























Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

For the following few questions, please do not think about selling your mobile phone to a member of your family. How, concerned, if at all, are you about your personal data (e.g. contacts, photos etc.) on your mobile phone when you recycle/ part-exchange/ sell your mobile phone?

Unweighted Base	843	42	88	75	54	61	79	121	105	80	50	66	22
<b>All UK Adults who currently own a mobile phone and recycle, part-exchange, sell their mobile phone when upgrading/ purchasing/ changing to a different mobile phone</b>	794	33	92	82	57	66	71	86	98	74	40	69	26
Very concerned	14%	8%	12%	9%	13%	8%	6%	15%	23%	21%	18%	18%	7%
Fairly concerned	24%	19%	22%	19%	37%	35%	34%	33%	15%	22%	14%	16%	22%
Not that concerned	38%	40%	49%	50%	29%	37%	30%	26%	41%	41%	34%	40%	30%
Not at all concerned	21%	33%	15%	21%	19%	18%	30%	21%	13%	14%	32%	21%	41%
Don't know	3%	-	1%	1%	2%	2%	1%	5%	7%	1%	2%	5%	-

Which, if any, of the following have you done in the past to erase your personal data (e.g. contacts, photos etc.) from your mobile phone before selling/ recycling/ part-exchanging it?

Unweighted Base	843	42	88	75	54	61	79	121	105	80	50	66	22
<b>All UK Adults who currently own a mobile phone and recycle, part-exchange, sell their mobile phone when upgrading/ purchasing/ changing to a different mobile phone</b>	794	33	92	82	57	66	71	86	98	74	40	69	26
Removed the memory card	45%	41%	44%	47%	56%	45%	50%	46%	37%	43%	38%	44%	57%
Performed a factory reset	50%	61%	54%	59%	59%	56%	38%	44%	38%	58%	39%	52%	36%
Manually deleted files	59%	67%	50%	67%	63%	51%	58%	55%	67%	58%	64%	55%	67%
Used a third party data removal app	4%	1%	3%	4%	-	8%	3%	10%	3%	5%	3%	1%	-
Removed the SIM card	72%	79%	72%	72%	71%	71%	78%	66%	77%	69%	68%	71%	57%
Other	1%	-	1%	2%	1%	1%	-	2%	1%	3%	3%	1%	-
Not applicable - I haven't ever done anything to make sure I've erased my personal data before part-exchanging/ selling/ recycling it	6%	6%	3%	2%	10%	4%	6%	6%	9%	7%	-	8%	-

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

For the following few questions, please do not think about selling your mobile phone to a member of your family. How, concerned, if at all, are you about your personal data (e.g. contacts, photos etc.) on your mobile phone when you recycle/ part-exchange/ sell your mobile phone?

Unweighted Base	843	563	115	37	259
<b>All UK Adults who currently own a mobile phone and recycle, part-exchange, sell their mobile phone when upgrading/ purchasing/ changing to a different mobile phone</b>	794	533	93	34	253
Very concerned	14%	13%	16%	22%	12%
Fairly concerned	24%	26%	26%	34%	28%
Not that concerned	38%	38%	26%	27%	37%
Not at all concerned	21%	21%	32%	17%	21%
Don't know	3%	3%	-	-	1%

Which, if any, of the following have you done in the past to erase your personal data (e.g. contacts, photos etc.) from your mobile phone before selling/ recycling/ part-exchanging it?

Unweighted Base	843	563	115	37	259
<b>All UK Adults who currently own a mobile phone and recycle, part-exchange, sell their mobile phone when upgrading/ purchasing/ changing to a different mobile phone</b>	794	533	93	34	253
Removed the memory card	45%	46%	49%	57%	53%
Performed a factory reset	50%	53%	63%	56%	68%
Manually deleted files	59%	63%	66%	48%	72%
Used a third party data removal app	4%	4%	7%	5%	4%
Removed the SIM card	72%	74%	74%	73%	75%
Other	1%	1%	3%	4%	2%
Not applicable - I haven't ever done anything to make sure I've erased my personal data before part-exchanging/ selling/ recycling it	6%	5%	6%	12%	4%

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

Have you ever bought or been issued a second hand/ refurbished mobile phone and discovered the previous owner's data (e.g. contacts, photos etc.) on it? (If you've never bought or been issued with a second hand/ refurbished mobile phone, please tick the "Not applicable" option)

	2071	1013	1058	250	307	333	455	726	1223	848
<b>Unweighted Base</b>	2071	1013	1058	250	307	333	455	726	1223	848
<b>All UK adults</b>	2071	996	1075	249	343	328	414	737	1139	932
Yes, I have	8%	8%	8%	10%	9%	12%	9%	5%	8%	8%
No, I have bought /been issued with a second hand/ refurbished phone before, but I have never seen a previous owner's	17%	16%	17%	18%	19%	28%	14%	13%	17%	17%
Can't recall	4%	5%	3%	7%	6%	5%	3%	2%	3%	5%
Not applicable - I have never bought/ been issued a second hand or refurbished mobile phone	71%	70%	72%	65%	67%	56%	74%	81%	72%	70%

Thinking specifically about smartphones... In which, if any, of the following ways do you think personal data (e.g. contacts, photos etc.) can be completely wiped out from a smartphone (i.e. so there is no way of ever retrieving them)? (Please tick all that apply)

	2071	1013	1058	250	307	333	455	726	1223	848
<b>Unweighted Base</b>	2071	1013	1058	250	307	333	455	726	1223	848
<b>All UK adults</b>	2071	996	1075	249	343	328	414	737	1139	932
Removing the memory card	23%	22%	25%	25%	27%	23%	25%	21%	24%	23%
Removing the SIM card	23%	20%	26%	22%	25%	25%	27%	20%	26%	20%
Performing a factory reset	37%	35%	39%	54%	53%	45%	36%	21%	37%	37%
Manually deleting files	26%	25%	26%	33%	34%	31%	25%	17%	26%	25%
Using a third party data removal app	11%	13%	9%	10%	16%	14%	11%	8%	12%	9%
None of these - I don't think any of the methods shown above can completely wipe out all the personal data from a smartphone	21%	25%	18%	20%	18%	22%	24%	21%	22%	20%
Don't know	27%	24%	30%	14%	16%	18%	26%	41%	25%	29%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Have you ever bought or been issued a second hand/ refurbished mobile phone and discovered the previous owner's data (e.g. contacts, photos etc.) on it? (If you've never bought or been issued with a second hand/ refurbished mobile phone, please tick the "Not applicable" option)

Unweighted Base	2071	467	292	190	325	485	112	148	52
All UK adults	2071	495	331	193	257	460	101	176	58
Yes, I have	8%	9%	10%	5%	7%	9%	12%	5%	5%
No, I have bought /been issued with a second hand/ refurbished phone before, but I have never seen a previous owner's	17%	18%	16%	11%	18%	17%	23%	21%	12%
Can't recall	4%	5%	5%	2%	4%	2%	6%	4%	2%
Not applicable - I have never bought/ been issued a second hand or refurbished mobile phone	71%	69%	69%	82%	72%	72%	59%	70%	82%

Thinking specifically about smartphones... In which, if any, of the following ways do you think personal data (e.g. contacts, photos etc.) can be completely wiped out from a smartphone (i.e. so there is no way of ever retrieving them)? (Please tick all that apply)

Unweighted Base	2071	467	292	190	325	485	112	148	52
All UK adults	2071	495	331	193	257	460	101	176	58
Removing the memory card	23%	30%	23%	19%	26%	18%	22%	25%	12%
Removing the SIM card	23%	24%	23%	20%	25%	22%	24%	24%	15%
Performing a factory reset	37%	42%	34%	26%	36%	35%	35%	47%	41%
Manually deleting files	26%	31%	25%	17%	31%	19%	26%	34%	18%
Using a third party data removal app	11%	15%	9%	8%	11%	11%	11%	10%	6%
None of these - I don't think any of the methods shown above can completely wipe out all the personal data from a smartphone	21%	19%	19%	27%	20%	25%	24%	21%	20%
Don't know	27%	25%	30%	37%	23%	26%	28%	21%	33%

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Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Have you ever bought or been issued a second hand/ refurbished mobile phone and discovered the previous owner's data (e.g. contacts, photos etc.) on it? (If you've never bought or been issued with a second hand/ refurbished mobile phone, please tick the "Not applicable" option)

	2071	1089	208	1297	119	458	62	135
Unweighted Base	2071	1089	208	1297	119	458	62	135
All UK adults	2071	1060	225	1285	104	477	70	134
Yes, I have	8%	8%	11%	9%	12%	3%	15%	9%
No, I have bought /been issued with a second hand/ refurbished phone before, but I have never seen a previous owner's	17%	20%	16%	19%	18%	14%	9%	9%
Can't recall	4%	4%	3%	4%	10%	2%	1%	4%
Not applicable - I have never bought/ been issued a second hand or refurbished mobile phone	71%	67%	70%	68%	59%	81%	76%	78%

Thinking specifically about smartphones... In which, if any, of the following ways do you think personal data (e.g. contacts, photos etc.) can be completely wiped out from a smartphone (i.e. so there is no way of ever retrieving them)? (Please tick all that apply)

	2071	1089	208	1297	119	458	62	135
Unweighted Base	2071	1089	208	1297	119	458	62	135
All UK adults	2071	1060	225	1285	104	477	70	134
Removing the memory card	23%	23%	21%	23%	26%	20%	44%	27%
Removing the SIM card	23%	24%	27%	24%	16%	19%	38%	24%
Performing a factory reset	37%	43%	38%	42%	60%	16%	50%	35%
Manually deleting files	26%	29%	26%	28%	35%	16%	42%	19%
Using a third party data removal app	11%	12%	13%	12%	14%	6%	16%	13%
None of these - I don't think any of the methods shown above can completely wipe out all the personal data from a smartphone	21%	22%	18%	21%	20%	24%	14%	18%
Don't know	27%	20%	31%	22%	10%	44%	24%	30%

All figures, unless otherwise stated, are from YouGov F

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Have you ever bought or been issued a second hand/ refurbished mobile phone and discovered the previous owner's data (e.g. contacts, photos etc.) on it? (If you've never bought or been issued with a second hand/ refurbished mobile phone, please tick the "Not applicable" option)

Unweighted Base	2071	1042	237	197	59	536	1518	259	181	74	514	39
<b>All UK adults</b>	2071	1057	242	180	55	537	1516	273	167	82	522	33
Yes, I have	8%	6%	10%	10%	2%	11%	7%	10%	10%	15%	11%	8%
No, I have bought /been issued with a second hand/ refurbished phone before, but I have never seen a previous owner's	17%	18%	17%	17%	13%	16%	15%	20%	24%	31%	23%	12%
Can't recall	4%	4%	3%	3%	-	4%	3%	7%	2%	9%	6%	17%
Not applicable - I have never bought/ been issued a second hand or refurbished mobile phone	71%	72%	70%	70%	84%	69%	75%	63%	64%	45%	61%	63%

Thinking specifically about smartphones... In which, if any, of the following ways do you think personal data (e.g. contacts, photos etc.) can be completely wiped out from a smartphone (i.e. so there is no way of ever retrieving them)? (Please tick all that apply)

Unweighted Base	2071	1042	237	197	59	536	1518	259	181	74	514	39
<b>All UK adults</b>	2071	1057	242	180	55	537	1516	273	167	82	522	33
Removing the memory card	23%	24%	26%	21%	22%	22%	23%	27%	24%	26%	26%	17%
Removing the SIM card	23%	23%	30%	22%	27%	21%	23%	21%	26%	30%	24%	17%
Performing a factory reset	37%	31%	51%	28%	23%	47%	34%	50%	43%	35%	45%	22%
Manually deleting files	26%	23%	31%	18%	22%	31%	24%	34%	25%	34%	31%	5%
Using a third party data removal app	11%	11%	13%	6%	16%	11%	10%	16%	11%	15%	14%	2%
None of these - I don't think any of the methods shown above can completely wipe out all the personal data from a smartphone	21%	21%	18%	25%	17%	23%	24%	15%	18%	13%	15%	21%
Don't know	27%	32%	22%	27%	48%	18%	29%	23%	22%	21%	22%	38%

All figures, unless otherwise stated, are from YouGov F



Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Have you ever bought or been issued a second hand/ refurbished mobile phone and discovered the previous owner's data (e.g. contacts, photos etc.) on it? (If you've never bought or been issued with a second hand/ refurbished mobile phone, please tick the "Not applicable" option)

Unweighted Base	2071	93	205	169	133	159	190	325	301	184	112	148	52
<b>All UK adults</b>	2071	89	214	192	157	175	193	257	291	168	101	176	58
Yes, I have	8%	6%	9%	9%	11%	9%	5%	7%	8%	11%	12%	5%	5%
No, I have bought /been issued with a second hand/ refurbished phone before, but I have never seen a previous owner's	17%	16%	21%	15%	17%	15%	11%	18%	17%	17%	23%	21%	12%
Can't recall	4%	8%	5%	3%	4%	6%	2%	4%	3%	-	6%	4%	2%
Not applicable - I have never bought/ been issued a second hand or refurbished mobile phone	71%	70%	65%	73%	68%	70%	82%	72%	72%	72%	59%	70%	82%

Thinking specifically about smartphones... In which, if any, of the following ways do you think personal data (e.g. contacts, photos etc.) can be completely wiped out from a smartphone (i.e. so there is no way of ever retrieving them)? (Please tick all that apply)

Unweighted Base	2071	93	205	169	133	159	190	325	301	184	112	148	52
<b>All UK adults</b>	2071	89	214	192	157	175	193	257	291	168	101	176	58
Removing the memory card	23%	21%	33%	31%	21%	24%	19%	26%	15%	24%	22%	25%	12%
Removing the SIM card	23%	19%	31%	19%	19%	27%	20%	25%	17%	31%	24%	24%	15%
Performing a factory reset	37%	36%	44%	43%	35%	33%	26%	36%	32%	40%	35%	47%	41%
Manually deleting files	26%	29%	28%	34%	24%	26%	17%	31%	19%	20%	26%	34%	18%
Using a third party data removal app	11%	13%	14%	18%	9%	8%	8%	11%	12%	9%	11%	10%	6%
None of these - I don't think any of the methods shown above can completely wipe out all the personal data from a smartphone	21%	25%	19%	18%	17%	20%	27%	20%	27%	20%	24%	21%	20%
Don't know	27%	27%	24%	26%	35%	27%	37%	23%	28%	24%	28%	21%	33%

All figures, unless otherwise stated, are from YouGov F

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Have you ever bought or been issued a second hand/ refurbished mobile phone and discovered the previous owner's data (e.g. contacts, photos etc.) on it? (If you've never bought or been issued with a second hand/ refurbished mobile phone, please tick the "Not applicable" option)

Unweighted Base	2071	1292	229	102	490
<b>All UK adults</b>	2071	1298	179	99	487
Yes, I have	8%	9%	13%	11%	12%
No, I have bought /been issued with a second hand/ refurbished phone before, but I have never seen a previous owner's	17%	19%	20%	27%	18%
Can't recall	4%	3%	2%	9%	3%
Not applicable - I have never bought/ been issued a second hand or refurbished mobile phone	71%	69%	65%	53%	67%

Thinking specifically about smartphones... In which, if any, of the following ways do you think personal data (e.g. contacts, photos etc.) can be completely wiped out from a smartphone (i.e. so there is no way of ever retrieving them)? (Please tick all that apply)

Unweighted Base	2071	1292	229	102	490
<b>All UK adults</b>	2071	1298	179	99	487
Removing the memory card	23%	26%	27%	35%	26%
Removing the SIM card	23%	25%	26%	24%	27%
Performing a factory reset	37%	45%	51%	36%	52%
Manually deleting files	26%	29%	32%	27%	33%
Using a third party data removal app	11%	12%	17%	13%	15%
None of these - I don't think any of the methods shown above can completely wipe out all the personal data from a smartphone	21%	20%	22%	14%	21%
Don't know	27%	21%	13%	21%	14%

All figures, unless otherwise stated, are from YouGov F