

Q1 Clothes in good condition:

- 28% rarely or never use charity shops
- Almost a third never sell their clothes on (32%), with over half rarely or never selling their clothes on (55% total)
- Over a third never use a clothes bank (36%), with well over half (57%) rarely or never using a clothes bank
- 72% never take them to a shop for a voucher, with 84% rarely or never doing this (I've never heard of this option which may explain high figure – not sure if it's significant)
- Almost a third (31%) at least sometimes put clothes in the general rubbish bin
- More than one in 10 either sometimes or often dispose of clothes in general waste section of tip (8.4% and 3.4% respectively). In general most don't use tip or any 'other' option

Q2 Damaged clothes:

- 70% rarely or never put them in a clothes bank
- More than one in five (20.5%) will at least sometimes throw them in general waste section of tip
- 40% always or often put them in general rubbish bin; when added to 'sometimes' this increases to 60% that do this

Q3 In the last year, how many items of clothing did you ...:

- More than a fifth (22%) have given 10 or more items to a charity shop
- 54% had put no items in a clothes bank, with 6% putting in more than 10
- Nearly half (47%) have thrown up to five items in general rubbish bin, with 7% disposing of 10 or more items in this way
- 70% have not thrown any clothes in specific area of local tip

Q4 Items allowed in clothes bank:

- DON'T know that you can put in:
 - Faded clothes: 40%
 - Pants: 55%
 - Fancy dress: 55%
 - Odd socks: 56%
 - Ripped/holey: 56%
 - Stained: 63%
 - Tights: 61%
 - Bras: 70%
 - Don't know at all 22%

Q5 Statements:

- 28% don't know what they can do personally to make a difference about the impact of fast fashion on the environment (females less aware than males: 30.5% vs 23.6%)
- 28% agree the fast fashion industry is damaging the environment
- 23% regularly wear second hand clothes (26% of women vs 19% of men)
- 21% regularly buy second hand clothes but the same percentage don't own any second hand clothes.
- 18% don't know where to take their clothes to be recycled
- 15% agree that fast fashion is damaging the environment AND have already started to change their habits
- 15% agree that fast fashion is damaging the environment BUT they love clothes too much to stop buying them (females much more so with 18% agreeing with this statement vs 9% of men)

- 9% overall are not concerned about the impact of fashion on the environment (11% of men vs 8% of women)

Q6 Actions taken to reduce impact on environment: *[clothes actions highlighted]*

- 65% using fewer carrier bags (69% of women but only 57% of men)
- 53% are recycling more
- 52% are using a reusable water bottle (56% of women but only 45% of men)
- 36% are buying fewer clothes
- 32% have stopped using plastic straws (34% of women vs 27% of men)
- 29% are buying items with less packaging (31% of women vs 25% of men)
- 22% are repairing their clothes more (26% of women vs 13% of men)
- 22% are recycling their clothes more (a quarter of women vs 16% of men)
- One in five are using a reusable coffee cup
- One in five are buying more second hand clothes (24% of women vs 12 % of men)
- 6% are doing none of these things (5% of women and 9% of men)