



# TEXTILES ATTITUDES & BEHAVIOURS

2<sup>nd</sup> National Survey

EPA Circular Economy Programme and Ipsos 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, behavioural change interventions and awareness campaigns.

The EPA contracted Ipsos B&A to carry out this quantitative research to provide current evidence and insights on incidences and influencing factors around textile consumption, care and discarding practices among the Irish public.

The fieldwork for this online survey of a nationally representative sample of 1,069 adults ages 16+ was carried out in August 2024. This is the second national survey on Irish citizens' attitudes, awareness and behaviours relating to textiles conducted on behalf of the EPA, the first national survey was carried out in [2021](#).

The sections of the report are as follows:

1. Purchasing of Clothes
2. Rewear of Clothes
3. Care and Repair of Clothes
4. Preparation of Clothes before Discarding
5. Discarding of Textiles
6. Discarding of Clothing (in focus)
7. Incentives & Climate Change

Methodological note: Percentages presented in reports are subject to +/- 1 rounding. As a result, the sum of individual percentages may not precisely equal the reported total.



## Section 1: Purchasing of Clothes



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# Purchasing of Clothes 2024 : *Infographic*



**46%**

of people buy clothes frequently; 26% at least a few times a month and 20% monthly.



**53%**

of people who buy clothes at least a few times a month are under 35 years of age.



**77%**

of women under 35 years are more likely to buy clothes from low cost shops or supermarkets.



**20%**

of people bought a second hand item in their last three purchases.



**43%**

of women under 35 years say they buy clothing items they wear only a few times.



**87%**

of people agree it is important the clothes they buy are produced to last.

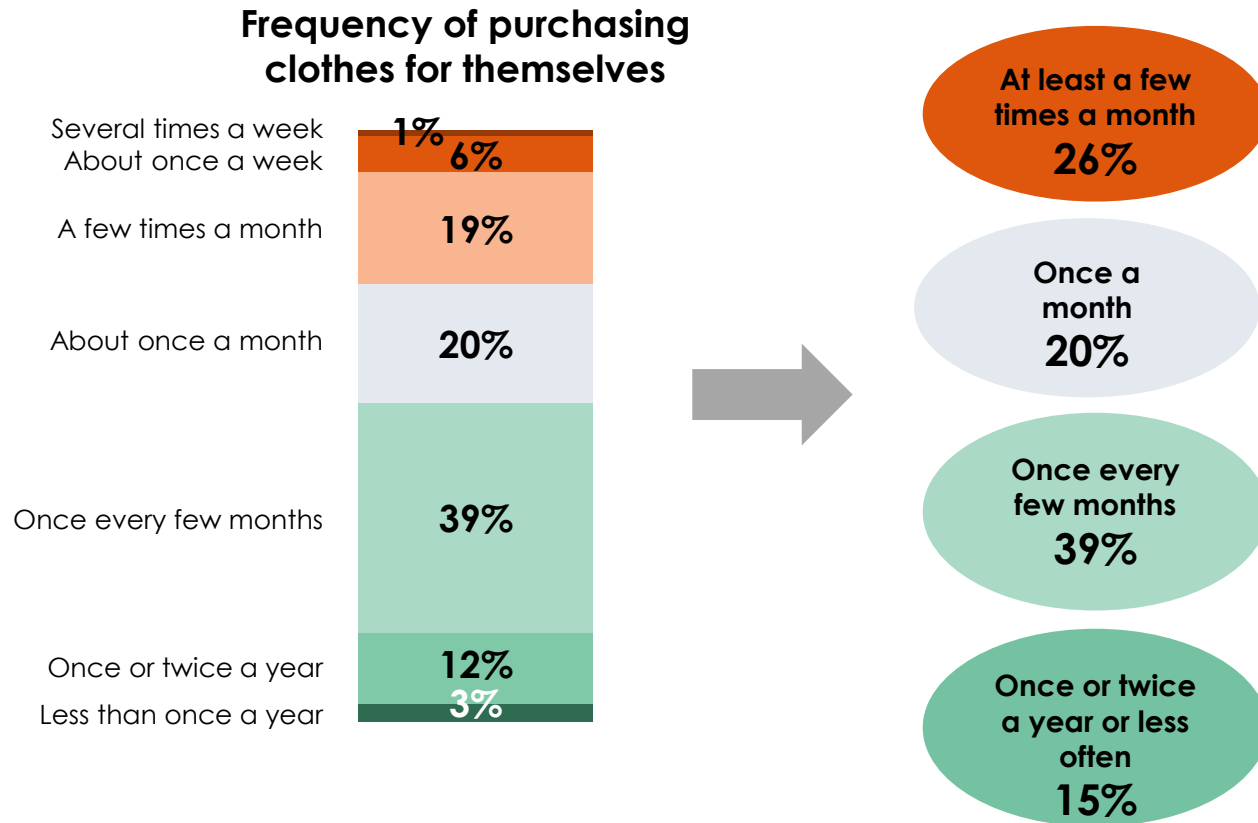


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## Purchasing Clothes: Frequency



### Almost half of people buy clothes frequently

- **26%** of people buy clothes at least a few times a month and **20%** of people buy clothes monthly.
- **39%** of people buy clothes once every few months.
- Only **15%** of people buy clothes less often (once or twice a year or less often).

Q.1a To start with, how frequently do you purchase clothes for yourself (either in-store or online)?  
 Base: All Adults N - 1,069



## Purchasing Clothes: Frequency Profile

	Total	Purchasing Frequency		
		At least few times a month	Once a month	Once every few months or less often
Base	1069	285	208	576
<b>Gender</b>				
Male	49%	45%	42%	53%
Female	51%	55%	58%	47%
<b>Age</b>				
16-34	30%	53%	34%	17%
35-54	37%	34%	41%	36%
55+	33%	13%	25%	47%
<b>Class</b>				
ABC1F	52%	58%	58%	47%
C2DE	48%	42%	42%	53%
<b>Region</b>				
Urban	67%	79%	68%	60%
Rural	33%	21%	32%	40%

### The frequency of buying clothes varies significantly by age and area of residence

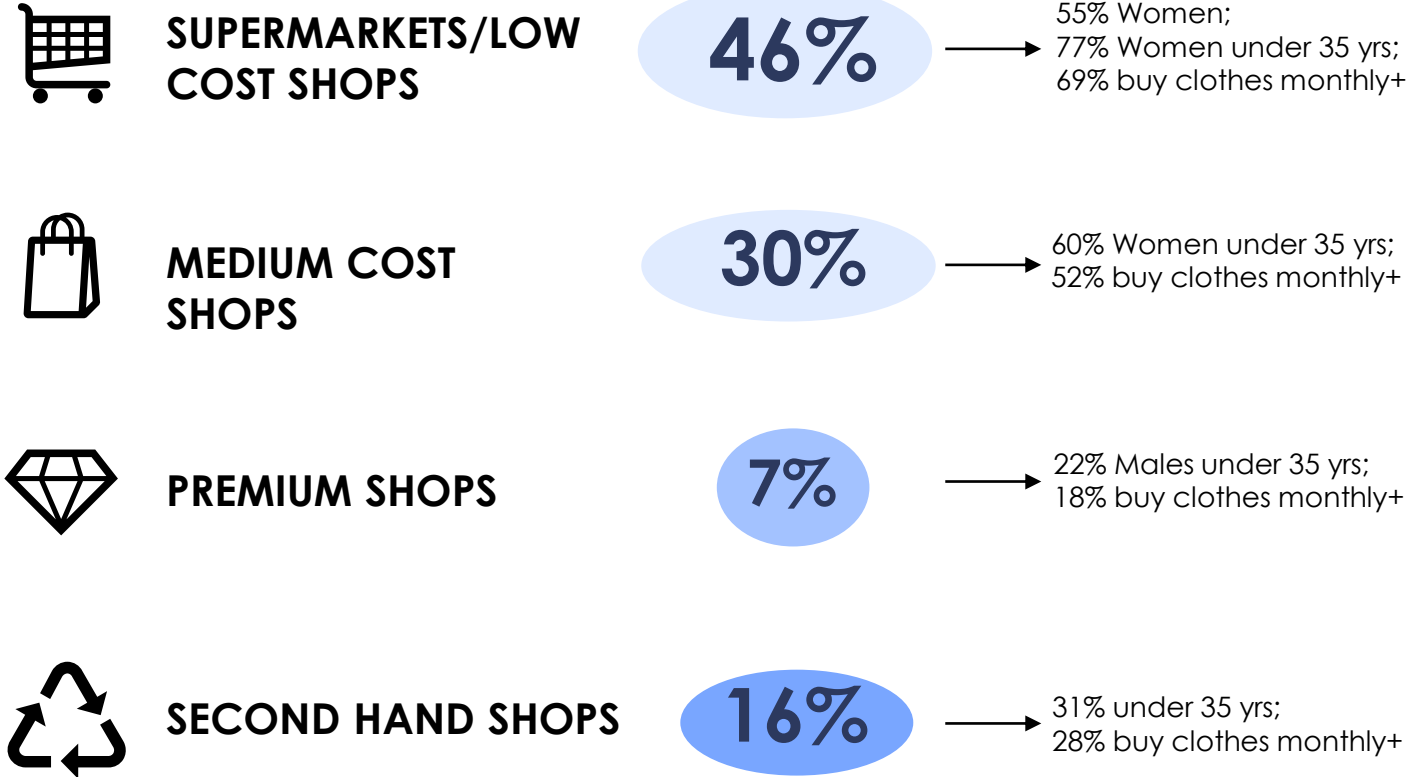
- People who live in urban areas are more likely to buy clothes more often than those living in rural areas.
- **(79%)** of people who purchase clothes at least a few times a month live in urban areas whereas **21%** live in rural areas.
- People under 35 years are more likely to buy clothes more often than older age groups.
- **53%** of people who purchase clothes at least a few times a month are under 35 years of age whereas **13%** are 55+ years.
- People in the ADC1F social-economic class are more likely to buy clothes at least a few times a month or monthly than those from the C2DE class.

Sample of Analysis  
Base: All Adults N - 1,069



## Purchasing Clothes: Frequency by Retail Categories

ANY 'A LOT' OR 'A FAIR AMOUNT' OF CLOTHES PURCHASED IN RETAIL CATEGORY



**Consumers are more likely to buy from low cost shops/supermarkets or medium cost shops**

- **46%** of people buy 'a lot' or 'fair amount' of clothes from supermarkets or low-cost shops/brands.
- Women under 35 years are more likely to buy clothes from supermarkets/ low-cost shops (**77%**) or 'medium-cost' shops (**60%**).
- Women under 35 years are more likely to buy from second hand shops and retailers (**31%**).
- People who buy clothes at least few times a month are more likely to purchase from any shop type.

Q.2 How many items of clothing do you purchase in each of the following groups of retailers and brand?  
 Base: All Adults N - 1,069



## Purchasing Clothes: Expenditure by Shopper Types

### Average Monthly Spend

Purchasing Frequency

Retail Categories\*

ALL  
(AVG. PER MONTH)

€66

€71

BUDGET SHOPPERS



AT LEAST FEW TIMES A  
MONTH

€95

€90

MEDIUM COST SHOPPERS



ONCE A MONTH

€74

€133

PREMIUM SHOPPERS



ONCE EVERY FEW MONTHS  
LESS OFTEN

€47

€87

SECOND HAND  
SHOPPERS



People spend on average €66 on clothing each month

- People who buy clothes most often (at least a few times a month) spend €95 on average for clothing each month.
- People who buy clothes least often (once every few months or less often) spend on average €47 for clothing each month.
- Second hand shoppers spend €87 on average for clothing each month.
- Premium shoppers report the highest monthly spend of €133 on clothing each month.

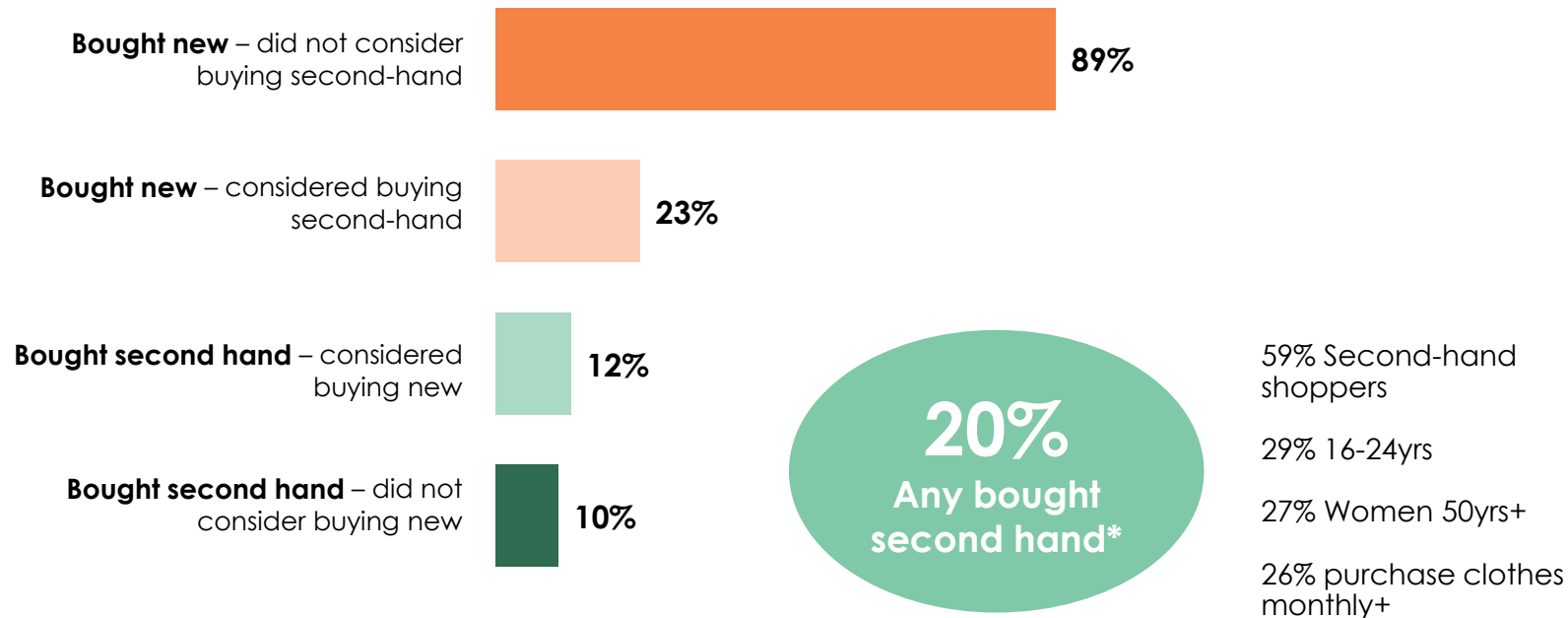
Q.1b How much, on average, would you say you spend on clothes (for yourself) each month? If you are unsure, your best estimate will do.  
Base: All Adults N - 1,069

\* Note spend references total monthly spend on clothing rather than per any specific retail category



## Purchasing Clothes: Recent Purchases (Last Three Purchases)

The last three items of clothing you bought were...



**Buying new instead of second hand is the most common clothes purchasing behaviour**

- **89%** of people purchased new without considering buying second hand in their last three clothing purchases.
- **20%** of people purchased a second hand item in their three last purchases.
- **29%** of people aged 16-24 bought a second hand item of clothing among their last three purchases.
- **26%** of people who buy clothes at least a few times a month bought a second hand item of clothing among their last three purchases.

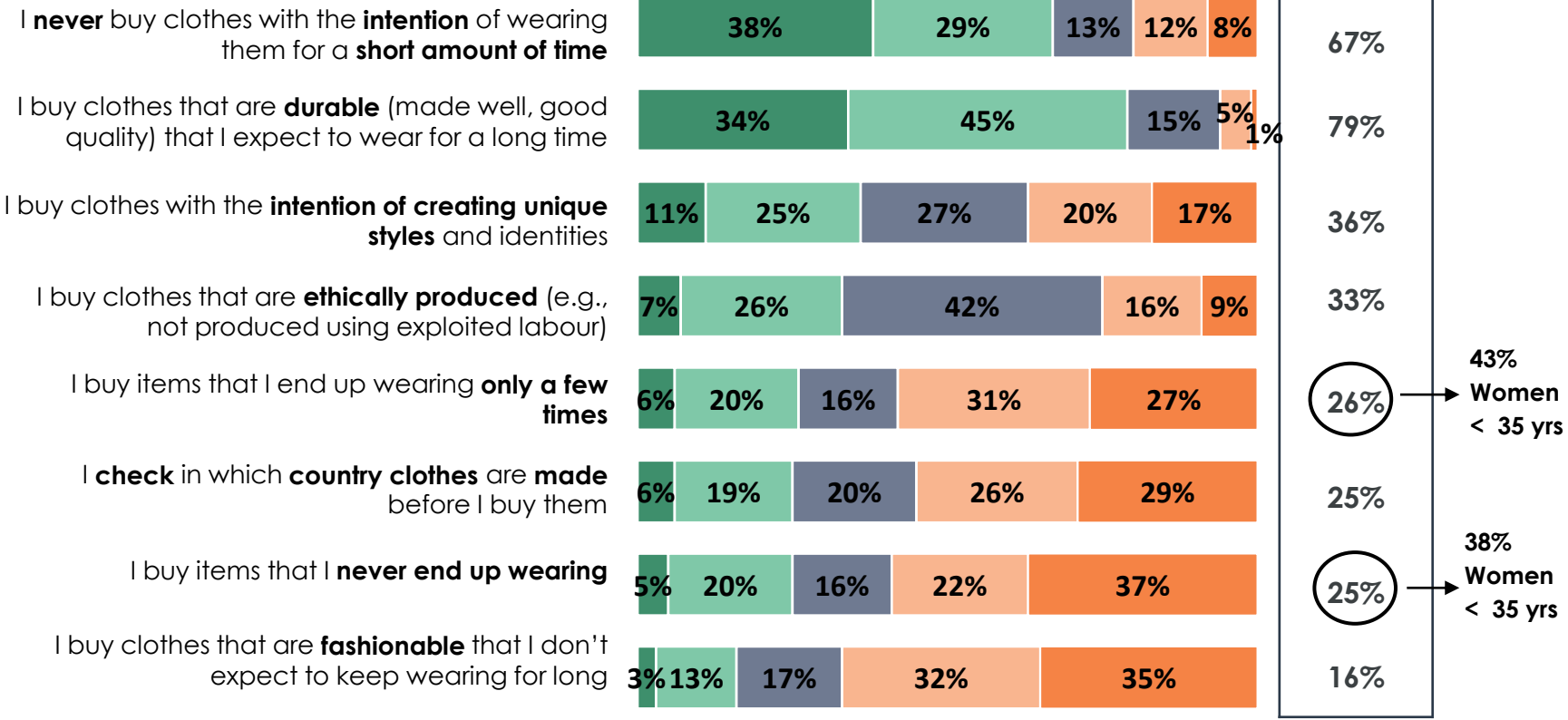
\*The 'Any bought second hand' figure indicates the incidence of people who bought a second hand clothing item and includes people who considered OR did not consider buying new.

Q.4 For each, please tell us which of the following best describes that item.  
Base: All Adults N - 1,069



## Purchasing Clothes: Attitudes

■ Strongly agree  
■ Somewhat agree  
■ Neither agree nor disagree  
■ Somewhat disagree  
■ Strongly disagree



**1 in 4 adults buy clothing items they never end up wearing (or wear only a few times).**

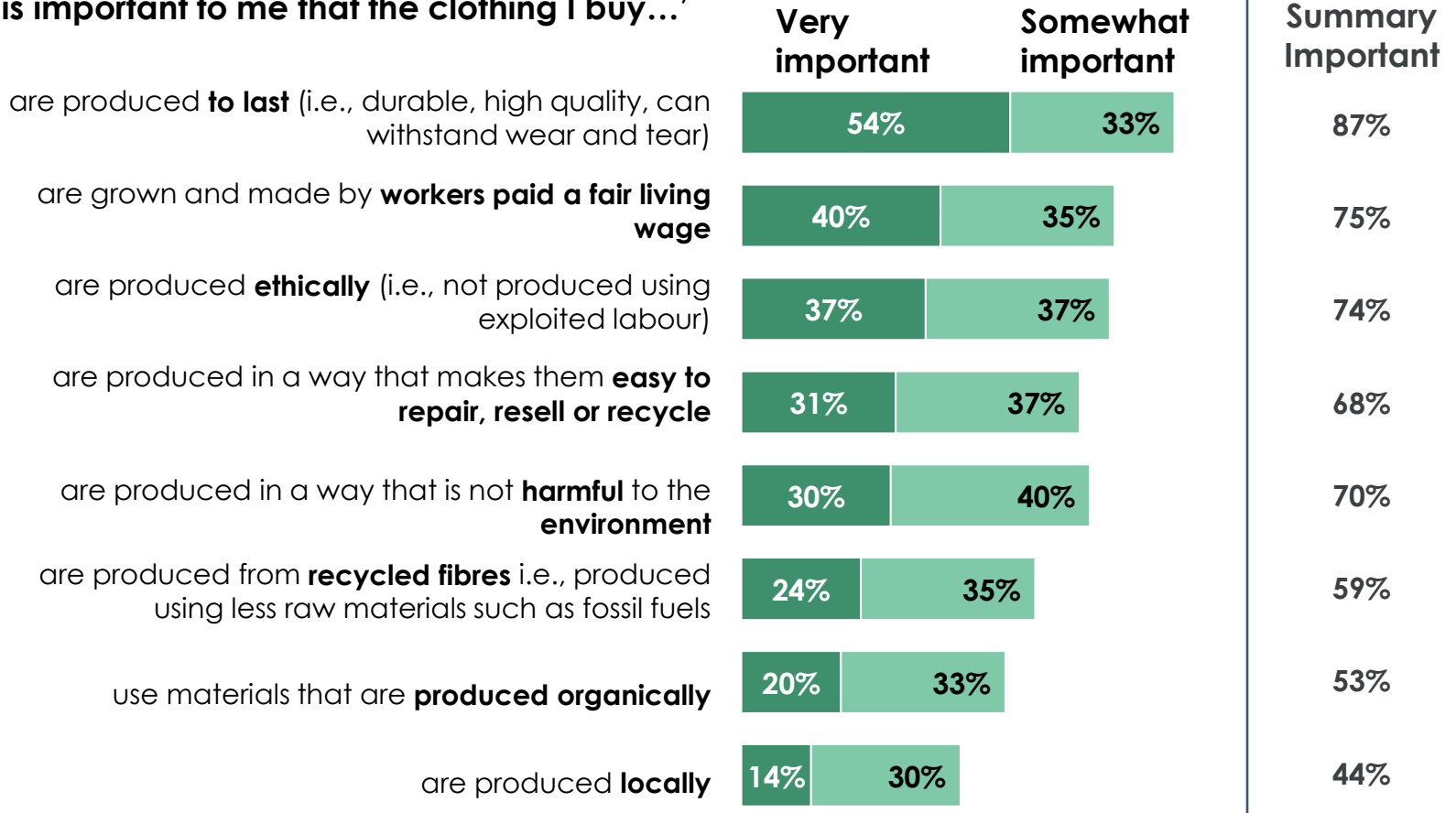
- 67% of people say they never buy clothes with the intention of wearing them only for a short time.
- 79% of people buy durable clothes they expect to wear for a long time.
- 43% of women under 35 years report buying clothes they end up wearing only a few times compared to 26% nationally.
- 38% of women under 35 years say they buy clothing items they never end up wearing compared to 25% nationally.

Q.3 To what extent do you agree or disagree with the following statements?  
 Base: All Adults N - 1,069



## Purchasing Clothes: Sustainable Attitudes

'It is important to me that the clothing I buy...'



**Clothing purchases are especially influenced by factors of durability and fair treatment of workers**

- **87%** of people agree it is important the clothes they buy are produced to last.
- **75%** of people consider it is important that the clothes they buy are grown and made by workers paid a fair living wage.
- **70%** of people agree it is important that the clothes they buy are produced in a way that is not harmful to the environment.
- **68%** of people consider it important that the clothes they buy are produced in a way that makes them easy to repair, resell or recycle.

Q.17 Which, if any, of the statements below do you consider to be important when choosing clothing items for you and your family?  
 Base: All Adults N - 1,069



## Section 2: Rewear of Clothes



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## Rewear of Clothes 2024 : Infographic



**65%**

of people regularly chose to keep wearing existing clothes instead of buying more - however this drops to 51% among those who buy clothes monthly+.



**33%**

of people regularly repaired clothes so they can keep wearing them and this rises to 49% among women under 35 years.



**66%**

of women under 35 years agree they have a lot of clothes in their wardrobe they seldom wear.



**63%**

of 16-24 year olds regularly passed on clothes to family or friends which is higher than the national average at 35%.



**70%**

of women over 50 years will always look for a way to repair their clothes if they get damaged.



Suits and ensembles are on average kept the longest

**7.4 years**

while underwear, socks and hosiery are kept the shortest

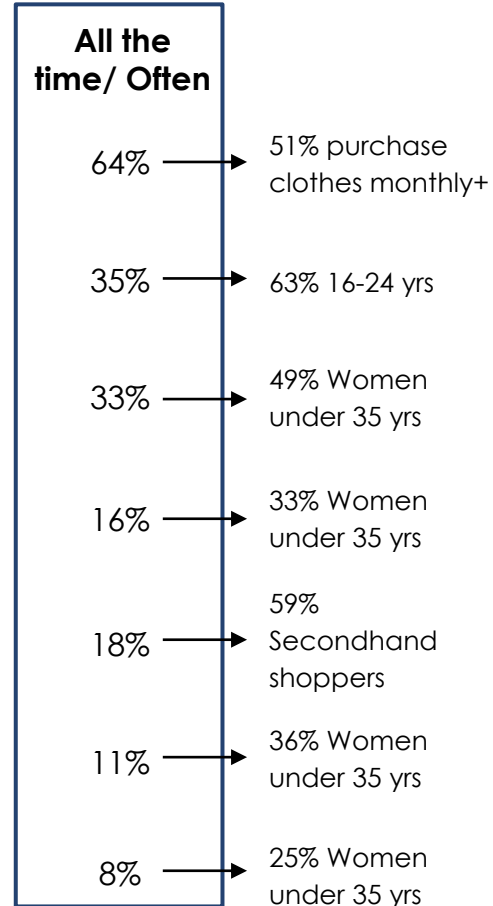
**3 years**



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## Rewear of Clothes: Behaviours in Past 12 Months



**2 in 3 people regularly chose to keep wearing existing clothes instead of buying more, however, this drops to 51% for those buying monthly+.**

- **35%** of people regularly passed on clothes to family and friends and this is higher for 16-24 year olds (**63%**).
- **33%** of people regularly repaired clothes so they can keep wearing them and this increases to **49%** among women under 35 years.
- **11%** of people regularly swapped or borrowed clothes to avoid buying more and this is higher for women under 35 years (**36%**).
- **8%** of people regularly used a clothing rental service rather than buying more and this rises to **25%** for women under 35 years.

Q.5 How often did you do any of the following, if at all, in the last 12 months?  
Base: All Adults N - 1,069



## Rewear of Clothes: Longevity, Repair & Frequency of Use

■ Strongly agree ■ Somewhat agree

I wear clothes for at least a few years **51%** **37%**

I wear my clothes until they are worn out **38%** **40%**

If my clothes get damaged I always look for a way to repair them **20%** **37%**

I have a lot of clothes in my wardrobe that I seldom wear **16%** **37%**

My wardrobe is not well organised and its often hard to work out exactly what's in there. **15%** **29%**

I only wear clothes that are in fashion **3%** **13%**

I would never be seen wearing an item more than once **3%** **5%**

### Summary Agree

88% → 93% 55+ yrs

78%

57% → 70% Women 50+ yrs

53% → 66% Women under 35 yrs

44% → 57% Women under 35 yrs

16% → 31% Women under 35 yrs

8% → 20% Women under 35 yrs

### Women under 35 years indicate a distinct set of attitudes around rewearing clothes.

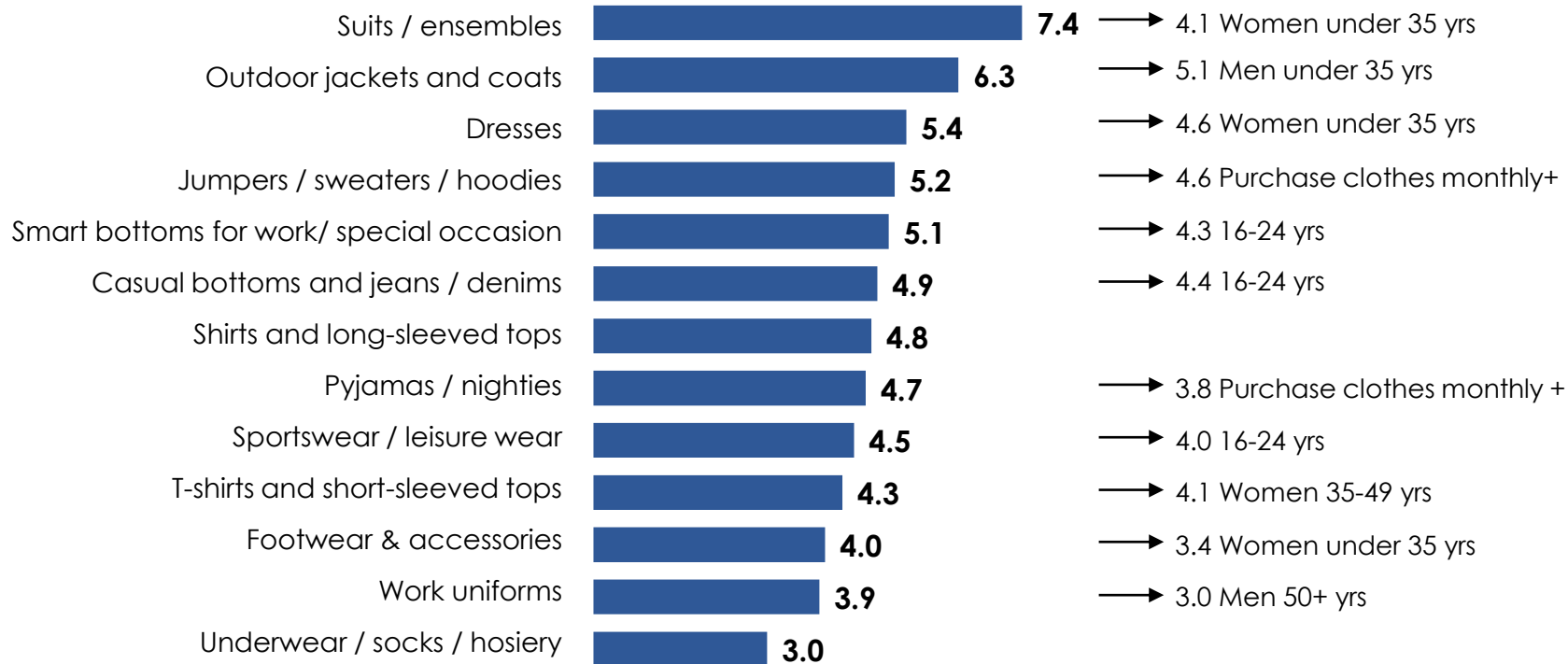
- **66%** of women under 35 years agree they have a lot of clothes in their wardrobe that they seldom wear.
- **31%** of women under 35 years agree they only wear clothes that are in fashion compared to **16%** nationally.
- **20%** of women under 35 years agree they would never be seen wearing an item of clothing more than once and this is 2.5 times higher than national average (**8%**).
- **57%** of women under 35 years agree their wardrobe is not well organised and they often don't know what exactly is in it.

Q.6 To what extent do you agree or disagree with the following statements?  
Base: All Adults N - 1,069



## Rewear of Clothes: Estimated Clothing Longevity (in years)

**Clothing longevity score:  
For how many years each item is kept on average**



### There is variation in how long clothing items are kept across demographic groups and item types

- People keep on average suits and ensembles for the longest time (7.4 years) but this is shorter for women under 35 years (4.1 years).
- On average, people keep underwear, socks and hosiery for the shortest time (3 years).
- Women under 35 years on average tend to keep suits/ensembles, dresses, footwear and accessories for shorter periods than national average.
- Young people in the 16-24 years age group tend to keep casual bottoms, jeans, special occasion items, sportswear and leisure wear for shorter periods than the national average.
- Jumpers, sweaters and hoodies are on average kept for 5.2 years. This falls to 4.6 years among people who purchase clothes at least a few times a month.

Q.7a How long ago did you acquire it?

Q.7b And how much longer do you think you will continue to wear it?

Base: All Adults N - 1,069



## Section 3: Care and Repair of Clothes



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## Care and Repair of Clothes : *Infographic*



**62%**

of people air dry their clothes most of the time and this is much higher among women over 50 years (79%).



**46%**

of people over 50 years remove bobbles from their clothes to revive them which is higher than the national average at 27%.



**49%**

of people agree they would like to repair/alter clothes, but they don't have the necessary equipment – rising to 70% among women under 35 years.



**45%**

of people agree they would like to repair/alter clothes, but they don't know how and this rises to 57% among women under 35 years of age.



**41%**

of people pay to have clothes repaired/ altered by a professional.



**31%**

of people tend to ask friends or family to repair/alter their clothes for free – rising to 59% of men and 57% of women under 35 years.

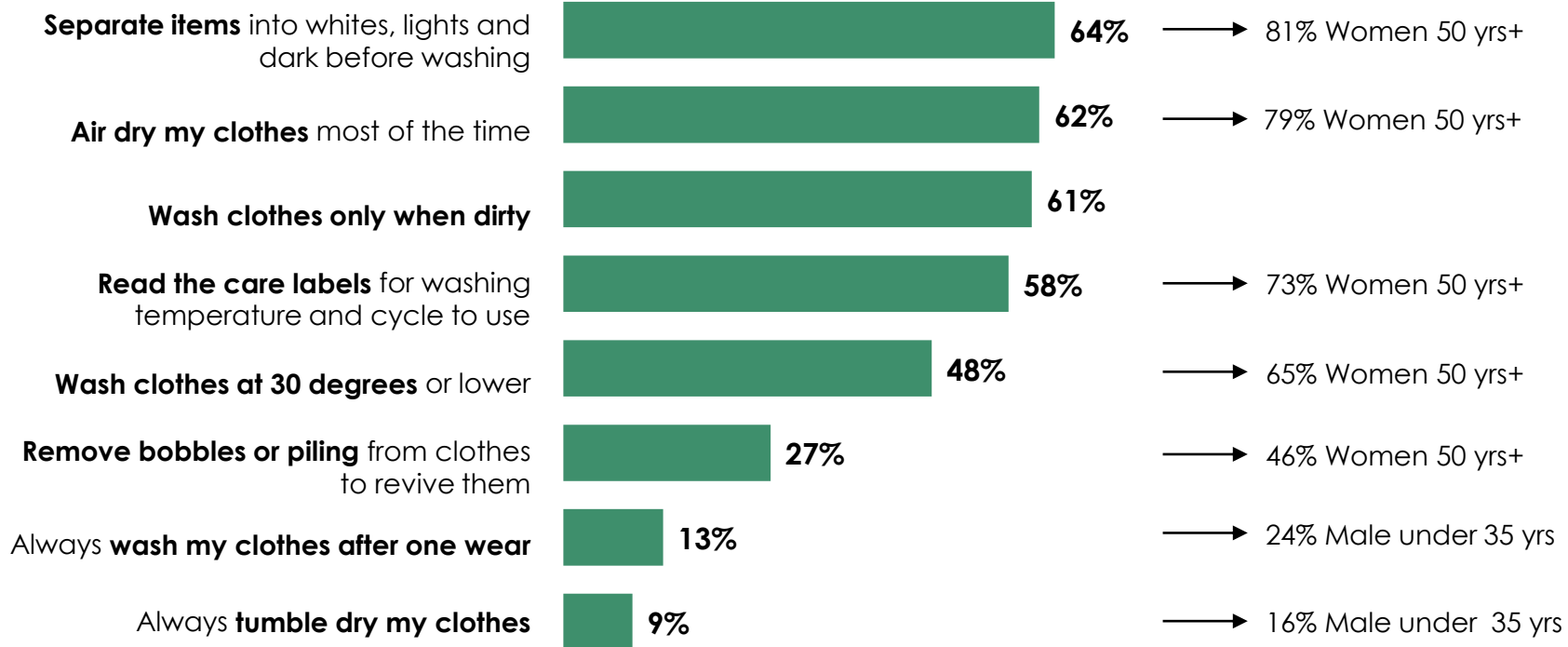


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## Care and Repair of Clothes: Care Behaviours

### 'When it comes to clothes I...'



### Care behaviours that preserve the quality of clothes are more common among women over 50 years

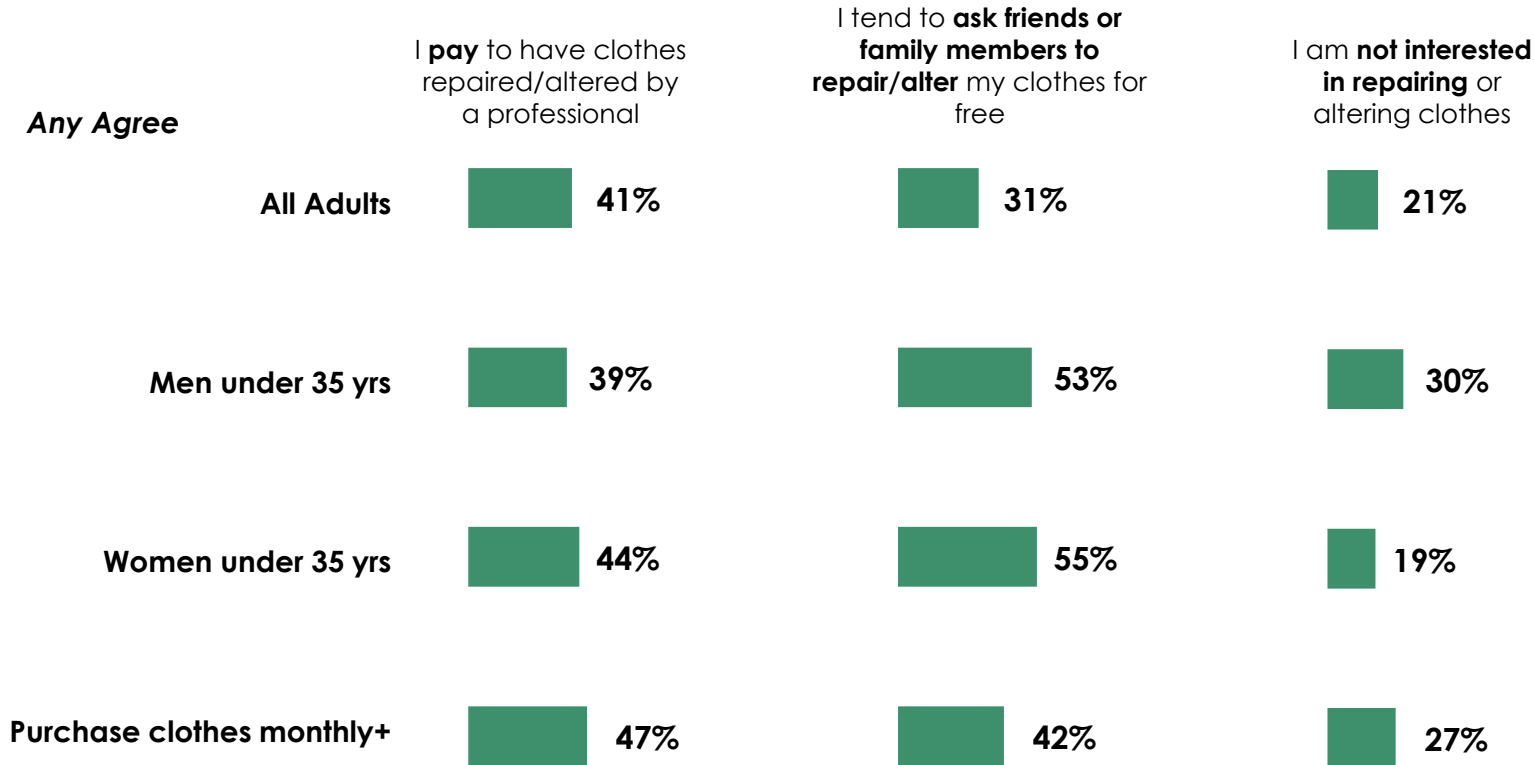
- 64% of people sort items by colour before washing them and this rises to 81% among women over 50 years.
- 62% of people air dry their clothes most of the time, this figure increases to 79% among women over 50 years.
- 48% of people wash clothes at 30 degrees or lower while this incidence is 65% among women over 50 years.
- 27% of people remove bobbles from their clothes to revive them and this is higher for women over 50 years (46%).

Q.8 Which if any apply to you?  
Base: All Adults N - 1,069



## Care and Repair of Clothes: Repair Attitudes Among Key Groups (I)

### 'When it comes to clothes ...'



### Many people pay for professional services or ask friends and family to repair or alter their clothes

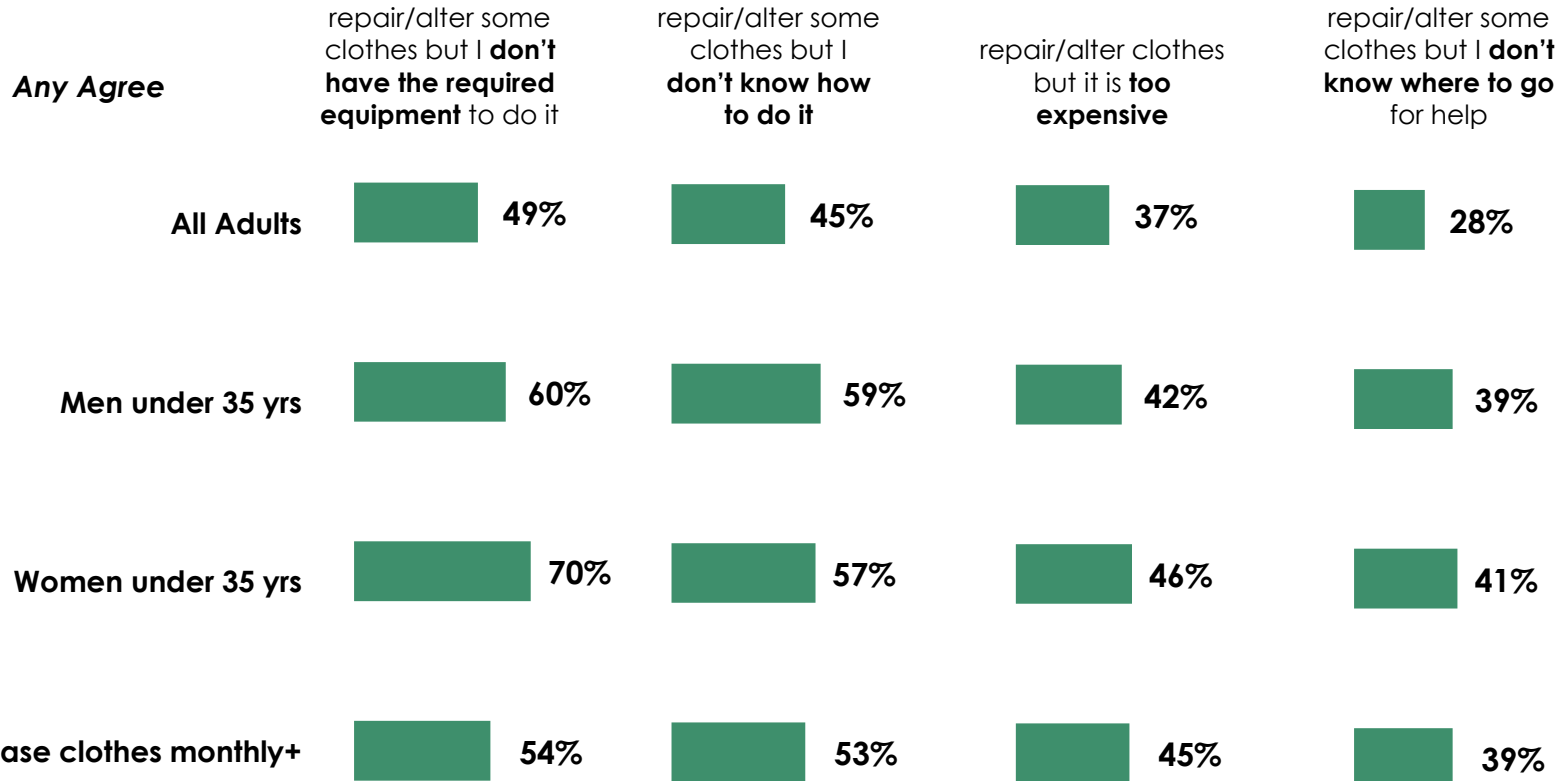
- 41% of people pay to have clothes repaired/alterd by a professional and 31% ask family and friends to repair/alter for free.
- More than half of people under 35 years (women and men) tend to ask friends and family members to repair or alter their clothes for free.
- Almost half of people who purchase clothes more than once a month pay to have their clothes repaired or altered by a professional.
- 21% of people say they are not interested in repairing or altering clothes and men under 35 years are the least interested in repairing.

Q.9 How much do you agree or disagree with the following statements?  
Base: All Adults N - 1,069



## Care and Repair of Clothes: Repair Attitudes Among Key Groups (II)

'I would like to ...'



**Nearly half of people want to repair or alter clothes themselves but don't have the equipment or don't know how to do it.**

- 70% of women and 60% of men under 35 years would like to repair clothes but don't have the required equipment.
- About 3 in 5 men or women under 35 years would like to repair clothes but they don't know how to do it.
- About 2 in 5 people under 35 years (men and women) or those who purchase clothes more than once a month, don't know where to go for help to repair/alter their clothes.

Q.9 How much do you agree or disagree with the following statements?  
Base: All Adults N - 1,069



## Section 4: Preparation of Clothes before Discarding



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Preparation of Clothes before Discarding : *Infographic***49%**

of people check their wardrobe more than twice a year for clothes to discard; this rises to 64% among 16-24 year olds.

**72%**

of people wash their clothes before discarding them, rising to 84% among women over 50.

**62%**

of people sort their unwanted clothes into items that are in 'good condition' and suitable for use by others, rising to 79% among women under 35.

**57%**

of people would be willing to remove bobbles or piling from unwanted clothes before discarding, rising to 69% among women under 35.

**69%**

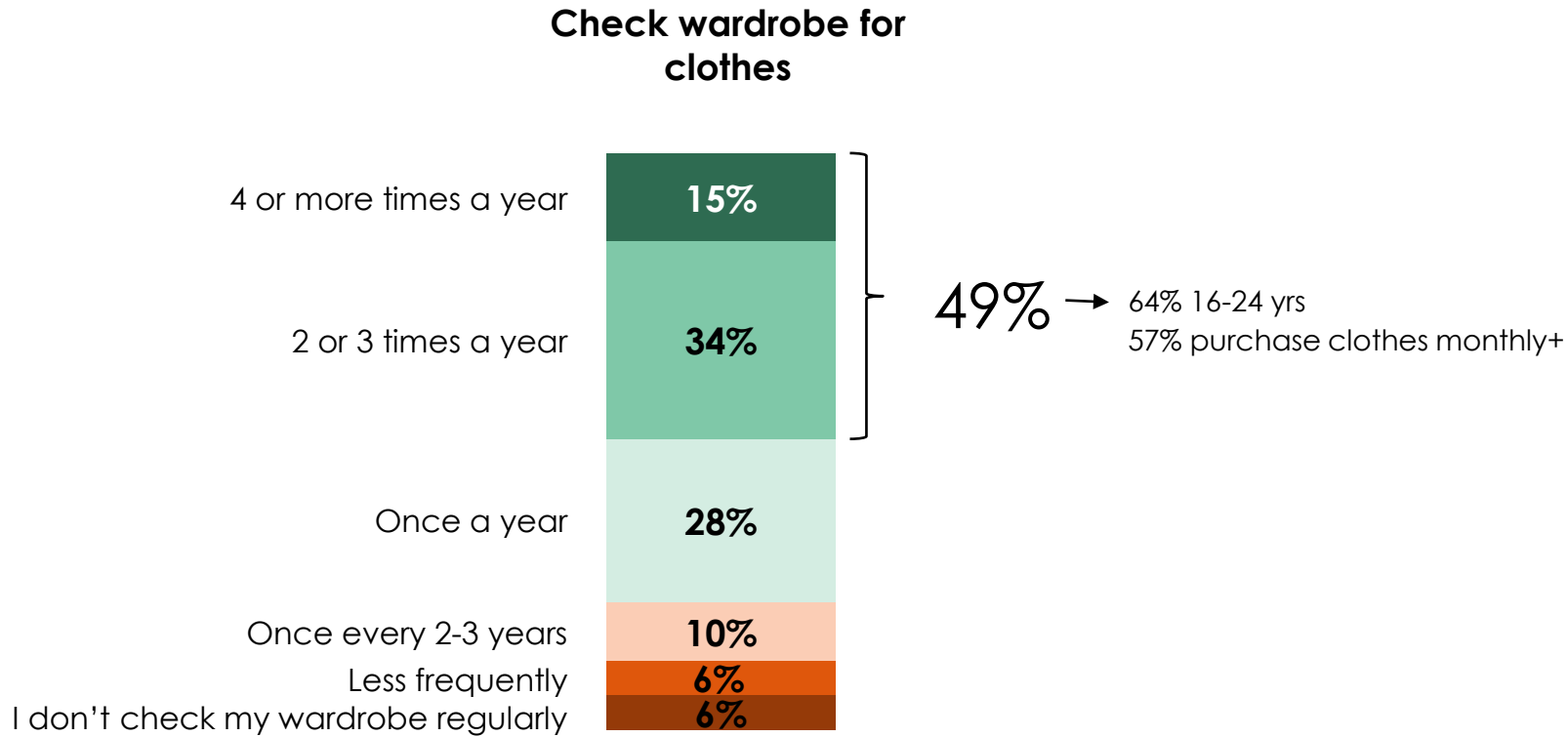
of people want better information on how to discard unwanted clothes depending on their quality and condition, rising to 79% among women under 35.

**73%**

of people want to know that the unwanted clothes they discard do not end up in 'clothes mountains', rising to 88% among women over 50.

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## Preparation before Discarding: Frequency Wardrobe Checked for Clothes to Discard



**Almost half of people check their wardrobe at least twice a year for clothes to discard.**

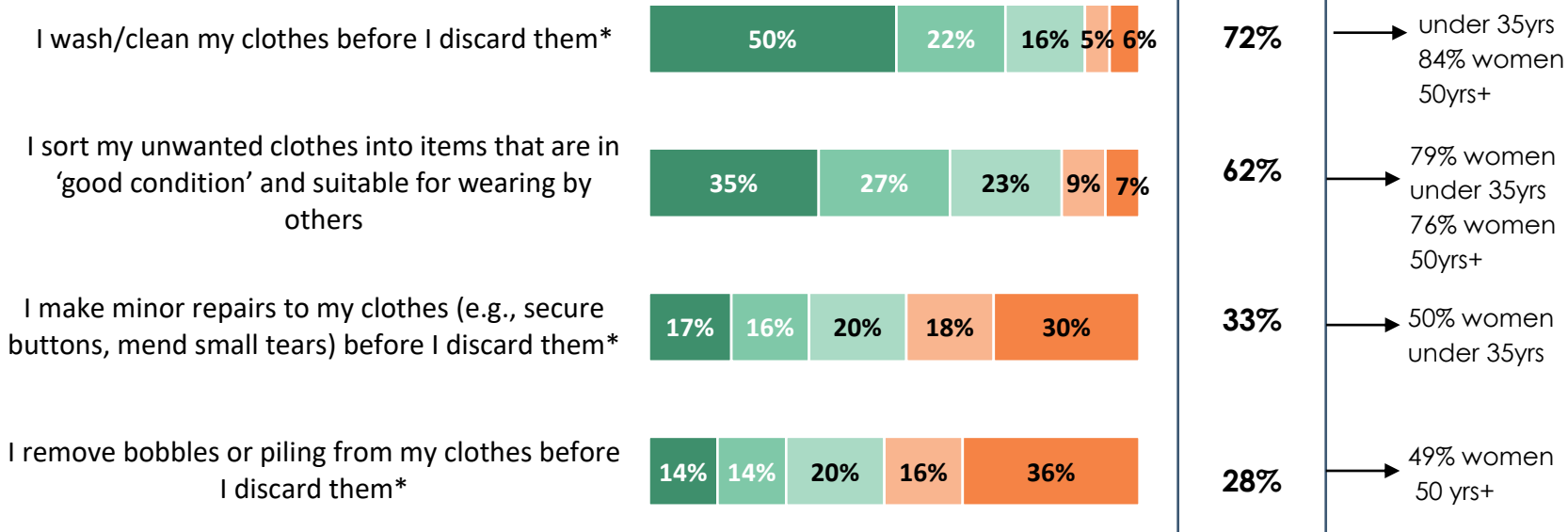
- **64%** of people aged 16-24 check their wardrobe more than twice a year to see if there are clothes they want to discard; this is much higher than the national average (49%).
- **57%** of people who purchase clothes more than once a month, check their wardrobe at least twice a year for items to discard.
- **15%** of people check their wardrobe four times or more a year to see if there are clothes they want to discard.

Q.10a How often, if at all, do you check your wardrobe to see if there are clothes you do not wear or want anymore?  
Base: All Adults N-1,069



## Preparation of Clothes for Reuse before Discarding: Behaviours

■ All the time ■ Often ■ Sometimes ■ Seldom ■ Never



### Women are more likely to prepare clothes for reuse before discarding\* them

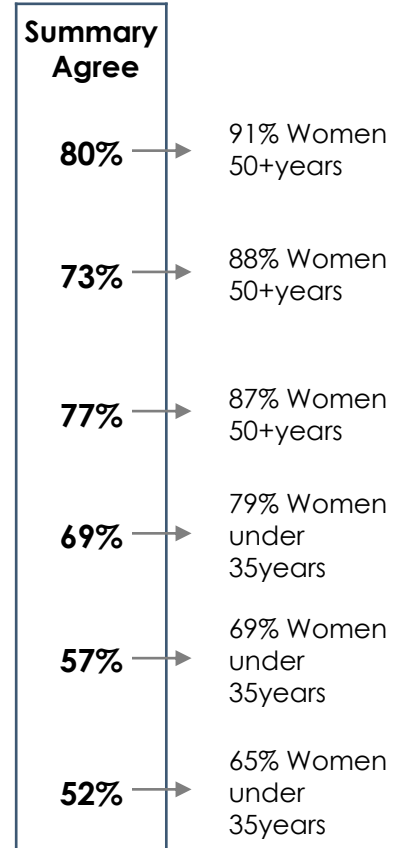
- **72%** of people regularly wash their clothes before discarding them for reuse, this rises to 82% among women under 35 and 84% among women over 50.
- **62%** of people regularly sort their clothes into 'good condition' and suitable for wearing by others before they discard them, this rises to 79% among women under 35 and **76%** among women over 50.
- **1 in 3** people regularly make repairs to their clothes before discarding them, this rises to half of women under 35 years.
- **28%** of people regularly remove bobbles from their clothes before discarding them and this is higher for women over 50 years (**49%**).

\*(Discard for reuse: e.g., sell, donate to charity, take to clothes bank, pass on clothes to family or friends etc.)

Q.10b How often do you do any of the following, if at all, before you discard them for reuse?  
 Q.14 Which of these do you do most often with unwanted clothes you sorted as in 'good condition'?  
 Base: All Adults N - 1,069



## Preparation of Clothes for Reuse before Discarding: Potential Behaviour Change



**Women are more open to changing their behaviours around preparing clothes for reuse before they discard\* them**

- **73%** of people want to know that the clothes they discard do not end up as waste. This rises to **88%** among women over 50 years.
- **77%** of people would be willing to sort their unwanted clothes into suitable for resale/rewear by others or suitable for recycling, this rises to **87%** of women over 50 years.
- **69%** of people want better information on how to discard unwanted clothes depending on their quality and condition and this figure is higher for women under 35 years (**79%**).
- **57%** of people would be willing to remove bobbles from unwanted clothes before discarding them. This rises to **69%** among women under 35 years.

*\*(Discard for reuse: e.g. sell, donate to charity, take to clothes bank)*

Q.15 To what extent do you agree or disagree with the following statements?  
 Base: All Adults N - 1,069



## Section 5: Discarding of Textiles



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Discarding of Textiles: *Infographic***40%**

of people most often donate their unwanted textiles to a charity shop. 50% of outdoor jackets & coats are donated.

**23%**

of people most often bring their unwanted textiles to a bring bank, and household textiles (28%) & bedding (28%) are most often disposed in this way.

**14%**

of people most often pass on unwanted textiles to friends or family.

**16%**

of people discard household textiles e.g., towels, cushions etc most often in the household waste bin and 7% put these items in the recycling bin.

**41%**

of people discard their underwear and socks most often in the household waste bin and 12% put these items in the recycling bin.

**19%**

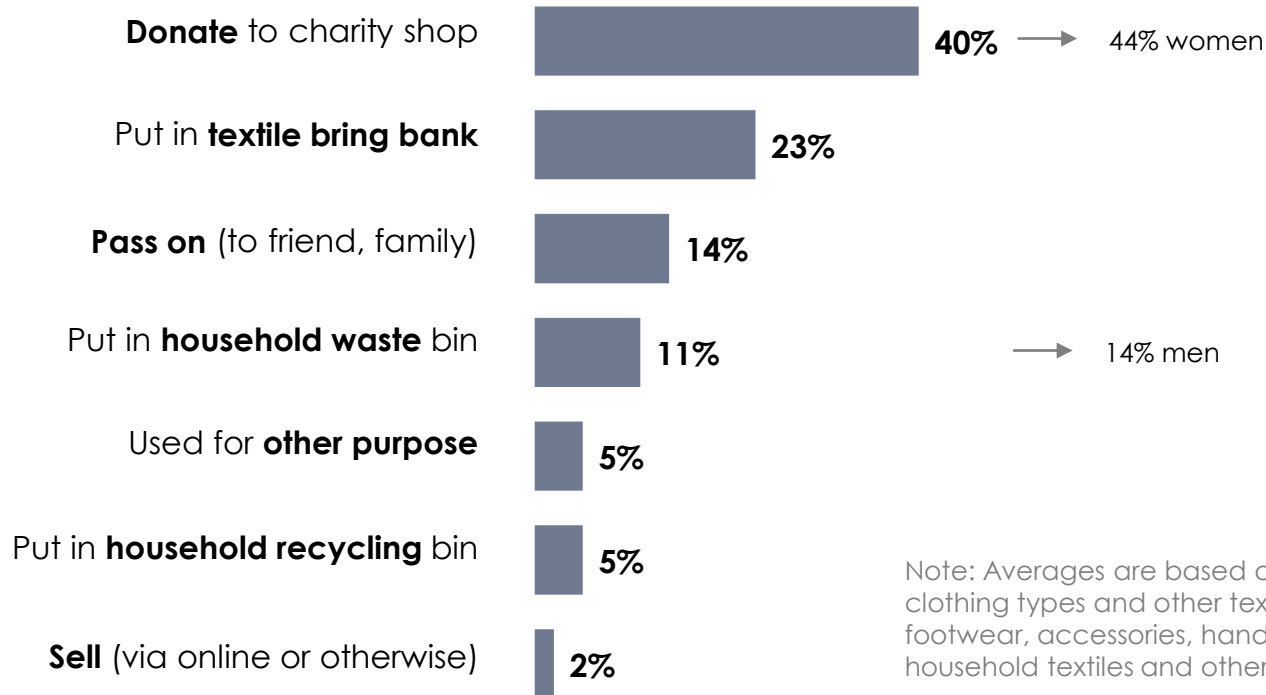
of people discard footwear and accessories most often in their household waste bin and 5% put these items in the recycling bin.

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## Discarding of Textiles: Behaviours Used Most Often

### Behaviours Used Most Often

(averages across different clothing items and other textiles)



Note: Averages are based on different clothing types and other textiles (e.g., footwear, accessories, handbags, bedding, household textiles and others)

**People discard clothing and other textiles (accessories, footwear, household textiles) most often by donating to charity shops and using a textile bring bank.**

- 40% of people most often donate clothing and other textiles to charity shops.
- 23% of people most often use textile bring banks to discard clothing and other textiles.
- 14% of people most often pass clothing and other textiles on to friends or family.
- 11% of people put clothing and other textiles most often in the household waste bin and 5% put them in the household recycling bin.

Q.11 For each of the following clothing and textile items, what you do most often when you have decided to remove them from your wardrobe/household?  
Base: All Adults N-1,069



## Discarding of Textiles: Most Often Discarding Behaviour for Clothing Item Types and Other Textiles

**Items most often donated to charity shops:**

- Outdoor jackets and coats (50%)
- Jumpers/sweats/hoodies (48%)
- Suits/ensembles (47%)
- Casual bottoms and jeans/denims (46%)
- Other clothing accessories (46%)
- Shirts and long-sleeved tops (45%)
- Smart bottoms/trousers for work (45%)
- Bags/handbags (43%)
- T-shirt and short-sleeved tops (40%)
- Dresses (39%)
- Sports-wear (38%)
- Footwear & accessories (34%)
- Uniform (27%)

**Items most often put in textile bring banks:**

- Bedding (28%)
- Household textiles (28%)
- Pyjamas /nighties (27%)

**Items most often put in household waste bin:**

- Underwear/socks/hosiery (41%)

**Larger items like jackets, suits, and smart bottoms are more likely to be brought to charity shops.**

- The clothing items most likely to be put in the household general waste bin are underwear.
- Bedding, household textiles and pyjamas are most often put in textile bring banks.

Q.11 For each of the following clothing and textile items, what you do most often when you have decided to remove them from your wardrobe/household?

Base: All Adults N - 1,069

30

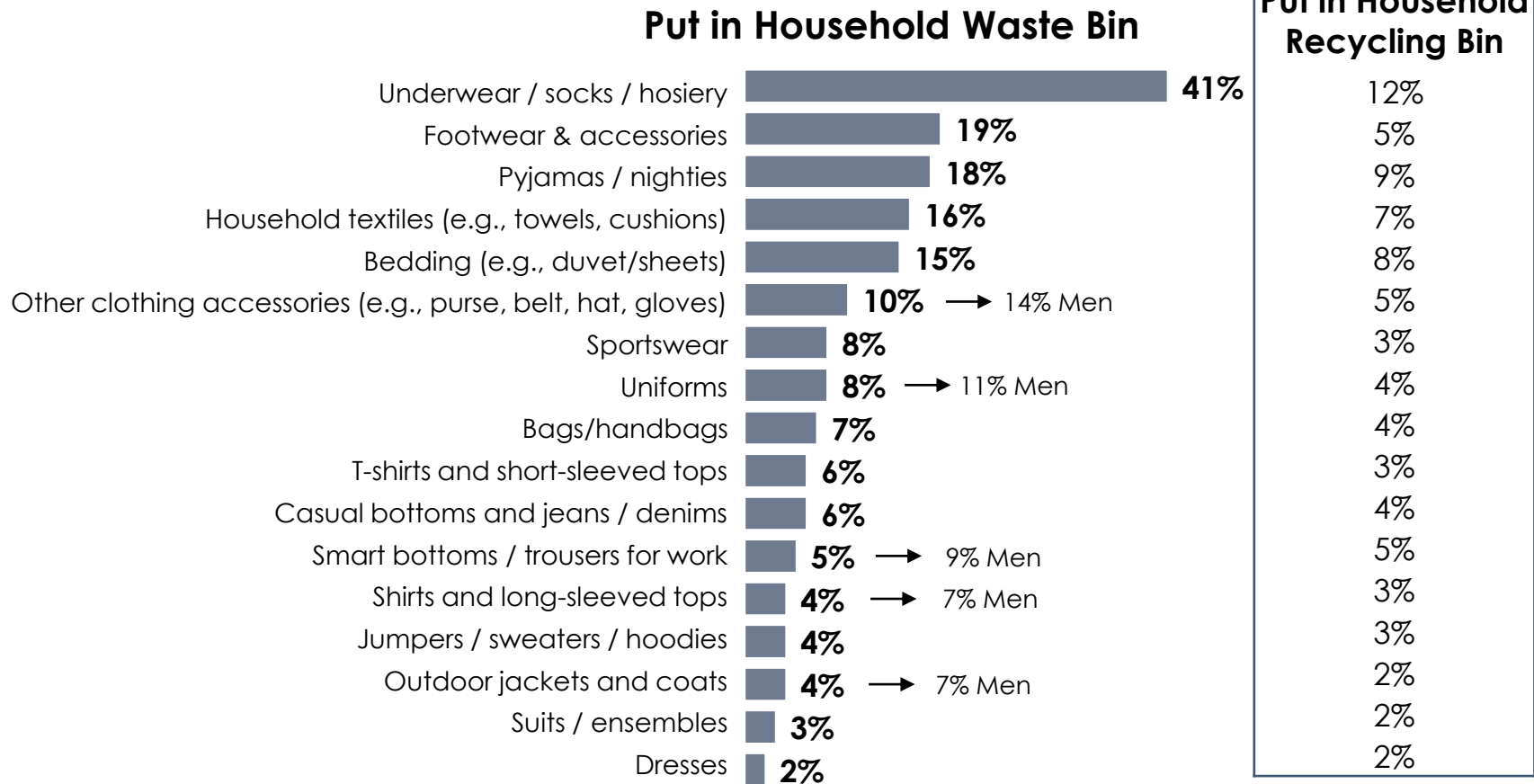


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## Discarding of Textiles: Most often 'Put in Household Waste Bin or Recycling Bin'



- Many types of clothing items and other textiles are discarded in household bins**
- **41%** of people most often discard underwear, socks and hosiery in the household waste bin, and **12%** of these items are most often put in the recycling bin.
  - **1 in 5** people most often put their footwear and accessories in the household waste bin, while 1 in 20 people put these items most often in the recycling bin.
  - **16%** of people most often discard household textiles (e.g. towels, cushions) in the household waste bin, and **7%** of these items are most often put in the recycling bin.
  - **15%** of people most often discard bedding (e.g. duvet covers, sheets) in the household waste bin, while **8%** of these items are most often put in the recycling bin.

**Note: textiles are not a target material for the household recycling bin.**

Q.11 For each of the following clothing and textile items, what you do most often when you have decided to remove them from your wardrobe/household?

Base: All Adults N - 1,069



## Section 6: Discarding of Clothing (in focus)



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Discarding of Clothing (in focus): *Infographic***56%**

of people are most likely to take unwanted clothes to a charity shop - rising to 77% among women over 50 years.

**38%**

of people most often put unwanted clothes in a textile bring bank, and this is higher among women over 35 years (around 47%).

**46%**

of people who sort their unwanted clothes into items that are 'in good condition' bring them to a charity shop.

**51%**

of people most often put clothes that are 'not in good condition' in the household general waste bin and 33% in the recycling bin.

**55%**

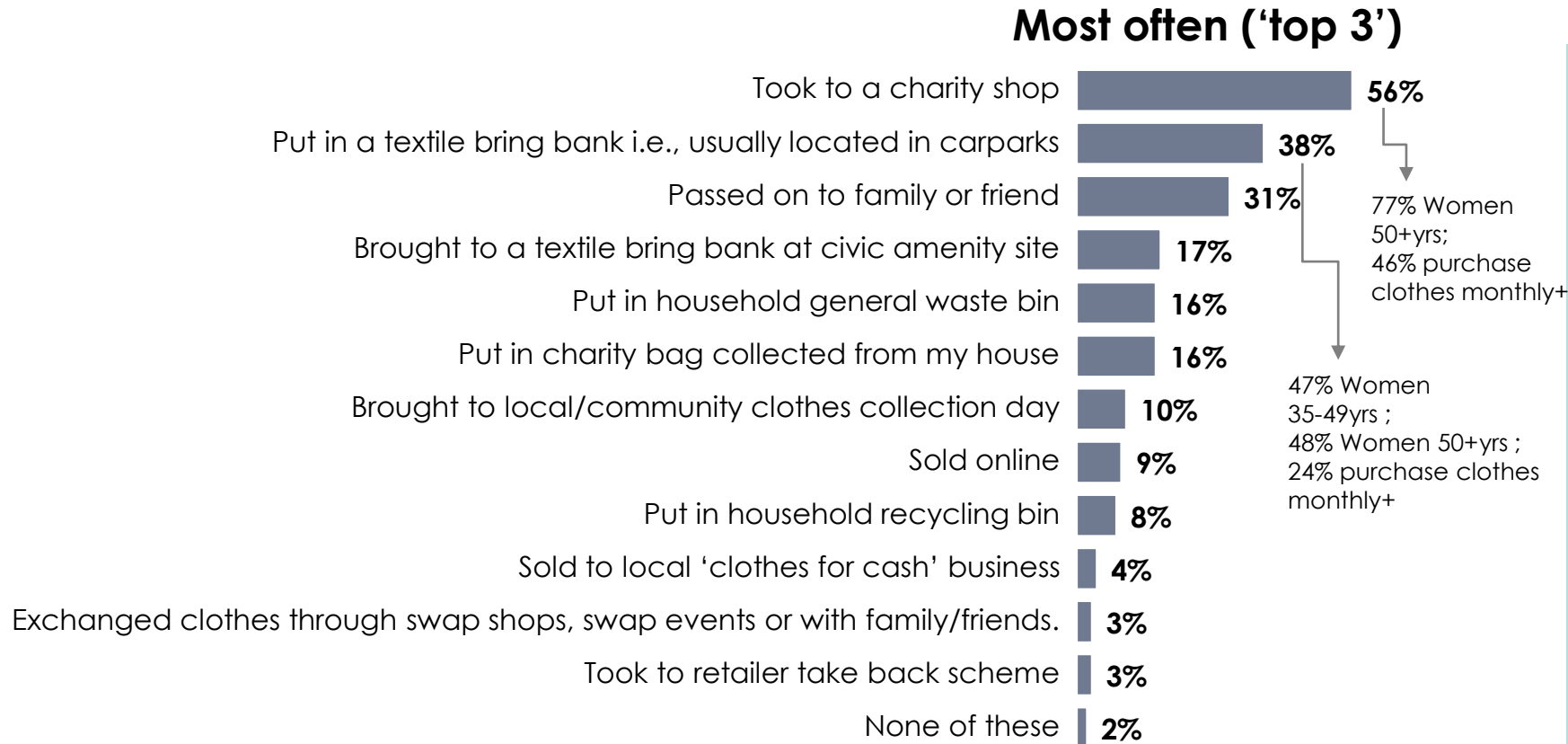
of people who take clothes to a charity shop or textile bring bank always make a distinction between which clothes they bring to which.

**97%**

of people who make a distinction between which clothes they bring to a charity shop and textile bank, would typically bring the better-quality items to a charity shop.

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## Discarding of Clothes: Used Most Often



**Charity shops, textiles bring banks and passing on to family or friends are used most often for unwanted clothes.**

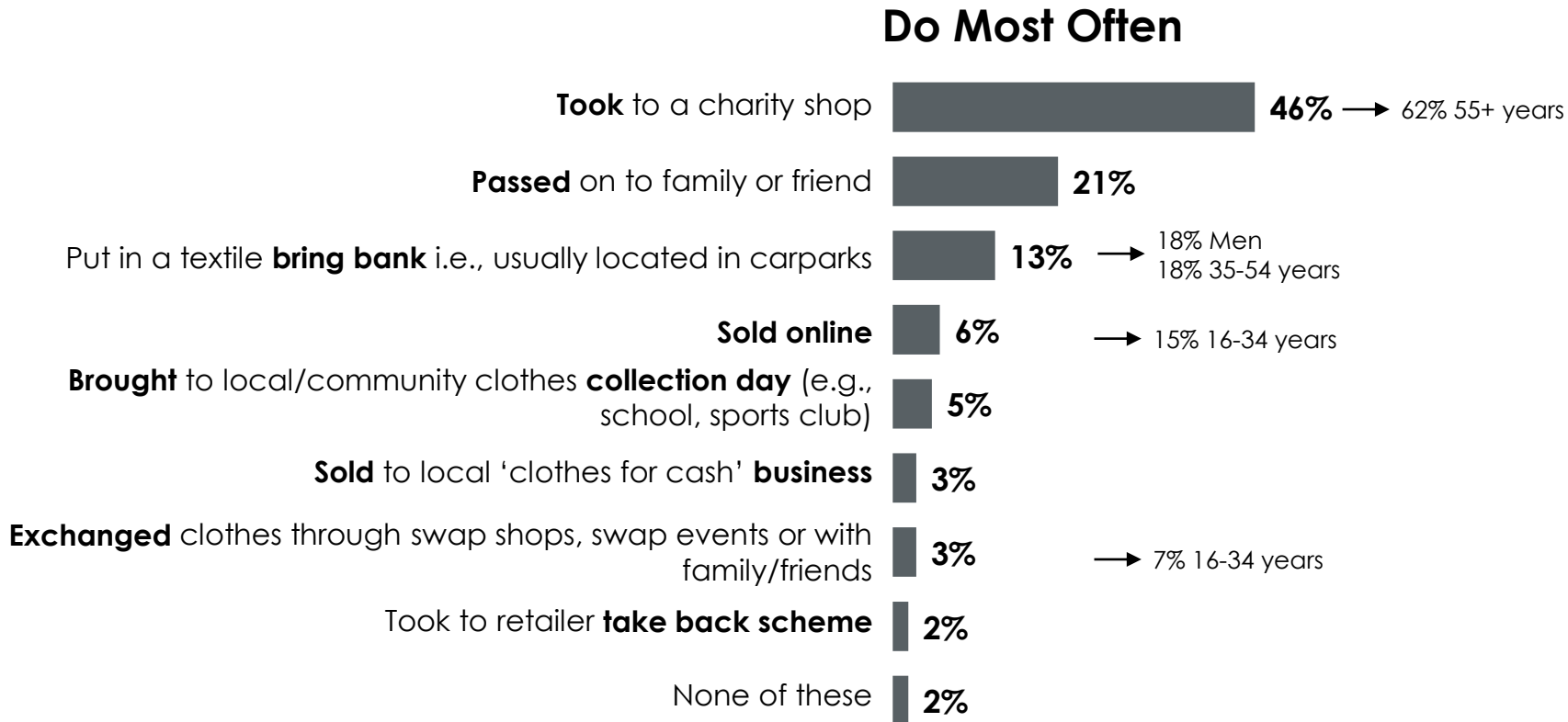
- **56%** of people bring unwanted clothes to charity shops and this rises among women over 50 years (**77%**).
- **38%** of people put unwanted clothes in a textile bring bank and this is higher at around **47%** among women over 35 years.
- People who purchase clothes at least a few times a month are less likely to bring clothes to a charity shop (**46%**) or put them in textile bring banks (**24%**).
- **9%** of people sold their unwanted clothes online.

**Note: textiles are not a target material for the household recycling bin.**

Q.12b And which of these do you do most often with unwanted clothes?  
Base: All Adults N - 1,069



## Discarding of Clothes: People who sorted unwanted clothes into items that are 'in Good Condition'



**People who sort unwanted clothes into items that are 'in good condition' are most likely to donate to a charity shop**

- **46%** of people bring them to charity shops.
- **21%** of people pass them on to family or friends.
- **13%** of people put them in textile bring banks.
- **15%** of 16-34 year olds sell them online which is higher than the national average at **6%**.

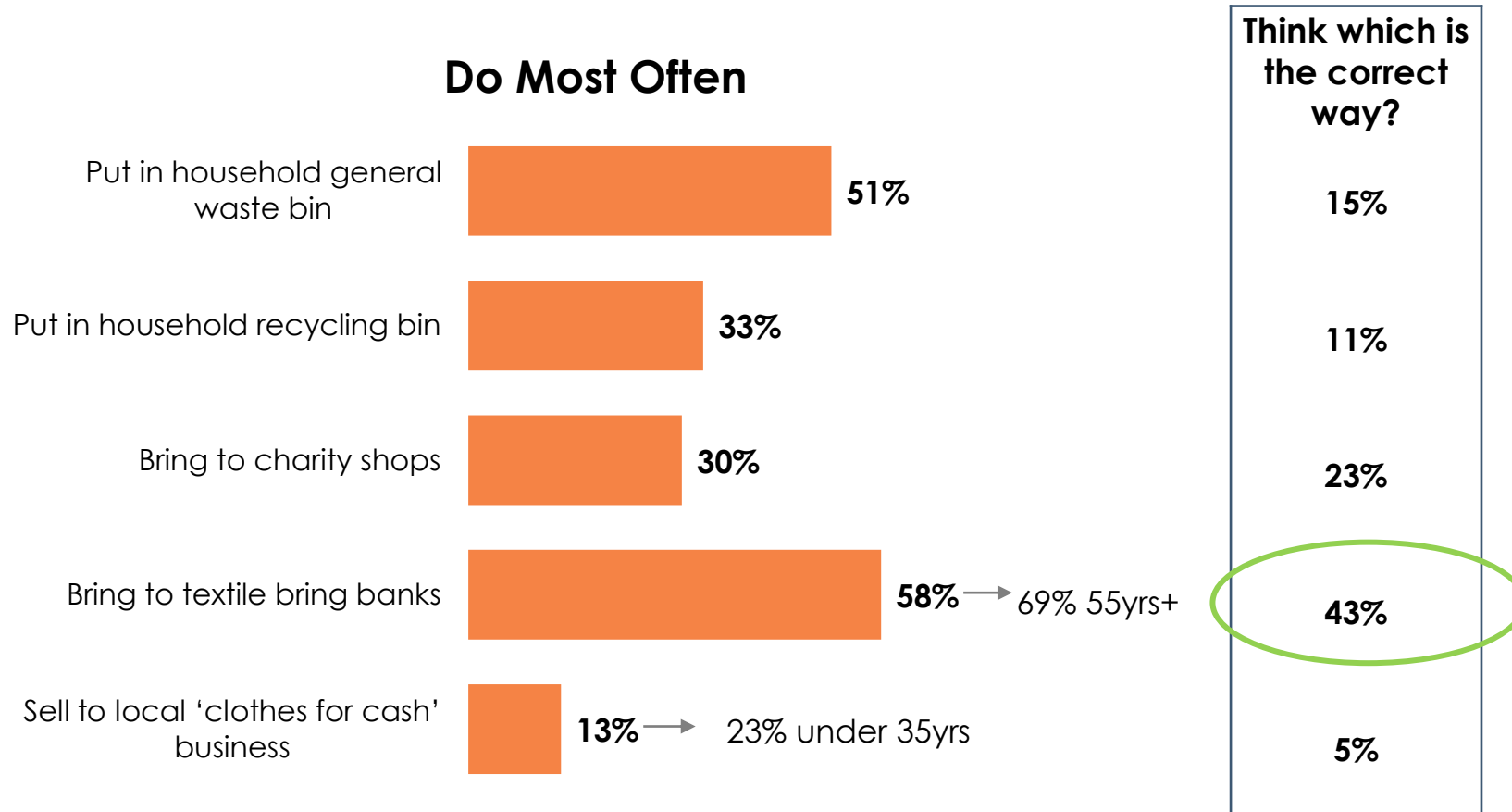
Note: Based on the 62% of people who say they sort unwanted clothes into items that are 'in good condition'.

Q.14 Which of these do you do most often with unwanted clothes you sorted as in 'good condition'?

Base: Sort unwanted clothes into items that are in 'good condition' and suitable for wearing by others N - 992



## Discarding of Clothing: Unwanted Clothes 'Not in Good Condition'



**Unwanted clothes that are 'not in good condition' are mostly likely brought to textile bring banks or put in household waste bin**

- 51% of people put unwanted clothes that are not in good condition in the household general waste bin and 33% put them in the household recycling bin.
- 58% of people bring unwanted clothes that are not in good condition to textile bring banks and this rises to 69% for people over 55 years.
- 43% of people consider textile bring banks as the correct way to dispose of unwanted clothes that are not in good condition.

Q.13c When you have unwanted clothes that are not in good condition, how do you usually dispose of them?

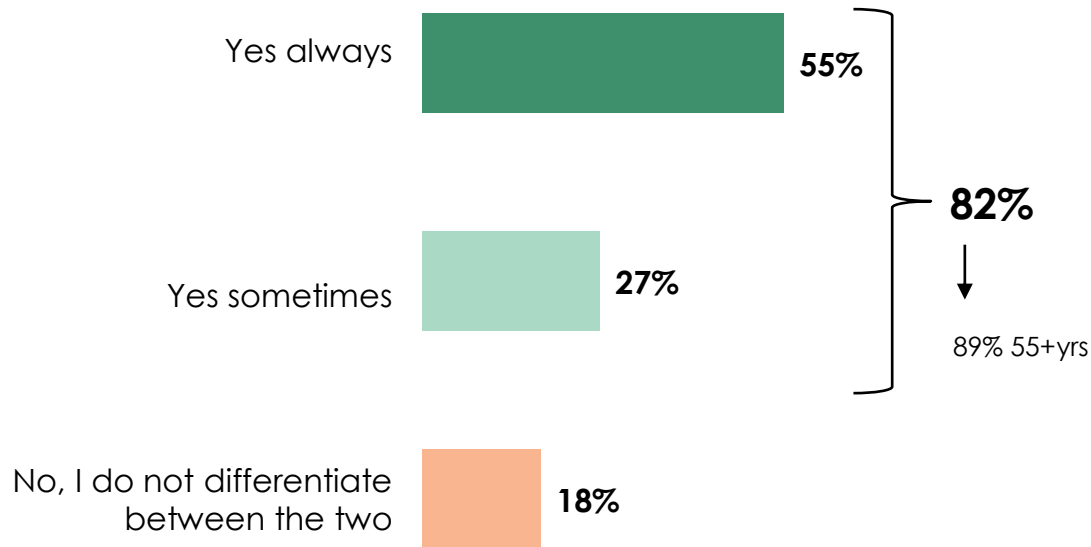
Q.13d And which do you think is the correct way to dispose of them?

Base: All Adults N-1,069

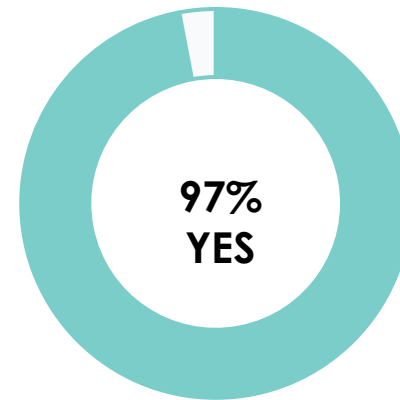


## Discarding of Clothes: Distinction Between Charity Shops and Textiles Banks

**Do you usually make a distinction between which clothes you take to a charity shop and which to a textile bank?**



**Would you typically bring the better quality/condition items to a charity shop?**



Over half of people who take clothes to charity shops or textile bring banks always make a distinction between which clothes they bring to which.

- **55%** of people who bring clothes to a charity shop or textile bring bank will always make a distinction between which clothes they bring to which, while **27%** will only sometimes make this distinction.
- **97%** of people who make a distinction between which of their unwanted clothes goes to a charity shop and which to a textile bank, would generally bring the better quality/condition items to a charity shop.

Q.13a Do you usually make a distinction between which clothes you take to a charity shop and which to a textile bank?  
Base: Ever use charity shops or textile bring banks for unwanted clothes N – 411

Q.13b Would you typically bring the better quality/condition items to a charity shop?  
Base: Sometimes or always makes a distinction between clothes taken to a charity shop and clothes taken to a textile bank N - 340



## Section 7: Incentives & Climate Change



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## Incentives & climate change: *Infographic*



72%

of people would be encouraged to keep textiles out of the household bin if a textile collection bank was closer.



71%

of people agree that school curriculums should include lessons on sustainable consumption & reuse of textiles.



67%

of women under 35 years would use repair services where an economic incentive applies.



64%

of women under 35 years would buy second hand clothes where an economic incentive applies.



40%

of people see a clear link between climate change and buying clothes they don't end up wearing or wear only a few times.



64%

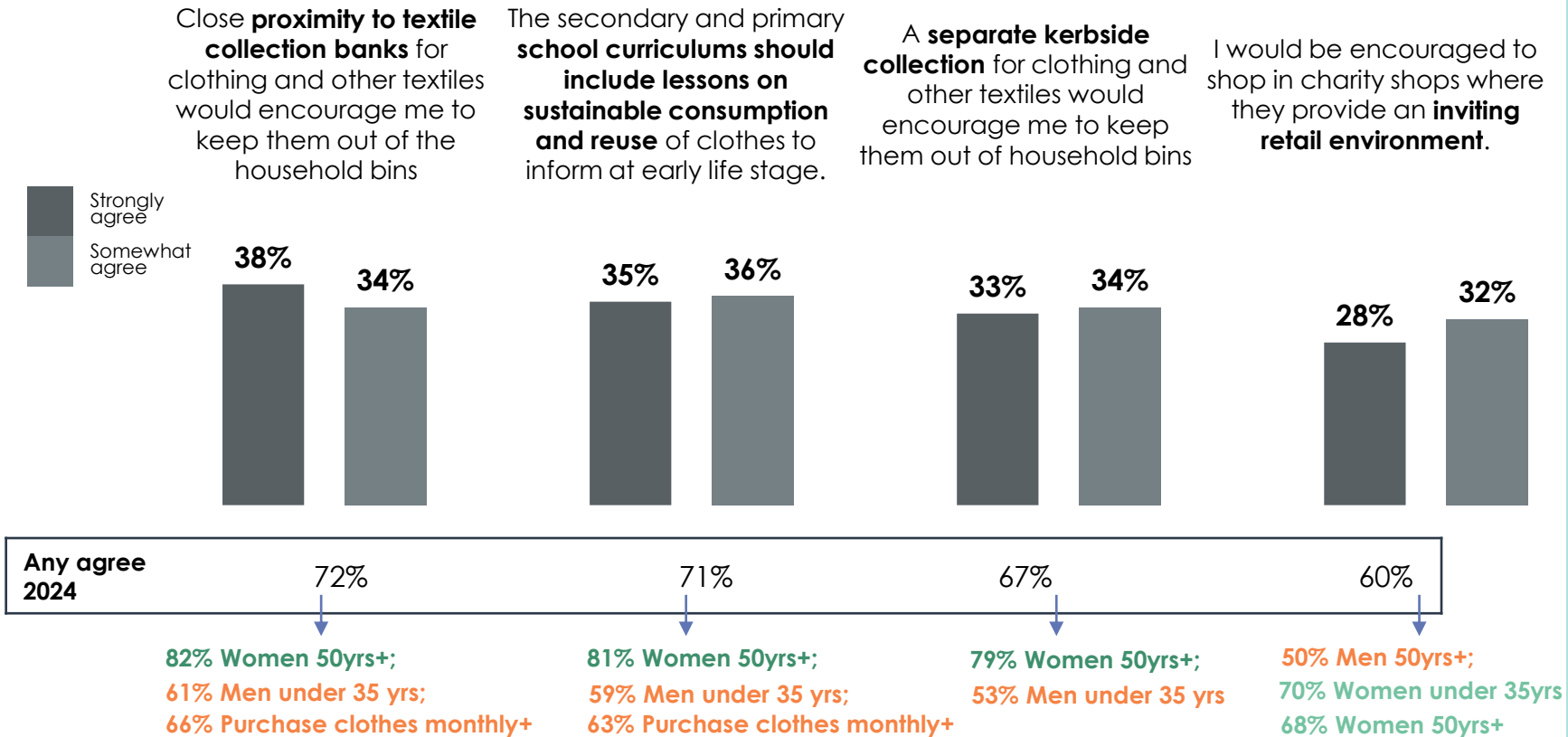
of women under 35 years and 51% of those who buy clothes at least a few times a month would like to attend repair and repurpose workshops/training.



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## Reuse Incentives: Attitudes (I)



### Proximity of textile collection banks and separate kerbside collections would encourage people to keep textiles out of household bins

- 72% of people agree that close proximity to textile collection banks would encourage them to keep clothing and other textiles out of household bins. This figure increases to 82% among women over 50 years.
- 71% of people agree that school curriculums should include lessons on sustainable consumption and reuse of textiles.
- 60% of people agree they would be encouraged to shop in charity shops with an inviting retail environment, rising to 70% among women under 35 years.

Q.16 To what extent do you agree or disagree with the following statements?

Base: All Adults N - 1,069



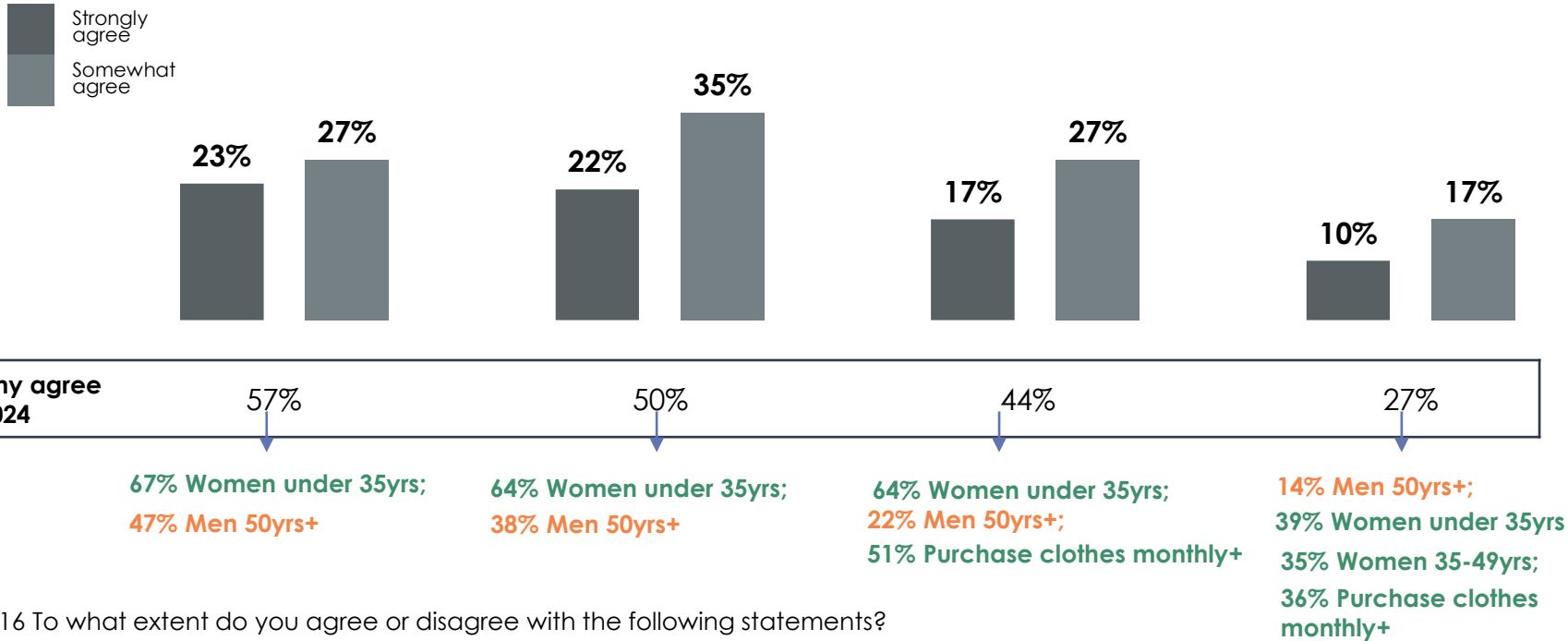
## Reuse Incentives: Attitudes (II)

I would **use repair services** to alter/mend clothing and footwear **where an incentive applies** e.g., customer rebate or vouchers, VAT reduction

I would **buy second hand clothes where an incentive applies** e.g., customer rebate or vouchers, VAT reduction

I would like to attend textile repair & repurpose **workshops / training**

I would **rent clothes** instead of buying them **where an incentive applies** e.g., customer rebate or vouchers, VAT reduction



**Incentives to repair, buy second hand and using a rental service would encourage people to reuse clothes especially among women under 35 years.**

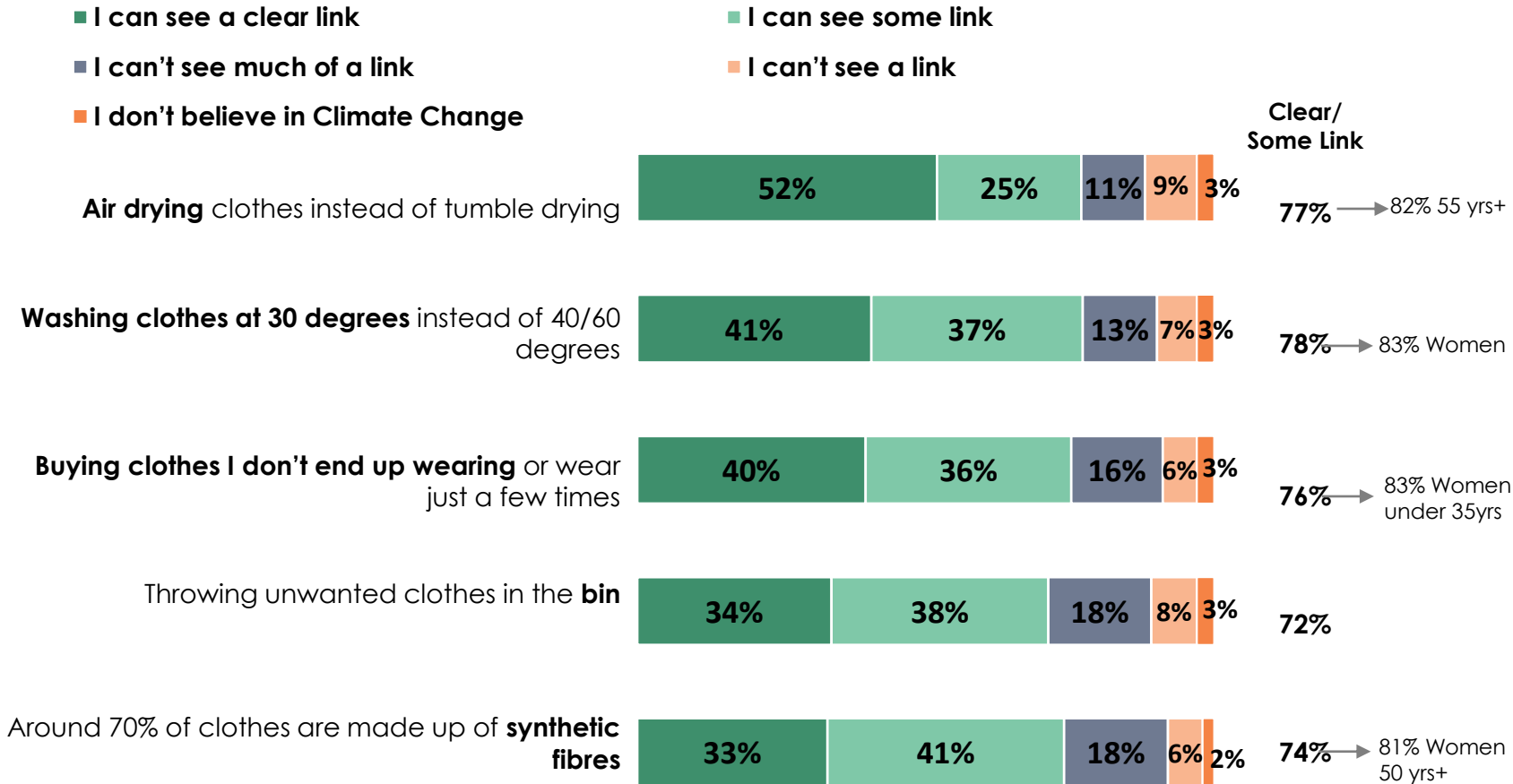
- **57%** of people would use repair services to alter or mend clothing and footwear where an economic incentive applies. This rises to **67%** among women under 35 years.
- **50%** of people would buy second-hand clothes where an economic incentive applies and rises to **64%** among women under 35 years.
- **44%** of people would like to attend textile repair and repurpose workshops and training. This rises to **64%** among women under 35 years.
- **39%** of women under 35 years would rent clothes where an economic incentive applies and this decreases to **27%** for the national average.

Q.16 To what extent do you agree or disagree with the following statements?

Base: All Adults N - 1,069



## Clothes and Climate Change: See a Link



**3 in 4 people see a link between climate change and their consumption and care of clothes**

- **78%** of people see a link between climate change and washing clothes at 30 degrees.
- **76%** see a link between climate change and buying clothes they don't end up wearing or worn only a few times, rising to 83% among women under 35 years.
- Only **40%** of people see a clear link between climate change and buying clothes that are not worn or worn only a few times.

Q.18b To what extent do you see a link between the following statements and climate change?

Base: All Adults N - 1,069





## Textiles Attitudes & Behaviours 2<sup>nd</sup> National Survey

### TO FIND OUT MORE:

Download Survey Excel data [here](#).

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