Shelves &amp; storage items

**Furniture LARGE ITEMS***Examples:*

Bed frames, cots and sofa beds

Lounge chairs &amp; sofas

Desks, dining tables &amp; chairs

Office furniture

**Building/construction materials and items (incl antique items)***Examples:*

Bricks

Steel

Roofing tiles

Timbers and joists

Radiators

Windows, doors and their frames

Flooring surfaces – area

Electrical fittings

Plumbing and sanitary fittings (sinks, toilets, baths)

Internal wall claddings and thermal insulation sheets

**Tyres (car)****Bikes****Paint**

## Making Available for Reuse: *Infographic*

**Clothing is the product type made available the most**



**80%**

of people made clothing available for reuse in the past 12 months.

**Volume Estimate of clothing made available for reuse**



**37 million** bin bags (60 L\*)

of clothing were made available for reuse in the past 12 months.

**Small furniture and electronics are second and third product type most made available for reuse**



**About 1 in 3 people**

made at least one small furniture or electronics item available for reuse in the past 12 months.

**Minimum performance and durability**



**72%**

of people agree there should be minimum performance and durability requirements for products.

**Incidence of making any item available for reuse**



**89%**

of people made at least one item of any type available for reuse in the past 12 month.

**Incidence of making any item excluding clothing available for reuse**



**67%**

of people made at least one item available for reuse which was not clothing in the past 12 months.

**Producers' responsibility in making items available for reuse**



**69%**

of people agree that producers should provide citizens with information on how to make products available for reuse.

**Modest awareness about reuse services**



**34%**

of people are aware of services that help items they own to be used again.

\*60 L is the size of a typical black bin bag.



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## Making Items Available for Reuse 'Past 12 Months'

|   | Passed on to family member or friends | Brought to a charity shop | Sold or given away via online websites/ platforms | Any Making Items Available for Reuse |                 |
|---|---------------------------------------|---------------------------|---|--------------------------------------|-----------------|
|   | %                                     | %                         | %   | %                                    |                 |
| Clothing                                | 56                                    | 65                        | 15  | 80                                   | Female (87%)    |
| Textiles other than clothing            | 13                                    | 15                        | 2   | 24                                   |                 |
| Small Electronics/ Electrical equipment | 19                                    | 7                         | 12  | 29                                   |                 |
| Large Electronics/ Electrical equipment | 6                                     | 2                         | 4   | 10                                   | 16-34 yrs (17%) |
| Small Furniture items                   | 20                                    | 10                        | 11  | 33                                   |                 |
| Large Furniture items                   | 10                                    | 3                         | 8   | 19                                   |                 |
| Building material                       | 2                                     | 1                         | 2   | 4                                    |                 |
| Tyres (car)                             | 0                                     | 0                         | 1   | 1                                    |                 |
| Bikes                                   | 8                                     | 1                         | 5   | 13                                   |                 |
| Paint                                   | 4                                     | 1                         | 0   | 5                                    |                 |
| <b>ANY PRODUCT</b>                      | <b>74</b>                             | <b>72</b>                 | <b>39</b>   | <b>89</b>                            |                 |

Clothing was made available for reuse the most, followed by small furniture and electronics items.

- 80% of people made clothing available for reuse in the past 12 months.
- More than 1 in 3 people made small furniture items available to others;
- A similar proportion of people (29%) made a small electronics item/ electrical equipment available.

Note: The Any Making Items available for Reuse includes 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.

2023 nationally representative survey (Q.2 Which, if any, of the following product types have you [dispose behaviour] in the past 12 months ..)

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

Behaviour with highest incidence within each product category.



## Making Items Available for Reuse- Summary

| Nat. Pop %                              | Any Making Items Available for Reuse |                |                          |
|---|--------------------------------------|----------------|--------------------------|
|   | Ever                                 | Past 12 months | Past 12 months Pop. Est. |
|   | N-1264                               | N-1264         |                          |
|   | %                                    | %              | (000)                    |
| Clothing                                | 93                                   | 80             | 3,094                    |
| Textiles other than clothing            | 48                                   | 24             | 924                      |
| Small Electronics/ Electrical equipment | 64                                   | 29             | 1,144                    |
| Large Electronics/ Electrical equipment | 42                                   | 10             | 399                      |
| Small Furniture items                   | 75                                   | 33             | 1,274                    |
| Large Furniture items                   | 59                                   | 19             | 744                      |
| Building material                       | 17                                   | 4              | 154                      |
| Tyres (car)                             | 5                                    | 1              | 40                       |
| Bikes                                   | 44                                   | 13             | 496                      |
| Paint                                   | 19                                   | 5              | 211                      |
| <b>ANY product</b>                      | <b>98</b>                            | <b>89</b>      | <b>3,475</b>             |
| <b>ANY product excluding clothing</b>   | <b>93</b>                            | <b>67</b>      | <b>2,619</b>             |

The national incidence of making items available for reuse in the 'past 12 months' across the product types appears encouraging.

- **89%** of people made at least one item available for reuse;
- This equates to almost **3.5** million people.
- Excluding clothing, **67%** of people made at least one item available, equating to 2.6 million people.

Note: The Any Making Items available for Reuse includes 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.

2023 nationally representative survey (Q.1 Which, if any, of the following product types have you ever [dispose behaviour] and Q.2 Which, if any, of the following product types have you [dispose behaviour] in the past 12 months ..)  
Base: All adults living in Ireland aged 16+; N – 1264



## Making Items Available for Reuse- Summary: Past 12 Months Volume Estimate

|   | Any Making Items Available for Reuse |                      |                    |
|---|--------------------------------------|----------------------|--------------------|
|   | Past 12 Months                       | Mean Units           | Tot. Unit Estimate |
|   | N-1264                               |                      |                    |
|   | %                                    | N of items/bin bags* | (000)              |
| Clothing  | 80                                   | 12*                  | 37,128*            |
| Textiles other than clothing                      | 24                                   | 5*                   | 4,352*             |
| Small Electronics/ Electrical equipment           | 29                                   | 3                    | 11,961             |
| Large Electronics/ Electrical equipment           | 10                                   | 3                    | 1,197              |
| Small Furniture items                             | 33                                   | 3                    | 3,822              |
| Large Furniture items                             | 19                                   | 3                    | 1,949              |
| Building material                                 | 4                                    | 6                    | 770                |
| Tyres (car)                                       | 1                                    | 9                    | 360                |
| Bikes   | 13                                   | 2                    | 992                |
| Paint   | 5                                    | 2                    | 422                |
| <b>Total Unit Estimate Reuse</b>                  |                                      |                      | <b>50,992**</b>    |
| <b>Total Unit Estimate Reuse (excl. Clothing)</b> |                                      |                      | <b>13,864</b>      |

**Clothing registered the highest volume of items made available for reuse in the past 12 months.**

- The 80% of people who made clothing available for reuse made on average 12 bin bags of clothing available.
- This equates to 37 million bin bags of clothing made available for reuse at the national level.
- Excluding clothing, people made more than 13 million of items available for reuse.

\*For clothing and textiles the N of bin bag (60 L) was requested, whereas for all the other product types the number of items was requested.

\*\*Indicative only: total aggregates different unit types

2023 nationally representative survey (Q.3 How much of did you dispose of in this way/ any of these ways in the past 12 months?).

Base: made each product type available to others in past 12 months

Note: The Any Making Items available for Reuse includes 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.



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## National Reuse Survey 2023

### TO FIND OUT MORE:

Download Survey Excel data [here](#).

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Check our website: [www.epacirculareconomy.ie](http://www.epacirculareconomy.ie)

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