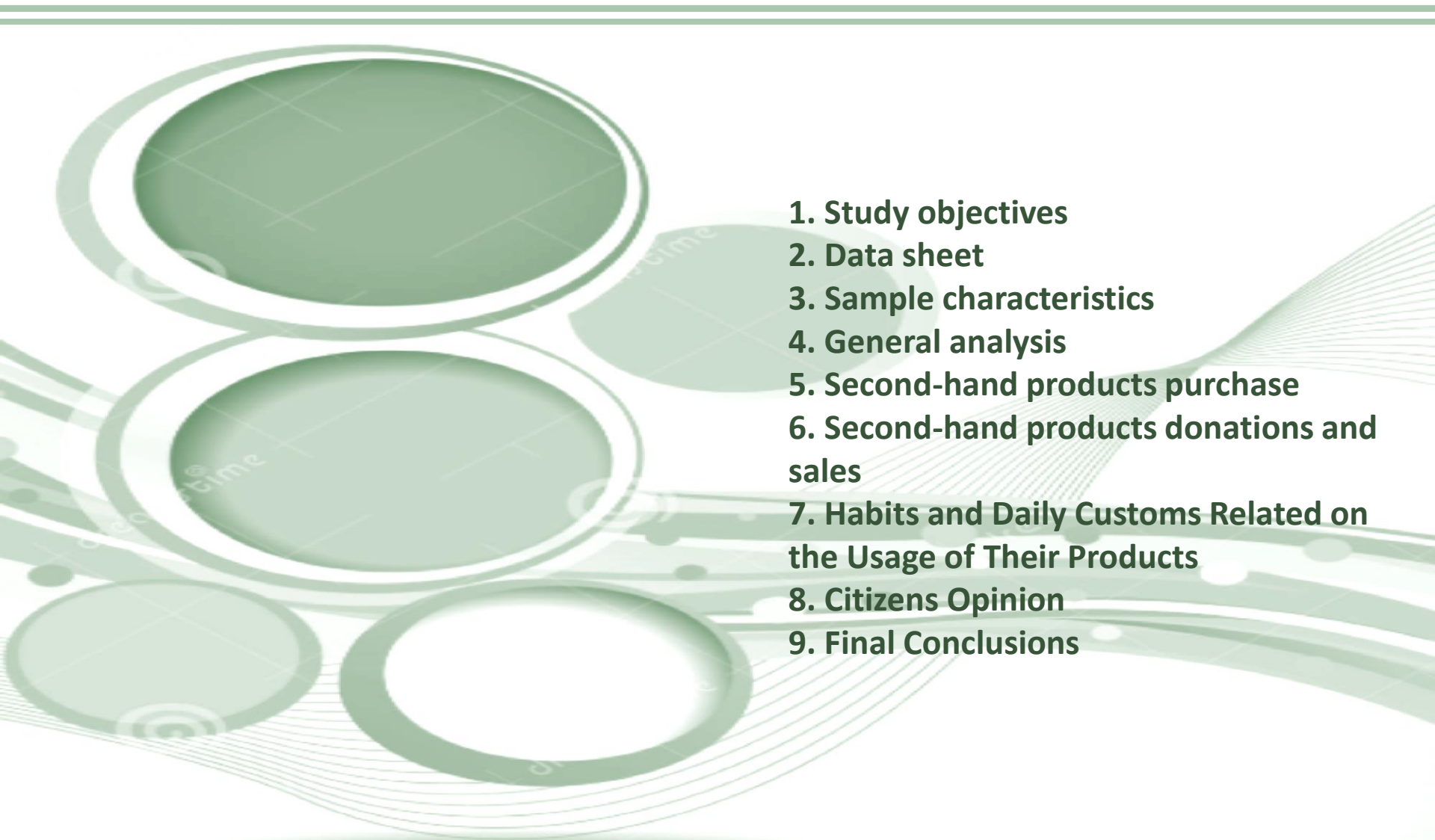


# Gijón citizen's difficulties n re-usage both on repair and purchase/exchange of second-hand products



- 
1. Study objectives
  2. Data sheet
  3. Sample characteristics
  4. General analysis
  5. Second-hand products purchase
  6. Second-hand products donations and sales
  7. Habits and Daily Customs Related on the Usage of Their Products
  8. Citizens Opinion
  9. Final Conclusions

# 1. Study objectives

The main objective of the study is to evaluate the difficulties that citizens of Gijón come across on re-usage through a designed and conducted survey, as well as the obtained data's analysis in order to carry out an expectations study for the implementation of measures, incentives and innovation on exchange systems that favor it both globally and more specifically in the waste management field in the municipality of Gijón within the framework of the 2LIFES European Project.

□ In detail, is about:

- Measure main population groups level of difficulty on re-usage.
- Measure the importance of each factor and evaluate citizens expectations
- Know the tabulated data according the usual criteria in this kind of surveys

## 2. Data sheet

## 2. Data sheet

<b>UNIVERSE</b>	Gijón Citizens
<b>TERRITORIAL SCOPE</b>	Municipality of Gijón
<b>SAMPLING METHOD</b>	Stratified random sampling. Sex and age.
<b>SAMPLE SIZE</b>	A total of 663 citizens have been interviewed
<b>TYPE OF SURVEY</b>	Structured closed questionnaire through TAPI (Tablet Assisted Personal Interviewing)
<b>LENGTH ON SURVEY</b>	Average interview duration was 9 minutes.
<b>SAMPLING ERROR</b>	$\pm 3,8\%$ on global data with a 95% confidence level and $p=q= 0,5$
<b>FIELDWORK DATES</b>	From February 27th to March 11th 2020
<b>STUDY MADE BY</b>	COTESA <a href="http://www.grupotecopy.es">www.grupotecopy.es</a>



### 3. Sample characteristics

### 3. Sample characteristics

#### □ Age

Age	%
16 - 34 years old	18.85%
35 - 54 years old	36.35%
Más de 55 years old	44.80%
Total	100.00%

#### □ Gender

Gender	%
Male	46.61%
Female	53.39%
Total	100.00%

#### □ Highest level of education

Highest level of education	%
No schooling completed	1.81%
Less than a high school diploma	23.08%
High school degree or equivalent	45.25%
Bachelor's degree (BA, BS)	26.55%
Master's degree (MSc, MA, MEd)	1.51%
Doctorate (PhD)	0.75%
Prefer not to say	1.06%
Total	100.00%



### 3. Sample characteristics

#### ☐ Family unit

Family Unit	%
I live alone	17.80%
1 person	28.81%
2 people	33.18%
3 people	16.59%
4 people	3.47%
More than 4 people	0.15%
Total	100.00%

#### ☐ Monthly household income

Monthly household income	%
No income at all	2.71%
Up to 499€	5.73%
From 500 to 999€	15.69%
From 1.000 to 1.499€	22.17%
From 1.500 to 1.999€	14.48%
From 2.000 to 2.499€	9.95%
From 2.500 to 2.999€	4.68%
From 2.500 to 2.999€	1.36%
From 3.000 to 4.999€	3.92%
5.000€ or more	0.60%
Prefer not to say	18.70%
Total	100.00%

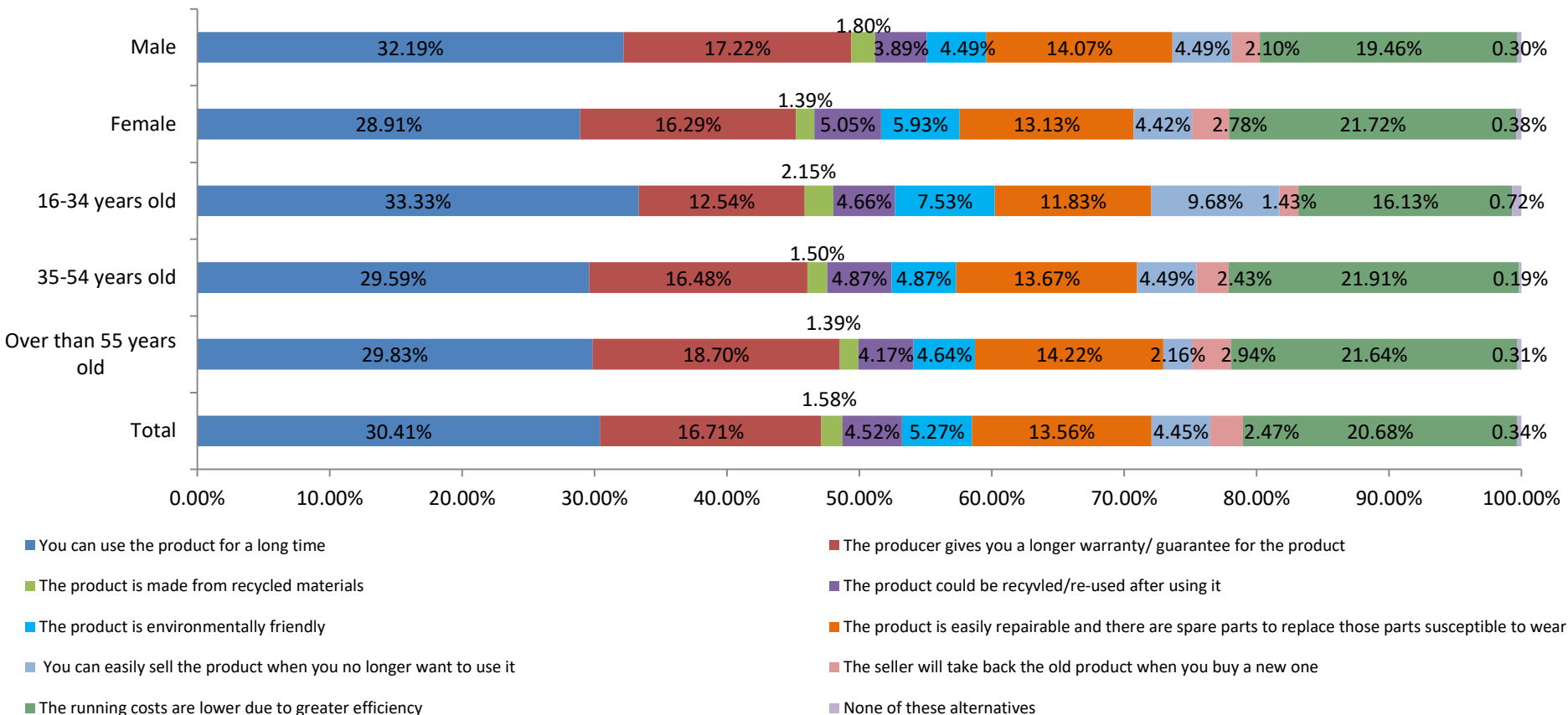
#### □ Current occupation

Current occupation	%
Private sector	30.32%
Public sector	17.19%
Non-profit sector	0.75%
Healthcare	1.36%
Education	2.56%
None, I'm unemployed	14.93%
Retired/ pensioner	24.89%
Prefer not to say	0.90%
Housewife	2.71%
Student	4.37%
Total	100.00%

## 4. General analysis

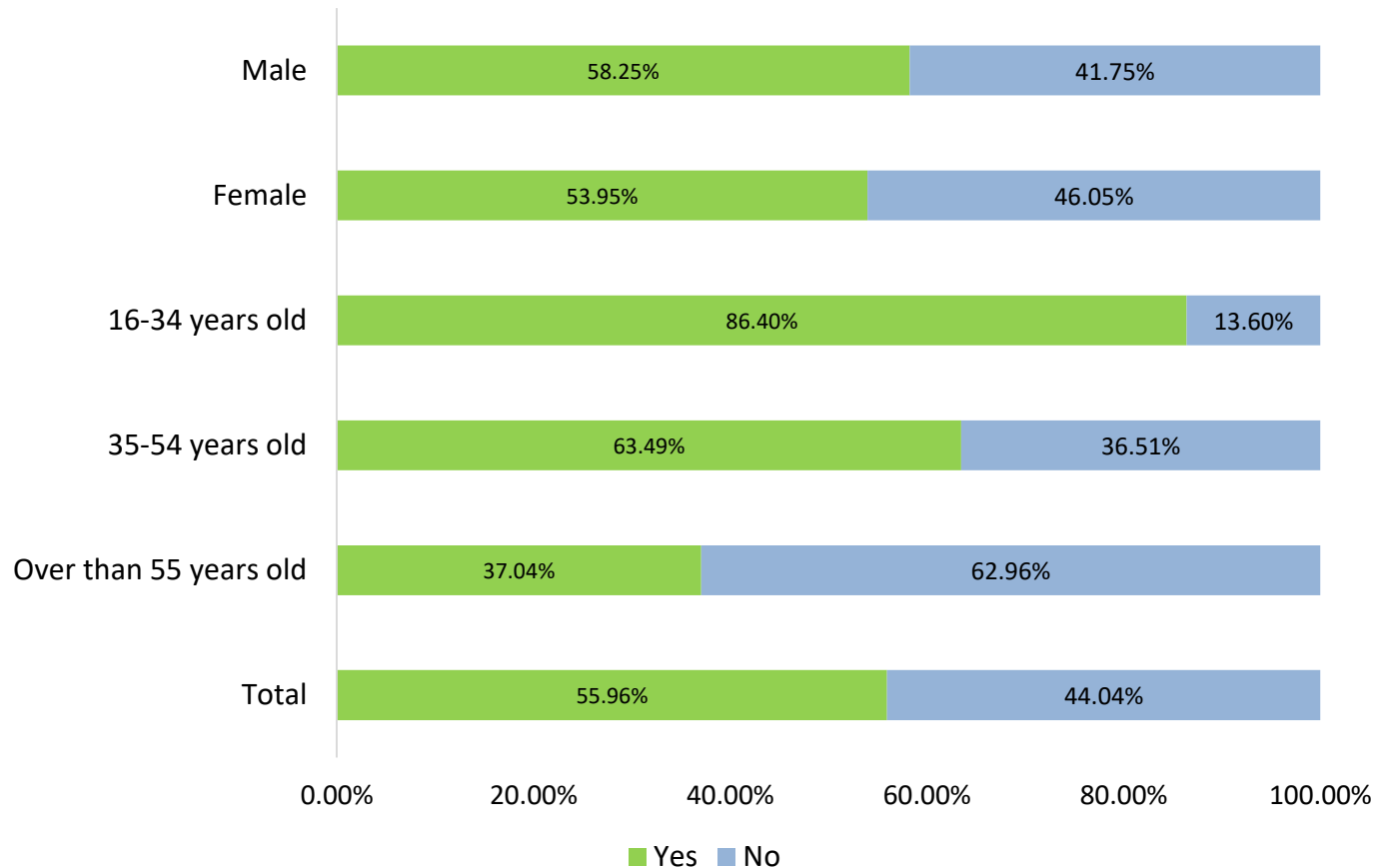
**P1. Overall, which of the following aspects do you consider most important when buying a durable product, like a washing machine or a fridge? Multiple choice response.**

**Max 3 responses**



## 5. Second-hand products purchase

### P2. Have you ever bought a second-hand item from a second-hand shop, charity shop, re-use centre?

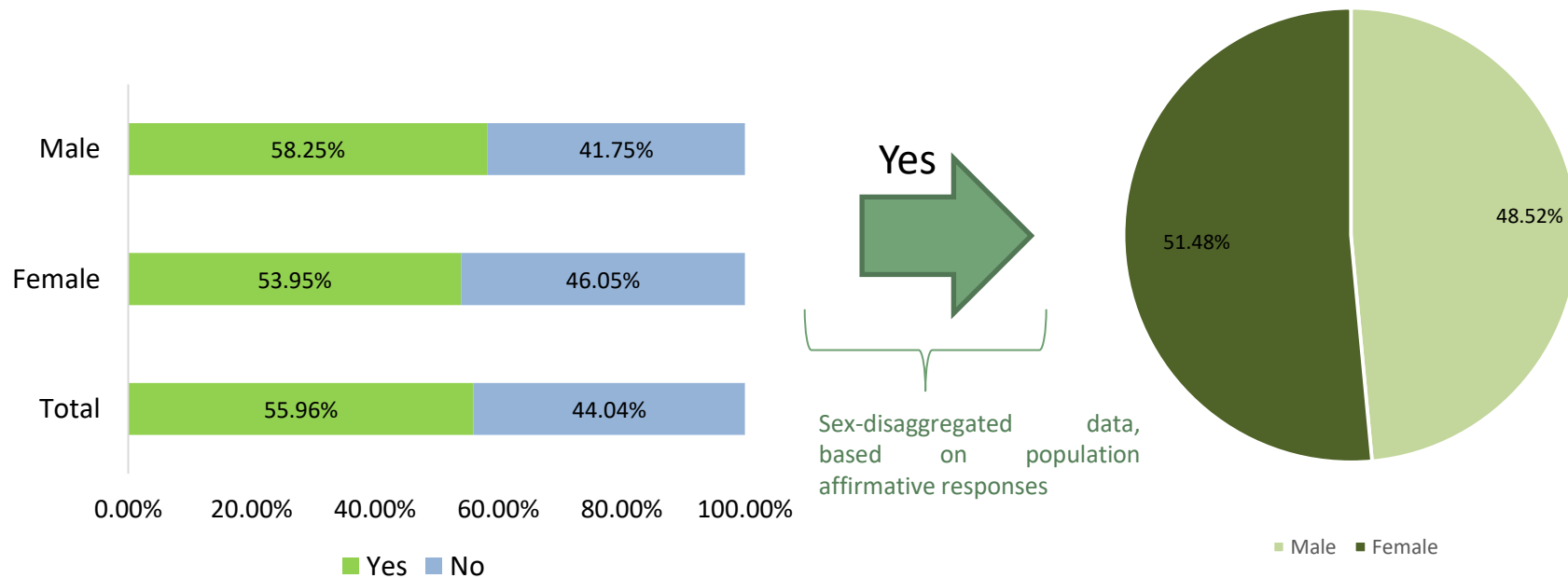




## 5. Second-hand products purchase

### ☐ Gender

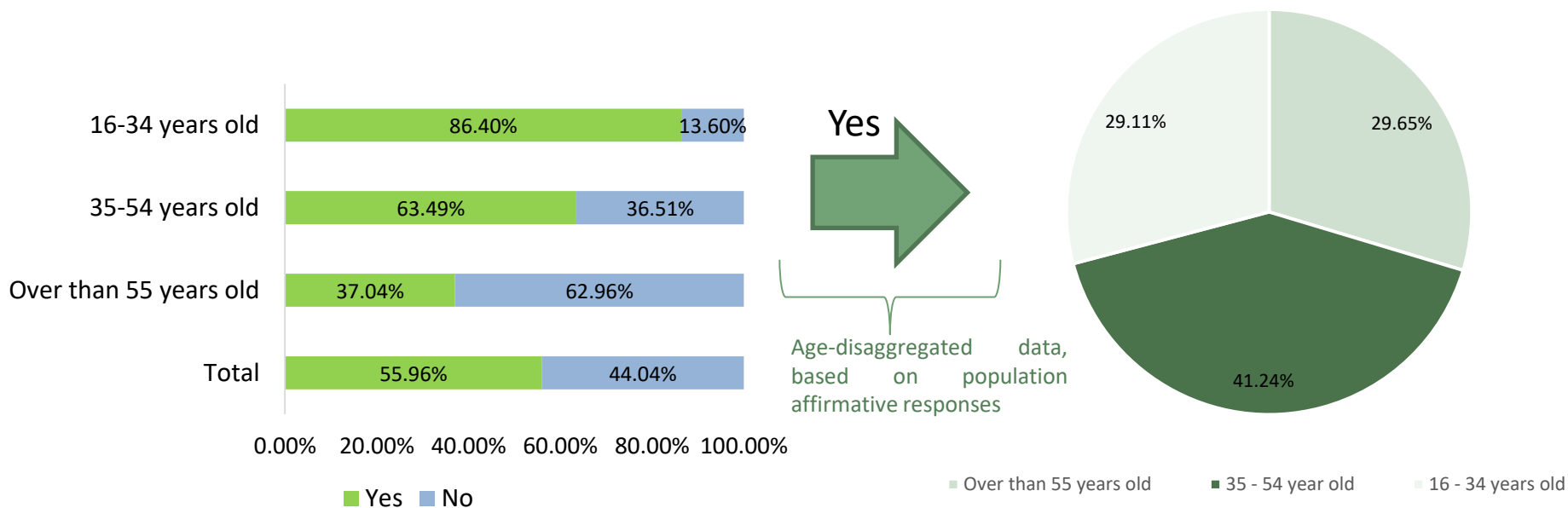
P2. Have you ever bought a second-hand item from a second-hand shop, charity shop, re-use centre?



## 5. Second-hand products purchase

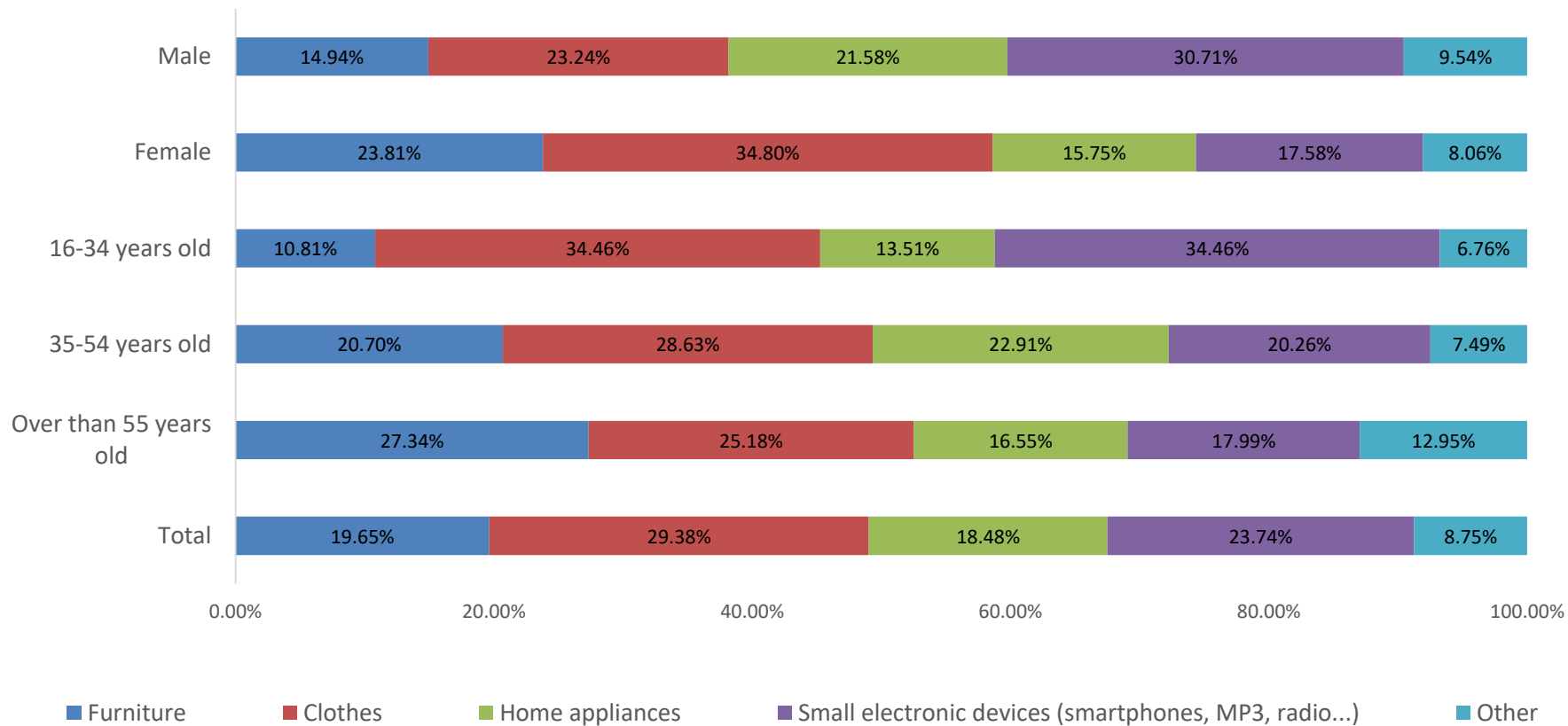
### Age

P2. Have you ever bought a second-hand item from a second-hand shop, charity shop, re-use centre?



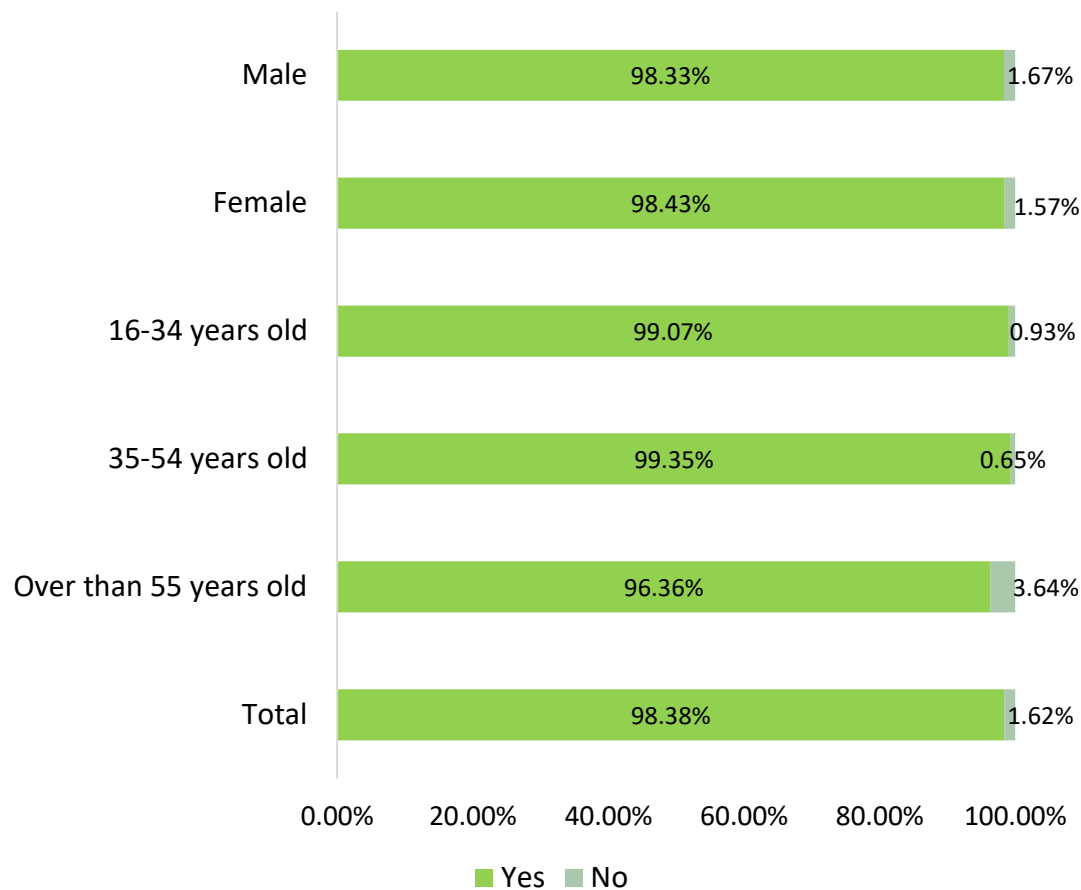
## 5. Second-hand products purchase

### P2 .a. If yes, please specify what type of item: Multiple choice response.



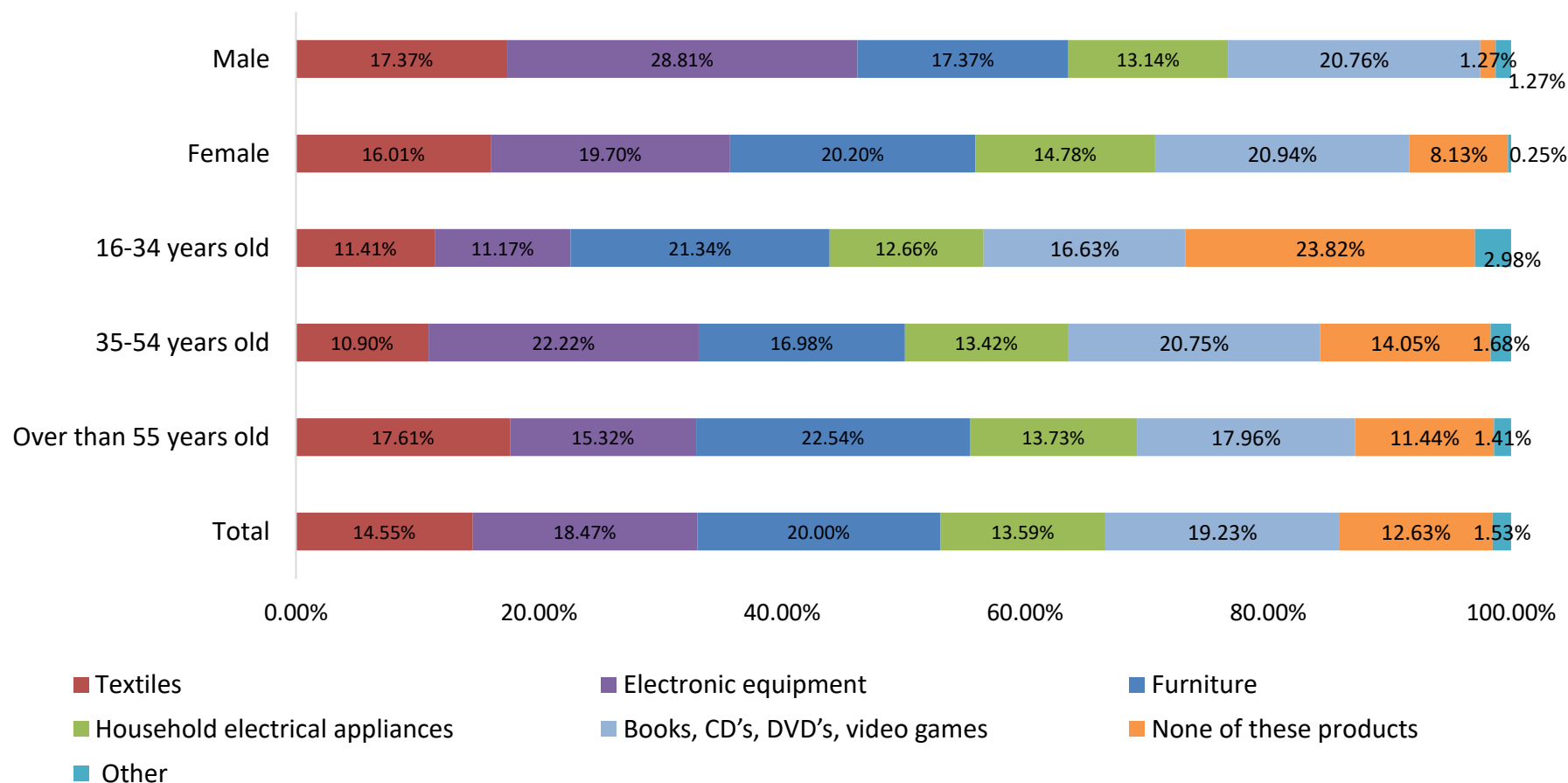
## 5. Second-hand products purchase

### P2 .b. Would you do it again?



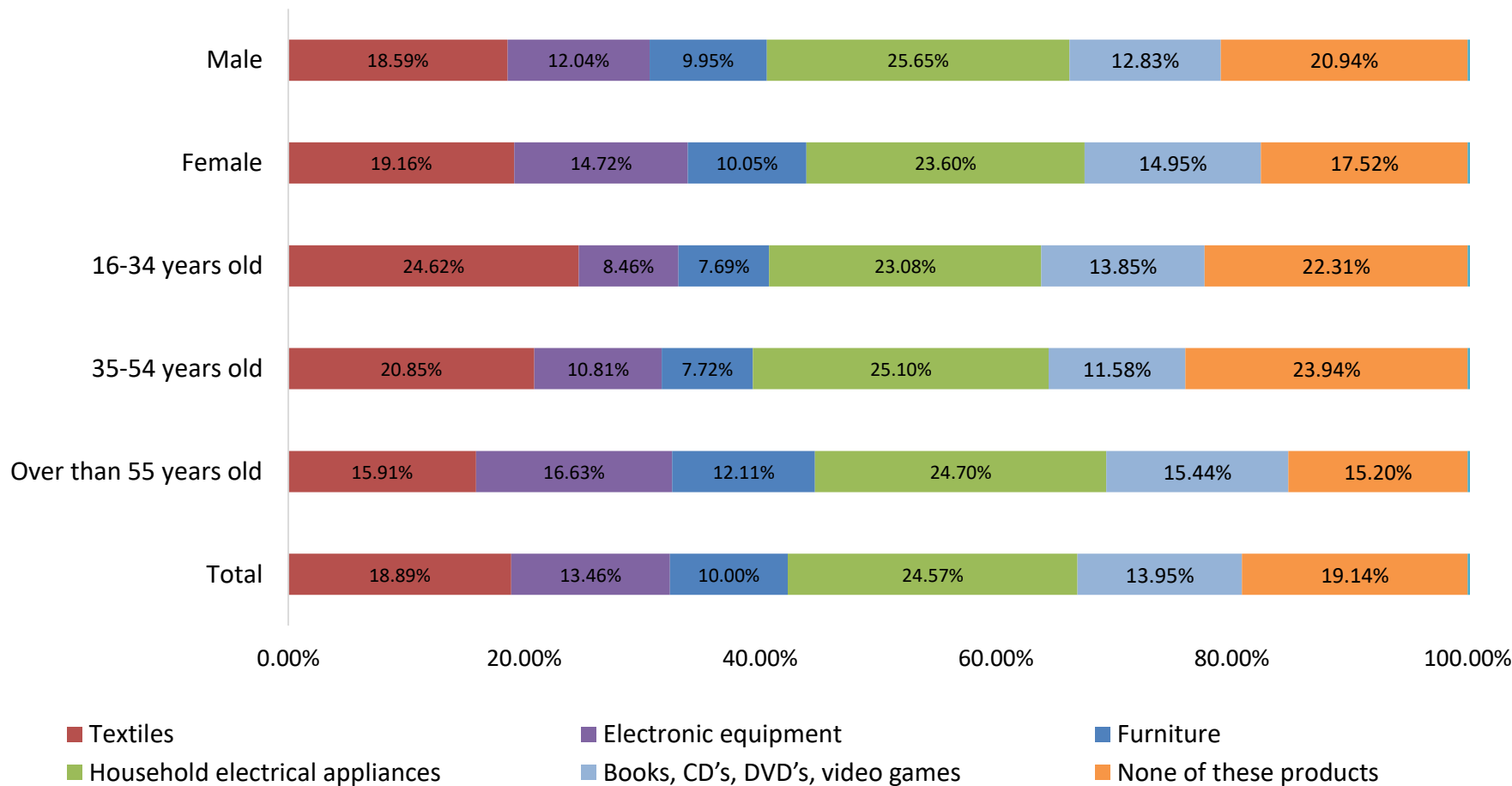
## 5. Second-hand products purchase

**P5. Which of the following items would you buy-second-hand?** Multiple choice response.



### P6. Which of the following items would you never buy second-hand?

Multiple choice response.

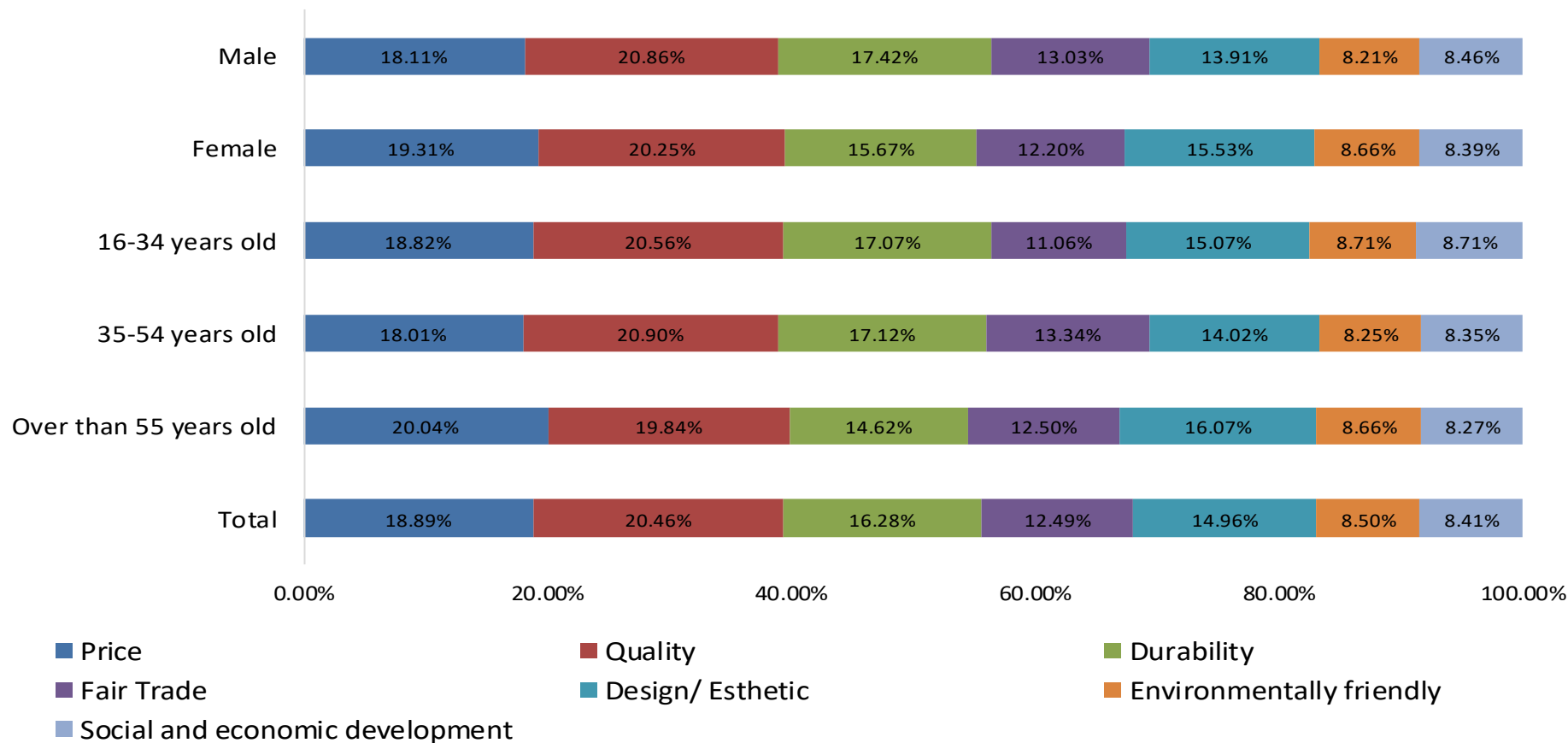




## 5. Second-hand products purchase

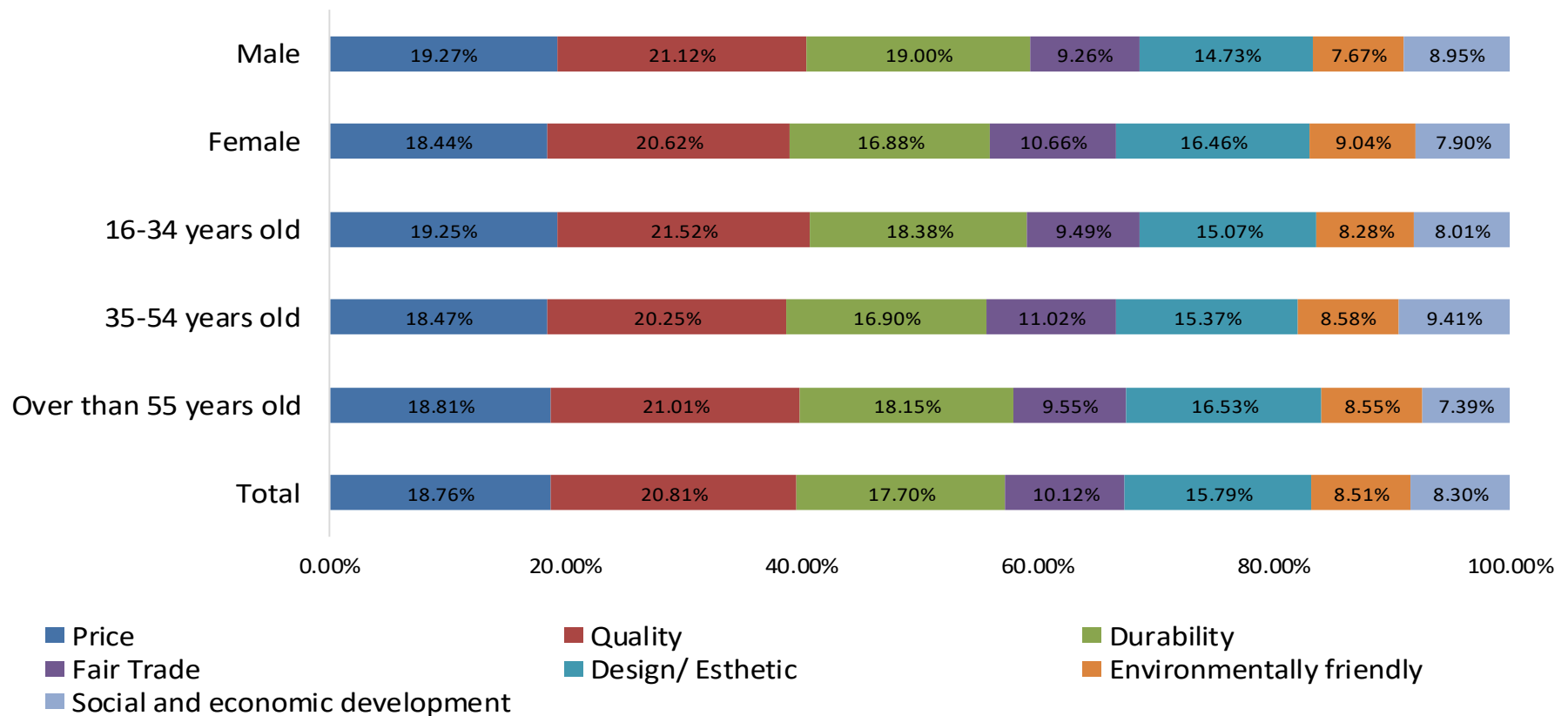
### P5.1. Please rank the following in order of importance when buying re-used clothes:

Mutiple choice response.



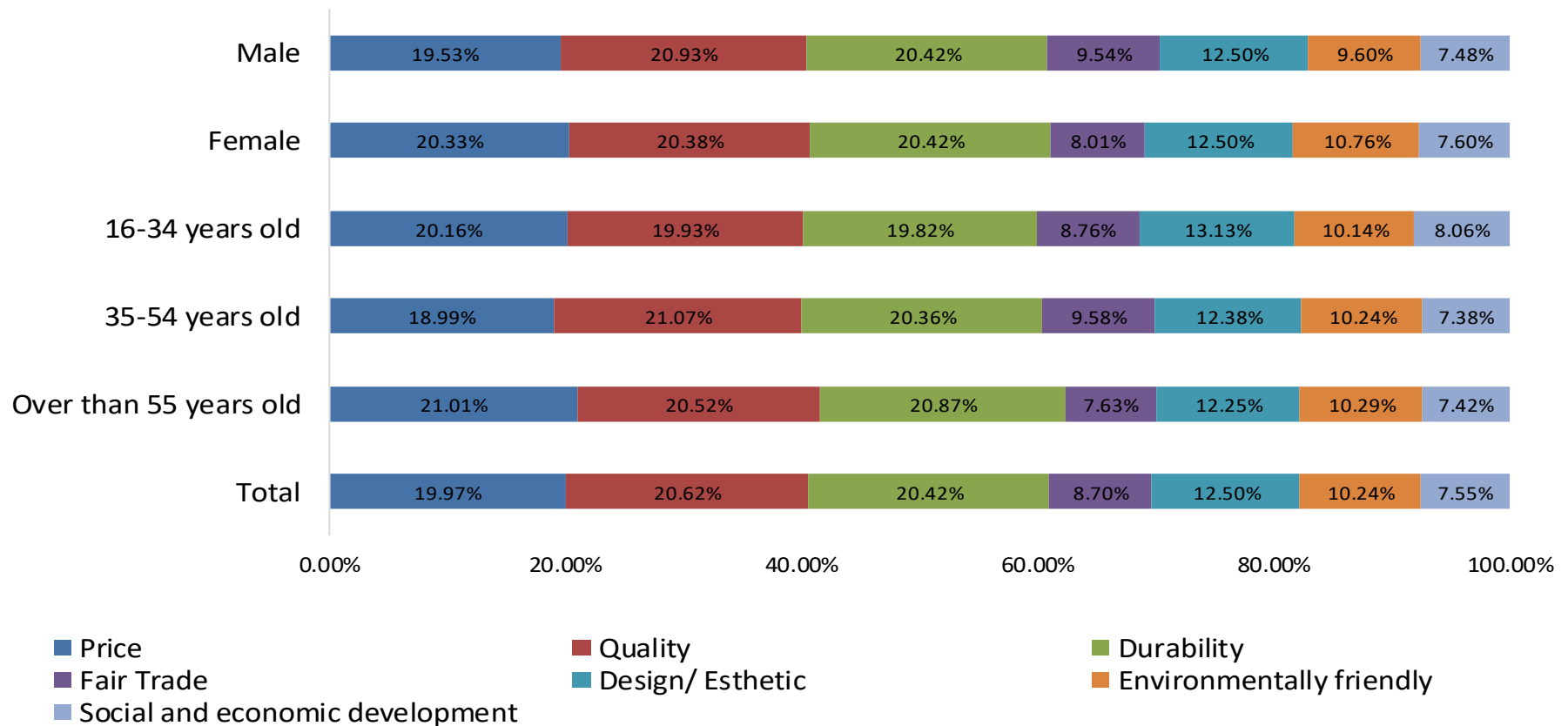
## 5. Second-hand products purchase

**P5.2. Please Rank the following in the order of importance when buying re-used furniture: Multiple choice response.**



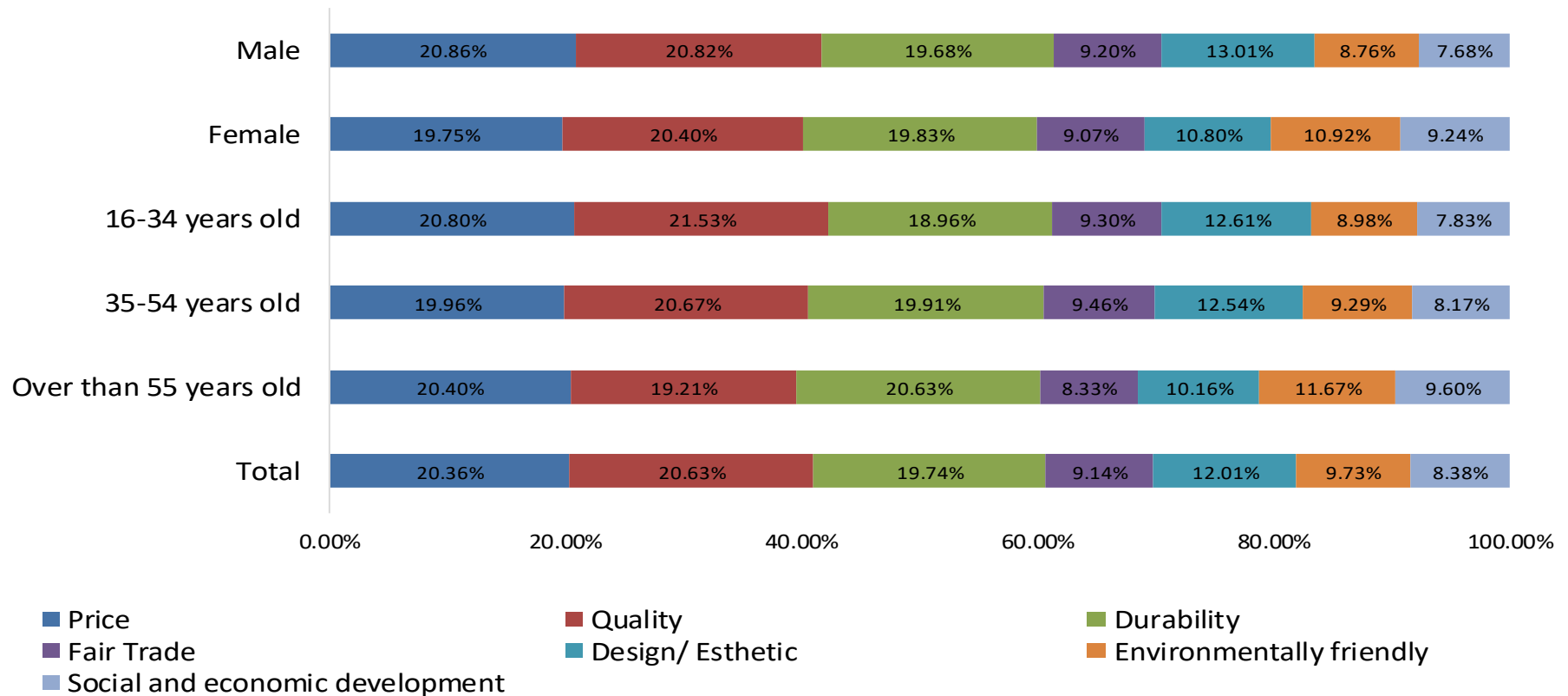
## 5. Second-hand products purchase

**P5.3. Please Rank the following in order of importance when buying re-used home appliances: Multiple choice response.**



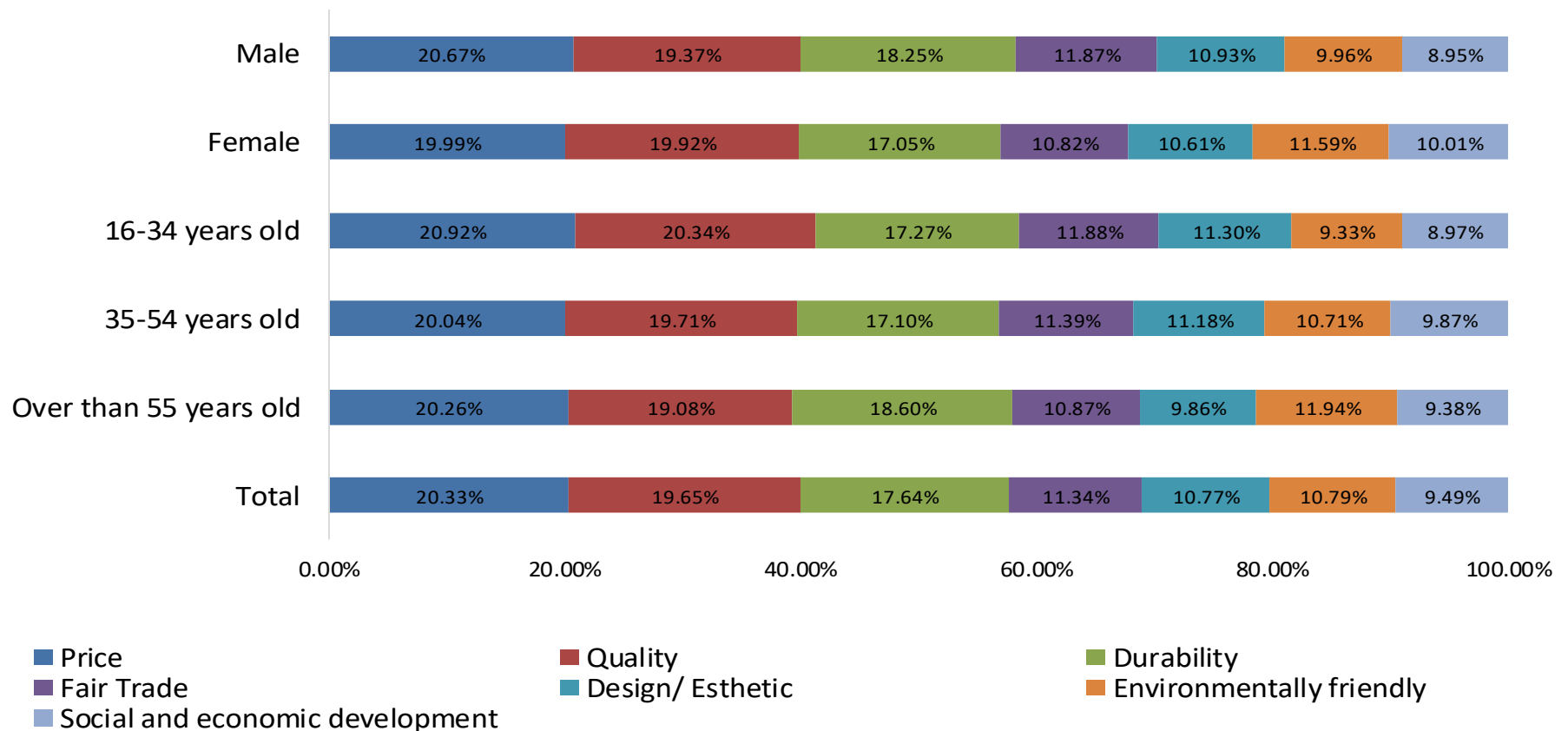
## 5. Second-hand products purchase

**P5.4. Please Rank the following in order of importance when buying re-used small electronic devices (smartphones, MP3, radios...):** Multiple choice response.



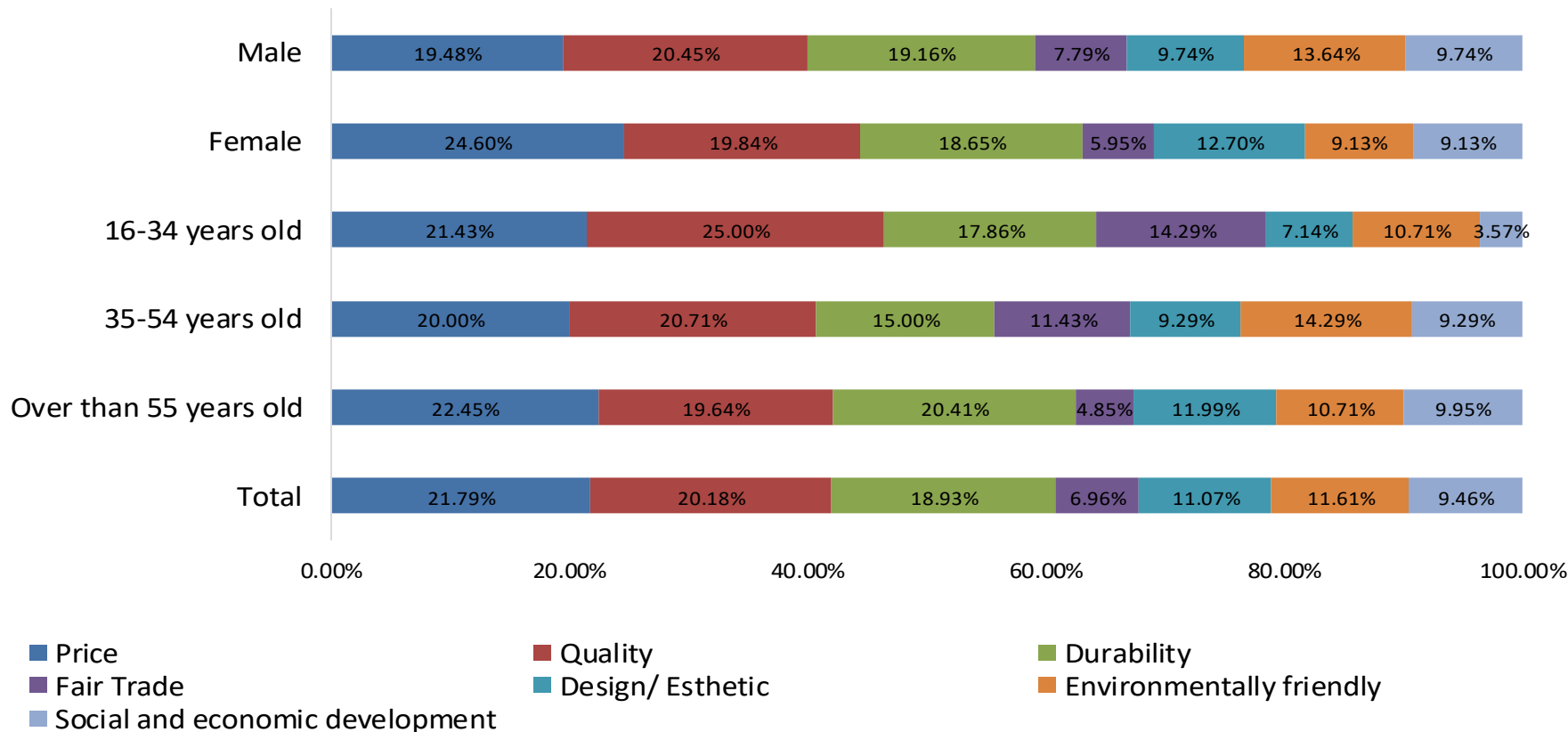
## 5. Second-hand products purchase

**P5.5. Please Rank the following in order of importance when buying re-used books, CD's, DVD's, video games...** Multiple choice response.



## 5. Second-hand products purchase

**P5.6. Please Rank the following in order of importance when buying re-used “others”** Multiple choice response.

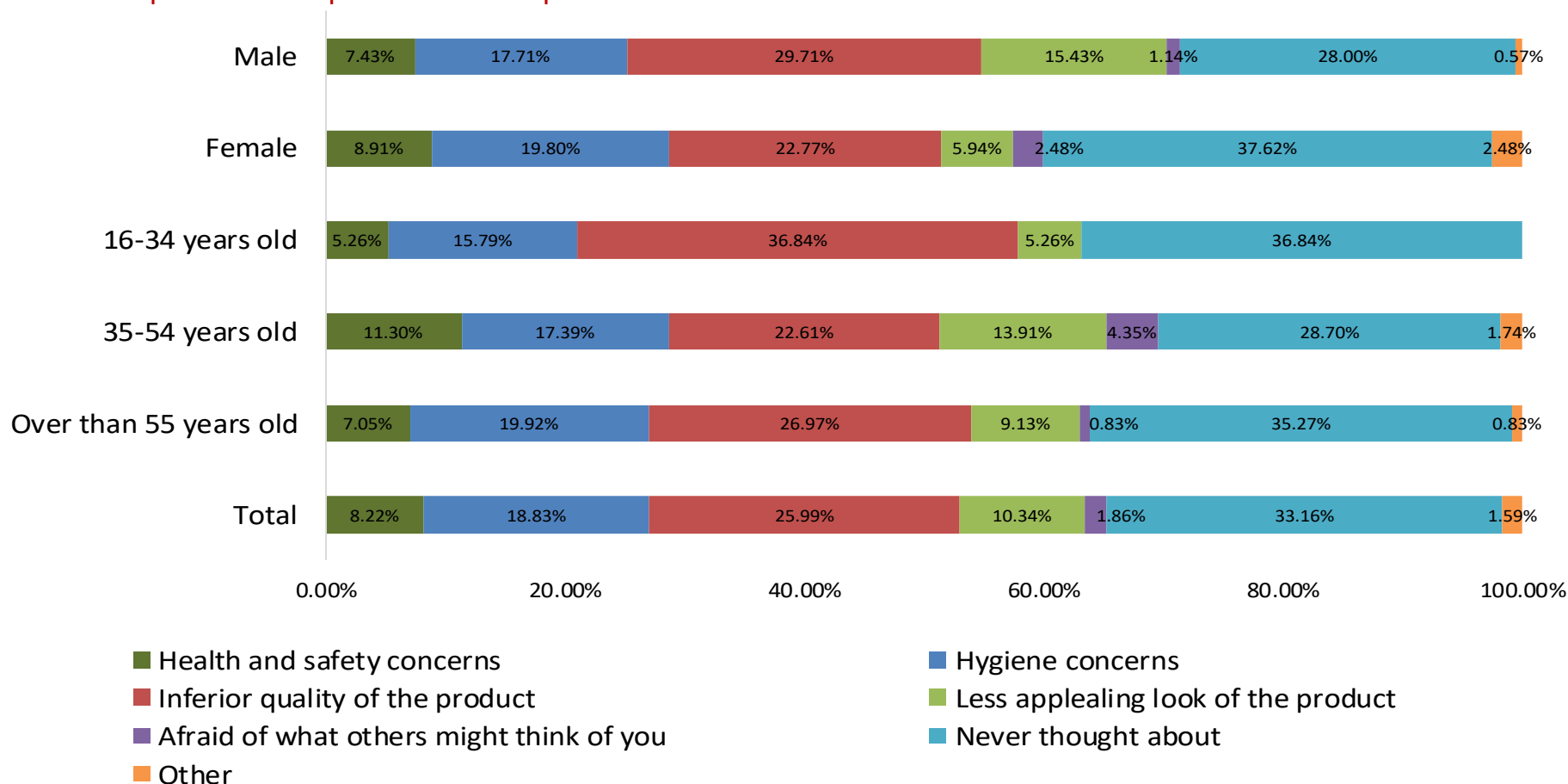




## 5. Second-hand products purchase

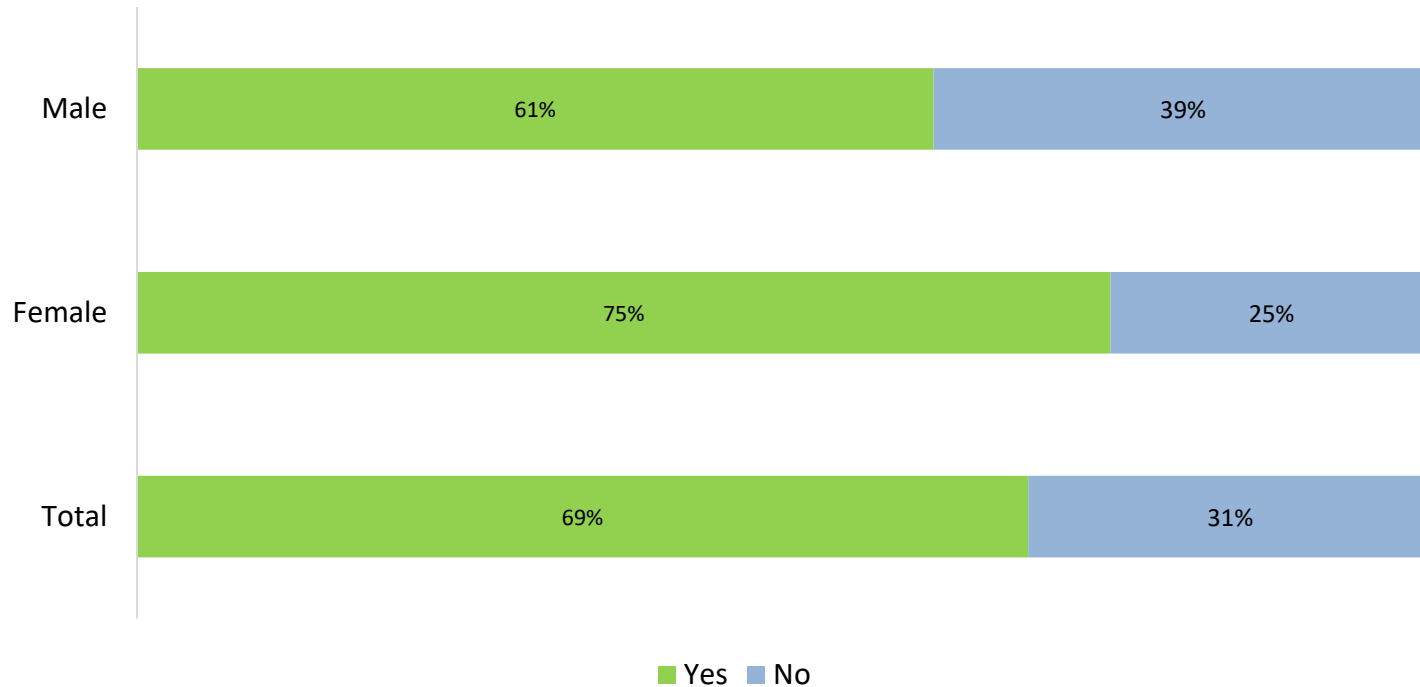
### P7. If you do not buy second-hand products, what prevents you from doing so?

Multiple choice response. Max3 responses



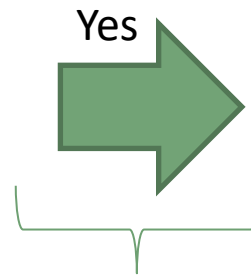
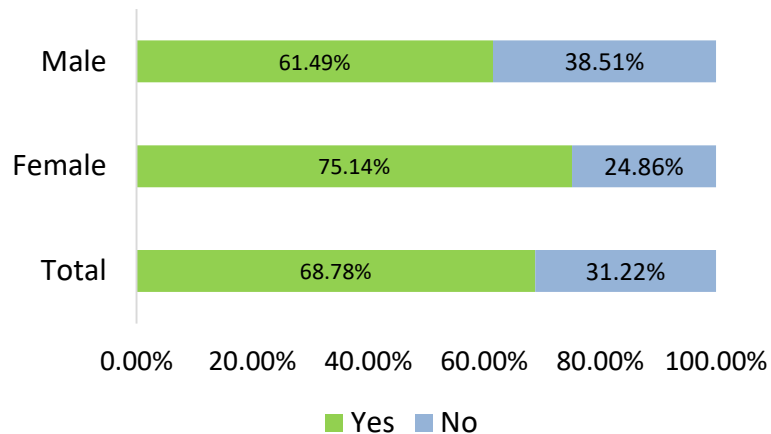
## 6. Second-hand products donations and sales

**P4. Have you ever donated/ sold an item to a second-hand shop, charity shop/ re-use centre?**

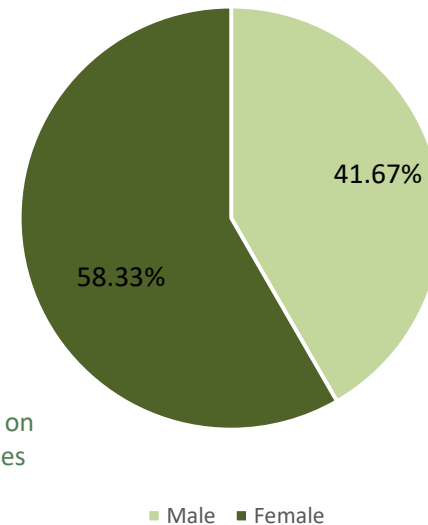


### Gender

P4. Have you ever donated/ sold an item to a second-hand shop, charity shop/ re-use centre?

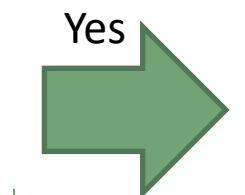
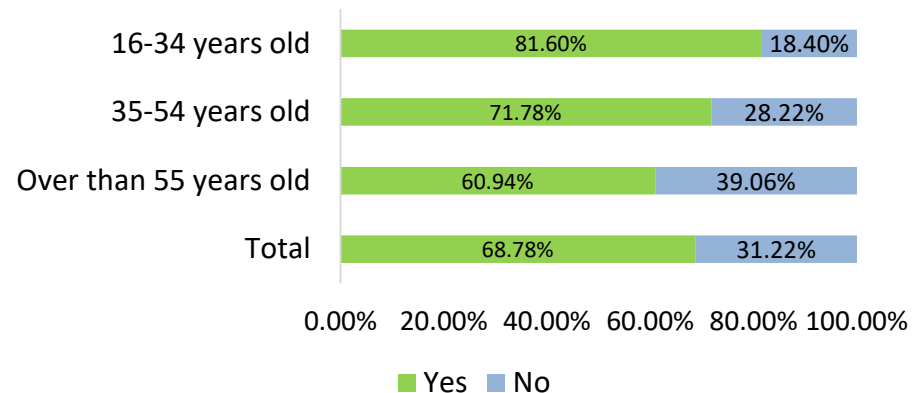


Sex-disaggregated data, based on population affirmative responses

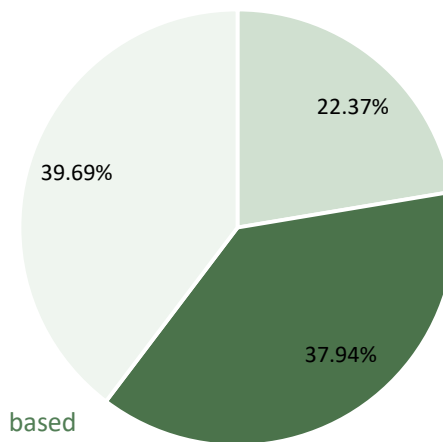


### Age

**P4. Have you ever donated/ sold an item to a second-hand shop, charity shop/ re-use centre?**



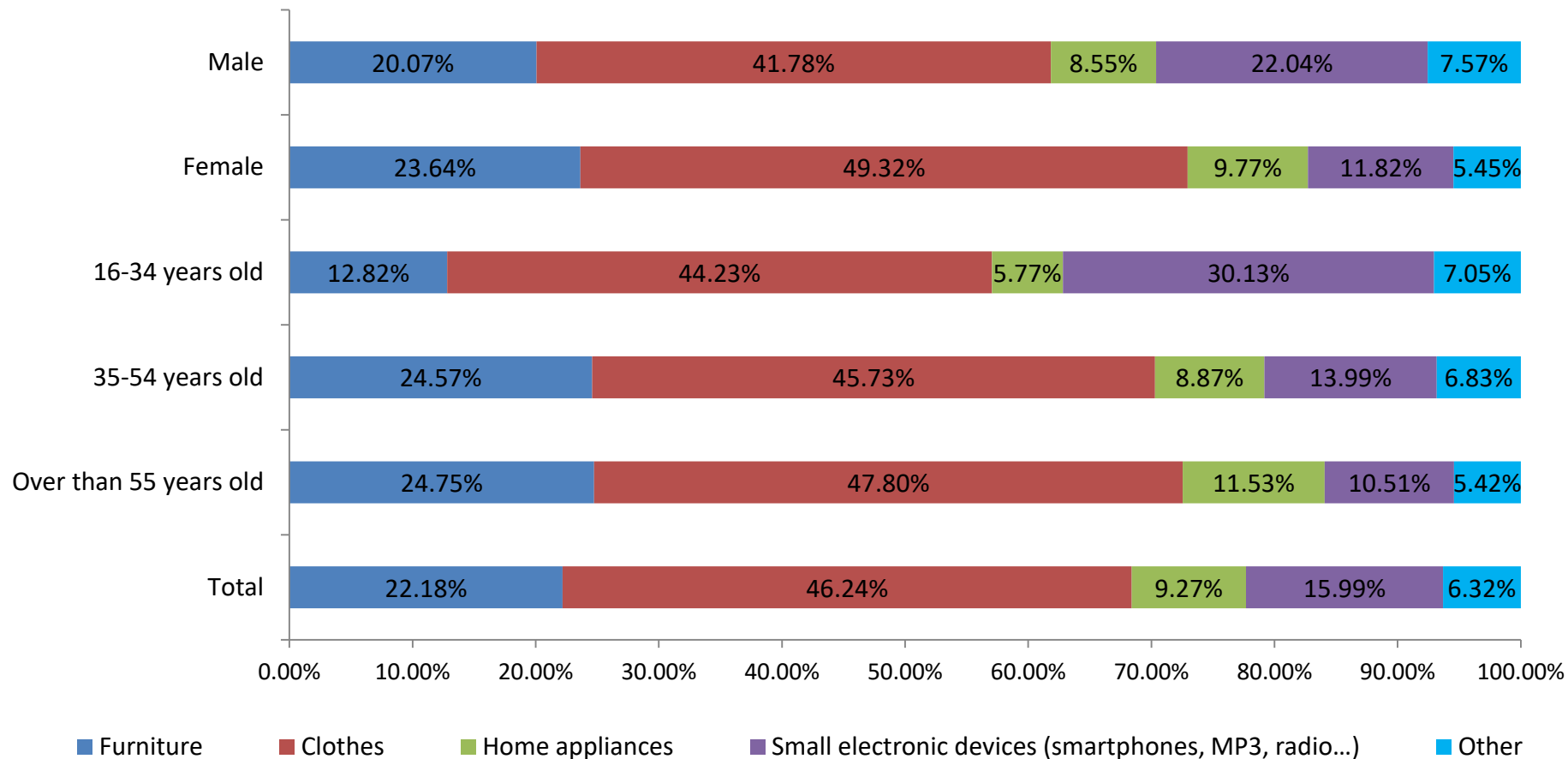
Age-disaggregated  
on population  
responses



■ Over than 55 years old ■ 35 - 54 year old ■ 16 - 34 years old

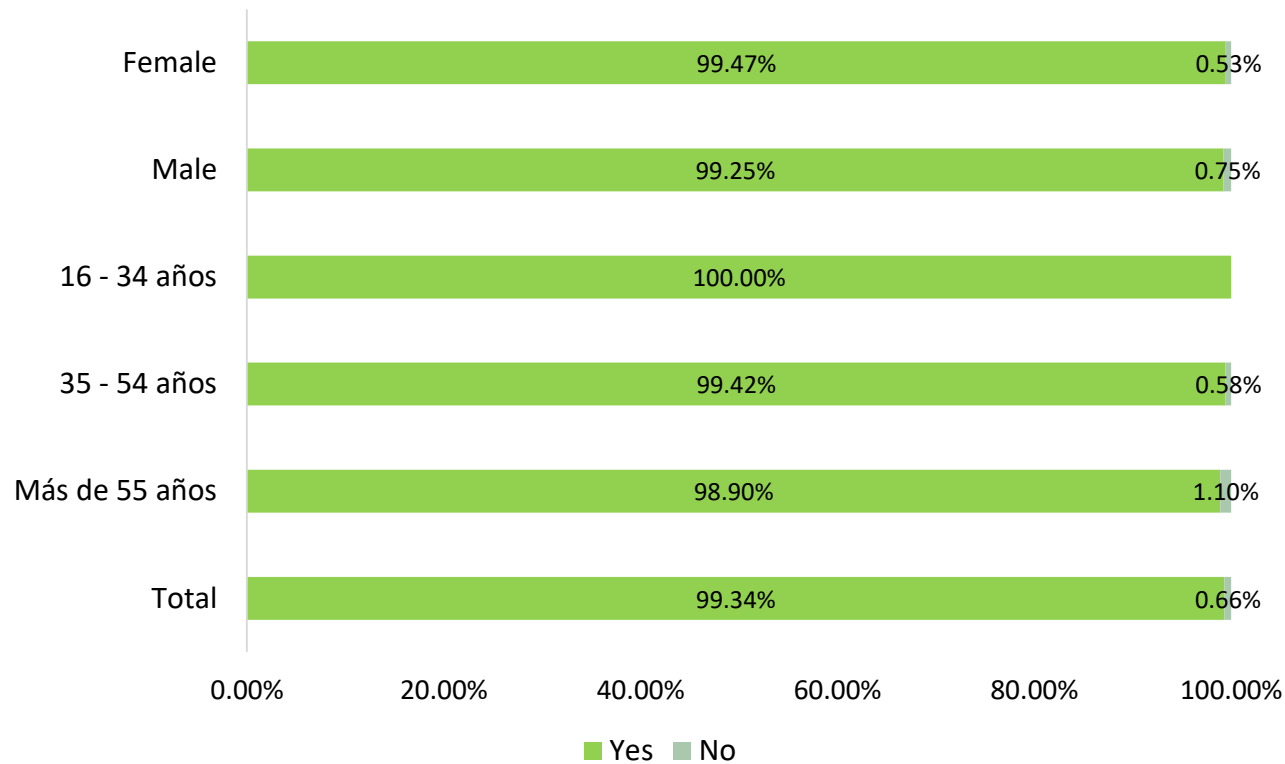
## 6. Second-hand products donations and sales

P4 .a. If yes, please specify what type of item: Multiple choice response.

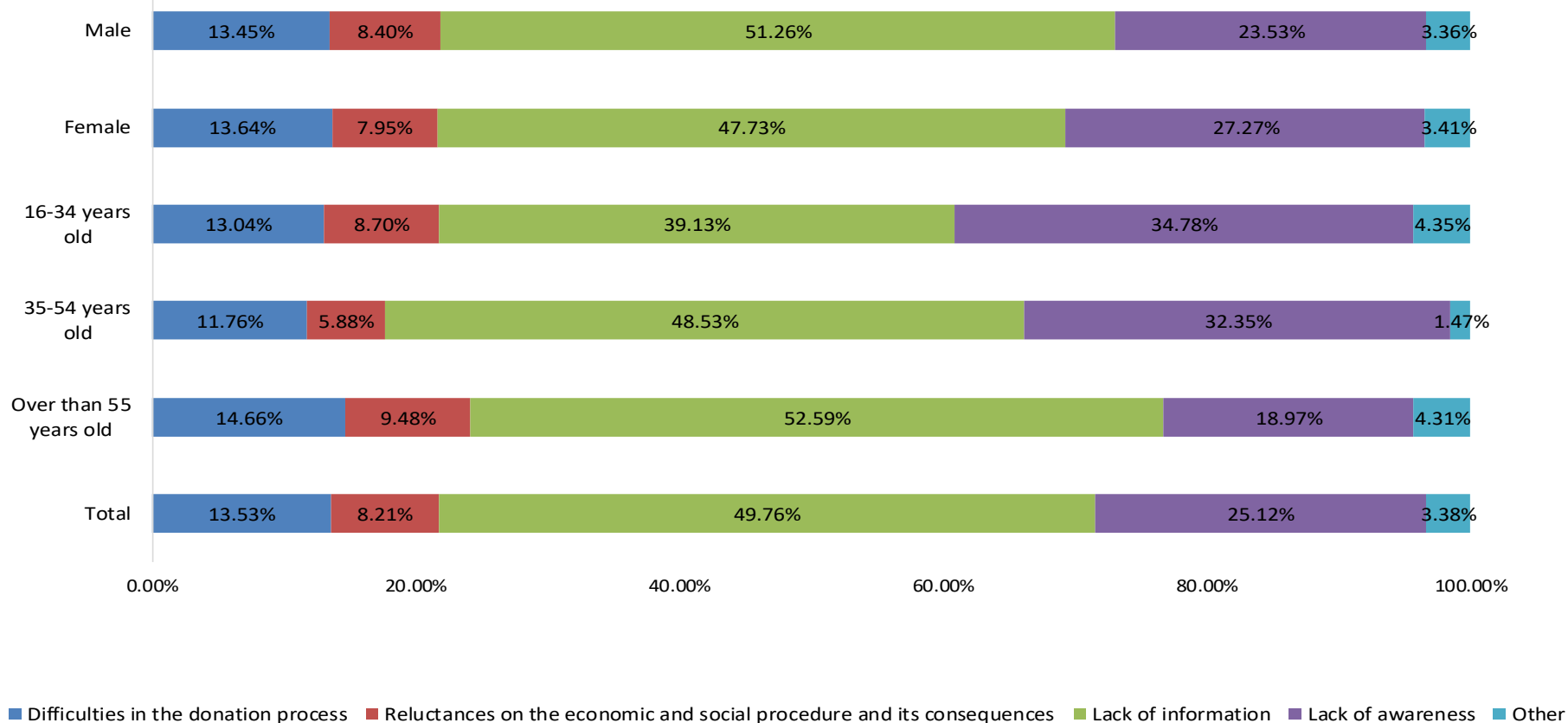




### P4 .b. Would you do it again?



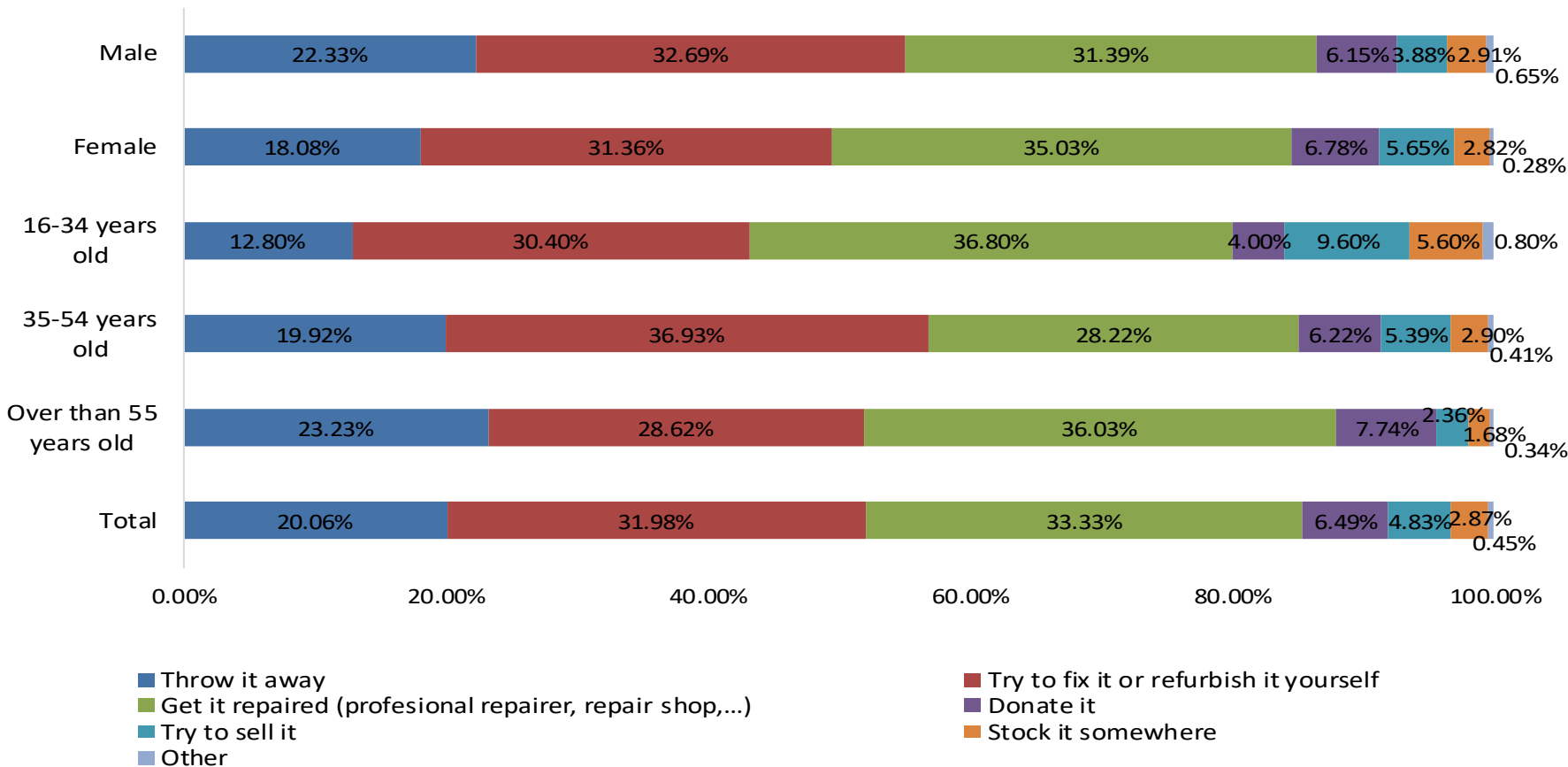
### P8. If you do not sell or donate used / unwanted products, what prevents you from doing so?



## **7. Habits and Daily Customs Related on the usage of Their Products**

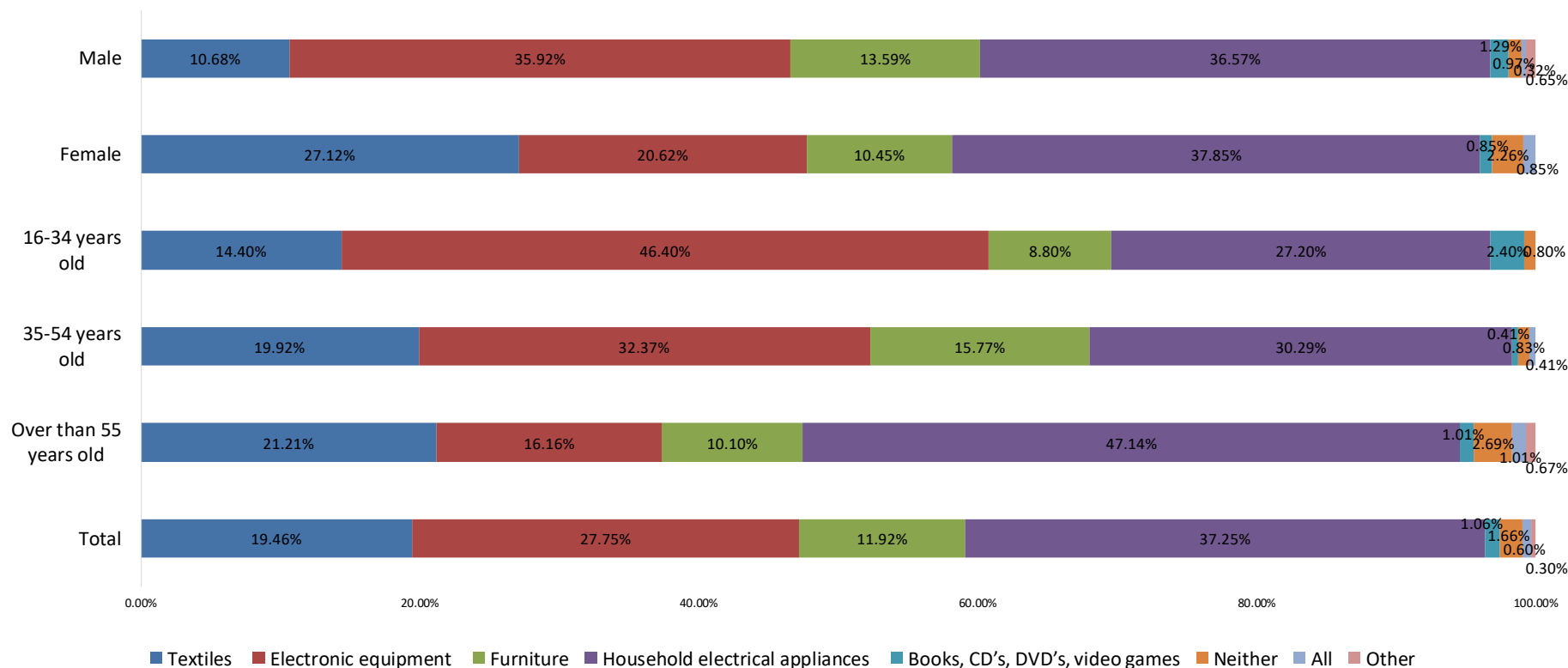
## 7. Habits and Daily Customs Related on the usage of Their Products

### P9. If one of your items is damaged or broken, what are you more likely to do?



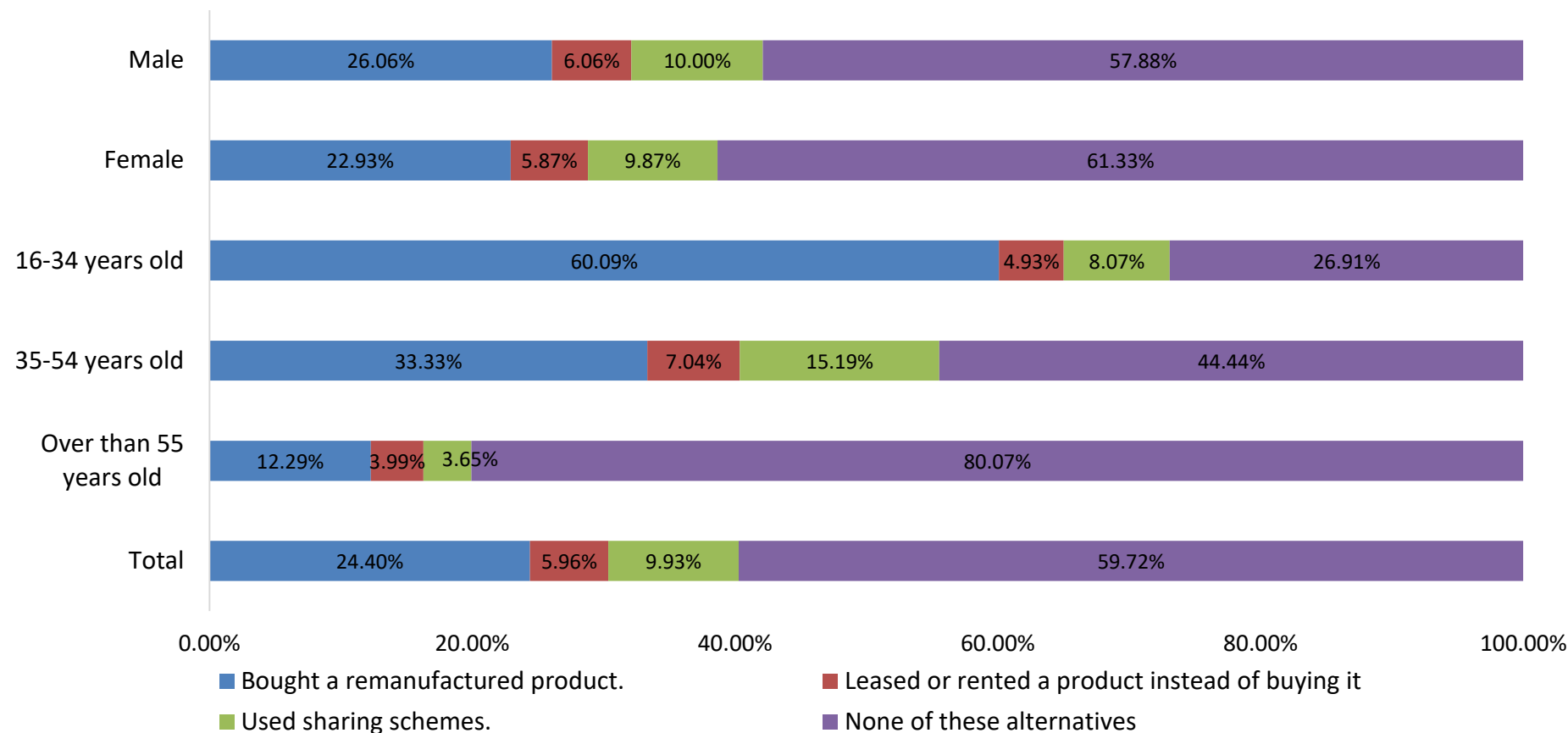
## 7. Habits and Daily Customs Related on the usage of Their Products

### P10. Which of the following items are you more likely to try to repair/ refurbish before throwing away?



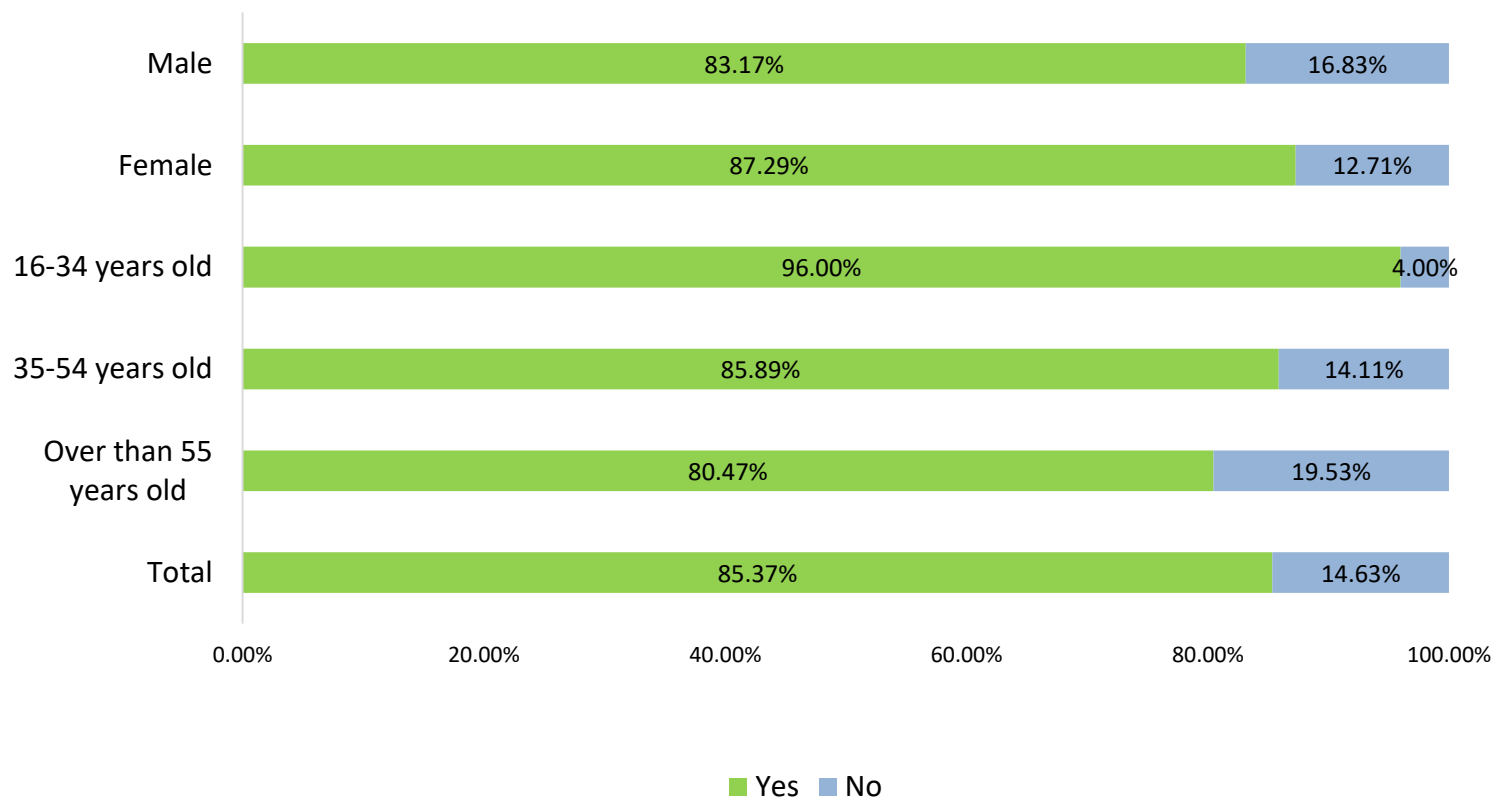
## 7. Habits and Daily Customs Related on the usage of Their Products

**P12. There are emerging alternatives to buying new products. Have you ever done any of the following?** Multiple choice response.



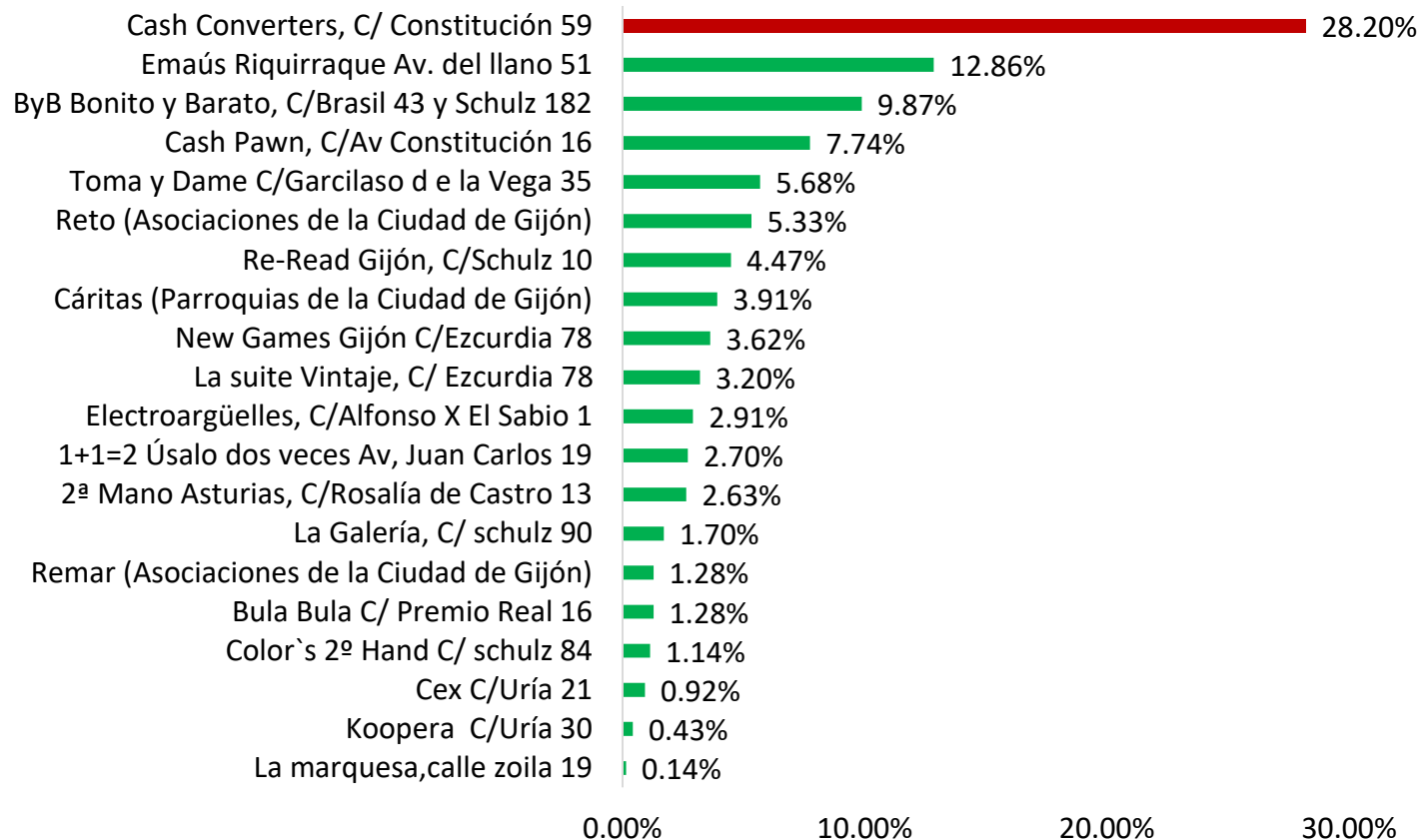
## 7. Habits and Daily Customs Related on the usage of Their Products

**P14. Do you know any establishment/ shop/ system in your area where you can donate / buy second-hand products?**



## 7. Habits and Daily Customs Related on the usage of Their Products

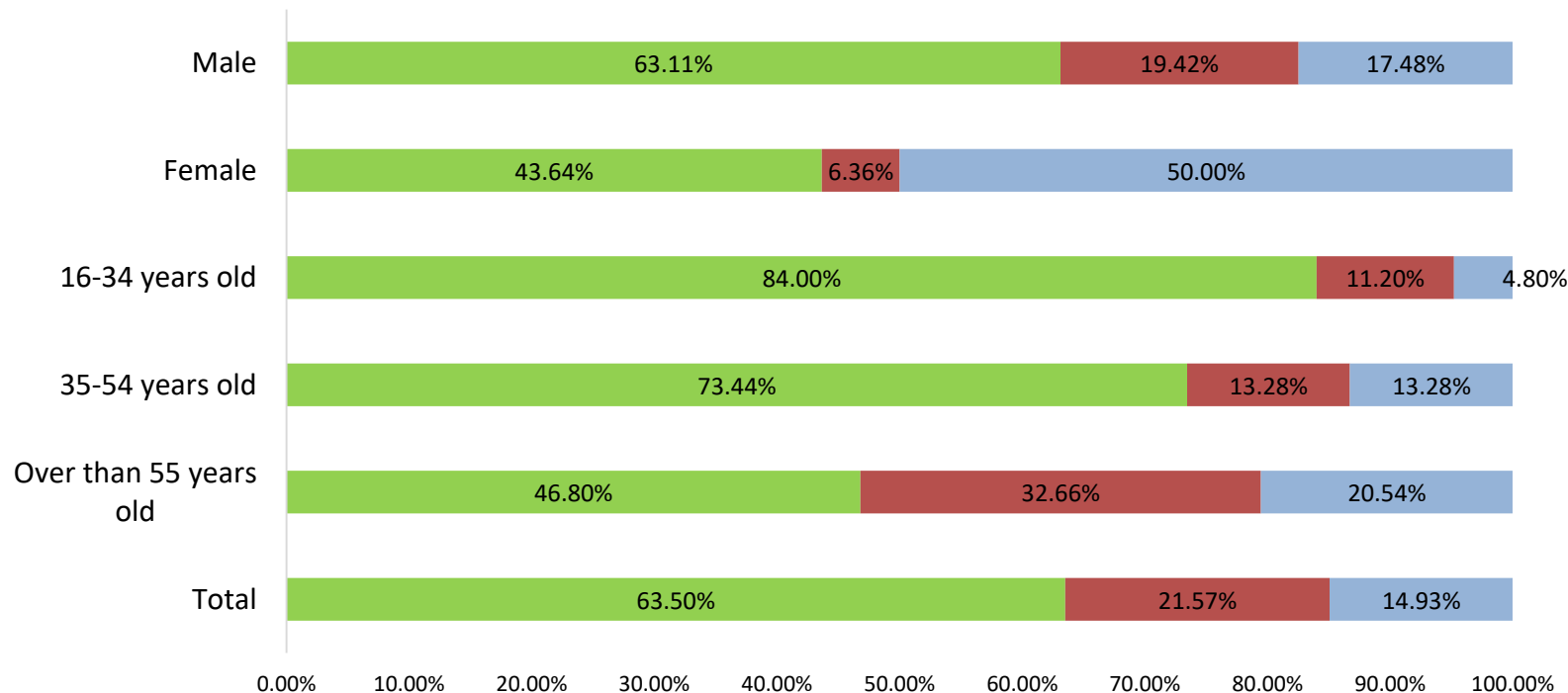
**P14. Do you know any establishment/ shop/ system in your area where you can donate / buy second-hand products?** Multiple choice response.





## 7. Habits and Daily Customs Related on the usage of Their Products

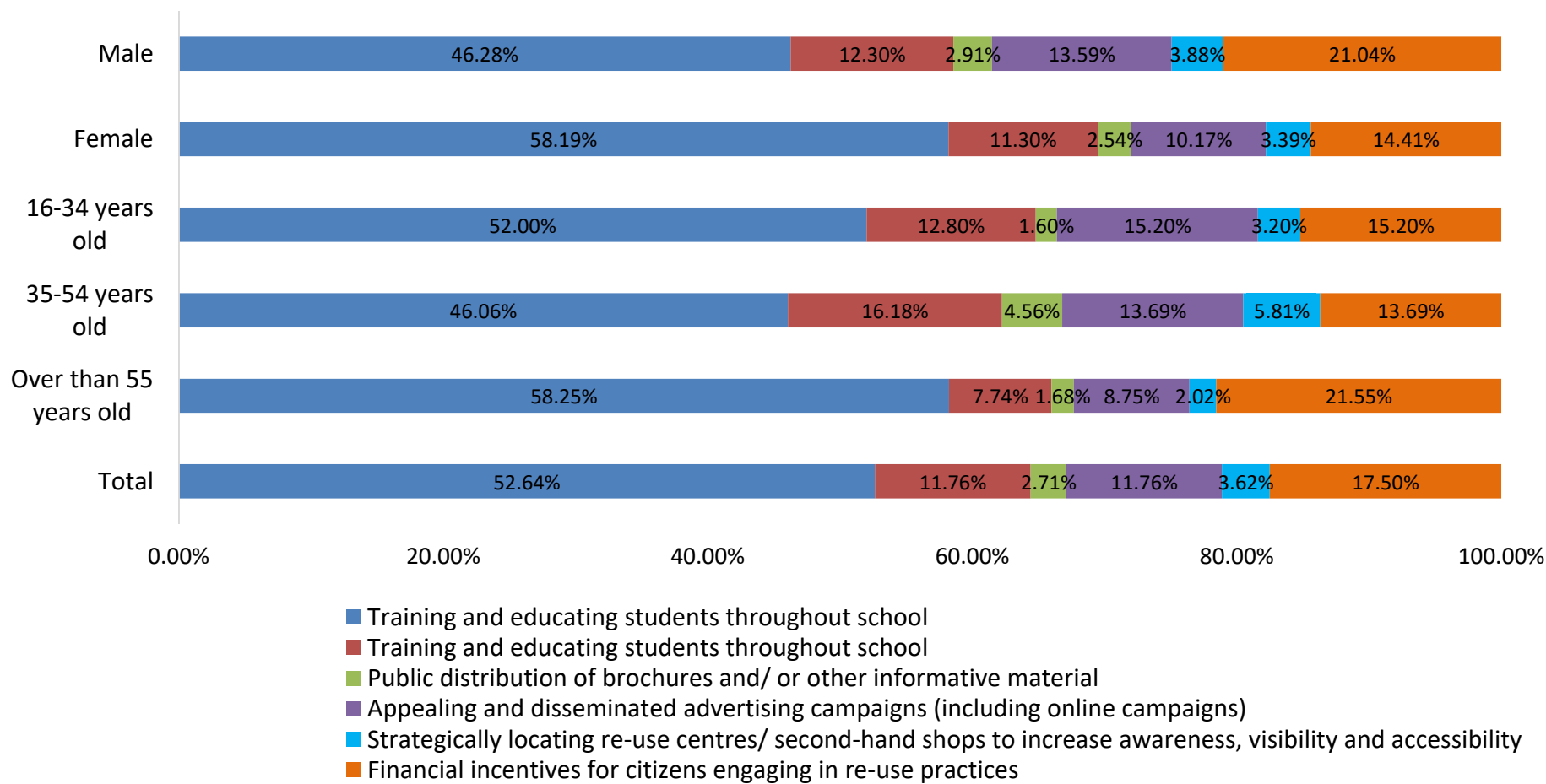
### P15. Would you like to see more second-hand establishments in Gijón?



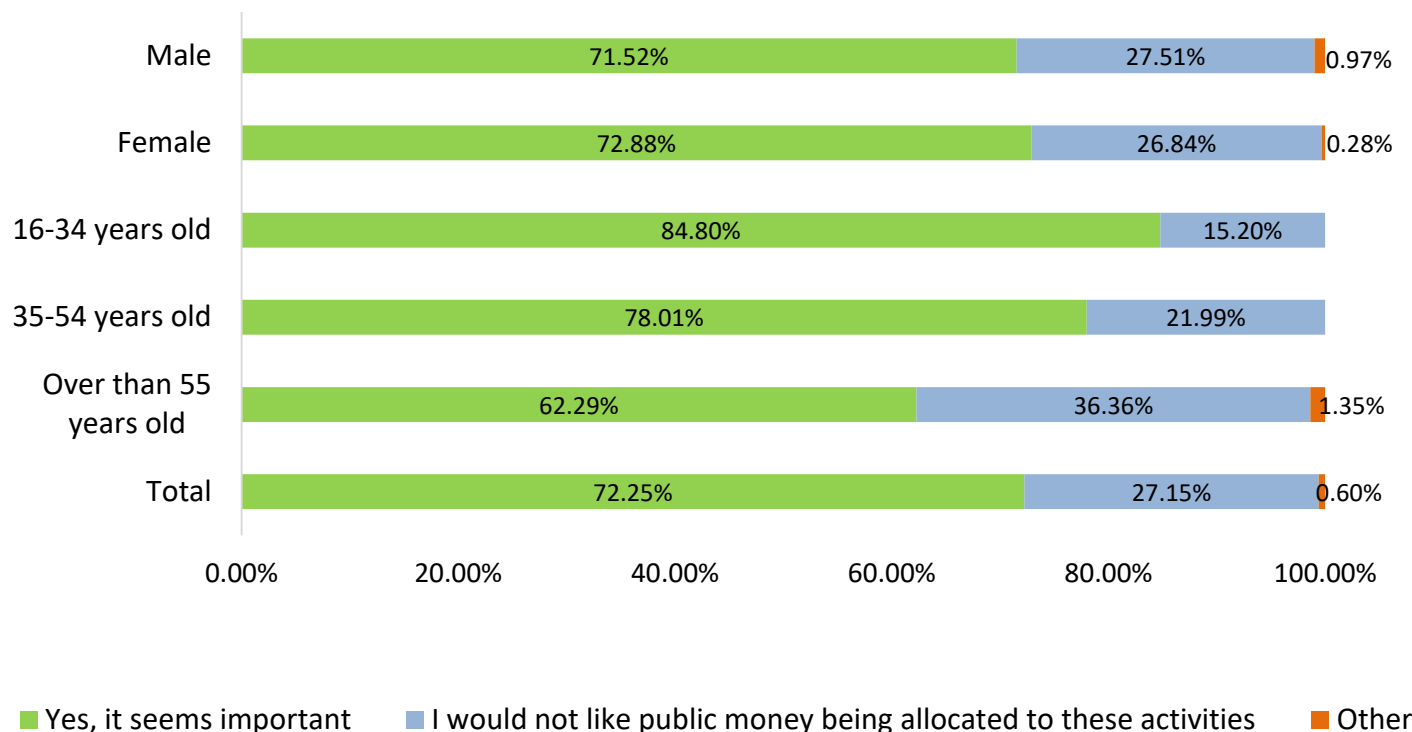
■ Yes, I would go to these types of establishments ■ Yes, I consider them useful for the population but I would not use them ■ No

## 8. Citizens Opinion

## P11. What would you suggest to mainstream and improve re-use practices?



**P16. Within the framework of the European Project 2LIFES to which this survey is aimed and considering that the target of the survey is “Public policies support to promote reusing”, Do you consider important the allocation of public budget to promote re-use in the city by actively encouraging initiatives to this regard?**



## 9. Final Conclusions

As an introduction, Gijón citizens were asked to indicate the most important aspects when buying a durable product. As an example, the question asks about goods, such as a washing machine or a fridge. Firstly, the respondents state that the main characteristic they seek is the long durability of the product over time; secondly, they seek high efficiency in these products, thus achieving lower usage costs. The third option preferred by those surveyed is the duration of the warranty period, this aspect could be motivated due to the significant outlay in the citizen's economy and for this reason they need the certainty that the product in question will be up to their needs.



55.96% of the surveyed population stated that they had bought at least one second-hand item. There is a trend observed, as it could be seen very clearly that younger aged people are the ones who most frequently do this type of purchase, 86.40% compared to the 37.04% of people belonging to the last age cohort, over 55 years old. There is no significant difference among people of different sex in this type of purchase.

The most purchased items by the population are clothing (29.38%), small electronic devices (23.74%) and furniture (19.65%). Preferences vary according to sex, women choosing clothes with 34.80% compared to 23.24% on men. Contrarily, men opted in greater extent for small electronic devices with 30.71% opposite to 17.58% on women. If we analyze the preferences between the different age cohorts, we see how younger people has a special preference for clothing and small electronic devices, both items have 34.46%. Population between the ages of 35 and 54 have very homogeneous preferences, while those over 55 years prefer to buy furniture (27.34%).

## 2. Second-hand products purchase

If we value the purchase experience, 98.38% of those surveyed stated that they would buy second-hand products again, so we can classify the experience as excellent.

Among the variables that could be considered when purchasing a second-hand product, we can highlight the price, quality, durability, fair trade, design/esthetics etc. Between the different types of goods that have been studied, we can assure that in all, the main purchasing qualities selected by the citizens follow a similar pattern where quality, price and durability are the most important variables, this pattern doesn't present any difference on sex nor age of the respondents.





## 2. Second-hand products purchase

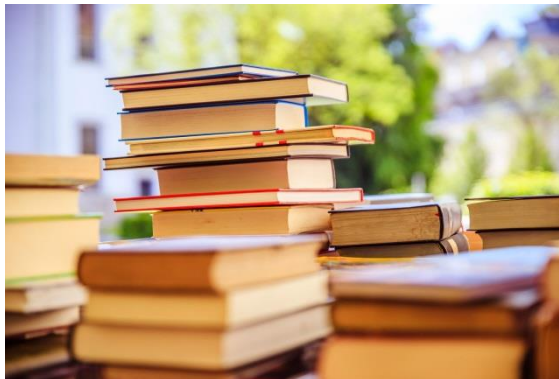
At first, it has been detected that 55.96% of the population has buy a second-hand product at some point. If we analyze the perception of the remaining 44.09% who have never purchased a second-hand product, it is outstanding that a large percentage of the population (33.16%) does not have a clearly defined reason to avoid these kind of products, stating that “they have never thought about it” as a reason for not doing it. Despite those numbers, a 25.99% of the surveyed stated that second-hand products have low quality and a 18.83% are reluctant to this type of product alleging a concern based on the second-hand products hygiene.



On the previous section we have seen that 55.96% of the population has bought second-hand products on some occasion, if we talk about donation or sale the numbers increase as the 68.78% of the surveyed claim they have donate/sold a product. In this case women present a greater predisposition on products sale/donation with a 75.14% opposite to the 61.49% of the men on the sample. The collected information shows substantial differences among age cohorts where is possible to see how the youngest population is the one that donate/sell products the most with a 81.06%, percentage that lowers up to 60.94% among the population over 55 years, reflecting a pattern that shows a decrease in donations/sells as the age increase.

Between the products to be donated, the clothes stands out as a preferred one with a 46.26% followed by furniture with a 22.18% and small electronic devices with a 15.99%. Clothing is the most donated/sold good by both men and women regardless of their age. However, the younger population has a greater preference donating/selling small electronic devices with at least 30.13% of those surveyed. Men show a special preference on donate/sell this kind of products.

Aiming being able to further encourage behaviors that would increase second-hand products donation/sale we have consulted the surveyed about their main motives. With a very high percentage 49.76% highlights the lack of information that population has to make this kind of donation/sale, on second place we found the lack of awareness (25.12%), this lack of awareness spreads mostly in younger age cohorts, with a 34.78% percent among the ages between 16-34 years and 32.25% on ages between 35-54 years, on this way, the population over 55 years is most aware but at the same time they are the ones with greater lack of information in order to materialize donations, 52.59%.



## 4. Habits and Daily Customs Related on the usage of Their Products

Population habits on Buying, donating and selling are not the only themes that the present study tries to analyze on Gijón citizens; it was taken to consideration the need to study habits and daily customs related on the usage of products. Which is why it was considered necessary asking a question that allows us to consult the respondents about their habits in case they have a damage/deteriorated or broken item.

33,33% of the population decides to repair their products, at the same time, 31.98% try to repair their products by themselves, and only 20.06% of the population decide throwing away this kind of products. These results show slightly differences among the age of the surveyed, being the population between 16-34 years the least willing to throw away their products (18.06%) contrary to the longest-living population with ages over 55 years (23.23%). The population with ages between 35 and 54 years rather try to fix these products by themselves (36.93%) while the rest of the population on younger and older cohorts are the ones that are most willing to repair their product at a specialized place with 30.40% and 28.62% percentages respectively.

## 4. Habits and Daily Customs Related on the usage of Their Products

Performing a global analysis on Gijón citizens results, among the products that have more probability to be repaired stands out household electronic appliances (37.25%), followed by electronic equipment (27.75%) and textiles (19.46%). These preferences show differences between men and women, the latter being those who show greater predilection on repairing/restoring textile products compared to men who give electronic equipment greater importance. On the other hand, younger people (46.40%) show higher probability on repairing electronic equipment compared to the 16.16% of the population over 55 years. This situation is totally opposite if we analyze the habits when it comes to fixing any product, in this case, older population is on top of the list with 47.14% compared to 27.20% of the younger respondents.

85.37% of the surveyed assured knowing an establishment, store or system on Gijón where they can donate, buy or sell second-hand products, being Cash Converters the most known in the city. Besides 85.07% of the respondents considers positive the existence of this kind of establishments and 63.50% states that they would go to them.

Among the suggestions provided by citizens to mainstream and improve re-use practices, the population gave higher importance on training and educating students throughout schools (52.64%), on second place they consider positively the fact of giving financial incentives for citizens engaging in re-use practices (17.50%). Lastly, 72.25% of the surveyed states that is important the fact that Public Administration allocate money/budget to promote re-utilization in the city by driving initiatives in this matter.



Gijón citizen's difficulties n re-usage both on repair and purchase/exchange of second-hand products



P. Tecnológico Boecillo,  
C/Luis Proust, 17  
47151 Boecillo (Valladolid)  
[www.grupotecopy.es](http://www.grupotecopy.es)