

# YouGov Survey Results

Fieldwork: 2nd - 3rd October 2019

Sample Size: 1642 GB Adults



Weighted Sample  
Unweighted Sample

Total	Gender		Age				Social		Is wardrobing legal?			Which is worse?		
	Male	Female	18-24	25-49	50-64	65+	ABC 1	C2DE	Against the law	Not against the law	Shoplifting	Wardrobing	Both equally bad	
1642	795	847	181	691	391	379	936	706	340	523	698	32	801	
1642	722	920	151	680	400	411	949	693	354	536	685	30	835	
	%	%	%	%	%	%	%	%	%	%	%	%	%	

"Wardrobing" is a term for buying an item with the intention of using it once and then returning it for a refund. Have you ever 'wardrobed' any of the following items?

## Clothes purchased in store

Yes, I have and will again	3	3	3	6	5	1	0	3	3	1	3	4	14	1
Yes, but I don't think I will do it again	4	3	4	8	4	2	2	4	3	3	4	6	4	2
No, but I want to	3	2	4	6	3	1	2	3	3	3	4	5	8	1
No, I haven't and never will	87	88	85	70	83	93	95	88	85	91	87	85	72	95
Prefer not to say	1	1	1	2	1	1	0	0	1	1	1	1	2	0
Don't know	3	3	3	7	4	1	0	1	5	1	0	1	0	1

## Clothes purchased online

Yes, I have and will again	3	3	3	8	4	1	0	2	4	1	3	3	7	1
Yes, but I don't think I will do it again	2	1	3	3	3	1	1	2	2	3	3	4	12	1
No, but I want to	4	3	4	8	5	1	2	3	4	3	5	5	20	2
No, I haven't and never will	88	89	87	71	84	95	96	90	84	91	87	86	60	96
Prefer not to say	1	1	1	2	1	1	0	0	1	1	1	1	0	0
Don't know	3	3	2	8	4	2	1	1	5	1	1	1	2	0

## Shoes

Yes, I have and will again	2	2	2	7	3	1	0	1	3	1	2	2	14	1
Yes, but I don't think I will do it again	1	1	1	2	2	0	0	1	1	2	1	1	7	1
No, but I want to	2	2	2	6	3	0	1	2	2	1	4	3	10	1
No, I haven't and never will	91	90	92	77	88	96	98	93	88	94	91	92	68	96
Prefer not to say	1	1	0	0	0	1	1	1	1	1	1	1	0	0
Don't know	3	4	3	8	4	2	0	2	5	1	1	1	0	0

## Jewellery

Yes, I have and will again	1	2	1	6	1	0	0	1	1	1	1	0	12	1
Yes, but I don't think I will do it again	1	1	1	2	1	0	0	1	1	1	1	1	9	0
No, but I want to	2	2	2	6	3	1	1	2	2	3	3	3	13	1
No, I haven't and never will	92	92	93	79	90	97	98	94	90	93	94	95	67	97
Prefer not to say	0	1	0	1	0	0	0	0	1	1	0	0	0	0
Don't know	3	3	3	7	5	2	1	2	5	1	1	1	0	1

## Technology and electronics

Yes, I have and will again	2	3	1	6	2	1	0	1	3	1	1	1	2	1
Yes, but I don't think I will do it again	1	1	1	1	2	1	0	1	1	1	1	1	7	0
No, but I want to	3	3	3	8	3	2	1	3	3	2	5	5	22	1
No, I haven't and never will	91	89	92	76	88	94	97	93	88	94	92	91	69	96
Prefer not to say	1	0	1	0	0	1	1	0	1	1	1	0	0	0
Don't know	3	3	3	9	4	1	0	1	5	1	1	1	0	1

## Tools or other hardware

Yes, I have and will again	2	4	1	5	3	2	1	1	4	1	2	2	10	1
Yes, but I don't think I will do it again	1	1	1	1	1	0	1	1	1	1	1	1	11	0
No, but I want to	2	2	2	4	3	0	1	3	1	3	3	4	5	1
No, I haven't and never will	90	88	92	75	88	95	96	93	87	93	92	91	73	96
Prefer not to say	1	0	1	1	1	0	0	0	1	1	0	0	0	0
Don't know	4	4	4	14	4	2	1	2	7	1	1	2	0	1

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<b>Weighted Sample</b>	<b>1642</b>	<b>795</b>	<b>847</b>	<b>181</b>	<b>691</b>	<b>391</b>	<b>379</b>	<b>936</b>	<b>706</b>	<b>340</b>	<b>523</b>	<b>698</b>	<b>32</b>	<b>801</b>
Unweighted Sample	1642	722	920	151	680	400	411	949	693	354	536	685	30	835
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Other items**

Yes, I have and will again	2	4	1	6	3	0	1	2	3	1	3	3	11	1
Yes, but I don't think I will do it again	1	1	2	3	2	1	0	2	1	2	2	2	12	1
No, but I want to	2	2	2	5	2	1	1	2	2	3	3	3	9	1
No, I haven't and never will	88	88	89	69	85	95	96	90	87	92	88	87	68	96
Prefer not to say	1	0	1	0	1	0	0	0	1	1	1	1	0	0
Don't know	5	5	5	16	6	2	1	4	7	1	4	4	0	1

**You previously told us you have 'wardrobed' at least one item. Can you tell us what your motivations for doing so were?**

*[Asked only to those who answered that they had 'wardrobed' an item; n=158]*

I changed my mind after using the item	6	4	8	0	5	13	11	6	6	6	1	7	0	7
I don't know	40	13	10	2	5	33	34	10	14	0	9	12	0	16
I only needed to use the item once	22	10	1	0	4	20	0	6	4	4	0	8	0	2
The item was too expensive to keep	16	0	0	0	0	0	0	0	0	0	0	0	0	0
The item was not what I expected / was faulty	11	49	32	72	33	22	41	40	40	57	39	26	75	52
Other	9	6	24	10	20	15	5	16	15	15	15	21	19	2
I wanted to sample the product	5	12	31	23	27	15	5	22	22	17	30	30	0	17
Not applicable	0	11	8	1	14	7	5	10	9	8	13	12	6	5

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

You previously told us you 'wardrobed' at least one item. How many times have you done this in the past twelve months?

0	45	35	53	29	49	54	40	47	41	46	38	55	0	36
1	16	17	16	4	20	16	24	18	14	7	18	20	19	10
2	2	1	3	4	3	0	0	2	2	2	6	1	10	3
3	2	2	2	6	2	0	0	2	2	2	4	1	6	2
5	0	1	0	0	1	0	0	1	0	0	1	0	0	0
6	1	2	0	5	0	0	0	0	2	7	0	0	0	4
10	1	2	0	0	1	0	0	0	2	0	0	1	0	0
20	1	0	1	0	1	0	0	1	0	0	2	1	0	0
Don't know	32	39	25	52	24	30	36	28	36	36	33	20	65	44

As far as you are aware, is wardrobing against the law?

It is against the law	21	16	25	11	24	24	17	20	22	100	0	17	35	26
It is not against the law	32	33	31	41	30	27	36	34	29	0	100	41	35	27
Don't know	47	51	45	48	46	50	47	46	50	0	0	42	30	47

Which, in your opinion, do you think is worse?

Shoplifting	43	44	41	57	51	37	26	44	41	34	55	100	0	0
Wardrobing	2	2	2	4	2	2	1	2	2	3	2	0	100	0
They are both equally bad	49	46	52	25	39	58	70	49	48	61	41	0	0	100
Don't know	7	8	5	14	9	4	3	5	9	1	2	0	0	0