

YouGov / Restart Project Survey Results

Sample Size: 2215 GB Adults

Fieldwork: 1st - 2nd October 2025

Weighted Sample Unweighted Sample	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
	2215	399	569	204	239	130	777	791	1072	1143	233	915	547	521	1262	945	1916	106	193	525	363	268	760
	2215	351	632	207	258	137	870	778	969	1246	187	892	567	569	1286	922	1897	119	199	528	354	250	765
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the computer (desktop or laptop) you own or use at home, which of the following best reflects your position?

I have a personal computer, and it runs on a Windows 10 operating system	39	37	40	43	38	40	41	39	41	37	42	39	38	39	38	40	39	43	40	35	40	37	41
I had a personal computer that ran on a Windows 10 operating system in the last year, but replaced it	4	7	4	4	3	4	4	5	5	3	3	3	4	6	5	3	4	5	1	5	4	4	4
I have a personal computer, but it does not run on a Windows 10 operating system	28	30	30	30	27	33	29	26	33	23	35	27	26	28	32	23	29	22	23	26	24	37	30
I do not have a personal computer	22	20	20	16	27	15	21	24	16	28	10	24	26	21	19	26	22	24	30	26	27	18	18
Don't know	7	6	5	7	5	8	5	6	5	8	10	7	6	6	6	8	7	7	6	8	5	4	7

Automatic updates for Windows 10, including security updates, will cease on 14th October in the UK, and many older computers are unable to upgrade to Windows 11. Which of the following measures, if any, have you taken because of this? Please tick all that apply.

[Asked only to those who have a personal computer that runs on a Windows 10 operating system; n=858]

I have already upgraded, or plan to upgrade, to Windows 11	22	21	22	23	14	25	22	21	22	22	29	18	25	24	21	24	22	32	18	20	28	23	21
I will be replacing my computer with one installed with Windows 11 or another supported operating system	11	15	14	8	11	9	12	10	13	9	11	12	8	13	12	11	12	8	8	10	13	19	10
I have enrolled in the Extended Security Updates program from Microsoft (either through payment, Microsoft Backups, or Microsoft Rewards)	3	5	1	3	5	0	2	3	4	1	0	3	1	4	3	2	3	0	5	1	3	0	4
Other [See Tab 1]	2	0	1	3	5	5	2	1	1	2	1	1	2	2	3	0	2	5	0	1	3	3	1
I've found another way to extend Windows 10 or install Windows 11	1	1	0	2	5	4	1	2	1	2	0	2	1	1	2	1	1	0	2	1	1	3	2
I've installed an operating system other than Windows (e.g. Linux, Chrome OS Flex)	1	2	1	0	1	0	2	1	1	1	1	0	3	0	1	1	1	0	2	1	2	1	1
None – I am planning to continue to use Windows 10 as it is	34	31	37	22	37	35	34	37	39	29	26	34	40	31	33	36	34	29	33	40	40	20	33
Not applicable – I was not aware of this	20	22	21	26	15	19	19	19	12	28	28	22	14	19	20	19	19	26	23	18	10	29	21
Don't know	8	8	4	15	9	3	9	7	7	9	6	9	9	6	8	7	8	3	10	8	8	5	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following electrical products, if any, have you had to discard in the last three years that you think should have lasted longer? Please tick all that apply.

A small kitchen appliance e.g. toaster, kettle	27	27	28	22	31	27	26	31	28	25	22	26	29	26	25	29	27	26	23	30	28	21	27
A small peripheral device e.g. headphones, charger	27	17	31	26	25	33	29	21	29	26	40	34	24	13	29	24	27	29	24	29	22	30	28
A small home electrical appliance e.g. Hoover, lamp	21	21	22	21	23	13	22	22	21	22	21	22	25	17	22	21	22	20	20	21	21	21	22
A tech device e.g. a computer, smartphone or tablet	20	19	24	21	21	17	20	20	22	19	28	20	21	17	22	19	21	18	17	22	19	24	20
A large appliance e.g. fridge, dishwasher, washing machine	16	17	16	15	18	11	17	20	14	19	9	15	23	15	15	18	16	21	12	17	17	13	17
A toy	9	5	10	6	8	5	10	7	9	8	9	14	6	2	9	9	9	9	7	12	8	9	7
Another electrical device	9	10	10	5	8	9	12	7	11	7	8	9	10	8	9	9	9	9	9	9	9	10	8
No – I have not discarded any electrical product in the last three years that I felt should have lasted longer	32	38	27	33	32	33	30	36	32	32	24	28	31	43	31	34	31	27	39	27	38	27	33
Can't remember	5	3	6	4	4	6	5	3	7	4	12	6	4	3	5	6	5	8	4	7	3	7	5

12 - 13
Oct '23

1 - 2
Oct '25

To what extent, if at all, would you support or oppose each of the following Government policies to keep electrical products (phone, lamp, vacuum cleaner) being used for longer?

A scheme where, if an electrical product breaks, you can receive a voucher, funded by manufacturers, that allows you to pay a reduced cost at a verified repairer

Strongly support	35	37	34	41	34	36	46	36	37	36	38	38	39	35	35	37	37	36	43	39	37	36	37	37
Tend to support	44	42	42	42	48	40	42	43	41	41	43	42	41	44	39	42	41	42	30	44	41	45	45	41
TOTAL SUPPORT	79	79	76	83	82	76	88	79	78	77	81	80	80	79	74	79	78	78	73	83	78	81	82	78
Tend to oppose	6	6	10	5	5	9	3	7	7	7	6	7	6	6	9	6	7	7	11	3	8	5	6	7
Strongly oppose	1	2	2	1	1	4	1	2	2	3	1	1	2	2	2	2	1	2	1	2	1	1	2	2
TOTAL OPPOSE	7	8	12	6	6	13	4	9	9	10	7	8	8	8	11	8	8	9	12	5	9	6	8	9
Don't know	14	13	13	11	11	11	8	12	12	13	13	12	13	13	15	12	14	13	14	12	14	14	10	13

Removing VAT from repair services and spare parts

Strongly support	42	41	41	39	39	52	50	38	48	40	42	27	39	47	44	41	42	40	44	46	42	40	37	41
Tend to support	38	33	37	35	32	32	25	35	34	32	34	31	34	33	33	31	36	33	35	30	32	33	33	35
TOTAL SUPPORT	80	74	78	74	71	84	75	73	82	72	76	58	73	80	77	72	78	73	79	76	74	73	70	76
Tend to oppose	5	7	9	7	12	4	6	8	6	10	5	14	7	5	7	10	5	8	2	7	7	7	13	7
Strongly oppose	1	2	3	3	3	0	2	3	1	3	1	3	1	2	2	2	1	2	4	1	2	1	1	2
TOTAL OPPOSE	6	9	12	10	15	4	8	11	7	13	6	17	8	7	9	12	6	10	6	8	9	8	14	9
Don't know	13	17	11	16	14	11	17	16	11	16	18	25	18	13	13	16	17	17	15	16	17	19	16	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Extending 'Right to Repair' legislation, which requires manufacturers of certain types of appliances (e.g. dishwashers, washing machines, fridges, televisions) to make a wide range of information, parts, and tools necessary for repairs available to independent repair shops, and limited parts available to consumers, to all appliances and devices, such as smartphones, laptops and vacuum cleaners

Strongly support	47	50	44	58	53	44	70	54	49	51	49	45	50	51	51	52	48	50	52	50	48	53	49	49
Tend to support	38	36	43	31	40	46	24	35	39	35	37	34	35	36	38	36	36	36	33	39	35	34	36	37
TOTAL SUPPORT	85	86	87	89	93	90	94	89	88	86	86	79	85	87	89	88	84	86	85	89	83	87	85	86
Tend to oppose	3	3	3	2	0	2	1	3	2	3	2	5	2	3	2	2	3	3	1	3	3	1	3	2
Strongly oppose	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	0	1	1	0	1	1
TOTAL OPPOSE	4	4	4	3	1	2	1	4	3	4	2	6	3	4	3	3	4	4	1	4	4	1	4	3
Don't know	12	11	8	8	6	8	5	8	9	10	12	15	12	9	9	10	13	11	14	7	12	11	12	10

Legislation to ensure that software and security updates match the full potential lifespan of all products with a plug or a battery

Strongly support	x	49	48	53	53	49	58	50	49	49	48	44	47	50	53	49	48	49	56	43	47	51	49	49
Tend to support	x	35	38	36	37	33	31	36	36	34	37	35	37	36	33	36	34	35	28	40	37	35	36	35
TOTAL SUPPORT	x	84	86	89	90	82	89	86	85	83	85	79	84	86	86	85	82	84	84	83	84	86	85	84
Tend to oppose	x	4	5	3	3	2	3	3	4	5	3	7	4	4	3	4	4	4	4	2	4	3	6	4
Strongly oppose	x	1	1	0	1	3	0	1	1	2	0	0	1	1	1	1	1	1	1	2	1	0	1	1
TOTAL OPPOSE	x	5	6	3	4	5	3	4	5	7	3	7	5	5	4	5	5	5	5	4	5	3	7	5
Don't know	x	11	9	8	7	12	9	9	9	9	13	14	12	10	9	10	13	11	11	13	12	10	8	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Manufacturers and retailers being required to include an index at point of sale on all of their packaging, which displays a score on how repairable a product is

Strongly support	38	38	35	44	36	36	52	40	38	38	39	28	37	42	42	39	37	38	45	38	38	36	38	39
Tend to support	42	41	47	38	45	42	32	41	41	42	40	52	41	38	40	42	40	41	37	42	39	43	42	42
TOTAL SUPPORT	80	79	82	82	81	78	84	81	79	80	79	80	78	80	82	81	77	79	82	80	77	79	80	81
Tend to oppose	4	5	6	5	5	4	2	5	5	6	4	6	6	5	4	5	5	5	2	5	6	3	8	5
Strongly oppose	2	1	1	1	1	3	0	1	1	2	1	0	1	1	1	2	0	1	1	2	1	1	1	1
TOTAL OPPOSE	6	6	7	6	6	7	2	6	6	8	5	6	7	6	5	7	5	6	3	7	7	4	9	6
Don't know	14	14	11	12	13	15	13	12	14	13	16	13	15	15	13	12	17	14	15	12	16	17	11	14

Targets for recycling centres which ensure that reuse is prioritised over recycling so that products in good condition can be used again

Strongly support	38	38	32	43	43	35	51	40	36	36	39	43	36	38	39	39	35	38	47	36	38	40	41	35
Tend to support	45	44	52	43	41	45	39	44	47	43	44	36	44	45	45	43	45	44	39	43	40	45	40	47
TOTAL SUPPORT	83	82	84	86	84	80	90	84	83	79	83	79	80	83	84	82	80	82	86	79	78	85	81	82
Tend to oppose	4	5	7	3	4	6	3	4	7	7	4	5	5	4	6	6	5	5	5	6	6	5	4	5
Strongly oppose	1	1	1	0	1	2	0	1	1	2	1	3	1	1	1	1	1	1	1	1	1	0	2	1
TOTAL OPPOSE	5	6	8	3	5	8	3	5	8	9	5	8	6	5	7	7	6	6	6	7	7	5	6	6
Don't know	12	12	8	10	10	12	7	11	10	12	12	14	14	12	9	11	14	12	8	13	15	10	12	12

Funding for training, accreditation and apprenticeships to encourage more people to increase repair skills and jobs

Strongly support	44	40	37	44	43	39	46	43	40	36	42	35	37	40	46	40	39	39	46	41	35	40	46	39
Tend to support	41	43	47	41	45	42	44	43	43	45	41	45	44	43	40	43	43	43	39	40	46	44	39	43
TOTAL SUPPORT	85	83	84	85	88	81	90	86	83	81	83	80	81	83	86	83	82	82	85	81	81	84	85	82
Tend to oppose	4	4	5	5	2	6	1	3	5	6	3	5	4	4	4	4	4	4	3	6	5	3	4	5
Strongly oppose	1	1	2	1	1	2	0	1	1	2	1	3	1	1	1	1	1	1	0	3	1	2	0	1
TOTAL OPPOSE	5	5	7	6	3	8	1	4	6	8	4	8	5	5	5	5	5	5	3	9	6	5	4	6
Don't know	10	12	9	9	8	10	10	10	10	11	13	13	13	12	9	11	13	12	12	11	13	12	11	12

*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.