

YouGov / Blackbelt Survey Results

Sample Size: 2071

Fieldwork: 22nd-25th March 2013

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

Do you own a personal (i.e. none-work) mobile phone? This can include any that you do not currently use.

Unweighted Base	2071	1013	1058	250	307	333	455	726	1223	848
All UK adults	2071	996	1075	249	343	328	414	737	1139	932
Yes, I do	94%	92%	95%	90%	91%	95%	94%	95%	93%	94%
No, I don't	6%	8%	5%	10%	9%	5%	6%	5%	7%	6%

Thinking about upgrading, purchasing or changing your mobile phone to a different one.... Which, if any, of the following have you done in the past with a mobile phone you were replacing?

Unweighted Base	1946	933	1013	233	284	314	426	689	1148	798
All UK Adults who currently own a mobile phone	1940	916	1024	224	313	311	389	702	1062	878
I have recycled the mobile phone I'm replacing	26%	25%	27%	20%	31%	34%	29%	21%	30%	22%
I have part-exchanged the mobile phone I'm replacing	6%	6%	5%	9%	6%	8%	5%	4%	7%	5%
I have sold the mobile phone I'm replacing (excluding selling it to members of my family)	17%	19%	14%	14%	22%	34%	17%	7%	20%	13%
I have kept it	58%	57%	58%	71%	60%	54%	58%	54%	54%	63%
Other	7%	7%	6%	8%	5%	6%	7%	7%	6%	7%
Not applicable - I only ever had one mobile phone	8%	8%	8%	4%	2%	3%	5%	15%	8%	8%

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Sample Size: 2071

Fieldwork: 22nd-25th March 2013

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

Do you own a personal (i.e. none-work) mobile phone? This can include any that you do not currently use.

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 do	94%	95%	93%	90%	90%	94%	96%	96%	98%
No, I don't	6%	5%	7%	10%	10%	6%	4%	4%	2%

Thinking about upgrading, purchasing or changing your mobile phone to a different one.... Which, if any, of the following have you done in the past with a mobile phone you were replacing?

Unweighted Base	1946	447	273	174	297	457	106	142	50
All UK Adults who currently own a mobile phone	1940	472	309	174	231	431	98	168	57
I have recycled the mobile phone I'm replacing	26%	30%	25%	24%	23%	25%	25%	26%	37%
I have part-exchanged the mobile phone I'm replacing	6%	5%	8%	6%	6%	5%	6%	5%	4%
I have sold the mobile phone I'm replacing (excluding selling it to members of my family)	17%	18%	14%	18%	13%	19%	16%	17%	11%
I have kept it	58%	53%	58%	56%	64%	58%	58%	59%	61%
Other	7%	8%	5%	5%	8%	6%	5%	7%	4%
Not applicable - I only ever had one mobile phone	8%	9%	6%	9%	6%	10%	3%	5%	11%

YouGov / Blackbelt Survey Results

Sample Size: 2071

Fieldwork: 22nd-25th March 2013

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

Do you own a personal (i.e. none-work) mobile phone? This can include any that you do not currently use.

Unweighted Base	2071	1089	208	1297	119	458	62	135
All UK adults	2071	1060	225	1285	104	477	70	134
Yes, I do	94%	93%	95%	94%	89%	95%	97%	94%
No, I don't	6%	7%	5%	6%	11%	5%	3%	6%

Thinking about upgrading, purchasing or changing your mobile phone to a different one.... Which, if any, of the following have you done in the past with a mobile phone you were replacing?

Unweighted Base	1946	1023	198	1221	110	433	59	123
All UK Adults who currently own a mobile phone	1940	989	213	1202	92	452	68	126
I have recycled the mobile phone I'm replacing	26%	31%	26%	30%	22%	17%	24%	27%
I have part-exchanged the mobile phone I'm replacing	6%	7%	3%	6%	12%	4%	3%	4%
I have sold the mobile phone I'm replacing (excluding selling it to members of my family)	17%	23%	14%	21%	18%	6%	17%	8%
I have kept it	58%	58%	58%	58%	69%	54%	50%	63%
Other	7%	6%	4%	6%	6%	7%	13%	9%
Not applicable - I only ever had one mobile phone	8%	4%	9%	5%	1%	16%	6%	9%

YouGov / Blackbelt Survey Results

Sample Size: 2071

Fieldwork: 22nd-25th March 2013

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

Do you own a personal (i.e. none-work) mobile phone? This can include any that you do not currently use.

Unweighted Base	2071	1042	237	197	59	536	1518	259	181	74	514	39
All UK adults	2071	1057	242	180	55	537	1516	273	167	82	522	33
Yes, I do	94%	94%	93%	91%	100%	94%	95%	93%	95%	88%	93%	48%
No, I don't	6%	6%	7%	9%	-	6%	5%	7%	5%	12%	7%	52%

Thinking about upgrading, purchasing or changing your mobile phone to a different one.... Which, if any, of the following have you done in the past with a mobile phone you were replacing?

Unweighted Base	1946	984	219	184	59	500	1443	247	168	65	480	23
All UK Adults who currently own a mobile phone	1940	992	224	164	55	505	1441	254	158	72	484	16
I have recycled the mobile phone I'm replacing	26%	26%	31%	34%	27%	22%	26%	31%	17%	27%	26%	26%
I have part-exchanged the mobile phone I'm replacing	6%	6%	5%	11%	3%	5%	5%	7%	8%	9%	8%	3%
I have sold the mobile phone I'm replacing (excluding selling it to members of my family)	17%	16%	23%	14%	5%	17%	14%	23%	26%	21%	24%	15%
I have kept it	58%	54%	66%	44%	58%	66%	57%	60%	56%	64%	59%	35%
Other	7%	5%	8%	12%	5%	7%	7%	6%	6%	3%	5%	22%
Not applicable - I only ever had one mobile phone	8%	10%	4%	6%	15%	5%	9%	5%	6%	1%	4%	19%

YouGov / Blackbelt Survey Results

Sample Size: 2071

Fieldwork: 22nd-25th March 2013

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

Do you own a personal (i.e. none-work) mobile phone? This can include any that you do not currently use.

Unweighted Base	2071	93	205	169	133	159	190	325	301	184	112	148	52
All UK adults	2071	89	214	192	157	175	193	257	291	168	101	176	58
Yes, I do	94%	90%	95%	99%	95%	92%	90%	90%	95%	92%	96%	96%	98%
No, I don't	6%	10%	5%	2%	5%	8%	10%	10%	5%	8%	4%	4%	2%

Thinking about upgrading, purchasing or changing your mobile phone to a different one.... Which, if any, of the following have you done in the past with a mobile phone you were replacing?

Unweighted Base	1946	86	196	165	128	145	174	297	285	172	106	142	50
All UK Adults who currently own a mobile phone	1940	80	203	189	149	161	174	231	276	155	98	168	57
I have recycled the mobile phone I'm replacing	26%	22%	32%	30%	24%	27%	24%	23%	25%	24%	25%	26%	37%
I have part-exchanged the mobile phone I'm replacing	6%	3%	6%	4%	6%	10%	6%	6%	4%	6%	6%	5%	4%
I have sold the mobile phone I'm replacing (excluding selling it to members of my family)	17%	22%	15%	21%	15%	12%	18%	13%	15%	25%	16%	17%	11%
I have kept it	58%	60%	55%	49%	61%	56%	56%	64%	61%	54%	58%	59%	61%
Other	7%	7%	8%	8%	3%	8%	5%	8%	6%	6%	5%	7%	4%
Not applicable - I only ever had one mobile phone	8%	7%	9%	8%	8%	4%	9%	6%	11%	10%	3%	5%	11%

YouGov / Blackbelt Survey Results

Sample Size: 2071

Fieldwork: 22nd-25th March 2013

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

Do you own a personal (i.e. none-work) mobile phone? This can include any that you do not currently use.

Unweighted Base	2071	1292	229	102	490
All UK adults	2071	1298	179	99	487
Yes, I do	94%	96%	93%	89%	97%
No, I don't	6%	4%	7%	11%	3%

Thinking about upgrading, purchasing or changing your mobile phone to a different one.... Which, if any, of the following have you done in the past with a mobile phone you were replacing?

Unweighted Base	1946	1244	209	95	471
All UK Adults who currently own a mobile phone	1940	1247	166	88	472
I have recycled the mobile phone I'm replacing	26%	26%	31%	21%	33%
I have part-exchanged the mobile phone I'm replacing	6%	6%	12%	9%	10%
I have sold the mobile phone I'm replacing (excluding selling it to members of my family)	17%	20%	28%	18%	27%
I have kept it	58%	61%	61%	65%	59%
Other	7%	7%	6%	10%	6%
Not applicable - I only ever had one mobile phone	8%	6%	3%	5%	3%

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

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	398	445	91	144	181	200	227	547	296
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	794	377	417	80	148	179	176	211	497	297
Very concerned	14%	11%	17%	6%	13%	15%	14%	17%	14%	14%
Fairly concerned	24%	22%	26%	41%	30%	22%	18%	22%	25%	23%
Not that concerned	38%	41%	36%	33%	39%	43%	43%	31%	37%	40%
Not at all concerned	21%	24%	18%	15%	16%	21%	21%	26%	22%	19%
Don't know	3%	2%	4%	5%	2%	0%	4%	3%	2%	4%

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	398	445	91	144	181	200	227	547	296
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	794	377	417	80	148	179	176	211	497	297
Removed the memory card	45%	45%	45%	46%	49%	45%	54%	34%	41%	52%
Performed a factory reset	50%	59%	41%	52%	62%	63%	54%	26%	48%	53%
Manually deleted files	59%	63%	56%	68%	62%	68%	61%	46%	60%	58%
Used a third party data removal app	4%	5%	3%	5%	7%	4%	4%	1%	4%	4%
Removed the SIM card	72%	72%	72%	64%	71%	79%	72%	68%	72%	71%
Other	1%	1%	1%	2%	0%	2%	2%	1%	1%	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%	5%	6%	9%	4%	3%	6%	6%	6%	5%

Total	Region							
Base	North	Midlands	East	London	South	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	205	115	79	121	185	50	66	22
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									
	794	208	123	71	86	172	40	69	26
Very concerned	14%	10%	10%	6%	15%	23%	18%	18%	7%
Fairly concerned	24%	20%	36%	34%	33%	18%	14%	16%	22%
Not that concerned	38%	48%	33%	30%	26%	41%	34%	40%	30%
Not at all concerned	21%	20%	18%	30%	21%	14%	32%	21%	41%
Don't know	3%	1%	2%	1%	5%	5%	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	205	115	79	121	185	50	66	22
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									
	794	208	123	71	86	172	40	69	26
Removed the memory card	45%	45%	50%	50%	46%	39%	38%	44%	57%
Performed a factory reset	50%	57%	57%	38%	44%	46%	39%	52%	36%
Manually deleted files	59%	60%	57%	58%	55%	63%	64%	55%	67%
Used a third party data removal app	4%	3%	4%	3%	10%	4%	3%	1%	-
Removed the SIM card	72%	73%	71%	78%	66%	74%	68%	71%	57%
Other	1%	1%	1%	-	2%	2%	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%	3%	7%	6%	6%	8%	-	8%	-

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

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	516	82	598	47	131	20	47
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	794	481	83	565	39	120	27	44
Very concerned	14%	13%	17%	14%	10%	16%	10%	14%
Fairly concerned	24%	23%	22%	23%	44%	23%	41%	16%
Not that concerned	38%	42%	43%	42%	28%	26%	35%	33%
Not at all concerned	21%	20%	15%	20%	11%	29%	13%	28%
Don't know	3%	1%	3%	2%	7%	6%	2%	8%

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	516	82	598	47	131	20	47
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	794	481	83	565	39	120	27	44
Removed the memory card	45%	46%	48%	46%	54%	26%	71%	62%
Performed a factory reset	50%	58%	41%	55%	53%	19%	89%	37%
Manually deleted files	59%	64%	51%	62%	70%	39%	85%	53%
Used a third party data removal app	4%	4%	7%	5%	5%	2%	-	-
Removed the SIM card	72%	73%	74%	73%	68%	63%	85%	72%
Other	1%	1%	1%	1%	4%	-	-	3%
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%	4%	5%	9%	11%	-	2%

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

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	426	111	89	22	195	596	128	83	28	239	8
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	794	406	105	83	19	181	565	126	68	31	225	5
Very concerned	14%	15%	15%	26%	8%	7%	13%	12%	13%	34%	15%	26%
Fairly concerned	24%	22%	23%	21%	20%	32%	24%	25%	35%	13%	26%	17%
Not that concerned	38%	37%	46%	29%	39%	41%	39%	41%	24%	38%	35%	28%
Not at all concerned	21%	25%	14%	21%	20%	15%	21%	20%	21%	16%	20%	29%
Don't know	3%	1%	2%	4%	13%	5%	3%	2%	6%	-	3%	-

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	426	111	89	22	195	596	128	83	28	239	8
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	794	406	105	83	19	181	565	126	68	31	225	5
Removed the memory card	45%	43%	47%	46%	42%	49%	42%	46%	55%	69%	52%	60%
Performed a factory reset	50%	50%	55%	37%	12%	56%	47%	59%	48%	58%	55%	73%
Manually deleted files	59%	54%	63%	66%	32%	69%	60%	62%	51%	54%	58%	54%
Used a third party data removal app	4%	3%	2%	3%	3%	7%	3%	4%	11%	8%	6%	-
Removed the SIM card	72%	71%	81%	69%	71%	68%	72%	65%	77%	85%	71%	100%
Other	1%	1%	-	2%	-	1%	1%	2%	-	2%	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%	1%	5%	15%	7%	5%	10%	8%	-	8%	-

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
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	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
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	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
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					
	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
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					
	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)

Unweighted Base	2071	1013	1058	250	307	333	455	726	1223	848
All UK adults	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)

Unweighted Base	2071	1013	1058	250	307	333	455	726	1223	848
All UK adults	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%

All figures, unless otherwise stated, are from YouGov F

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)

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)

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
All UK adults	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
All UK adults	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
All UK adults	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
All UK adults	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
All UK adults	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
All UK adults	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