

YouGov/M&S Survey Results

Sample Size: 2229

Fieldwork: 16th - 18th April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

The next set of questions are about the items of clothing that you own...

When answering these questions please think about items of clothing that include shirts, t-shirts, trousers, jeans, skirts, dresses etc. do NOT include, underwear, socks, scarfs and gloves etc.

Generally, approximately how long do you keep your clothes for before you throw them away (i.e.throw them in the bin, give them to charity, pass them on to family or friends etc.)? (Please tick the option that BEST applies)

	Unweighted Base	2229	1092	1137	265	421	319	400	824	1307	922	486	308	187	425	479	82	212	50
	Base: All UK adults	2229	1072	1157	267	393	328	447	794	1226	1003	533	357	207	276	495	109	189	62
Up to 6 months	0%	0%	1%	1%	1%	1%	0%	-	0%	1%	-	1%	-	1%	1%	1%	1%	1%	-
More than 6 months up to 1 year	3%	4%	3%	4%	4%	4%	4%	2%	3%	4%	4%	4%	-	2%	2%	2%	1%	9%	9%
More than 1 year up to 2 years	10%	11%	8%	10%	14%	11%	10%	7%	8%	11%	12%	10%	4%	11%	8%	5%	10%	11%	
More than 2 years up to 3 years	14%	14%	13%	18%	14%	13%	15%	12%	13%	14%	16%	9%	15%	14%	13%	19%	18%	10%	
More than 3 years up to 4 years	12%	11%	12%	13%	13%	12%	9%	12%	12%	12%	13%	11%	13%	14%	11%	9%	8%	6%	
More than 4 years up to 5 years	15%	14%	15%	13%	15%	16%	14%	15%	16%	13%	13%	14%	18%	14%	17%	15%	12%	16%	
More than 5 years up to 10 years	22%	22%	23%	19%	22%	24%	21%	23%	25%	19%	20%	24%	25%	22%	25%	21%	18%	16%	
More than 10 years up to 15 years	7%	6%	8%	3%	5%	4%	9%	9%	8%	5%	5%	6%	6%	6%	8%	14%	5%	12%	
More than 15 years up to 20 years	3%	2%	4%	0%	0%	1%	4%	5%	3%	3%	3%	5%	5%	2%	1%	3%	3%	6%	
More than 20 years	2%	2%	2%	1%	1%	1%	3%	3%	3%	2%	2%	3%	1%	4%	3%	-	1%	-	
Don't know	8%	10%	7%	11%	7%	6%	8%	10%	6%	11%	8%	10%	12%	6%	9%	5%	11%	4%	
Not applicable - I have never thrown my clothes away	4%	4%	4%	5%	5%	6%	3%	3%	3%	5%	4%	4%	2%	5%	4%	9%	3%	8%	

Sample Size: 2229
Fieldwork: 16th - 18th April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any, of the following are reasons that best describe why you would throw away an item of clothing? (Please tick all that apply)

	Unweighted Base	2229	1092	1137	265	421	319	400	824	1307	922	486	308	187	425	479	82	212	50
	Base: All UK adults	2229	1072	1157	267	393	328	447	794	1226	1003	533	357	207	276	495	109	189	62
If it's more than a couple of seasons old		4%	4%	4%	7%	3%	4%	3%	3%	3%	4%	3%	4%	2%	5%	3%	7%	5%	3%
If it's now become unfashionable		20%	15%	24%	24%	18%	25%	20%	17%	22%	17%	20%	20%	14%	22%	21%	15%	24%	15%
If I'm bored of wearing it		22%	20%	25%	30%	24%	23%	23%	18%	23%	22%	22%	22%	16%	25%	25%	19%	21%	24%
If it no longer fits me		70%	69%	71%	75%	63%	68%	72%	72%	71%	69%	72%	70%	68%	73%	70%	64%	70%	72%
If I've seen someone else I know or a friend wearing it		1%	2%	0%	2%	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	2%	1%	3%
If it's damaged		71%	75%	67%	71%	74%	75%	72%	66%	69%	72%	71%	66%	74%	73%	71%	70%	72%	76%
If I only bought it for a one off occasion (e.g. birthday, wedding, night out etc.)		4%	2%	6%	3%	4%	3%	3%	5%	5%	3%	5%	4%	3%	4%	3%	3%	4%	-
If it reminds me of an ex-partner		2%	2%	2%	4%	4%	2%	3%	1%	2%	2%	1%	3%	2%	3%	2%	2%	3%	2%
If I bought it in a sale on impulse		10%	5%	15%	11%	9%	8%	10%	12%	11%	9%	10%	9%	6%	10%	11%	15%	11%	12%
Other		5%	4%	5%	4%	4%	4%	6%	5%	5%	5%	4%	4%	7%	4%	6%	2%	6%	3%
Don't know		2%	3%	2%	4%	3%	2%	2%	2%	1%	3%	1%	3%	3%	2%	3%	1%	2%	1%
Not applicable - I would never throw away an item of clothing		4%	3%	4%	2%	4%	5%	3%	4%	4%	3%	2%	6%	2%	4%	3%	7%	5%	-

Approximately how many items of clothing, if any, have you thrown away (i.e. not recycled, or given away) in the last year (i.e. since April 2011)? (Please give your BEST estimate)

	Unweighted Base	1956	940	1016	222	372	281	359	722	1190	766	425	265	164	385	417	72	185	43
	Base: All UK adults who have ever thrown their clothes away	1951	922	1029	223	348	287	398	695	1114	837	469	309	179	248	435	95	162	55
None - I haven't thrown any of my clothes in the bin in the last year (i.e. since April 2011)		26%	21%	30%	23%	21%	21%	26%	30%	25%	27%	24%	25%	35%	24%	23%	25%	29%	32%
1 to 5 items		35%	35%	34%	34%	35%	41%	33%	33%	36%	33%	34%	35%	28%	35%	40%	36%	31%	28%
6 to 10 items		18%	22%	15%	20%	18%	20%	15%	19%	19%	18%	19%	17%	14%	19%	19%	26%	17%	19%
11 to 20 items		9%	9%	9%	10%	9%	5%	11%	8%	8%	10%	8%	10%	12%	10%	6%	8%	7%	18%
21 to 30 items		5%	5%	4%	3%	8%	5%	4%	4%	5%	4%	4%	5%	5%	6%	5%	3%	5%	3%
31 to 50 items		2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%	-
51 to 75 items		1%	1%	2%	3%	1%	0%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	-
76 to 100 items		0%	0%	1%	1%	0%	-	0%	1%	0%	1%	1%	1%	0%	0%	0%	-	-	-
More than 100 items		1%	0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	1%	2%	0%	0%	-	0%	-
Don't know		3%	4%	2%	4%	5%	4%	4%	2%	3%	4%	5%	3%	2%	3%	3%	-	7%	1%

Sample Size: 2229
Fieldwork: 16th - 18th April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Have you EVER worn an item of clothing just ONCE before you threw it away?

Unweighted Base	1956	940	1016	222	372	281	359	722	1190	766	425	265	164	385	417	72	185	43
Base: All UK adults who have ever thrown their clothes away	1951	922	1029	223	348	287	398	695	1114	837	469	309	179	248	435	95	162	55
Yes, I have	16%	14%	18%	18%	14%	20%	15%	15%	15%	17%	16%	17%	15%	18%	14%	8%	21%	19%
No, I haven't	76%	78%	74%	73%	76%	71%	76%	78%	77%	74%	76%	75%	78%	71%	77%	87%	73%	70%
Can't recall	8%	8%	8%	9%	10%	8%	9%	7%	8%	9%	8%	8%	7%	11%	9%	5%	6%	11%

Approximately how much do you think the item of clothing that you wore only once then threw away originally cost? (Please give your BEST estimate. If you have thrown away more than one item of clothing that you have only ever worn once, please think about the most recent item of clothing that you have thrown away)

Unweighted Base	314	126	188	41	51	50	60	112	191	123	68	45	24	70	53	5	39	10
Base: All UK adults who have EVER worn an item of clothing just ONCE before they threw it away	311	129	182	41	49	59	59	102	171	140	74	53	27	44	61	7	34	11
Up to £20	44%	38%	49%	42%	48%	44%	44%	43%	39%	50%	34%	49%	58%	42%	47%	70%	34%	64%
£21 to £30	27%	27%	27%	19%	25%	16%	36%	32%	29%	24%	46%	20%	20%	21%	15%	15%	38%	16%
£31 to £40	12%	15%	10%	14%	11%	24%	7%	7%	14%	10%	10%	12%	10%	8%	21%	-	5%	20%
£41 to £50	5%	7%	4%	8%	9%	5%	2%	4%	5%	5%	2%	12%	2%	5%	5%	15%	4%	-
£51 to £70	5%	6%	5%	11%	4%	7%	5%	3%	4%	8%	4%	3%	7%	7%	6%	-	9%	-
£71 to £100	2%	3%	1%	-	2%	1%	4%	3%	3%	1%	1%	1%	-	8%	3%	-	-	-
£101 to £150	1%	1%	1%	2%	-	-	-	1%	1%	1%	-	-	-	2%	-	-	3%	-
£151 to £200	0%	1%	-	-	-	-	-	1%	1%	-	-	2%	-	-	-	-	-	-
£201 to £250	0%	0%	-	-	-	-	1%	-	0%	-	-	-	-	1%	-	-	-	-
More than £250	0%	0%	0%	-	1%	-	-	1%	0%	0%	-	-	-	2%	-	-	-	-
Don't know	3%	3%	3%	4%	-	4%	-	6%	4%	2%	3%	2%	2%	4%	3%	-	7%	-

Sample Size: 2229
Fieldwork: 16th - 18th April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Approximately how many **items** have you thrown away in the last year (i.e. since April 2011) that you have only ever worn once?

Unweighted Base	314	126	188	41	51	50	60	112	191	123	68	45	24	70	53	5	39	10
Base: All UK adults who have EVER worn an item of clothing just ONCE before they threw it away	311	129	182	41	49	59	59	102	171	140	74	53	27	44	61	7	34	11
1 item	24%	25%	23%	20%	26%	22%	25%	24%	29%	17%	24%	24%	41%	34%	16%	-	19%	20%
2 items	17%	14%	20%	24%	12%	19%	18%	17%	16%	19%	13%	21%	9%	16%	23%	34%	18%	8%
3 items	10%	8%	12%	11%	12%	13%	6%	11%	9%	12%	17%	10%	-	-	14%	-	13%	10%
4 items	3%	5%	2%	2%	6%	8%	-	2%	2%	4%	3%	5%	8%	2%	3%	-	-	-
5 items	6%	6%	6%	1%	6%	2%	7%	9%	6%	5%	9%	4%	3%	4%	6%	-	4%	15%
6 items	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	-	-	4%	-	-	2%	-
7 items	1%	2%	1%	-	-	5%	2%	-	1%	2%	4%	-	-	-	2%	-	-	-
8 items	1%	1%	1%	-	-	-	6%	-	2%	-	3%	-	-	-	-	-	-	11%
9 items	0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	1%	-	-	-	-
10 items	2%	3%	1%	2%	3%	-	2%	1%	0%	3%	1%	-	-	-	1%	15%	7%	-
More than 10 items	2%	3%	2%	2%	3%	1%	4%	2%	1%	4%	1%	1%	6%	2%	2%	-	5%	-
Don't know/ can't recall	11%	11%	12%	17%	17%	7%	9%	11%	11%	12%	9%	16%	10%	12%	10%	27%	13%	-
Not applicable - I haven't thrown away any items of clothing that I have only worn once in the last year	21%	20%	21%	19%	13%	22%	19%	25%	21%	20%	14%	19%	23%	26%	22%	25%	20%	37%

Approximately what is the total value of all the clothes that you have thrown away in the last year (i.e. since April 2011)? (Please give your BEST estimate)

Unweighted Base	207	86	121	25	34	31	41	76	126	81	51	28	14	45	35	2	25	7
Base: All UK adults who have thrown an item of clothing just ONCE before throwing it away in the last year	211	88	123	26	34	42	43	66	116	94	56	35	18	27	41	4	23	7
Up to £50	39%	33%	44%	29%	41%	32%	46%	43%	41%	38%	39%	48%	47%	39%	35%	69%	32%	13%
£51 to £100	17%	19%	15%	26%	20%	19%	6%	17%	14%	20%	16%	17%	20%	9%	25%	31%	8%	17%
£101 to £250	28%	33%	25%	20%	27%	31%	38%	24%	29%	28%	35%	23%	27%	17%	25%	-	35%	55%
£251 to £500	7%	8%	6%	13%	6%	7%	5%	6%	6%	8%	4%	6%	-	16%	8%	-	10%	-
£501 to £750	2%	3%	1%	3%	-	6%	-	2%	2%	3%	1%	5%	-	4%	-	-	4%	-
£751 to £1,000	1%	1%	2%	3%	2%	-	2%	1%	2%	1%	-	-	6%	5%	2%	-	-	-
More than £1,000	1%	1%	2%	-	2%	3%	-	1%	2%	-	2%	-	-	2%	3%	-	-	-
Don't know	4%	1%	5%	6%	2%	3%	2%	5%	5%	2%	3%	-	-	8%	1%	-	11%	15%

Sample Size: 2229
Fieldwork: 16th - 18th April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question please do NOT include underwear, socks, scarfs and gloves etc. but think about items such as shirts, t-shirts, trousers, jeans, skirts, dresses etc...

Approximately how many items of clothing do you own? (Please give your BEST estimate)

	2229	1092	1137	265	421	319	400	824	1307	922	486	308	187	425	479	82	212	50
Unweighted Base	2229	1092	1137	265	421	319	400	824	1307	922	486	308	187	425	479	82	212	50
Base: All UK adults	2229	1072	1157	267	393	328	447	794	1226	1003	533	357	207	276	495	109	189	62
Less than 20	4%	4%	4%	6%	5%	3%	5%	4%	3%	6%	3%	6%	4%	3%	5%	6%	4%	7%
21 to 50	31%	38%	26%	32%	29%	32%	30%	33%	29%	34%	31%	34%	32%	31%	32%	35%	30%	23%
51 to 75	24%	24%	24%	21%	26%	25%	21%	24%	24%	23%	25%	21%	24%	22%	25%	20%	23%	27%
76 to 100	16%	13%	18%	15%	16%	14%	18%	15%	16%	15%	16%	14%	16%	16%	17%	13%	14%	18%
101 to 250	12%	10%	14%	13%	11%	13%	13%	12%	14%	10%	11%	11%	12%	13%	13%	10%	14%	16%
251 to 500	3%	2%	4%	4%	3%	2%	3%	4%	4%	2%	5%	4%	2%	3%	1%	2%	4%	3%
Over 500	1%	0%	1%	0%	0%	0%	1%	1%	1%	0%	1%	2%	-	1%	0%	-	0%	-
Don't know	9%	9%	9%	9%	10%	11%	8%	8%	8%	10%	8%	8%	10%	12%	7%	16%	11%	7%

Which, if any, of the following are reasons why you keep clothes that you no longer wear? (Please tick all that apply. If you never keep clothes that you no longer wear, please tick the 'Not applicable' option)

	2229	1092	1137	265	421	319	400	824	1307	922	486	308	187	425	479	82	212	50
Unweighted Base	2229	1092	1137	265	421	319	400	824	1307	922	486	308	187	425	479	82	212	50
Base: All UK adults	2229	1072	1157	267	393	328	447	794	1226	1003	533	357	207	276	495	109	189	62
They remind me of any ex-partner (i.e. girlfriend, boyfriend, husband or wife)	1%	2%	1%	3%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%
They were given to me as a gift or present	17%	17%	18%	25%	20%	17%	14%	15%	17%	18%	18%	21%	14%	19%	14%	22%	17%	23%
They remind me of my childhood	6%	6%	5%	16%	10%	5%	3%	2%	5%	6%	5%	6%	6%	8%	4%	6%	6%	4%
I think they will come back into fashion one day	12%	5%	18%	14%	9%	11%	13%	11%	14%	9%	12%	14%	12%	13%	10%	9%	8%	12%
I might wear it again someday	70%	62%	76%	66%	68%	71%	73%	69%	74%	64%	70%	69%	72%	69%	69%	75%	64%	71%
I am not very good at throwing away old clothing	39%	40%	38%	39%	39%	32%	43%	39%	41%	36%	35%	43%	42%	40%	37%	51%	34%	37%
Other	5%	5%	6%	4%	6%	5%	7%	5%	6%	5%	5%	4%	4%	6%	6%	3%	9%	7%
Don't know	6%	7%	5%	7%	5%	7%	6%	5%	4%	8%	5%	6%	7%	7%	6%	5%	6%	4%
Not applicable - I never keep clothes that I don't wear	10%	14%	7%	9%	9%	12%	9%	11%	9%	12%	11%	8%	10%	9%	11%	6%	14%	11%