

Sustainable Fashion

YOUTH VOICES

As part of Youth Work Ireland's work on Climate Justice we carried out an online survey with young people to find out their views on sustainable fashion and to find out how young people consume and dispose of fashion in Ireland.

Survey Participants

This survey was carried out across Youth Work Ireland's social media platforms in October 2021 with over **800** young people filled it out.

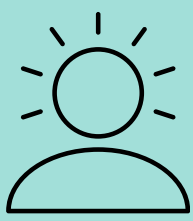


Buying Habits

- 40% buy clothes every few months
- 20% shop on secondhand online sites
- 21% in vintage shops
- 35% in charity shops
- 63% shop online
- 62% in shopping centres
- 33% local shops
- 81% shop from fast fashion outlets

Most Popular Shops

- 83% - Penneys
- 61% - H&M
- 44% - Zara
- 42% - Shein
- 34% - ASOS



Fast Fashion Awareness

- 86% buy fast fashion due to affordability
- 31% try to avoid fast fashion
- 69% avoid fast fashion due to climate
- 62% buy clothes more than parents
- 62% don't believe their parents are aware of the negative impact fast fashion has on the planet
- 50% wear their clothing 50+ times
- 18% don't read the labels

Disposing of Clothes

- 13% dispose of clothing because it has gone out of fashion
- 77% dispose of something when it doesn't fit
- 70% dispose of fashion when it's damaged
- 35% get rid of clothes every few years
- 12% dispose of clothing via general waste
- 77% dispose of clothing via charity shops
- 64% dispose of clothing via clothing banks
- 68% give unwanted clothes to a friend

