

YouGov Survey Results

Sample Size: 2086 GB Adults

Fieldwork: 16th - 17th October 2025

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2086	376	536	192	225	126	732	745	1010	1076	219	862	515	490	1187	883	1804	100	181	494	342	252	716	
Unweighted Sample	2086	370	573	223	240	128	828	724	880	1206	161	791	562	572	1256	819	1796	127	163	485	355	218	738	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How willing, if at all, are you to buy a 'refurbished' electronic device, such as a mobile phone, that has been previously owned, but professionally cleaned, repaired and returned to full working order?

Very willing	22	18	23	30	18	37	24	19	22	22	30	22	21	19	23	21	23	21	18	24	19	23	23
Fairly willing	39	37	42	36	33	34	38	39	43	35	39	41	36	37	38	39	38	44	45	35	41	37	38
TOTAL WILLING	61	55	65	66	51	71	62	58	65	57	69	63	57	56	61	60	61	65	63	59	60	60	61
Not very willing	20	24	20	18	21	21	21	20	19	22	19	20	21	20	21	19	21	12	18	21	20	24	20
Not willing at all	14	18	11	12	19	4	15	16	13	15	3	12	17	19	13	15	14	15	16	16	15	11	13
TOTAL NOT WILLING	34	42	31	30	40	25	36	36	32	37	22	32	38	39	34	34	35	27	34	37	35	35	33
Don't know	5	3	3	4	9	4	3	6	4	6	8	4	5	4	5	6	5	7	4	5	5	5	6

And when the time comes to replace your mobile phone, would you rather buy a completely brand new device or such a refurbished device?

Brand new device	61	62	62	57	62	51	60	60	61	62	59	65	60	56	62	60	61	57	61	63	62	66	58
Refurbished device	22	25	23	25	17	26	24	22	23	22	23	19	23	26	22	23	22	23	21	23	23	20	23
Don't know	15	13	14	17	19	20	14	16	15	16	18	14	16	16	15	16	15	18	17	13	14	14	17
N/A: I do not use or want a mobile phone	1	0	1	2	3	3	1	1	1	1	1	1	1	2	1	2	1	2	1	1	1	1	2

How long would you ideally wait between replacing your mobile phone?

[Excluding those who said they do not use or want a mobile phone; n=2058]

One year	1	1	2	0	2	0	1	2	2	1	0	2	2	1	1	2	1	3	0	2	1	1	2
Two years	12	12	12	14	14	7	13	12	14	10	10	14	14	8	10	15	12	10	12	15	14	11	9
Three years	27	30	29	26	24	28	29	25	26	28	28	29	26	23	29	24	26	33	30	27	25	24	28
Four years	18	16	19	18	23	22	18	17	18	18	20	19	18	15	19	16	18	13	17	17	18	24	17
Five years	16	14	17	23	13	16	16	14	17	15	23	16	12	17	17	14	16	13	17	12	17	16	18
Longer than this	18	18	14	13	18	21	16	22	17	19	11	13	21	26	16	20	18	16	17	19	17	15	18
Don't know	8	9	6	6	6	6	6	8	7	9	10	8	6	11	6	11	9	11	6	9	7	10	8

Sample Size: 2086 GB Adults
Fieldwork: 16th - 17th October 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2086	376	536	192	225	126	732	745	1010	1076	219	862	515	490	1187	883	1804	100	181	494	342	252	716	
Unweighted Sample	2086	370	573	223	240	128	828	724	880	1206	161	791	562	572	1256	819	1796	127	163	485	355	218	738	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When an electronic device breaks, how often, if ever, do you try and do the following?

Try and repair it myself

Always	8	9	7	6	11	10	6	10	10	6	4	9	9	7	8	8	8	8	7	6	9	7	8
Most of the time	16	16	14	15	15	15	14	17	17	14	22	18	12	12	14	17	15	19	14	14	19	15	15
TOTAL ALWAYS / MOST OF THE TIME	24	25	21	21	26	25	20	27	27	20	26	27	21	19	22	25	23	27	21	20	28	22	23
Occasionally	32	28	37	34	26	32	36	27	37	28	36	35	33	26	34	30	32	34	35	36	31	37	29
Never	42	46	42	45	45	42	43	45	35	50	36	36	45	54	42	43	43	35	43	42	39	41	46
TOTAL OCCASIONALLY / NEVER	74	74	79	79	71	74	79	72	72	78	72	71	78	80	76	73	75	69	78	78	70	78	75
Don't know	2	1	0	0	3	1	1	2	1	2	2	2	1	1	2	2	2	4	2	3	1	1	2

Try and get it repaired using a high-street repair shop

Always	4	2	4	6	4	7	3	4	4	4	8	4	3	5	4	4	4	5	3	3	4	7	4
Most of the time	18	16	20	22	15	17	19	14	17	18	26	17	17	17	19	16	18	16	16	19	16	17	19
TOTAL ALWAYS / MOST OF THE TIME	22	18	24	28	19	24	22	18	21	22	34	21	20	22	23	20	22	21	19	22	20	24	23
Occasionally	43	46	46	41	42	40	48	44	44	42	35	43	48	42	43	44	43	47	48	41	44	41	44
Never	31	32	27	28	33	32	27	34	32	30	26	32	30	31	30	32	31	26	29	33	33	32	29
TOTAL OCCASIONALLY / NEVER	74	78	73	69	75	72	75	78	76	72	61	75	78	73	73	76	74	73	77	74	77	73	73
Don't know	4	3	2	3	6	4	3	4	3	5	5	4	3	5	4	4	4	6	5	4	4	3	4

Try and get it repaired by the original manufacturer

Always	6	5	5	6	7	5	6	5	6	5	5	6	5	4	6	5	6	2	6	7	4	8	5
Most of the time	17	17	21	15	14	18	19	15	18	16	19	19	14	17	19	16	17	19	20	13	19	20	17
TOTAL ALWAYS / MOST OF THE TIME	23	22	26	21	23	25	20	24	21	24	24	25	19	21	25	21	23	21	26	20	23	28	22
Occasionally	42	43	45	45	40	44	45	41	41	42	40	40	46	39	43	40	42	41	42	40	46	40	41
Never	30	30	26	28	31	29	26	33	30	29	28	29	30	31	26	34	30	33	24	33	27	28	30
TOTAL OCCASIONALLY / NEVER	72	73	71	73	71	73	71	74	71	71	68	69	76	70	69	74	72	74	66	73	73	68	71
Don't know	6	5	4	5	8	5	5	6	5	7	8	5	5	8	6	6	6	5	7	7	4	4	7

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.