

YouGov Survey Results

Sample Size: 1765 adults in GB
Fieldwork: 13th - 14th September 2021



Weighted Sample
Unweighted Sample

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1765	602	438	159	655	699	858	907	192	736	425	411	1006	759	212	593	383	425	152
1765	627	457	166	744	707	750	1015	125	698	441	501	1052	713	192	617	370	421	165
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever bought any of your clothes second hand?

Yes	63	63	66	64	65	61	52	73	65	61	66	62	63	62	56	72	59	60	56
No	33	35	31	34	32	36	42	25	25	35	33	35	34	32	38	25	37	37	41
Not sure	4	2	3	2	3	3	5	2	10	4	1	2	2	6	6	3	5	3	3

Excluding your socks and underwear, what percentage of your clothes were bought second hand?

[Asked only to respondents who have bought second hand; n=1131]

1-10%	52	55	50	55	54	55	52	53	37	51	56	59	57	46	54	52	53	52	54
11-20%	16	17	15	17	14	17	19	15	24	17	15	14	15	18	20	18	17	12	15
21-30%	11	9	11	14	10	10	11	11	18	10	10	9	10	12	10	8	11	16	12
31-40%	5	5	7	2	5	3	5	4	9	5	5	2	4	5	4	5	4	5	6
41-50%	4	4	6	1	4	5	4	4	4	6	3	3	4	5	2	4	3	7	2
51-60%	2	1	3	2	3	1	1	3	1	2	2	3	2	3	3	2	3	2	4
61-70%	3	2	3	2	2	2	2	3	4	2	2	2	2	3	3	3	2	2	2
71-80%	3	3	4	6	4	3	3	3	3	3	3	3	3	4	3	4	3	2	3
81-90%	3	2	2	2	3	3	1	3	1	3	2	3	2	3	1	3	3	2	1
91-100%	1	2	0	0	0	1	1	1	0	0	1	1	1	1	0	2	0	0	1

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From where have you bought your clothes second hand? Please tick all that apply.

Online second hand clothes retailers (e.g. Depop, Vinted, Ebay)	37	36	43	27	40	33	30	42	45	47	35	19	38	36	34	37	40	35	45
Charity shops on the high street (e.g. Oxfam, Scope, Save the Children)	71	74	73	77	72	74	71	71	65	66	72	82	70	73	69	74	65	73	72
Charity shops online (e.g. Oxfam, British Heart Foundation)	14	16	13	11	13	17	13	15	10	14	19	12	13	17	11	13	18	15	13
High street retailers that sell second hand clothes (excluding charity shops)	8	8	9	8	8	5	10	6	20	8	5	5	9	6	10	8	4	9	7
Kilo sales	2	1	3	1	2	0	1	2	9	1	0	1	2	2	5	1	1	2	5
Flea market	8	8	8	9	8	10	9	7	1	7	12	7	6	9	6	9	5	7	6
Other [see Tab 1]	6	6	5	4	5	7	4	6	6	5	5	7	5	6	3	7	5	5	6
None of these	1	0	0	2	1	1	1	1	0	1	0	1	1	0	0	0	1	0	3
Not sure	2	1	1	2	1	1	3	1	2	2	2	1	1	2	4	2	1	2	1

Which, if any, of the following reasons explain why you have bought clothes second hand?

[Asked only to respondents who have bought second hand; n=1131]

Environmental reasons	27	20	35	33	36	16	24	28	47	27	25	18	29	23	37	25	24	25	34
Ethical reasons (e.g. concerns about labour practices)	14	10	20	26	19	8	12	16	28	16	10	10	18	10	24	13	13	13	18
To save money	67	65	69	68	68	64	64	69	70	70	65	63	66	69	61	70	70	61	73
Preferred style	22	21	26	17	23	21	23	22	21	27	21	16	22	22	31	18	23	24	20
In order to support charities	40	44	44	39	44	42	35	43	32	32	42	54	40	39	37	38	43	37	49
Other [see Tab 2]	5	7	5	3	5	7	5	5	3	4	6	6	6	5	4	4	6	5	7
None of these	3	3	2	4	3	3	5	2	1	4	3	3	4	2	3	3	2	5	1
Not sure	3	3	4	4	3	4	4	3	3	4	4	2	3	4	5	5	2	3	2