

YouGov / British Heart Foundation Survey Results

Sample Size: 2024

Fieldwork: 15th - 17th February 2010

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2024	899	1125	152	402	354	344	772	1295	729	444	295	195	348	438	105	199
All GB Adults 2024	972	1052	243	351	342	379	709	1113	911	499	332	194	259	463	101	176

Approximately how often, if at all, do you replace any kind of furniture or electrical items (e.g. a sofa, a bookshelf or an old TV) in your home?

More often than every 6 months	2%	1%	2%	1%	2%	2%	3%	1%	2%	1%	1%	1%	1%	2%	1%	3%	2%
Once every 6 months	3%	4%	3%	7%	4%	4%	4%	1%	4%	3%	3%	4%	4%	4%	4%	2%	1%
Once every year	8%	8%	9%	6%	12%	11%	7%	7%	10%	6%	9%	9%	7%	10%	7%	6%	8%
Once every 2 years	13%	15%	11%	14%	13%	14%	17%	9%	12%	14%	13%	14%	11%	12%	11%	17%	13%
Less often than 2 years	59%	56%	63%	40%	54%	59%	58%	70%	62%	56%	61%	60%	63%	51%	60%	61%	57%
Don't know	10%	10%	9%	9%	8%	9%	11%	11%	8%	13%	8%	9%	9%	13%	11%	7%	13%
Not applicable - I do not own/ I have never replaced any furniture or electrical items in my home	4%	5%	4%	22%	7%	1%	1%	1%	3%	7%	5%	2%	4%	7%	4%	3%	5%

Thinking about the last time you got rid of an unwanted furniture or electrical item (e.g. a sofa, a bookshelf or an old TV)...

How did you dispose of this item? (Please tick the option that BEST applies to you)

Took it to the tip	19%	20%	18%	16%	20%	16%	26%	17%	20%	17%	21%	19%	23%	15%	20%	16%	12%
Dumped it on the street	0%	1%	0%	1%	1%	-	-	0%	0%	0%	0%	0%	-	1%	0%	-	1%
Hired a skip to throw it out	1%	2%	1%	1%	2%	3%	1%	1%	1%	1%	1%	2%	2%	2%	1%	-	1%
Gave or sold it on	20%	18%	23%	25%	27%	24%	15%	17%	18%	23%	19%	23%	26%	17%	22%	20%	16%
Donated it to charity	15%	12%	17%	8%	12%	12%	16%	19%	17%	12%	17%	15%	13%	13%	13%	15%	15%
Took it to a recycling centre	20%	23%	16%	13%	11%	26%	22%	22%	19%	20%	15%	19%	22%	14%	25%	21%	25%
Got the council to take it away	16%	15%	17%	13%	15%	14%	16%	19%	16%	16%	19%	12%	11%	26%	9%	24%	24%
Other	3%	3%	3%	4%	3%	3%	3%	4%	4%	2%	3%	4%	2%	4%	4%	1%	1%
Don't know/ can't recall	5%	6%	4%	19%	9%	3%	2%	2%	4%	7%	5%	5%	3%	8%	5%	3%	5%

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Total	Working Status						Marital Status					Children in the household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/D ivorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2024	1026	318	66	379	53	182	1110	237	164	58	427	1387	279	222	89
All GB Adults	2024	1020	312	100	344	55	193	1075	241	166	57	462	1359	292	239	87

Approximately how often, if at all, do you replace any kind of furniture or electrical items (e.g. a sofa, a bookshelf or an old TV) in your home?

More often than every 6 months	2%	2%	2%	-	1%	3%	1%	2%	2%	1%	1%	1%	1%	2%	3%	6%
Once every 6 months	3%	4%	4%	4%	1%	3%	3%	4%	4%	2%	-	4%	2%	7%	6%	3%
Once every year	8%	10%	8%	8%	6%	2%	8%	9%	11%	6%	3%	7%	7%	9%	12%	11%
Once every 2 years	13%	13%	11%	11%	12%	24%	11%	12%	14%	15%	8%	14%	13%	12%	15%	10%
Less often than 2 years	59%	59%	62%	47%	66%	52%	57%	61%	57%	68%	68%	52%	62%	52%	53%	54%
Don't know	10%	8%	11%	8%	14%	8%	14%	11%	7%	8%	19%	9%	9%	12%	9%	12%
Not applicable - I do not own/ I have never replaced any furniture or electrical items in my home	4%	5%	2%	21%	0%	9%	6%	1%	5%	1%	-	14%	5%	7%	2%	4%

Thinking about the last time you got rid of an unwanted furniture or electrical item (e.g. a sofa, a bookshelf or an old TV)...

How did you dispose of this item? (Please tick the option that BEST applies to you)

Took it to the tip	19%	21%	21%	22%	14%	28%	11%	19%	19%	20%	22%	19%	18%	21%	23%	22%
Dumped it on the street	0%	0%	0%	3%	-	2%	-	0%	-	1%	-	1%	0%	1%	1%	0%
Hired a skip to throw it out	1%	1%	1%	3%	0%	4%	2%	1%	2%	0%	2%	1%	1%	1%	2%	2%
Gave or sold it on	20%	20%	25%	18%	15%	19%	27%	19%	22%	21%	9%	24%	19%	27%	20%	18%
Donated it to charity	15%	14%	15%	9%	22%	6%	11%	17%	13%	14%	17%	10%	17%	13%	8%	9%
Took it to a recycling centre	20%	21%	17%	6%	22%	19%	19%	23%	19%	17%	15%	12%	18%	17%	24%	28%
Got the council to take it away	16%	15%	12%	19%	21%	10%	20%	15%	18%	20%	27%	16%	16%	17%	16%	11%
Other	3%	3%	4%	2%	4%	3%	2%	3%	1%	4%	7%	4%	4%	1%	3%	1%
Don't know/ can't recall	5%	5%	5%	17%	2%	9%	9%	2%	6%	3%	1%	13%	6%	3%	4%	7%

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Recycling can be defined as taking an item to a recycling centre, giving or selling an item on or donating an item to charity.

You stated that you did not recycle your last unwanted furniture or electrical item...

Which ONE of the following BEST explains your reason behind this? (Please tick the option that BEST applies to you)

	811	354	457	53	167	130	148	313	533	278	191	114	77	157	157	40	75
Unweighted Base	811	354	457	53	167	130	148	313	533	278	191	114	77	157	157	40	75
All GB Adults who did not 'recycle' the last furniture or electrical item they threw away	812	385	427	86	145	121	172	288	466	346	220	124	72	122	163	42	69
It was too much hassle	17%	20%	13%	24%	16%	18%	18%	13%	17%	17%	16%	14%	22%	18%	14%	16%	19%
I didn't realise I could	19%	22%	16%	29%	23%	19%	25%	11%	20%	18%	20%	19%	19%	22%	17%	24%	14%
I haven't got any services nearby	16%	15%	18%	13%	21%	9%	15%	18%	16%	16%	20%	14%	14%	18%	14%	14%	15%
Other	39%	36%	42%	29%	28%	41%	34%	49%	40%	37%	37%	42%	36%	35%	43%	42%	39%
Don't know	9%	7%	11%	5%	12%	13%	8%	8%	7%	12%	7%	12%	10%	7%	12%	3%	13%

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

Total	Working Status						Marital Status					Children in the household			
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Recycling can be defined as taking an item to a recycling centre, giving or selling an item on or donating an item to charity.

You stated that you did not recycle your last unwanted furniture or electrical item...

Which ONE of the following BEST explains your reason behind this? (Please tick the option that BEST applies to you)

	811	418	127	31	144	26	65	425	92	72	33	179	546	118	94	35
Unweighted Base	811	418	127	31	144	26	65	425	92	72	33	179	546	118	94	35
All GB Adults who did not 'recycle' the last furniture or electrical item they threw away	812	420	119	50	133	26	65	414	96	75	33	187	538	119	107	32
It was too much hassle	17%	18%	13%	29%	12%	15%	15%	17%	13%	11%	11%	21%	16%	15%	17%	21%
I didn't realise I could	19%	21%	17%	27%	14%	27%	13%	16%	26%	23%	8%	23%	16%	30%	24%	16%
I haven't got any services nearby	16%	18%	14%	12%	14%	10%	22%	17%	14%	17%	12%	16%	17%	16%	14%	24%
Other	39%	35%	44%	19%	54%	35%	41%	40%	33%	42%	61%	34%	43%	31%	32%	24%
Don't know	9%	9%	12%	13%	6%	13%	9%	10%	15%	6%	8%	6%	8%	8%	13%	15%

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