



TEXTILES: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2021

Sustainable Consumption and Use II; Part 5 of 5 Series

EPA Circular Economy Programme and B&A

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



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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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Sustainable consumption and use II: *Infographic*

Donating



80%

of people agree that donating clothes to charity makes them feel good.

Link to climate change



31%

of people see a clear link between the consumption of textiles and climate change.

Protect environment



72%

of people say it is important that the clothes they buy are produced without harming the environment.

Economic benefits



57%

of people think taking action to support sustainable clothing will have economic benefits

Benefit society



71%

of people think taking action to support sustainable clothing will benefit society's health and well-being.

Information from brands



73%

of people consider it important that brands provide detailed information on product care and repair.

Want take back schemes



68%

of people want brands to provide a take back service for unwanted clothes for reuse/recycling.

Made using recycled materials



54%

of people consider it important that the clothes they buy are produced using recycled materials.



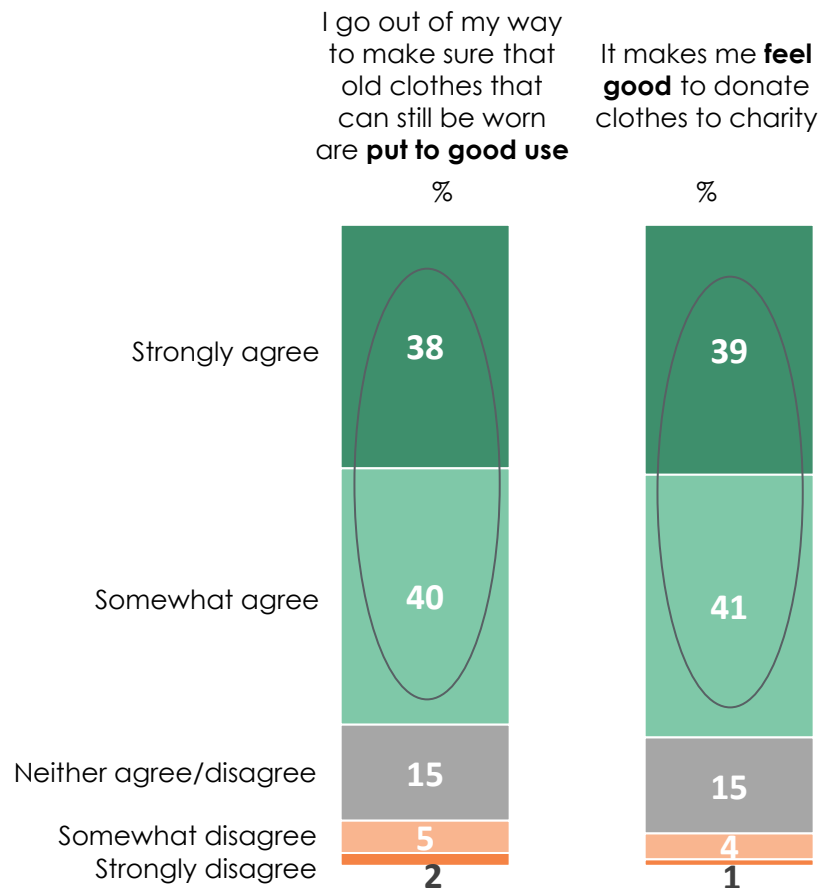
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Attitudes towards reuse of clothes



Strong feel-good factor from donating clothes to charity.

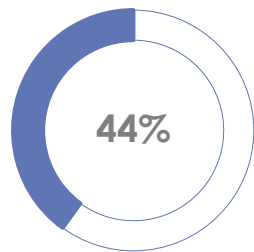
- **80%** of people agree that donating clothes to charity makes them feel good.
- **78%** of people take action to ensure wearable unwanted clothes are put to good use.

2021 nationally representative textiles behaviour and attitudes survey (Q.15) conducted by B&A.
 Base: All adults living in Ireland aged 16+; N – 1,009

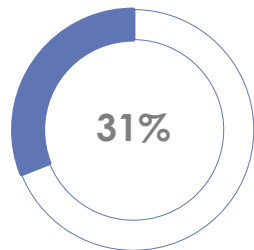


Link to climate change

“ I can see a clear link with climate change and... ”



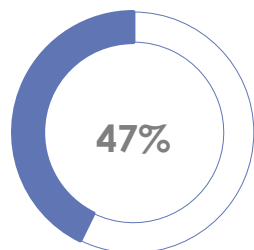
Throwing unwanted clothes in the bin



*Buying of clothing**



Women 18-34
years (42%)



*Washing clothes at 30 degrees
instead of 40/60 degrees*



Women 50
years+ (61%)

Some awareness exists on the impact of textiles consumption and management on climate change

- **31%** of people see a clear link between buying clothes and climate change.
- **44%** of people see a clear link between throwing unwanted clothes in the bin and climate change.
- **47%** of people see a clear link between washing clothes at 30 degrees instead of 40/60 degrees and climate change.

2021 nationally representative textiles behaviour and attitudes survey (Q.20) conducted by B&A.
Base: All adults living in Ireland aged 16+; N – 1,009

*Buying of clothing is an any figure combining buying clothing online and in store. 5



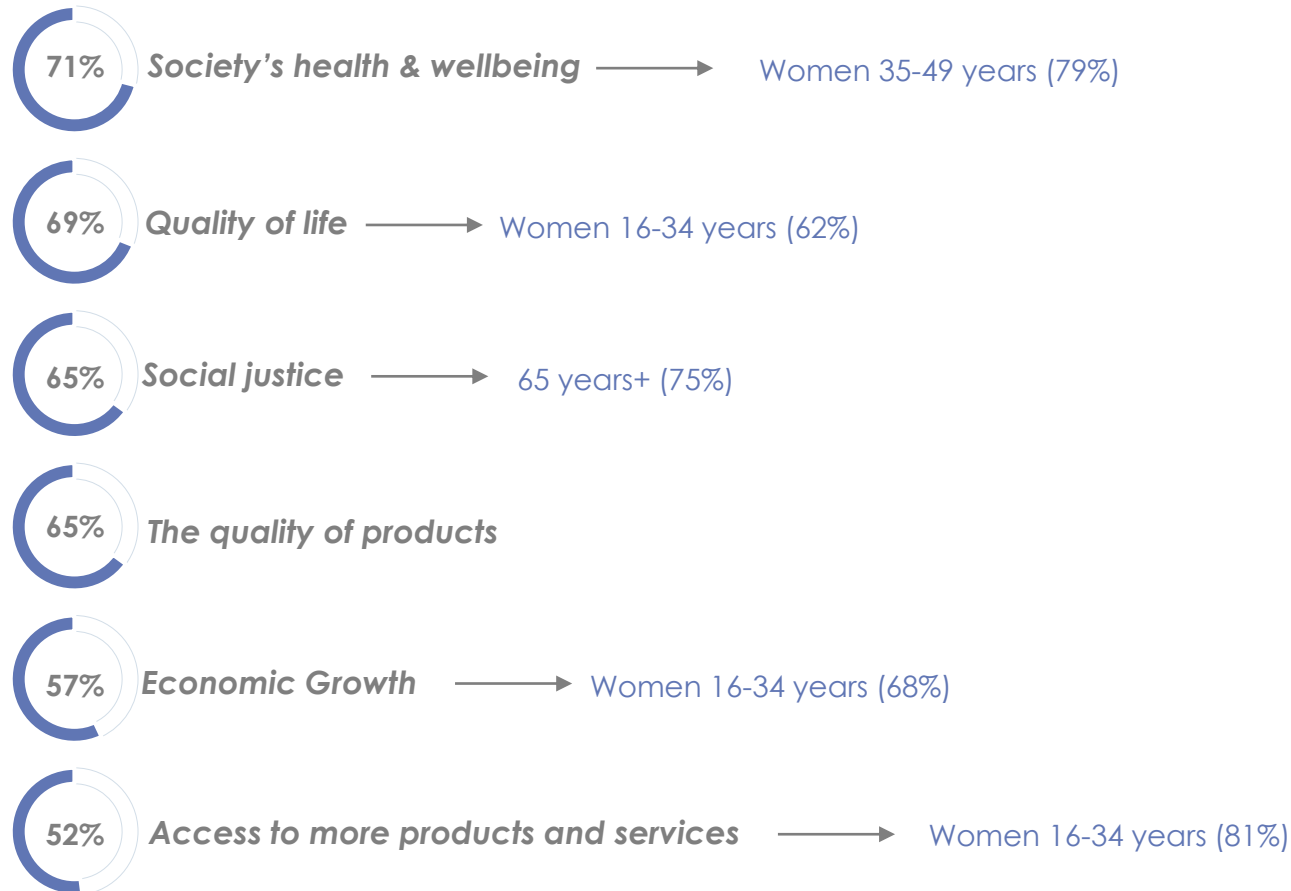
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Perceived benefits

“ Taking action to support sustainable clothing will improve...”



Society's health & well-being is perceived as the top benefit for supporting sustainable clothing

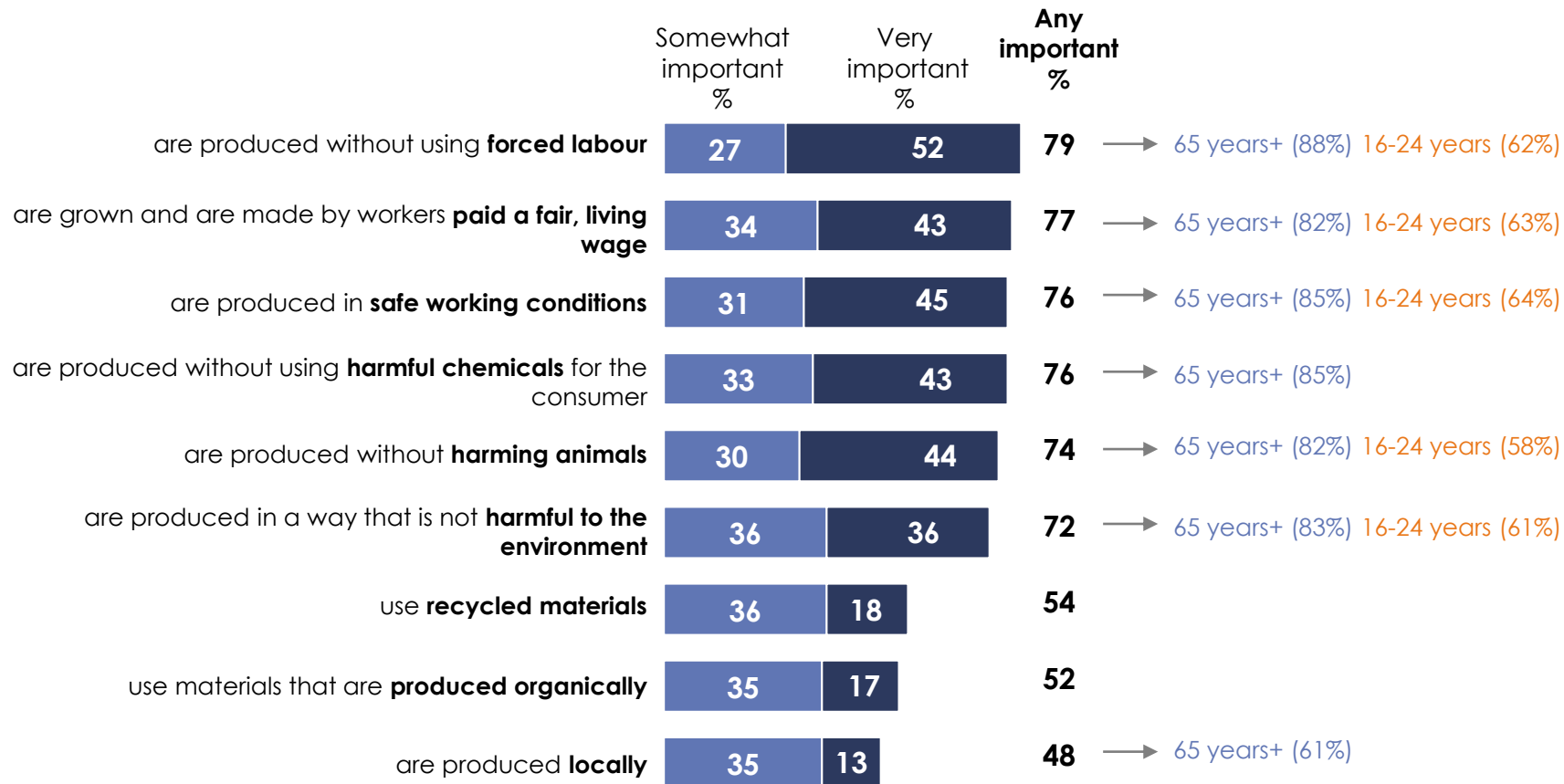
- **71%** of people think taking action to support sustainable clothing will benefit society's health & well-being.
- **57%** of people think taking action to support sustainable clothing will have economic benefits – this is higher at **68%** for women between 16-34 years.
- **52%** of people think taking action to support sustainable clothing will improve access to products and services and this rises to a high of **81%** for women between 16-34 years.

2021 nationally representative textiles behaviour and attitudes survey (Q.20) conducted by B&A.
Base: All adults living in Ireland aged 16+; N – 1,009



Ethical operations

“ It is important to me that the clothing I buy.. ”



The treatment of workers is the strongest ethical consideration when buying clothes

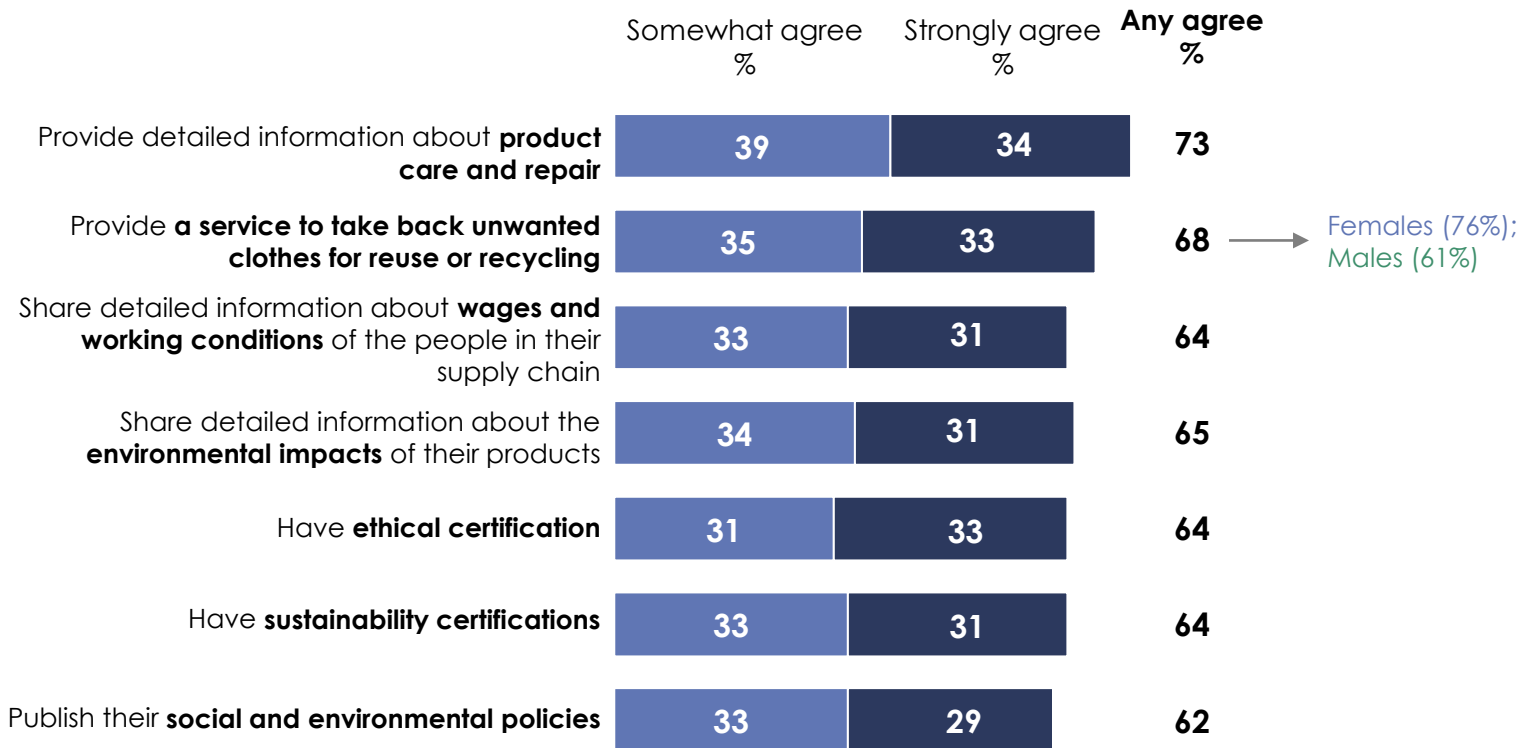
- 79% of people consider it important that the clothes they buy are produced without using forced labour.
- 72% of people report it is important that the clothes they buy are produced without harming the environment.
- 54% of people consider it important that the clothes they buy are produced using recycled materials.

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



Attitudes towards brand company/product

“When choosing a clothing brand to buy from, it is important for brands to..”



Provision of sustainable and environmental information by fashion brands is considered important

- **73%** of people consider it important that brands provide detailed information on product care and repair.
- **68%** of people consider it important for brands to provide a take back service for unwanted clothes for reuse and recycling and this is higher for women (**76%**).
- **65%** of people consider the sharing of detailed information on the environmental impact of products as important.

2021 nationally representative textiles behaviour and attitudes survey (Q.18) 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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