

WRAP

London Wave 2



Key findings

23 July 2019

Project details

PROJECT NUMBER	OP12680
PROJECT NAME	London Wave 2
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SAMPLE	500 16-24 year olds who live in London
FIELDWORK DATES	12th July - 22nd July 2019

New and 2nd hand clothing habits

Young people in London are most likely to consider buying suits and dresses second hand

When thinking about the last three items of clothing they bought new, 16-24-year olds living in London were most likely to consider purchasing suits and dresses second hand, with a fifth (21%) reporting they'd consider this compared to just 7% who would consider buying underwear and socks second hand.

Interestingly, those who recently purchased second hand smart bottoms for work, were most likely to consider buying these new (14%). This is followed by 9% who purchased sportswear and 8% who purchased suits and dresses.

Of those who didn't purchase second hand clothes for at least one item of clothing recently, one in three (30%) said this was because they didn't want to wear something that another person has worn. Below are the top 5 reasons given for not purchasing second hand clothing.

- I don't want to wear something that another person has worn - **30%**
- It is much more convenient to buy new clothes online - **23%**
- It takes too long to find 2nd hand clothes that I want to buy - **20%**
- I didn't think I would find a suitable 2nd hand option - **19%**
- I think 2nd hand clothes are not clean - **19%**

Second hand clothing most likely to be purchased from a shop

Of those who did purchase second hand clothes for at least one item of clothing recently, were most likely to have purchased from a shop, with over half (56%) reporting this. Online purchases are also popular, with two fifths (39%) reporting they purchased their second-hand clothing item online.

Ebay is the most popular retailer used to purchase second hand clothing (40%), this is followed by Oxfam (34%) and the British Heart Foundation (29%).

Young people more likely to purchase just one item when shopping online

Interestingly, when thinking about purchases of new clothing, these young consumers are more likely to buy one single item when shopping online compared to in stores (30% vs 18% respectively). However, they purchase on average 3 items in store and online overall (in shop: 3.2 on average and online: 2.9 on average).

One in three young people in London will return their clothes

One in three (31%) young people in London have returned one of the last six items they have purchased. Almost half (47%) report that they have returned these item(s) because they don't fit properly, making this the most common reason for taking their clothes back to the retailer. This is followed by the item not looking good (32%) and returning an item that was bought as an additional size option (19%).

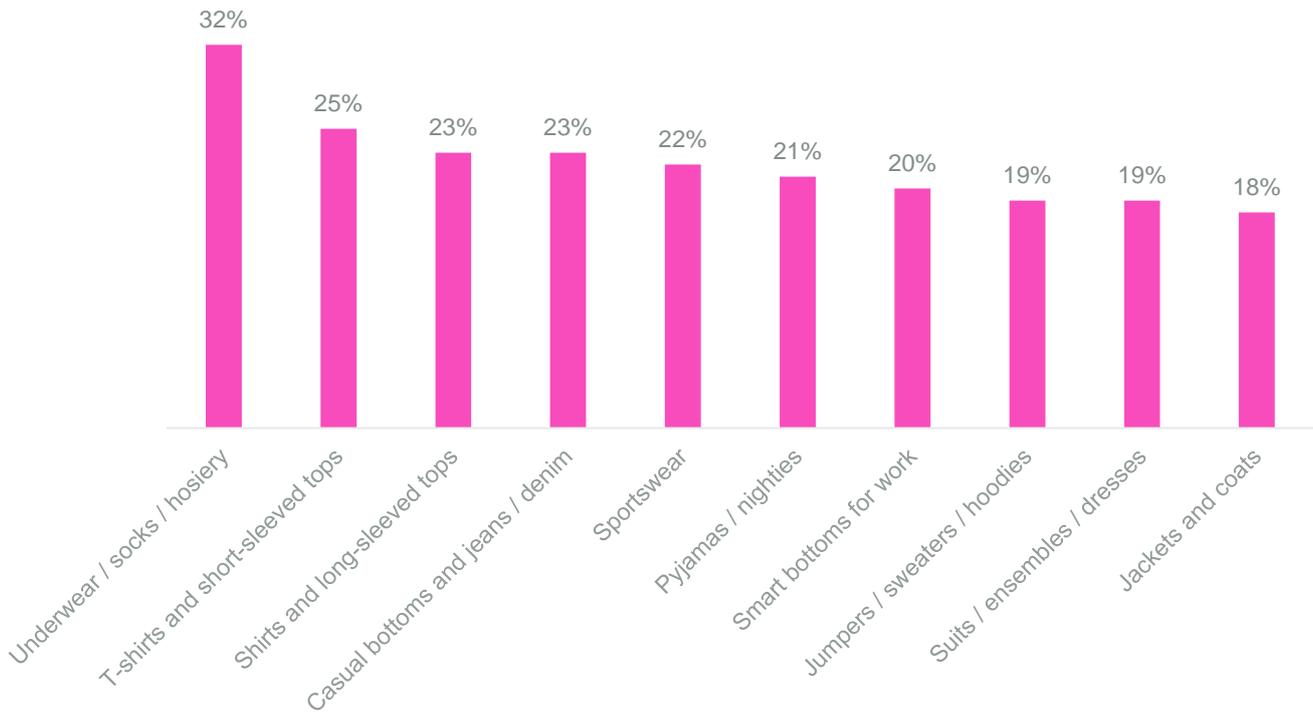
Clothing disposal and renewal

Underwear, socks and hosiery seen as most disposable items

A third (32%) of young people in London will stop using their most recently purchased pair of underwear or socks in the next 3 months, making this clothing item the most disposable. This is

compared to just 18% who say they will stop wearing their outdoor jackets in the next 3 months. Below is the full fallout:

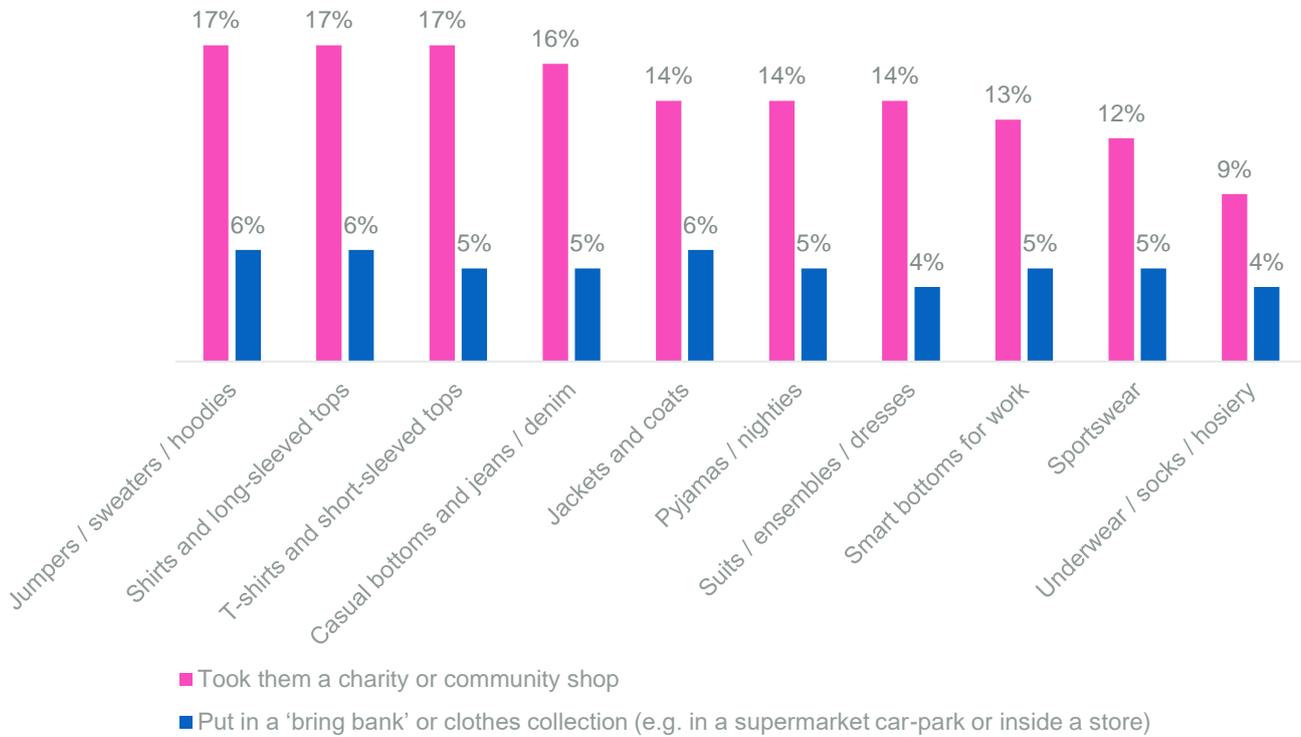
Items which will only be worn for another three months



Just 6% are using a bring bank to dispose of their shirts

Just 6% of young people are disposing of their old shirts and long-sleeved tops using a “bring bank” or clothes collection. Similarly, only 5% are using this for disposing of their sportswear and the same percentage (5%) for their pyjamas. These individuals are more commonly taking their items to charity or community shops. The full fall out is show below:

How have you passed on your clothes in the last 12 months?



Repairing and altering clothing

Young people are more confident replacing buttons than replacing a zip

Young people in London are more confident sewing a button on an item of clothing when considering altering or repairing their clothes compared to replacing a zip (54% compared to 20% respectively). Interestingly, replacing a zip is also a skill that these individuals are keen to learn, with 55% reporting they'd like to learn how to do this and just 25% saying they wouldn't be interested.

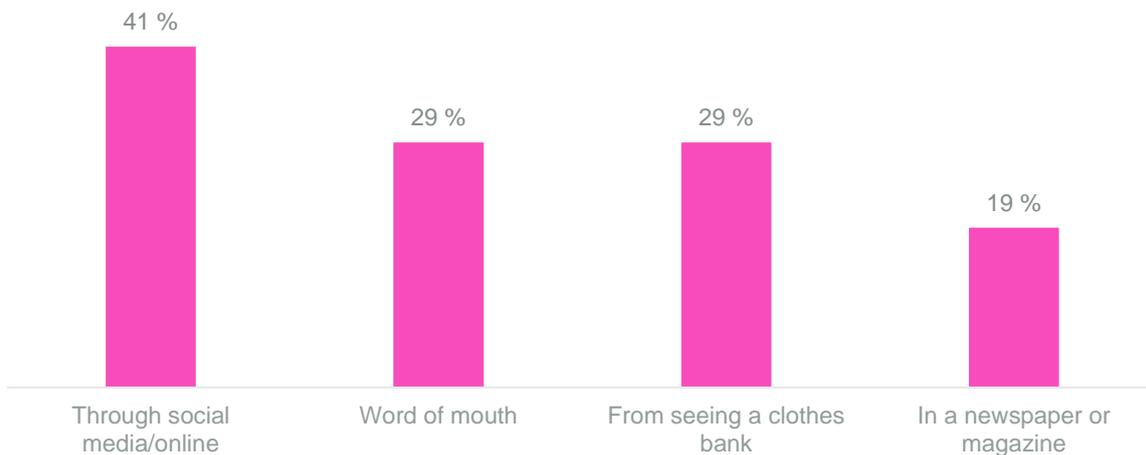
#LoveNotLandfill

A third of young people in London are aware of #LoveNotLandfill

A third (32%) of young people in London have heard of the #LoveNotLandfill campaign. The campaign resonated slightly more for those aged 19-21 with almost two fifths (37%) having heard of the campaign compared to 28% of 16-18 year olds.

These individuals were most likely to see this campaign on social media, with two fifths (41%) reporting this. The full fall out is show below.

Where did you hear about the #LoveNotLandfill campaign?



About Opinium

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