

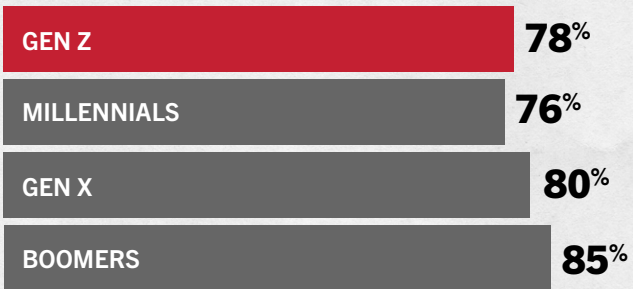


CLOTHING REPAIR SKILLS & BEHAVIORS

A consumer insight survey on clothing repair, conducted on a nationally representative sample of 1,000 adults aged 18+ across the United Kingdom (n=501) and France (n=499),examining awareness of and interest in clothing repair by generation, gender, and income.

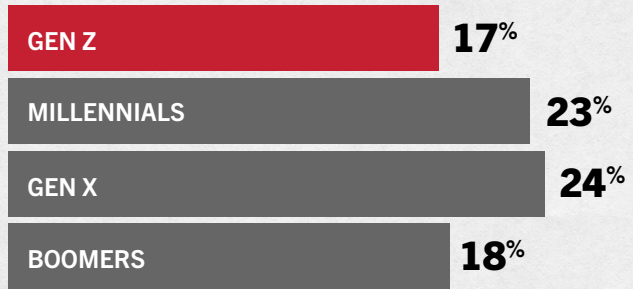
BASIC CLOTHING REPAIR SKILLS

Boomers are the most likely generation to know basic repairs (85%); Millennials are the least likely (76%).



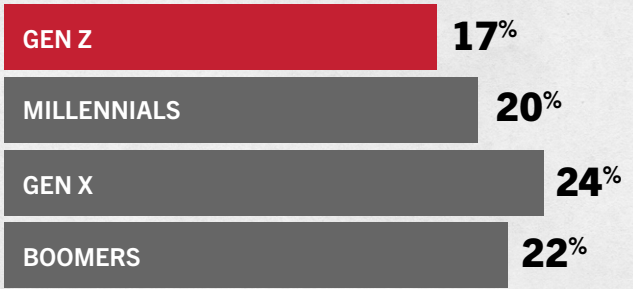
WOULD WEAR CLOTHES LONGER

Gen X is most likely to say they'd keep clothes longer with repair skills (24%); Gen Z is least likely (17%).



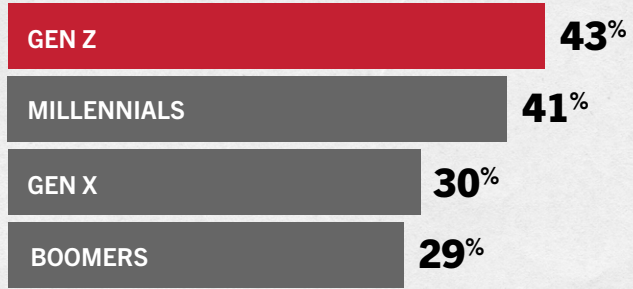
DON'T HAVE THE TOOLS

Gen X is most likely to cite lacking the right tools as a barrier (24%); Gen Z is least likely (17%).



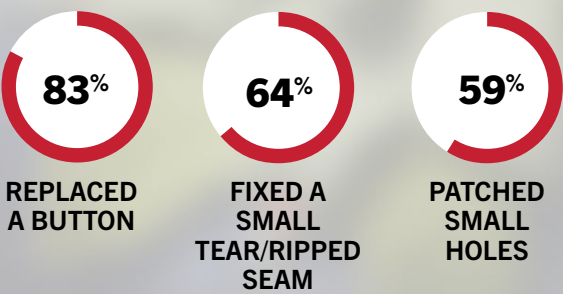
INTERESTED IN REPAIR

Gen Z is the most interested generation in repairing or learning to repair clothes (top-2-box: 43%); Boomers are the least interested (29%).



VARIETY OF REPAIRS

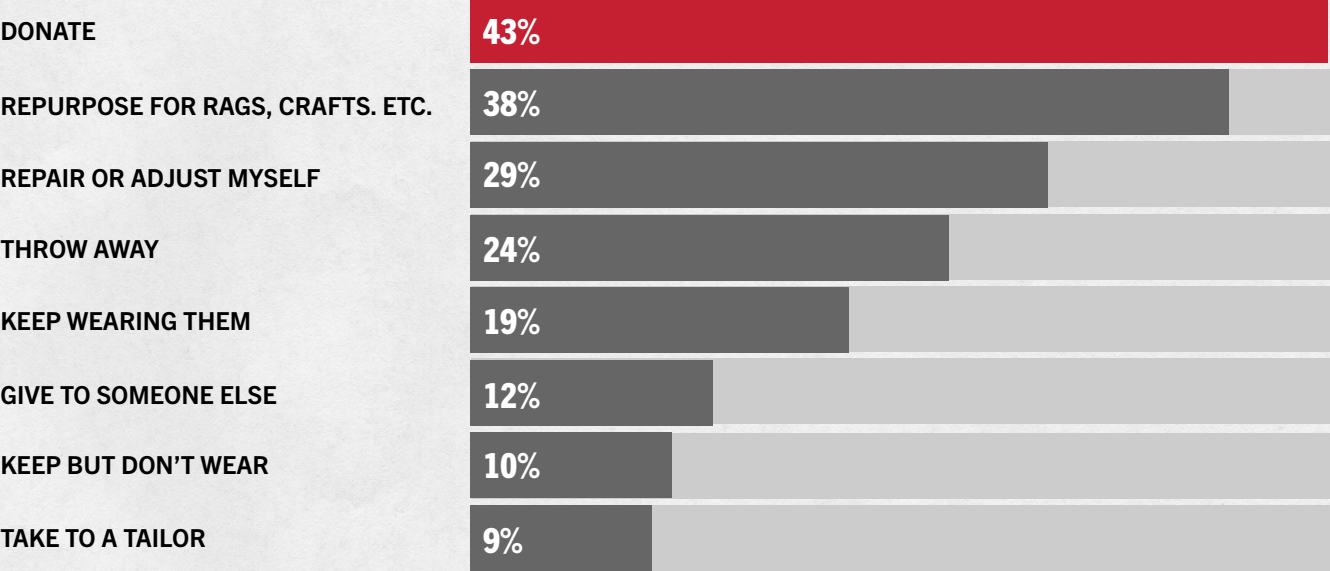
Replacing a button is by far the most common repair — done by 83% of repairers, well ahead of fixing a tear (64%) or patching a hole (59%).



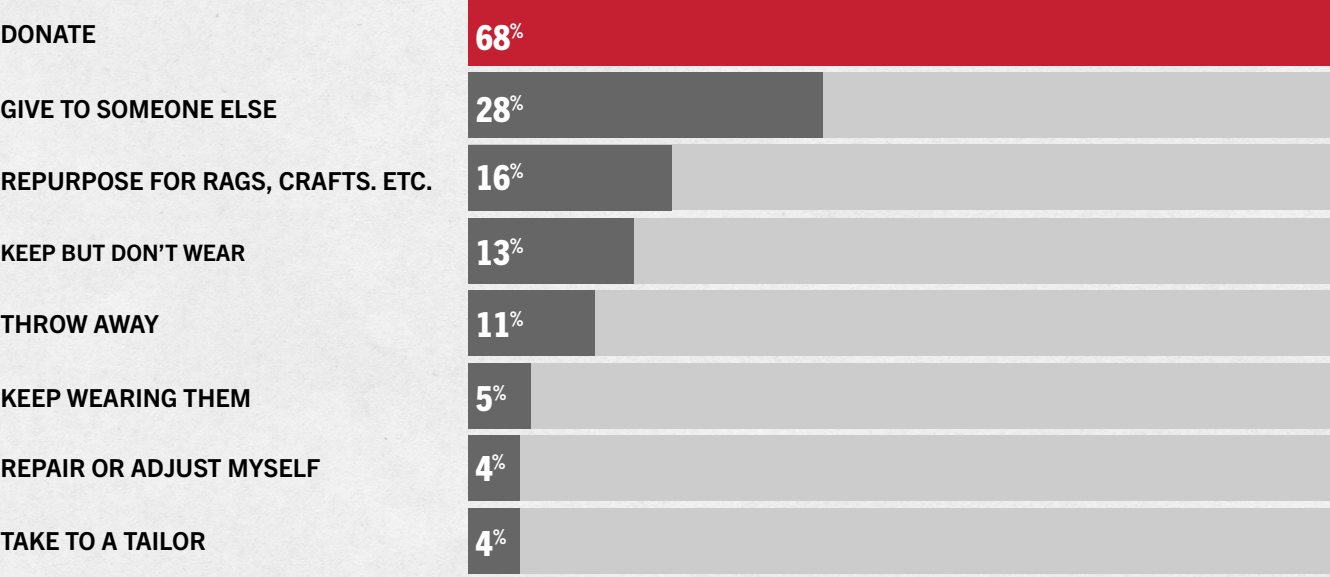
WHAT PEOPLE DO WITH THEIR CLOTHES

Donation is the top response in all three situations, but what people do second-most differs: repurposing for damaged clothes, giving away clothes that no longer fit, and continuing to wear clothes that are out of style.

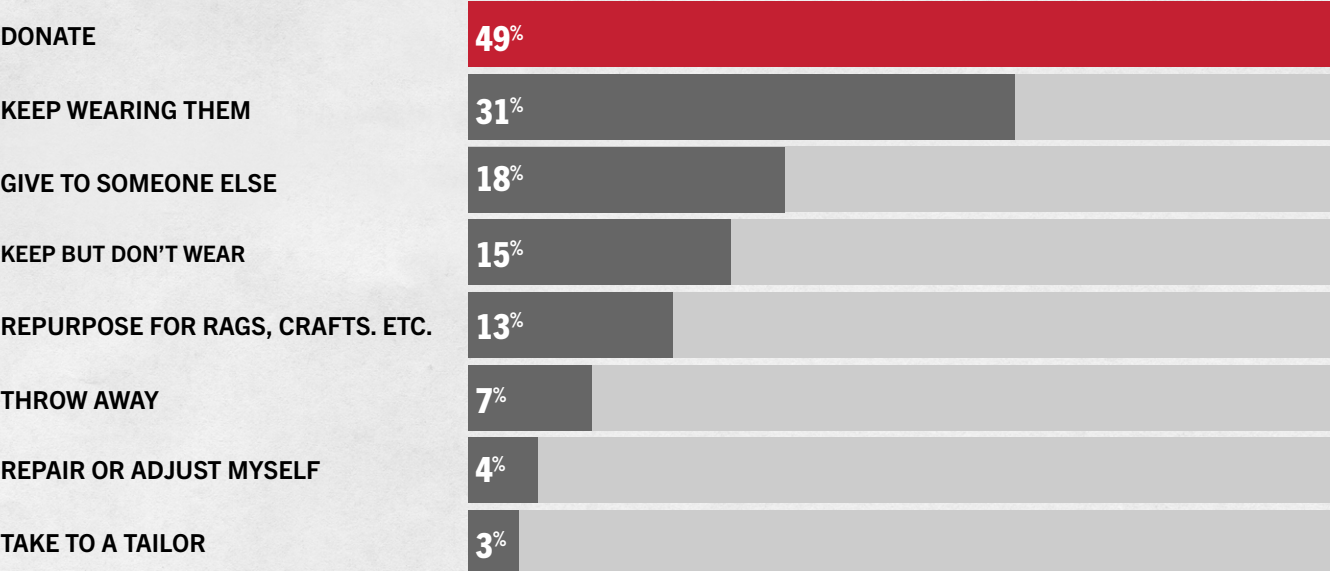
DAMAGED CLOTHES



CLOTHES THAT NO LONGER FIT



CLOTHES THAT ARE OUT OF STYLE



SURVEY METHODOLOGY

Fielded on a nationally representative sample of 1,000 adults aged 18+ across the United Kingdom (n=501) and France (n=499), examining differences by generation, gender, and income. Generation is assigned from the survey's age-banding field (Gen Z, Millennials, Gen X, Boomers). "Interested in repair" reflects top-2-box responses ("Very" or "Extremely" interested). Income is reported separately by country (£ for UK, € for France) rather than converted to a common currency.