



Total	Gender		Age					Social Grade		North
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

**JID\_Q1\_1. Smartphone**

Unweighted base	2137	988	1149	155	323	399	361	899	1273	864	510
<b>Base: All UK Adults</b>	<b>2137</b>	<b>1036</b>	<b>1101</b>	<b>237</b>	<b>308</b>	<b>392</b>	<b>357</b>	<b>843</b>	<b>1218</b>	<b>919</b>	<b>498</b>
Try to get it repaired	43%	42%	44%	61%	49%	50%	43%	33%	45%	41%	43%
Would buy a new one	42%	43%	40%	29%	38%	39%	45%	46%	42%	41%	41%
Don't know	8%	8%	8%	10%	9%	10%	8%	7%	8%	9%	9%
Not applicable - I don't own this kind of device	7%	7%	7%	-	4%	2%	4%	13%	5%	9%	7%

**JID\_Q1\_2. Tablet**

Unweighted base	2137	988	1149	155	323	399	361	899	1273	864	510
<b>Base: All UK Adults</b>	<b>2137</b>	<b>1036</b>	<b>1101</b>	<b>237</b>	<b>308</b>	<b>392</b>	<b>357</b>	<b>843</b>	<b>1218</b>	<b>919</b>	<b>498</b>
Try to get it repaired	31%	30%	32%	33%	31%	32%	31%	29%	32%	29%	31%
Would buy a new one	36%	37%	35%	20%	29%	37%	41%	41%	37%	35%	36%
Don't know	9%	9%	9%	12%	13%	11%	8%	6%	8%	10%	9%
Not applicable - I don't own this kind of device	24%	24%	25%	35%	26%	20%	20%	25%	23%	27%	24%

**JID\_Q1\_3. Laptop**

Unweighted base	2137	988	1149	155	323	399	361	899	1273	864	510
<b>Base: All UK Adults</b>	<b>2137</b>	<b>1036</b>	<b>1101</b>	<b>237</b>	<b>308</b>	<b>392</b>	<b>357</b>	<b>843</b>	<b>1218</b>	<b>919</b>	<b>498</b>
Try to get it repaired	50%	50%	50%	60%	56%	52%	52%	43%	53%	46%	47%
Would buy a new one	27%	27%	27%	20%	22%	25%	27%	31%	28%	24%	26%
Don't know	9%	10%	9%	11%	11%	11%	8%	8%	8%	11%	11%
Not applicable - I don't own this kind of device	14%	14%	15%	9%	11%	12%	13%	19%	11%	19%	16%

Cell Contents (Column Percentages)

YouGov Survey Results

Fieldwork: 5th - 6th May 2020

Sample size: 2137



Total	Region								North East	North West
	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland		

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

JID\_Q1\_1. Smartphone

Unweighted base	2137	346	178	268	491	1793	106	187	51	92	237
<b>Base: All UK Adults</b>	<b>2137</b>	<b>344</b>	<b>181</b>	<b>280</b>	<b>495</b>	<b>1797</b>	<b>103</b>	<b>180</b>	<b>58</b>	<b>89</b>	<b>232</b>
Try to get it repaired	43%	40%	46%	40%	44%	42%	46%	48%	51%	51%	41%
Would buy a new one	42%	46%	44%	41%	40%	42%	42%	38%	36%	40%	43%
Don't know	8%	9%	7%	13%	7%	9%	3%	7%	6%	5%	8%
Not applicable - I don't own this kind of device	7%	6%	3%	7%	8%	7%	10%	7%	8%	4%	8%

JID\_Q1\_2. Tablet

Unweighted base	2137	346	178	268	491	1793	106	187	51	92	237
<b>Base: All UK Adults</b>	<b>2137</b>	<b>344</b>	<b>181</b>	<b>280</b>	<b>495</b>	<b>1797</b>	<b>103</b>	<b>180</b>	<b>58</b>	<b>89</b>	<b>232</b>
Try to get it repaired	31%	27%	33%	31%	30%	30%	32%	33%	41%	39%	29%
Would buy a new one	36%	40%	41%	30%	36%	36%	34%	38%	33%	37%	36%
Don't know	9%	10%	6%	12%	9%	9%	7%	5%	6%	8%	10%
Not applicable - I don't own this kind of device	24%	23%	20%	27%	25%	24%	27%	24%	20%	17%	25%

JID\_Q1\_3. Laptop

Unweighted base	2137	346	178	268	491	1793	106	187	51	92	237
<b>Base: All UK Adults</b>	<b>2137</b>	<b>344</b>	<b>181</b>	<b>280</b>	<b>495</b>	<b>1797</b>	<b>103</b>	<b>180</b>	<b>58</b>	<b>89</b>	<b>232</b>
Try to get it repaired	50%	48%	50%	50%	49%	48%	56%	56%	64%	48%	47%
Would buy a new one	27%	26%	31%	29%	29%	28%	21%	20%	19%	28%	24%
Don't know	9%	10%	6%	12%	7%	9%	7%	9%	4%	6%	15%
Not applicable - I don't own this kind of device	14%	16%	12%	10%	15%	14%	16%	16%	12%	19%	14%

Cell Contents (C)

YouGov Survey Results

Fieldwork: 5th - 6th May 2020

Sample size: 2137



Total	Government Region									
	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

JID_Q1_1. Smartphone											
Unweighted base	2137	181	169	177	178	268	290	201	1793	106	187
<b>Base: All UK Adults</b>	<b>2137</b>	<b>177</b>	<b>170</b>	<b>174</b>	<b>181</b>	<b>280</b>	<b>293</b>	<b>201</b>	<b>1797</b>	<b>103</b>	<b>180</b>
Try to get it repaired	43%	41%	46%	33%	46%	40%	44%	44%	42%	46%	48%
Would buy a new one	42%	40%	41%	50%	44%	41%	42%	37%	42%	42%	38%
Don't know	8%	11%	8%	10%	7%	13%	7%	8%	9%	3%	7%
Not applicable - I don't own this kind of device	7%	8%	5%	6%	3%	7%	6%	11%	7%	10%	7%
JID_Q1_2. Tablet											
Unweighted base	2137	181	169	177	178	268	290	201	1793	106	187
<b>Base: All UK Adults</b>	<b>2137</b>	<b>177</b>	<b>170</b>	<b>174</b>	<b>181</b>	<b>280</b>	<b>293</b>	<b>201</b>	<b>1797</b>	<b>103</b>	<b>180</b>
Try to get it repaired	31%	29%	30%	24%	33%	31%	28%	33%	30%	32%	33%
Would buy a new one	36%	35%	36%	44%	41%	30%	38%	33%	36%	34%	38%
Don't know	9%	8%	10%	10%	6%	12%	9%	10%	9%	7%	5%
Not applicable - I don't own this kind of device	24%	27%	24%	23%	20%	27%	26%	24%	24%	27%	24%
JID_Q1_3. Laptop											
Unweighted base	2137	181	169	177	178	268	290	201	1793	106	187
<b>Base: All UK Adults</b>	<b>2137</b>	<b>177</b>	<b>170</b>	<b>174</b>	<b>181</b>	<b>280</b>	<b>293</b>	<b>201</b>	<b>1797</b>	<b>103</b>	<b>180</b>
Try to get it repaired	50%	46%	50%	45%	50%	50%	49%	49%	48%	56%	56%
Would buy a new one	27%	27%	24%	28%	31%	29%	31%	26%	28%	21%	20%
Don't know	9%	8%	9%	12%	6%	12%	7%	7%	9%	7%	9%
Not applicable - I don't own this kind of device	14%	19%	17%	14%	12%	10%	13%	18%	14%	16%	16%

Cell Contents (C)



Total	Working Status								Married/ Civil Partnership	Living as married
	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other		

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

JID\_Q1\_1. Smartphone

Unweighted base	2137	51	823	300	1123	85	593	90	246	1043	276
<b>Base: All UK Adults</b>	<b>2137</b>	<b>58</b>	<b>821</b>	<b>305</b>	<b>1126</b>	<b>125</b>	<b>539</b>	<b>98</b>	<b>249</b>	<b>992</b>	<b>277</b>
Try to get it repaired	43%	51%	47%	48%	47%	66%	30%	41%	43%	41%	50%
Would buy a new one	42%	36%	44%	38%	42%	24%	46%	44%	35%	43%	42%
Don't know	8%	6%	7%	9%	7%	9%	8%	11%	14%	8%	6%
Not applicable - I don't own this kind of device	7%	8%	2%	5%	3%	1%	16%	3%	9%	8%	2%

JID\_Q1\_2. Tablet

Unweighted base	2137	51	823	300	1123	85	593	90	246	1043	276
<b>Base: All UK Adults</b>	<b>2137</b>	<b>58</b>	<b>821</b>	<b>305</b>	<b>1126</b>	<b>125</b>	<b>539</b>	<b>98</b>	<b>249</b>	<b>992</b>	<b>277</b>
Try to get it repaired	31%	41%	33%	34%	33%	33%	27%	27%	27%	31%	34%
Would buy a new one	36%	33%	37%	35%	37%	25%	43%	30%	27%	43%	35%
Don't know	9%	6%	9%	9%	9%	8%	7%	15%	12%	9%	4%
Not applicable - I don't own this kind of device	24%	20%	21%	23%	22%	33%	23%	28%	34%	17%	28%

JID\_Q1\_3. Laptop

Unweighted base	2137	51	823	300	1123	85	593	90	246	1043	276
<b>Base: All UK Adults</b>	<b>2137</b>	<b>58</b>	<b>821</b>	<b>305</b>	<b>1126</b>	<b>125</b>	<b>539</b>	<b>98</b>	<b>249</b>	<b>992</b>	<b>277</b>
Try to get it repaired	50%	64%	53%	54%	54%	66%	42%	44%	45%	49%	56%
Would buy a new one	27%	19%	26%	24%	25%	27%	32%	23%	20%	29%	25%
Don't know	9%	4%	9%	10%	10%	2%	6%	15%	14%	9%	7%
Not applicable - I don't own this kind of device	14%	12%	11%	13%	11%	5%	20%	18%	20%	14%	12%

Cell Contents (C)

YouGov Survey Results

Fieldwork: 5th - 6th May 2020

Sample size: 2137



Total	Marital Status			Children in Household						Parent/ guardian (any age)
	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

JID\_Q1\_1. Smartphone

Unweighted base	2137	182	85	545	1539	252	213	91	556	42	1238
<b>Base: All UK Adults</b>	<b>2137</b>	<b>177</b>	<b>79</b>	<b>605</b>	<b>1511</b>	<b>265</b>	<b>213</b>	<b>95</b>	<b>573</b>	<b>52</b>	<b>1196</b>
Try to get it repaired	43%	38%	33%	48%	40%	53%	51%	52%	52%	31%	41%
Would buy a new one	42%	42%	47%	38%	43%	36%	38%	39%	37%	38%	43%
Don't know	8%	9%	8%	9%	8%	7%	9%	7%	7%	21%	8%
Not applicable - I don't own this kind of device	7%	11%	12%	5%	8%	4%	2%	2%	3%	10%	8%

JID\_Q1\_2. Tablet

Unweighted base	2137	182	85	545	1539	252	213	91	556	42	1238
<b>Base: All UK Adults</b>	<b>2137</b>	<b>177</b>	<b>79</b>	<b>605</b>	<b>1511</b>	<b>265</b>	<b>213</b>	<b>95</b>	<b>573</b>	<b>52</b>	<b>1196</b>
Try to get it repaired	31%	30%	26%	29%	29%	36%	35%	37%	36%	29%	31%
Would buy a new one	36%	37%	39%	25%	36%	33%	41%	43%	38%	18%	42%
Don't know	9%	7%	8%	11%	8%	12%	8%	12%	11%	26%	8%
Not applicable - I don't own this kind of device	24%	27%	27%	34%	27%	18%	17%	9%	16%	28%	20%

JID\_Q1\_3. Laptop

Unweighted base	2137	182	85	545	1539	252	213	91	556	42	1238
<b>Base: All UK Adults</b>	<b>2137</b>	<b>177</b>	<b>79</b>	<b>605</b>	<b>1511</b>	<b>265</b>	<b>213</b>	<b>95</b>	<b>573</b>	<b>52</b>	<b>1196</b>
Try to get it repaired	50%	46%	35%	52%	49%	56%	52%	48%	53%	39%	47%
Would buy a new one	27%	24%	31%	24%	27%	25%	24%	34%	26%	26%	28%
Don't know	9%	9%	10%	10%	8%	10%	9%	12%	10%	30%	9%
Not applicable - I don't own this kind of device	14%	21%	23%	14%	16%	9%	15%	6%	11%	5%	17%

Cell Contents (C

YouGov Survey Results

Fieldwork: 5th - 6th May 2020

Sample size: 2137



Total	Parent/ Guardian							Soc		
	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

JID\_Q1\_1. Smartphone

Unweighted base	2137	899	192	258	178	82	517	793	1473	674	345
<b>Base: All UK Adults</b>	<b>2137</b>	<b>941</b>	<b>198</b>	<b>252</b>	<b>176</b>	<b>83</b>	<b>515</b>	<b>751</b>	<b>1474</b>	<b>690</b>	<b>336</b>
Try to get it repaired	43%	46%	51%	51%	47%	52%	50%	36%	47%	49%	47%
Would buy a new one	42%	40%	37%	37%	41%	38%	39%	46%	41%	41%	43%
Don't know	8%	9%	10%	10%	8%	6%	8%	7%	8%	7%	7%
Not applicable - I don't own this kind of device	7%	5%	2%	2%	4%	4%	3%	11%	4%	3%	3%

JID\_Q1\_2. Tablet

Unweighted base	2137	899	192	258	178	82	517	793	1473	674	345
<b>Base: All UK Adults</b>	<b>2137</b>	<b>941</b>	<b>198</b>	<b>252</b>	<b>176</b>	<b>83</b>	<b>515</b>	<b>751</b>	<b>1474</b>	<b>690</b>	<b>336</b>
Try to get it repaired	31%	30%	33%	36%	33%	39%	35%	28%	33%	32%	33%
Would buy a new one	36%	29%	37%	45%	41%	34%	39%	43%	36%	39%	38%
Don't know	9%	10%	13%	9%	11%	15%	11%	6%	9%	9%	7%
Not applicable - I don't own this kind of device	24%	30%	17%	9%	15%	13%	15%	23%	22%	21%	22%

JID\_Q1\_3. Laptop

Unweighted base	2137	899	192	258	178	82	517	793	1473	674	345
<b>Base: All UK Adults</b>	<b>2137</b>	<b>941</b>	<b>198</b>	<b>252</b>	<b>176</b>	<b>83</b>	<b>515</b>	<b>751</b>	<b>1474</b>	<b>690</b>	<b>336</b>
Try to get it repaired	50%	54%	50%	52%	54%	48%	51%	43%	52%	55%	58%
Would buy a new one	27%	24%	23%	25%	26%	27%	26%	30%	26%	28%	26%
Don't know	9%	10%	13%	11%	9%	9%	10%	8%	9%	6%	7%
Not applicable - I don't own this kind of device	14%	12%	14%	11%	10%	16%	12%	19%	13%	11%	8%

Cell Contents (C)

YouGov Survey Results

Fieldwork: 5th - 6th May 2020

Sample size: 2137



Total	Social Media/ Messaging service (within the last month)					
	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Moving on...Generally speaking, if each of the following devices stopped working, do you think you would try to get it repaired, or would you buy a new one? (If you don't use this kind of device, please select the "Not applicable" option)

JID\_Q1\_1. Smartphone

Unweighted base	2137	270	703	262	1264	1391	238
<b>Base: All UK Adults</b>	<b>2137</b>	<b>257</b>	<b>739</b>	<b>304</b>	<b>1281</b>	<b>1393</b>	<b>229</b>
Try to get it repaired	43%	53%	52%	56%	49%	50%	53%
Would buy a new one	42%	37%	40%	36%	40%	41%	35%
Don't know	8%	8%	7%	8%	7%	8%	7%
Not applicable - I don't own this kind of device	7%	3%	1%	1%	4%	1%	5%

JID\_Q1\_2. Tablet

Unweighted base	2137	270	703	262	1264	1391	238
<b>Base: All UK Adults</b>	<b>2137</b>	<b>257</b>	<b>739</b>	<b>304</b>	<b>1281</b>	<b>1393</b>	<b>229</b>
Try to get it repaired	31%	35%	35%	34%	34%	34%	35%
Would buy a new one	36%	38%	33%	29%	35%	35%	34%
Don't know	9%	9%	9%	11%	9%	9%	7%
Not applicable - I don't own this kind of device	24%	18%	23%	27%	22%	22%	24%

JID\_Q1\_3. Laptop

Unweighted base	2137	270	703	262	1264	1391	238
<b>Base: All UK Adults</b>	<b>2137</b>	<b>257</b>	<b>739</b>	<b>304</b>	<b>1281</b>	<b>1393</b>	<b>229</b>
Try to get it repaired	50%	55%	56%	55%	53%	55%	55%
Would buy a new one	27%	25%	25%	23%	25%	26%	26%
Don't know	9%	6%	8%	10%	8%	7%	9%
Not applicable - I don't own this kind of device	14%	14%	11%	12%	14%	12%	10%

Cell Contents (C)