Study into consumer second-hand shopping behaviour to identify the re-use displacement affect

WRAP's vision is a world without waste, where resources are used sustainably.

We work with businesses, individuals and communities to help them reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way.

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Glossary

Great Britain
Comprises the devolved administrations of England, Scotland, and Wales.

Channel
The route by which people purchase second-hand items.

Charity venue
A retail premise selling second-hand items to the general population to support charitable or social causes. This includes "not for profit" and social enterprises.

EEE
Electrical and electronic equipment products covered by categories: large household appliances, small household appliances, IT and telecommunications equipment, consumer equipment, lighting equipment, tools, toys, leisure and sports equipment, medical devices, monitoring and control instruments, automatic dispensers, display equipment, cooling appliances and gas discharge lamps.

Furniture
Products covered by categories: large hard furniture, small hard furniture, garden/outdoor, fixtures and fittings (permanent) and soft furniture.

HWRC
Household Waste Recycling Centre.

Local venue
A retail premise (charity or private sector) that is specific to a geographical area and may have multiple outlets within the defined geographical area.

Nation
A region of Britain: England, Scotland or Wales.

National venue
A retail premise (charity or private sector) that has an identity and presence throughout Britain, including franchises.

Occupational segmentation
The six traditional 'social grades' based on occupation used for classifying respondents to surveys as follows:
- **A** Higher managerial. administrative and professional
- **B** Intermediate managerial, administrative and professional
- **C1** Supervisory or clerical and junior managerial, administrative and professional
- **C2** Skilled manual
- **D** Semi-skilled and unskilled manual
- **E** Casual labourers, state pensioners, the unemployed

Omnibus
An omnibus survey is a method of quantitative marketing research where data on a wide variety of subjects is collected during the same interview for a wide range of clients.

Priority material stream
The key product categories used by WRAP: textiles, EEE and furniture.

Private sector venue
A retail premise selling second-hand items to the general population on a profit basis that does not have charitable aims.

Regions of England	Geographically defined areas of England used in the study: East of England, East Midlands, London, North East, North West, South East, South West, West Midlands and Yorkshire & The Humber.
Regions of Scotland	Geographically defined areas of Scotland used in the study: Clyde, East Scotland, Forth, Highlands & Islands, Mid Scotland and South Scotland.
Regions of Wales	Geographically defined areas of Wales used in the study: Mid Wales, North Wales, South East Wales and South West Wales. South Wales Valleys as a subset of South East Wales was included for the study.
Re-use	A range of actions including direct re-use, repair, refurbishment, reupholster, lease, hire, swap and borrow of items that have been previously used.
Re-use displacement	The quantity of second-hand purchases that have displaced what would otherwise have been a purchase of a new item.
Second-hand	Items which are available for use as their original intended function.
Textiles	Products covered by categories: clothing, household textiles/linen, footwear and accessories, carpets and rugs, leisure textiles, mattresses and soft furnishings.

Figures

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Executive Summary

WRAP commissioned the "Study into consumer second-hand shopping behaviour to identify the re-use displacement effect" to identify the re-use displacement values for priority material streams which are; textiles, electrical and electronic equipment (EEE) and furniture. This executive summary provides a synopsis of the key findings in relation to re-use displacement values for Britain. Re-use displacement in this study is defined as "*the quantity of second-hand purchases that have replaced what would otherwise have been a purchase of a new item*".

The study included a survey of over 3100 consumer shoppers at a range of different second-hand sale venues. 1791 interviews were in England, 713 were in Scotland and 682 were in Wales. Interviews were completed within, or just outside 566 different venues. Of the total venues 412 were charity shops, 150 were private second-hand shops, and four were at car boot sales and household waste recycling centres (HWRC). Overall, 4359 second-hand items were purchased (2525 in England, 893 in Scotland and 941 in Wales).

In addition to determining re-use displacement values for a range of products, data was also obtained in relation to second-hand item purchasing behaviours, including information on venue choices and awareness and use of product labels, standards and warranties.

Although some variation in results is noted across nations and products, the differences are generally within the 95% confidence level and as such the average re-use displacement value for Britain covering all items is 27%. However, the differences between the re-use displacement values for the regions of England and Scotland are statistically significant and are presented in Table 1. In England the highest value of 41.1% is for London compared to 20.9% for the South West of England. Scotland has the highest regional displacement value of 47.5% for the Highlands and Islands and the lowest of 9.5% for Forth. Scotland also has the largest differences between the re-use displacement values for each priority material stream for the regions including a 52.7% difference for EEE items between Forth and the Highlands and Islands. There are no significant regional differences for Wales.

Region	Number of interviews	Average re-use displacement value			
		Overall	Textiles	EEE	Furniture
England					
London	274	41.1%	34.4%	51.8%	44.6%
North East	46	32.7%	*	*	*
North West	205	31.5%	30.9%	39.1%	25.2%
Yorkshire and Humber	181	28.7%	37.3%	18.5%	24.5%
West Midlands	159	26.2%	23.7%	36.3%	21.7%
South East	340	22.3%	29.4%	29.3%	17.3%
East of England	213	21.6%	21.3%	22.0%	17.1%
East Midlands	120	21.3%	24.2%	20.7%	21.0%
South West	253	20.9%	27.2%	17.1%	27.0%
Scotland					
Highlands and Islands	99	47.5%	52.2%	58.3%	40.4%
Clyde	142	43.3%	35.0%	47.2%	39.8%
Mid Scotland	102	39.9%	33.8%	32.4%	48.5%
East Scotland	119	31.9%	42.6%	31.3%	25.0%
South Scotland	84	12.6%	16.7%	12.5%	19.1%
Forth	167	9.5%	11.1%	5.6%	8.3%

* Sample size too small to determine values

Table 1: Average re-use displacement values for Regions of England and Scotland

A comparison of re-use displacement values for priority material streams, material subcategories and key reasons for purchase for each of the nations was carried out. Generally, Scotland returned the highest average re-use displacement values and Wales the lowest. These differences between nations are not, however, significant at the 95% confidence level.

Age, gender, reason for purchase and type of item purchased show an influence on the average re-use displacement values, however the variations are limited and generally fall within a 95% confidence limit for the parameter.

There is little difference in the average re-use displacement value for women and men and although average re-use displacement values are generally lowest for the youngest and the oldest age bands compared to other age groups, the differences are not statistically significant.

Furthermore, the survey also indicated that re-use displacement values increase with household income, increasing from 23.5% for households with incomes of less than £15,000 to 36.5% for households with incomes of above £40,001. These results are at the boundaries of statistical significance. In comparison it is noted that the average re-use displacement value does not vary significantly by occupational segmentation.

1.0   Context

Much research has been undertaken on quantifying the scale of use and disposal of a range of materials, and trends in recycling have been determined and monitored for many years. It is now recognised by policy makers that, as recycling is becoming a social norm, the timing is appropriate to take action to move behaviours towards waste reduction and re-use and to measure the impacts of this shift.

It is well recognised that significant volumes of materials that could be directly re-used are entering the waste stream. Although re-use is generally relatively low compared to recycling, recovery and disposal in the UK, increasingly greater focus is being placed on improving re-use rates. Despite this however, there is a lack of clarity on the reasons why items for re-use are purchased, particularly in relation to the general public. This uncertainty affects assumptions used to determine the impact of re-use, specifically in relation to displacement, i.e. the quantity of second-hand purchases that have displaced what would otherwise have been a purchase of a new item.

The best available evidence prior to this study (a master's thesis at the Technical University of Denmark, Published in July 2008[1]) gave an average displacement figure of 60% for clothes. 236 people self-completed a survey questionnaire available in 15 venues in Sweden and Estonia. The survey of consumers concluded that the purchase of 100 second-hand garments would save:

- 60 new garments if the re-use takes place in Sweden
- 75 new garments if the re-use takes place in Estonia or in Lithuania
- 85 new garments if the re-use takes place in Africa

The questionnaire used for this thesis is included in Appendix 1.

 WRAP commissioned this work to undertake a similar exercise to identify specific, statistically robust average re-use displacement values for Britain. It also identifies displacement variations e.g. product categories, consumer type etc. for different material streams and behaviours in relation to re-use.

The work was carried out by RMG:Clarity with The Environment and Sustainability Partnership Ltd (EandSP).

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[1] http://www.uffnorge.org/files/Laura%20Farrant-environmental%20benefits%20from%20reusing%20clothes.pdf

2.0   Aims and Objectives

The primary aim of the research was to identify specific, statistically robust re-use displacement figures for second-hand purchases of a range of products within the three priority material streams.

The objective of the work was to complete a survey of 3000 consumer shoppers across England, Scotland and Wales from a variety of second hand venues at the place of sale to inform WRAP and its funders about consumer re-use purchasing behaviours in relation to priority materials: textiles, EEE (electrical and electronic equipment) and furniture.
The re-use displacement figures will feed into a number of models used to identify the impact of re-using items.

3.0   Assumptions and limitations

3.1   Scope of re-use

The term re-use can be applied to a range of actions including direct re-use, repair, refurbishment, reupholster, lease, hire, swap and borrow. The scope of the definition of re-use had the potential to impact upon the nature of outlets to be included in the survey. Therefore, it was agreed that the definition of re-use outlets for the purpose of the study was:

"outlets where individuals can purchase second-hand items, including those items that may have been repaired, refurbished or reupholstered by a third party. Second-hand refers to items that are available for use as their original intended function"

3.2   Scope of material streams

The priority material streams of textiles, EEE and furniture is far reaching in the range of products that can be included. It was agreed that the sub categories for the material streams to be used for the study were as shown in Appendix 2.

3.3   Statistical significance and interpretation of results

Within the study the variation of the re-use displacement value with a wide range of parameters, including age of respondent, priority material stream, reason for purchase, have been investigated. The variations found are generally within the 95% confidence levels and there is therefore generally no statistically significant variation in the re-use displacement value with these parameters.

However, the data has been presented in this report for interest, and where there are statistically significant variations these are highlighted in the text.

When using the data presented in this report, account is to be taken of Confidence intervals and the significance test results given in Appendix 6. Confidence intervals were calculated for the re-use displacement value returned for each nation, based on the total number of interviews undertaken in each nation.

The confidence interval is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 1.74 at a 95% confidence level and 50% of your sample picks an answer you can be 95% "sure" that if you had asked the question of the entire relevant population between 48.26% (50 – 1.74) and 51.74% (50 + 1.74) would have picked that answer.

The confidence intervals for this study at a 95% confidence level as applied to the average re-use displacement values for each nation are:

- Britain   1.74
- England   2.32
- Wales   3.75
- Scotland   3.67

The significance test results given in Appendix 6 indicate whether there is a statistically significant association between two parameters. Values of less than 0.05 indicate there is a statistical relationship between the two parameters.

4.0   Methodology

The key stages of work were:
- Development of the survey questionnaire
- Selection and engagement of venues
- Face to face interviews
- Integrating online survey information
- Data collation and analysis

A summary of the approach adopted for each key stage is provided in the following sections.

4.1   Development of questionnaire

The questionnaire was designed so the length of the interview took no longer than ten minutes to complete per respondent. The 10 minute limit was determined to reduce respondent fatigue and maximise the number of completed questions. As there was the potential for consumers to purchase multiple items in each of the priority material streams from a single venue, the questionnaire was also designed to take account of all material streams, material sub categories and multiple purchases.

The questionnaire incorporated comments from WRAP and its funders.

The questionnaire was piloted at three charity shop venues in Bristol in early February 2012. A total of 36 responses were collected resulting in a number of changes being made to the questionnaire prior to roll out in the main survey. The questionnaire as used for the main survey is included in Appendix 3.

A total of 3186 surveys were completed.

4.2   Selection and engagement of venues

The interviewing plan was based on interviews being carried out by pairs of interviewers in 125 locations covering at least 400 different venues across England, Scotland and Wales.

The original scope of the work was to equally distribute the 3000 interviews across England, Scotland and Wales. Information from a range of data sources including Office of National Statistics (ONS), Inter-Departmental Business Register (IDBR) and independent data suppliers indicated that at least 88% of second-hand venues are in England, 7% in Scotland and 5% in Wales, concluding that an equal split of interviews between nations would likely be unrepresentative of Britain. However, it was recognised that there needed to be sufficiently large numbers of interviews in Scotland and Wales to ensure the analysis would incorporate sufficiently large number of data to be meaningful. Therefore, it was agreed that 660 (22%) interviews would be in Scotland and 660 (22%) interviews in Wales with 1680 (56%) interviews in England.

The actual survey results were:
- 1791 interviews in England
- 713 interviews in Scotland
- 682 interviews in Wales

There are a wide range of different types of venue where consumers can purchase second-hand items. Venues include:

1. Charity and second-hand shops
2. Social enterprise/ not for profit outlets (including recyclers and Furniture Re-use Network (FRN) members)
3. Private sector retailers providing new and second-hand items (including antiques)
4. Car boots, markets and antique/ collectable/specialist fairs
5. Internet (on line)
6. Newspapers, magazines and free ads publications
7. Private notices in existing venues (post office windows, shop notice boards)
8. Fetes and fairs (school, church, community)
9. HWRC (household waste recycling centre) re-use stores

It was agreed that the focus of this study would be on venue types 1, 2 and 3. Car boot sites and HWRC re-use sites were also included, though sample sizes were smaller.

It was agreed that there needed to be a representative split between charity shop /social enterprise venues and private sector organisations and those organisations with a national presence and local organisation. Figure 1 provides an overview of the nature of venues and number of interviews carried out in the survey.

Type of store visited	Number of venues	Number of interviews
Charity - National*	259	1387
Charity - Local	153	868
Private - National	58	380
Private - Local	92	471
Car boot sale	2	32
HWRC	2	48
Total	**566**	**3186**

Figure 1 Split of venues by type of venue and number of interviews

National in this context means having a national brand presence but may be operated on a franchise model

4.2.2 Venue identification

A range of data sources were used to identify venues, including:
- The Furniture Re-use Network (FRN) website
- Two data suppliers (ReactivMedia, Sample Answers – count data only)
- Yell.com
- 192.com
- Charity Retail Association (CRA)
- National organisation websites, such as Cash Generator and Cash Converters

Contact details for businesses classified under the following 2007 SIC codes were obtained:

- 47.79/1 – Retail sale of antiques including antique books, in stores
- 47.79/9 – Retail sale of second-hand goods (other than antiques and antique books) in stores.

The on line telephone directories were used to identify additional private sector second-hand retailers of electrical and electronic items and furniture. 10,650 venues were identified of which contact details were available for 2,675.

4.2.3 Venue engagement

The intention in holding the face to face interviews was to carry out the majority of interviews on the premises of each venue. Existing relationships between WRAP and the CRA and FRN were built upon to engage the organisations in support of the study. The CRA included news items in their newsletter to inform their members of the importance of the study.

Through discussions with the chief executive of the FRN permission was obtained to contact their members to engage in the study.

Head offices of 33 charities that had more than 10 stores on our sample frame were contacted to ask for permission to interview in a number of stores. Support was obtained from the British Heart Foundation, DebRA, Dove House Hospice, Emmaus, ExtraCare, Marie Curie, RSPCA, St Vincent de Paul Society, St David's Foundation Hospice Care and the Air Ambulance Service. In total this covered 432 stores, although interviews were not carried out at every one of these stores.

Key private sector organisations that have a national presence were approached to provide permission. However, the organisations operate a franchise model and within the timescale required to obtain permission, overarching support could not be obtained.

Therefore, for the sample frame of 2,675 venues with contact details, a telephone interview script was developed (see Appendix 4) and venues called to encourage engagement in the survey.

144 venues agreed to have interviews carried out in store.

4.3 Face to face interviews

The aim was to carry out all interviews face to face in a venue, with permission from the venue manager or organisation head office. This would ensure that interviewees are those that have purchased an item for re-use and limits the potential for poor weather conditions to inhibit engagement. Where access to a venue was unavailable, on-street interviewing outside the premise was carried out.

The table in Figure 2 below shows how many interviews were carried out in-store compared to on-street for different types of venue.

Type of venue	In store	On-street
Charity - National	822	565
Charity - Local	325	543
Private - National	0	380
Private - Local	50	421
Car boot sale	32	0
HWRC	48	0
Total	1277	1909

Figure 2 In-store and on-street interviews by type of venue

The interviews were carried out by fully trained fieldwork interviewers managed by local supervisors. Half day briefing sessions were carried out to ensure that interviewers were familiar with all aspects of the survey.

Prior to commencing the interviews, each field interviewer was provided with instructions on the location and venues and where they would need to be located at each venue, close to point of sale.

The sample frame distribution of interviews and locations is included in Appendix 5.

The survey was scheduled to ensure that each type of venue had interviews carried out on all days Mondays to Saturdays except in the case of the car boot and HWRC interviews which were only carried out at 2 sites each. The distribution of interviews by the day of interview and type of venue is summarised in Figure 3 for Britain. This profile was consistent across England, Scotland and Wales.
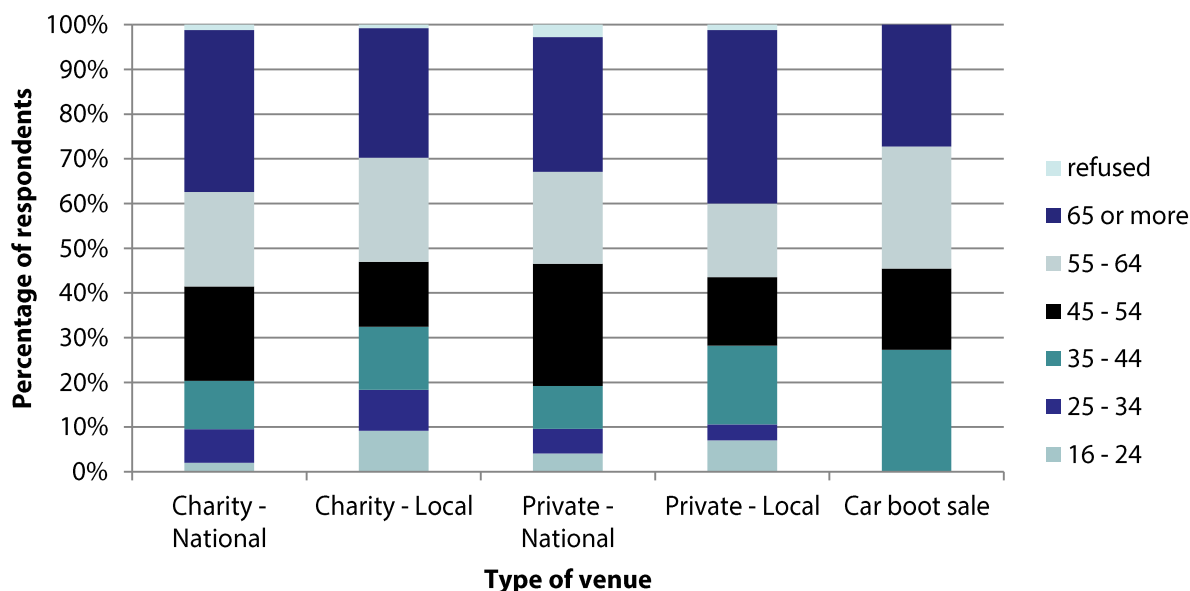

Figure 3 Profile of day of interview by type of venue

4.4   Integrating online survey information

In March 2012 WRAP incorporated a number of questions relating to re-use displacement in an Ipsos Mori omnibus survey carried out in Scotland and England. The questions included were:

- Which, if any, of the following second-hand items have you bought online in the last 12 months?
  - Textiles (including clothing)
  - Electronic or electrical items
  - Furniture
  - None of these
- Thinking about the last time you purchased textiles/electronic and electrical/furniture online, would you have bought a similar item new if you hadn't bought the item second-hand?
  - Yes
  - No
  - Don't know

The data from the omnibus survey has compared to the results of this study where appropriate.

4.5   Data collation and analysis

The data was managed using the SPSS programme, and underwent data collection logic checks and data quality checks to ensure that the data sets were complete and robust. Further information on the data checks undertaken and on the tests carried out to find out whether there are statistically significant relationships between different data sets from the survey are included in Appendix 6.

In addition, confidence intervals were calculated for each nation based on the total number of interviews for the nation that can be applied to top level data that reflects the total number of interviews in the nation.

The confidence interval is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 1.74 at a 95% confidence level and 50% of your sample picks an answer you can be 95% "sure" that if you had asked the question of the entire relevant population between 48.26% (50 – 1.74) and 51.74% (50 + 1.74) would have picked that answer.

The confidence intervals for this study at a 95% confidence level as applied to the average re-use displacement values for each nation are:

- Britain   1.74
- England   2.32
- Wales   3.75
- Scotland   3.67

5.0   Summary of findings

5.1   Basis of analysis

The results in this report are based on 3186 completed interviews across England, Scotland and Wales. The 3186 results represent the purchase of 4359 second-hand items broken down as shown in Figure 4.
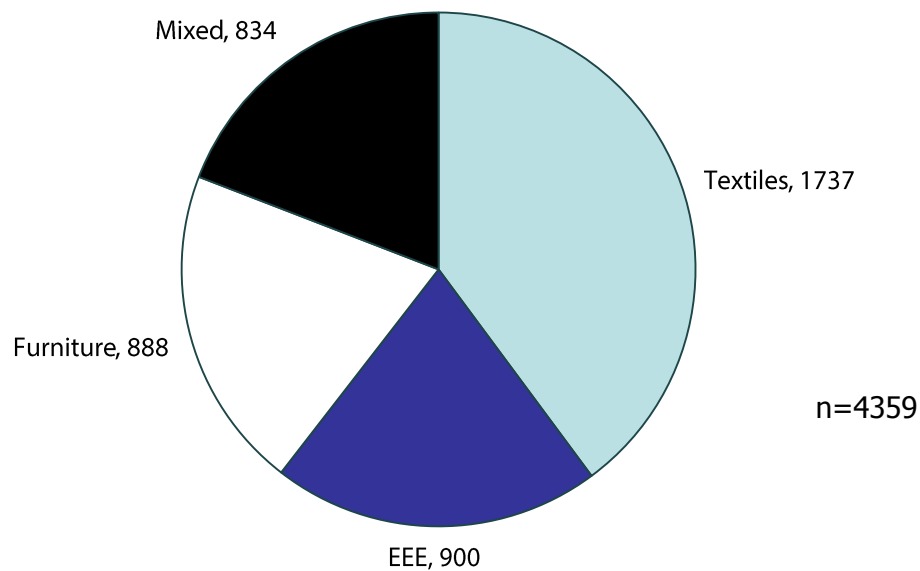

Figure 4 Number of items purchased by priority material stream

The purchased second-hand items broken down by priority material stream sub categories (excluding mixed items) is summarised in Figure 5 and broken down by priority material stream in Figure 6, Figure 7 and Figure 8. The products included in each subcategory are as given in Appendix 2 and the number of second-hand items purchased by product type is given in Appendix 7.
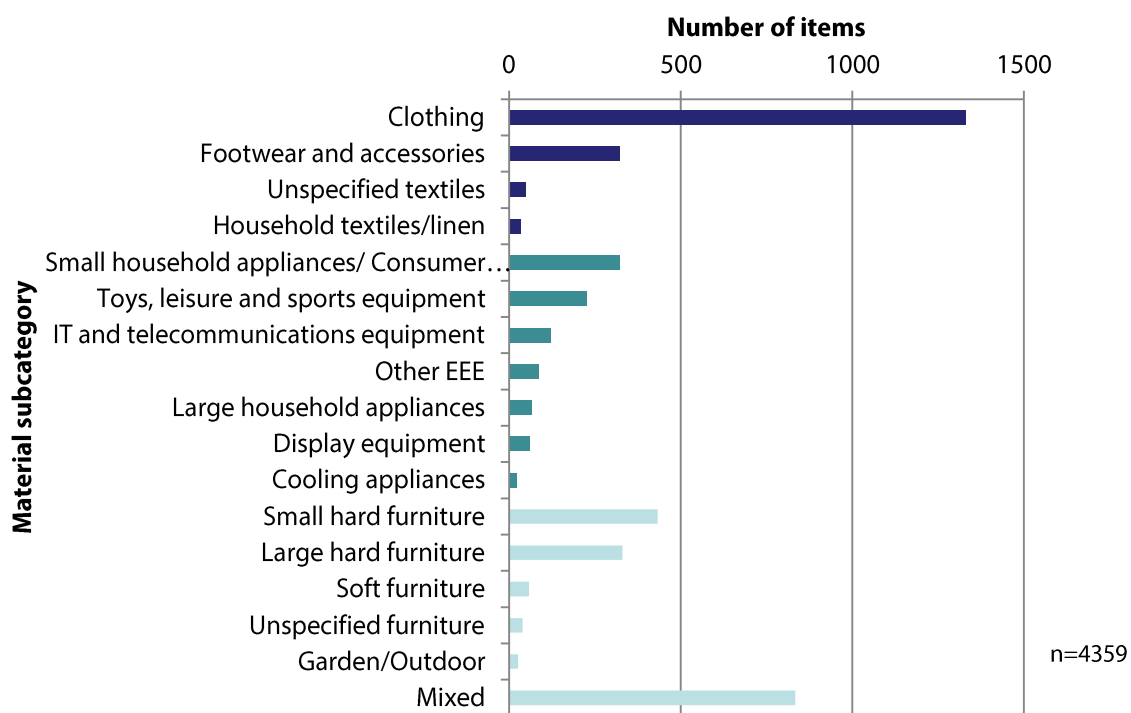
Figure 5 Items purchased by priority material stream subcategory

For purchases of second-hand textiles 76.6% of all purchases were for clothing, of which 28.8% (383 items) were ladies tops.

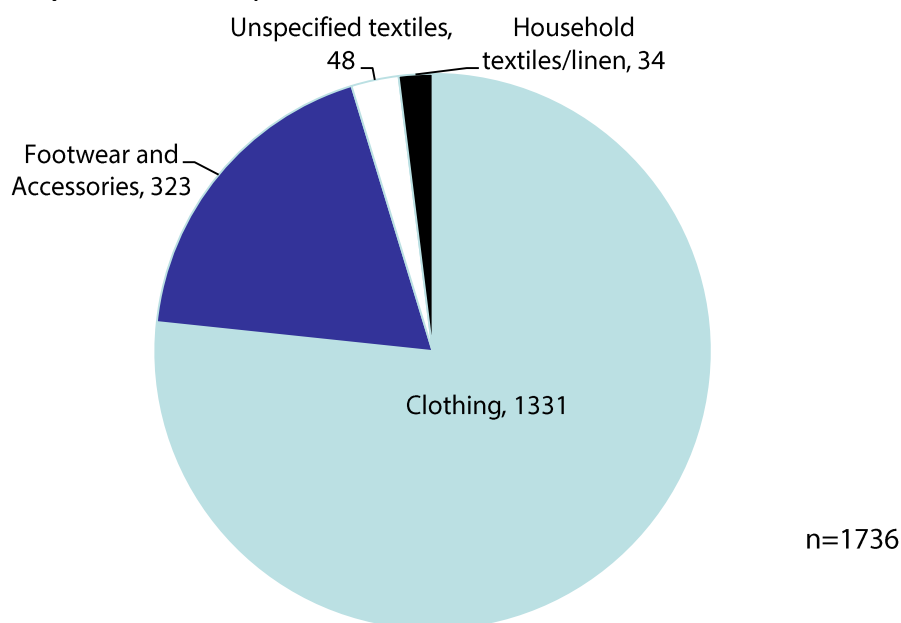**Figure 6 Textiles second-hand purchases sub-categories**

For EEE second-hand purchases 35.7% were purchases of small household appliances or consumer equipment, of which CD/DVD/video players accounted for 25% (80 items) of purchases in this category. The EEE toys, leisure and sports equipment category was dominated by the purchase of 209 (92.4%) console and PC game/handheld video game consoles and accessories.
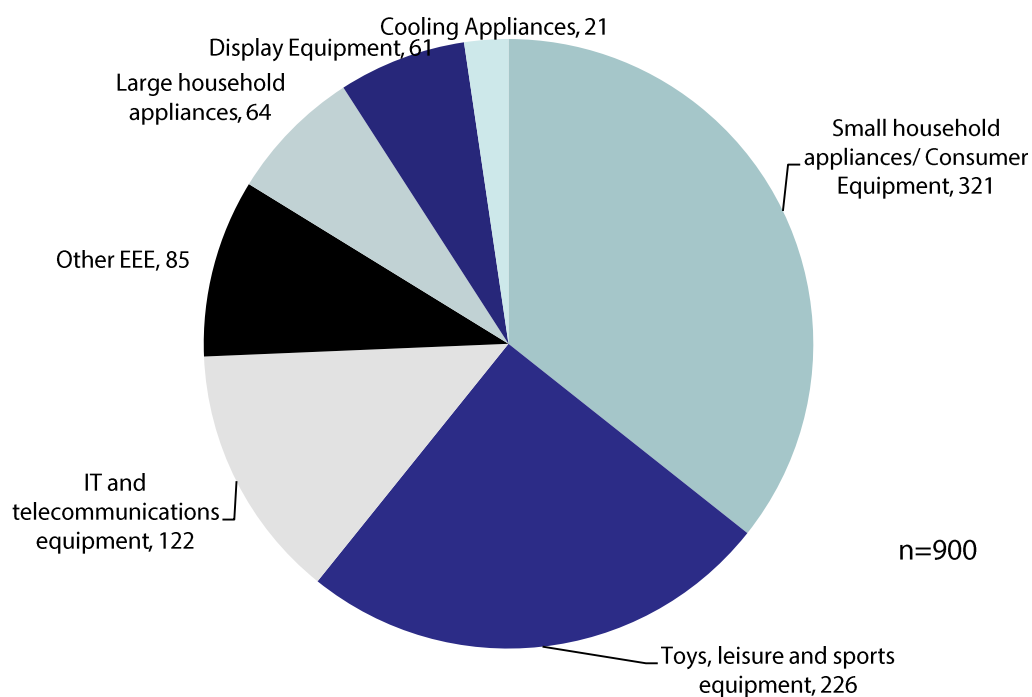
Figure 7 EEE second-hand purchases sub-categories

The majority of second-hand furniture purchases at 48.8% were for small hard furniture items, with chairs (82) and coffee tables (64) being the most numerous of purchases in this category.
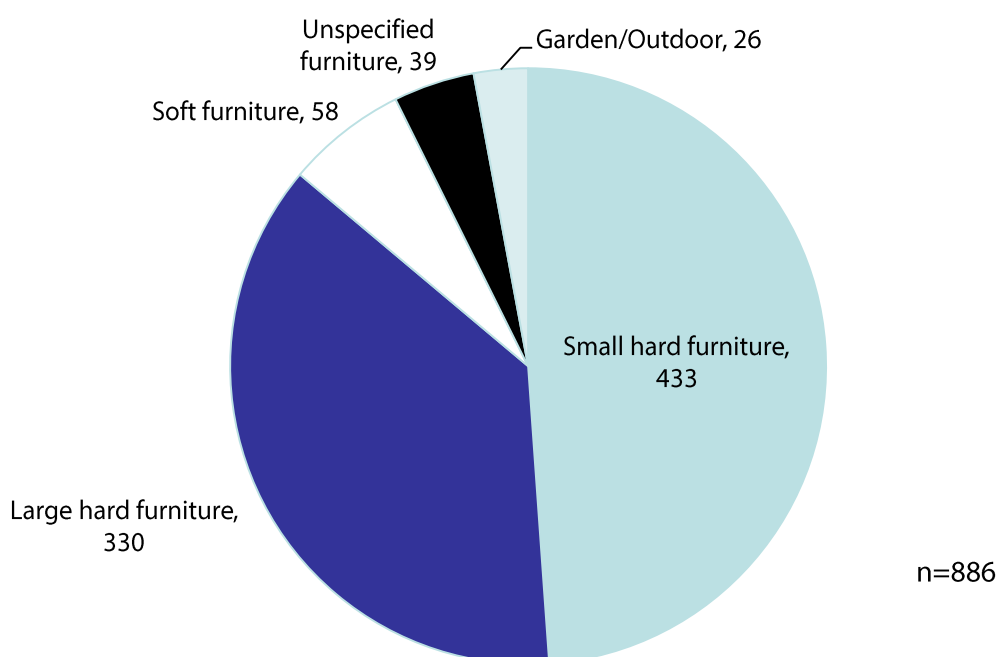

Figure 8 Furniture second-hand purchases sub-categories

Based on the purchase of 4359 items, the average number of items purchased per transaction is 1.37 across Britain.

The average number of items purchased by venue type is shown in Figure 9. Private sector second-hand shops have lower numbers of items purchased compared with charity shops.
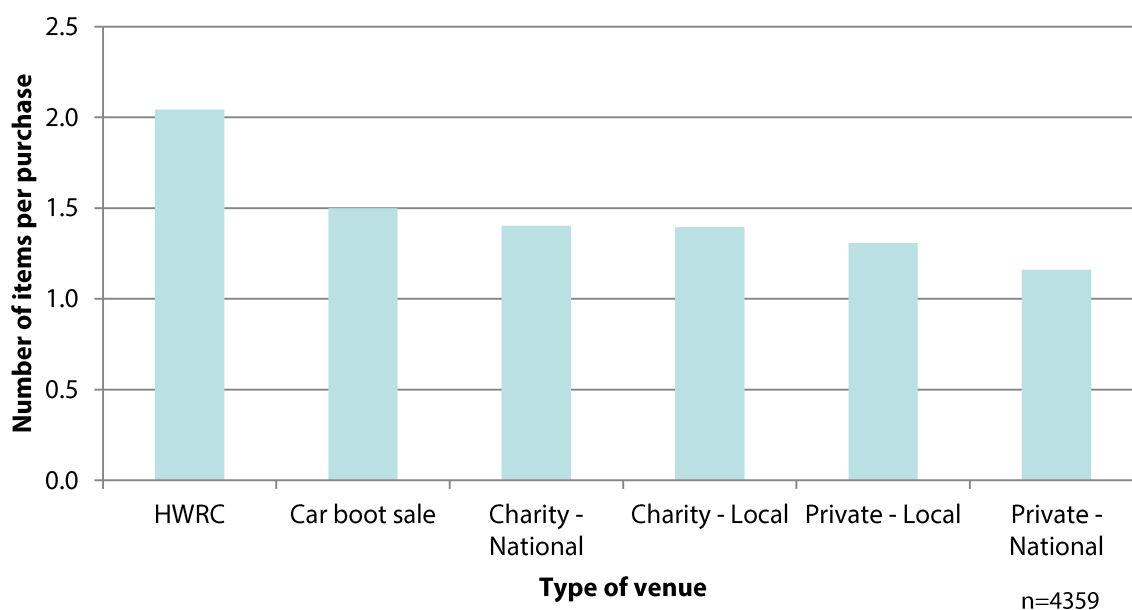

Figure 9 Average number of items purchased by venue type

Note: Car boot and HWRC data based on 32 and 42 interviews respectively and 48 and 98 purchased items only, therefore the data is not considered representative.

5.2   Socio demographic factors

5.2.1 Gender profile

74.8% of all respondents were female. The gender profile was consistent across the nations as shown in Figure 10 below. It is to be noted that the gender profile of the British population according to the Office of National Statistics (ONS) is 51% women and 49% men across the age bands included in this survey[2].

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[2] ONS 2010 mid-year estimates for Britain, England, Scotland and Wales. Note, full 2011 Census data not published during the development of this report
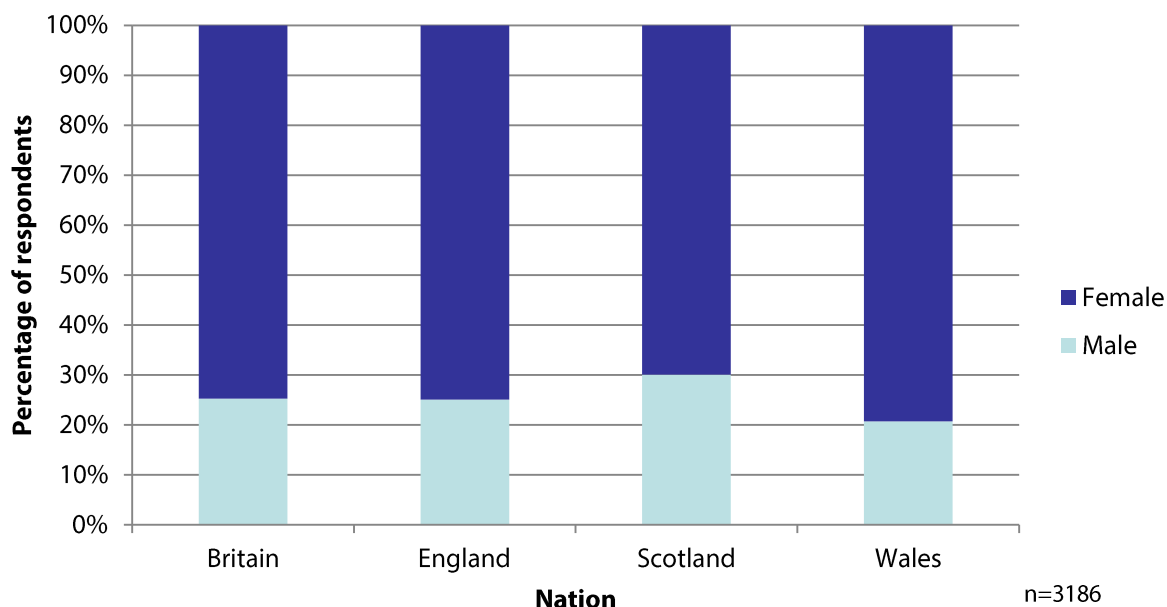
Figure 10 Gender profile of respondents

23.5% of all female respondents were over 65 compared with the highest number of male respondents (22.7%) being aged 45-54 as shown in Figure 11. The age profile in Britain from ONS is equally split across the age bands (14% to 17%) except in the case of 65+ which accounts for 20% of the British population.
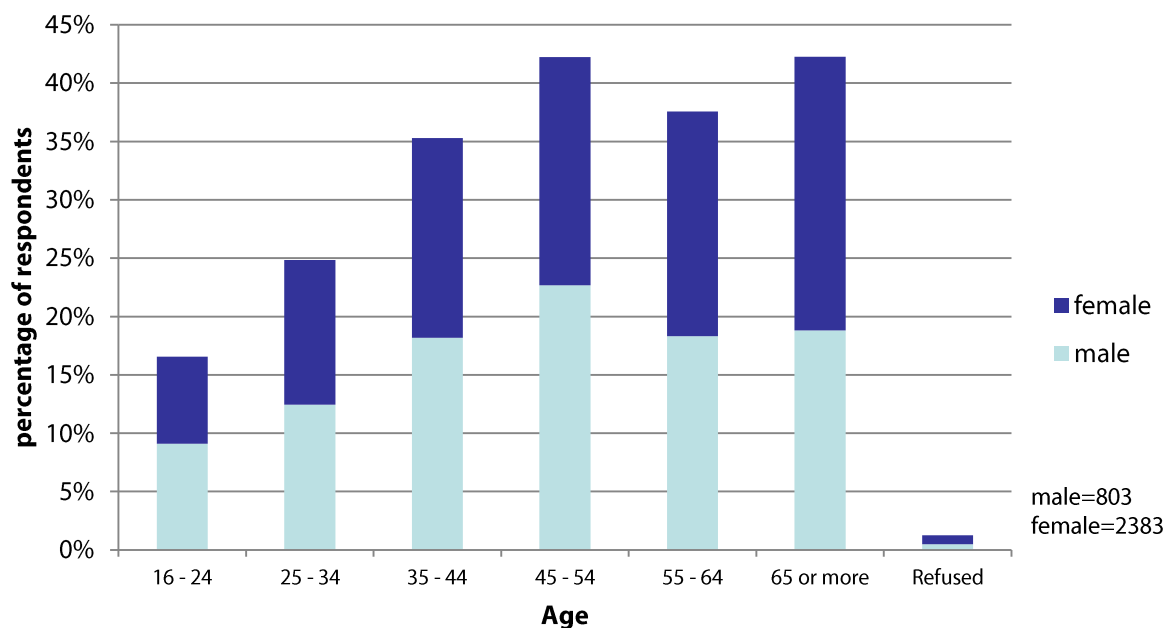

Figure 11 Gender and age profile of respondents across Britain

The gender profile by type of venue is consistent with the overall gender profile for the survey across Britain as shown in Figure 12 except in the case of online purchasing. The online purchasing data is taken from the separate survey (see section 4.4).
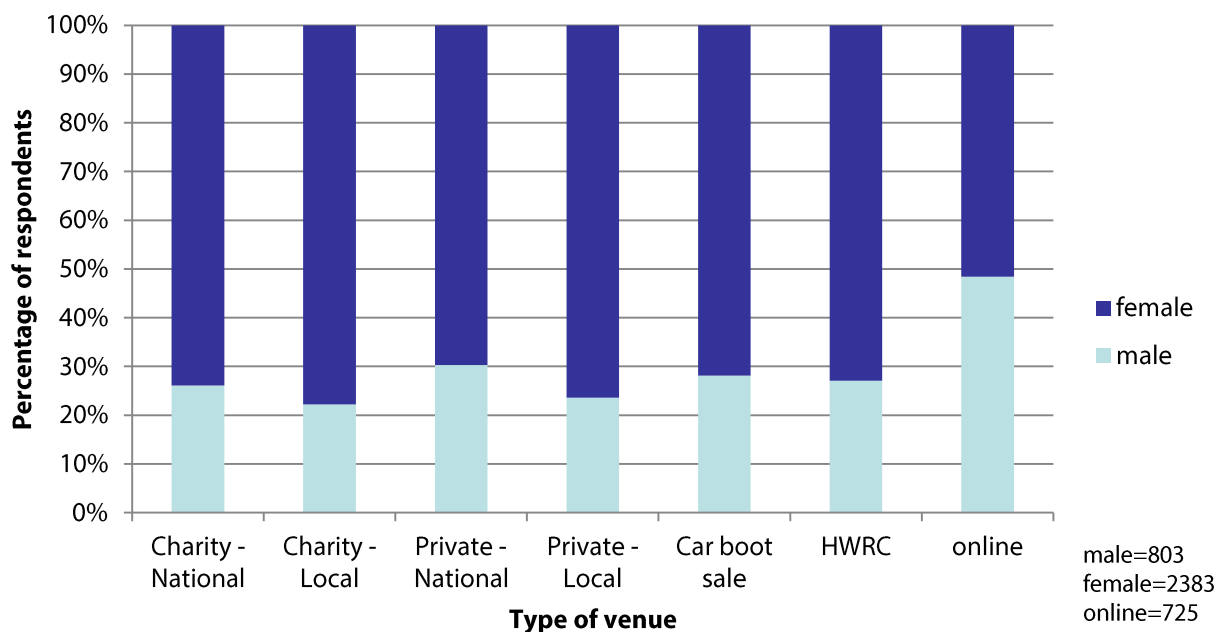
male=803
female=2383
online=725

Figure 12 Gender profile by type of venue

Figure 13 shows that the majority of second-hand purchases made by both men and women were textile products with women buying more textile products than men as a percentage of total purchases by gender (43.2% of all second-hand purchases by women were textile products). However, men bought more EEE, furniture and mixed items than women as a percentage of purchases by gender.
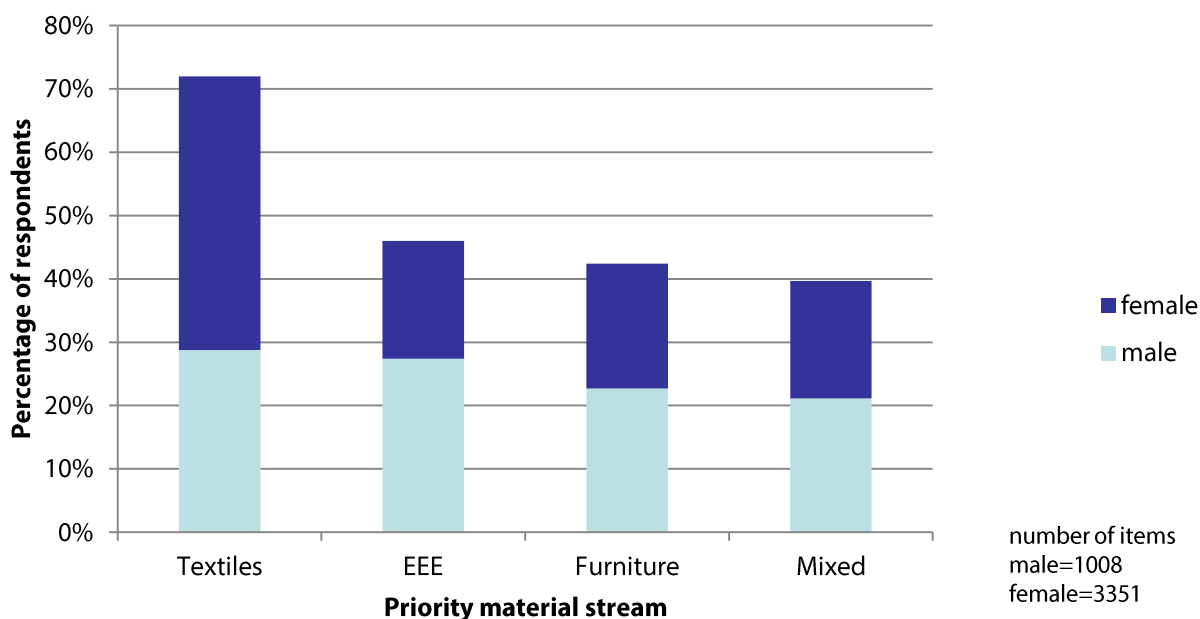

number of items
male=1008
female=3351

Figure 13 Gender profile by priority material stream

5.2.2   Age profile

Error! Reference source not found. Figure 14 provides a breakdown of the type of venue where interviews were carried out by the different age profiles of respondents. The results indicate that the age group 16 – 24 were the lowest percentage of respondents in all types of venue.
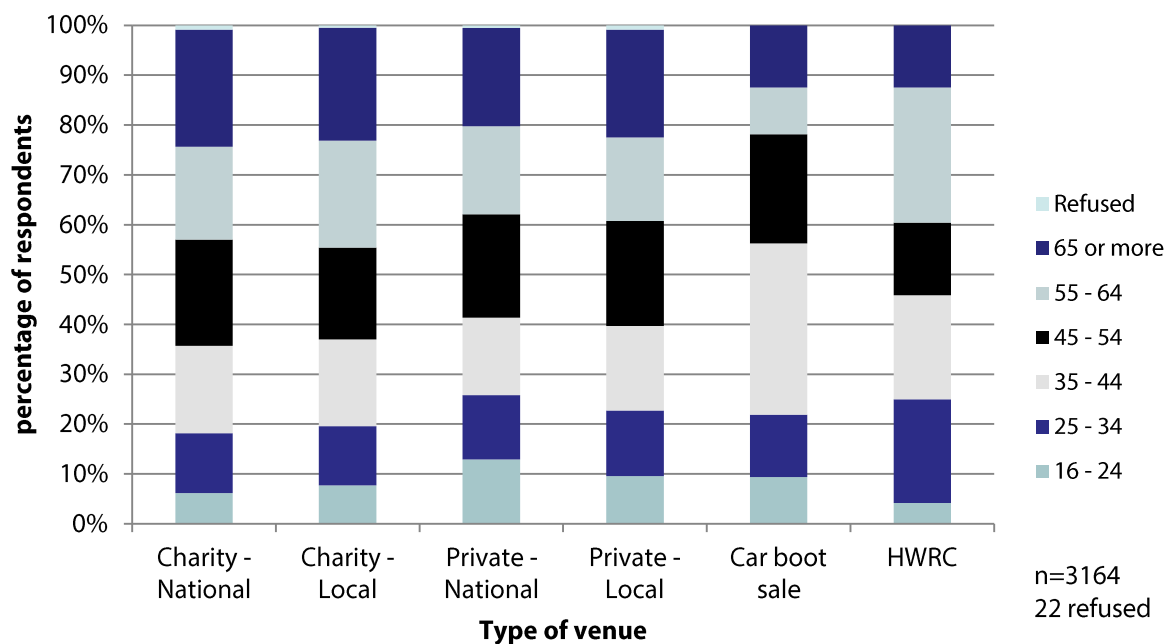
Figure 14 Age profile by type of venue

Incorporation of the online survey data (see section 4.4), as shown in Figure 15, indicates that there were more younger age band respondents in the online survey population than the at place of sale survey.
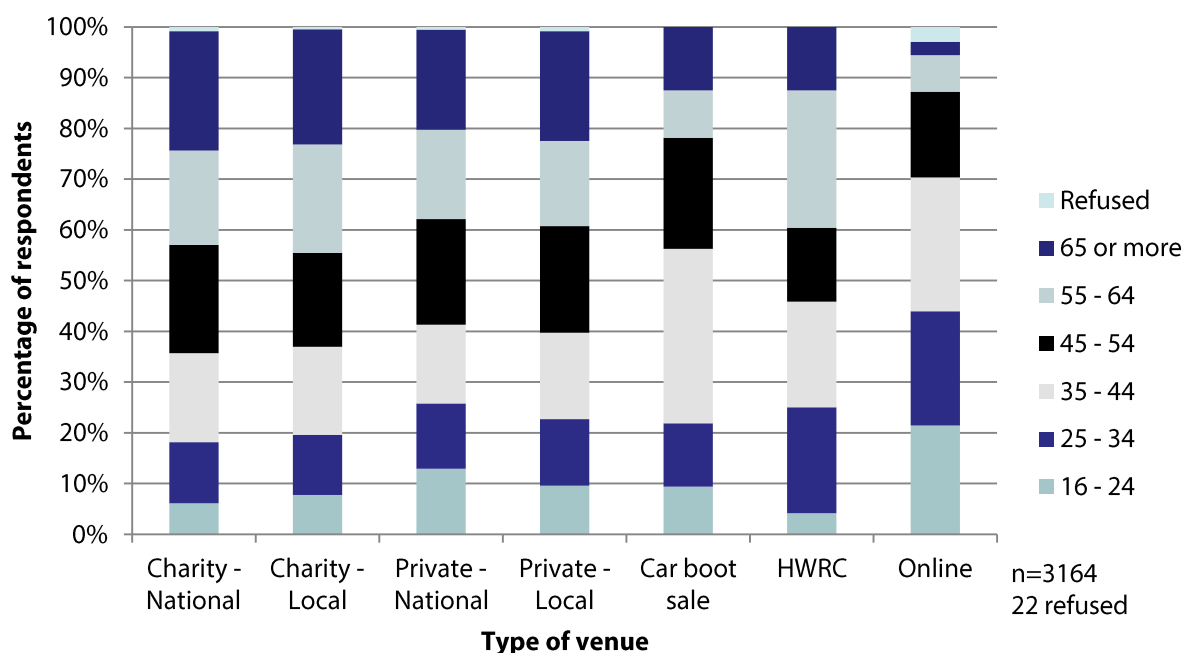

Figure 15 Age profile by type of venue including online

Figure 16 shows that the majority of second-hand purchases across all age bands, as a percentage of all purchases within the age bands, were textiles products. The results also indicate that 16-24 year olds are most likely as a percentage of their total population to buy second-hand EEE items than other age groups.
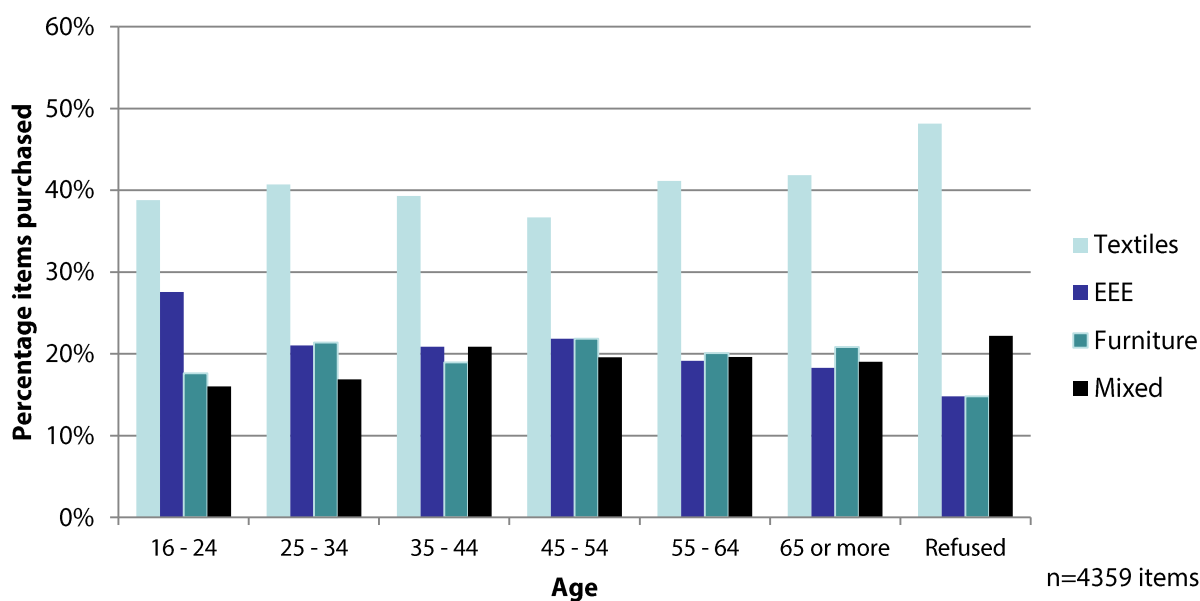
n=4359 items

Figure 16 Age profile by priority material stream

5.2.3 Ethnicity profile

The ethnicity profile of respondents in the survey is provided in the table in Figure 17 compared with the 2001[3] census data. The results indicate the ethnicity profile of people purchasing second-hand items in the survey is similar to that of the nation populations.

	survey data				2001 census data		
	Britain	England	Scotland	Wales	England	Scotland	Wales
White - British	87.1%	80.5%	97.1%	94.0%	87.0%	95.5%	96.0%
White - Irish	1.7%	1.8%	0.6%	2.3%	1.3%	1.0%	0.6%
White Other	3.7%	5.6%	1.5%	0.9%	2.7%	1.5%	1.3%
Black - Caribbean	1.3%	2.2%	0.0%	0.1%	1.1%	0.0%	0.1%
Black - African	2.9%	4.9%	0.1%	0.4%	1.0%	0.1%	0.1%
Black - Other	0.4%	0.7%	0.0%	0.1%	0.2%	0.0%	0.0%
Indian	0.8%	1.2%	0.0%	0.6%	2.1%	0.3%	0.3%
Pakistani	0.5%	0.8%	0.1%	0.3%	1.4%	0.6%	0.3%
Bangladeshi	0.0%	0.1%	0.0%	0.0%	0.6%	0.0%	0.2%
Chinese	0.1%	0.1%	0.1%	0.1%	0.8%	0.3%	0.4%
Mixed	0.4%	0.7%	0.0%	0.1%	1.3%	0.3%	0.6%

Figure 17 Ethnicity profile of respondents in survey

5.2.4 Income and occupational segmentation profile

The occupational segmentation profile of respondents compared to the ONS 2001 census data for Britain and the results from the separate online survey (see section 4.4) is presented in Figure 18 based on the following definitions:

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[3] 2011 census data on ethnicity not yet published

Working together for
a world without waste

- **A** Higher managerial. administrative and professional
- **B** Intermediate managerial, administrative and professional
- **C1** Supervisory or clerical and junior managerial, administrative and professional
- **C2** Skilled manual
- **D** Semi-skilled and unskilled manual
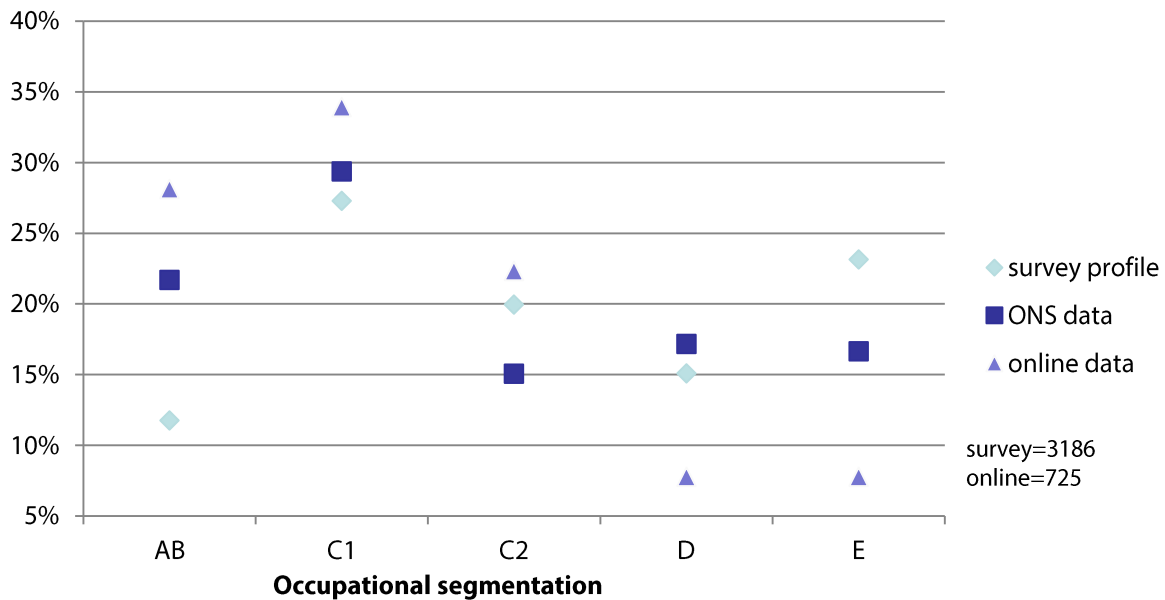- **E** Casual labourers, state pensioners, the unemployed

Figure 18 Occupational segmentation profile comparisons

Figure 18 clearly shows that different market segmentation groups buy second-hand items from different channels. Significantly less ABs shop in on-street venues compared to the ONS profile and online survey results although significantly more ABs buy second-hand items online compared to the ONS profile. This pattern is reversed for Group E.

The type of venue by occupational segmentation profile for the survey is shown in Figure 19 below which shows that as a percentage of total respondents within a segmentation group the profiles were very similar.
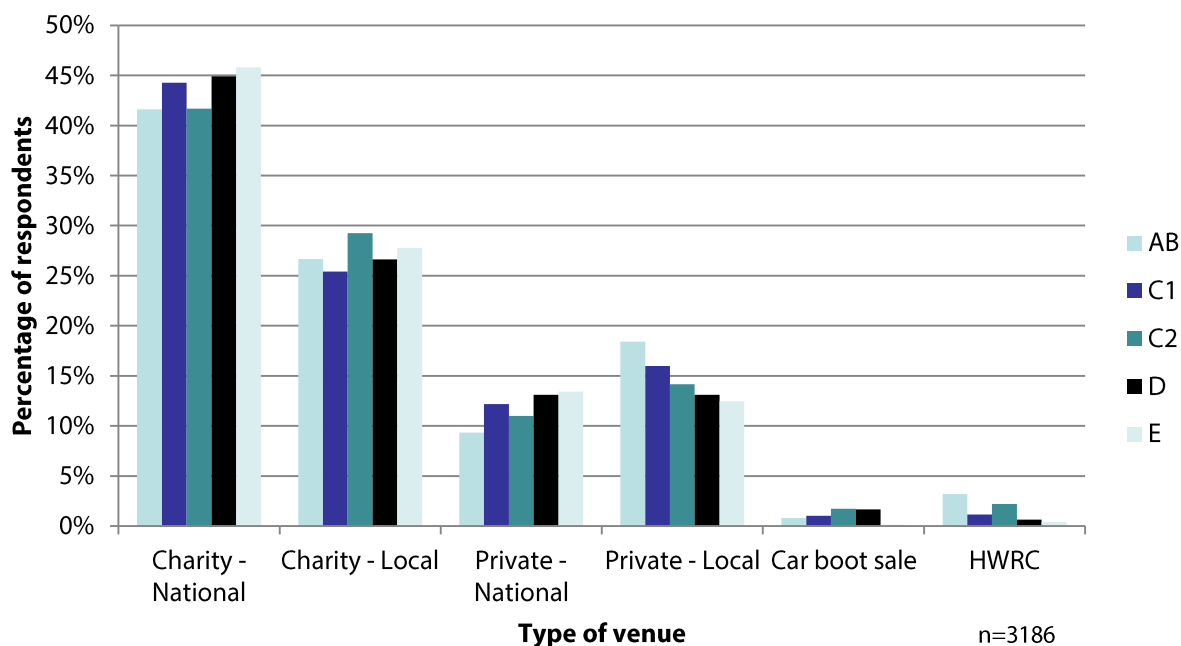
Figure 19 Type of venue by occupational segmentation profile

Figure 20 below shows the top 4 reasons for purchase by market segment.
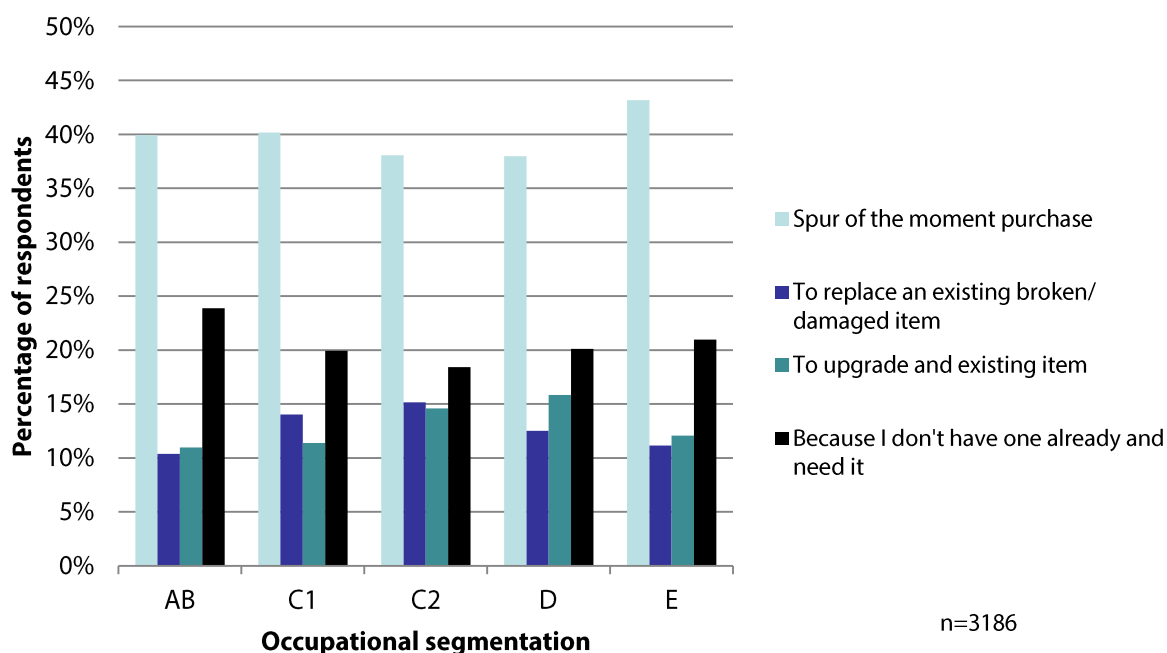

Figure 20 Reason for purchase and occupational segmentation profile

The results indicate that groups C2 and D are less likely to buy spur of the moment than the other groups and group E are the most likely. The AB group was the group most likely to purchase the item because they didn't already have it and needed it.

The income profile of respondents in the survey is shown in Figure 21 below. Excluding the 36.6% of respondents who refused to declare a household income, respondents with household incomes of less than £15,000 were the highest percentage of the total survey population at 32.4%.
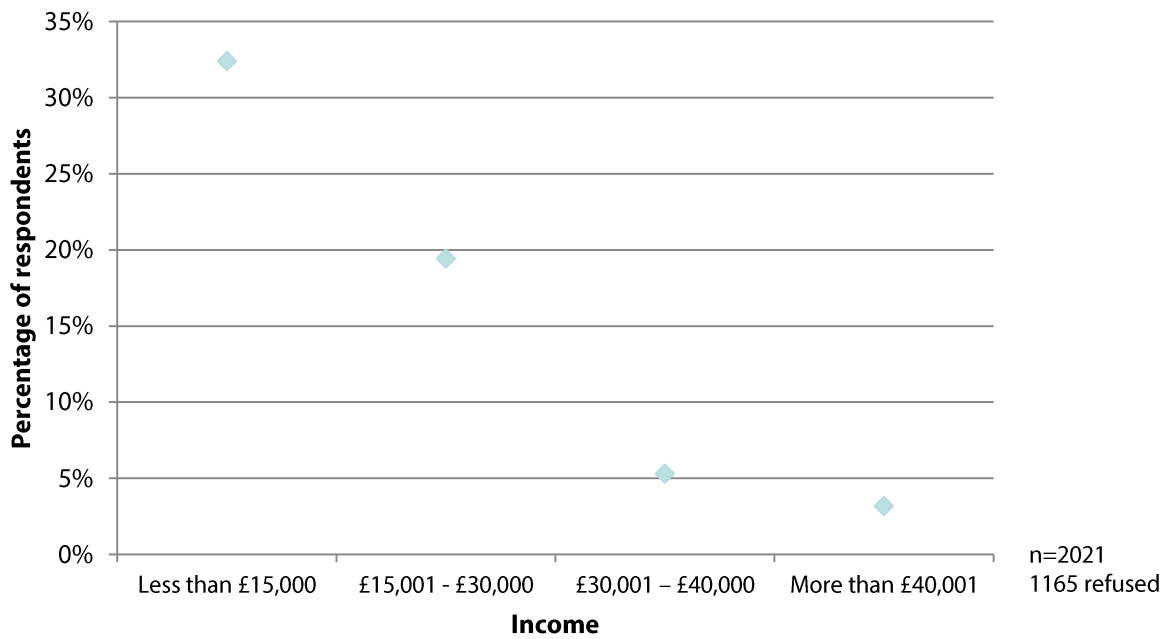
Figure 21 Income profile of respondents

5.2.5 Household size profile

It is to be noted that a comparison against the "household size" profile of Britain cannot be made as data available from ONS is in a format that cannot be readily manipulated to allow comparison. Figure 22 and Figure 23 provide a household size profile for survey respondents in relation to the number of adults in a household and number of children in a household.
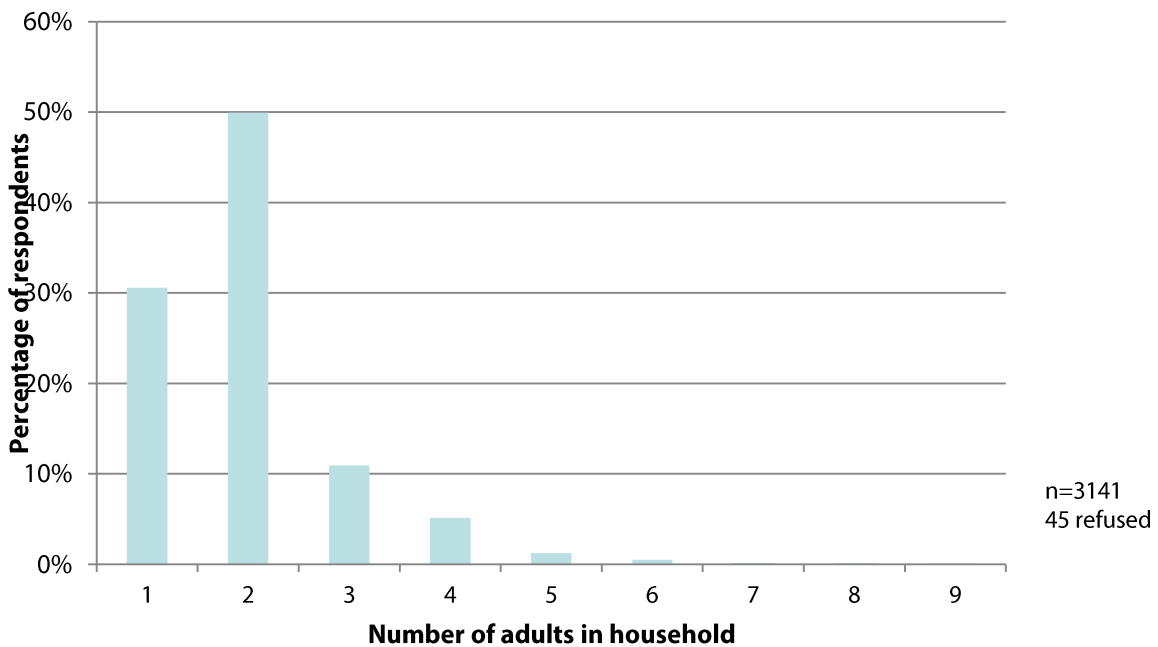

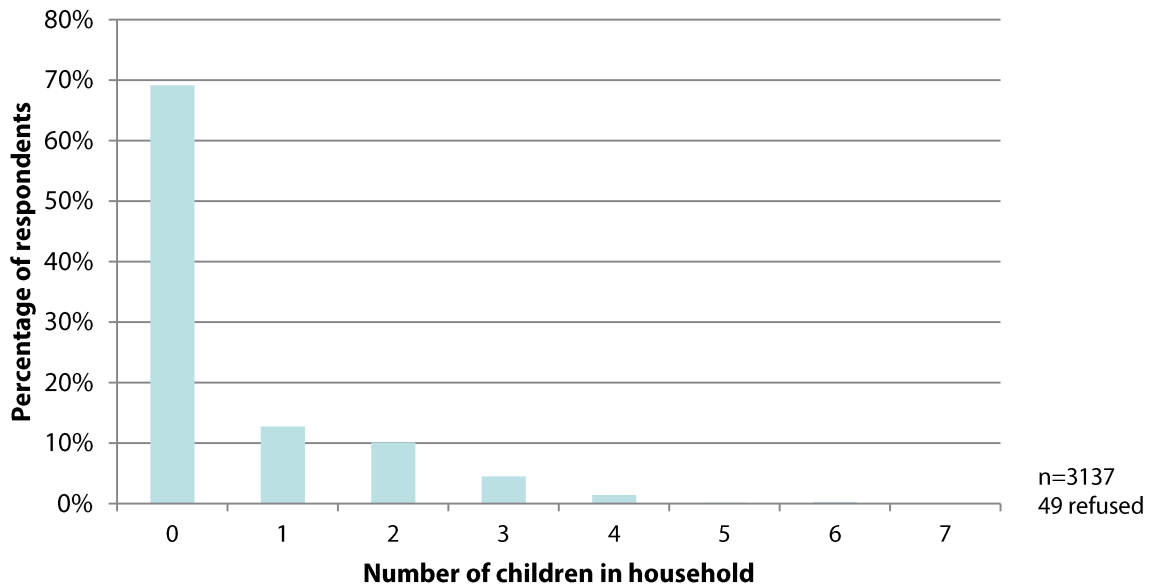**Figure 22 Adults in household profile**

n=3137
49 refused

Figure 23 Children in household profile

Figure 22 and Figure 23 indicate that the main purchasers of second-hand items live in households that have 1 or 2 adults and no children. This data reflects the fact that the majority of respondents in the survey were 55 or over (see section 5.2.1) and are unlikely to have children living at home. The reason for purchase for 1-2 adult households and for respondents over 55 (from Section 5.4.1) is compared in Figure 24 and the results are very similar.
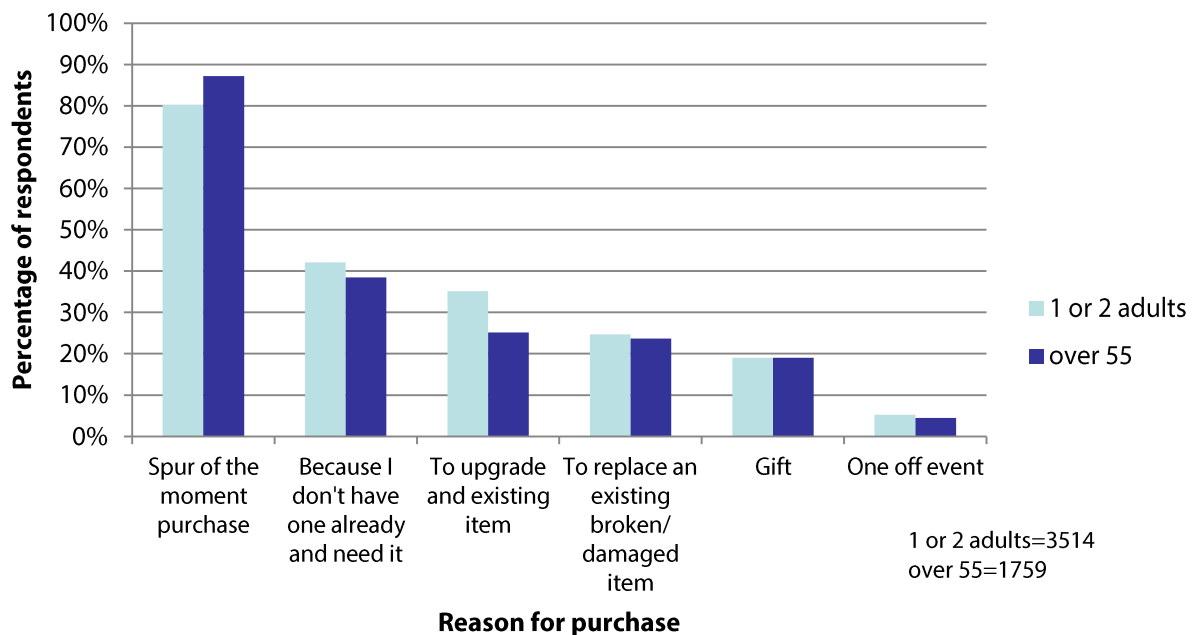

1 or 2 adults=3514
over 55=1759

Figure 24 Reason for purchase and number of adults in household

5.3 Re-use displacement

The primary question used to determine displacement was:

Q6a - For each item purchased, would you have bought a similar item new if you hadn't found it in a second-hand shop?

Responses available were:
- Yes
- No
- Maybe

The 2008 Danish master's thesis study[4] applied different factors to a range of scenarios, even where respondents answered "no", to calculate an overall displacement value of 62%. The approach agreed for this study is considered more definitive and shown in the formula below:

$$\frac{\text{Q6a Total number of YES responses} + (50\% \text{ of MAYBE responses})}{\text{Total number of items purchased}}$$

Using the above formula the average re-use displacement value for Britain, covering all items is 27% based on the purchase of 4359 items. Figure 25 reflects the differences of the average re-use displacement value by nation and by the different priority material streams. Overall Scotland has the highest re-use displacement values for all categories of materials and Wales has the lowest for the three key material streams: textiles, EEE and furniture.
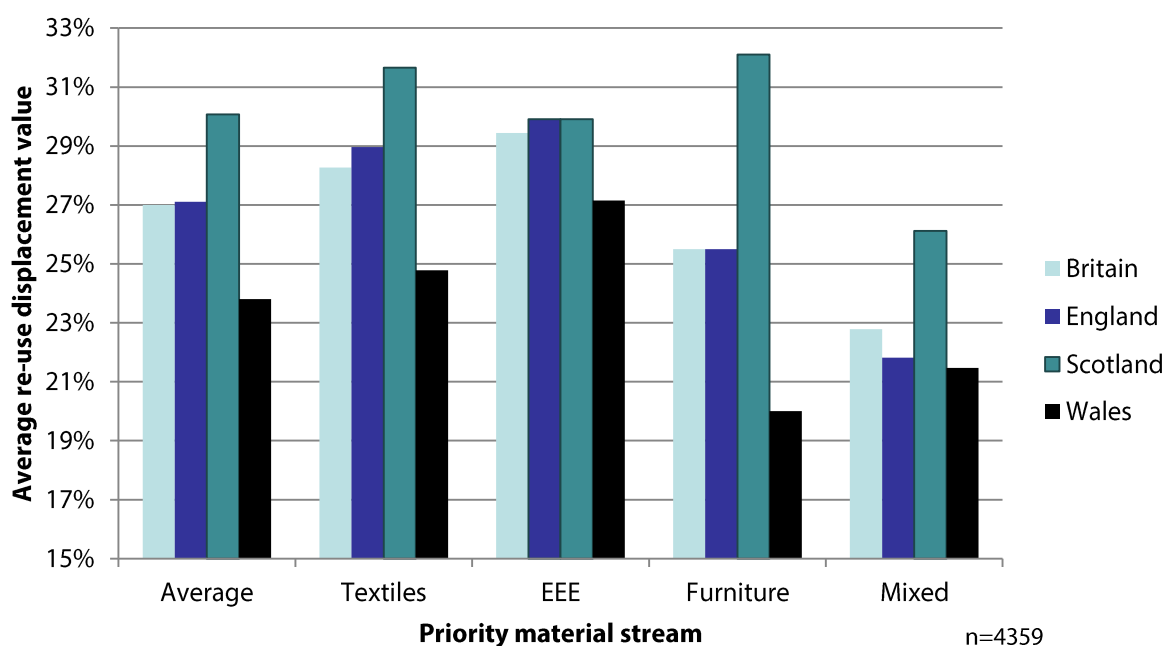

n=4359

Figure 25 Average re-use displacement value by priority material stream

The table in Figure 26 below shows the values associated with Figure 25 above.

	Average	Textiles	EEE	Furniture	Mixed
Britain	27.0%	28.3%	29.4%	25.5%	22.8%
England	27.1%	29.0%	29.9%	25.5%	21.8%
Scotland	30.1%	31.7%	29.9%	32.1%	26.1%
Wales	23.8%	24.8%	27.2%	20.0%	21.5%

Figure 26 Average re-use displacement values

Applying the confidence intervals defined in section 4.5 to the average re-use displacement values gives us confidence that the average re-use displacement values for each nation lies in the following ranges:

- Britain   25.3% to 28.7%
- England   24.8% to 29.4%
- Wales   26.4% to 33.9%
- Scotland   20.1% to 27.5%

5.3.1   Re-use displacement and priority material stream product categories

These results are presented only where the total number of responses exceeds 5% of the total sample frame for the material stream (i.e. 86 for textiles, 44 for EEE, 45 for furniture and 40 for mixed items).

The table in Figure 27 demonstrates that there are re-use displacement value differences between subcategories of materials. Soft furniture has the lowest re-use displacement value at 24.1% (based on a sample of 58) whilst small household appliances/ consumer items has the highest at 34.4% (based on a sample of 321).

Priority material stream	Subcategory	Re-use displacement	Number of items purchased
Textiles	Footwear and accessories	29.3%	323
	Clothing	28.5%	1331
EEE	Small household appliances/ consumer equipment	34.4%	321
	IT and telecommunications equipment	28.7%	122
	Large household appliances	27.3%	64
	Display equipment	27.0%	61
	Other EEE	25.9%	85
	EEE toys, leisure and sports equipment	25.0%	226
Furniture	Large hard furniture	26.8%	330
	Small hard furniture	24.7%	433
	Soft furniture	24.1%	58

Figure 27 Re-use displacement value by priority material stream subcategories

The re-use displacement values for the 4 highest volume purchased products within these sub categories of the priority material streams are given in Figure 28. Values are only provided where the total number of responses exceeds 5% of the total sample frame for the priority material stream (i.e. 86 for textiles, 44 for EEE, 45 for furniture and 40 for mixed items).
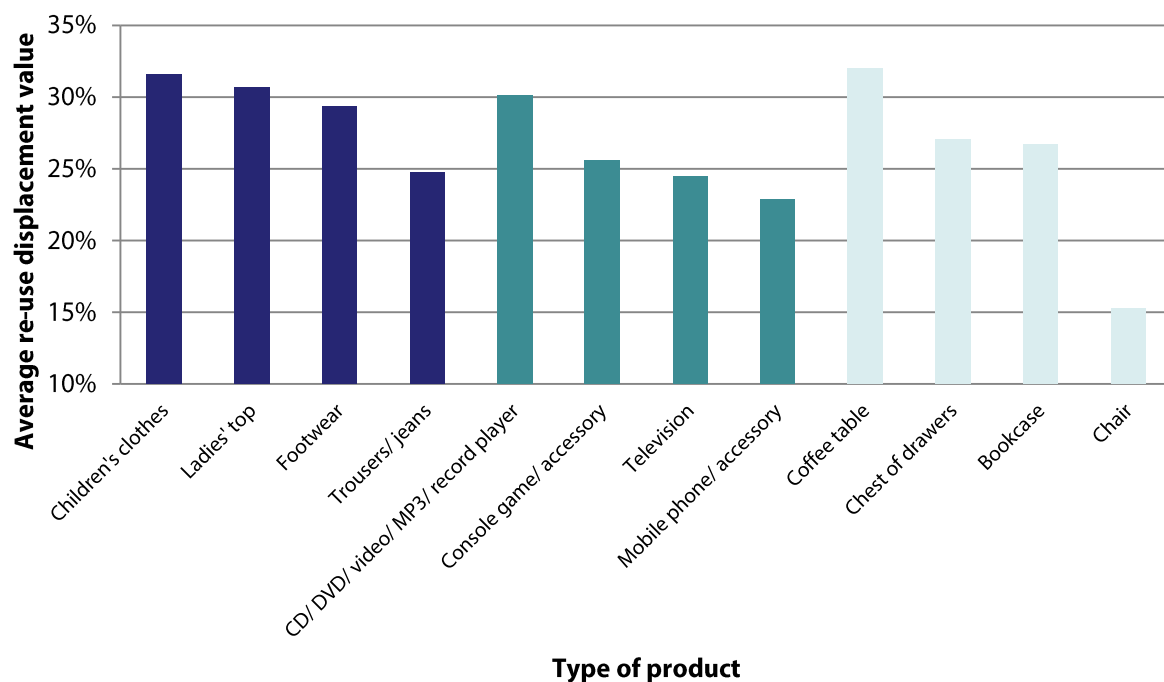
Figure 28 Re-use displacement values for highest volume purchased products

5.3.2 Re-use displacement and type of venue

Interviews were carried out at a range of venue types including 48 interviews at car boot sales (one site in England, one in Wales) and 98 interviews at two HWRC sites. The average re-use displacement values for each type of venue is shown in Figure 29 for each nation.

The average re-use displacement value varies by type of venue depending upon nation in line with the general trend for the nation, i.e. Wales has the lowest values and Scotland has the highest. However, the values lie within the 95% confidence interval, except in the case of car boot sales where significant difference was seen between England and Wales.
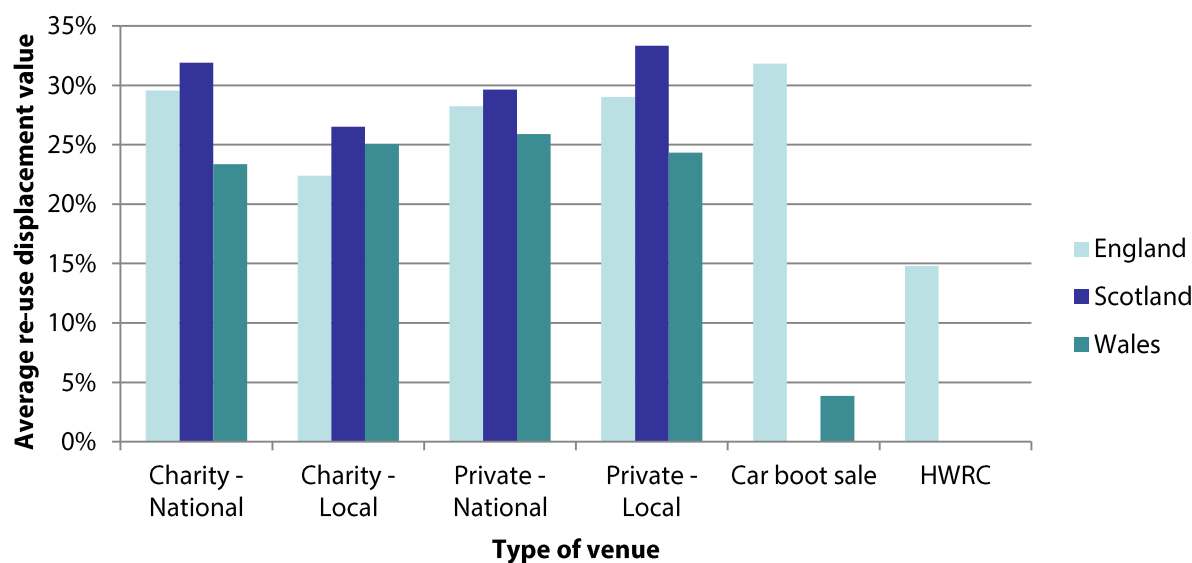
Figure 29 Average re-use displacement values by type of venue in the survey

5.3.3 Re-use displacement and purchasing reasons

Figure 30 shows the re-use displacement value in relation to the reason for purchase across Britain. The results indicate that the highest re-use displacement (34.7%) is associated with one off event second-hand purchases and the lowest relates to items purchased spur of the moment (25.2%). Note these results exclude items purchased as gifts which have a re-use displacement value of 22.5%.
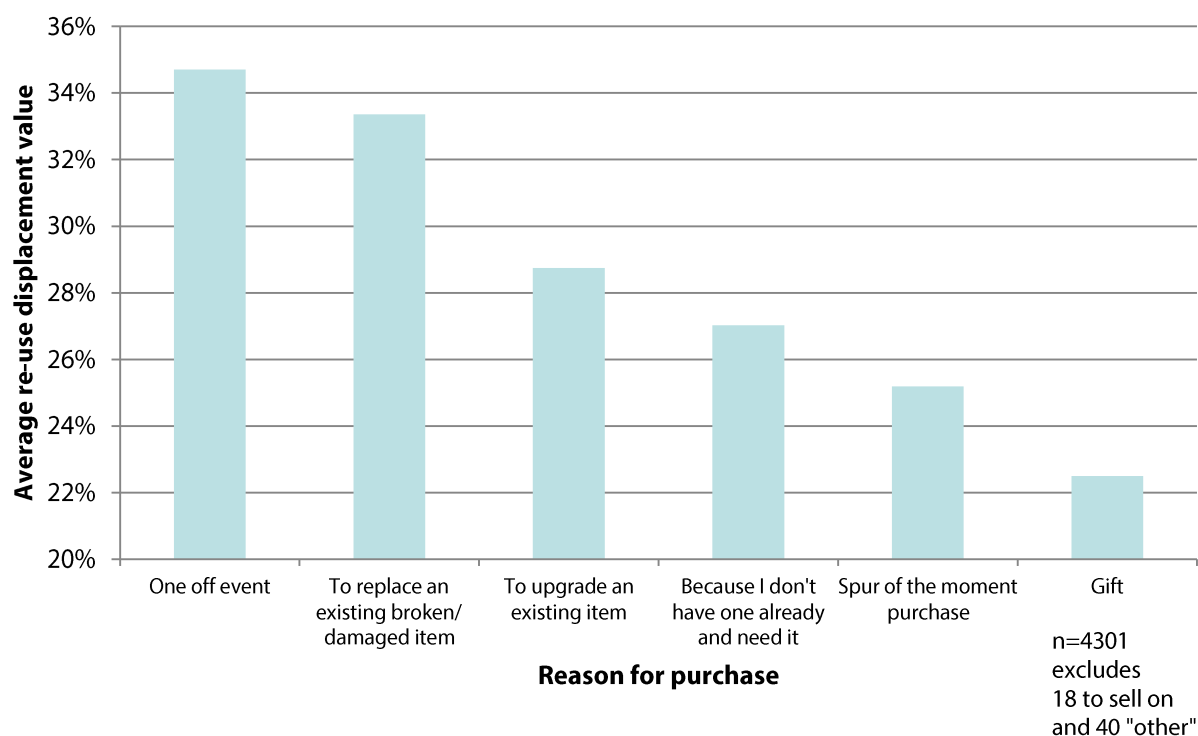

Figure 30 Re-use displacement value and reason for purchase

An analysis of the re-use displacement value by material stream in relation to the main reasons for purchase across Britain is summarised in Figure 31 below (excluding one off event and gift).

The highest re-use displacement value (38.2%) is for EEE items purchased to replace an item. The lowest re-use displacement value (19.3%) is for mixed (bric a brac) items purchased spur of the moment. Of the most frequent reasons for purchase, spur of the moment second-hand purchases generally had lower levels of re-use displacement. Given that spur of the moment purchase was the highest recorded reason for purchasing items (see section 5.4) this has a significant effect upon the average re-use displacement value.
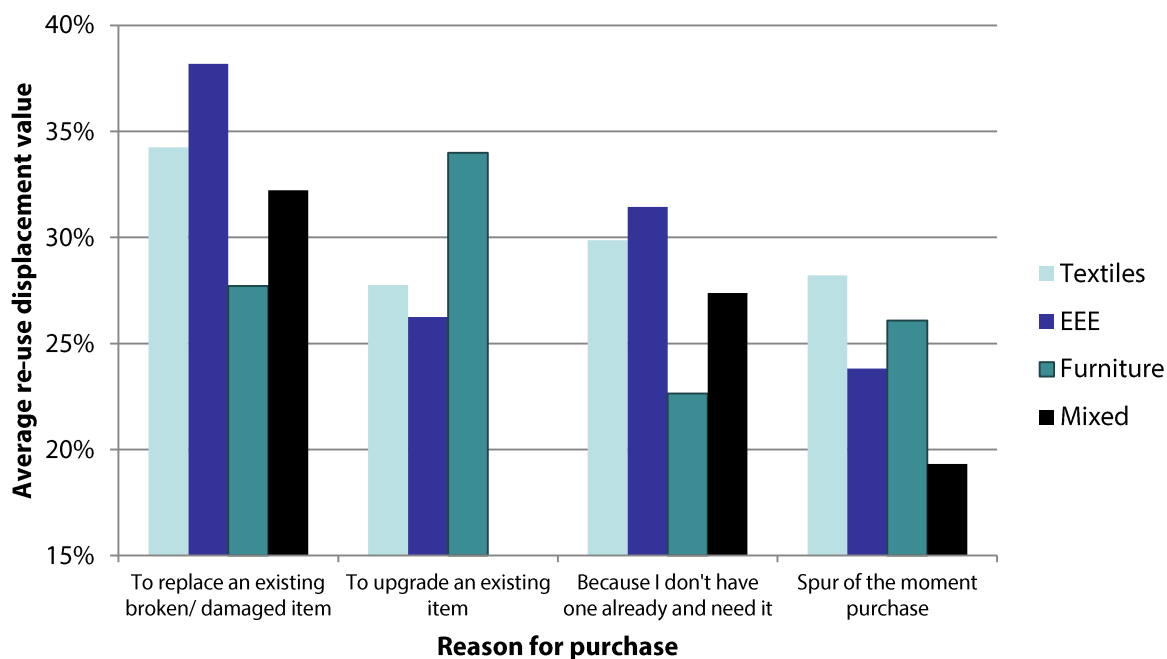
Figure 31 Average re-use displacement by reason for purchase and priority material stream

5.3.4 Re-use displacement and socio-economic factors

There is a small difference in the average re-use displacement value for women and men across Britain. Average re-use displacement for men is 28% and for women it is 26.7%. Although there are larger differences between men and women for the different nations as shown in Figure 32 below, the differences are not statistically significant. It is noted for interest that for Scotland and Wales re-use displacement values are higher for women than men which contrast with the results for England.

n=3186
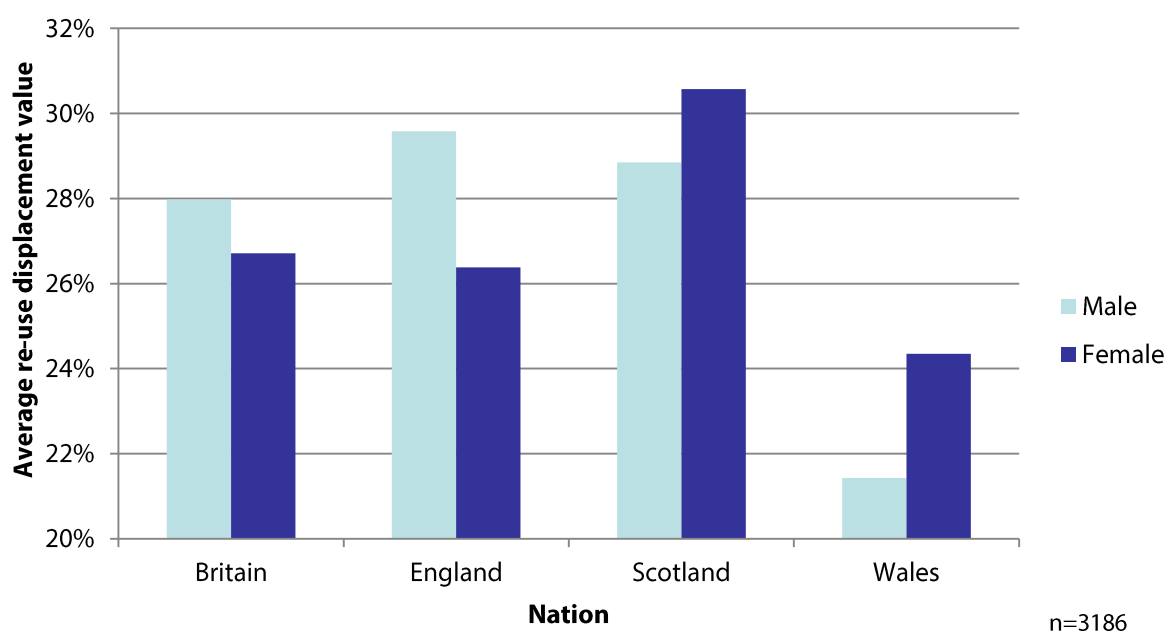
Figure 32 Average re-use displacement values by gender by nation

The re-use displacement value varies by age band as shown in Figure 33. As the survey includes a large 65 and over group of respondents, the "low displacement" behaviour of this group has an effect upon overall average re-use displacement figures.
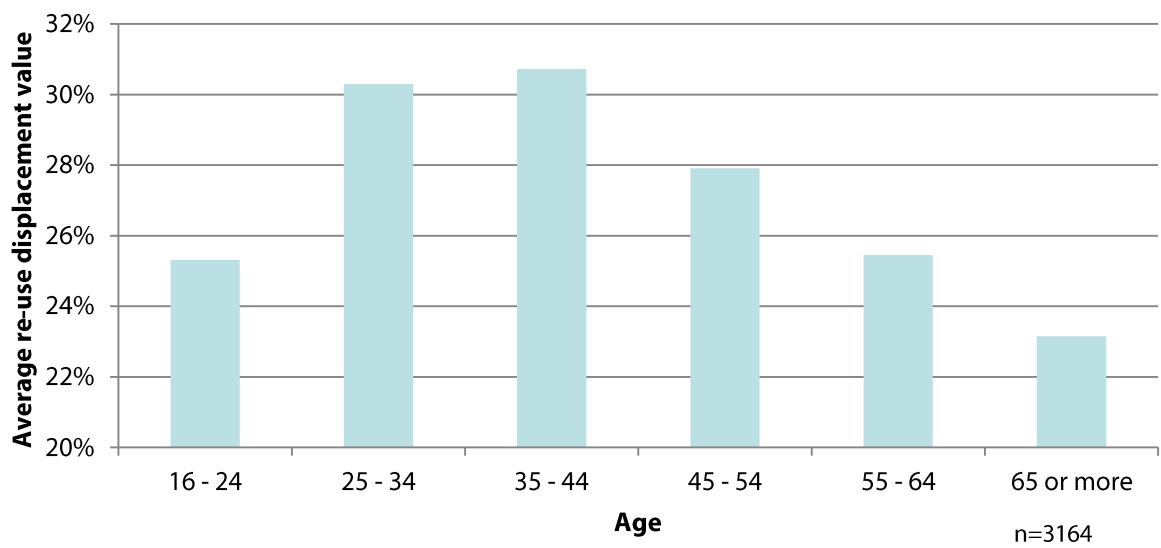
Figure 33 Average re-use displacement values by age band

Figure 34 provides the re-use displacement values by household income, and also shows the income profile of the surveyed sample (excluding those who refused to declare an income). The data shows that re-use displacement increases with income.
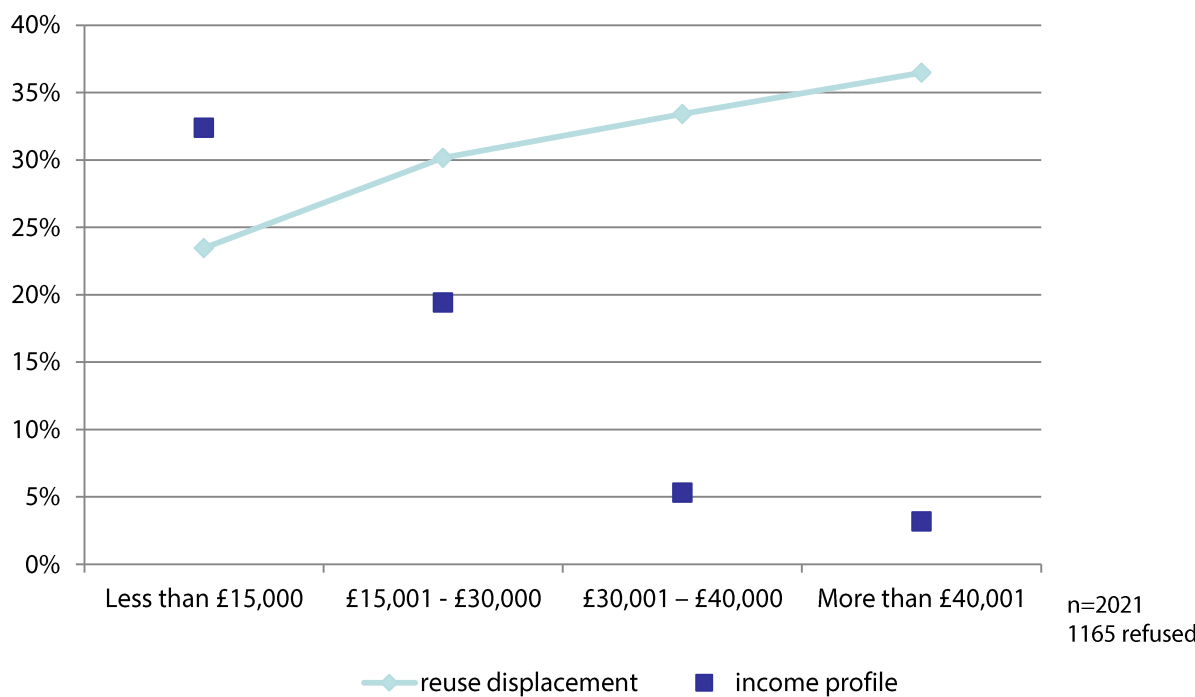
Figure 34 Average re-use displacement by income

However, the average re-use displacement value does not vary significantly by occupational segmentation. The AB group has the slightly lower value of 26.8% compared to groups D and E with 28%.

5.3.5 Online re-use displacement

The data used from the separate WRAP online survey in relation to online purchasing of second-hand items (Section 4.4) is shown in Appendix 7. The question asked in relation to online purchasing of second-hand items was:

- Thinking about the last time you purchased textiles/electronic and electrical/furniture online, would you have bought a similar item new if you hadn't bought the item second-hand?
    - Yes
    - No
    - Don't know

The responses to this question are given in the table in Figure 35 below.

	Textiles	EEE	Furniture	Total
Yes	143	166	62	371
No	105	128	80	313
Don't Know	13	19	9	41
Total	261	313	151	725

Figure 35 Online survey data summary

It was assumed that "don't know" responses were equivalent to "maybe" responses for this report. On this basis the average re-use displacement values by priority material stream for online purchasing is as shown in Figure 36. The online results indicate that average re-use displacement through online purchasing channels is 54% overall, twice the average re-use displacement figure for items bought in on-street venues. The difference between purchasing from on-street venues and on-line is statistically significant and further investigation is required to understand the differences. However, as with the data for on-street venues the lowest re-use displacement value is for furniture.

Figure 36 Online purchasing re-use displacement value by priority material stream

Adding the online data figures to each material stream (262 textiles, 313 EEE, and 151 furniture purchases) into the survey data results in increasing the re-use displacement values as shown in Figure 37.
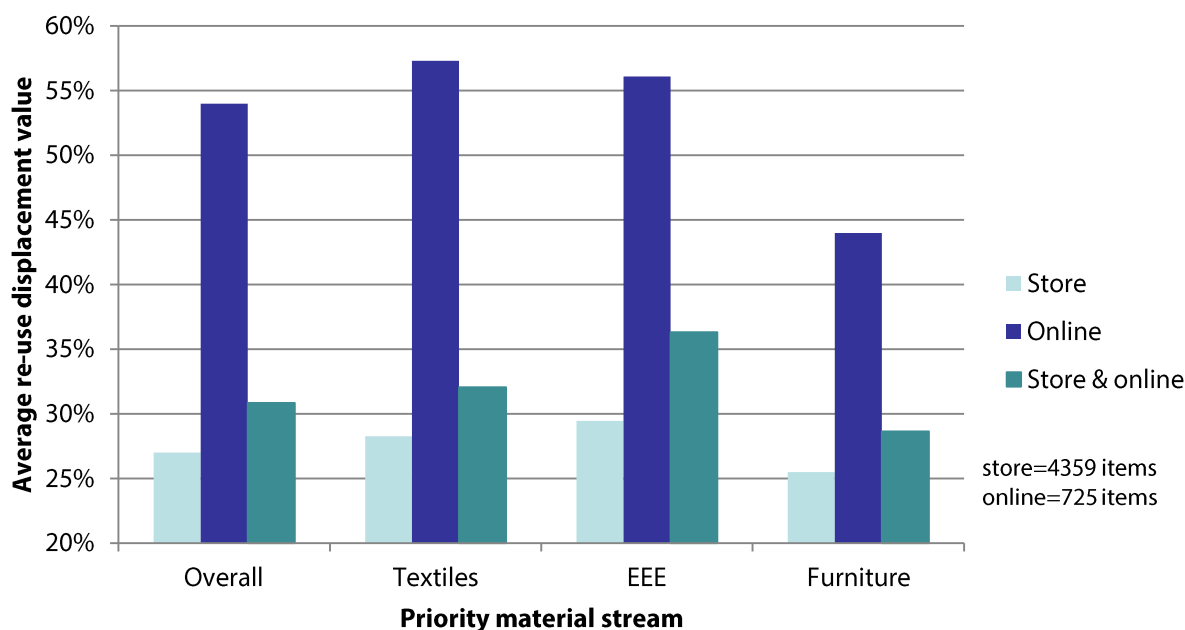

Figure 37 Comparison of results for at venue survey and online survey

5.4   Purchasing behaviours

5.4.1 Purchasing behaviours by reason for purchase

For each item purchased respondents were asked why they had bought the item. Figure 38 summarises the results by gender for the key response categories. For both genders the percentage of total responses follows a similar pattern in relation to the reason for purchase. 42.6% of women, compared to 33.6% of men, buy items spur of the moment. However, 56.4% of men state "replacing", "upgrading" or "needing" an item compared with 43.5% of women stating these reasons.
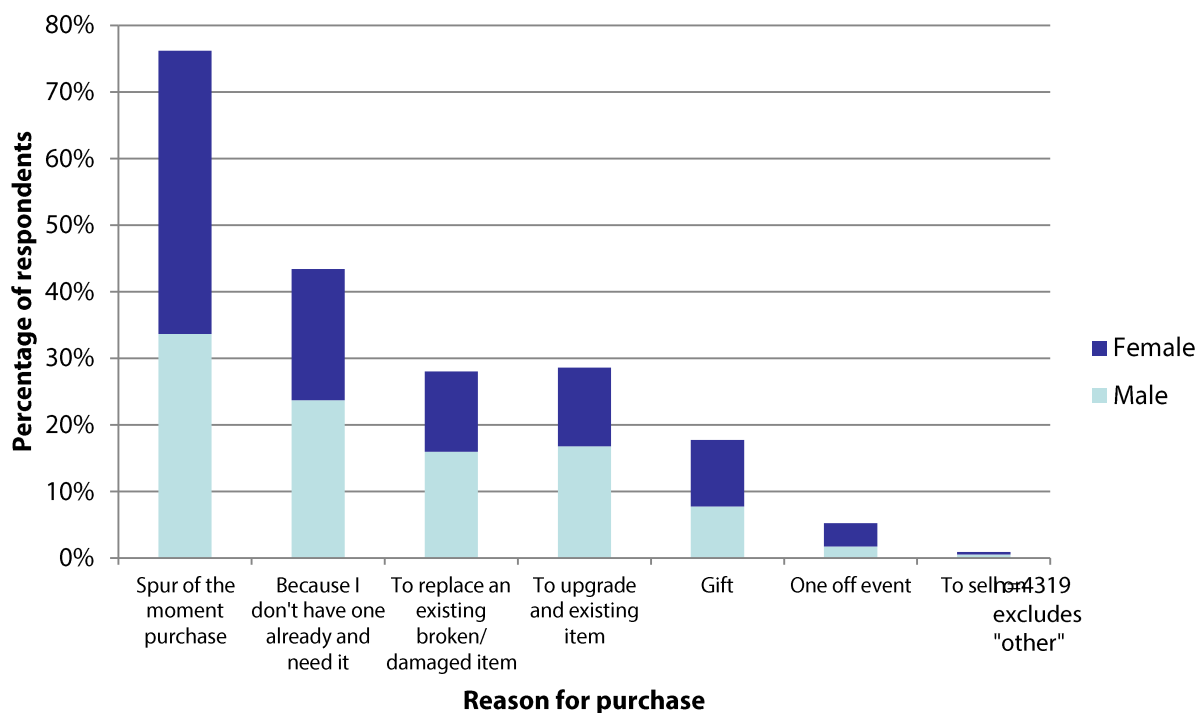
Figure 38 Percentage of purchases by gender in relation to reason for purchase

When comparing across age profiles, as in Figure 39, it can clearly be seen that the pattern in the reason for purchase is consistent with the overall profile in Figure 38 and gender for each age band.
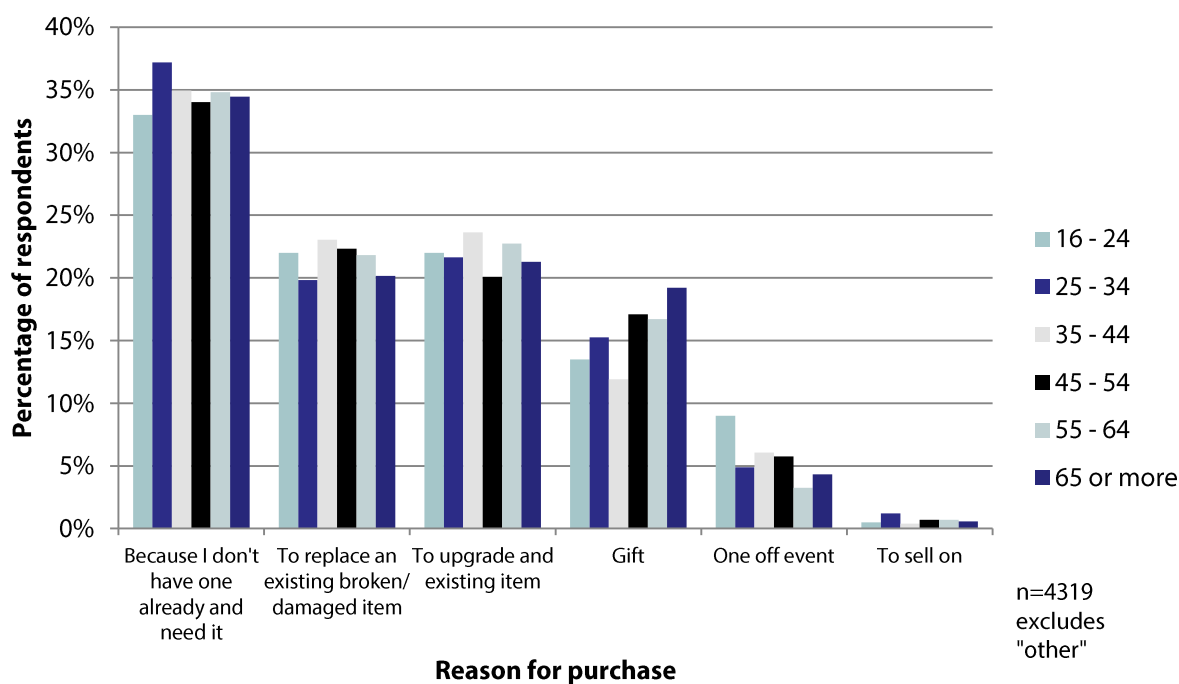
Figure 39 Reason for purchase in relation to age band

The breakdown of the main reason for purchase by material stream is given in Figure 40 below. The majority of second-hand textile (54.7%) purchases in Britain were spur of the moment whilst the most common reason for purchasing furniture at 39.7% was that people needed the item and didn't already have one. Reasons for purchasing EEE items were

generally more equally spread at between 18% and 24% (excluding one off event and gift purchases).
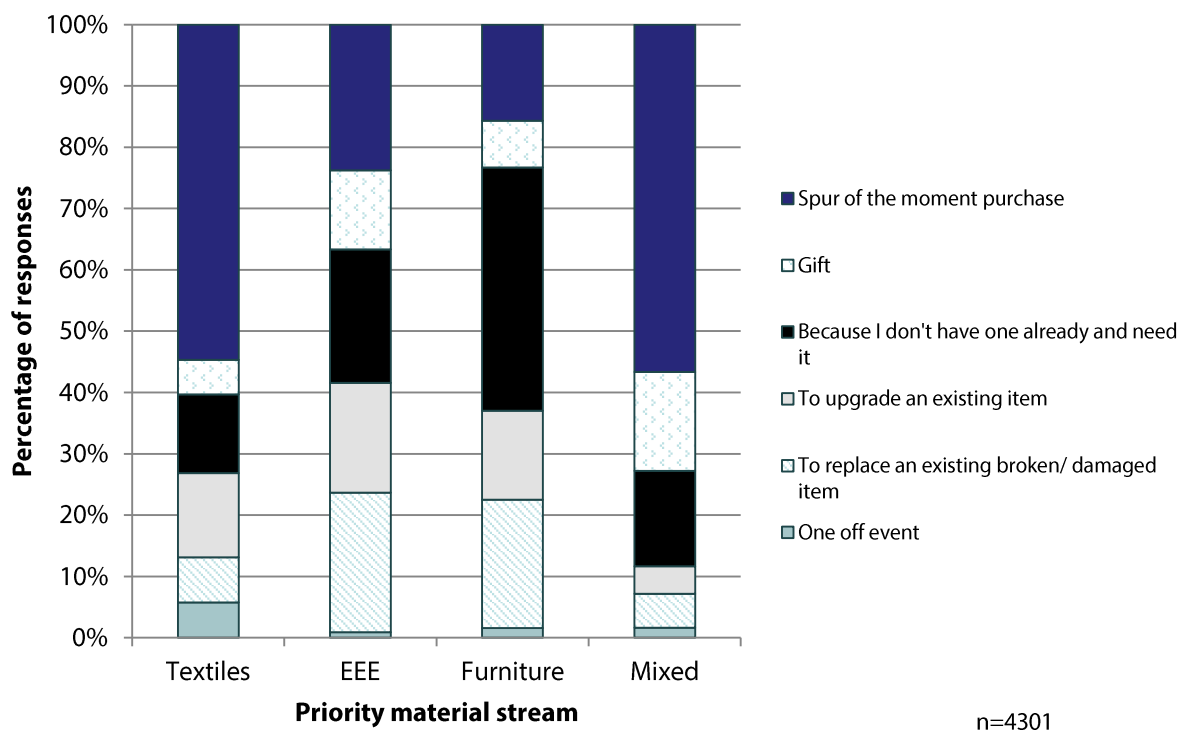
Figure 40 Reason for purchase and priority material stream

5.4.2 Purchasing behaviours in relation to financial savings

Respondents were asked whether they would purchase additional items if they made financial savings from the purchase of the second-hand items. Overall for 69.5% of purchased items additional items would not be bought. Of the 668 (21.4%) of items bought where additional purchases would be made 62.1% of purchases are likely to be more second-hand items as shown in Figure 41. The type of additional item that would be purchased was not captured within this study.

New, 89

Don't know, 164

Second-hand, 415

n=668
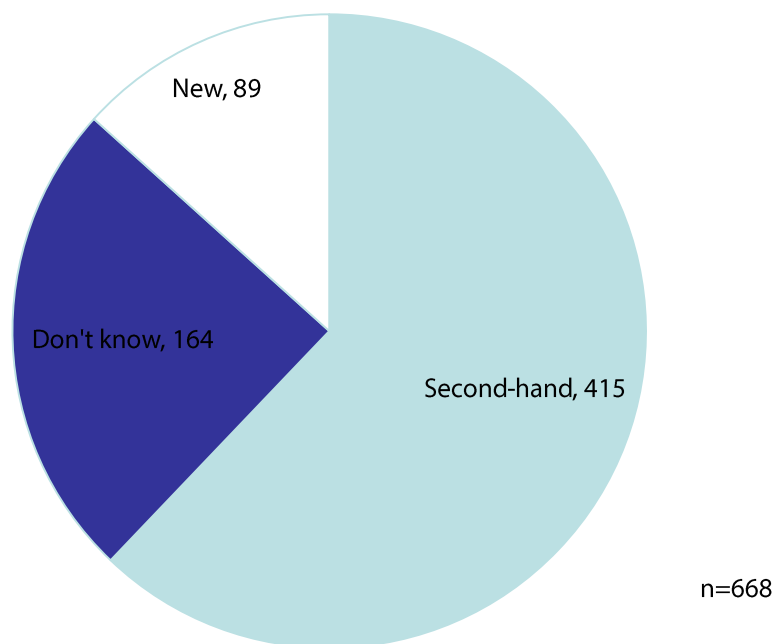
Figure 41 Savings spend behaviours

There is a difference between men and women in relation to their likelihood to spend any money saved on additional items. 18.6% of men stated they would spend the savings compared to 21.8% of women.

Figure 42 describes the relationship between the answers relating to purchasing new items if the item purchased had not been bought second-hand and spending of any savings made by buying second-hand.

The results indicate that 31.4% of respondents who would spend any saved money on further items also said that they would have bought an item new if they couldn't buy it second-hand.

n=4359 items
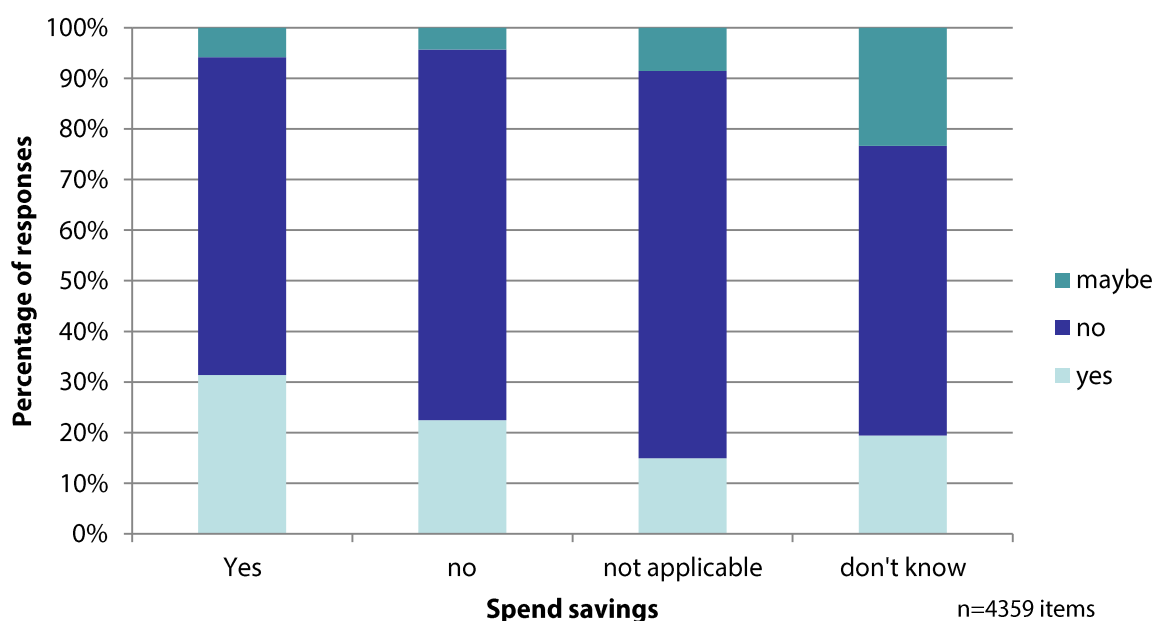
Figure 42 Relationship between buying new and spending savings

5.4.3 Purchasing behaviours by recipient of purchase

75.2% of all second-hand purchases were for the person buying the item. Of the remaining 24.8% the majority of purchases were for people within the purchaser's household as shown in Figure 43. Therefore, 88.4% of all second-hand purchases are for individual households.

n=4337 items
excludes "none of the above" responses
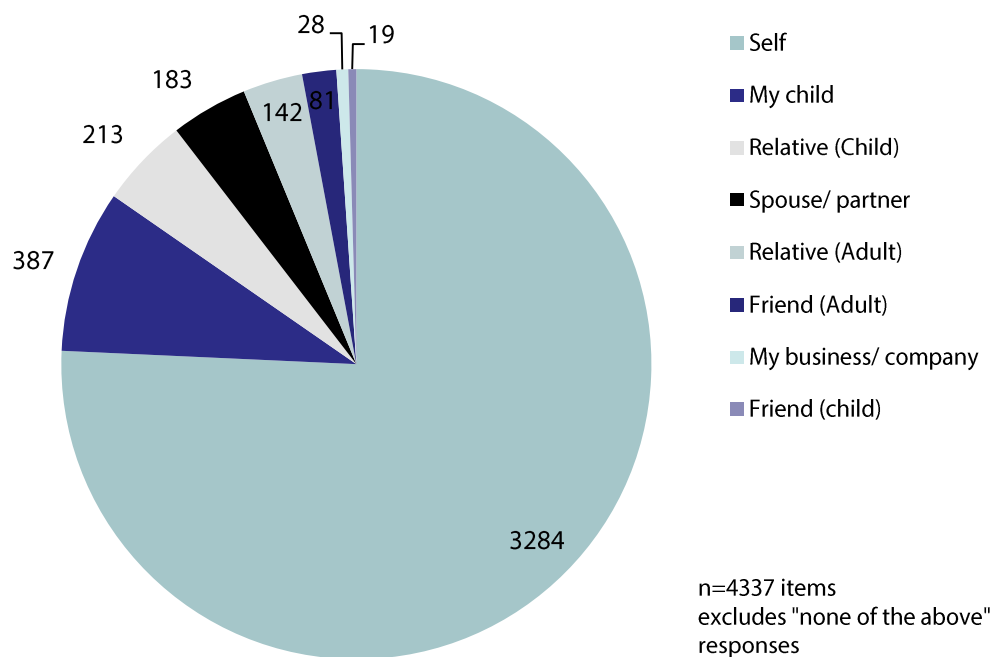
Figure 43 Recipient of purchased items (excluding purchaser)

Figure 44 gives an indication of the percentage of second-hand purchases for the recipient type in relation to the priority materials streams. In all cases (except business related purchases) textiles is the largest fraction at between 40% and 50%. It is interesting to note that furniture second-hand purchases account for 33.9% of purchases for adult relatives.
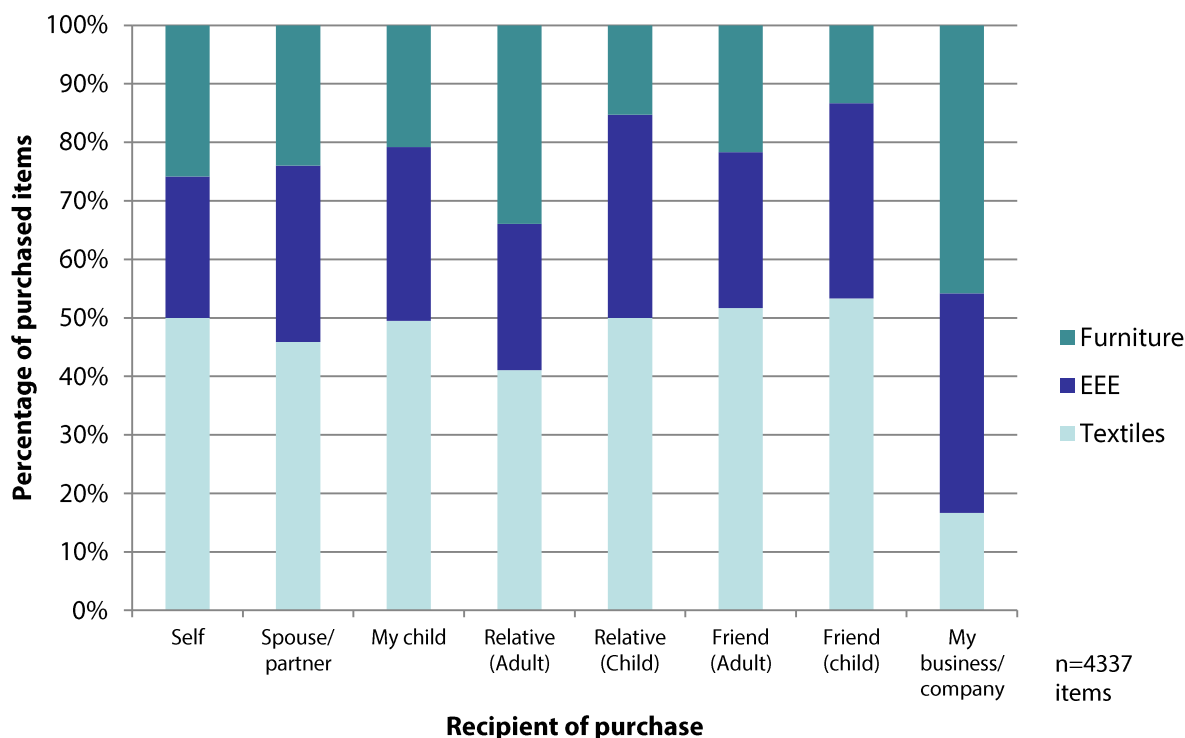
Figure 44 Percentage of purchases by material stream and recipient of purchase

5.4.4 Purchasing behaviours in relation to reason for buying second-hand

In addition to respondents being asked the reason why they had bought the items; questions were also asked to understand why the people had bought the item second-hand instead of new. As respondents could provide more than one answer 9440 responses were provided. Figure 45 shows that the main reason given at 33% of all responses (3112 responses) was because people like getting a bargain. The least quoted reason (excluding "other" category) was because people couldn't buy the item new locally at 1% of all responses. The "can't buy new locally" 1% figure was consistent across all 3 nations.

Percentage of responses
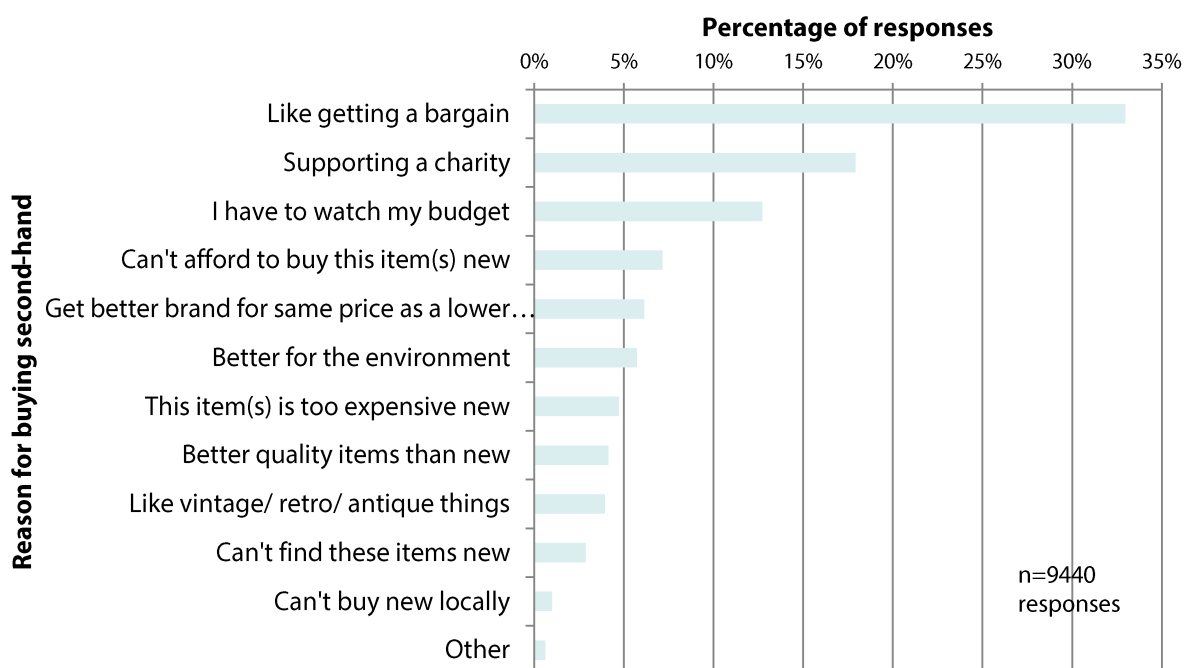
Figure 45 Reason for buying second-hand

5.5   Purchased item use behaviours

Respondents were asked how long they were planning on keeping the item they purchased. Figure 46 shows that over 65% of respondents were intending to keep the item longer than a year or forever.

Legend:
- Plan to use once
- Less than 1 month
- Less than 3 months
- Less than 6 months
- Less than a year
- Longer than a year
- Forever
- Purchased as a gift
- Don't know

n=4359
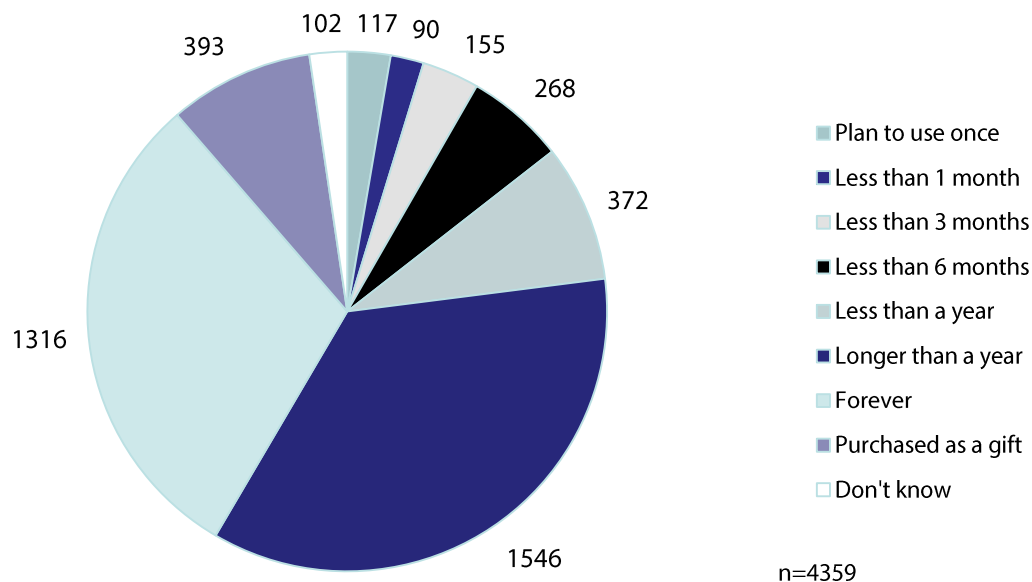
Figure 46 Length of ownership of purchased second-hand item

Generally, Figure 47 indicates that men are more likely to state they intend to keep the purchased item longer than women. However, this is dependent upon the nature of the item bought. As shown in section 5.2.1 men bought more EEE and furniture items than women as a percentage of total purchases by gender. Figure 48 confirms that EEE and furniture items are planned to be kept longer than textiles (of which women buy significantly more than men).

Percentage of respondents
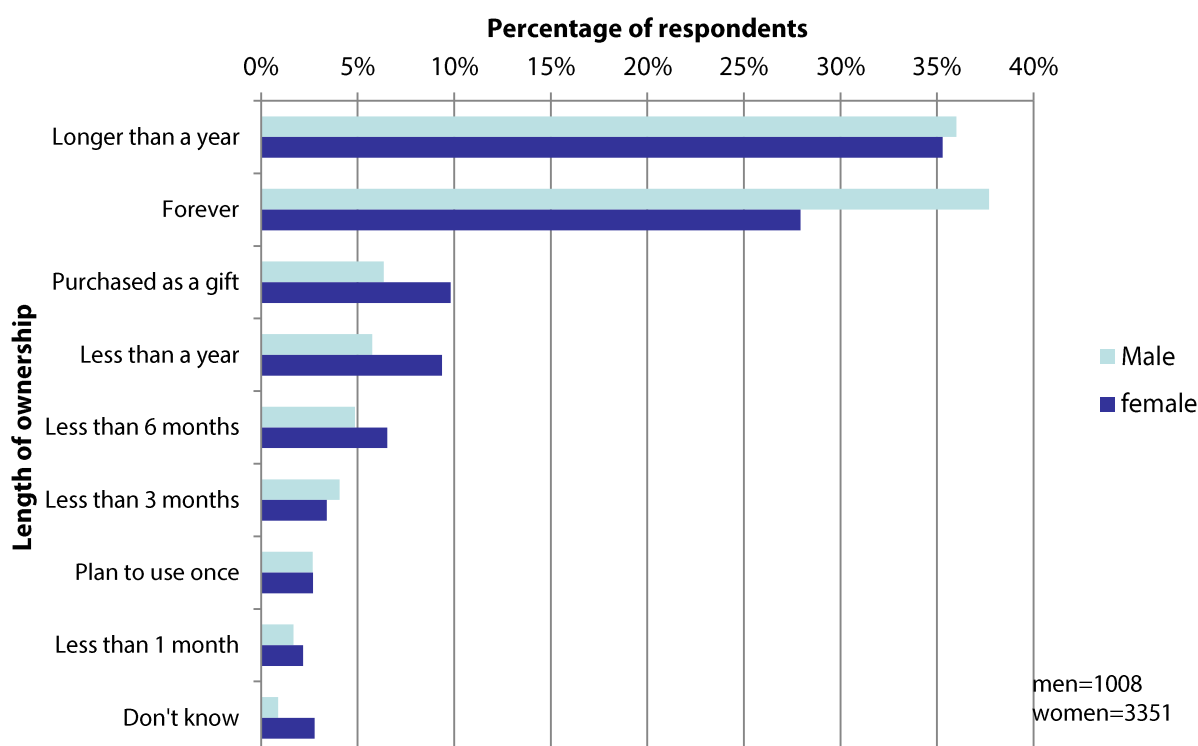
Figure 47 Length of planned ownership by gender

men=1008
women=3351

Percentage of responses
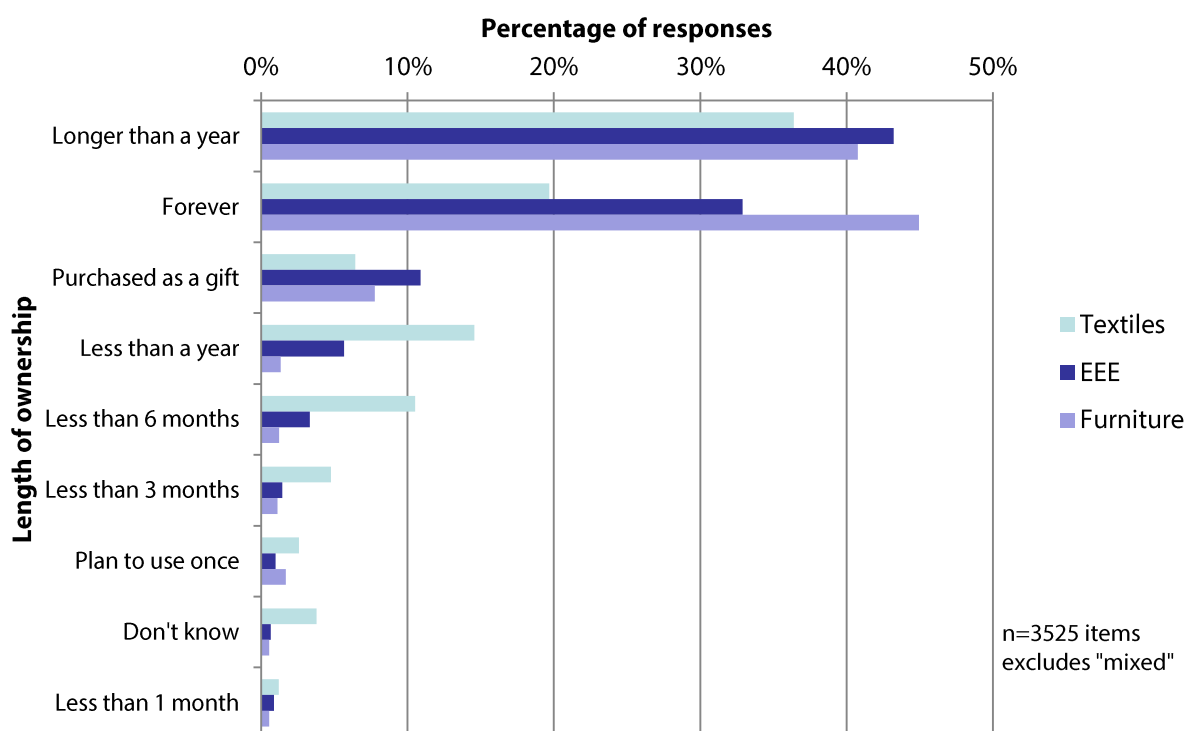
Figure 48 Length of planned ownership by priority material stream

n=3525 items
excludes "mixed"

In relation to age and planned length of ownership, Figure 49 indicates that people less than 35 years old are more likely to own an item for shorter periods of time. 32.1% of 16-24 year olds and 28.3% of 25-34 year olds provided a response of less than a year or lower. This is in comparison to 19.5% of 45-55 year olds and 5% of over 65s.

Percentage of responses
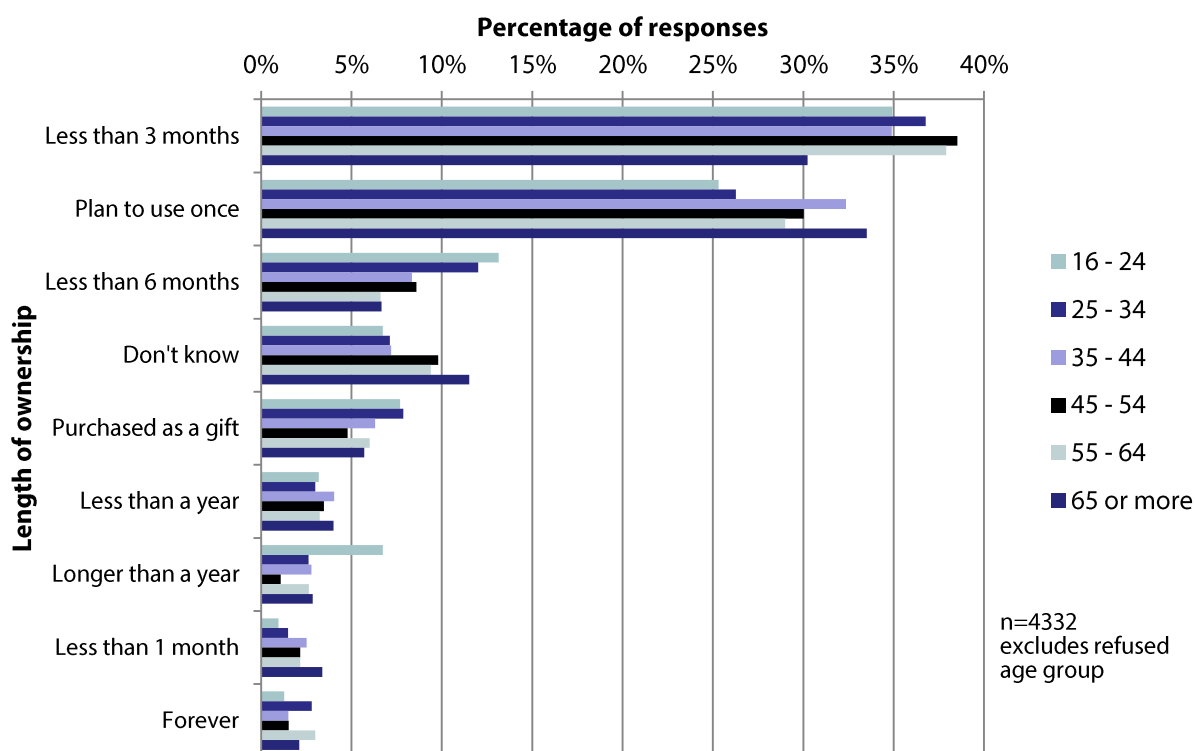
Figure 49 Length of planned ownership by age band

For all items that were purchased (excluding gift, don't know and keeping forever responses), respondents were asked what they would do with the item when they no longer had a use for it. The options were:

- Keep forever
- Put in council recycling
- Swap
- Sell
- Store it away
- Take to HWRC 'the tip'
- Give to friend, family or neighbour
- Donate to charity shop
- Throw away

63.2% of respondents intended to donate the item to a charity shop, with 15.5% planning to throw the item away. However, there is a marked difference between the end of use behaviours between men and women as shown in Figure 50 for the two main options chosen. Whereas, 67.5% of women would plan to donate items to a charity shop (where they weren't keeping the item forever) only 47.5% of men stated they plan to take this action.

donate= 1570
throw away= 384
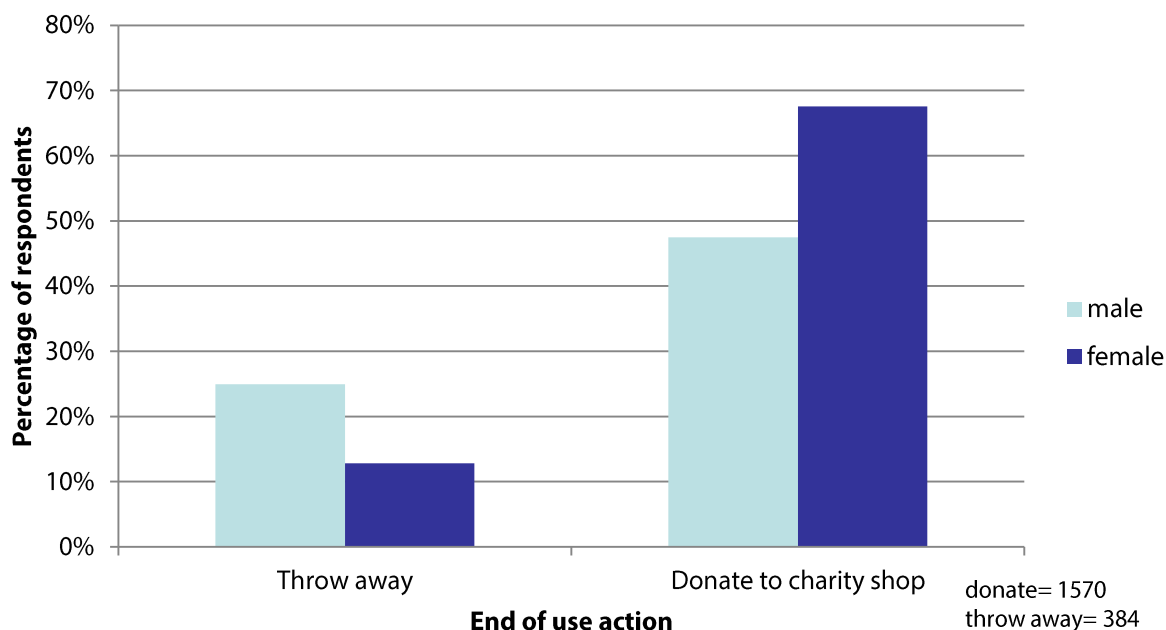
Figure 50 Planned end of use action by gender

A similar pattern is seen, as would be expected given the significantly larger number of women included in the survey, when comparing behaviours across the age bands as shown in Figure 51.

donate= 1562
throw away= 380
excludes "refused" age band
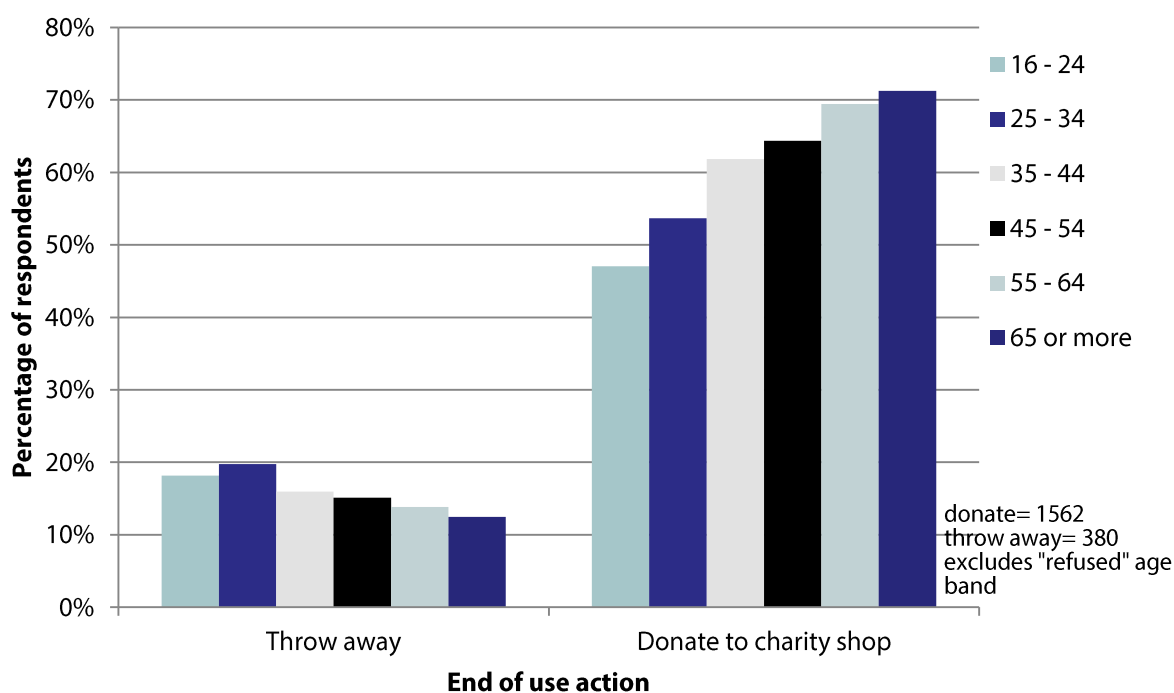
Figure 51 Planned end of use action by age band

When looking at what people would do in relation to the type of item bought it can be seen in Figure 52 that textiles has the highest percentage of donations to charity shops (53.6%), EEE items have the highest percentage of directly passing on to others (11.3%) and furniture has the highest level of keeping forever (49.9%).
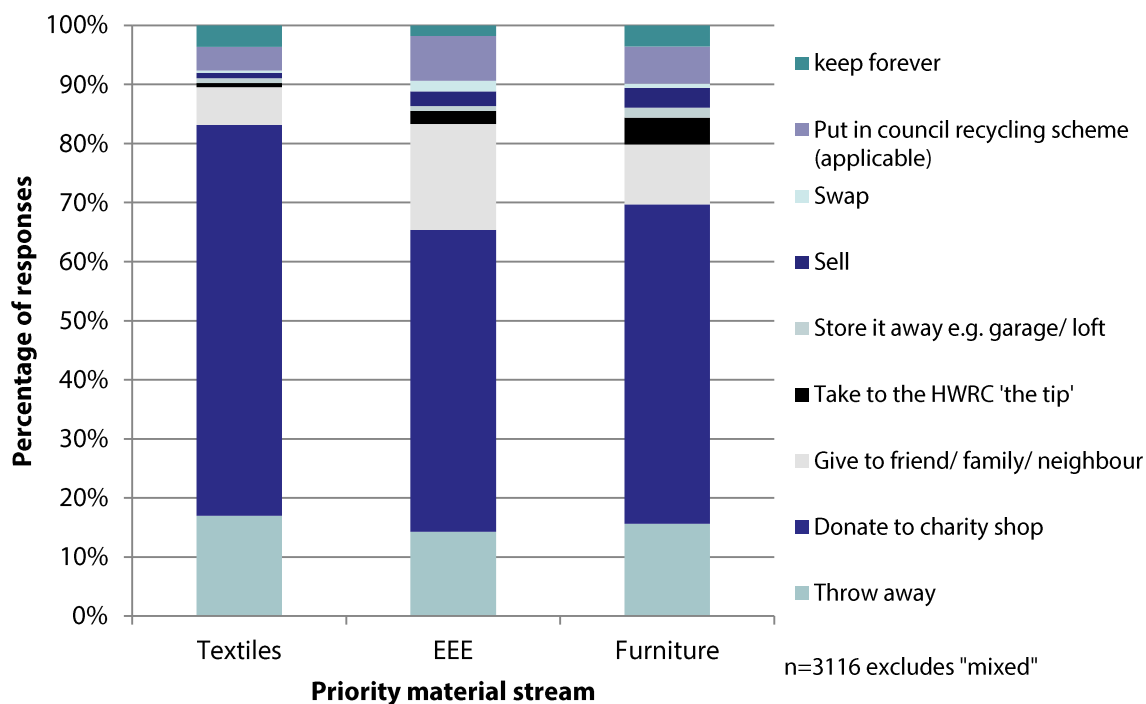
Figure 52 Planned end of use action by priority material stream

Respondents were also asked how frequently they donate or sell items. Figure 53 shows that men are less likely than women to donate items but where items are donated the frequency of donation is similar across all options provided at 18%. However, over 67% of women donate items at least every 6 months or less.
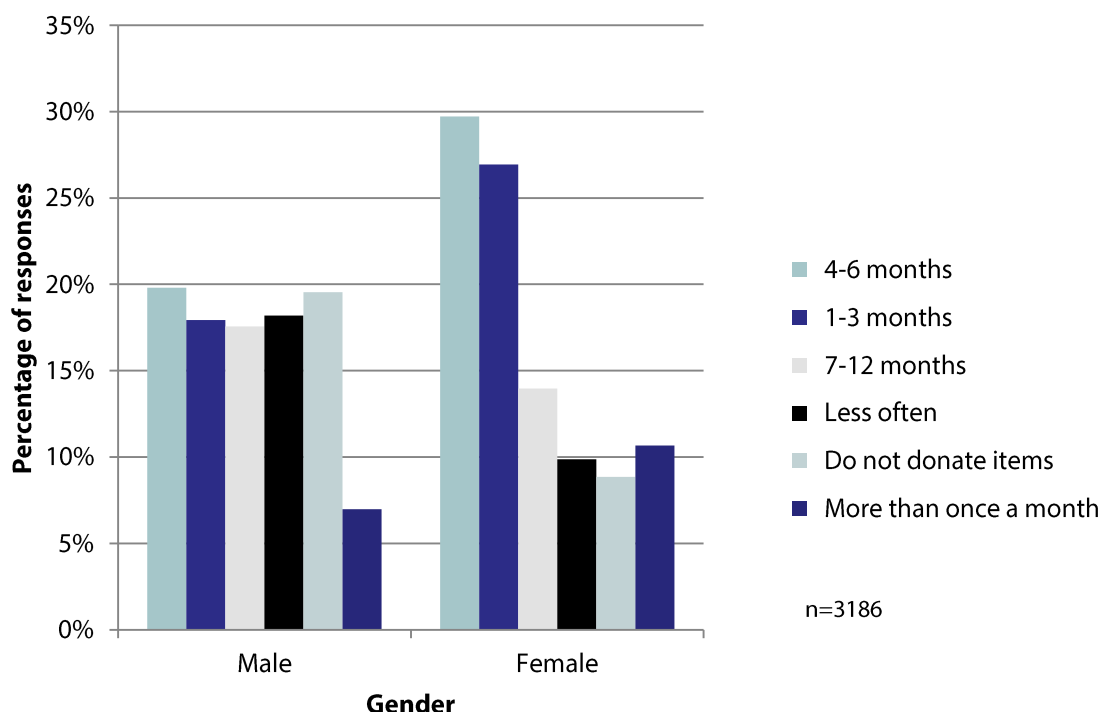
Figure 53 Donation frequency by gender

Given the dominance of women in the survey the donation patterns in relation to age generally follow the same pattern as women in Figure 53. There is one exception as shown in Figure 54. The age band 25 – 35 is twice as likely as the other age bands not to donate items even though this age band is still dominated by women in the survey.

Chart legend:
- 4-6 months
- 1-3 months
- 7-12 months
- Less often
- Do not donate items
- More than once a month

n=3164 excludes "refused" age band
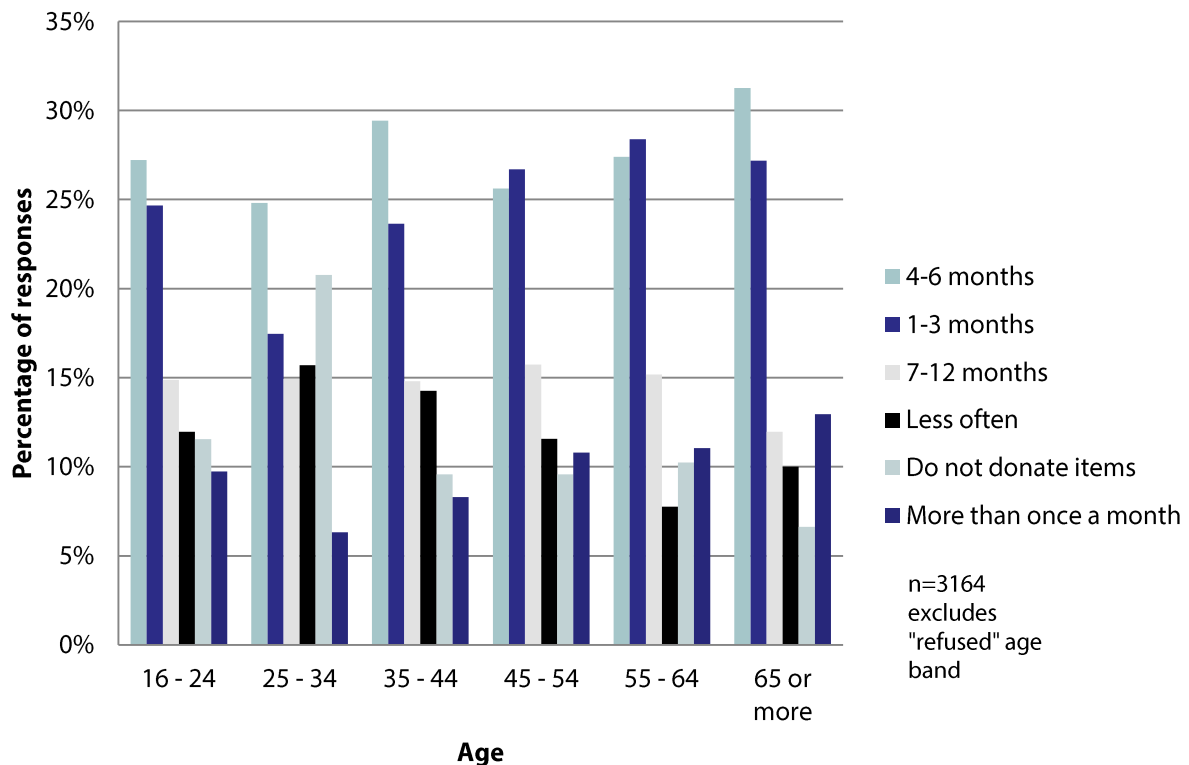
Figure 54 Donation frequency by age band

In relation to selling of second-hand items 72.1% of men and 78% of women stated they do not sell second-hand items. 16.1% of men and 11.8% of women occasionally sell items second-hand. In addition, the selling of items becomes a lower percentage of the population as people increase in age, reducing from 33.1% in age group 16-24 to 13.7% in age group 65 or older.

Respondents were asked whether they ever buy second-hand or rent/hire a defined list of items. Less than 1.3% of the 3186 respondents stated they do not buy any of the items listed second-hand. In relation to renting or hiring equipment over 83% of respondents do not rent or hire any of the items listed. Cars were the main item at 7.6% of respondents that people stated they hire or rent. 2.1% of respondents stated they hire large household appliances (67 responses).

Over 81% of people purchase adult clothing second-hand. IT and telecommunications equipment has one of the lowest levels of purchasing of second-hand items at 20.2% behind carpets and rugs at 19.8%. The information is summarised in the table in Figure 55 below.

	Buy second-hand	hire/rent
Adult's clothing	81.6%	0.6%
Footwear and accessories	42.0%	0.4%
Hard furniture	41.9%	0.3%
Children's clothing	38.1%	0.1%
Household textiles/ linen	36.8%	0.3%
Cars	32.5%	7.6%
Large household appliances	28.0%	2.1%
Soft furniture	24.1%	0.3%
Garden/ outdoor e.g. sheds, tools	22.5%	0.7%
Small household appliances	22.2%	0.4%
IT and telecommunications equipment	20.2%	1.6%
Carpets and rugs	19.8%	0.3%
None of the above	1.3%	82.6%

Figure 55 Behaviour in relation to second-hand purchase of items

Of 875 respondents (providing 1342 responses) who do not buy the listed items second-hand the main reasons given related to quality, durability and guarantees, with these accounting for 55.1% of responses. The most common reasons were "like to buy new things" and "concerns about quality" at 23.8% each. This information is summarised in Figure 56 below.
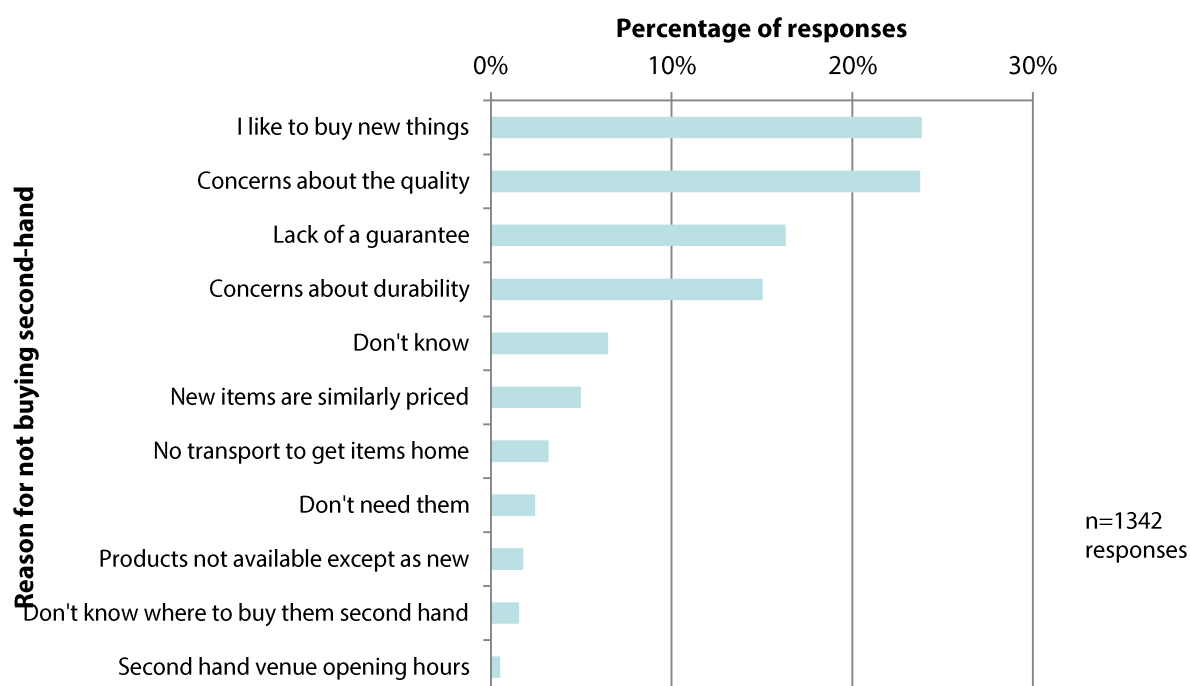
Figure 56 Reasons for not buying items second-hand

5.6   Routes for purchasing second-hand items

Respondents were asked why they had bought the items from the particular venue. The results are summarised in Figure 57.
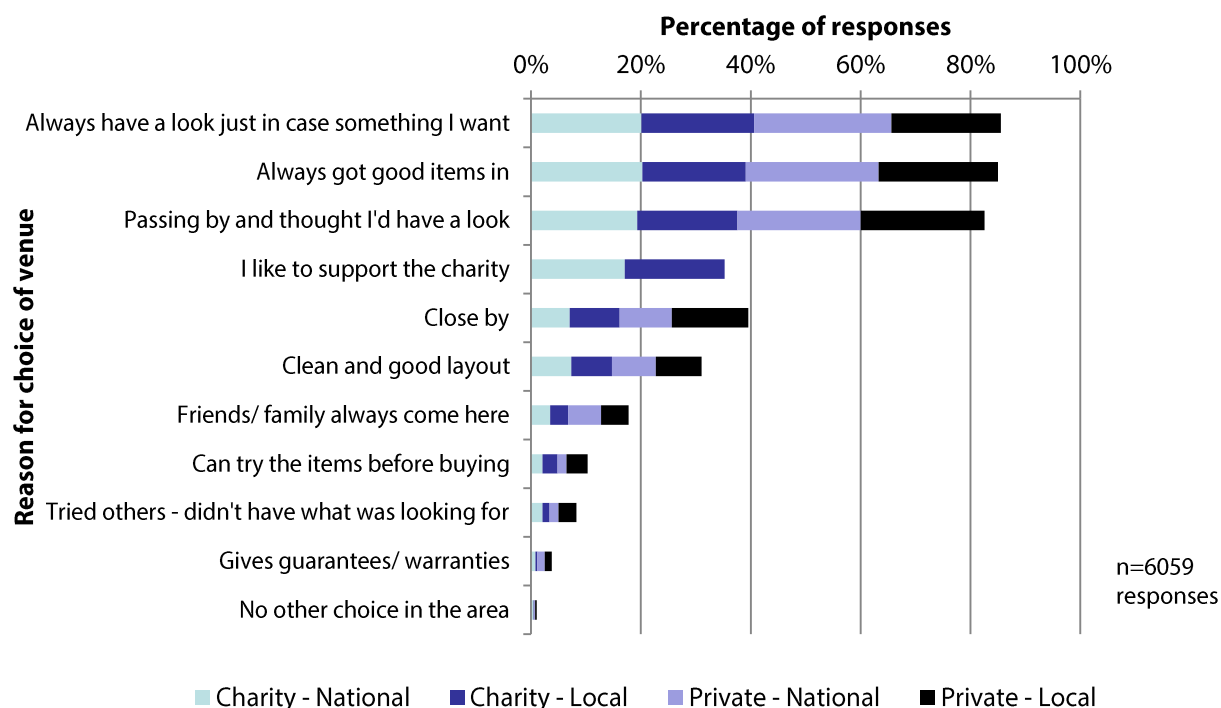
Figure 57 Reason for purchasing in the venue

For the four key venue types in the survey the main reason for using the venue was because people were passing by or having a look anyway – ranging from 38.7% for local charity shops to 47.5% for private sector second-hand stores that have a national presence.

These results appear to have a correlation to the spur of the moment purchasing values described in section 5.4.1 where between 33.6% and 42.6% of purchases are spur of moment depending upon gender.

It is also noted that quality of items, as highlighted by the "always got good items in" response is a key factor for choice of venue accounting for around 20% of responses for each venue type.

The results also indicate that guarantees and warranties are not a key reason for choice of venue. Further information on warranties is provided in section 5.7.

In addition to asking respondents their reasons for purchasing items from the venue they were in, they were also asked where else they purchase second-hand items and which one route (channel) is their preferred option.

94% of all respondents use charity shops for purchasing second-hand items compared to less than 6.5% of people using re-use centres or HWRCs "the tip" as shown in Figure 58 below. Car boot sales were the second highest channel selected. There was no significant difference between genders in response to the question.
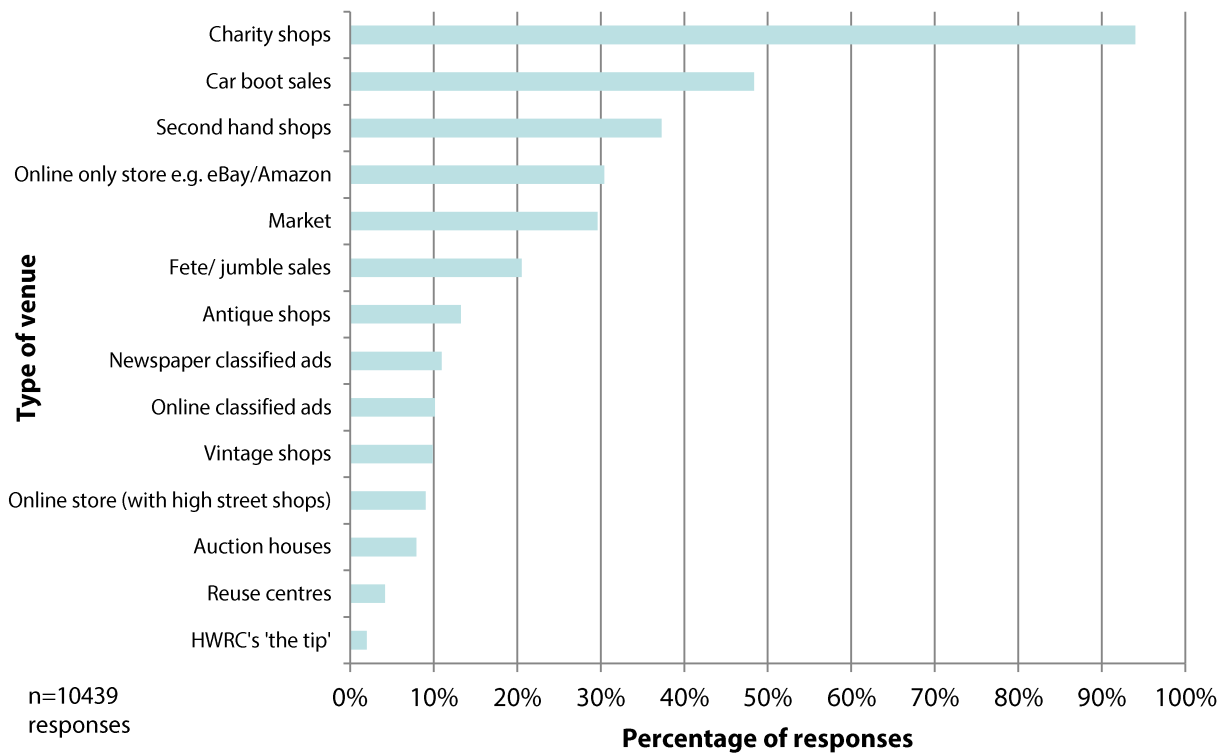
Figure 58 Channels for purchasing second-hand items

Figure 59 shows the choice of channel by age bands for the six most popular channels. The pattern is similar for car boot sales, fetes/jumble sales, markets and second-hand shops. However, there is a marked difference between age bands on use of online channels such as eBay and Amazon, with younger generations selecting this as an option compared to older age groups. The data indicates that charity shops appeal to all age bands.
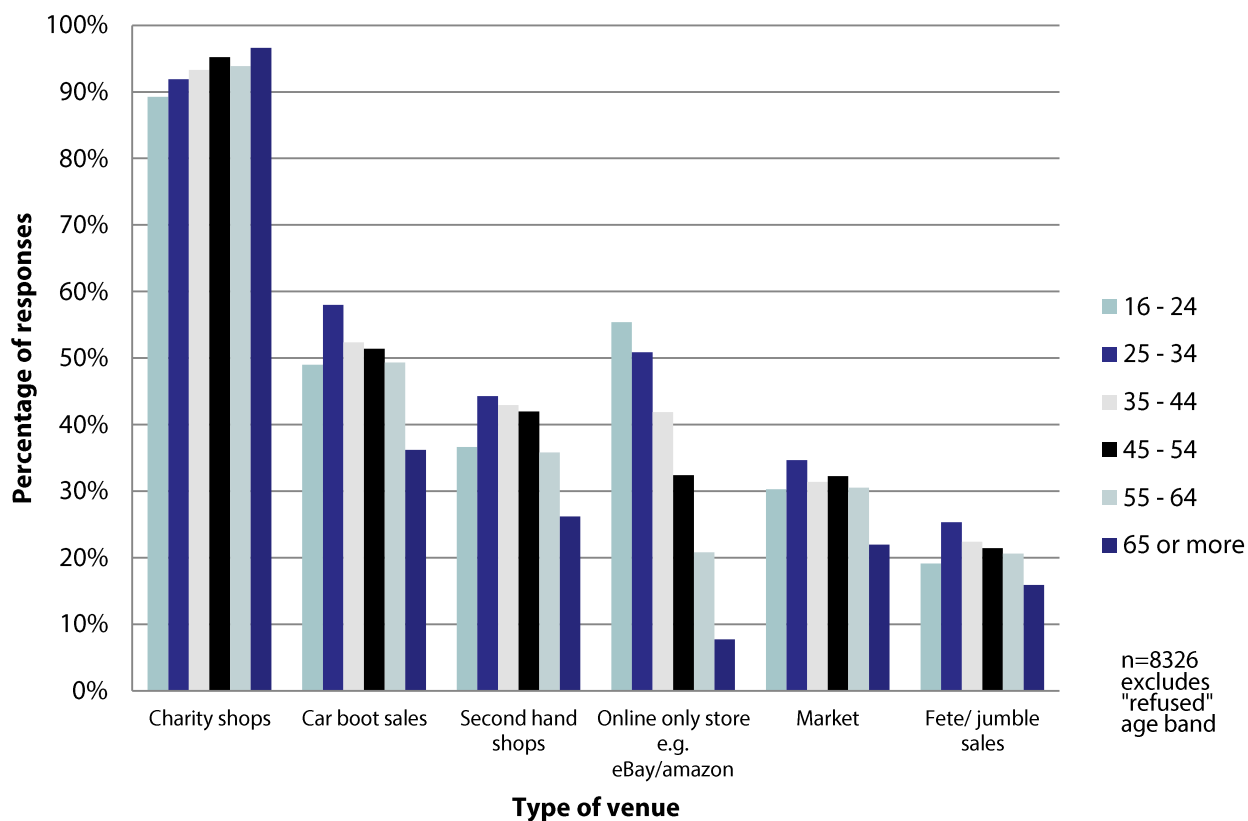
Figure 59 Channel for purchasing second-hand items by age band

For online purchasing respondents were asked how important it was that the online channel was a trustworthy or well-known source. 65% of respondents stated very important or quite important.

Respondents were also asked which channel would be their primary channel for purchasing second-hand items. Figure 60 summarises the results for Britain and Figure 61 gives a breakdown by individual nation. Only those channels for which more than 2% of respondents in at least one nation gave a preference are included.
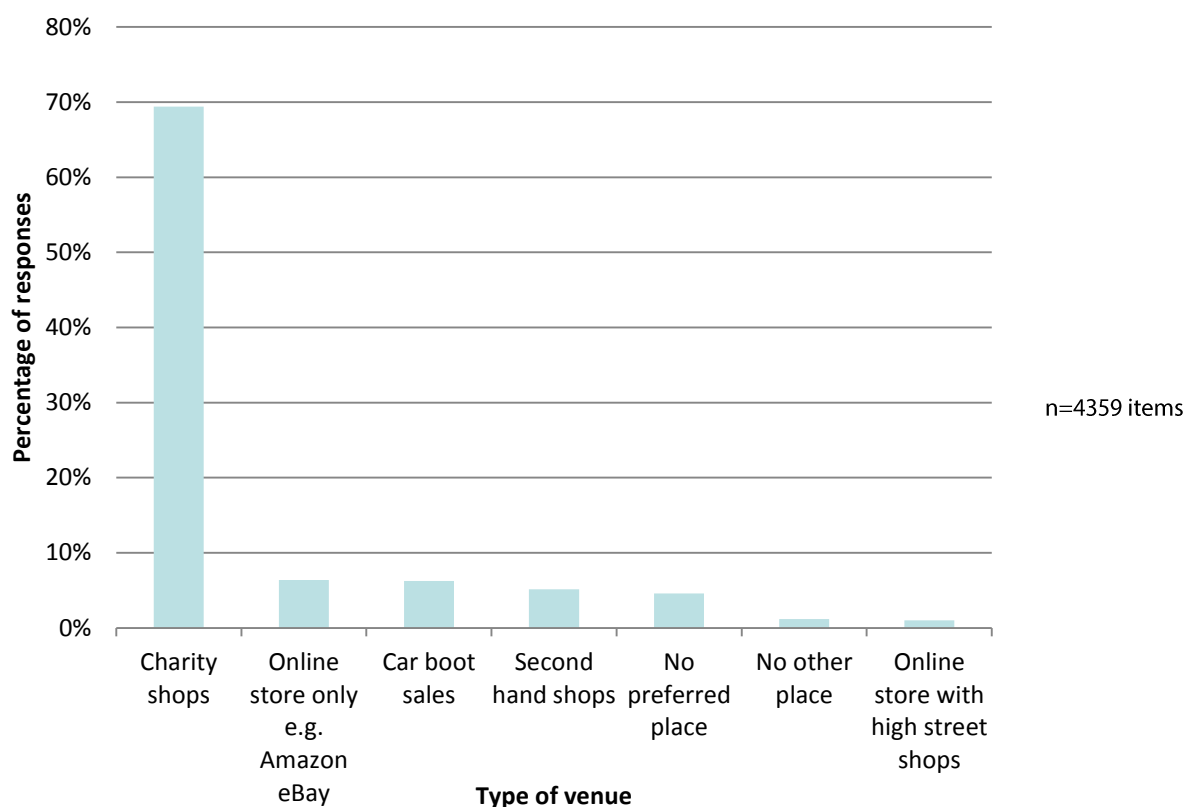
Figure 60 Preferred channel for purchasing second-hand for Britain
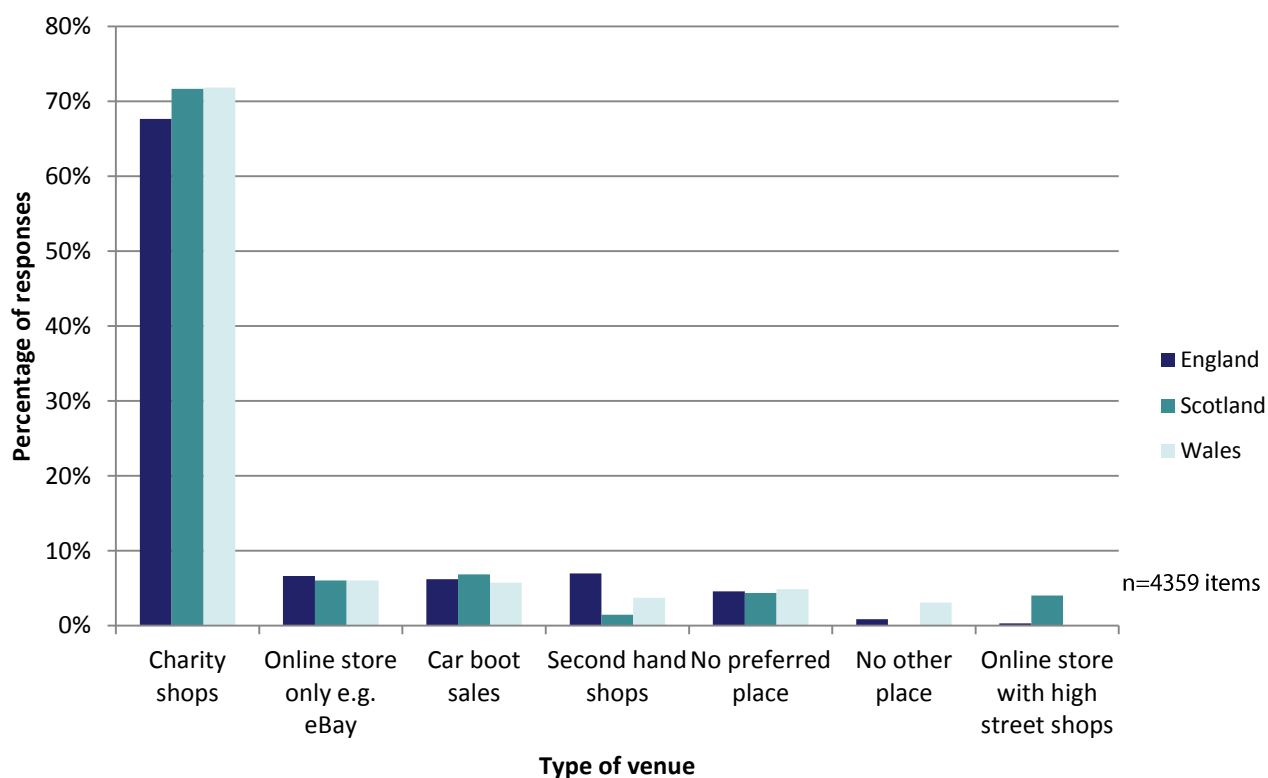
Figure 61 Preferred channel for purchasing second-hand items by nation

It is clear that the charity shops are by far the preferred route for purchasing second-hand items for all nations in Britain, with very little variation between them. The next most popular

channels are car boot sales and online stores (such as eBay), but less than 7% of respondents preferred these channels.

5.7 Product labels, standards and warranties

Respondents were asked to specify the importance of warranties to determine if there is a difference in expectations of warranties for buying new items and second-hand items. The results are presented in Figure 62 and clearly show that over 80% of respondents state that warranties are important when buying new items compared to 30.7% for second-hand purchases.
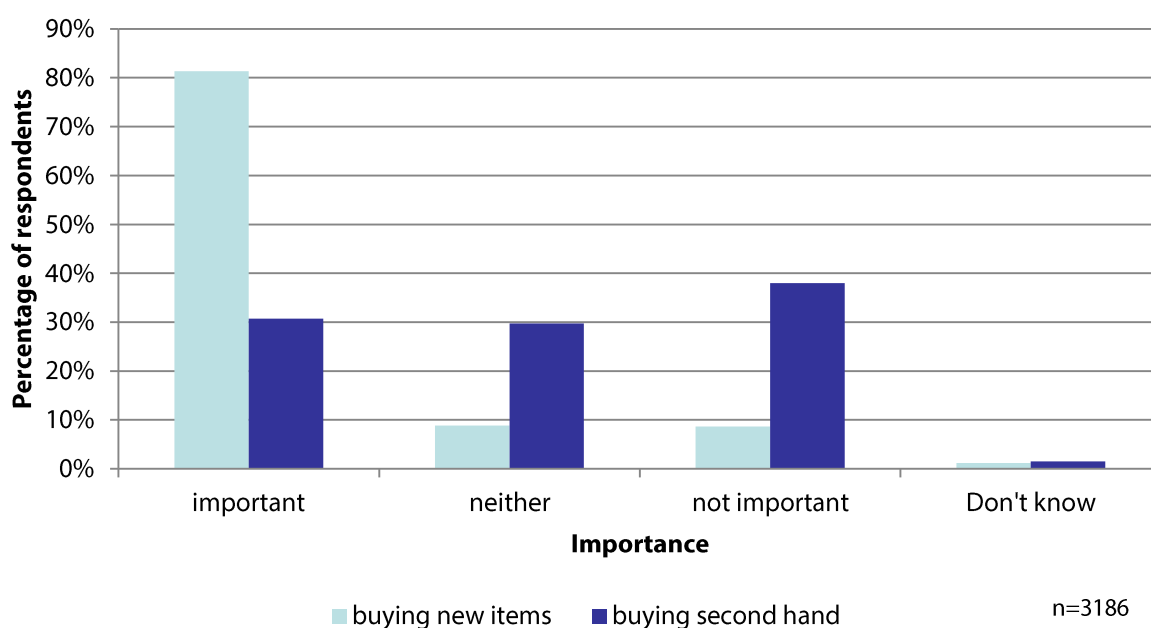
Figure 62 Importance of warranties

5.7.1 Furniture labels and standards

A set of images were presented (as given in Appendix 9) to respondents to understand their level of general awareness of particular labels and standards and whether they look for such labels and standards in second-hand purchases. In all instances awareness of labels was significantly higher than the amount of respondents that actually looked for the labels when purchasing a second-hand item as shown in Figure 63. Information on whether the respondent also looked for such labels and standards in the purchase of new items was not asked in the survey.

Percentage of respondents

Awareness | Look for in second-hand

n=3186
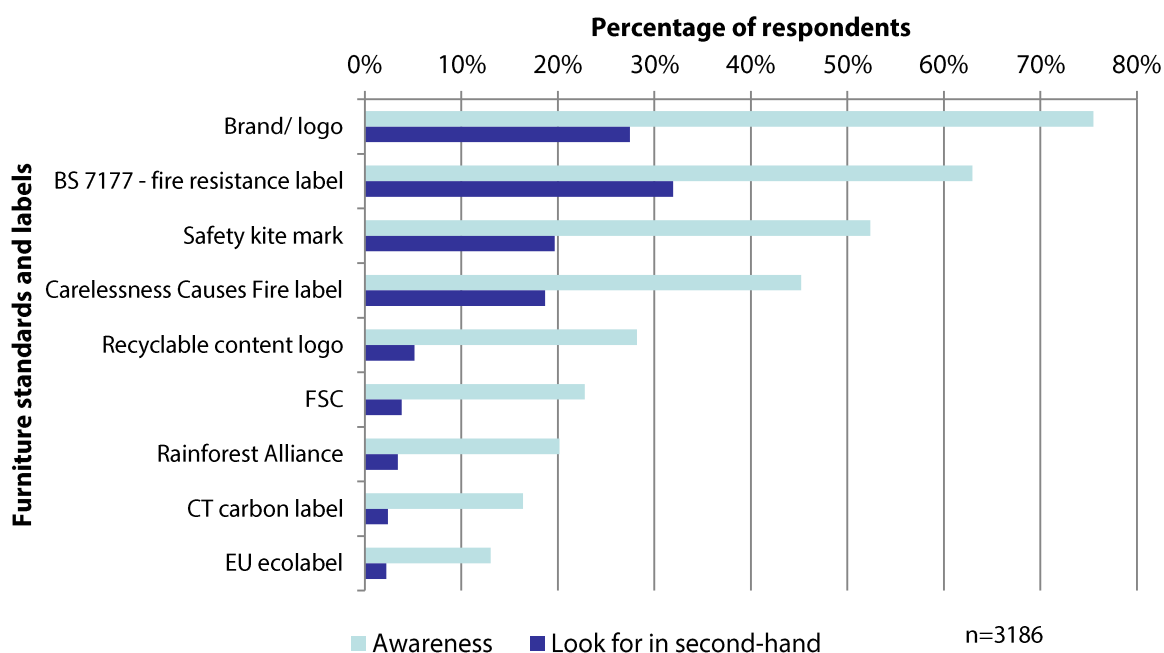
Figure 63 Awareness of furniture labels and standards

The fire resistance label and brand/logo were the two highest labels looked for in second-hand furniture items (32% and 27.5% respectively).

There was no discernible difference between men and women on the level of awareness of furniture labels and standards across all nations. In relation to age band the awareness profile was similar for each label as shown in Figure 64. This profile was the same in relation to respondents seeking the labels on second-hand items.

n=3164
excludes
"refused"
age band

Furniture standards and labels
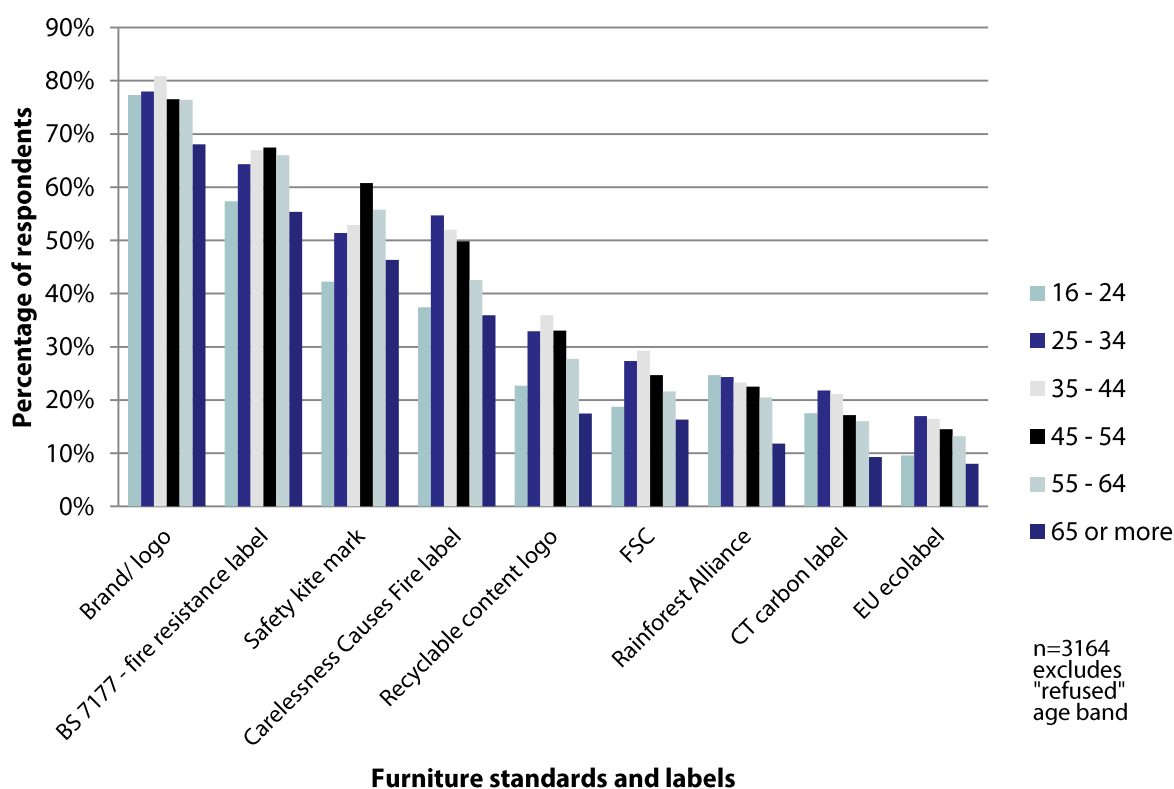
Figure 64 Awareness of furniture labels and standards by age band

There are a number of differences on awareness across nations as shown in Figure 65. Respondents in Wales were generally less aware of furniture labels than the other nations except in the case of the CT carbon label, recyclable content logo and rainforest alliance labels where respondents in Scotland were least aware.

Percentage of respondents
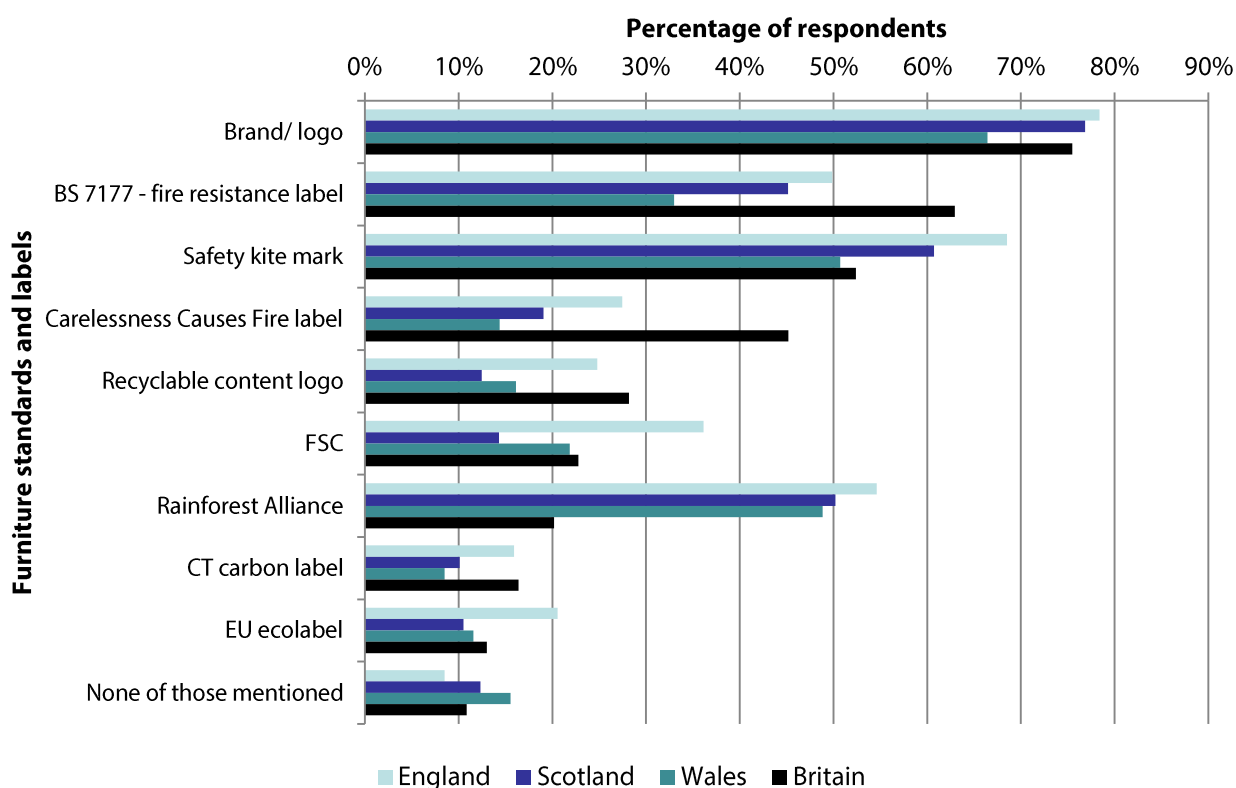
Figure 65 Awareness of furniture labels and standards by nation

Scotland was the nation more likely to look for a number of the key labels when purchasing second-hand items as shown in Figure 66, and are more brand/ logo conscious than the other nations. Wales are the least likely to look for any of the labels when purchasing second-hand items.
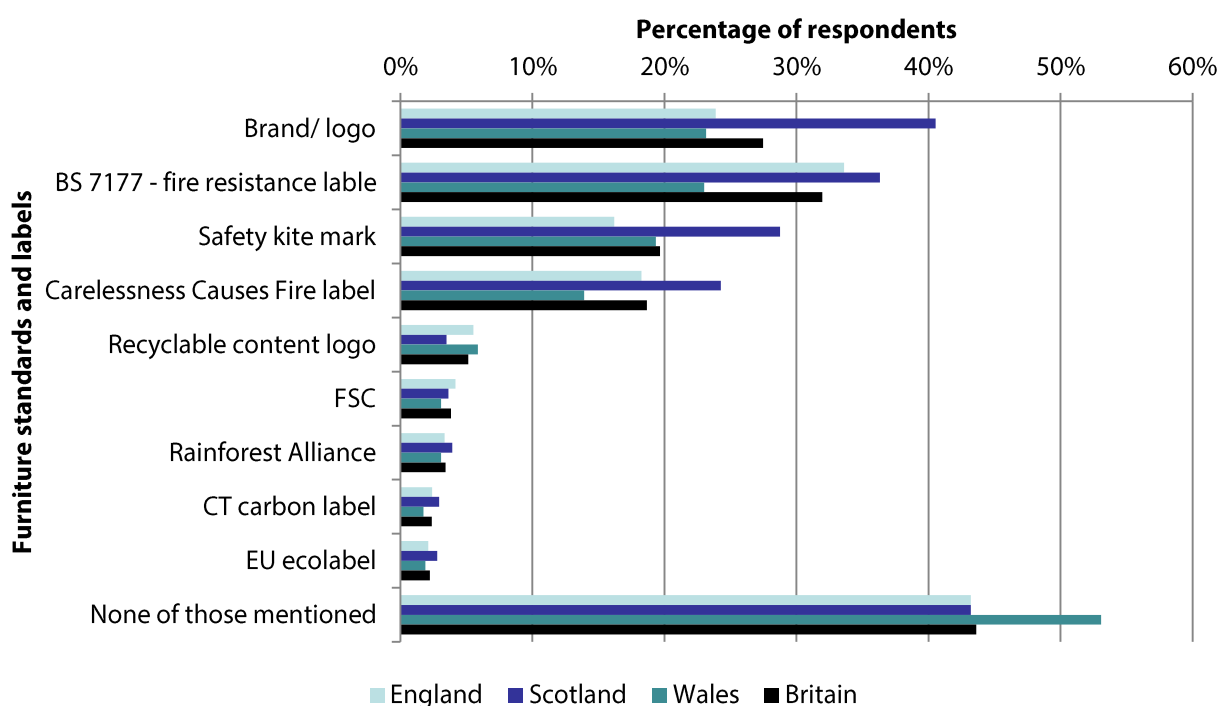
Figure 66 Furniture labels looked for in second-hand purchases by nation

5.7.2 Electrical and electronic items labels and standards

As with furniture labels and standards, respondents were significantly more aware of electrical and electronic item labels and standards than looked for in the purchase of second-hand items as shown in Figure 67. Similarly, there was no discernible difference between men and women on awareness and what they look for in purchasing second-hand items.

n=3186
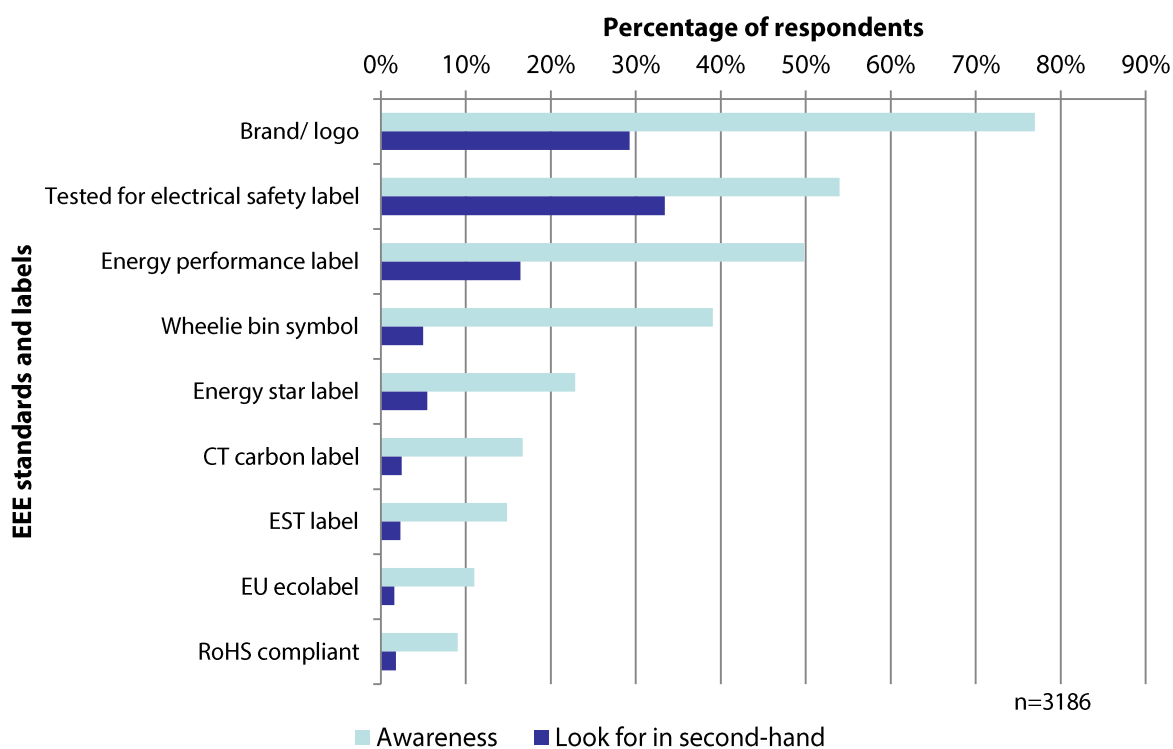
Figure 67 Awareness of electrical and electronic items labels and standards

The profile by age band was also similar to furniture as shown in Figure 68.
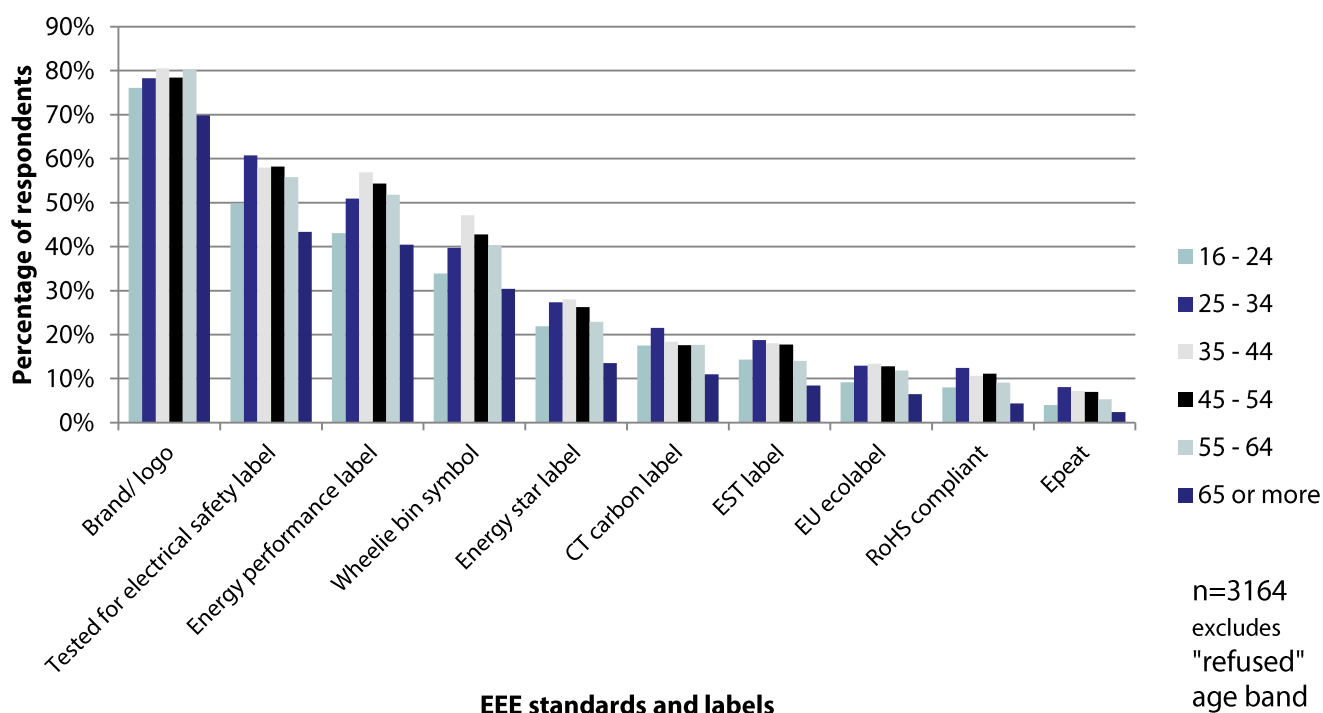
Figure 68 Awareness of electrical and electronic items labels and standards by age band

However, there is a difference in the profile of awareness by nation for electrical and electronic items as shown in Figure 69. Scotland is the least aware of the CT carbon label, wheelie bin symbol, energy performance label, energy star label and EST labels, although Wales still has the highest percentage of lack of awareness of any of the labels.

The profile of which labels respondents would look for in purchasing second-hand items is similar to that for furniture labels in that Scotland were more likely to look for the labels than the other nations and Wales are more likely to not look for any of the labels presented.
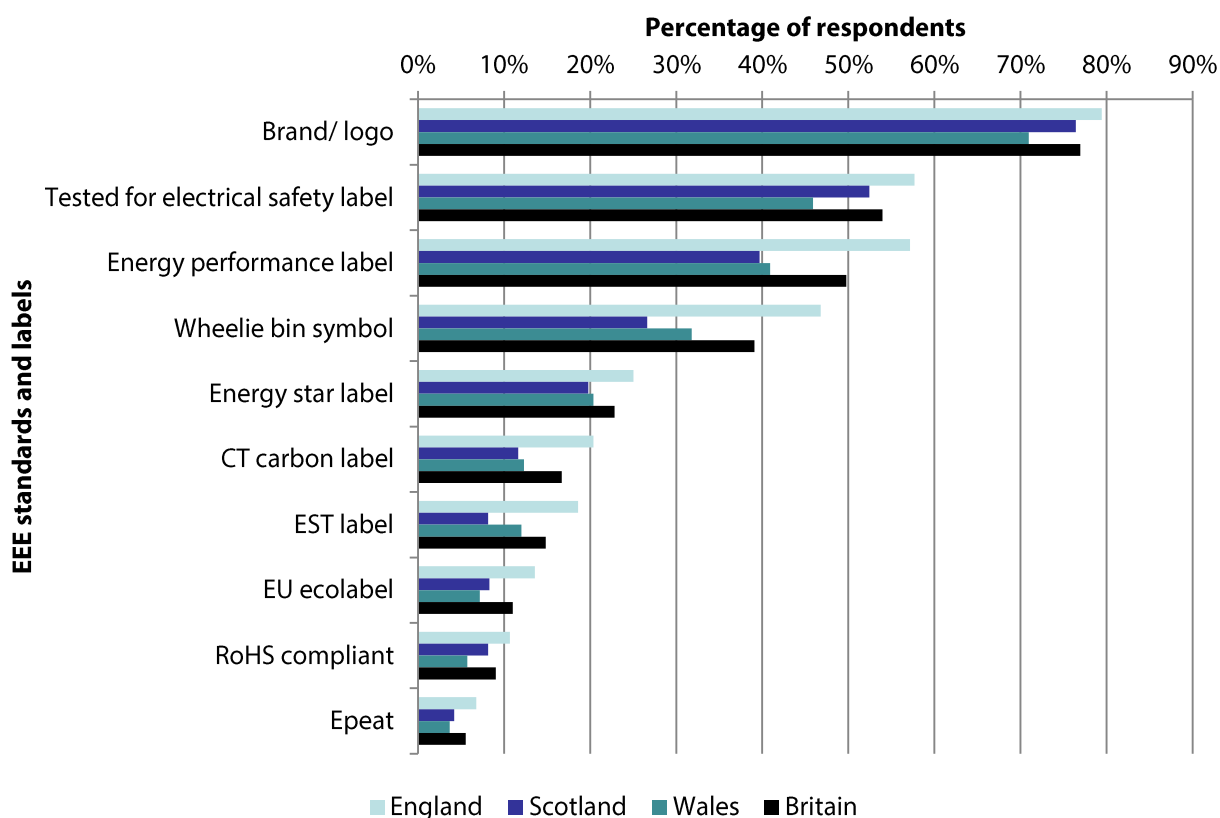
Figure 69 Awareness of electronic and electrical item labels by nation

5.7.3 Textiles labels and standards

The awareness of labels and look for in second-hand items profile for textile products follows the same pattern as for the other priority material streams, awareness being significantly higher than are looked for in second-hand purchases as shown in Figure 70.
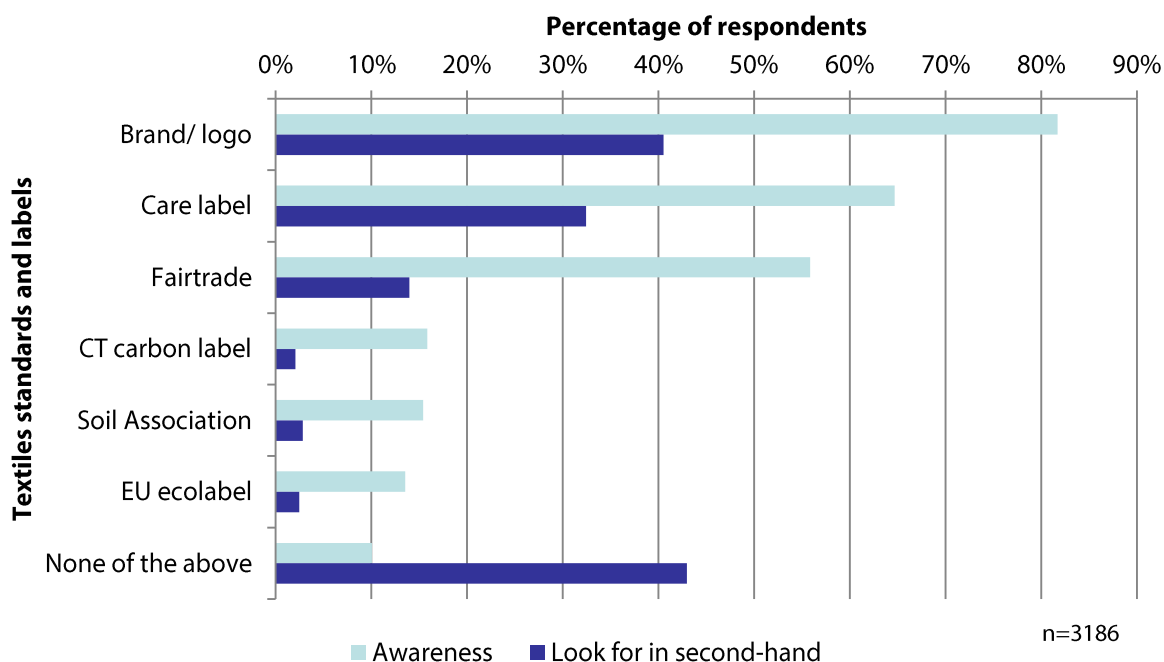
Figure 70 Awareness of textiles labels

n=3186

WRAP
Working together for
a world without waste

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When comparing awareness of labels across the nations there is a difference in profile for textiles labels compared to the profiles for furniture and electrical and electronic items as shown in Figure 71. For textiles, Scotland and Wales are more similar on the level of awareness except in the case of Fairtrade where Scotland is significantly more aware.
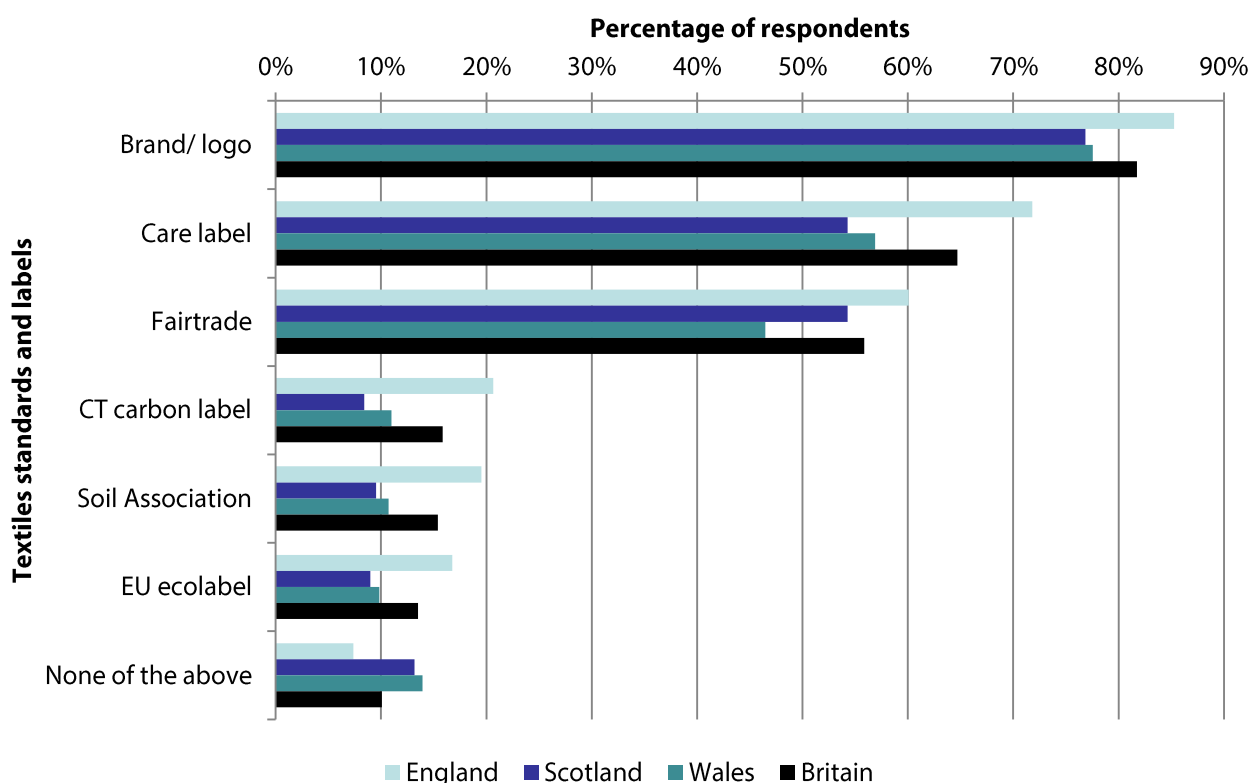
Figure 71 Awareness of textiles labels by nation

5.8   Regional variations

Average re-use displacement values by material stream and reason for purchase were determined for each of the regions in England, Scotland and Wales. The differences in overall re-use displacement values between the regions of England are significant as are the variations between the regions of Scotland.   There are no significant regional differences for Wales.

5.8.1   Re-use displacement values for the English regions

The average re-use displacement value for each region of England is shown in Figure 72. There is a significant amount of variation in the displacement value across the regions, with the highest value from the survey of 41.1% being for London and the lowest value of 20.9% for the South West of England.   A number of other regions returned displacement values significantly lower than the average for England (27.1%), including the East Midlands (21.3%), the East of England (21.6%) and South East England (22.3%). The only regions, apart from London, with displacement value above the average for England were the North East and North West (32.7% and 31.5% respectively).
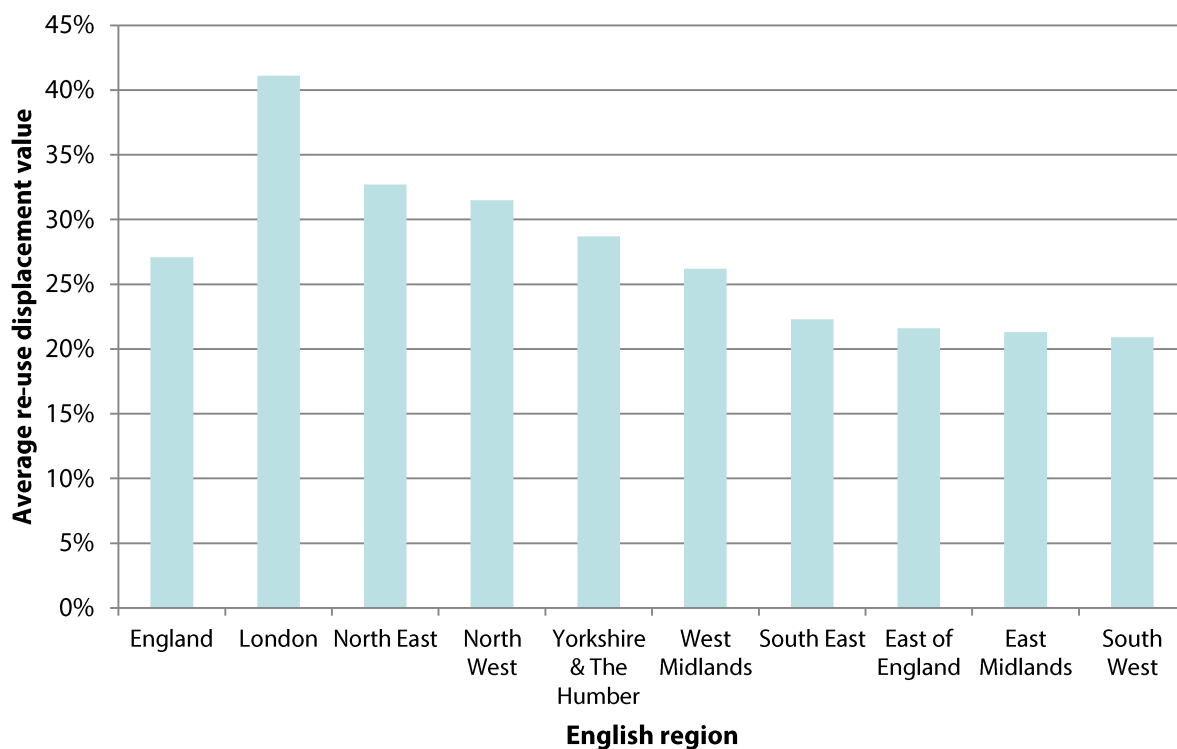
Figure 72 Average re-use displacement value by region in England

The average re-use displacement value for each priority material stream was also determined for each English region as shown in Figure 73. All the regions of England are included in the plot apart from the North East, which had an insufficient number of results in the region to be representative. It can be seen from Figure 73 that the displacement value for textiles is the least variable across the regions and the values for EEE (range 17.1% to 51.8%) and mixed items (range 8.7% to 40.0%) are the most variable.
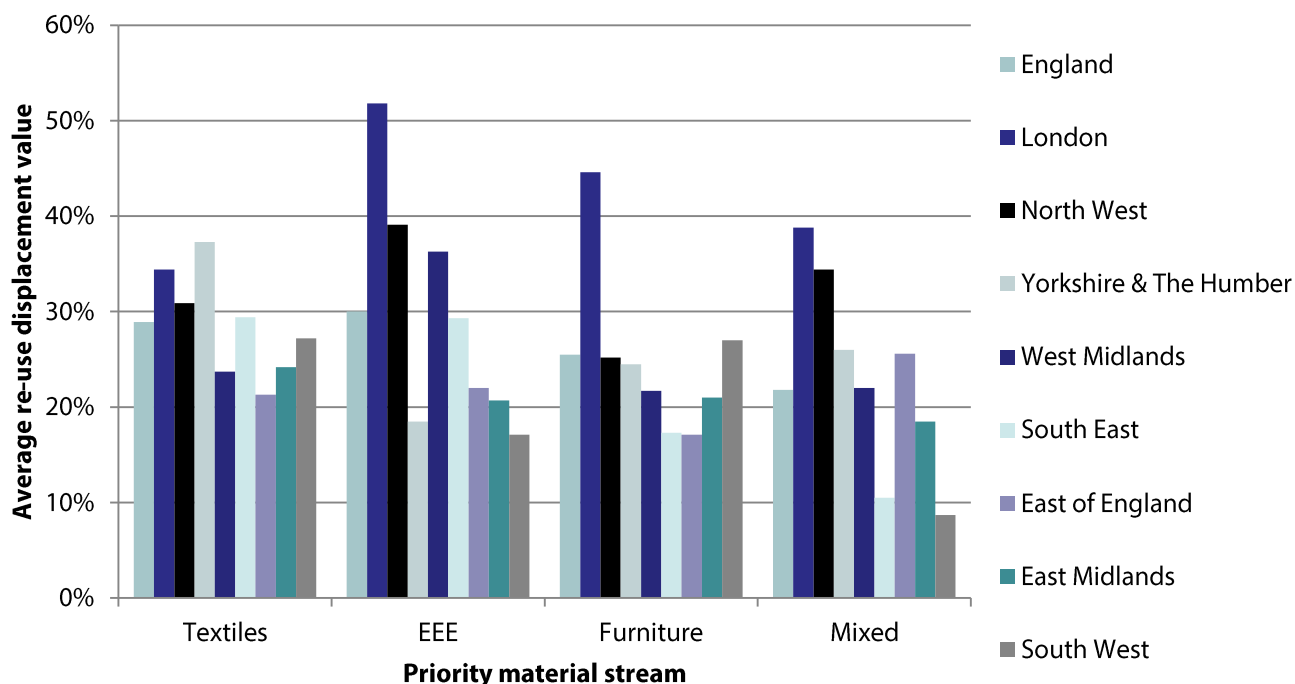
Figure 73 Average re-use displacement value by priority material stream for the regions in England

The main reasons for purchase were also determined and compared for each region in England as shown in Figure 74. The least variation in values across the regions is for "one off event" purchases, though this might be expected as the absolute numbers of respondents giving this reason for purchase are also the lowest. The highest variations across the English regions in percentage of respondents giving a particular reason for purchase are associated with the following reasons:

- "Spur of the moment purchase" ranging from 18.5% in London to 49.1% in the North East
- "Gift" ranging from 1.1% in the East Midlands to 20.4% in the West Midlands
- "To replace an existing broken / damaged item" ranging from 9.1% in the South West to 28.1% in London
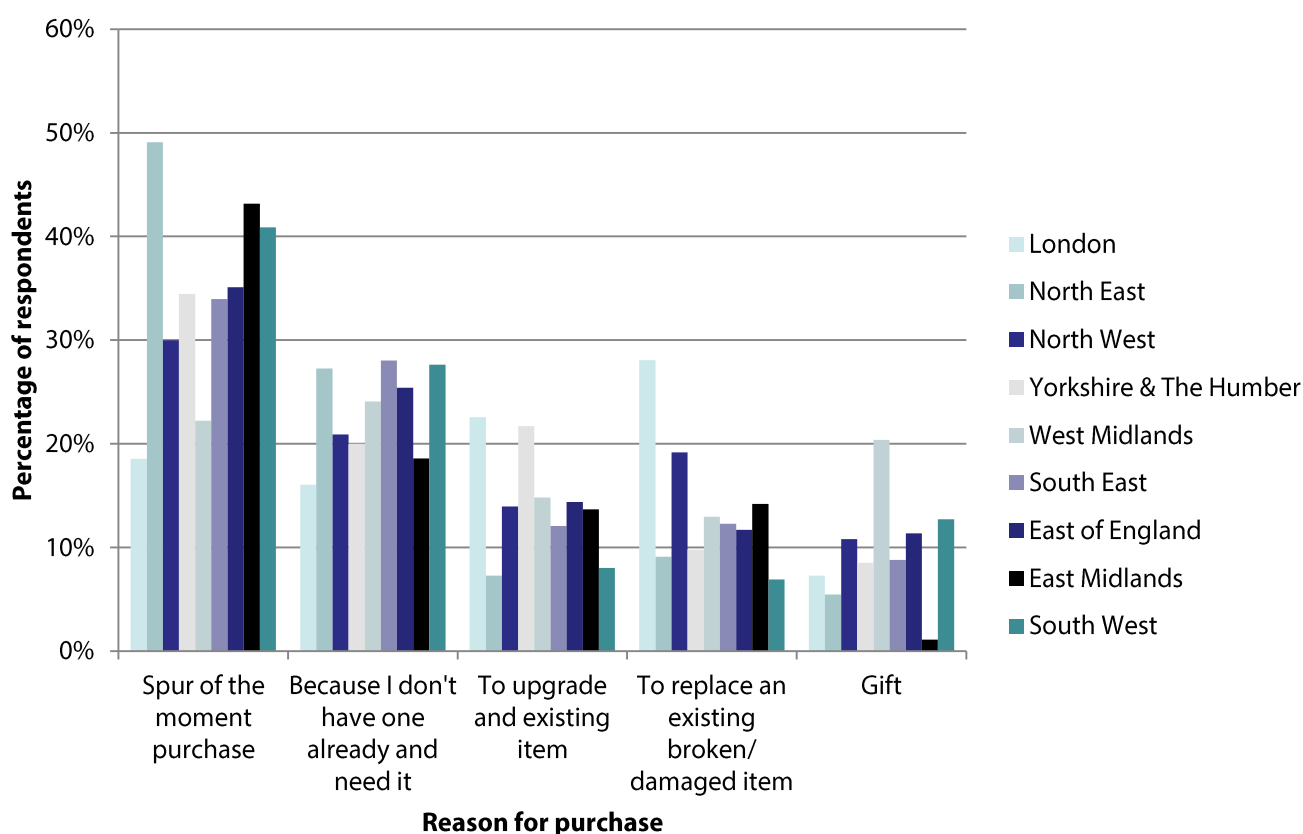
Figure 74 Reason for purchase for the regions in England

5.8.2   Re-use displacement values for the Scottish regions

The average re-use displacement values for each region of Scotland are shown in Figure 75, and it can be seen that the displacement value varies markedly by region. The highest regional displacement value from Scotland of 47.5% was returned for the Highlands and Islands, while the lowest value of 9.5% was for Forth. The other Scottish regions with a displacement value markedly different from the average for Scotland of 30.1% are South Scotland, with a value of 12.6%, and Clyde, with a value of 43.3%.
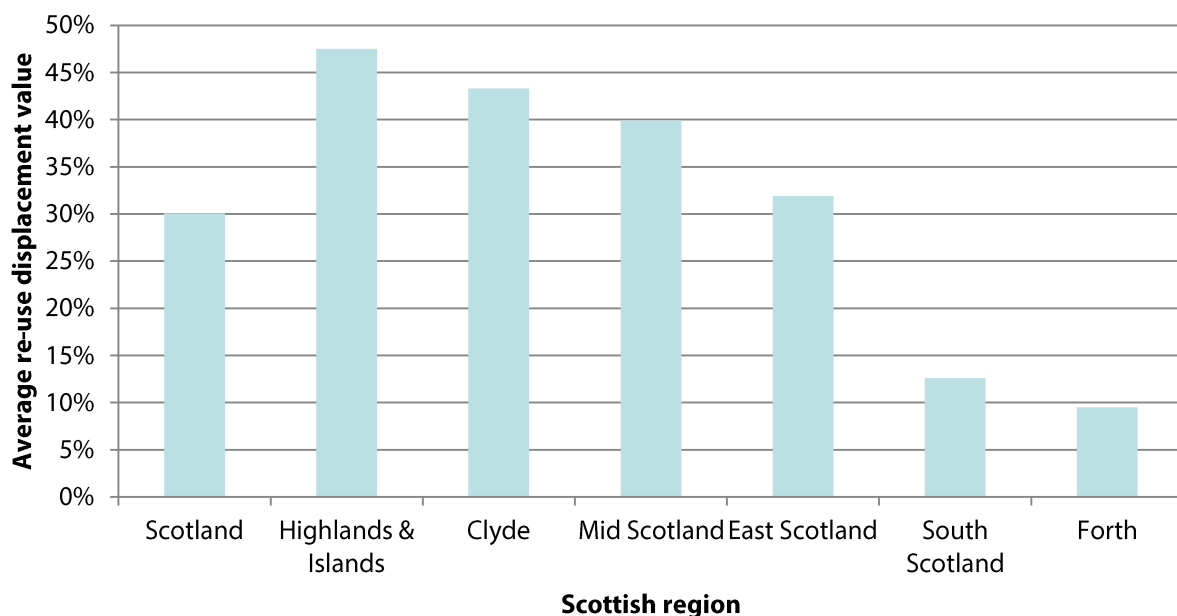
Figure 75 Average re-use displacement value by region in Scotland

The average re-use displacement value for each priority material stream for each region in Scotland is shown in Figure 76. All the regions of Scotland are included in the plot and it can be seen that the displacement value for all materials vary markedly by region. The range of displacement values across the regions by priority material stream are as follows:

- Textiles – ranging from 11.1% in Forth to 52.2% in the Highlands and Islands
- EEE – ranging from 5.6% in Forth to 58.3% in the Highlands and Islands
- Furniture – ranging from 8.3% in Forth to 48.5% in Mid Scotland
- Mixed – ranging from 2.4% in South Scotland to 52.2% in Clyde
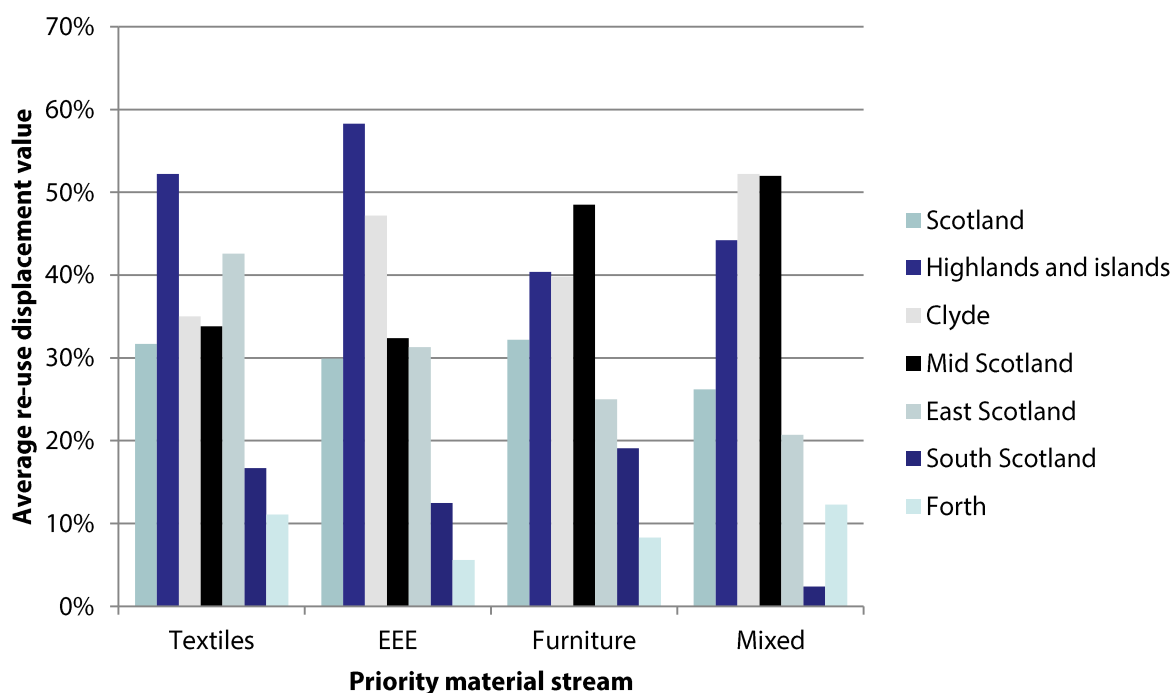
Figure 76 Average re-use displacement value by priority material stream in the regions of Scotland

The main reasons for purchase are compared across the Scottish regions in Figure 77. The number of respondents stating "one off event" as the reason for purchase is low in all the regions and is less than 1% in five out of the six regions. The most significant reason for purchase in all Scottish regions, except for South Scotland, was "spur of the moment"; while in South Scotland the main reason was "to replace an existing item". The largest variations across the regions of Scotland for percentage of respondents giving a particular reason for purchase are associated with "spur of the moment" purchase, with the range being 23.7% (South Scotland) to 67.8% (Highlands and Islands).
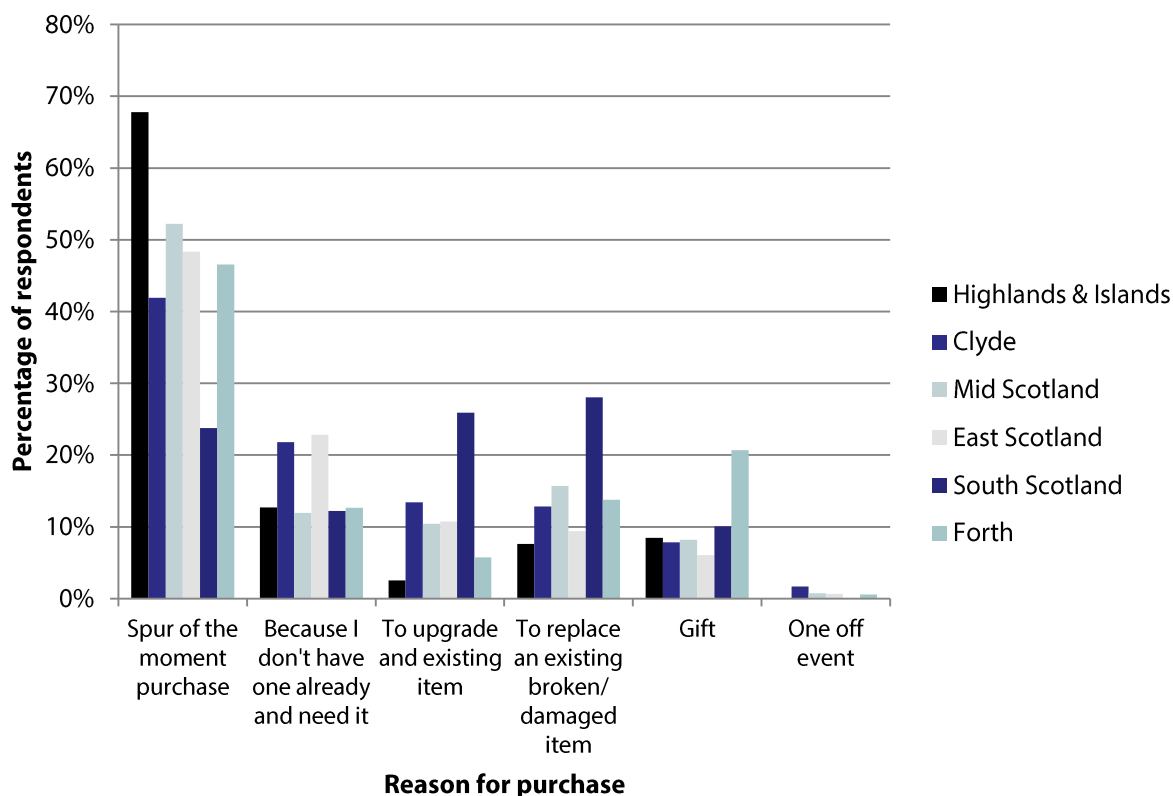
Figure 77 Reason for purchase for the regions in Scotland

6.0   Conclusions and Recommendations

The average re-use displacement value for Britain for on-street venues, covering all items, is 27%. Scotland returned the highest average re-use displacement value of 30.1% and Wales the lowest at 23.8%. These differences between nations are not, however, significant at the 95% confidence level.

Overall, it is concluded that the average re-use displacement value for on-street venue purchases is 27%. It is to be noted that this average re-use displacement value for purchases of second-hand items from on-street venues is half the value of 54% determined for online purchasing channels in a separate WRAP online survey.

The displacement values for on-street venues were determined from a total of 3186 interviews across Britain with people who had just bought second-hand items and in a range of different venues. The 3186 interviews represent the purchase of 4359 second-hand items. The on-line survey was based on 725 purchases (15% of all respondents in the online survey) of a single item that was remembered over a period of 12 months by the respondent.

There are significant differences between the regions across England and Scotland for average re-use displacement values by priority material stream, material subcategories and reasons for purchase. Further analysis of the regional results would be required to determine any reasons for such differences.

Recommendations

Based on the analysis undertaken a range of additional research is recommended.

1. There was significant variation in re-use displacement values between the regions of England and Scotland. An investigation of the regional results giving these significant variations would provide a comprehensive insight of the key factors that affect re-use displacement.
2. Charity shops were identified as the primary route for the purchase of second-hand items with car boot sales identified as the second most popular route. The study included 48 interviews at car boot sales. The average re-use displacement value for car boot sales varied significantly between the two venues – one in England and one in Wales with England showing a re-use displacement value of 31.8% for car boot sales compared to 3.8% for wales. Further research is required on re-use displacement and car boot sales to understand the significance of these results.
3. Average re-use displacement values for furniture were generally lower than the other priority material streams, except in Scotland. The number of furniture items purchased across Britain was very similar to EEE items (888 compared to 900) and in Scotland were lower than for EEE (189 compared to 224). It is not clear why re-use displacement for furniture is lower than other items and further research is required on second-hand furniture purchasing behaviours. This research is to include routes for purchasing second-hand furniture, e.g. auction houses, antique shops which were not key venues in the study.
4. The study concluded that there is a significant difference between re-use displacement values for each priority material stream between on-street venues and purchases online, with online purchases having a re-use displacement value double that for on-street venue purchases. It is noted that the basis of data collation are different (on-street is an immediate purchase and on-line is a remembered purchase over a period of 12 months) and this may have an impact upon the re-use displacement values. For

a like-for-like comparison to be made; either an on-street general survey asking respondents to remember the last time they bought something second-hand is needed, or a mechanism to obtain immediate responses as an online purchase is made would be required. Further investigation into an appropriate mechanism is required.

5. The study showed there are differences in the purchasing behaviours of respondents depending upon age, gender and type of item being purchased. However, the study could not determine if the purchasing behaviours in relation to second-hand items are different to the purchasing behaviours of new items. A comparative study of purchasing behaviours for new and second-hand items would provide clarity in this area.

6. In the analysis of standards and labels a comparison could not be made to the actions in the purchase of new items as the question was not asked in relation to new items. An understanding of behaviours in relation to standards and labels in the purchase of new items would provide a useful comparison of behaviours.

7. The study demonstrated that renting or hiring of household items is very limited. Further investigation into the reasons for not renting or hiring including routes for hiring and renting across the general population is needed to understand the importance of these results.

8. Less than 30% of people would buy either large household appliances, soft furnishings, small household appliances and IT and telecommunications equipment second-hand. The main issues identified by respondents (55%) are the quality and durability of items, and the guarantees available. Further action is required to overcome these barriers and increase confidence in the quality and durability of second-hand items.

Appendix 1 Laura Farrant masters thesis questionnaire

English version

This survey is carried out as part of a student project.

The objective is to get more knowledge regarding second-hand clothes consumers.

Please take a few minutes to fill in and return it to the salesperson when you are finished.

1. Gender: □ F   □ M

2. In which city do you live? _____ Postcode: _____

3. How old are you? □<18   □18-29   □30-39   □40-49   □50-59   □>60

4. What is your current job/occupation?

□ worker (skilled/unskilled)   □ unemployed

□ civil servant or middle ranking executive   □ student

□ senior civil servant or senior executive   □ housewife/househusband

□ self-employed   □ retired

5. Do you have any children?   □ yes   □ no If yes, how many?_____

6. How many members are there in your household? _____

7. What is your monthly budget for clothing (answer one or both questions)?

For yourself   □ <200   □ 200-400   □ 400-600   □ 600-800   □ >800 DKK

For the family (including yourself) □ <400 □ 400-800 □ 800-1200 □ >1200 DKK

8. How much do you spend on second-hand clothes per month or per year?

About _____ DKK per _____

9. How many new items of clothing do you generally buy per month (including second-hand

clothes?   □ less than 1   □ 1 or 2   □ 3 to 5   □ 6 to 10   □ more than 10

10. How often do you go to second-hand shops?

□ once a week or more   □ 1 to 3 times per month

□ 1 or 2 times every 3 months   □ less than once every 3 months

11. How many items of second-hand clothing have you bought in the last 3 months?

□ none   □ 1 or 2   □ 3 to 5 □ 6 to 10 □ more than 10

12. Among these, which types of clothes did you buy :

□ T-shirts and tops   □ Jackets

□ Pull-overs   □ Shoes

□ Trousers   □ Accessories

□ Dresses/skirts   □ Other (precise) _____

13. Who do you usually buy second-hand clothes for?

□ yourself   □ your partner   □ your children and/or grandchildren

14. Which proportion of your wardrobe would you say comes from second-hand shops?

□ <10%   □ 10 to 25%   □ 25 to 50%   □ 50 to 75%   □ >75%

15. Would you have bought a similar item new if you hadn't found it in a second-hand shop?

□ yes, for sure   □ no   □ maybe

16. Today, why did you come to this shop?

□ because you are used to coming here

□ because you were specifically looking for a second-hand shop

□ because you passed by and wanted to have a look inside

□ other: _____

17. How do you consider second-hand clothes shops (compared to a new clothes shop)?

□ a way to find the clothes you need at a cheaper price

□ a place where you can find additional things you would not have bought otherwise

□ a place where you can have a chance to find clothes that you like and that fit you

□ other: _____

18. Regarding the location of this shop:

□ it is in the area where you usually go shopping

□ it is outside the area where you usually go shopping and therefore it requires a

special effort from you to come

19. Would you appreciate second-hand shops to be located in main shopping areas?

□ yes   □ no

20. Most of the time, what makes you buy second-hand clothes (several answers possible)?

□ you find items that you like very much

□ the cheap price

□ the clothes´good condition

□ it corresponds to what you were looking for, what you needed

□ you consider it environmentally friendly

□ you can´t find these items new

□ solidarity with the charitable organizations selling the clothes

□ other: _____

21. What do you use second-hand clothes for?

□ daily life

□ event dressing

□ clothes customization

□ other: _____

22. Do you think that buying second-hand clothes is good for the Environment?

□ yes   □ no, I don't see any link   □ I don't know

23. If you knew that buying second-hand clothes had environmental benefits, would it encourage you to purchase second-hand clothes?

□ yes   □ no   □ maybe

If there is anything else you would like to say, please feel free:

_____

_____

Thank you for your help!

Appendix 2 Material stream sub-categories

Sub category	Example products
Textiles	
Clothing	Underwear, tops, nightwear, bottoms, jackets/coats, dresses, suits, sportswear
Household textiles/linen	Curtains, bedding, table cloths, blankets, toilet/kitchen linen, cleaning cloths, blinds
Footwear and Accessories	Hand bag, shoes, sports shoes, gloves, hats, scarves, ties
Carpets and rugs	Carpet (including off cuts and samples), rug, underlay
Leisure textiles	Tent, sleeping bag, tarpaulins, sails, parachutes, sunblinds
Mattresses	Single, double
Soft Furnishings	Cushions, pillows, sofa cushions
Mixed (other)	Bric a brac, toys/games (non-electric), pram/pushchair, windows, small fixtures and fittings (e.g. brackets), clocks (including grandfather), boiler, non-electric leisure equipment, wheelchair, plastic christmas tree, rotary clothes line, car seat, fish tank, ironing board
EEE	
Fridges and freezers	Fridge, freezer
Large household appliances	electric heating appliances, radiators, washing machines, clothes dryers, dish washing machines, cooker, electric stoves, electric hot plates, free standing fans, cooker hood
Small household appliances & consumer equipment	vacuum cleaners, carpet sweepers, other cleaning appliances, appliances for sewing, knitting etc.., irons, toasters, fryers, grinders, coffee machines, electric knives, appliances for hair cutting and drying, clocks, watches etc.., tooth brushes, shaving and personal grooming, Sun bed, radio, DVD player, musical instruments, video cameras, hi-fi recorders, audio amplifiers
IT and telecommunications equipment	Mainframes, mini computers, printers, copying equipment, electronic typewriters, pocket and desk calculators
Display equipment	TV, computer screen
Toys, leisure and sports equipment	electric trains or car racing sets, hand held video games, consoles, video games, computers for biking, diving, running etc.., sports equipment, coin slot machines
Other: ■ Lighting ■ Tools ■ Medical devices ■ Monitoring and control instrumentation ■ Automatic dispensers	Luminaires for fluorescent lamps, straight fluorescent lamps, compact fluorescent lamps, low pressure sodium lamps, other lighting or equipment, drills, saws, sewing machines, equipment for turning, sanding, grinding, sawing, making holes etc.., tools for riveting, nailing, screwing etc.., tools for welding, soldering etc.., equipment for spraying, spreading etc…, tools for mowing or other gardening activities, smoke detector, heating regulators, thermostats

Sub category	Example products
Furniture	
Large hard furniture	single wardrobe, double wardrobe, display cabinet, bookcase, chest of drawers, dining table, large desk, dressing table, TV unit, piano, sideboard, welsh dresser, bunkbed/cabin bed, bed-base single, bed-base double
Small hard furniture	Chair, bedside table/unit, desk/computer table, headboard, small side table, bench, storage box, fire surround, cot, highchair, stairgate, filing cabinet, divider (room or desk), radiators
Garden/Outdoor	Bench, table, chair, heater, bicycles, sheds, BBQ, gas appliances (outdoor), non-electrical tools (including ladders), fence panels
Fixture and fittings permanent	Baths, toilets, kitchen units, baths and showers, sink (including vanity units), external doors, internal doors
Soft furniture – all sizes	armchair (including recliners) , fabric bed-base, 2-seater sofa, 3-seater sofa, futon/Z bed headboard (fabric), foot stool, fabric bed-base (with electric component)

Appendix 3 Survey questionnaire

rvey
Trefor House, Ocean Park, Cardiff CF24 5RE
Tel: 029 2043 5800 Fax: 029 2048 3540
http://www.rmg-uk.co.uk
E-mail: research@rmg-uk.co.uk

rmg clarity
the power behind the answers

1	0	7	7	4

Job No:

Seq. No:

DO NOT WRITE IN THIS BOX

J10774 REUSE DISPLACEMENT SCOPING STUDY – FIELD SURVEY

- Please use a black or blue pen.
- Clearly mark the appropriate box with an ☒ rather than a ☑
- If you make a mistake, shade in the box ■ and then insert a cross in the correct box

Good morning/afternoon, my name is ... and I am doing a survey on behalf of the Waste Resources and Action Programme *(who work in England, Scotland, Wales and Northern Ireland to help businesses and individuals reap the benefits of reducing waste, develop sustainable products and use resources in an efficient way).* We are particularly interested in your views of second-hand purchasing. Would you be able to answer a few questions please? The interview will only take a few minutes.

Day of Interview: **Location of interview:**

Monday ☐	**England**		**Wales**		**Scotland**	
Tuesday ☐	North East ☐	East of England ☐	North Wales ☐		Forth ☐	
Wednesday ☐	North West ☐	London ☐	Mid Wales ☐		Clyde ☐	
Thursday ☐	Yorkshire and The Humber ☐	South East ☐	South West Wales ☐		East ☐	
Friday ☐	East Midlands ☐	South West ☐	South East Wales ☐		Highlands & Islands ☐	
Saturday ☐	West Midlands ☐				Mid ☐	
					South ☐	

What does the store primarily sell?   **Where is the interview conducted?**

Mix of all ☐   Textiles ☐   WEEE ☐   Furniture ☐   In-store ☐   On-street ☐

Store Name and Address (Please write in)

....

BOXES FOR OFFICE USE

Start Time of Interview:

☐ ☐ : ☐ ☐

e.g.   1   0   1   5

F 1	**Have you purchased anything <u>SECOND-HAND</u> today?** MARK ONE BOX ONLY
	Yes ☐ **CONTINUE** No ☐ **THANK AND CLOSE INTERVIEW**

F 2	**What is the postcode of your home address?** NB: This information is for analysis purposes only and will not be linked with your responses, you will not be contacted and the data will not be made available to other parties apart from the end client of this project.

☐ ☐ ☐ ☐   ☐ ☐ ☐

e.g.   C   F   2   4   5   R   E

SECTION 1: DEMOGRAPHICS

So that we can put your answers into context, and to make sure we are speaking to a representative cross section of people, I would like to ask you a few questions for classification purposes.

Q 1	**Gender of respondent** RECORD BY OBSERVATION ONLY
	Male ☐ Female ☐

Q 2	**Which of the following age bands do you fall into?** MARK ONE BOX ONLY - READ OUT LIST
	16 – 24 ☐ 45 – 54 ☐ Refused (DO NOT READ OUT) ☐
	25 – 34 ☐ 55 – 64 ☐
	35 – 44 ☐ 65 or more ☐

SECTION 2: THE PURCHASE

Q 3 **What item(s) have you just purchased?** WRITE IN FIRST FIVE ITEMS PURCHASED

Nothing ☐ **THANK AND CLOSE INTERVIEW**

BOXES FOR OFFICE USE

ITEM 1 (*please write in below*)

.... ☐|☐

ITEM 2 (*please write in below*)

.... ☐|☐

ITEM 3 (*please write in below*)

.... ☐|☐

ITEM 4 (*please write in below*)

.... ☐|☐

ITEM 5 (*please write in below*)

.... ☐|☐

Q 4 **For each item that you've purchased, could you tell me who the item has been purchased for?** MARK ONE BOX ON EACH COLUMN (IF APPLICABLE)

	Item 1	Item 2	Item 3	Item 4	Item 5
Self	☐	☐	☐	☐	☐
Spouse / partner	☐	☐	☐	☐	☐
My child	☐	☐	☐	☐	☐
Relative (Adult)	☐	☐	☐	☐	☐
Relative (Child)	☐	☐	☐	☐	☐
Friend (Adult)	☐	☐	☐	☐	☐
Friend (Child)	☐	☐	☐	☐	☐
My business/ company	☐	☐	☐	☐	☐
None of the above	☐	☐	☐	☐	☐

Q 5 **For each item that you've purchased, could you tell me why you bought the item?** MARK ONE BOX ON EACH COLUMN (IF APPLICABLE)

	Item 1	Item 2	Item 3	Item 4	Item 5
One off event e.g. fancy dress	☐	☐	☐	☐	☐
To replace an existing broken/ damaged item	☐	☐	☐	☐	☐
To upgrade an existing item	☐	☐	☐	☐	☐
Because I don't have one already and need it	☐	☐	☐	☐	☐
Gift	☐	☐	☐	☐	☐
Spur of the moment purchase	☐	☐	☐	☐	☐
To sell on	☐	☐	☐	☐	☐

ITEM 1 Other (*please write in below*) ☐|☐   **ITEM 2 Other** (*please write in below*) ☐|☐

.... BOXES FOR OFFICE USE   .... BOXES FOR OFFICE USE

ITEM 3 Other (*please write in below*) ☐|☐   **ITEM 4 Other** (*please write in below*) ☐|☐

.... BOXES FOR OFFICE USE   .... BOXES FOR OFFICE USE

ITEM 5 Other (*please write in below*) ☐|☐

.... BOXES FOR OFFICE USE

Q 6 a	For each item purchased, would you have bought a similar item new if you hadn't found it in a second-hand shop? MARK ONE BOX ON EACH COLUMN	Item 1	Item 2	Item 3	Item 4	Item 5
	Yes	☐	☐	☐	☐	☐
	No	☐	☐	☐	☐	☐
	Maybe	☐	☐	☐	☐	☐

ONLY ASK Q6b IF 'MAYBE' IS SELECTED ON Q6a

Q 6 b	Why do you say that?

....

☐☐ BOXES FOR OFFICE USE

Q 7 a	If you have saved money through second hand purchasing (rather than buying new), do you tend to spend the saved money on additional items (i.e. buy more)? MARK ONE BOX ONLY

Yes ☐ **GO TO Q7b**

No ☐ **SKIP TO Q8**

Not applicable ☐ **SKIP TO Q8**

Don't know ☐ **SKIP TO Q8**

Q 7 b	Is this likely to be a new or second-hand item(s)? MARK ONE BOX ONLY

New ☐

Second-hand ☐

Don't know ☐

Q 8	For each item purchased, why did you buy this item(s) SECOND-HAND? USE SHOW CARD A - MARK ALL THAT APPLY IN EACH COLUMN	Item 1	Item 2	Item 3	Item 4	Item 5
	(1) Like getting a bargain	☐	☐	☐	☐	☐
	(2) Get better brand for same price as a lower quality brand	☐	☐	☐	☐	☐
	(3) Better for the environment	☐	☐	☐	☐	☐
	(4) Can't afford to buy this item(s) new	☐	☐	☐	☐	☐
	(5) I have to watch my budget	☐	☐	☐	☐	☐
	(6) Like vintage/retro/antique things	☐	☐	☐	☐	☐
	(7) Better quality items than new	☐	☐	☐	☐	☐
	(8) Supporting a charity	☐	☐	☐	☐	☐
	(9) Can't find these item(s) new	☐	☐	☐	☐	☐
	(10) Can't buy new locally	☐	☐	☐	☐	☐
	(11) This item(s) is too expensive new	☐	☐	☐	☐	☐

ITEM 1 Other (*please write in below*)   ☐☐ BOXES FOR OFFICE USE

....

ITEM 2 Other (*please write in below*)   ☐☐ BOXES FOR OFFICE USE

....

ITEM 3 Other (*please write in below*)   ☐☐ BOXES FOR OFFICE USE

....

ITEM 4 Other (*please write in below*)   ☐☐ BOXES FOR OFFICE USE

....

ITEM 5 Other (*please write in below*)   ☐☐ BOXES FOR OFFICE USE

....

Q 9	What influenced you to shop here today? MARK ALL THAT APPLY

Always got good items in ☐   Gives guarantees/warranties ☐   Always have a look just in case something I want ☐

Close by ☐   Can try the items before buying ☐   Passing by and thought I'd have a look ☐

Clean and good layout ☐   Friends/family always come here ☐   No other choice in the area ☐

I like to support the charity ☐   Tried others didn't have what was looking for ☐

Other (*please write in below*)   ☐☐ BOXES FOR OFFICE USE

....

Q 1 0 **For each item purchased, how long are you likely to keep the item(s)?** READ OUT LIST - MARK ONE BOX ON EACH COLUMN

	Item 1	Item 2	Item 3	Item 4	Item 5	
Plan to use once	☐	☐	☐	☐	☐	
Less than 1 month	☐	☐	☐	☐	☐	
Less than 3 months	☐	☐	☐	☐	☐	**GO TO Q11**
Less than 6 months	☐	☐	☐	☐	☐	
Less than a year	☐	☐	☐	☐	☐	
Longer than a year	☐	☐	☐	☐	☐	
Forever	☐	☐	☐	☐	☐	**SKIP TO Q12**
Purchased as a gift	☐	☐	☐	☐	☐	**SKIP TO Q12**

Q 1 1 **What are you MOST likely to do with the item after you have finished using it?** MARK ONE BOX ON EACH COLUMN

	Item 1	Item 2	Item 3	Item 4	Item 5
Throw away	☐	☐	☐	☐	☐
Donate to charity shop	☐	☐	☐	☐	☐
Give to friend/family/neighbour	☐	☐	☐	☐	☐
Take to the HWRC 'the tip'	☐	☐	☐	☐	☐
Store it away e.g. garage/loft	☐	☐	☐	☐	☐
Sell	☐	☐	☐	☐	☐
Swap	☐	☐	☐	☐	☐
Put in council recycling scheme (if applicable)	☐	☐	☐	☐	☐

ITEM 1 Other (*please write in below*) ☐☐ BOXES FOR OFFICE USE

ITEM 2 Other (*please write in below*) ☐☐ BOXES FOR OFFICE USE

....

ITEM 3 Other (*please write in below*) ☐☐ BOXES FOR OFFICE USE

ITEM 4 Other (*please write in below*) ☐☐ BOXES FOR OFFICE USE

....

ITEM 5 Other (*please write in below*) ☐☐ BOXES FOR OFFICE USE

....

SECTION 3: REUSE BEHAVIOURS

Q 1 2 **Do you ever buy second-hand or rent/hire any of the following items?**
USE SHOW CARD B - MARK ALL THAT APPLY ON EACH COLUMN
ASK FOR EACH COLUMN – a) & b) BELOW

	a) BUY SECOND-HAND	b) RENT/ HIRE
Large household appliances e.g. fridges, freezers, washing machines	☐	☐
Small household appliances e.g. toasters, kettles	☐	☐
IT and telecommunications equipment e.g. computers, phones	☐	☐
'Hard' furniture e.g. desks, wardrobes, tables	☐	☐
'Soft' furniture e.g. sofas, beds, mattresses	☐	☐
Garden/ outdoor e.g. sheds, tools	☐	☐
Adult's clothing	☐	☐
Children's clothing	☐	☐
Footwear and accessories e.g. shoes	☐	☐
Household textiles/ linen e.g. tablecloths, napkins	☐	☐
Carpets and rugs	☐	☐
Cars	☐	☐
None of the above	☐ **GO TO Q13**	☐ **GO TO Q14**

<u>**NOTE TO INTERVIEWER: ONLY ASK Q13 IF THE RESPONDENT DOES NOT BUY SECOND-HAND AT Q12, OTHERWISE SKIP TO Q14**</u>

Q13 **For all the items on this SHOW CARD B that you said you would NOT BUY SECOND-HAND please tell us generally the reasons why not?** USE SHOW CARD B - MARK ALL THAT APPLY

Don't know where to buy them second hand	☐	New items are similarly priced	☐
Concerns about the quality	☐	Second hand venue opening hours (e.g. closed weekends/evenings)	☐
Concerns about durability	☐	I like to buy new things	☐
Products not available except as new	☐	No transport to get items home	☐
Lack of a guarantee	☐	Don't know	☐

Other (*please write in below*)

☐☐
BOXES FOR OFFICE USE

....

NOTE TO INTERVIEWER: ASK ALL RESPONDENTS

Q14 **How often do you donate OR sell items second-hand?** READ OUT LIST - MARK ONE BOX IN EACH COLUMN

	Donate	Sell
More than once a month	☐	☐
1-3 months	☐	☐
4 -6 months	☐	☐
7-12 months	☐	☐
Less often	☐	☐
Do not DONATE items	☐	-
Do not SELL items	-	☐

SECTION 4: CHOICE OF VENUE

Q 1 5 a **In addition to this "shop" where else do you buy second-hand items?** MARK ALL THAT APPLY

Q 1 5 b **Which is your one preferred place to buy second-hand items?** MARK ONE BOX ONLY

	Q15a	Q15b
Charity shops	☐	☐
Second hand shops	☐	☐
Car boot sales	☐	☐
Fete/jumble sales	☐	☐
Newspaper classified ads	☐	☐
Antique shops	☐	☐
Auction houses	☐	☐
Reuse centres	☐	☐
HWRC's 'the tip'	☐	☐
Vintage shops	☐	☐
Market	☐	☐
Online only store e.g. Amazon, eBay	☐	☐
Online store where company has high street shops e.g. Oxfam, Cash Generator	☐	☐
Online classified ads e.g. Gumtree, Freecycle	☐	☐
No other place	☐	☐
Other (*please write in below*)	☐☐	☐

....

BOXES FOR OFFICE USE

Q 1 6 **When buying online, how important is it that it is from a trustworthy/ well-known organisation?**
READ OUT LIST - MARK ONE BOX ONLY

Very important ☐   Quite important ☐   Neither important nor unimportant ☐   Not that important ☐   Not important at all ☐

INTERVIEWERS NOTE: USE REFERENCE A SHEET TO UNDERSTAND WHAT MATERIALS ARE INCLUDED UNDER WEEE, FURNITURE & TEXTILES ITEMS

Q 1 7 **How important to you are product warranties in relation to the purchase of second-hand and new items?**
READ OUT LIST - MARK ONE BOX ON EACH ROW

	Important	Neither	Not important
New	☐	☐	☐
Second-hand	☐	☐	☐

Q 1 8 a **Please tell us which of the following FURNITURE standards and labels are you AWARE OF?**
USE SHOW CARD C - MARK ALL THAT APPLY

Q 1 8 b **And which of the following FURNITURE standards and labels do you look for on SECOND-HAND products?**
USE SHOW CARD C - MARK ALL THAT APPLY

	a) Aware of	b) Second-hand
Brand/ logo	☐	☐
CARELESSNESS CAUSES FIRE label	☐	☐
BS 7177 – fire resistance label	☐	☐
FSC	☐	☐
Rainforest alliance	☐	☐
Recyclable content logo	☐	☐
Safety kite mark	☐	☐
EU ecolabel	☐	☐
CT carbon label	☐	☐
None of the above	☐	☐

Q 1 9 a	Please tell us which of the following ELECTRICAL standards and labels are you AWARE OF? USE SHOW CARD D - MARK ALL THAT APPLY

Q 1 9 b And which of the following ELECTRICAL standards and labels do you look for on SECOND-HAND products?
USE SHOW CARD D - MARK ALL THAT APPLY

	a) Aware of	b) Second-hand
Brand/ logo	☐	☐
Wheelie bin symbol	☐	☐
RoHS compliant	☐	☐
Tested for electrical safety label	☐	☐
Epeat	☐	☐
Energy performance label	☐	☐
EST label	☐	☐
Energy star label	☐	☐
EU ecolabel	☐	☐
CT carbon label	☐	☐
None of the above	☐	☐

Q 2 0 a Please tell us which of the following TEXTILE standards and labels are you AWARE OF?
USE SHOW CARD E - MARK ALL THAT APPLY

Q 2 0 b And which of the following TEXTILE standards and labels do you look for on SECOND-HAND products?
USE SHOW CARD E - MARK ALL THAT APPLY

	a) Aware of	b) Second-hand
Brand/ logo	☐	☐
Care label	☐	☐
EU ecolabel	☐	☐
Fairtrade	☐	☐
CT carbon label	☐	☐
Soil association	☐	☐
None of the above	☐	☐

SECTION 5: FURTHER DEMOGRAPHICS

Q 2 1 a What is the occupation of the <u>chief income earner</u> in your household?
PLEASE WRITE IN AND PROBE FULLY. IF RETIRED, UNEMPLOYED OR STUDENT, WRITE IN AND ASK FOR PREVIOUS/ PART-TIME OCCUPATION AS WELL

....   ☐☐
BOXES FOR OFFICE USE

Q 2 1 b SEG (Record from answer Q21a)

A ☐   B ☐   C1 ☐   C2 ☐   D ☐   E ☐   Refused ☐

Q 2 2   How many people are living in your household? IF REFUSED WRITE IN '99' OR DON'T KNOW '88'

☐☐   **Adults (Over 16 years)**   ☐☐   **Children (under 16 years)**

Q 2 3   Which of the following ethnic groups do you consider you belong to?
USE SHOW CARD F - MARK ONE BOX ONLY

White – British (Welsh/English/Scottish) ☐	Black – African ☐	Bangladeshi ☐
White - Irish ☐	Black – Other ☐	Chinese ☐
White - Other ☐	Indian ☐	Mixed ☐
Black - Caribbean ☐	Pakistani ☐	Refused ☐

Other (please write in below)   ☐☐
BOXES FOR OFFICE USE

....

Q 2 4   What is your total current household income from all earners?
USE SHOW CARD G & ASK RESPONDENT TO STATE THE NUMBER ASSOCIATED TO THE BAND E.G. 1) - MARK ONE BOX ONLY

1) Less than £15,000 ☐	3) £30,001 – £40,000 ☐	5) Refused ☐
2) Between £15,001 - £30,000 ☐	4) More than £41,000 ☐	

READ OUT TO ALL RESPONDENTS

Finally, as part of our quality procedures, we re-contact a proportion of people to ensure the interview was carried out to an acceptable standard and to comply with the Market Research Society Code of Conduct. Please may I take down your name and address? You do not have to provide this detail if you do not wish to, it is entirely optional. Your name and contact details will not be linked to your survey responses.

Full Name: (Miss/Mrs/Mr/Dr)		Address:	
		Postcode:	
Email Address:			
Tel. No:			
Mobile:			

Interviewer's declaration:

 I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.

Date of interview	End Time of interview	Signed	Interviewer Initials
/ / 2012			

Interviewers, this must be recorded

Thank you for your help in completing this questionnaire.

Appendix 4 Venue engagement telephone script

Good morning/ afternoon/ evening. My name is AgentName and I am calling from an independent research agency called RMG:Clarity.

I just need to inform you that this call is being recorded for training and quality purposes.

Q1. The reason I'm calling you today is that we have been commissioned by the Waste & Resources Action Programme (known as WRAP) to conduct a survey on buying of second-hand goods. As you sell second-hand items, your store would be perfect for us. We can undertake the survey on-street close to your store, but ideally we'd like to speak to people who have just made a purchase in your store.

All we require is permission from you for one of our interviewers to be on your premises at a certain time and date, and to ask a few questions to those people who have bought second-hand goods. We would like to be able to interview people inside the store to provide a more pleasant environment for the person being interviewed.

It's only a very short survey and will take just a few minutes for each customer. The information gathered will be important to your sector in demonstrating how much you contribute to waste reduction. What we want to know is how often second hand purchases of furniture, textiles and electrical's replace the buying of new items.

Would that be ok?

- ❑ 1 Yes
- ❑ 2 No
- ❑ 3 Need to speak to manager/ supervisor

If = 2, Only ask 'Q2'
If = 3, Only ask 'Q1a'

Q1a. Please ask for and type their managers/supervisors name and phone number to call them back when convenient. If possible, also take managers/supervisors email. Lastly, ask for the name of the person you have spoken to so that you can tell their manager/supervisor that you have spoken to this person.

Q2. If 'no' to Q1, continue to assure the respondent and give more information:

The aim of the survey is to understand if people buying second-hand items are buying them in place of buying new items and why they are buying the items second-hand. The research is very important in helping WRAP determine the actions necessary to encourage greater re-use of second-hand items.

The interviewers, due to the nature of their job are very charming, friendly and charismatic. They won't speak to a customer until they have made a purchase and as such will not be in the way whatsoever.

How does that sound?

- ❑ 1 Yes
- ❑ 2 No
- ❑ 3 Need to speak to manager/ supervisor

If = 2, Only ask 'Q3'
If = 3, Only ask 'Q2a'

Q2a. Please ask for and type their managers/supervisors name and phone number to call them back when convenient. If possible, also take managers/supervisors email. Lastly, ask for the name of the person you have spoken to so that you can tell their manager/supervisor that you have spoken to this person.

Q3. Perhaps the interviewer could stand outside of the store? We would make sure they are out of the way and will only speak to customers on their way OUT of the store, NOT going INTO the store. So they won't be intruding at all and, as I said, the interviewers by their very nature are friendly and polite.

Would that be ok?

- ❑   1 Yes
- ❑   2 No
- ❑   3 Need to speak to manager/ supervisor

If = 3, Only ask 'Q3a'

Q3a. Please ask for and type their managers/supervisors name and phone number to call them back when convenient. If possible, also take managers/supervisors email. Lastly, ask for the name of the person you have spoken to so that you can tell their manager/supervisor that you have spoken to this person.

Appendix 5 Sample frame data

Country	Region	Items Purchased				Total No. Of Interviews	Target No. Of Interviews
		Textiles	EEE	Furniture	Mixed		
England	North East	39	1	0	15	46	48
	North West	86	64	89	48	205	192
	Yorkshire & The Humber	102	57	51	25	181	168
	East Midlands	60	46	31	46	120	120
	West Midlands	76	55	53	32	159	144
	East of England	139	75	38	47	213	168
	London	157	83	92	67	274	288
	South East	192	65	136	96	340	312
	South West	140	79	63	80	253	240
	Total	**991**	**525**	**553**	**456**	**1791**	**1680**
Scotland	Forth	59	54	12	49	167	144
	Clyde	40	72	44	23	142	144
	East	54	32	34	29	119	108
	Highlands & Islands	46	12	26	34	99	72
	Mid	43	34	32	25	102	96
	South	36	20	42	41	84	96
	Total	**278**	**224**	**190**	**201**	**713**	**660**
Wales	North Wales	110	49	44	29	179	180
	Mid Wales	75	15	19	36	115	96
	South West Wales	82	58	29	32	147	120
	South East Wales	201	29	53	80	241	264
	Total	**468**	**151**	**145**	**177**	**682**	**660**
Total		**1744**	**1744**	**894**	**914**	**806**	**3186**

Appendix 6 Data checks and Pearson Chi-square tests

The data collected during the survey underwent data collection logic checks using SPSS syntax to ensure that the data file was complete. In addition, the data was quality checked to ensure that the data was robust and statistically valid. All open responses were fully coded and included as part of the core tabulations.

Pearson chi-square tests were carried out for all data sets used in the analysis of data, and the results are given below. The chi-square test is a non-parametric (i.e. the data does not have to fit a normal distribution and is applicable for nominal data) test that is used to find out whether there is a statistically significant association between the column and row categories in a cross-tabulation.

Section of Report	Analysis	Significance
Gender	Gender by store type for each age group 16-24 25-34 35-44 45-54 55-64 64 and more Refused	 $0.011^{c,d}$ 0.072^{d} 0.215 0.918 $0.041^{c,d}$ $0.293^{c,d}$ $0.495^{c,d}$
	Gender by priority material stream (GB)	<0.05
	Reason for Purchase by gender	0.000
Age	Age by gender (GB)	0.063
	Age by gender (England)	0.100
	Age by gender (Scotland)	0.074^{c}
	Age by gender (Wales)	0.800
	Age by store type (GB)	0.017^{c}
	Age by store type (England)	$0.103^{c,d}$
	Age by store type (Scotland)	$0.127^{c,d}$
	Age by store type (Wales)	$0.058^{c,d}$
	Age by priority material stream	0.139
Who item purchased for?	Who item purchased for by priority material stream	0.000
Reason for purchase	Reason for purchase by country	$0.000^{c,d}$
	Reason for purchase by region: England Scotland Wales	 0.000^{c} 0.000^{c} 0.000^{c}
	Reason for purchase by SEG (GB)	$0.002^{c,d}$
	Reason for purchase by SEG	$0.010^{c,d}$

	(England)	
	Reason for purchase by SEG (Scotland)	0.015[c,d]
	Reason for purchase by SEG (Wales)	0.000
	Reason for purchase by gender (GB)	0.000
	Reason for purchase by household size: Adults Children	 0.014[c,d] 0.002[c,d]
	Reason for purchase by gender (England)	0.000
	Reason for purchase by gender (Scotland)	0.004[c,d]
	Reason for purchase by gender (Wales)	0.574
	Reason for purchase by age	0.000[c,d]
	Reason for purchase by priority material stream	0.000
Displacement	Displacement by priority material stream (GB)	0.003
	Displacement by priority material stream (England)	0.047
	Displacement by priority material stream (Scotland)	0.572
	Displacement by priority material stream (Wales)	0.031
	Displacement by reason to purchase (GB)	0.001
	Displacement by reason to purchase (England)	0.000[c]
	Displacement by reason to purchase (Scotland)	0.023[c,d]
	Displacement by reason to purchase (Wales)	0.151[c,d]
	Displacement by Priority Material Stream Sub-Categories (GB) Textiles EEE Furniture	 0.824[c] 0.024[d] 0.262[c,d]
	Displacement by Priority Material Stream Sub-Categories (England) Textiles EEE Furniture	 0.927[c,d] 0.444[c,d] 0.013[c,d]
	Displacement by Priority Material Stream Sub-Categories (Scotland) Textiles EEE	 0.302[c,d] 0.001[c,d]

	Furniture	0.471[c,d]
	Displacement by Priority Material Stream Sub-Categories (Wales) Textiles EEE Furniture	 0.540[c] 0.036[c,d] 0.321[c,d]
	Re-use displacement by whether spend saved money on a new purchase	0.000
	Displacement for each priority material stream by reason to purchase: Textiles EEE Furniture Mixed	 0.145[c,d] 0.232[c,d] 0.114[c,d] 0.131[c,d]
	Displacement by SEG (GB)	0.001
	Displacement by SEG (England)	0.034
	Displacement by SEG (Scotland)	0.179[c,d]
	Displacement by SEG (Wales)	0.000
	Displacement by gender	0.001
	Displacement by age	0.000
	Displacement by income	0.000
Length of ownership	Length of ownership by country	0.000
	Length of ownership by gender GB England Scotland Wales	 0.000 0.000 0.204 0.000
	Length of ownership by priority material stream GB England Scotland Wales	 0.000 0.000 0.000[c] 0.000
	Length of ownership by age GB England Scotland Wales	 0.000[c] 0.000[c,d] 0.002[c,d] 0.000[cc,d]
Item disposal	Disposal by gender: GB England Scotland Wales	 0.000 0.000 0.280[c] 0.005[c,d]
	Disposal by priority material stream (GB)	0.000

	Disposal by age (GB)	0.000[c,d]
	Disposal by country	0.000
Items bought second-hand	Items bought second-hand by country	0.000
Reasons for not buying second-hand	Reasons for not buying second-hand by gender	0.001
Donating and Selling (GB)	Donating by Gender	0.000
Type of venue	Venue selection by type of store: GB England Scotland Wales	0.000[c,d] 0.000[c,d] 0.000[c,d] 0.000[c,d]
	Type of venue by gender	0.000
	Type of venue by age	0.000[c]
Furniture Standards and Labels	Awareness of Furniture Standards and Labels by Gender	0.294
	Awareness of Furniture Standards by Age	0.000
	Look for Furniture Standards and Labels by Gender	0.113
	Look for Furniture Standards and Labels by Age	0.000[c]
Electrical Standards and Labels	Awareness of Electrical Standards and Labels by Gender	0.000
	Awareness of Electrical Standards by Age	0.000
	Look for Electrical Standards and Labels by Gender	0.000
	Look for Electrical Standards and Labels by Age	0.000[c]
Textiles Standards and Labels	Awareness of Textiles Standards and Labels by Gender	0.000
	Awareness of Textiles Standards by Age	0.000
	Look for Textiles Standards and Labels by Gender	0.000
	Look for Textiles Standards and Labels by Age	0.000[c]

c   The minimum expected cell count in this sub-table is less than one. Results may be invalid.

d   More than 20% of cells in this sub-table have expected cell counts less than 5. Results may be invalid.

Appendix 7 Number of items by product type

Priority Material Stream	Subcategory	Product	Number	%
			4359	100.0%
Textiles	Clothing	**Total**	**1331**	**100.0%**
		Children's clothes	125	9.4%
		Clothing item	168	12.6%
		Dress	91	6.8%
		Jacket	74	5.6%
		Ladies' top	383	28.8%
		Men's shirt	41	3.1%
		Men's suit	1	.1%
		Men's top	32	2.4%
		Shorts	36	2.7%
		Skirt	94	7.1%
		T-shirt	94	7.1%
		Trousers/ jeans	180	13.5%
		Underwear	3	.2%
		Women's suit	9	.7%
	Household textiles/linen	**Total**	**34**	**100.0%**
		Bath mat	3	8.8%
		Bedding	19	55.9%
		Towels	12	35.3%
	Footwear and Accessories	**Total**	**323**	**100.0%**
		Belt	16	5.0%
		Clothing accessory	49	15.2%
		Footwear	104	32.2%
		Gloves	2	.6%
		Haberdashery item	13	4.0%
		Handbag	83	25.7%
		Hat	19	5.9%
		Men's shoes	21	6.5%
		Purse/ wallet	6	1.9%
		Tie	10	3.1%
	Mattresses	**Total**	**1**	**100.0%**
		Mattress	1	100.0%
	Unspecified textiles	**Total**	**48**	**100.0%**
		Textiles	48	100.0%

Priority Material Stream	Subcategory	Product	Number	%
EEE	Large household appliances	Total	64	100.0%
		Cooker	5	7.8%
		Dishwasher	3	4.7%
		Heater/ fire	1	1.6%
		Hotplate	4	6.3%
		Microwave	22	34.4%
		Standing fan	2	3.1%
		Tumble Dryer	9	14.1%
		Washing machine	18	28.1%
	Small household appliances/ Consumer Equipment	Total	321	100.0%
		Camera	30	9.3%
		CD player/ speakers/ radio	40	12.5%
		Clock	19	5.9%
		Desk Fan	7	2.2%
		Digital radio	3	.9%
		Earphones/ headphones	7	2.2%
		Electric guitar	2	.6%
		Electric kitchen scales	8	2.5%
		Electric razor	21	6.5%
		Electric whisk	6	1.9%
		Food processor	11	3.4%
		Hair Curlers	2	.6%
		Hair straighteners	8	2.5%
		Hairdryer	2	.6%
		Handheld food mixer	5	1.6%
		Hi-Fi/ Stero System	6	1.9%
		In car vacuum cleaner	3	.9%
		Iron	7	2.2%
		Kettle	10	3.1%
		MP3 Player	21	6.5%
		Paper shredder	2	.6%
		Record player	9	2.8%
		Toaster	9	2.8%
		USB Photo Frame	9	2.8%
		Vacuum cleaner	25	7.8%
		Vegetable steamer	7	2.2%
		Video player/ DVD player	39	12.1%
		Watch	3	.9%
	IT and telecommunications equipment	Total	122	100.0%
		Computer cables	4	3.3%
		Desktop computer	4	3.3%
		Ebook Reader	8	6.6%
		External hard drive	1	.8%
		Fax machine	2	1.6%
		Keyboard	12	9.8%

		Laptop	1	.8%
		Mobile phone/ accessory	59	48.4%
		Netbook computer	9	7.4%
		Printer	14	11.5%
		Tablet PC	7	5.7%
		Telephone	1	.8%
	Toys, leisure and sports equipment	**Total**	**226**	**100.0%**
		Child's electric scooter	3	1.3%
		Console game/ accessory	105	46.5%
		Exercise bike	2	.9%
		Games console (e.g. Playstation/ Wii)	12	5.3%
		Handheld video game console	47	20.8%
		PC game	57	25.2%
	Display Equipment	**Total**	**61**	**100.0%**
		Computer screen	12	19.7%
		Television	49	80.3%
	Cooling Appliances	**Total**	**21**	**100.0%**
		Fridge	7	33.3%
		Fridge/ freezer	14	66.7%
	Other EEE	**Total**	**85**	**100.0%**
		Christmas lights	1	1.2%
		Electrical DIY tools	27	31.8%
		Garden mower	11	12.9%
		Lamp	32	37.6%
		Mobility scooter	1	1.2%
		Sewing machine	7	8.2%
		Standard Lamp	6	7.1%

Priority Material Stream	Subcategory	Product	Number	%
Furniture	Large hard furniture	Total	330	100.0%
		Bed	34	10.3%
		Bookcase	58	17.6%
		Bureau	4	1.2%
		Cabinet	12	3.6%
		Chest of drawers	61	18.5%
		Dining Table	20	6.1%
		Display cabinet	9	2.7%
		Dresser	12	3.6%
		Dressing table	11	3.3%
		Sideboard	18	5.5%
		Table	34	10.3%
		Table & chairs	1	.3%
		TV Stand/ cabinet	18	5.5%
		Wardrobe	38	11.5%
	Small hard furniture	Total	433	100.0%
		Bedside table	29	6.7%
		Blanket box	13	3.0%
		CD Tower	20	4.6%
		Chair	82	18.9%
		Coat stand	4	.9%
		Coffee table	64	14.8%
		Computer table	22	5.1%
		Corner unit	5	1.2%
		Cot	2	.5%
		Desk	30	6.9%
		Dining chair	36	8.3%
		DVD tower	15	3.5%
		Filing cabinet	6	1.4%
		Fireplace surround	4	.9%
		Foot stool	2	.5%
		Headboard	3	.7%
		Hostess trolley	5	1.2%
		Magazine rack	4	.9%
		Nest of tables	8	1.8%
		Radiator cover	1	.2%
		Shelving unit	18	4.2%
		Small table	31	7.2%
		Stair gate	1	.2%
		Stool	11	2.5%
		Storage box	13	3.0%
		Wine rack	4	.9%
	Garden/Outdoor	Total	26	100.0%
		Bench	1	3.8%
		Garden chairs	18	69.2%

		Garden furniture	7	26.9%
	Fixtures and Fittings (permanent)	**Total**	**2**	**100.0%**
		Kitchen cupboard	2	100.0%
	Unspecified furniture	**Total**	**39**	**100.0%**
		Furniture	39	100.0%
	Soft furniture	**Total**	**58**	**100.0%**
		Futon	4	6.9%
		Sofa	40	69.0%
		Sofa-bed	10	17.2%
		Three piece suite	4	6.9%

Priority Material Stream	Subcategory	Product	Number	%
		Total	**834**	**100.0%**
		Baking cases	1	.1%
		Bicycle pump	2	.2%
		Binoculars	1	.1%
		Book	171	20.5%
		Bracelet	5	.6%
		Cake stand	4	.5%
		Car products	3	.4%
		CD	42	5.0%
		Child's toy	133	15.9%
		Children's book	13	1.6%
		China/ crockery	81	9.7%
		Cleaning products	2	.2%
		Condiment set	3	.4%
		Cookware	14	1.7%
		Cutlery	2	.2%
		DVD	53	6.4%
		Earrings	6	.7%
		Flag	2	.2%
		Hardware	2	.2%
		Jewellery	39	4.7%
Mixed	Mixed	Jewellery box	2	.2%
		Jigsaw puzzle	22	2.6%
		Kitchen utensils	10	1.2%
		Magazine	2	.2%
		Mirror	14	1.7%
		Necklace	10	1.2%
		Ornament	37	4.4%
		Pet accessory	4	.5%
		Picture frame	13	1.6%
		Placemats/ coasters	4	.5%
		Plant pots	8	1.0%
		Stationery	13	1.6%
		Suitcase	8	1.0%
		Sunglasses	2	.2%
		Teapot	7	.8%
		Tool box	1	.1%
		Umbrella	1	.1%
		Various/ assorted items	67	8.0%
		Vase	23	2.8%
		Wall tiles/ picture	5	.6%
		Waste bin	1	.1%
		Windows	1	.1%

Appendix 8 Online survey data used

Textiles

	TOTAL	SEX		AGE						SOCIAL GRADE			
		MALE	FEMALE	15-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Yes	143	37	107	35	34	41	25	7	3	36	50	31	26
No	105	49	56	19	19	32	19	15	1	37	33	28	7
don't know	13	5	8	6	2	2	3			4	5	3	1
total	261	91	171	60	55	75	47	22	4	77	88	62	34

UEEE

	TOTAL	SEX		AGE						SOCIAL GRADE			
		MALE	FEMALE	15-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Yes	166	105	60	45	44	43	20	12	2	47	51	37	30
No	128	87	42	31	25	29	23	11	9	25	47	33	24
don't know	19	9	10	2	6	4	5	1	1	9	7	2	1
total	313	201	112	78	75	76	48	24	12	81	105	72	55

Furniture

	TOTAL	SEX		AGE						SOCIAL GRADE			
		MALE	FEMALE	15-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Yes	62	20	42	5	25	15	12	4	1	19	19	15	9
No	80	34	46	14	14	28	17	5	3	26	29	11	14
don't know	9	5	3	3		3	2			1	5	2	1
total	151	59	91	22	39	46	31	9	4	46	53	28	24

Appendix 9 Product standards and labels show cards
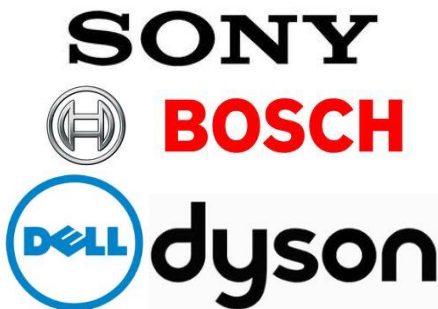
FURNITURE SHOWCARD
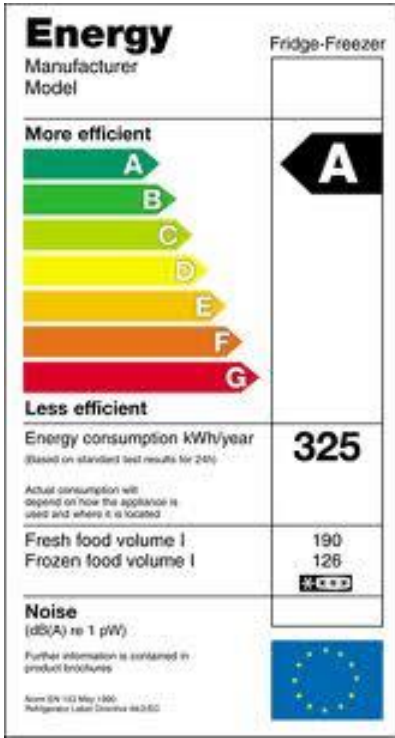
Brand/ logo	
CARELESSNESS CAUSES FIRE label	Filling material(s) and covering fabric(s) meet the requirements for resistance to cigarette and match ignition in the Furniture and Furnishings (Fire) (Safety) Regulations 1988 **CARELESSNESS CAUSES FIRE**
BS 7177 – fire resistance label	RESISTANT

FSC	
Rainforest alliance	
Recyclable content logo	
Safety kite mark	
EU ecolabel	

CT carbon label	working with the Carbon Trust **100g CO2**

EEE SHOWCARD

Brand/ logo	**SONY** **BOSCH** DELL dyson
Wheelie bin symbol	
RoHS compliant	✔ **RoHS**
Tested for electrical safety label	TESTED FOR ELECTRICAL SAFETY PASSED TESTED DATE:............................... RE-TEST DUE:............................... SIGNED:..................... NO:.............. SAFE TO USE

Epeat	
Energy performance label	
EST label	
Energy star label	

EU ecolabel	
CT carbon label	

TEXTILES SHOWCARD

Brand/ logo	H&M TOPSHOP JAEGER LONDON LEVI'S
Care label	100% POLYESTER 40 WARM WASH DO NOT BLEACH COOL IRON A DRY CLEANABLE COLD RINSE. SHORT SPIN OR DRIP DRY.
EU ecolabel	EU Ecolabel www.ecolabel.eu
Fairtrade	FAIRTRADE
CT carbon label	working with the Carbon Trust 100g CO2

Soil Association	

www.wrap.org.uk/relevant link_{e"}

Printed on xx% recycled
content paper