



Research people read

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2. SURVEY INFO

Rows 45 | Columns 11

[illegible]

SURVEY INFO (continued)

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Table of Contents			
Sheet	Output	Caption	ROUTING:
	Demographics		
Demographics	Demographic	(c) OnePoll 2026; base n = 2000	
	Basic Tables		
Basic Tables	1. How often, if ever, do you typically purchase second-hand goods (e.g., clothes, furniture items, décor, accessories, books etc)?	(c) OnePoll 2026; base n = 2000	
	2. Which, if any, of the following product categories do you ever purchase second-hand? [Select all that apply]	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	3. How much, if at all, do you typically spend per year on second-hand furniture and décor items? [Select best match]	(c) OnePoll 2026; base n = 820; total n = 2000; 1180 missing	ASK THOSE WHO PURCHASE SECOND-HAND GOODS YEARLY OR MORE OFTEN (Q1) AND EVER BUY FURNITURE, LIGHTING OR HOME DÉCOR IN Q2
	4. What are the primary reasons you shop for second-hand items (e.g., clothes, furniture items, décor, accessories etc)? [Select up to three]	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	5. What, if anything, would encourage you to shop second-hand more regularly than you currently do? [Select all that apply]	(c) OnePoll 2026; base n = 2000	
	6. Which, if any, of the following do you ever use for inspiration on how to decorate / furnish your home? [Select all that apply]	(c) OnePoll 2026; base n = 2000	
	7. When you see a home décor or furniture trend you like on social media (e.g., on TikTok, Pinterest, Instagram etc), what is typically your immediate next step? [Select best match]	(c) OnePoll 2026; base n = 619; total n = 2000; 1381 missing	ASK THOSE WHO USE SOCIAL MEDIA FOR INSPIRATION (Q6)
	8. When shopping for second-hand furniture, décor and/or home accessories, which of the following best describes your approach? [Select one]	(c) OnePoll 2026; base n = 903; total n = 2000; 1097 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND FURNITURE, LIGHTING OR HOME DÉCOR IN Q2
	9. Where do you most frequently discover ideas and inspiration for buying or upcycling pre-loved furniture? [Select up to three]	(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing	ASK THOSE WHO EVER BUY SECOND-HAND FURNITURE (Q2)
	10a. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? Vintage/antique lighting	(c) OnePoll 2026; base n = 197; total n = 2000; 1803 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND LIGHTING (Q2)
	10b. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? furniture (sofas, tables, chairs, bedframes, cabinets)	(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND FURNITURE (Q2)
	10c. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? soft furnishings (curtains, rugs, cushions)	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	10d. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? home accessories / décor (lamps, picture frames, mirrors, vases)	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	10e. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? storage & organisation systems (storage boxes and baskets, desk organisers)	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	10f. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? kitchen accessories	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	10g. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? - Second-hand / pre-loved garden equipment	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	11. What, if any, specific second-hand goods would you like to see more of in the market currently? [Select all that apply]	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	12. What, if anything, are your main design motivators when shopping for pre-owned furniture? [Select up to three]	(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing	ASK THOSE WHO EVER BUY SECOND-HAND FURNITURE (Q2)
	13. When deciding to buy second-hand furniture, which, if any, factor is your primary deciding driver? [Select one]	(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing	ASK THOSE WHO EVER BUY SECOND-HAND FURNITURE (Q2)
	14. How often, if ever, do you look for pre-assembled or ready-to-use second-hand home items to replace failed DIY attempts?	(c) OnePoll 2026; base n = 2000	
	15. How, if at all, has your perception of the quality of second-hand furniture, décor and/or accessories changed over the past 2 years?	(c) OnePoll 2026; base n = 2000	
	16. Which, if any, factor does/would influence your confidence in the quality of second-hand furniture, décor and/or accessories the most? [Select one]	(c) OnePoll 2026; base n = 2000	
	17. In a typical home refresh, which, if any, of the following best describes your split between new purchases and second-hand items? [Select one]	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	18. What, if anything, is the biggest source of friction or debate in your household when acquiring or getting rid of furniture? [Select one]	(c) OnePoll 2026; base n = 2000	
	19. Which, if any, of the following life events has ever triggered you to shop second-hand? [Select all that apply]	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
	20. If delivery was not an option, how far, if at all, would you be willing to travel to collect a second-hand furniture item? [Select best match]	(c) OnePoll 2026; base n = 2000	
	21. How much estimated value in home and garden furniture is currently sitting unused in your home? (i.e., that you no longer actively use and have no intention of using) [Select best match]	(c) OnePoll 2026; base n = 2000	
	22. How much estimated value in home décor and accessories (such as lighting, rugs, decorations, textiles etc) are currently sitting unused in your home? (i.e., that you no longer actively use and have no intention of using) [Select best match]	(c) OnePoll 2026; base n = 2000	
	23. Where do you currently store the furniture and/or home décor items that you no longer use? [Select all that apply]	(c) OnePoll 2026; base n = 1463; total n = 2000; 537 missing	ASK THOSE WHO HAVE UNUSED FURNITURE OR UNUSED HOME DÉCOR
	24. If you were to sell large home items (e.g., furniture, home décor and accessories) online, what would give you peace of mind when arranging buyer collection, if anything? [Select all that apply]	(c) OnePoll 2026; base n = 2000	
	25. Do/would you find buying pre-owned furniture that has a personal history or story attached to it more or less desirable than buying new?	(c) OnePoll 2026; base n = 2000	
	26. When purchasing furniture or home items, how much of an influence, if at all, does/would environmental impact or waste concerns affect your decisions?	(c) OnePoll 2026; base n = 2000	
	27. Which, if any, of the following moments or life events would make you likely to list furniture for sale online? [Select all that apply]	(c) OnePoll 2026; base n = 2000	
	Demographic Tables		
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	2. Which, if any, of the following product categories do you ever purchase second-hand? [Select all that apply] by Demographic	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
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	10a. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? Vintage/antique lighting by Demographic	(c) OnePoll 2026; base n = 197; total n = 2000; 1803 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND LIGHTING (Q2)
	10b. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? furniture (sofas, tables, chairs, bedframes, cabinets) by Demographic	(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND FURNITURE (Q2)
	10c. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? soft furnishings (curtains, rugs, cushions) by Demographic	(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
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	27. Which, if any, of the following moments or life events would make you likely to list furniture for sale online? [Select all that apply] by Demographic	(c) OnePoll 2026; base n = 2000	

4. Demographics

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Demographic			
		%	n
Age	Total	1	2000
	18 to 24	0.102	204
	25 to 34	0.1685	337
	35 to 44	0.162	324
	45 to 54	0.1595	319
	55 to 64	0.166	332
	65 and over	0.242	484
Generation	Postmillennial/Generation Z (Born after 1996)	0.1645	329
	Millennials (Born 1981-1996)	0.282	564
	Generation X (Born 1965-1980)	0.2475	495
	Boomers (Born 1946-1964)	0.2825	565
	Silent (Born 1928-1945)	0.0235	47
Gender	Prefer not to say	0.001	2
	Female	0.5175	1035
	Male	0.478	956
	Non-binary or alternative identity	0.0035	7
Region	East Midlands	0.0745	149
	East of England	0.095	190
	London	0.132	264
	North East	0.0405	81
	North West	0.1115	223
	Northern Ireland	0.028	56
	Scotland	0.081	162
	South East	0.139	278
	South West	0.0875	175
	Wales	0.0475	95
	West Midlands	0.083	166
	Yorkshire and the Humber	0.0805	161
	Column n	2000	
(c) OnePoll 2026; base n = 2000			

Back to TOC		
1. How often, if ever, do you typically purchase second-hand goods (e.g., clothes, furniture items, décor, accessories, books etc)?		
	%	n
Daily	0.0105	21
Every few days	0.0405	81
Weekly	0.065	130
Every 2 to 3 weeks	0.119	238
Monthly	0.128	256
Every few months	0.2845	569
Yearly	0.071	142
Less often than yearly	0.15	300
Never	0.1315	263
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
2. Which, if any, of the following product categories do you ever purchase second-hand? [Select all that apply]		
	%	n
Books	0.675302	1173
Textiles/Fashion	0.421416	732
Furniture	0.377087	655
Home décor	0.295912	514
Electronics	0.282096	490
Tools	0.213587	371
Kitchen equipment	0.198618	345
Sports equipment	0.181347	315
Lighting	0.113414	197
None of the above	0.0431779	75
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
Back to TOC		
3. How much, if at all, do you typically spend per year on second-hand furniture and décor items? [Select best match]		
	%	n
Less than £25	0.0853659	70
£25-£50	0.142683	117
£51-£100	0.19878	163
£101-£250	0.223171	183
£251-£500	0.108537	89
£501-£1,000	0.054878	45
More than £1,000	0.0317073	26
Not sure	0.154878	127
Average	206.21	
Column n	693	
(c) OnePoll 2026; base n = 820; total n = 2000; 1180 missing		
Back to TOC		
4. What are the primary reasons you shop for second-hand items (e.g., clothes, furniture items, décor, accessories etc)? [Select up to three]		
	%	n
To save money / stretch my household budget	0.585492	1017
To get higher quality items for a lower price	0.417962	726
To find unique, vintage, or discontinued items	0.307427	534
I enjoy the thrill of hunting for a bargain / finding a deal	0.291307	506
For environmental / sustainability reasons (reducing waste)	0.279217	485

Basic Tables (continued)

To get items immediately / avoid long delivery lead times	0.106505	185
To furnish temporary rental accommodation or a house-share without overspending	0.0754174	131
Other (please specify)	0.0109384	19
Not sure / no reason in particular	0.0627519	109
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
Back to TOC		
5. What, if anything, would encourage you to shop second-hand more regularly than you currently do? [Select all that apply]		
	%	n
Better quality guarantees / condition descriptions	0.3335	667
Wider selection in my area	0.3125	625
More competitive / fair pricing	0.2965	593
Better authentication for branded items (e.g., stamps / letters of authenticity / brand approval)	0.21	420
Easier discovery / search tools online	0.2	400
More transparent seller reviews & ratings	0.1995	399
Mobile app or easier browsing	0.1615	323
Other (please specify)	0.014	28
N/A – nothing would encourage me	0.2875	575
Column n	2000	
(c) OnePoll 2026; base n = 2000		
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6. Which, if any, of the following do you ever use for inspiration on how to decorate / furnish your home? [Select all that apply]		
	%	n
Friends / family members' homes	0.3115	623
Social media (e.g., Pinterest, TikTok, Instagram etc)	0.3095	619
In-store displays or showrooms	0.2925	585
Online furniture retailers' websites/apps	0.2715	543
Interior Magazines	0.176	352
Hotels, cafés, restaurants or other public spaces	0.1665	333
AI tools (e.g. ChatGPT)	0.1405	281
None of the above	0.309	618
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
7. When you see a home décor or furniture trend you like on social media (e.g., on TikTok, Pinterest, Instagram etc), what is typically your immediate next step? [Select best match]		
	%	n
Save it to a board/saved list	0.455574	282
Search second-hand marketplaces for a cheaper pre-loved version	0.232633	144
I typically do not do anything	0.137318	85
Try to upcycle something I already own	0.0694669	43
Buy it new immediately	0.0565428	35
Other	0.0290792	18
N/A – I never like any décor or furniture trend(s) on social media	0.0193861	12
Column n	619	
(c) OnePoll 2026; base n = 619; total n = 2000; 1381 missing		
Back to TOC		
8. When shopping for second-hand furniture, décor and/or home accessories, which of the following best describes your approach? [Select one]		
	%	n

Basic Tables (continued)

I usually browse for inspiration and ideas	0.303433	274
I usually search for a specific item I have in mind	0.267996	242
I do both equally	0.241417	218
It varies depending on what I'm shopping for	0.159468	144
Not sure	0.0276855	25
Column n	903	
(c) OnePoll 2026; base n = 903; total n = 2000; 1097 missing		
Back to TOC		
9. Where do you most frequently discover ideas and inspiration for buying or upcycling pre-loved furniture? [Select up to three]		
	%	n
Friends/Family	0.300763	197
Instagram	0.29313	192
Pinterest	0.253435	166
YouTube	0.20916	137
TikTok	0.196947	129
Facebook Groups	0.189313	124
Other, please specify	0.0610687	40
Not sure / nowhere in particular	0.282443	185
Column n	655	
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing		
Back to TOC		
10a. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? Vintage/antique lighting		
	%	n
Increased	0.248731	49
Remained the same	0.51269	101
Decreased	0.13198	26
N/A – I have never bought this	0.106599	21
Column n	197	
(c) OnePoll 2026; base n = 197; total n = 2000; 1803 missing		
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10b. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? furniture (sofas, tables, chairs, bedframes, cabinets)		
	%	n
Increased	0.245802	161
Remained the same	0.560305	367
Decreased	0.149618	98
N/A – I have never bought this	0.0442748	29
Column n	655	
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing		
Back to TOC		
10c. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? soft furnishings (curtains, rugs, cushions)		
	%	n
Increased	0.122625	213
Remained the same	0.415083	721
Decreased	0.0972942	169
N/A – I have never bought this	0.364997	634
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		

Basic Tables (continued)

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10d. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? home accessories / décor (lamps, picture frames, mirrors, vases)		
	%	n
Increased	0.145653	253
Remained the same	0.495682	861
Decreased	0.100748	175
N/A – I have never bought this	0.257916	448
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
Back to TOC		
10e. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? storage & organisation systems (storage boxes and baskets, desk organisers)		
	%	n
Increased	0.127807	222
Remained the same	0.437536	760
Decreased	0.0823258	143
N/A – I have never bought this	0.352332	612
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
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10f. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? kitchen accessories		
	%	n
Increased	0.104778	182
Remained the same	0.410478	713
Decreased	0.0892343	155
N/A – I have never bought this	0.395509	687
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
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10g. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? - Second-hand / pre-loved garden equipment		
	%	n
Increased	0.109384	190
Remained the same	0.377087	655
Decreased	0.0708117	123
N/A – I have never bought this	0.442717	769
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
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11. What, if any, specific second-hand goods would you like to see more of in the market currently? [Select all that apply]		
	%	n
Storage and organisation furniture	0.200345	348
Home appliances	0.16753	291
Decoration	0.166955	290
Bedroom furniture	0.161197	280
Living room seating	0.160622	279
Outdoor	0.15947	277
Lighting & Home electronics	0.141048	245

Basic Tables (continued)

Rugs	0.136442	237
Kitchen	0.126079	219
Home textiles	0.12205	212
Dining	0.112263	195
Workspaces	0.104778	182
Bed frames	0.104778	182
Children's furniture	0.099597	173
Bathroom & Water	0.0731146	127
Bed and Bath textiles	0.0696603	121
Other (please specify)	0.0149683	26
Not sure / nothing in particular	0.395509	687
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
Back to TOC		
12. What, if anything, are your main design motivators when shopping for pre-owned furniture? [Select up to three]		
	%	n
Creating a high-end look on a budget	0.374046	245
Hunting for discontinued/retro classic designs	0.29771	195
Matching existing home sets	0.294656	193
Finding pre-assembled items	0.238168	156
Customising/painting/hacking pieces	0.192366	126
Furnishing a rented room / house-share on a budget	0.160305	105
Finding compact furniture for smaller apartment	0.158779	104
Other, please specify	0.0244275	16
Not sure / no motivator in particular	0.183206	120
Column n	655	
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing		
Back to TOC		
13. When deciding to buy second-hand furniture, which, if any, factor is your primary deciding driver? [Select one]		
	%	n
Saving money / affordability	0.531298	348
Finding unique/discontinued style	0.198473	130
Reducing environmental impact / keeping items out of landfill	0.122137	80
Immediate local availability	0.11145	73
None of the above	0.0366412	24
Column n	655	
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing		
Back to TOC		
14. How often, if ever, do you look for pre-assembled or ready-to-use second-hand home items to replace failed DIY attempts?		
	%	n
Very often	0.0365	73
Often	0.096	192
Sometimes	0.226	452
Rarely	0.148	296
Never	0.2135	427
N/A – I have never had a failed DIY attempt	0.28	560
Column n	2000	
(c) OnePoll 2026; base n = 2000		

Basic Tables (continued)

Back to TOC		
15. How, if at all, has your perception of the quality of second-hand furniture, décor and/or accessories changed over the past 2 years?		
	%	n
I'm now more confident in second-hand quality	0.1675	335
My perception of quality has stayed the same	0.535	1070
I'm now more cautious about second-hand quality	0.0815	163
Not sure / never thought about the quality	0.216	432
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
16. Which, if any, factor does/would influence your confidence in the quality of second-hand furniture, décor and/or accessories the most? [Select one]		
	%	n
Detailed photos/condition descriptions	0.284	568
Brand reputation of original manufacturer	0.1655	331
Seller ratings and reviews and feedback scores on local platforms	0.163	326
Return guarantees	0.162	324
None of the above	0.2255	451
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
17. In a typical home refresh, which, if any, of the following best describes your split between new purchases and second-hand items? [Select one]		
	%	n
Mostly new items (70%+)	0.267127	464
Buy second-hand statement pieces; fill in with budget-friendly new basics	0.168682	293
Invest in high-quality new pieces; use second-hand for accent/decorative items	0.146229	254
Mix by room (e.g., new kitchen, second-hand bedroom)	0.134715	234
Source premium second-hand; supplement with new from discount retailers	0.0650547	113
Mostly second-hand items (70%+)	0.0408751	71
None of the above	0.177317	308
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
Back to TOC		
18. What, if anything, is the biggest source of friction or debate in your household when acquiring or getting rid of furniture? [Select one]		
	%	n
Clutter building up	0.1535	307
Struggling to transport large items	0.1215	243
Struggling to arrange transport/van collection for large items	0.1015	203
Worrying about item cleanliness/condition	0.0995	199
Disagreeing on style	0.0785	157
Flatpack assembly arguments	0.056	112
Other, please specify	0.003	6
N/A – not applicable	0.3865	773
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
19. Which, if any, of the following life events has ever triggered you to shop second-hand? [Select all that apply]		
	%	n
Cost-of-living pressures	0.322395	560

Basic Tables (continued)

Environmental/sustainability awakening	0.165227	287
Moving home / moving between rental properties / house-shares	0.164076	285
Furnishing first home as a First-Time Buyer	0.150259	261
Hobby/interest shift (e.g., new garden project)	0.146229	254
Downsizing/decluttering	0.137018	238
Having children	0.108233	188
Getting married or moving in with a partner	0.0932642	162
Starting university/first independent home	0.0915371	159
Upgrading/furnishing bedroom while living with parents	0.0748417	130
Career change/redundancy	0.0604491	105
Divorce or relationship breakdown	0.0518135	90
None of the above	0.292458	508
Column n	1737	
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing		
Back to TOC		
20. If delivery was not an option, how far, if at all, would you be willing to travel to collect a second-hand furniture item? [Select best match]		
	%	n
Within 2 miles	0.0745	149
2-5 miles	0.1765	353
6-10 miles	0.234	468
11-15 miles	0.119	238
16+ miles	0.1645	329
N/A – I would not be willing to travel any distance	0.2315	463
Average (miles)	8.77456	
Column n	1537	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
21. How much estimated value in home and garden furniture is currently sitting unused in your home? (i.e., that you no longer actively use and have no intention of using) [Select best match]		
	%	n
Under £50	0.1085	217
£50–£149	0.107	214
£150-£299	0.101	202
£300-£499	0.066	132
£500-£999	0.059	118
£1,000-£1,999	0.0225	45
£2,000-£4,999	0.01	20
£5,000+	0.006	12
Not sure	0.166	332
N/A – there is no unused furniture	0.354	708
Average	427.835	
Column n	960	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
22. How much estimated value in home décor and accessories (such as lighting, rugs, decorations, textiles etc) are currently sitting unused in your home? (i.e., that you no longer actively use and have no intention of using) [Select best match]		
	%	n
Under £50	0.139	278
£50-£149	0.1085	217
£150-£299	0.104	208
£300-£499	0.063	126
£500-£749	0.0285	57
£750-£999	0.0225	45

Basic Tables (continued)

£1,000-£1,999	0.0095	19
£2,000+	0.0095	19
Not sure	0.1795	359
N/A – there are no unused home accessories	0.336	672
Average	275.576	
Column n	969	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
23. Where do you currently store the furniture and/or home décor items that you no longer use? [Select all that apply]		
	%	n
Garage or shed	0.391661	573
Spare bedroom or storage room	0.314422	460
Attic or loft	0.295284	432
Under beds or in cupboards	0.226247	331
Garden/outdoor space	0.134655	197
I don't have storage space	0.124402	182
With family/friends	0.0861244	126
Other	0.0280246	41
Column n	1463	
(c) OnePoll 2026; base n = 1463; total n = 2000; 537 missing		
Back to TOC		
24. If you were to sell large home items (e.g., furniture, home décor and accessories) online, what would give you peace of mind when arranging buyer collection, if anything? [Select all that apply]		
	%	n
Safety verification of buyer	0.307	614
In-person payment options	0.2945	589
Verified buyer profiles/reviews	0.2935	587
Professional pickup service	0.2655	531
Flexible collection times	0.2525	505
Option for neutral meetup location	0.159	318
IKEA-backed marketplace (brand trust)	0.136	272
Other, please specify	0.0055	11
Not sure / nothing in particular	0.288	576
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
25. Do/would you find buying pre-owned furniture that has a personal history or story attached to it more or less desirable than buying new?		
	%	n
MORE DESIRABLE [NET]	0.283	566
Much more desirable	0.07	140
Somewhat more desirable	0.213	426
No difference to me	0.6075	1215
Somewhat less desirable	0.0555	111
Much less desirable	0.054	108
LESS DESIRABLE [NET]	0.1095	219
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
26. When purchasing furniture or home items, how much of an influence, if at all, does/would environmental impact or waste concerns affect your decisions?		

Basic Tables (continued)

	%	n
Large influence	0.111	222
Moderate influences	0.3335	667
Small influence	0.253	506
No influence at all	0.203	406
Not sure	0.0995	199
Column n	2000	
(c) OnePoll 2026; base n = 2000		
Back to TOC		
27. Which, if any, of the following moments or life events would make you likely to list furniture for sale online? [Select all that apply]		
	%	n
Moving home / house relocation	0.4705	941
Home renovations or redecorating	0.3925	785
Spring cleaning (March–May)	0.2415	483
Post-Christmas decluttering (January)	0.181	362
Seasonal changes (winter storage, summer refresh)	0.151	302
End of financial year / New Year resolution	0.107	214
Other life event (please specify)	0.011	22
Not sure / I would never sell furniture online	0.2535	507
Column n	2000	
(c) OnePoll 2026; base n = 2000		

6. Demographic Tables

Back to TOC 1. How often, if ever, do you typically purchase second-hand goods (e.g., clothes, furniture items, décor, accessories, books etc)? by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Daily	0.0105	0.0441176	0.0237389	0.00308642	0.00626959	0	0.00206612	0.0486322	0.0035461	0.0040404	0.00176991	0	0	0.00483092	0.0167364	0	0	0.0157895	0.0189394	0.037037	0.00896861	0	0.00617284	0.00359712	0	0	0.0240964	0.0124224
Every few days	0.0405	0.127451	0.0682493	0.0555556	0.015674	0.00903614	0.0123967	0.100304	0.0656028	0.010101	0.00707965	0.0425532	0	0.0347826	0.0460251	0.142857	0.0201342	0.0368421	0.0643939	0.0493827	0.0269058	0.0714286	0.0617284	0.0215827	0.0342857	0.0421053	0.0481928	0.0372671
Weekly	0.065	0.132353	0.0830861	0.0833333	0.0595611	0.0421687	0.0309917	0.118541	0.0797872	0.0525253	0.0353982	0	0	0.07343	0.0554393	0.142857	0.0805369	0.0684211	0.0909091	0.0987654	0.058296	0.0535714	0.0493827	0.0539568	0.0571429	0.0842105	0.0542169	0.0434783
Every 2 to 3 weeks	0.119	0.186275	0.130564	0.117284	0.106583	0.11747	0.0929752	0.145897	0.132979	0.107071	0.106195	0.0425532	0	0.136232	0.0993724	0.285714	0.0939597	0.152632	0.128788	0.0987654	0.139013	0.125	0.104938	0.0971223	0.131429	0.115789	0.0903614	0.136646
Monthly	0.128	0.156863	0.139466	0.160494	0.15047	0.111446	0.0826446	0.164134	0.141844	0.133333	0.0973451	0.0212766	0	0.144928	0.108787	0.285714	0.174497	0.142105	0.132576	0.0987654	0.103139	0.0714286	0.154321	0.129496	0.108571	0.126316	0.120482	0.130435
Every few months	0.2845	0.171569	0.305638	0.305556	0.310345	0.292169	0.280992	0.209726	0.315603	0.307071	0.270796	0.361702	0	0.295652	0.274059	0.142857	0.288591	0.247368	0.272727	0.222222	0.269058	0.339286	0.271605	0.323741	0.331429	0.242105	0.307229	0.273292
Yearly	0.071	0.0392157	0.0652819	0.0432099	0.0940439	0.0993976	0.072314	0.0607903	0.0460993	0.0909091	0.0831858	0.0851064	0	0.0705314	0.0721757	0	0.0738255	0.0736842	0.0492424	0.0740741	0.0762332	0.0714286	0.0432099	0.0755396	0.0857143	0.0736842	0.0963855	0.068323
Less often than yearly	0.15	0.0637255	0.0712166	0.138889	0.153605	0.195783	0.214876	0.0577508	0.118794	0.171717	0.210619	0.212766	0	0.119807	0.1841	0	0.194631	0.136842	0.113636	0.123457	0.179372	0.107143	0.117284	0.190647	0.12	0.136842	0.144578	0.180124
Never	0.1315	0.0784314	0.11276	0.0925926	0.103448	0.13253	0.210744	0.0942249	0.0957447	0.123232	0.187611	0.234043	1	0.119807	0.143305	0	0.0738255	0.126316	0.128788	0.197531	0.139013	0.160714	0.191358	0.104317	0.131429	0.178947	0.114458	0.118012
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
Back to TOC																												
2. Which, if any, of the following product categories do you ever purchase second-hand? [Select all that apply] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Books	0.675302	0.5	0.618729	0.646259	0.685315	0.746528	0.767016	0.54698	0.639216	0.695853	0.771242	0.777778		0.71899	0.625153	0.857143	0.673913	0.740964	0.578261	0.784615	0.645833	0.680851	0.732824	0.714859	0.710526	0.641026	0.619048	0.661972
Textiles/Fashion	0.421416	0.382979	0.464883	0.42517	0.468531	0.399306	0.384817	0.422819	0.435294	0.453917	0.383442	0.305556		0.538968	0.288156	0.714286	0.5	0.39759	0.373913	0.492308	0.4375	0.361702	0.389313	0.401606	0.486842	0.397436	0.435374	0.408451
Furniture	0.377087	0.351064	0.464883	0.411565	0.370629	0.364583	0.308901	0.419463	0.419608	0.354839	0.333333	0.25		0.377607	0.372405	0.857143	0.384058	0.451807	0.413043	0.323077	0.359375	0.340426	0.312977	0.333333	0.375	0.384615	0.401361	0.394366
Home décor	0.295912	0.37234	0.434783	0.329932	0.262238	0.25	0.183246	0.409396	0.364706	0.274194	0.178649	0.138889		0.357849	0.222222	0.857143	0.311594	0.337349	0.365217	0.384615	0.265625	0.319149	0.259542	0.248996	0.276316	0.217949	0.326531	0.260563
Electronics	0.282096	0.404255	0.397993	0.336735	0.248252	0.232639	0.151832	0.40604	0.360784	0.237327	0.159041	0.25		0.217344	0.355311	0.142857	0.282609	0.307229	0.369565	0.230769	0.255208	0.382979	0.290076	0.204819	0.302632	0.205128	0.265306	0.302817
Tools	0.213587	0.164894	0.29097	0.268707	0.171329	0.194444	0.180628	0.228188	0.27451	0.147465	0.202614	0.166667		0.135016	0.301587	0.142857	0.210145	0.192771	0.286957	0.184615	0.1875	0.340426	0.282443	0.180723	0.203947	0.217949	0.204082	0.140845
Kitchen equipment	0.198618	0.234043	0.307692	0.204082	0.15035	0.145833	0.167539	0.281879	0.237255	0.135945	0.16122	0.194444		0.190999	0.203907	0.571429	0.231884	0.156627	0.291304	0.230769	0.192708	0.276596	0.152672	0.144578	0.184211	0.128205	0.210884	0.211268
Sports equipment	0.181347	0.308511	0.29097	0.238095	0.153846	0.104167	0.0680628	0.312081	0.252941	0.126728	0.0762527	0.0833333		0.143798	0.224664	0	0.144928	0.180723	0.321739	0.107692	0.166667	0.255319	0.198473	0.0883534	0.131579	0.230769	0.204082	0.169014
Lighting	0.113414	0.143617	0.180602	0.122449	0.0909091	0.0798611	0.0811518	0.177852	0.141176	0.078341	0.0740741	0.111111		0.113063	0.113553	0.142857	0.115942	0.0843373	0.2	0.107692	0.0989583	0.106383	0.0839695	0.0843373	0.138158	0.0769231	0.129252	0.084507
None of the above	0.0431779	0.0478723	0.0301003	0.0442177	0.048951	0.0277778	0.0575916	0.0402685	0.0392157	0.0414747	0.0501089	0.0555556		0.0362239	0.0500611	0.142857	0.0362319	0.0421687	0.0217391	0.0461538	0.0729167	0.0425532	0.0152672	0.0401606	0.0197368	0.0384615	0.0680272	0.0774648
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
Back to TOC																												
3. How much, if at all, do you typically spend per year on second-hand furniture and décor items? [Select best match] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Less than £25	0.0853659	0.102804	0.0481283	0.0784314	0.0813008	0.152542	0.0757576	0.0928962	0.0611511	0.0874317	0.109091	0.181818		0.102845	0.0644258	0	0.138462	0.101124	0.0307692	0.125	0.0253165	0	0.134615	0.108911	0.109589	0.117647	0.0657895	0.107692
£25-£50	0.142683	0.168224	0.112299	0.124183	0.121951	0.169492	0.181818	0.131148	0.125899	0.136612	0.181818	0.272727		0.164114	0.114846	0.166667	0.123077	0.134831	0.115385	0.1875	0.164557	0.0416667	0.0576923	0.158416	0.191781	0.205882	0.131579	0.184615
£51-£100	0.19878	0.242991	0.171123	0.222222	0.203252	0.194915	0.174242	0.224044	0.190647	0.218579	0.163636	0.181818		0.196937	0.196078	0.5	0.169231	0.213483	0.138462	0.125	0.253165	0.291667	0.269231	0.217822	0.150685	0.264706	0.184211	0.215385
£101-£250	0.223171	0.242991	0.235294	0.254902	0.260163	0.169492	0.166667	0.256831	0.233813	0.229508	0.169697	0.0909091		0.199125	0.254902	0.166667	0.246154	0.280899	0.223077	0.125	0.202532	0.125	0.269231	0.257426	0.219178	0.176471	0.223684	0.169231
£251-£500	0.108537	0.130841	0.181818	0.130719	0.0569106	0.0677966	0.0454545	0.147541	0.154676	0.0601093	0.0484848	0		0.0809628	0.142857	0.166667	0.0615385	0.0786517	0.207692	0.09375	0.139241	0.0416667	0.0576923	0.0792079	0.150685	0.0294118	0.105263	0.0769231
£501-£1,000																												

Demographic Tables (continued)

Column n	693	103	171	143	99	92	85	173	255	144	113	8	0	372	315	6	54	76	119	23	68	21	43	86	63	29	59	52
(c) OnePoll 2026; base n = 820; total n = 2000; 1180 missing																												
Back to TOC																												
4. What are the primary reasons you shop for second-hand items (e.g., clothes, furniture items, décor, accessories etc)? [Select up to three] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
To save money / stretch my household budget	0.585492	0.526596	0.672241	0.571429	0.632867	0.628472	0.489529	0.587248	0.607843	0.640553	0.51634	0.472222		0.627881	0.538462	0.571429	0.586957	0.566265	0.530435	0.615385	0.526042	0.680851	0.51145	0.598394	0.644737	0.602564	0.653061	0.633803
To get higher quality items for a lower price	0.417962	0.382979	0.468227	0.414966	0.412587	0.434028	0.390052	0.416107	0.431373	0.428571	0.398693	0.361111		0.396268	0.442002	0.428571	0.456522	0.445783	0.469565	0.523077	0.421875	0.361702	0.412214	0.341365	0.368421	0.384615	0.44898	0.408451
To find unique, vintage, or discontinued items	0.307427	0.287234	0.371237	0.326531	0.304196	0.28125	0.274869	0.328859	0.345098	0.290323	0.281046	0.138889		0.304061	0.308913	0.571429	0.23913	0.319277	0.352174	0.384615	0.302083	0.319149	0.381679	0.317269	0.256579	0.25641	0.312925	0.246479
I enjoy the thrill of hunting for a bargain / finding a deal	0.291307	0.303191	0.234114	0.302721	0.297203	0.28125	0.324607	0.278523	0.268627	0.299539	0.320261	0.25		0.302964	0.278388	0.285714	0.297101	0.271084	0.291304	0.307692	0.229167	0.319149	0.366412	0.269076	0.302632	0.24359	0.360544	0.288732
For environmental / sustainability reasons (reducing waste)	0.279217	0.281915	0.294314	0.302721	0.29021	0.277778	0.240838	0.295302	0.298039	0.278802	0.254902	0.194444		0.320527	0.229548	0.714286	0.282609	0.271084	0.295652	0.338462	0.291667	0.297872	0.259542	0.273092	0.282895	0.217949	0.265306	0.28169
To get items immediately / avoid long delivery lead times	0.106505	0.12766	0.16388	0.170068	0.0909091	0.0555556	0.052356	0.144295	0.162745	0.0737327	0.0479303	0.138889		0.0878156	0.128205	0	0.0652174	0.120482	0.195652	0.0769231	0.15625	0.234043	0.10687	0.0562249	0.0723684	0.102564	0.0612245	0.0633803
To furnish temporary rental accommodation or a house-share without overspending	0.0754174	0.12234	0.180602	0.105442	0.0384615	0.0208333	0.0157068	0.144295	0.135294	0.0253456	0.0152505	0.0277778		0.0680571	0.0830281	0.142857	0.0724638	0.0783133	0.130435	0.0923077	0.109375	0.106383	0.0687023	0.0361446	0.0592105	0.0641026	0.0544218	0.0422535
Other (please specify)	0.0109384	0	0.00668896	0.00340136	0.0104895	0.0138889	0.0235602	0	0.00588235	0.00921659	0.0239651	0.0277778		0.0109769	0.010989	0	0.0144928	0.0120482	0	0	0.0104167	0.0212766	0.0152672	0.0200803	0.0131579	0.025641	0.00680272	0
Not sure / no reason in particular	0.0627519	0.037234	0.0301003	0.047619	0.0524476	0.0590278	0.123037	0.033557	0.0392157	0.0529954	0.104575	0.222222		0.0625686	0.0634921	0	0.0724638	0.0481928	0.026087	0.0307692	0.078125	0.0638298	0.0458015	0.0722892	0.0855263	0.0641026	0.0748299	0.084507
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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5. What, if anything, would encourage you to shop second-hand more regularly than you currently do? [Select all that apply] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Better quality guarantees / condition descriptions	0.3335	0.392157	0.489614	0.395062	0.30721	0.298193	0.200413	0.431611	0.432624	0.29697	0.223009	0.170213	0.5	0.338164	0.328452	0.285714	0.288591	0.342105	0.42803	0.259259	0.32287	0.428571	0.358025	0.305755	0.314286	0.178947	0.379518	0.31677
Wider selection in my area	0.3125	0.313725	0.347181	0.308642	0.335423	0.331325	0.262397	0.346505	0.31383	0.337374	0.274336	0.255319	0	0.324638	0.298117	0.571429	0.255034	0.315789	0.32197	0.333333	0.340807	0.410714	0.296296	0.28777	0.331429	0.315789	0.313253	0.298137
More competitive / fair pricing	0.2965	0.348039	0.400593	0.351852	0.297806	0.262048	0.188017	0.3769	0.356383	0.29899	0.2	0.148936	0	0.288889	0.304393	0.428571	0.248322	0.3	0.359848	0.234568	0.282511	0.392857	0.296296	0.230216	0.337143	0.294737	0.343373	0.273292
Better authentication for branded items (e.g., stamps / letters of authenticity / brand approval)	0.21	0.289216	0.344214	0.253086	0.206897	0.144578	0.10124	0.319149	0.281915	0.167677	0.123894	0.0638298	0.5	0.2	0.219665	0.285714	0.201342	0.210526	0.310606	0.197531	0.183857	0.303571	0.209877	0.169065	0.16	0.0947368	0.216867	0.248447
Easier discovery / search tools online	0.2	0.289216	0.353116	0.265432	0.166144	0.135542	0.0785124	0.328267	0.287234	0.151515	0.0920354	0.0638298	0	0.192271	0.206067	0.571429	0.114094	0.168421	0.280303	0.197531	0.206278	0.196429	0.17284	0.194245	0.177143	0.168421	0.246988	0.21118
More transparent seller reviews & ratings	0.1995	0.284314	0.347181	0.287037	0.172414	0.120482	0.0743802	0.31003	0.304965	0.157576	0.079646	0.0425532	0	0.196135	0.202929	0.285714	0.214765	0.178947	0.257576	0.135802	0.210762	0.285714	0.203704	0.165468	0.2	0.136842	0.222892	0.167702
Mobile app or easier browsing	0.1615	0.27451	0.272997	0.182099	0.178683	0.0963855	0.0557851	0.279635	0.214539	0.151515	0.0584071	0.0425532	0	0.169082	0.15272	0.285714	0.127517	0.126316	0.242424	0.111111	0.215247	0.214286	0.111111	0.115108	0.171429	0.136842	0.162651	0.167702
Other (please specify)	0.014	0.00490196	0.00593472	0.0123457	0.00626959	0.0180723	0.0268595	0.00303951	0.0106383	0.0141414	0.0230088	0.0212766	0	0.0173913	0.0104603	0	0.0134228	0.0157895	0.00378788	0.0246914	0.00896861	0	0.0123457	0.0251799	0.0285714	0.0105263	0.0120482	0.00621118
N/A – nothing would encourage me	0.2875	0.0735294	0.109792	0.188272	0.291536	0.361446	0.514463	0.0820669	0.164894	0.315152	0.486726	0.510638	0.5	0.274396	0.303347	0	0.355705	0.326316	0.200758	0.296296	0.309417	0.160714	0.283951	0.316547	0.274286	0.378947	0.246988	0.285714
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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Demographic Tables (continued)

Which, if any, of the following do you ever use for inspiration on how to decorate / furnish your home? [Select all that apply] by Demographic																												
		Age						Generation						Gender			Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Friends / family members' homes	0.3115	0.362745	0.388724	0.373457	0.269592	0.286145	0.239669	0.382979	0.375887	0.272727	0.246018	0.234043	0.5	0.307246	0.314854	0.428571	0.234899	0.273684	0.390152	0.333333	0.421525	0.267857	0.32716	0.255396	0.262857	0.263158	0.289157	0.335404
Social media (e.g., Pinterest, TikTok, Instagram etc)	0.3095	0.598039	0.602374	0.466049	0.253918	0.123494	0.0433884	0.6231	0.501773	0.206061	0.0460177	0.0638298	0.5	0.371014	0.240586	0.571429	0.302013	0.263158	0.488636	0.17284	0.295964	0.5	0.308642	0.266187	0.262857	0.263158	0.319277	0.242236
In-store displays or showrooms	0.2925	0.254902	0.329377	0.333333	0.253918	0.319277	0.262397	0.282675	0.335106	0.276768	0.277876	0.191489	1	0.295652	0.286611	0.428571	0.288591	0.321053	0.348485	0.358025	0.309417	0.339286	0.339506	0.233813	0.24	0.252632	0.277108	0.248447
Online furniture retailers' websites/apps	0.2715	0.289216	0.367953	0.395062	0.241379	0.243976	0.152893	0.291793	0.39539	0.246465	0.171681	0.106383	0.5	0.274396	0.26569	0.571429	0.241611	0.242105	0.375	0.222222	0.304933	0.303571	0.234568	0.255396	0.24	0.242105	0.289157	0.229814
Interior Magazines	0.176	0.176471	0.25816	0.225309	0.15047	0.153614	0.117769	0.200608	0.246454	0.137374	0.129204	0.12766	0.5	0.181643	0.16841	0.285714	0.161074	0.163158	0.272727	0.17284	0.183857	0.267857	0.166667	0.122302	0.16	0.105263	0.192771	0.149068
Hotels, cafés, restaurants or other public spaces	0.1665	0.210784	0.228487	0.243827	0.159875	0.141566	0.0743802	0.218845	0.237589	0.145455	0.0920354	0.0638298	0.5	0.15942	0.172594	0.285714	0.167785	0.126316	0.253788	0.135802	0.246637	0.178571	0.148148	0.111511	0.125714	0.0736842	0.174699	0.173913
AI tools (e.g. ChatGPT)	0.1405	0.20098	0.281899	0.228395	0.0909091	0.063253	0.0433884	0.234043	0.242908	0.0868687	0.040708	0.0212766	0	0.136232	0.144351	0.285714	0.114094	0.121053	0.208333	0.0864198	0.170404	0.339286	0.123457	0.100719	0.137143	0.0842105	0.144578	0.111801
None of the above	0.309	0.0490196	0.130564	0.169753	0.369906	0.406627	0.528926	0.0699088	0.166667	0.379798	0.507965	0.553191	0	0.276329	0.34728	0	0.362416	0.342105	0.113636	0.333333	0.300448	0.196429	0.302469	0.352518	0.382857	0.389474	0.307229	0.385093
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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7. When you see a home décor or furniture trend you like on social media (e.g., on TikTok, Pinterest, Instagram etc), what is typically your immediate next step? [Select best match] by Demographic																												
		Age						Generation						Gender			Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Save it to a board/saved list	0.455574	0.516393	0.517241	0.476821	0.283951	0.292683	0.333333	0.517073	0.491166	0.27451	0.346154	0	0	0.445312	0.473913	0.5	0.511111	0.42	0.465116	0.357143	0.439394	0.464286	0.52	0.378378	0.456522	0.36	0.490566	0.538462
Search second-hand marketplaces for a cheaper pre-loved version	0.232633	0.229508	0.211823	0.251656	0.259259	0.243902	0.190476	0.209756	0.243816	0.245098	0.230769	0.333333	0	0.221354	0.256522	0	0.2	0.4	0.271318	0.357143	0.227273	0.285714	0.18	0.121622	0.195652	0.2	0.169811	0.282051
I typically do not do anything	0.137318	0.057377	0.0935961	0.13245	0.283951	0.268293	0.238095	0.0682927	0.120141	0.303922	0.192308	0.333333	0	0.164062	0.0913043	0.25	0.155556	0.06	0.100775	0.142857	0.106061	0.0714286	0.12	0.27027	0.130435	0.24	0.169811	0.102564
Try to upcycle something I already own	0.0694669	0.0737705	0.0591133	0.0662252	0.0740741	0.0731707	0.142857	0.0829268	0.04947	0.0784314	0.115385	0.333333	0	0.0729167	0.0608696	0.25	0.0222222	0.06	0.0620155	0.0714286	0.0909091	0	0.08	0.108108	0.0652174	0.08	0.0943396	0.0512821
Buy it new immediately	0.0565428	0.057377	0.0689655	0.0463576	0.0493827	0.0731707	0	0.0682927	0.0565371	0.0392157	0.0384615	0	0	0.0390625	0.0869565	0	0.0666667	0.04	0.0775194	0.0714286	0.030303	0.142857	0.06	0.027027	0.0652174	0.04	0.0566038	0.025641
Other	0.0290792	0.0491803	0.0197044	0.013245	0.0246914	0.0487805	0.0952381	0.0390244	0.0141343	0.0392157	0.0769231	0	1	0.0364583	0.0130435	0	0	0	0.0155039	0	0.0909091	0.0357143	0.04	0.027027	0.0869565	0.04	0	0
N/A – I never like any décor or furniture trend(s) on social media	0.0193861	0.0163934	0.0295567	0.013245	0.0246914	0	0	0.0146341	0.024735	0.0196078	0	0	0	0.0208333	0.0173913	0	0.0444444	0.02	0.00775194	0	0.0151515	0	0	0.0675676	0	0.04	0.0188679	0
Column n	619	122	203	151	81	41	21	205	283	102	26	3	1	384	230	4	45	50	129	14	66	28	50	74	46	25	53	39
(c) OnePoll 2026; base n = 619; total n = 2000; 1381 missing																												
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8. When shopping for second-hand furniture, décor and/or home accessories, which of the following best describes your approach? [Select one] by Demographic																												
		Age						Generation						Gender			Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
I usually browse for inspiration and ideas	0.303433	0.409091	0.267016	0.313253	0.326087	0.270073	0.273292	0.361702	0.281356	0.31401	0.276382	0.214286		0.294949	0.313433	0.333333	0.287671											

Demographic Tables (continued)

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9. Where do you most frequently discover ideas and inspiration for buying or upcycling pre-loved furniture? [Select up to three] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire an the Humber
Friends/Family	0.300763	0.348485	0.330935	0.355372	0.301887	0.247619	0.228814	0.352	0.336449	0.266234	0.24183	0.333333		0.296512	0.308197	0.166667	0.207547	0.266667	0.294737	0.142857	0.449275	0.375	0.365854	0.325301	0.210526	0.4	0.237288	0.321429
Instagram	0.29313	0.484848	0.496403	0.504132	0.207547	0.0571429	0.0169492	0.496	0.481308	0.149351	0.0261438	0		0.30814	0.272131	0.5	0.226415	0.266667	0.463158	0.380952	0.318841	0.5625	0.146341	0.277108	0.175439	0.233333	0.288136	0.25
Pinterest	0.253435	0.454545	0.417266	0.31405	0.169811	0.142857	0.059322	0.432	0.345794	0.188312	0.0588235	0		0.299419	0.2	0.333333	0.301887	0.226667	0.4	0.333333	0.246377	0.5	0.121951	0.168675	0.298246	0.133333	0.20339	0.196429
YouTube	0.20916	0.242424	0.309353	0.338843	0.160377	0.0761905	0.101695	0.256	0.345794	0.0974026	0.0980392	0.1111111		0.125	0.301639	0.333333	0.132075	0.186667	0.284211	0.190476	0.231884	0.25	0.365854	0.168675	0.192982	0.233333	0.186441	0.125
TikTok	0.196947	0.530303	0.374101	0.190083	0.132075	0.047619	0	0.496	0.242991	0.0909091	0.00653595	0		0.200581	0.193443	0.166667	0.188679	0.146667	0.421053	0.190476	0.246377	0.1875	0.146341	0.120482	0.0877193	0.2	0.169492	0.125
Facebook Groups	0.189313	0.166667	0.28777	0.22314	0.245283	0.12381	0.059322	0.24	0.242991	0.194805	0.0718954	0.1111111		0.200581	0.180328	0	0.150943	0.2	0.147368	0.190476	0.173913	0.25	0.170732	0.192771	0.210526	0.266667	0.186441	0.232143
Other, please specify	0.0610687	0.0151515	0.00719424	0.0330579	0.0377358	0.114286	0.152542	0.008	0.0280374	0.0454545	0.163399	0.1111111		0.0697674	0.052459	0	0.132075	0.0666667	0.0210526	0	0.0724638	0	0.0487805	0.0843373	0.105263	0.0666667	0	0.0714286
Not sure / nowhere in particular	0.282443	0	0.0863309	0.140496	0.386792	0.495238	0.533898	0.032	0.130841	0.441558	0.529412	0.4444444		0.273256	0.295082	0.166667	0.320755	0.32	0.105263	0.380952	0.188406	0.125	0.292683	0.301205	0.385965	0.233333	0.40678	0.375
Column n	655	66	139	121	106	105	118	125	214	154	153	9	0	344	305	6	53	75	95	21	69	16	41	83	57	30	59	56
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing																												
Back to TOC																												
10a. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? Vintage/antique lighting by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.248731	0.481481	0.259259	0.333333	0.192308	0.173913	0.0322581	0.377358	0.291667	0.205882	0.0294118	0		0.174757	0.333333	0	0.25	0.357143	0.326087	0	0.421053	0.2	0.181818	0.142857	0.047619	0.166667	0.263158	0.333333
Remained the same	0.51269	0.444444	0.574074	0.416667	0.576923	0.608696	0.451613	0.509434	0.513889	0.5	0.529412	0.5		0.524272	0.494624	1	0.4375	0.5	0.565217	0.428571	0.368421	0.8	0.636364	0.571429	0.380952	0.5	0.578947	0.5
Decreased	0.13198	0.037037	0.0925926	0.138889	0.115385	0.130435	0.290323	0.0377358	0.125	0.176471	0.235294	0.25		0.174757	0.0860215	0	0.1875	0.0714286	0.0869565	0.285714	0.157895	0	0.0909091	0.0952381	0.285714	0.166667	0.105263	0.0833333
N/A – I have never bought this	0.106599	0.037037	0.0740741	0.1111111	0.115385	0.0869565	0.225806	0.0754717	0.0694444	0.117647	0.205882	0.25		0.126214	0.0860215	0	0.125	0.0714286	0.0217391	0.285714	0.0526316	0	0.0909091	0.190476	0.285714	0.166667	0.0526316	0.0833333
Column n	197	27	54	36	26	23	31	53	72	34	34	4	0	103	93	1	16	14	46	7	19	5	11	21	21	6	19	12
(c) OnePoll 2026; base n = 197; total n = 2000; 1803 missing																												
Back to TOC																												
10b. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? furniture (sofas, tables, chairs, bedframes, cabinets) by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.245802	0.393939	0.388489	0.231405	0.226415	0.180952	0.0847458	0.424	0.271028	0.220779	0.0980392	0.1111111		0.244186	0.24918	0.166667	0.264151	0.306667	0.315789	0.190476	0.318841	0.25	0.170732	0.180723	0.175439	0.166667	0.288136	0.178571
Remained the same	0.560305	0.439394	0.482014	0.619835	0.632075	0.561905	0.59322	0.408	0.584112	0.642857	0.581699	0.333333		0.561047	0.554098	0.833333	0.528302	0.493333	0.536842	0.333333	0.463768	0.4375	0.585366	0.614458	0.666667	0.733333	0.576271	0.642857
Decreased	0.149618	0.0909091	0.0863309	0.123967	0.132075	0.228571	0.228814	0.088	0.126168	0.116883	0.261438	0.222222		0.162791	0.137705	0	0.169811	0.186667	0.105263	0.380952	0.188406	0.1875	0.170732	0.120482	0.140351	0.0666667	0.135593	0.107143
N/A – I have never bought this	0.0442748	0.0757576	0.0431655	0.0247934	0.00943396	0.0285714	0.0932203	0.08	0.0186916	0.0194805	0.0588235	0.333333		0.0319767	0.0590164	0	0.0377358	0.0133333	0.0421053	0.0952381	0.0289855	0.125	0.0731707	0.0843373	0.0175439	0.		

Demographic Tables (continued)

Back to TOC																												
10c. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? soft furnishings (curtains, rugs, cushions) by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.122625	0.31383	0.197324	0.153061	0.0769231	0.0381944	0.0445026	0.298658	0.15098	0.0599078	0.0457516	0		0.125137	0.120879	0	0.0942029	0.150602	0.252174	0.0615385	0.166667	0.0851064	0.0839695	0.060241	0.0921053	0.0769231	0.122449	0.0915493
Remained the same	0.415083	0.404255	0.48495	0.486395	0.472028	0.381944	0.293194	0.409396	0.501961	0.440092	0.311547	0.25		0.416026	0.410256	0.857143	0.405797	0.337349	0.430435	0.353846	0.359375	0.531915	0.465649	0.429719	0.467105	0.435897	0.44898	0.380282
Decreased	0.0972942	0.0957447	0.123746	0.0918367	0.0629371	0.0902778	0.112565	0.11745	0.0921569	0.0691244	0.11329	0.138889		0.106476	0.0879121	0	0.115942	0.108434	0.104348	0.215385	0.0885417	0.148936	0.0687023	0.0682731	0.105263	0.0512821	0.0680272	0.119718
N/A – I have never bought this	0.364997	0.18617	0.19398	0.268707	0.388112	0.489583	0.549738	0.174497	0.254902	0.430876	0.529412	0.611111		0.35236	0.380952	0.142857	0.384058	0.403614	0.213043	0.369231	0.385417	0.234043	0.381679	0.441767	0.335526	0.435897	0.360544	0.408451
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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10d. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? home accessories / décor (lamps, picture frames, mirrors, vases) by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.145653	0.329787	0.237458	0.176871	0.0979021	0.0694444	0.052356	0.318792	0.186275	0.0760369	0.0631808	0.0277778		0.154775	0.136752	0	0.130435	0.138554	0.243478	0.123077	0.192708	0.170213	0.145038	0.108434	0.105263	0.0512821	0.14966	0.105634
Remained the same	0.495682	0.420213	0.528428	0.557823	0.562937	0.479167	0.421466	0.456376	0.545098	0.543779	0.429194	0.388889		0.49067	0.496947	1	0.442029	0.487952	0.504348	0.338462	0.40625	0.595745	0.51145	0.51004	0.552632	0.538462	0.55102	0.521127
Decreased	0.100748	0.0851064	0.110368	0.0918367	0.0384615	0.104167	0.151832	0.0939597	0.0941176	0.0599078	0.152505	0.0833333		0.107574	0.0940171	0	0.15942	0.108434	0.113043	0.184615	0.09375	0.0851064	0.0839695	0.0803213	0.0460526	0.0641026	0.0952381	0.126761
N/A – I have never bought this	0.257916	0.164894	0.123746	0.173469	0.300699	0.347222	0.374346	0.130872	0.17451	0.320276	0.35512	0.5		0.246981	0.272283	0	0.268116	0.26506	0.13913	0.353846	0.307292	0.148936	0.259542	0.301205	0.296053	0.346154	0.204082	0.246479
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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10e. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? storage & organisation systems (storage boxes and baskets, desk organisers) by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.127807	0.276596	0.234114	0.156463	0.0909091	0.0451389	0.039267	0.271812	0.178431	0.0737327	0.0392157	0		0.126235	0.129426	0.142857	0.057971	0.13253	0.230435	0.138462	0.135417	0.191489	0.10687	0.0722892	0.0986842	0.0897436	0.163265	0.119718
Remained the same	0.437536	0.446809	0.481605	0.513605	0.472028	0.420139	0.327225	0.45302	0.503922	0.447005	0.35512	0.305556		0.43798	0.434676	0.714286	0.405797	0.445783	0.452174	0.338462	0.416667	0.446809	0.427481	0.425703	0.473684	0.512821	0.421769	0.471831
Decreased	0.0823258	0.101064	0.090301	0.0748299	0.0594406	0.0763889	0.0942408	0.0973154	0.0843137	0.0576037	0.0936819	0.0833333		0.079034	0.0866911	0	0.108696	0.10241	0.104348	0.107692	0.0833333	0.0638298	0.0687023	0.0682731	0.0657895	0.0384615	0.0952381	0.056338
N/A – I have never bought this	0.352332	0.175532	0.19398	0.255102	0.377622	0.458333	0.539267	0.177852	0.233333	0.421659	0.511983	0.611111		0.356751	0.349206	0.142857	0.427536	0.319277	0.213043	0.415385	0.364583	0.297872	0.396947	0.433735	0.361842	0.358974	0.319728	0.352113
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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Demographic Tables (continued)

Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? kitchen accessories by Demographic																												
		Age						Generation					Gender		Region													
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.104778	0.223404	0.214047	0.132653	0.0524476	0.02777778	0.0366492	0.224832	0.158824	0.0414747	0.0326797	0.02777778		0.0976948	0.112332	0.142857	0.0434783	0.10241	0.230435	0.0769231	0.135417	0.106383	0.122137	0.0562249	0.0460526	0.0641026	0.142857	0.0492958
Remained the same	0.410478	0.43617	0.421405	0.479592	0.475524	0.375	0.314136	0.439597	0.445098	0.447005	0.331155	0.25		0.42371	0.391941	0.857143	0.398551	0.36747	0.417391	0.323077	0.385417	0.446809	0.366412	0.425703	0.5	0.435897	0.401361	0.43662
Decreased	0.0892343	0.0691489	0.130435	0.0884354	0.0734266	0.0763889	0.0890052	0.100671	0.0960784	0.078341	0.0827887	0.1111111		0.0889133	0.0903541	0	0.123188	0.0843373	0.1	0.138462	0.078125	0.148936	0.0610687	0.0883534	0.0657895	0.025641	0.0952381	0.0985915
N/A – I have never bought this	0.395509	0.271277	0.234114	0.29932	0.398601	0.520833	0.560209	0.234899	0.3	0.43318	0.553377	0.6111111		0.389682	0.405372	0	0.434783	0.445783	0.252174	0.461538	0.401042	0.297872	0.450382	0.429719	0.388158	0.474359	0.360544	0.415493
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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10g. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? - Second-hand / pre-loved garden equipment by Demographic																												
		Age						Generation					Gender		Region													
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Increased	0.109384	0.180851	0.183946	0.166667	0.0629371	0.0555556	0.0471204	0.177852	0.180392	0.0506912	0.043573	0.0833333		0.0987925	0.1221	0	0.0942029	0.120482	0.178261	0.123077	0.109375	0.12766	0.129771	0.064257	0.105263	0.0512821	0.108844	0.084507
Remained the same	0.377087	0.388298	0.438127	0.397959	0.433566	0.340278	0.293194	0.412752	0.405882	0.400922	0.318083	0.138889		0.363337	0.394383	0.142857	0.369565	0.391566	0.443478	0.230769	0.322917	0.617021	0.312977	0.349398	0.368421	0.5	0.408163	0.338028
Decreased	0.0708117	0.0957447	0.090301	0.0714286	0.0664336	0.0416667	0.0680628	0.0838926	0.0823529	0.0576037	0.0631808	0.0555556		0.0680571	0.0744811	0	0.0869565	0.0481928	0.0913043	0.0769231	0.0625	0.0425532	0.0458015	0.0763052	0.0723684	0.0641026	0.0816327	0.0704225
N/A – I have never bought this	0.442717	0.335106	0.287625	0.363946	0.437063	0.5625	0.591623	0.325503	0.331373	0.490783	0.575163	0.722222		0.469813	0.409035	0.857143	0.449275	0.439759	0.286957	0.569231	0.505208	0.212766	0.51145	0.51004	0.453947	0.384615	0.401361	0.507042
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
Back to TOC																												
11. What, if any, specific second-hand goods would you like to see more of in the market currently? [Select all that apply] by Demographic																												
		Age						Generation					Gender		Region													
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Storage and organisation furniture	0.200345	0.218085	0.257525	0.265306	0.202797	0.166667	0.120419	0.238255	0.256863	0.186636	0.126362	0.194444		0.217344	0.18315	0	0.137681	0.198795	0.256522	0.138462	0.203125	0.319149	0.229008	0.192771	0.164474	0.217949	0.217687	0.15493
Home appliances	0.16753	0.202128	0.334448	0.207483	0.111888	0.09375	0.0863874	0.268456	0.241176	0.108295	0.0762527	0.166667		0.151482	0.184371	0.285714	0.15942	0.156627	0.295652	0.153846	0.161458	0.446809	0.10687	0.120482	0.118421	0.0769231	0.183673	0.126761
Decoration	0.166955	0.276596	0.277592	0.221088	0.164336	0.0763889	0.0549738	0.275168	0.243137	0.126728	0.0588235	0.0555556		0.184413	0.147741	0.142857	0.123188	0.168675	0.282609	0.138462	0.15625	0.297872	0.167939	0.140562	0.111842	0.128205	0.170068	0.126761
Bedroom furniture	0.161197	0.281915	0.237458	0.217687	0.146853	0.09375	0.0602094	0.315436	0.196078	0.119816	0.0697168	0.0555556		0.16685	0.153846	0.285714	0.15942	0.162651	0.									

Demographic Tables (continued)

	1737	188	299	294	286	288	382	298		510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																													
Back to TOC																													
12. What, if anything, are your main design motivators when shopping for pre-owned furniture? [Select up to three] by Demographic																													
		Age						Generation					Gender					Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	
Creating a high-end look on a budget	0.374046	0.378788	0.517986	0.438017	0.349057	0.257143	0.262712	0.448	0.462617	0.337662	0.24183	0.111111		0.424419	0.321311	0.166667	0.415094	0.32	0.494737	0.333333	0.42029	0.5	0.243902	0.385542	0.333333	0.266667	0.389831	0.285714	
Hunting for discontinued/retro classic designs	0.29771	0.242424	0.374101	0.380165	0.264151	0.257143	0.220339	0.32	0.364486	0.25974	0.235294	0.111111		0.302326	0.285246	0.666667	0.188679	0.306667	0.315789	0.333333	0.275362	0.375	0.365854	0.385542	0.280702	0.133333	0.338983	0.232143	
Matching existing home sets	0.294656	0.333333	0.338129	0.256198	0.216981	0.314286	0.313559	0.368	0.261682	0.246753	0.333333	0.222222		0.31686	0.27541	0	0.358491	0.333333	0.305263	0.285714	0.347826	0.3125	0.292683	0.192771	0.245614	0.266667	0.322034	0.285714	
Finding pre-assembled items	0.238168	0.257576	0.244604	0.280992	0.169811	0.314286	0.169492	0.248	0.266355	0.201299	0.24183	0		0.212209	0.265574	0.333333	0.150943	0.186667	0.315789	0.285714	0.275362	0.3125	0.268293	0.240964	0.157895	0.266667	0.169492	0.285714	
Customising/painting/hacking pieces	0.192366	0.212121	0.323741	0.256198	0.0943396	0.114286	0.118644	0.264	0.275701	0.103896	0.117647	0		0.186047	0.193443	0.5	0.113208	0.186667	0.242105	0.238095	0.217391	0.375	0.268293	0.120482	0.22807	0.133333	0.152542	0.178571	
Furnishing a rented room / house-share on a budget	0.160305	0.166667	0.273381	0.214876	0.160377	0.0380952	0.0762712	0.192	0.252336	0.116883	0.0522876	0.111111		0.165698	0.157377	0	0.113208	0.106667	0.221053	0.285714	0.304348	0.1875	0.170732	0.0722892	0.175439	0.1	0.0508475	0.196429	
Finding compact furniture for smaller apartment	0.158779	0.181818	0.244604	0.198347	0.198113	0.0571429	0.059322	0.256	0.196262	0.142857	0.0392157	0.222222		0.127907	0.190164	0.333333	0.0943396	0.106667	0.242105	0.0952381	0.188406	0.4375	0.097561	0.192771	0.105263	0.1	0.152542	0.142857	
Other, please specify	0.0244275	0.0151515	0.0143885	0.00826446	0.0188679	0.0285714	0.059322	0.016	0.00934579	0.025974	0.0457516	0.111111		0.0261628	0.0229508	0	0.0754717	0	0.0210526	0	0	0	0.0487805	0.0361446	0.0350877	0	0.0338983	0.0178571	
Not sure / no motivator in particular	0.183206	0.0606061	0.0647482	0.107438	0.292453	0.228571	0.330508	0.056	0.107477	0.253247	0.313725	0.333333		0.15407	0.219672	0	0.207547	0.24	0.0631579	0.142857	0.101449	0	0.121951	0.192771	0.263158	0.366667	0.254237	0.232143	
Column n	655	66	139	121	106	105	118	125	214	154	153	9	0	344	305	6	53	75	95	21	69	16	41	83	57	30	59	56	
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing																													
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13. When deciding to buy second-hand furniture, which, if any, factor is your primary deciding driver? [Select one] by Demographic																													
		Age						Generation					Gender					Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	
Saving money / affordability	0.531298	0.530303	0.517986	0.561983	0.518868	0.580952	0.483051	0.528	0.523364	0.584416	0.496732	0.444444		0.517442	0.554098	0.166667	0.584906	0.48	0.494737	0.428571	0.565217	0.5	0.463415	0.506024	0.614035	0.566667	0.576271	0.553571	
Finding unique/discontinued style	0.198473	0.257576	0.201439	0.173554	0.198113	0.171429	0.211864	0.216	0.196262	0.181818	0.202614	0.222222		0.209302	0.186885	0.166667	0.226415	0.253333	0.305263	0.380952	0.115942	0.25	0.243902	0.144578	0.192982	0.133333	0.101695	0.125	
Reducing environmental impact / keeping items out of landfill	0.122137	0.0606061	0.122302	0.132231	0.132075	0.114286	0.144068	0.112	0.130841	0.0974026	0.143791	0.111111		0.133721	0.101639	0.5	0.0566038	0.08	0.105263	0.0952381	0.217391	0.0625	0.097561	0.180723	0.105263	0.0666667	0.152542	0.125	
Immediate local availability	0.11145	0.151515	0.143885	0.115702	0.0849057	0.0952381	0.0847458	0.144	0.121495	0.0974026	0.0915033	0		0.113372	0.108197	0.166667	0.0754717	0.133333	0.0947368	0.0952381	0.0869565	0.1875	0.146341	0.13253	0.0526316	0.133333	0.118644	0.142857	
None of the above	0.0366412	0	0.0143885	0.0165289	0.0660377	0.0380952	0.0762712	0	0.0280374	0.038961	0.0653595	0.222222		0.0261628	0.0491803	0	0.0566038	0.0533333	0	0	0.0144928	0	0.0487805	0.0361446	0.0350877	0.1	0.0508475	0.0535714	
Column n	655	66	139	121	106	105	118	125	214	154	153	9	0	344	305	6	53	75	95	21	69	16	41	83	57	30	59	56	
(c) OnePoll 2026; base n = 655; total n = 2000; 1345 missing																													
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Demographic Tables (continued)

N/A – I have never had a failed DIY attempt	0.28	0.147059	0.189911	0.216049	0.31348	0.373494	0.355372	0.158055	0.216312	0.341414	0.350442	0.404255	0.5	0.28599	0.271967	0.428571	0.315436	0.310526	0.185606	0.37037	0.255605	0.196429	0.253086	0.323741	0.274286	0.357895	0.26506	0.310559
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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15. How, if at all, has your perception of the quality of second-hand furniture, décor and/or accessories changed over the past 2 years? by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
I'm now more confident in second-hand quality	0.1675	0.308824	0.272997	0.188272	0.125392	0.111446	0.0867769	0.322188	0.205674	0.117172	0.0955752	0.0212766	0	0.168116	0.167364	0.142857	0.14094	0.194737	0.246212	0.160494	0.188341	0.196429	0.179012	0.104317	0.131429	0.115789	0.174699	0.15528
My perception of quality has stayed the same	0.535	0.519608	0.507418	0.583333	0.570533	0.584337	0.471074	0.522796	0.547872	0.585859	0.484956	0.531915	0	0.532367	0.537657	0.714286	0.604027	0.484211	0.496212	0.506173	0.511211	0.517857	0.555556	0.55036	0.554286	0.642105	0.560241	0.490683
I'm now more cautious about second-hand quality	0.0815	0.102941	0.0890208	0.0771605	0.0877743	0.0481928	0.088843	0.0790274	0.0921986	0.0666667	0.0831858	0.106383	0.5	0.0869565	0.0753138	0	0.0604027	0.0947368	0.140152	0.0617284	0.0672646	0.107143	0.0493827	0.0863309	0.0571429	0.0315789	0.0903614	0.0807453
Not sure / never thought about the quality	0.216	0.0686275	0.130564	0.151235	0.216301	0.256024	0.353306	0.0759878	0.154255	0.230303	0.336283	0.340426	0.5	0.21256	0.219665	0.142857	0.194631	0.226316	0.117424	0.271605	0.233184	0.178571	0.216049	0.258993	0.257143	0.210526	0.174699	0.273292
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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16. Which, if any, factor does/would influence your confidence in the quality of second-hand furniture, décor and/or accessories the most? [Select one] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Detailed photos/condition descriptions	0.284	0.323529	0.216617	0.32716	0.322884	0.292169	0.254132	0.273556	0.292553	0.319192	0.261947	0.148936	0.5	0.300483	0.264644	0.428571	0.308725	0.305263	0.234848	0.234568	0.295964	0.142857	0.277778	0.323741	0.331429	0.315789	0.271084	0.254658
Brand reputation of original manufacturer	0.1655	0.181373	0.195846	0.209877	0.122257	0.138554	0.154959	0.18845	0.202128	0.123232	0.152212	0.170213	0	0.144928	0.186192	0.428571	0.167785	0.131579	0.212121	0.246914	0.201794	0.232143	0.148148	0.147482	0.108571	0.115789	0.120482	0.198758
Seller ratings and reviews and feedback scores on local platforms	0.163	0.25	0.290801	0.179012	0.188088	0.0993976	0.053719	0.258359	0.223404	0.153535	0.0672566	0.0212766	0	0.174879	0.150628	0.142857	0.154362	0.184211	0.234848	0.135802	0.139013	0.25	0.203704	0.118705	0.137143	0.0947368	0.198795	0.111801
Return guarantees	0.162	0.171569	0.172107	0.145062	0.163009	0.195783	0.13843	0.197568	0.141844	0.177778	0.145133	0.191489	0	0.163285	0.162134	0	0.14094	0.157895	0.181818	0.148148	0.147982	0.196429	0.160494	0.151079	0.148571	0.157895	0.198795	0.167702
None of the above	0.2255	0.0735294	0.124629	0.138889	0.203762	0.274096	0.39876	0.0820669	0.140071	0.226263	0.373451	0.468085	0.5	0.216425	0.236402	0	0.228188	0.221053	0.136364	0.234568	0.215247	0.178571	0.209877	0.258993	0.274286	0.315789	0.210843	0.267081
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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17. In a typical home refresh, which, if any, of the following best describes your split between new purchases and second-hand items? [Select one] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Mostly new items (70%+)	0.267127	0.143617	0.150502	0.221088	0.300699	0.368056	0.353403	0.130872	0.209804	0.327189	0.350763	0.416667		0.276619	0.258852	0	0.253623	0.307229	0.173913	0.246154	0.333333	0.191489	0.274809	0.297189	0.276316	0.269231	0.306122	0.21831
Buy second-hand statement pieces; fill in with budget-friendly new basics	0.168682	0.297872	0.22408	0.22449	0.160839	0.111111	0.0680628	0.268456	0.217647	0.142857	0.0827887	0.0555556		0.167947	0.166056	0.571429	0.210145	0.144578	0.182609	0.2	0.177083	0.361702	0.175573	0.140562	0.118421	0.166667	0.176871	0.133803
Invest in high-quality new pieces; use second-hand for accent/decorative items	0.146229	0.234043	0.200669	0.207483	0.0874126	0.09375	0.0968586	0.224832	0.201961	0.0967742	0.0849673	0.0833333		0.135016	0.15873	0.142857	0.0724638	0.144578	0.230435	0.138462	0.140625	0.191489	0.206107	0.124498	0.0921053	0.102564	0.136054	0.15493
Mix by room (e.g., new kitchen, second-hand bedroom)	0.134715	0.12766	0.207358	0.146259	0.164336	0.100694	0.0759162	0.174497	0.154902	0.152074	0.0784314	0.0277778		0.141603	0.126984	0.142857	0.15942	0.0843373	0.186957	0.123077	0.078125	0.106383	0.114504	0.128514	0.157895	0.205128	0.0952381	0.183099
Source premium second-hand; supplement with new from discount retailers	0.0650547	0.117021	0.0735786	0.0578231	0.0629371	0.0520833	0.0497382	0.0939597	0.0686275	0.0506912	0.0610022	0		0.0592755	0.0720391	0	0.0362319	0.0722892	0.0956522	0.0461538	0.0625	0.0212766	0.0610687	0.0682731	0.0526316	0.025641	0.0816327	0.0774648

Demographic Tables (continued)

Mostly second-hand items (70%+)	0.0408751	0.0265957	0.0334448	0.0408163	0.0314685	0.0555556	0.0497382	0.033557	0.0333333	0.0460829	0.0457516	0.0833333		0.050494	0.029304	0.142857	0.0652174	0.0662651	0.0347826	0.0615385	0.046875	0.0638298	0.0305344	0.0240964	0.0526316	0.025641	0.0408163	0.00704225
None of the above	0.177317	0.0531915	0.110368	0.102041	0.192308	0.21875	0.306283	0.0738255	0.113725	0.184332	0.296296	0.333333		0.169045	0.188034	0	0.202899	0.180723	0.0956522	0.184615	0.161458	0.0638298	0.137405	0.216867	0.25	0.205128	0.163265	0.225352
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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18. What, if anything, is the biggest source of friction or debate in your household when acquiring or getting rid of furniture? [Select one] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Clutter building up	0.1535	0.151961	0.118694	0.194444	0.159875	0.180723	0.128099	0.139818	0.156028	0.171717	0.146903	0.106383	0	0.171014	0.134937	0.142857	0.161074	0.163158	0.185606	0.135802	0.112108	0.160714	0.154321	0.176259	0.16	0.126316	0.114458	0.15528
Struggling to transport large items	0.1215	0.137255	0.151335	0.135802	0.122257	0.108434	0.0929752	0.133739	0.147163	0.121212	0.0938053	0.0638298	0.5	0.117874	0.124477	0.142857	0.154362	0.131579	0.136364	0.0740741	0.134529	0.178571	0.141975	0.0971223	0.0685714	0.136842	0.108434	0.124224
Struggling to arrange transport/van collection for large items	0.1015	0.127451	0.145401	0.117284	0.0877743	0.0753012	0.0764463	0.142857	0.12234	0.0787879	0.0761062	0.106383	0	0.0985507	0.104603	0.142857	0.100671	0.0736842	0.102273	0.0740741	0.0986547	0.178571	0.17284	0.0827338	0.102857	0.0736842	0.108434	0.0931677
Worrying about item cleanliness/condition	0.0995	0.210784	0.163205	0.12037	0.0721003	0.0722892	0.0309917	0.197568	0.132979	0.0747475	0.0389381	0	0	0.10628	0.0920502	0.142857	0.0872483	0.105263	0.17803	0.111111	0.121076	0.0357143	0.0679012	0.0647482	0.0914286	0.0421053	0.10241	0.0931677
Disagreeing on style	0.0785	0.112745	0.109792	0.0895062	0.0815047	0.0692771	0.0392562	0.100304	0.102837	0.0808081	0.0442478	0.0212766	0	0.0830918	0.0742678	0	0.0738255	0.0947368	0.0795455	0.0987654	0.0538117	0.0535714	0.104938	0.0791367	0.0685714	0.0421053	0.0843373	0.0931677
Flatpack assembly arguments	0.056	0.0637255	0.0652819	0.0895062	0.0658307	0.0391566	0.0289256	0.0638298	0.0780142	0.0585859	0.0300885	0.0212766	0	0.0521739	0.0606695	0	0.033557	0.0631579	0.0643939	0.0246914	0.058296	0.107143	0.0802469	0.0431655	0.0457143	0.0526316	0.0662651	0.0496894
Other, please specify	0.003	0	0	0.00308642	0.0031348	0.00301205	0.00619835	0	0.00177305	0.0020202	0.00707965	0	0	0.00289855	0.00313808	0	0.00671141	0.00526316	0.00378788	0	0	0	0	0.0107914	0	0	0	0
N/A – not applicable	0.3865	0.196078	0.246291	0.25	0.407524	0.451807	0.597107	0.221884	0.258865	0.412121	0.562832	0.680851	0.5	0.368116	0.405858	0.428571	0.38255	0.363158	0.25	0.481481	0.421525	0.285714	0.277778	0.446043	0.462857	0.526316	0.415663	0.391304
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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19. Which, if any, of the following life events has ever triggered you to shop second-hand? [Select all that apply] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Cost-of-living pressures	0.322395	0.335106	0.441472	0.35034	0.318182	0.288194	0.230366	0.372483	0.378431	0.320276	0.244009	0.138889		0.347969	0.29304	0.428571	0.311594	0.295181	0.356522	0.261538	0.3125	0.468085	0.358779	0.289157	0.282895	0.205128	0.380952	0.373239
Environmental/sustainability awakening	0.165227	0.164894	0.22408	0.231293	0.153846	0.107639	0.120419	0.191275	0.227451	0.138249	0.108932	0.111111		0.17124	0.155067	0.571429	0.173913	0.162651	0.208696	0.138462	0.182292	0.255319	0.183206	0.15261	0.118421	0.102564	0.142857	0.161972
Moving home / moving between rental properties / house-shares	0.164076	0.143617	0.250836	0.227891	0.13986	0.111111	0.115183	0.194631	0.235294	0.124424	0.106754	0.111111		0.158068	0.169719	0.285714	0.137681	0.120482	0.213043	0.230769	0.182292	0.212766	0.167939	0.168675	0.197368	0.0897436	0.142857	0.105634
Furnishing first home as a First-Time Buyer	0.150259	0.132979	0.240803	0.173469	0.129371	0.125	0.104712	0.154362	0.207843	0.124424	0.111111	0.111111		0.147091	0.153846	0.142857	0.188406	0.180723	0.178261	0.153846	0.161458	0.170213	0.129771	0.128514	0.0986842	0.115385	0.122449	0.169014
Hobby/interest shift (e.g., new garden project)	0.146229	0.207447	0.207358	0.156463	0.108392	0.114583	0.112565	0.204698	0.17451	0.103687	0.115468	0.166667		0.136114	0.156288	0.285714	0.137681	0.13253	0.178261	0.107692	0.145833	0.255319	0.183206	0.104418	0.138158	0.128205	0.14966	0.15493
Downsizing/decluttering	0.137018	0.138298	0.180602	0.132653	0.136364	0.118056	0.120419	0.154362	0.152941	0.124424	0.122004	0.111111		0.140505	0.130647	0.428571	0.123188	0.126506	0.182609	0.153846	0.145833	0.234043	0.0916031	0.128514	0.144737	0.0897436	0.115646	0.133803
Having children	0.108233	0.0744681	0.143813	0.204082	0.108392	0.0659722	0.0549738	0.0771812	0.192157	0.0898618	0.0588235	0.0277778		0.119649	0.0964591	0	0.101449	0.10241	0.126087	0.138462	0.114583	0.170213	0.122137	0.108434	0.0592105	0.0641026	0.122449	0.0985915
Getting married or moving in with a partner	0.0932642	0.111702	0.12709	0.115646	0.0594406	0.0659722	0.0863874	0.110738	0.123529	0.0576037	0.0827887	0.0833333		0.0779363	0.111111	0	0.101449	0.13253	0.108696	0.0307692	0.0833333	0.170213	0.0992366	0.060241	0.0657895	0.166667	0.0884354	0.0774648
Starting university/first independent home	0.0915371	0.218085	0.150502	0.0816327	0.0839161	0.0416667	0.0340314	0.221477	0.0960784	0.0599078	0.0392157	0		0.0867179	0.0964591	0.142857	0.0434783	0.060241	0.147826	0.138462	0.078125	0.191489	0.0610687	0.0923695	0.0592105	0.0512821	0.102041	0.119718
Upgrading/furnishing bedroom while living with parents	0.0748417	0.132979	0.147157	0.0986395	0.0629371	0.0347222	0.0104712	0.154362	0.109804	0.0437788	0.0152505	0.0555556		0.0526894	0.0989011	0.142857	0.057971	0.0903614	0.152174	0.0923077	0.046875	0.0425532	0.0763359	0.0522088	0.0657895	0.0128205	0.047619	0.0985915
Career change/redundancy	0.0604491	0.0797872	0.083612	0.0748299	0.0769231	0.0347222	0.0287958	0.0805369	0.0843137	0.0576037	0.0261438	0.0277778		0.0581778	0.0634921	0	0.0144928	0.0542169	0.1	0.0769231	0.0520833	0.0638298	0.0610687	0.0522088	0.0394737	0.0641026	0.0952381	0.0492958
Divorce or relationship breakdown	0.0518135	0.0531915	0.0434783	0.0442177	0.048951	0.0590278	0.0602094	0.0503356	0.0431373	0.062212	0.0544662	0.0277778		0.0614709	0.041514	0	0.0434783	0.0301205	0.0391304	0.0769231	0.0625	0.0425532	0.0534351	0.0361446	0.0921053	0.0641026	0.0748299	0.0352113
None of the above	0.292458	0.154255	0.137124	0.22449	0.300699	0.423611	0.429319	0.154362	0.198039	0.331797	0.437908	0.444444		0.271131	0.318681	0	0.318841	0.349398	0.165217	0.292308	0.322917	0.148936	0.267176	0.317269	0.368421	0.397436	0.231293	0.316901
Column n	1737	188	299	294	286	288	382	298	510	434	459	36	0	911	819	7	138	166	230	65	192	47	131	249	152	78	147	142
(c) OnePoll 2026; base n = 1737; total n = 2000; 263 missing																												
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Demographic Tables (continued)

	Age							Generation					Gender			Region																		
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber						
Within 2 miles	0.0745	0.122549	0.0830861	0.0864198	0.0689655	0.0512048	0.0599174	0.109422	0.0833333	0.0606061	0.0637168	0	0	0.07343	0.0732218	0.428571	0.0536913	0.0684211	0.136364	0.0740741	0.0672646	0.0535714	0.0864198	0.057554	0.0742857	0.0631579	0.0421687	0.0745342						
2-5 miles	0.1765	0.352941	0.240356	0.17284	0.141066	0.138554	0.109504	0.316109	0.196809	0.131313	0.120354	0.106383	0	0.191304	0.161088	0.142857	0.127517	0.152632	0.253788	0.222222	0.165919	0.142857	0.222222	0.125899	0.182857	0.157895	0.168675	0.180124						
6-10 miles	0.234	0.279412	0.296736	0.305556	0.213166	0.204819	0.157025	0.273556	0.301418	0.214141	0.164602	0.191489	0	0.219324	0.251046	0.142857	0.255034	0.226316	0.284091	0.111111	0.233184	0.232143	0.179012	0.230216	0.245714	0.221053	0.271084	0.223602						
11-15 miles	0.119	0.0833333	0.139466	0.145062	0.115987	0.13253	0.0950413	0.115502	0.134752	0.129293	0.106195	0	0	0.114976	0.124477	0	0.107383	0.152632	0.121212	0.0987654	0.147982	0.107143	0.0802469	0.140288	0.0914286	0.0842105	0.114458	0.118012						
16+ miles	0.1645	0.0637255	0.109792	0.166667	0.222571	0.231928	0.159091	0.0820669	0.14539	0.230303	0.176991	0.12766	0	0.164251	0.165272	0.142857	0.255034	0.184211	0.0454545	0.148148	0.125561	0.285714	0.191358	0.201439	0.177143	0.221053	0.168675	0.130435						
N/A – I would not be willing to travel any distance	0.2315	0.0980392	0.130564	0.123457	0.238245	0.240964	0.419421	0.103343	0.138298	0.234343	0.368142	0.574468	1	0.236715	0.224895	0.142857	0.201342	0.215789	0.159091	0.345679	0.26009	0.178571	0.240741	0.244604	0.228571	0.252632	0.23494	0.273292						
Average (miles)	8.77456	6.31522	7.89932	8.77113	9.63169	10.0238	9.4395	6.93559	8.42695	9.9248	9.51821	9.275		8.67342	8.91228	5.08333	10.0378	9.36577	6.65991	8.24528	8.71212	10.1957	8.43089	9.77857	8.68889	9.38732	9.13386	8.41453						
Column n	1537	184	293	284	243	252	281	295	486	379	357	20	0	790	741	6	119	149	222	53	165	46	123	210	135	71	127	117						
(c) OnePoll 2026; base n = 2000																																		
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21. How much estimated value in home and garden furniture is currently sitting unused in your home? (i.e., that you no longer actively use and have no intention of using) [Select best match] by Demographic																																		
	Age							Generation					Gender			Region																		
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber						
Under £50	0.1085	0.0980392	0.0682493	0.0802469	0.115987	0.13253	0.13843	0.0942249	0.0780142	0.123232	0.129204	0.170213	0	0.113043	0.103556	0.142857	0.161074	0.0842105	0.0795455	0.111111	0.0941704	0.0714286	0.0740741	0.136691	0.125714	0.147368	0.0903614	0.130435						
£50–£149	0.107	0.166667	0.115727	0.148148	0.0877743	0.111446	0.0578512	0.161094	0.12234	0.0989899	0.0672566	0.106383	0	0.100483	0.111925	0.428571	0.0604027	0.1	0.136364	0.17284	0.0717489	0.125	0.117284	0.0935252	0.114286	0.136842	0.0963855	0.118012						
£150-£299	0.101	0.122549	0.169139	0.126543	0.0783699	0.0873494	0.0516529	0.136778	0.141844	0.0767677	0.0654867	0.0425532	0	0.0830918	0.121339	0	0.134228	0.0842105	0.151515	0.111111	0.0986547	0.125	0.0987654	0.0683453	0.0742857	0.0526316	0.13253	0.0807453						
£300-£499	0.066	0.147059	0.0712166	0.12037	0.0438871	0.0361446	0.0268595	0.118541	0.0975177	0.040404	0.0283186	0.0425532	0	0.0666667	0.0648536	0.142857	0.0469799	0.0631579	0.094697	0.0123457	0.0627803	0.0535714	0.0925926	0.057554	0.0685714	0.0421053	0.0722892	0.068323						
£500-£999	0.059	0.0833333	0.103858	0.0864198	0.0564263	0.0331325	0.018595	0.0851064	0.0992908	0.0444444	0.0212389	0	0	0.0492754	0.0700837	0	0.0604027	0.0578947	0.0871212	0.0123457	0.0627803	0.178571	0.0493827	0.0467626	0.0514286	0.0210526	0.0542169	0.0559006						
£1,000-£1,999	0.0225	0.0343137	0.041543	0.037037	0.015674	0.00903614	0.00826446	0.0395137	0.037234	0.0121212	0.00884956	0	0	0.0164251	0.0292887	0	0.0268456	0.0105263	0.0530303	0.037037	0.0134529	0.0178571	0.0123457	0.0179856	0.00571429	0.0210526	0.0180723	0.0310559						
£2,000-£4,999	0.01	0.0196078	0.0237389	0.00925926	0.00626959	0.0060241	0.00206612	0.0212766	0.0141844	0.00606061	0.00353982	0	0	0.00772947	0.0125523	0	0.00671141	0.0105263	0.0189394	0.0246914	0.0134529	0.0535714	0	0.00719424	0	0	0.0060241	0.00621118						
£5,000+	0.006	0.00980392	0.0118694	0.00617284	0.00940439	0	0.00206612	0.0121581	0.00886525	0.0040404	0.00176991	0	0.5	0.0057971	0.00523013	0	0	0.0105263	0.0189394	0	0	0.0178571	0.0123457	0.00359712	0	0	0.0060241	0						
Not sure	0.166	0.156863	0.139466	0.12037	0.231975	0.162651	0.177686	0.158055	0.12234	0.216162	0.169912	0.170213	0	0.182609	0.149582	0	0.134228	0.184211	0.155303	0.197531	0.152466	0.107143	0.179012	0.										

Demographic Tables (continued)

£2,000+	0.0095	0.00980392	0.0207715	0.0123457	0.0125392	0.0060241	0	0.0182371	0.0141844	0.00606061	0.00353982	0	0.5	0.00676329	0.0115063	0	0	0.0105263	0.0340909	0	0.0044843	0.0178571	0.0123457	0.00719424	0.00571429	0	0.0060241	0
Not sure	0.1795	0.171569	0.136499	0.135802	0.210031	0.198795	0.208678	0.158055	0.136525	0.216162	0.20177	0.191489	0	0.190338	0.169456	0	0.161074	0.205263	0.166667	0.17284	0.152466	0.232143	0.17284	0.205036	0.2	0.242105	0.138554	0.15528
N/A – there are no unused home accessories	0.336	0.151961	0.219585	0.253086	0.344828	0.400602	0.5	0.167173	0.25	0.367677	0.476106	0.531915	0.5	0.349758	0.32113	0.285714	0.328859	0.368421	0.19697	0.358025	0.390135	0.178571	0.320988	0.392086	0.4	0.378947	0.319277	0.341615
Average	275.576	300.167	367.618	302.422	281.19	173.444	162.84	326.547	330.283	227.612	175.973	103.577	2001	255.728	293.699	54.8	188.158	278.654	406.661	166.816	281.025	554.924	263.055	232.728	226.521	176.806	237.467	213.549
Column n	969	138	217	198	142	133	141	222	346	206	182	13	1	476	487	5	76	81	168	38	102	33	82	112	70	36	90	81
(c) OnePoll 2026; base n = 2000																												
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23. Where do you currently store the furniture and/or home décor items that you no longer use? [Select all that apply] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Garage or shed	0.391661	0.248649	0.387681	0.45977	0.393939	0.438914	0.387543	0.281787	0.442478	0.400576	0.40407	0.448276	1	0.343124	0.443503	0.2	0.4	0.439394	0.393805	0.396825	0.391892	0.446809	0.355932	0.4	0.380165	0.25	0.424	0.382609
Spare bedroom or storage room	0.314422	0.32973	0.362319	0.310345	0.281385	0.307692	0.294118	0.333333	0.329646	0.29683	0.293605	0.344828	0	0.303071	0.327684	0.2	0.381818	0.371212	0.323009	0.365079	0.364865	0.319149	0.347458	0.205263	0.289256	0.264706	0.296	0.295652
Attic or loft	0.295284	0.232432	0.271739	0.275862	0.372294	0.343891	0.276817	0.230241	0.289823	0.368876	0.302326	0.0689655	0	0.28972	0.303672	0	0.354545	0.25	0.278761	0.253968	0.277027	0.446809	0.305085	0.315789	0.272727	0.294118	0.256	0.330435
Under beds or in cupboards	0.226247	0.281081	0.246377	0.222222	0.220779	0.190045	0.207612	0.264605	0.24115	0.201729	0.209302	0.103448	0	0.238985	0.211864	0.4	0.281818	0.310606	0.199115	0.190476	0.297297	0.234043	0.237288	0.2	0.214876	0.161765	0.16	0.208696
Garden/outdoor space	0.134655	0.172973	0.206522	0.153257	0.116883	0.081448	0.0795848	0.199313	0.165929	0.0979827	0.0755814	0.137931	1	0.110814	0.159605	0	0.0909091	0.166667	0.212389	0.142857	0.162162	0.12766	0.135593	0.0736842	0.0743802	0.132353	0.152	0.0956522
I don't have storage space	0.124402	0.102703	0.115942	0.0957854	0.138528	0.131222	0.155709	0.109966	0.103982	0.146974	0.133721	0.206897	0	0.144192	0.101695	0.4	0.0909091	0.0833333	0.10177	0.111111	0.114865	0.0638298	0.110169	0.189474	0.140496	0.161765	0.16	0.121739
With family/friends	0.0861244	0.156757	0.130435	0.0996169	0.112554	0.0226244	0.0138408	0.158076	0.108407	0.074928	0.0116279	0.0344828	0	0.0774366	0.0960452	0	0.0545455	0.0833333	0.123894	0.0634921	0.0945946	0.106383	0.118644	0.0473684	0.0826446	0.102941	0.088	0.0608696
Other	0.0280246	0.0324324	0.0217391	0.0306513	0.00865801	0.0135747	0.0553633	0.0309278	0.0265487	0.00864553	0.0436047	0.0689655	0	0.0213618	0.0353107	0	0.0181818	0.0227273	0.039823	0	0.0337838	0.0212766	0.0169492	0.0421053	0.00826446	0.0294118	0.024	0.0434783
Column n	1463	185	276	261	231	221	289	291	452	347	344	29	1	749	708	5	110	132	226	63	148	47	118	190	121	68	125	115
(c) OnePoll 2026; base n = 1463; total n = 2000; 537 missing																												
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24. If you were to sell large home items (e.g., furniture, home décor and accessories) online, what would give you peace of mind when arranging buyer collection, if anything? [Select all that apply] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Safety verification of buyer	0.307	0.343137	0.394659	0.354938	0.30721	0.304217	0.200413	0.382979	0.358156	0.313131	0.217699	0.170213	0.5	0.31401	0.299163	0.285714	0.275168	0.342105	0.367424	0.259259	0.273543	0.375	0.333333	0.284173	0.285714	0.221053	0.325301	0.310559
In-person payment options	0.2945	0.289216	0.305638	0.342593	0.272727	0.26506	0.291322	0.264438	0.351064	0.250505	0.295575	0.276596	0	0.289855	0.299163	0.428571	0.348993	0.310526	0.306818	0.271605	0.313901	0.392857	0.246914	0.316547	0.291429	0.273684	0.216867	0.26087
Verified buyer profiles/reviews	0.2935	0.338235	0.418398	0.358025	0.285266	0.274096	0.163223	0.367781	0.381206	0.290909	0.180531	0.106383	0	0.28599	0.298117	0.857143	0.315436	0.315789	0.382576	0.222222	0.251121	0.357143	0.308642	0.26259	0.257143	0.263158	0.295181	0.267081
Professional pickup service	0.2655	0.269608	0.356083	0.339506	0.238245	0.216867	0.202479	0.306991	0.343972	0.212121	0.217699	0.170213	0.5	0.248309	0.281381	0.571429	0.201342	0.263158	0.375	0.197531	0.309417	0.339286	0.246914	0.266187	0.171429	0.189474	0.259036	0.267081
Flexible collection times	0.2525	0.328431	0.356083	0.320988	0.247649	0.225904	0.123967	0.340426	0.340426	0.232323	0.143363	0.106383	0.5	0.25314	0.248954	0.571429	0.248322	0.226316	0.306818	0.160494	0.246637	0.285714	0.222222	0.251799	0.222857	0.284211	0.301205	0.236025
Option for neutral meetup location	0.159	0.25	0.264095	0.212963	0.166144	0.0903614	0.053719	0.255319	0.239362	0.129293	0.0584071	0.0425532	0.5	0.160386	0.155858	0.285714	0.120805	0.131579	0.284091	0.111111	0.161435	0.25	0.154321	0.115108	0.16	0.147368	0.168675	0.0869565
IKEA-backed marketplace (brand trust)	0.136	0.186275	0.219585	0.234568	0.125392	0.0813253	0.035124	0.218845	0.218085	0.0949495	0.0477876	0.0638298	0	0.123671	0.149582	0.142857	0.134228	0.105263	0.246212	0.135802	0.130045	0.160714	0.117284	0.115108	0.114286	0.115789	0.0903614	0.130435
Other, please specify	0.0055	0.00490196	0	0	0.0031348	0.00903614	0.0123967	0.00303951	0	0.0040404	0.0141593	0	0	0.00289855	0.0083682	0	0.0134228	0.00526316	0.00378788	0	0.0134529	0	0	0.0143885	0	0	0	0
Not sure / nothing in particular	0.288	0.0980392	0.166172	0.154321	0.329154	0.361446	0.464876	0.112462	0.171986	0.335354	0.446018	0.510638	0.5	0.277295	0.301255	0	0.308725	0.284211	0.147727	0.382716	0.286996	0.214286	0.283951	0.298561	0.342857	0.389474	0.301205	0.335404
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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25. Do/would you find buying pre-owned furniture that has a personal history or story attached to it more or less desirable than buying new? by Demographic																												
		Age						Generation					Gender				Region											

Demographic Tables (continued)

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
MORE DESIRABLE [NET]	0.283	0.485294	0.430267	0.382716	0.23511	0.177711	0.132231	0.489362	0.381206	0.214141	0.136283	0.148936	0	0.276329	0.288703	0.571429	0.261745	0.331579	0.420455	0.271605	0.273543	0.410714	0.277778	0.223022	0.188571	0.178947	0.289157	0.26087
Much more desirable	0.07	0.156863	0.121662	0.0925926	0.0438871	0.0331325	0.0247934	0.161094	0.0992908	0.0343434	0.0247788	0	0	0.0714976	0.0669456	0.285714	0.0872483	0.0894737	0.140152	0.037037	0.0717489	0.0714286	0.0617284	0.028777	0.0342857	0.0210526	0.0903614	0.0559006
Somewhat more desirable	0.213	0.328431	0.308605	0.290123	0.191223	0.144578	0.107438	0.328267	0.281915	0.179798	0.111504	0.148936	0	0.204831	0.221757	0.285714	0.174497	0.242105	0.280303	0.234568	0.201794	0.339286	0.216049	0.194245	0.154286	0.157895	0.198795	0.204969
No difference to me	0.6075	0.426471	0.480712	0.512346	0.633229	0.725904	0.737603	0.422492	0.519504	0.678788	0.732743	0.702128	0.5	0.613527	0.60251	0.428571	0.657718	0.573684	0.443182	0.654321	0.609865	0.517857	0.604938	0.654676	0.702857	0.652632	0.608434	0.664596
Somewhat less desirable	0.0555	0.0490196	0.0652819	0.0740741	0.0532915	0.0421687	0.0495868	0.0547112	0.0691489	0.0444444	0.0513274	0.0638298	0	0.0531401	0.0585774	0	0.033557	0.0526316	0.094697	0.0123457	0.0627803	0.0178571	0.0679012	0.0467626	0.04	0.0631579	0.0722892	0.0372671
Much less desirable	0.054	0.0392157	0.0237389	0.0308642	0.0783699	0.0542169	0.0805785	0.0334347	0.0301418	0.0626263	0.079646	0.0851064	0.5	0.0570048	0.0502092	0	0.0469799	0.0421053	0.0416667	0.0617284	0.0538117	0.0535714	0.0493827	0.0755396	0.0685714	0.105263	0.0301205	0.0372671
LESS DESIRABLE [NET]	0.1095	0.0882353	0.0890208	0.104938	0.131661	0.0963855	0.130165	0.0881459	0.0992908	0.107071	0.130973	0.148936	0.5	0.110145	0.108787	0	0.0805369	0.0947368	0.136364	0.0740741	0.116592	0.0714286	0.117284	0.122302	0.108571	0.168421	0.10241	0.0745342
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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26. When purchasing furniture or home items, how much of an influence, if at all, does/would environmental impact or waste concerns affect your decisions? by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Large influence	0.111	0.127451	0.148368	0.141975	0.0940439	0.0903614	0.0826446	0.151976	0.138298	0.0909091	0.0814159	0.0638298	0	0.116908	0.103556	0.285714	0.120805	0.121053	0.155303	0.135802	0.112108	0.0892857	0.0679012	0.0935252	0.114286	0.0842105	0.114458	0.0931677
Moderate influences	0.3335	0.485294	0.421365	0.419753	0.310345	0.246988	0.225207	0.446809	0.420213	0.286869	0.223009	0.319149	0.5	0.329469	0.334728	0.714286	0.369128	0.321053	0.443182	0.209877	0.327354	0.357143	0.364198	0.284173	0.274286	0.252632	0.385542	0.310559
Small influence	0.253	0.220588	0.249258	0.237654	0.282132	0.283133	0.239669	0.243161	0.234043	0.278788	0.260177	0.191489	0	0.274396	0.232218	0	0.234899	0.252632	0.223485	0.333333	0.251121	0.285714	0.290123	0.258993	0.28	0.210526	0.246988	0.223602
No influence at all	0.203	0.0539216	0.0860534	0.123457	0.216301	0.286145	0.334711	0.0577508	0.115248	0.254545	0.323894	0.276596	0	0.165217	0.245816	0	0.201342	0.210526	0.102273	0.209877	0.206278	0.125	0.203704	0.251799	0.228571	0.284211	0.174699	0.248447
Not sure	0.0995	0.112745	0.0949555	0.0771605	0.0971787	0.0933735	0.117769	0.100304	0.0921986	0.0888889	0.111504	0.148936	0.5	0.11401	0.083682	0	0.0738255	0.0947368	0.0757576	0.111111	0.103139	0.142857	0.0740741	0.111511	0.102857	0.168421	0.0783133	0.124224
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												
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27. Which, if any, of the following moments or life events would make you likely to list furniture for sale online? [Select all that apply] by Demographic																												
		Age						Generation					Gender				Region											
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generati on Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Prefer not to say	Female	Male	Non-binary or alternative identity	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Moving home / house relocation	0.4705	0.465686	0.531157	0.512346	0.413793	0.518072	0.407025	0.492401	0.512411	0.470707	0.428319	0.319149	0.5	0.504348	0.432008	0.714286	0.483221	0.547368	0.443182	0.481481	0.461883	0.446429	0.444444	0.482014	0.445714	0.4	0.487952	0.484472
Home renovations or redecorating	0.3925	0.401961	0.551929	0.466049	0.316614	0.36747	0.295455	0.468085	0.491135	0.325253	0.325664	0.191489	0	0.413527	0.368201	0.714286	0.402685	0.415789	0.454545	0.320988	0.430493	0.464286	0.41358	0.341727	0.354286	0.326316	0.391566	0.360248
Spring cleaning (March–May)	0.2415	0.254902	0.290801	0.317901	0.260188	0.213855	0.157025	0.258359	0.317376	0.240404	0.166372	0.12766	0.5	0.241546	0.23954	0.428571	0.288591	0.247368	0.265152	0.234568	0.255605	0.267857	0.277778	0.208633	0.234286	0.157895	0.216867	0.229814
Post-Christmas decluttering (January)	0.181	0.22549	0.275964	0.259259	0.200627	0.129518	0.0661157	0.264438	0.25	0.185859	0.0725664	0.0212766	0.5	0.196135	0.164226	0.142857	0.187919	0.205263	0.253788	0.209877	0.179372	0.0892857	0.154321	0.143885	0.154286	0.115789	0.216867	0.167702
Seasonal changes (winter storage, summer refresh)	0.151	0.27451	0.267062	0.188272	0.15674	0.0753012	0.0413223	0.291793	0.218085	0.121212	0.0371681	0.0425532	0.5	0.15942	0.140167	0.285714	0.127517	0.173684	0.246212	0.123457	0.134529	0.160714	0.117284	0.111511	0.12	0.0736842	0.192771	0.161491
End of financial year / New Year resolution	0.107	0.220588	0.181009	0.17284	0.0909091	0.0391566	0.0206612	0.209726	0.175532	0.0626263	0.0247788	0.0212766	0	0.0927536	0.122385	0.142857	0.0872483	0.115789	0.204545	0.123457	0.0896861	0.196429	0.0740741	0.0611511	0.08	0.0736842	0.108434	0.0993789
Other life event (please specify)	0.011	0.00490196	0.0118694	0.0154321	0.00940439	0.0060241	0.0144628	0.0151976	0.00886525	0.010101	0.0123894	0	0	0.0125604	0.00941423	0	0.00671141	0.0157895	0.00378788	0.0123457	0.00896861	0	0.0123457	0.0179856	0.0171429	0.0105263	0.0060241	0.0124224
Not sure / I would never sell furniture online	0.2535	0.107843	0.118694	0.12963	0.31348	0.289157	0.427686	0.106383	0.134752	0.292929	0.40531	0.468085	0.5	0.227053	0.282427	0.142857	0.255034	0.178947	0.19697	0.283951	0.251121	0.267857	0.203704	0.291367	0.314286	0.326316	0.26506	0.279503
Column n	2000	204	337	324	319	332	484	329	564	495	565	47	2	1035	956	7	149	190	264	81	223	56	162	278	175	95	166	161
(c) OnePoll 2026; base n = 2000																												

4. What are the primary reasons you shop for second-hand items (e.g., clothes, furniture items, décor, accessories etc)? [Select up to three] - Other (please specify)
Books go out of print
carity shops
cheaper
Collectables
Cost
For nursery as they will get ruined anyway
I buy second hand guitars as modification platforms.
I usually buy CDs more than anything else, because the CDs are old and only available second hand. But occasionally I might buy a second hand book.
It's a way of donating to charity
Most new products are overpriced
not available new
There are more Charity Shops near me than other retail shops
To add character to my home. Avoid being fashionable and just like everyone else's decor.
To get out of print books
to help charities
To replace clothes that I can no longer purchase in the shops.
to restore or upscale
to support the charity
When i don't have the cash for new

5. What, if anything, would encourage you to shop second-hand more regularly than you currently do? [Select all that apply] - Other (please specify)
An increased need for more items...
Better delivery options
Better laid out displays around the shops
Better transport
Cleaner, more hygienic products
Delivery options
Delivery to me
Excellent condition
I already do
I always shop secondhand
If I find items I like
if i had any spare cash.
if i had more money to spend
If I liked the iten enouth
I'm already encouraged to buy second hand.
Lack of storage - until we move house.
Limit what people can charge for second-hand items (e.g. must be below RRP - there are loads of people selling items either at RRP or a highly inflated price presently)
Money! I don't buy new either
more availability of the things that I want (eg sizes)
More money
more time
Not sure
online cheaper postage
specific items i'm looking for coming up for sale locally at the right time and price
The opportunity of time.
They are getting quite expensive £5 for a jigsaw!
Unsure
Ways of transporting it as I don't have a car I need to take on a bus

9. Where do you most frequently discover ideas and inspiration for buying or upcycling pre-loved furniture? [Select up to three] - Other, please specify
antique centres
antique shops and fairs
Any TV show where you see the inside of a house
Books, google images
Browsing second hand store
CAR BOOT SALES
charity furniture shops
Charity shops
eBay
Ebay
ebay
eBay
eBay charity shops
Estate Agent sites
Etsy and other sites
Freecycle
From inside my head after a lifetime spent in the university of life...
gumtree
Hotel
In shops
In stores and businesses, and in others homes
Local charity furniture warehouse
Local charity shops
local store
magazines
magazines
Marketplace
Marketplace
Nurseries funcher
On days out
Online or shops
search second hand shops
second hand shops
Second hand storesp
secondhand shops
Shops
TV
TV programs, magazines, looking at second hand furniture shops
Vintage shops
Vinted

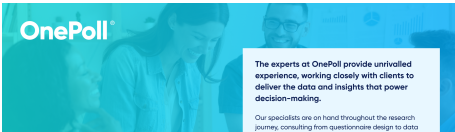
11. What, if any, specific second-hand goods would you like to see more of in the market currently? [Select all that apply] - Other (please specify)
antique glass.
Booke
Books
Books
books
Books
Books
Books
Books
Books & CDs
Books, jigsaws
Bookshelves
CDs and DVDs
Clothing
Clothing
Clothing
Collectables
Dvds
Garden
hay feeders for horse
Hobby and sports items
I would like to see many of the items destroyed at the council recycling centre placed on the secondhand market instead...
M&S dresses, skirts and trousers they no longer sell.
model railways
Railway magazines
SPORTS EQUIPMENT
Tools

12. What, if anything, are your main design motivators when shopping for pre-owned furniture? [Select up to three] - Other, please specify
Antique furniture
Considering thesee caraty shops get given everthing for free they must bring there prices down.I have seen prices going up and up and in some csaes you can get things brand new cheeper than in the charity shops. y
Creating a home that feels unique to me
don't need any more
Finding unusual items.
Finding what I need for a good price
Good quality items made in Britain
I prefer quality and design of C19th furniture.
Quality at low price
save money
save money
To satisfy a required piece
Unique
vintage
Visual design and appeal to aesthetic taste
whether the wife will like it

18. What, if anything, is the biggest source of friction or debate in your household when acquiring or getting rid of furniture? [Select one] - Other, please specify	
budget	
Cost discussions	
Each wanting to keep/get rid of different things	
Getting rid of the old furniture	
price	
Selling old items or giving away.	

24. If you were to sell large home items (e.g., furniture, home décor and accessories) online, what would give you peace of mind when arranging buyer collection, if anything? [Select all that apply] - Other, please specify
I don't use online
I mostly never sell anything and only replace items due to a need, ie. it is broken/spoiled and not worth repairing. I am more likely to dispose of surplus items on freecycle...
I would never do this
I WOULD NOT DO THIS
I wouldn't do this for safety reasons
I wouldn't sell furniture etc
I wouldn't sell online; I have given away items
Not applicable - I would never sell a large home item
someone come and get it from me
Wait for cleared funds
Would not sell OR buy furniture online to stressful

27. Which, if any, of the following moments or life events would make you likely to list furniture for sale online? [Select all that apply] - Other life event (please specify)
Bereavement
bereavement house clearance
change of circumstances (e.g. bereavement)
Children
Children moving out
Country change
Death
Death in family
Death of family member clearing their home etc
Death or Divorce
debt
General house change around
Going into a care home
Having more children
Home clearance following death
House clearance after death of a family member
Leaving partner
Makes no odds
moving home
Needing to change for accessibility issues
Preparation for eventual flat sale
Relationship breakup



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