



# TEXTILES: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2021

Sustainable Consumption and Use I; Part 4 of 5 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 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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Sustainable Consumption and Use I: *Infographic*

## Sustainable purchasing



55%

of people have bought a clothing item in the past 12 months that was designed for durability, was second hand or was made from recycled materials.

## Recycled materials



28%

of young women (16-34 years) have bought a clothing item made from recycled materials in the past 12 months.

## Sort unwanted clothes



78%

of people would be willing to sort their unwanted clothes into 'good for resale/reuse' or 'good for recycling'.

## Kerbside collection



68%

A separate kerbside collection for clothes and other textiles would encourage 68% of people to keep them out of their household bins.

## Better information



68%

of people would like better information on how to dispose of unwanted clothes.

## Reduced VAT for repair



51%

of people would be willing to use a repair service with a reduced VAT incentive.

## Reduced VAT for second hand



44%

of people would be likely to buy second hand clothes with a reduced VAT or tax relief incentive.

## Business opportunity



66%

of people believe the increased reuse and recycling of clothes would create opportunities for small businesses.



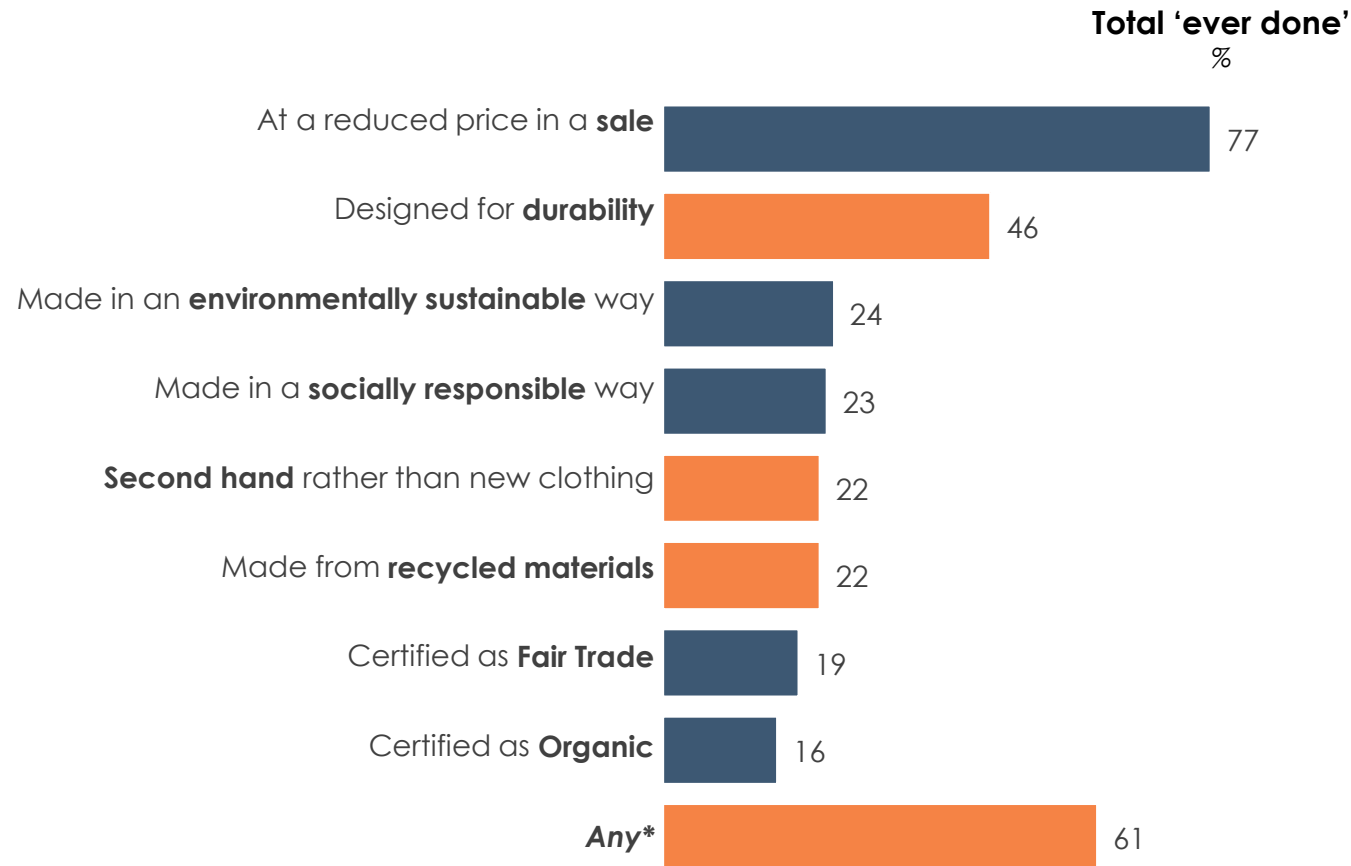
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## Purchasing behaviours



### Nationally the main driver for purchasing clothes is price

- **77%** of people have bought clothes that are at reduced price in a sale at least once.
- **46%** of people have purchased clothes designed for durability at least once.
- **22%** of people have bought second hand clothes or have purchased a clothing item made from recycled materials at least once.

**Nationally 61% of people have bought a clothing item that was designed for durability, was second hand or made from recycled materials at least once.**

2021 nationally representative textiles behaviour and attitudes survey (Q.13a) conducted by B&A.  
Base: All adults living in Ireland aged 16+; N – 1,009

\*Any established the incidence of respondents who selected any of the following options; Designed for durability, Second-hand rather than new clothing, Made from recycled materials. 4



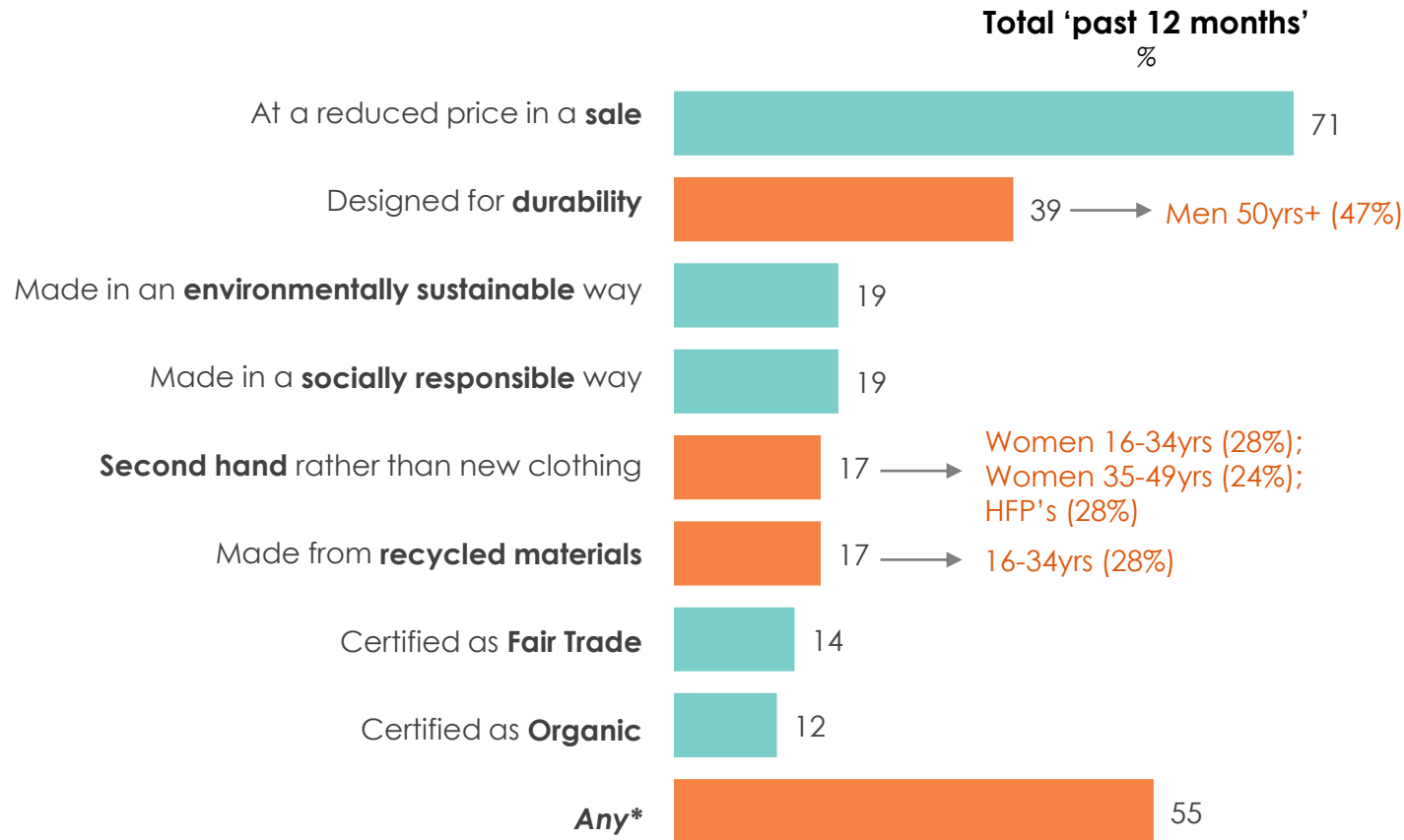
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## Purchasing behaviours in past 12 months



**Over half of Irish adults have purchased a sustainable clothing item in the past 12 months.**

### In the past 12 months

- Nationally **55%** of people have bought a clothing item that was designed for durability, was second hand or made from recycled materials.
- 47%** of men in the over 50 age group have bought a clothing item that was designed for durability compared to **39%** national figure.
- Women under 50 years and High Frequency Purchasers (HFPs) peak on having purchased a second hand clothing item.

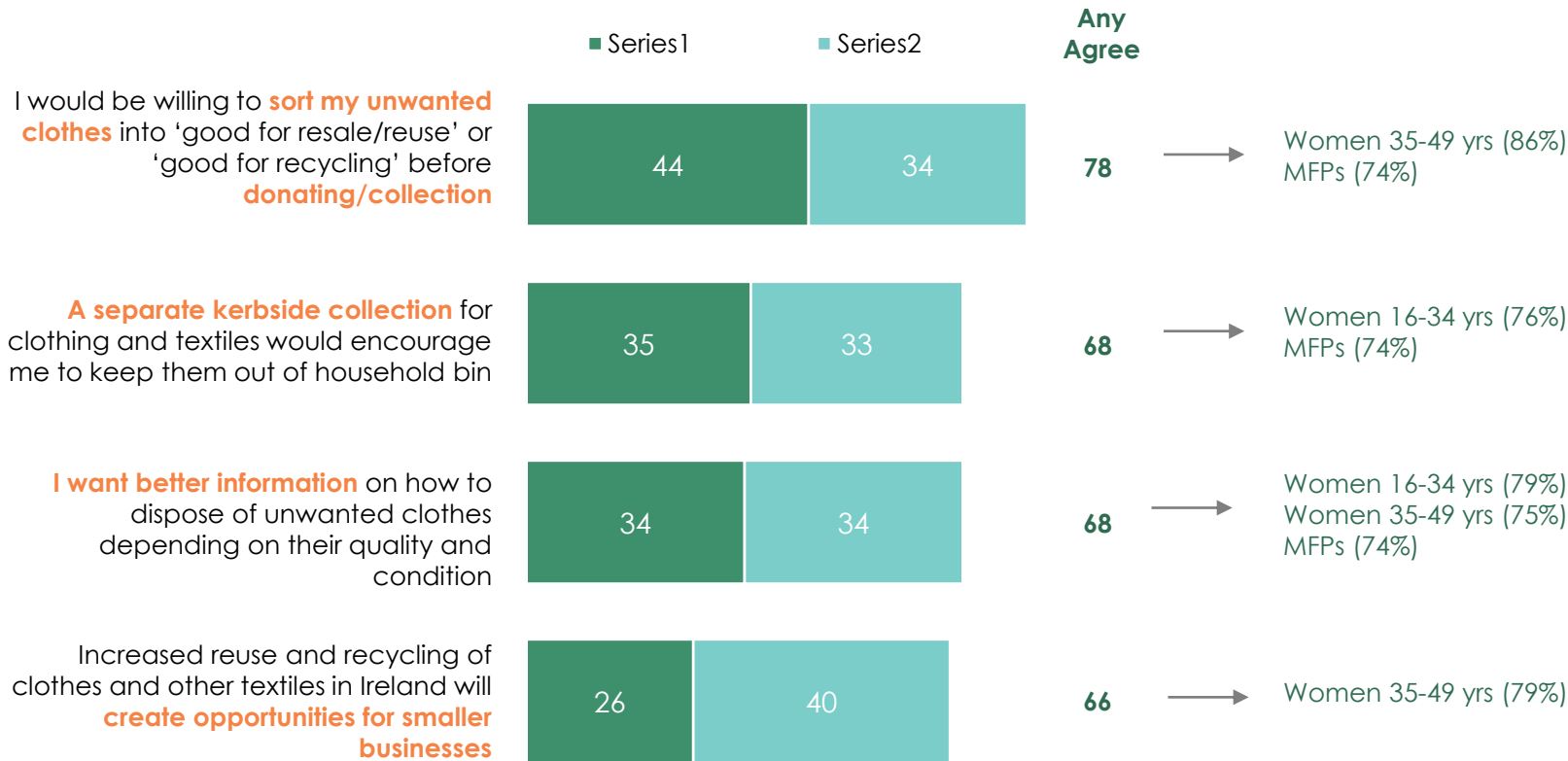
**28% of young women (16 – 34 years) have bought in the past 12 months a clothing item made from recycled materials compared to 17% national figure.**

2021 nationally representative textiles behaviour and attitudes survey (Q.13b) conducted by B&A.  
Base: All adults living in Ireland aged 16+; N – 1,009

\*Any established the incidence of respondents who selected any of the following options; Designed for durability, Second-hand rather than new clothing, Made from recycled materials.



## Attitudes to sorting and collection



### Nationally there is strong support for sorting and collection of unwanted clothing

- **78%** of people would be willing to sort their unwanted clothes into 'good for resale/reuse' or 'good for recycling'.
- A separate kerbside collection for clothes and other textiles would encourage **68%** of people to keep these items out of their household bins.
- **68%** of people want better information on how to dispose of unwanted clothes.

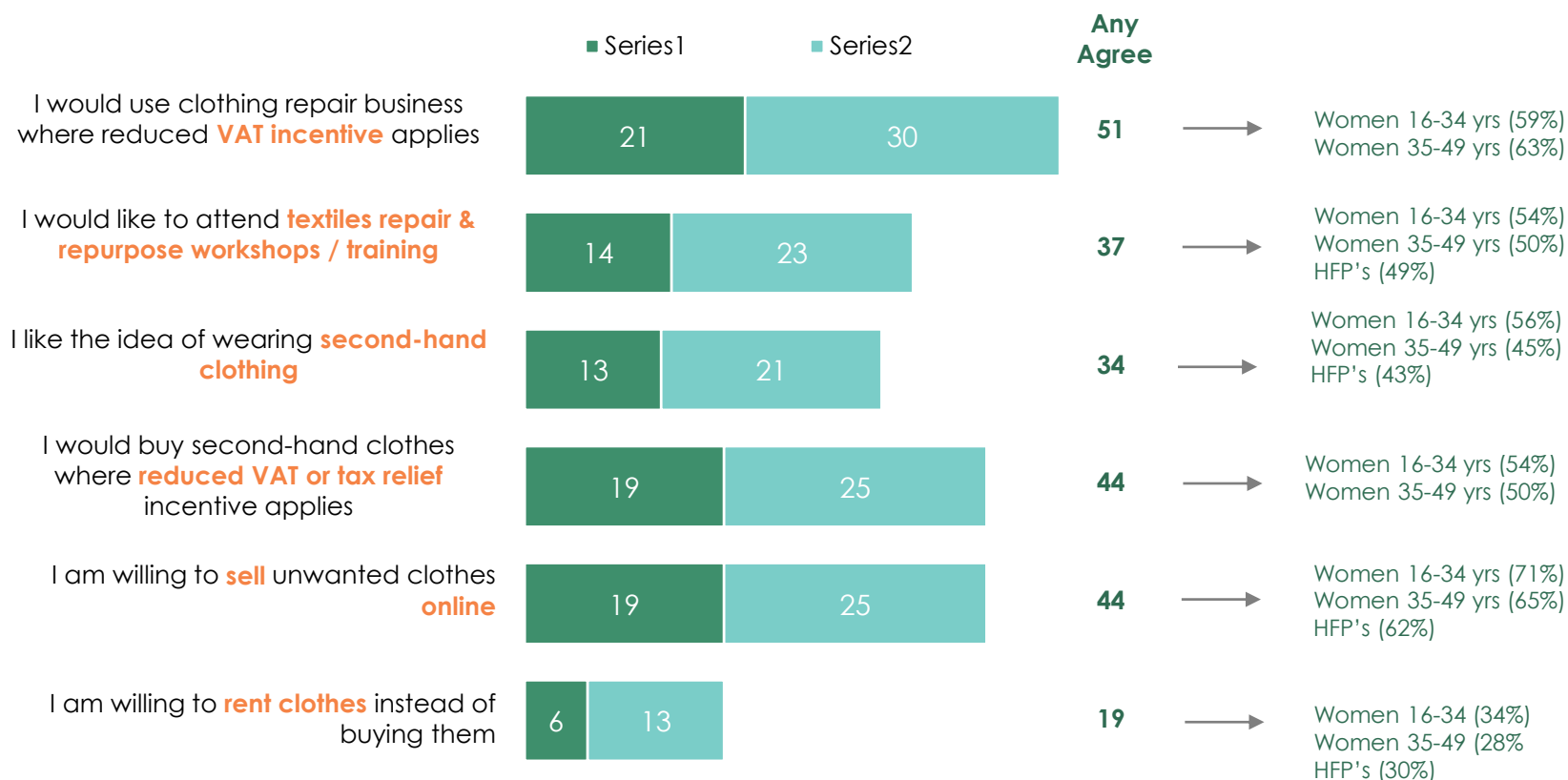
**Women aged 16 to 49 years and those who buy clothes at median frequency (\*MFPs) are more open to new sorting & collection initiatives.**

2021 nationally representative textiles behaviour and attitudes survey (Q.14) conducted by B&A.  
Base: All adults living in Ireland aged 16+; N = 1,009

\*Median Frequency Purchasers (MFPs) buy clothes about once a week or a few times per month;



## Attitudes to reuse & repair



### Nationally there is positive support for reuse and repair incentives

#### Repair

- 51% of people would be willing to use a repair service with a reduced VAT incentive.

#### Reuse

- 44% of people would be likely to buy second hand clothes with a reduced VAT or tax relief incentive.

#### Sell & Rent

- 44% of people are willing to sell unwanted clothes online while only 19% of people are willing to rent clothes.

**Women aged 16 to 49 years and those who buy clothes more frequently (HFPs) are more interested in reuse and repair incentives.**

2021 nationally representative textiles behaviour and attitudes survey (Q.14) 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](#).

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