

YouGov Survey Results

Sample Size: 1606 Adults in GB
Fieldwork: 13th - 16th March 2020

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1606	544	398	145	596	636	781	825	175	670	387	374	915	691	193	540	349	387	138
Unweighted Sample	1606	602	426	157	656	696	687	919	127	637	398	444	959	647	147	561	356	404	138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, if each of the following devices stopped working, do you think you would usually try and get it repaired, or would you just buy a new one?

Device	Response	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Smartphone	Try and get it repaired	47	44	54	46	49	43	44	50	55	56	38	36	50	42	52	47	45	46	48
	Would buy a new one	40	43	38	40	42	43	42	38	26	37	50	40	39	41	37	40	42	39	37
	NA - I don't own this kind of device	7	8	4	7	5	8	7	7	7	1	7	18	6	9	6	8	7	7	10
	Don't know	6	5	4	6	4	6	7	6	12	6	5	6	5	8	5	6	7	8	4
Tablet	Try and get it repaired	35	35	41	32	38	34	31	39	40	38	30	32	37	32	42	33	31	35	42
	Would buy a new one	35	42	32	36	35	41	37	33	17	31	45	41	36	34	27	38	38	35	31
	NA - I don't own this kind of device	23	20	21	23	20	21	26	21	32	24	20	22	22	26	27	22	23	25	20
	Don't know	7	4	6	8	6	5	6	7	11	7	6	4	6	8	3	7	9	5	7
Laptop	Try and get it repaired	54	53	60	59	60	49	53	55	68	57	50	47	57	51	55	55	52	53	62
	Would buy a new one	27	30	24	23	26	31	29	26	17	26	33	29	28	26	26	26	30	28	28
	NA - I don't own this kind of device	13	14	11	15	10	15	12	13	5	12	11	20	11	16	15	13	11	13	8
	Don't know	6	3	5	3	4	4	5	6	10	6	5	4	4	7	4	6	7	6	2

You said you would buy a new device. Which of the following reasons best describe why? Please select all that apply

[Asked only to those who said they would buy a new device if it stopped working; n=877]

Reason	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
The cost of repair	53	55	55	61	57	54	54	51	32	59	52	50	55	50	56	52	55	51	54
My device is old anyway	53	58	58	59	59	56	49	57	52	46	57	61	55	50	57	57	47	50	57
The general inconvenience of repair	27	23	30	36	31	25	28	27	37	29	23	26	28	27	29	25	27	31	22
Not having a device for the duration of the repair	16	16	19	19	19	15	16	16	23	15	16	15	17	15	20	15	18	16	6
The time of repair	12	12	15	5	11	12	11	13	19	11	10	13	10	14	12	10	13	15	5
Bad past experiences with certified repair shops	8	8	5	6	6	8	10	5	14	7	8	6	8	7	3	4	12	9	11
I like upgrading frequently	7	7	12	1	8	7	8	6	12	7	5	7	7	7	15	5	6	7	8
Bad past experiences with uncertified repair shops	6	6	6	8	5	6	7	4	5	6	6	5	6	4	10	5	8	3	4
None of the above	4	3	2	0	1	3	5	2	4	4	3	3	2	6	2	5	3	4	0
Don't know	3	1	2	6	2	2	2	3	3	4	2	2	2	4	4	3	2	2	4

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

On average, how long do you tend to own the following devices before buying a new one? Please give a rough estimate.

Device	Less than 1 year	1-2 years	3-4 years	5-6 years	7-8 years	9-10 years	More than 10 years	N/A - I've never owned this device	Don't know
Smartphone	1	26	38	14	3	1	2	7	8
Tablet	1	4	19	25	8	3	3	25	13
Laptop	1	2	17	29	14	8	7	11	10