

Online and Mobile Polling

	Client:	Weber Shandwick / IKEA
	Survey Name:	Second-Hand Marketplace ROI
	Date carried out:	1st to 14th September 2026
	Number of respondents:	1000
	Demographics:	ROI: Adults (nationally representative on the basis of age/gender/region)
	Dashboard link:	Click here for dashborad

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Survey Details and Weighting Factors	
How and when was the poll conducted?	Online (CAWI) survey. Survey dates on following line:
	1st to 14th September 2026
Who was interviewed?	ROI: Adults (nationally representative on the basis of age/gender/region)
How were they chosen?	Random 1 in n selection from our international panel
Who sponsored or paid for it?	Client name given at "Client:" on front cover
What questions were asked?	Individual question wordings shown in top left cell in the tables following. For example:
	How much, if at all, do you typically spend per year on second-hand furniture and décor items? [Select best match]
	If no question is visible that table may show Registration Data or a Calculated Variable
Considerations with data:	
Routing:	You will find the routing details for the survey on the TOC tab next to each question, in column D. It is important to make sure you know who has answered each question before reporting on the stats.
Sample size:	Sample size is specified on a question by question basis, by the number at the bottom of each table. For example "base n = 2000". Where routing has been applied, and not all respondents have answered a question this is indicated by a lower base size than the full sample. For example "base n = 785; total n = 2030; 1245 missing"
Minimum size to report:	We recommend only reporting on samples or sub-groups where the base size is at least 80, or ideally 100 respondents. Statistics with a lower base size than this should only be used as a guide, where they can provide some insight but nothing reliable enough to quote in the media, for example. You can see the base size for any group at the "column n" row.
Significance arrows:	You will see that some of the numbers in the Tables within the demographic splits (e.g. age / gender / region) are formatted Blue (with an up arrow) or Red (with a down arrow). These indicate that the statistic in that cell is significantly higher (or lower) than the average for All Respondents (the statistic in the 'total' column). These arrows are not included in the basic tables, as there are no such comparisons to make. These arrows can be helpful when quickly looking for the most interesting statistics.
Weighting:	Note that for projects where we collect data from respondents who identify as neither male nor female, their data will be weighted to reflect the proportion of these individuals in the raw sample, with the male/ female groups reduced evenly to compensate

Table of Contents			
Sheet	Output	Caption	ROUTING:
	Demographics		
Demographics	Demographic	(c) OnePoll 2026; base n = 1000	
	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 = 1000	
	2. Which, if any, of the following product categories do you ever purchase second-hand? [Select all that apply]	(c) OnePoll 2026; base n = 928; total n = 1000; 72 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 = 497; total n = 1000; 503 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 = 928; total n = 1000; 72 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 = 1000	
	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 = 1000	
	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 = 422; total n = 1000; 578 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 = 548; total n = 1000; 452 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 = 417; total n = 1000; 583 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 = 96; total n = 1000; 904 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 = 417; total n = 1000; 583 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 = 928; total n = 1000; 72 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 = 928; total n = 1000; 72 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 = 928; total n = 1000; 72 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 = 928; total n = 1000; 72 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 = 928; total n = 1000; 72 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 = 928; total n = 1000; 72 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 = 417; total n = 1000; 583 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 = 417; total n = 1000; 583 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 = 1000	
	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 = 1000	
	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 = 1000	
	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 = 928; total n = 1000; 72 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 = 1000	
	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 = 928; total n = 1000; 72 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 = 1000	
	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 = 1000	
	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 = 1000	
	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 = 864; total n = 1000; 136 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 = 1000	
	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 = 1000	
	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 = 1000	
	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 = 1000	
	Demographic Tables		
Demographic Tables	1. How often, if ever, do you typically purchase second-hand goods (e.g., clothes, furniture items, décor, accessories, books etc)? by Demographic	(c) OnePoll 2026; base n = 1000	
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	3. How much, if at all, do you typically spend per year on second-hand furniture and décor items? [Select best match] by Demographic	(c) OnePoll 2026; base n = 497; total n = 1000; 503 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] by Demographic	(c) OnePoll 2026; base n = 928; total n = 1000; 72 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 = 96; total n = 1000; 904 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND LIGHTING (Q2)
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	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 = 928; total n = 1000; 72 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) by Demographic	(c) OnePoll 2026; base n = 928; total n = 1000; 72 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) by Demographic	(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing	ASK THOSE WHO EVER PURHCASE SECOND-HAND GOODS (Q1)
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	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] by Demographic	(c) OnePoll 2026; base n = 1000	
	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	(c) OnePoll 2026; base n = 1000	
	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] by Demographic	(c) OnePoll 2026; base n = 1000	
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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 = 1000	

Demographic			
		%	n
Age	Total	1	1000
	18 to 24	11.6%	116
	25 to 34	16.3%	163
	35 to 44	20.4%	204
	45 to 54	18.7%	187
	55 to 64	22.3%	223
	65 and over	10.7%	107
Generation	Postmillennial/Generation Z (Born after 1996)	18.8%	188
	Millennials (Born 1981-1996)	30.7%	307
	Generation X (Born 1965-1980)	34.2%	342
	Boomers (Born 1946-1964)	15.5%	155
	Silent (Born 1928-1945)	0.8%	8
Gender	Female	51.8%	518
	Male	48.2%	482
Region	Eastern and Midland Region	49.2%	492
	Northern and Western Region	17.6%	176
	Southern Region	33.2%	332
	Column n	1000	
(c) OnePoll 2026; base n = 1000			

1. How often, if ever, do you typically purchase second-hand goods (e.g., clothes, furniture items, décor, accessories, books etc)?		
	%	n
Daily	1.7%	17
Every few days	3.1%	31
Weekly	8.7%	87
Every 2 to 3 weeks	12.2%	122
Monthly	15.9%	159
Every few months	29.5%	295
Yearly	9.5%	95
Less often than yearly	12.2%	122
Never	7.2%	72
Column n	1000	
(c) OnePoll 2026; base n = 1000		
2. Which, if any, of the following product categories do you ever purchase second-hand? [Select all that apply]		
	%	n
Books	58.9%	547
Furniture	44.9%	417
Textiles/Fashion	43.5%	404
Home décor	31.4%	291
Electronics	31.4%	291
Sports equipment	21.1%	196
Kitchen equipment	19.6%	182
Tools	19.1%	177
Lighting	10.3%	96
None of the above	3.4%	32
Column n	928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing		
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 €30	5.0%	25
€30-€60	13.7%	68
€61-€120	25.2%	125
€121-€300	29.8%	148
€301-€600	17.5%	87
€601-€1,200	5.0%	25
More than €1,200	0.8%	4
Not sure	3.0%	15
Average	233.219	
Column n	482	
(c) OnePoll 2026; base n = 497; total n = 1000; 503 missing		
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	58.3%	541
To get higher quality items for a lower price	38.1%	354
I enjoy the thrill of hunting for a bargain / finding a deal	35.6%	330
To find unique, vintage, or discontinued items	31.2%	290
For environmental / sustainability reasons (reducing waste)	26.5%	246
To get items immediately / avoid long delivery lead times	10.8%	100
To furnish temporary rental accommodation or a house-share without overspending	9.2%	85
Other (please specify)	0.5%	5
Not sure / no reason in particular	2.3%	21

			%	n
Column n			928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing				
5. What, if anything, would encourage you to shop second-hand more regularly than you currently do? [Select all that apply]				
			%	n
Wider selection in my area			42.8%	428
More competitive / fair pricing			37.1%	371
Better quality guarantees / condition descriptions			33.2%	332
Mobile app or easier browsing			27.2%	272
Easier discovery / search tools online			22.2%	222
Better authentication for branded items (e.g., stamps / letters of authenticity / brand approval)			20.2%	202
More transparent seller reviews & ratings			19.0%	190
Other (please specify)			0.9%	9
N/A – nothing would encourage me			8.2%	82
Column n			1000	
(c) OnePoll 2026; base n = 1000				
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
Social media (e.g., Pinterest, TikTok, Instagram etc)			42.2%	422
Friends / family members' homes			39.8%	398
In-store displays or showrooms			32.6%	326
Online furniture retailers' websites/apps			24.2%	242
AI tools (e.g. ChatGPT)			19.5%	195
Hotels, cafés, restaurants or other public spaces			17.9%	179
Interior Magazines			15.8%	158
None of the above			11.2%	112
Column n			1000	
(c) OnePoll 2026; base n = 1000				
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			43.6%	184
Search second-hand marketplaces for a cheaper pre-loved version			23.5%	99
I typically do not do anything			14.0%	59
Try to upcycle something I already own			10.2%	43
Buy it new immediately			7.3%	31
Other			0.5%	2
N/A – I never like any décor or furniture trend(s) on social media			0.9%	4
Column n			422	
(c) OnePoll 2026; base n = 422; total n = 1000; 578 missing				
8. When shopping for second-hand furniture, décor and/or home accessories, which of the following best describes your approach? [Select one]				
			%	n
I usually browse for inspiration and ideas			34.3%	188
I usually search for a specific item I have in mind			28.1%	154
I do both equally			23.7%	130
It varies depending on what I'm shopping for			13.3%	73
Not sure			0.5%	3
Column n			548	
(c) OnePoll 2026; base n = 548; total n = 1000; 452 missing				
9. Where do you most frequently discover ideas and inspiration for buying or upcycling pre-loved furniture? [Select up to three]				

	%	n
	%	n
Friends/Family	39.6%	165
Instagram	31.2%	130
YouTube	25.9%	108
Facebook Groups	24.7%	103
TikTok	23.7%	99
Pinterest	23.5%	98
Other, please specify	3.8%	16
Not sure / nowhere in particular	12.9%	54
Column n	417	
(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing		
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	29.2%	28
Remained the same	41.7%	40
Decreased	18.8%	18
N/A – I have never bought this	10.4%	10
Column n	96	
(c) OnePoll 2026; base n = 96; total n = 1000; 904 missing		
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	25.7%	107
Remained the same	50.4%	210
Decreased	20.1%	84
N/A – I have never bought this	3.8%	16
Column n	417	
(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing		
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	15.7%	146
Remained the same	46.9%	435
Decreased	15.9%	148
N/A – I have never bought this	21.4%	199
Column n	928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing		
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	20.7%	192
Remained the same	50.0%	464
Decreased	14.8%	137
N/A – I have never bought this	14.5%	135
Column n	928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing		
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	19.3%	179
Remained the same	48.6%	451
Decreased	12.4%	115

			%	n
N/A – I have never bought this			19.7%	183
Column n			928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing				
10f. Compared to previous years, has your spending in each of the following categories increased, stayed the same, or decreased? kitchen accessories				
			%	n
Increased			15.7%	146
Remained the same			47.7%	443
Decreased			12.1%	112
N/A – I have never bought this			24.5%	227
Column n			928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing				
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			14.4%	134
Remained the same			43.1%	400
Decreased			12.2%	113
N/A – I have never bought this			30.3%	281
Column n			928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing				
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			27.7%	257
Living room seating			24.7%	229
Outdoor			24.0%	223
Decoration			23.4%	217
Home appliances			20.9%	194
Bedroom furniture			20.7%	192
Lighting & Home electronics			19.4%	180
Kitchen			19.1%	177
Rugs			16.3%	151
Home textiles			15.7%	146
Dining			15.5%	144
Bed frames			14.2%	132
Workspaces			12.5%	116
Children's furniture			12.2%	113
Bed and Bath textiles			10.3%	96
Bathroom & Water			8.6%	80
Other (please specify)			1.4%	13
Not sure / nothing in particular			12.4%	115
Column n			928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing				
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			42.9%	179
Hunting for discontinued/retro classic designs			30.9%	129
Matching existing home sets			30.2%	126
Furnishing a rented room / house-share on a budget			20.9%	87
Customising/painting/hacking pieces			20.4%	85
Finding pre-assembled items			18.2%	76

	%	n
Finding compact furniture for smaller apartment	17.5%	73
Other, please specify	1.0%	4
Not sure / no motivator in particular	11.8%	49
Column n	417	
(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing		
13. When deciding to buy second-hand furniture, which, if any, factor is your primary deciding driver? [Select one]		
	%	n
Saving money / affordability	55.6%	232
Finding unique/discontinued style	15.6%	65
Reducing environmental impact / keeping items out of landfill	14.9%	62
Immediate local availability	12.5%	52
None of the above	1.4%	6
Column n	417	
(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing		
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	6.6%	66
Often	15.5%	155
Sometimes	33.1%	331
Rarely	19.8%	198
Never	11.9%	119
N/A – I have never had a failed DIY attempt	13.1%	131
Column n	1000	
(c) OnePoll 2026; base n = 1000		
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	28.5%	285
My perception of quality has stayed the same	51.2%	512
I'm now more cautious about second-hand quality	10.2%	102
Not sure / never thought about the quality	10.1%	101
Column n	1000	
(c) OnePoll 2026; base n = 1000		
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	31.9%	319
Seller ratings and reviews and feedback scores on local platforms	23.1%	231
Brand reputation of original manufacturer	18.5%	185
Return guarantees	18.4%	184
None of the above	8.1%	81
Column n	1000	
(c) OnePoll 2026; base n = 1000		
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
Buy second-hand statement pieces; fill in with budget-friendly new basics	29.3%	272
Mostly new items (70%+)	22.0%	204
Mix by room (e.g., new kitchen, second-hand bedroom)	17.1%	159
Invest in high-quality new pieces; use second-hand for accent/decorative items	14.9%	138
Source premium second-hand; supplement with new from discount retailers	9.2%	85

	%	n
Mostly second-hand items (70%+)	4.0%	37
None of the above	3.6%	33
Column n	928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing		
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	20.2%	202
Struggling to transport large items	18.3%	183
Struggling to arrange transport/van collection for large items	17.2%	172
Worrying about item cleanliness/condition	14.5%	145
Disagreeing on style	9.8%	98
Flatpack assembly arguments	6.5%	65
Other, please specify	0.3%	3
N/A – not applicable	13.2%	132
Column n	1000	
(c) OnePoll 2026; base n = 1000		
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	46.0%	427
Moving home / moving between rental properties / house-shares	18.1%	168
Environmental/sustainability awakening	16.9%	157
Hobby/interest shift (e.g., new garden project)	16.3%	151
Downsizing/decluttering	12.8%	119
Having children	12.7%	118
Furnishing first home as a First-Time Buyer	11.0%	102
Career change/redundancy	7.4%	69
Upgrading/furnishing bedroom while living with parents	7.1%	66
Getting married or moving in with a partner	6.8%	63
Starting university/first independent home	6.7%	62
Divorce or relationship breakdown	5.9%	55
None of the above	10.6%	98
Column n	928	
(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing		
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 3 km	13.1%	131
3-8 km	18.0%	180
9-16 km	25.3%	253
17-24 km	18.1%	181
25+ km	16.4%	164
N/A – I would not be willing to travel any distance	9.1%	91
Average (km)	13.3768	
Column n	909	
(c) OnePoll 2026; base n = 1000		
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 €60	13.9%	139
€60-€175	16.5%	165
€176-€350	16.6%	166

	%	n
€351-€600	12.3%	123
€601-€1,200	8.6%	86
€1,201-€2,500	5.1%	51
€2,501-€6,000	1.4%	14
More than €6,000	0.7%	7
N/A – there is no unused furniture	18.2%	182
Not sure	6.7%	67
Average	531.338	
Column n	751	

(c) OnePoll 2026; base n = 1000

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	16.5%	165
€50-€175	20.2%	202
€176-€350	13.7%	137
€351-€600	11.2%	112
€601-€900	6.6%	66
€901-€1,200	2.6%	26
€1,201-€2,500	1.8%	18
€2,500+	1.2%	12
N/A – there are no unused home accessories	19.3%	193
Not sure	6.9%	69
Average	347.295	
Column n	738	

(c) OnePoll 2026; base n = 1000

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	36.3%	314
Attic or loft	31.6%	273
Spare bedroom or storage room	30.8%	266
Under beds or in cupboards	19.1%	165
Garden/outdoor space	13.7%	118
With family/friends	10.5%	91
I don't have storage space	7.4%	64
Other	1.0%	9
Column n	864	

(c) OnePoll 2026; base n = 864; total n = 1000; 136 missing

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
In-person payment options	35.6%	356
Verified buyer profiles/reviews	29.2%	292
Flexible collection times	26.0%	260
Safety verification of buyer	24.5%	245
Professional pickup service	23.2%	232
Option for neutral meetup location	23.7%	237
IKEA-backed marketplace (brand trust)	13.9%	139
Other, please specify	0.3%	3
Not sure / nothing in particular	12.2%	122
Column n	1000	

(c) OnePoll 2026; base n = 1000

			%	n
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]			41.9%	419
Much more desirable			12.2%	122
Somewhat more desirable			29.7%	297
No difference to me			48.7%	487
Somewhat less desirable			6.3%	63
Much less desirable			3.1%	31
LESS DESIRABLE [NET]			9.4%	94
Column n			1000	
(c) OnePoll 2026; base n = 1000				
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?				
			%	n
Large influence			14.4%	144
Moderate influences			38.0%	380
Small influence			29.5%	295
No influence at all			14.2%	142
Not sure			3.9%	39
Column n			1000	
(c) OnePoll 2026; base n = 1000				
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			44.9%	449
Home renovations or redecorating			41.8%	418
Spring cleaning (March–May)			30.9%	309
Post-Christmas decluttering (January)			21.7%	217
Seasonal changes (winter storage, summer refresh)			17.4%	174
End of financial year / New Year resolution			12.0%	120
Other life event (please specify)			1.2%	12
Not sure / I would never sell furniture online			8.5%	85
Column n			1000	
(c) OnePoll 2026; base n = 1000				

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Daily	0.017	0.0603448	0.0306748	0.0196078	0.0053475	0	0	0.0425532	0.029316	0	0	0	0.0173745	0.0165975	0.0182927	0.0113636	0.0180723
Every few days	0.031	0.0603448	0.0613497	0.0392157	0.0320856	0	0	0.0638298	0.0456026	0.0146199	0	0	0.027027	0.0352697	0.0182927	0.0454545	0.0421687
Weekly	0.087	0.155172	0.153374	0.0931373	0.0374332	0.0717489	0.0186916	0.154255	0.110749	0.0526316	0.0387097	0	0.0965251	0.0767635	0.0894309	0.0965909	0.0783133
Every 2 to 3 weeks	0.122	0.206897	0.147239	0.122549	0.112299	0.103139	0.046729	0.18617	0.123779	0.114035	0.0580645	0.125	0.117761	0.126556	0.126016	0.125	0.114458
Monthly	0.159	0.137931	0.184049	0.20098	0.117647	0.134529	0.186916	0.164894	0.185668	0.131579	0.148387	0.375	0.156371	0.161826	0.172764	0.113636	0.162651
Every few months	0.295	0.25	0.220859	0.294118	0.358289	0.313901	0.308411	0.234043	0.270358	0.347953	0.309677	0.125	0.314672	0.273859	0.270325	0.363636	0.295181
Yearly	0.095	0.0862069	0.0674847	0.0882353	0.101604	0.112108	0.11215	0.0744681	0.0846906	0.102339	0.129032	0	0.0907336	0.0995851	0.0833333	0.125	0.0963855
Less often than yearly	0.122	0.0344828	0.0086206	0.0882353	0.139037	0.192825	0.158879	0.0585106	0.0879479	0.166667	0.16129	0.25	0.111969	0.13278	0.144309	0.0681818	0.11747
Never	0.072	0.00862069	0.0490798	0.0539216	0.0962567	0.0717489	0.168224	0.0212766	0.0618893	0.0701754	0.154839	0.125	0.0675676	0.0767635	0.0772358	0.0511364	0.0753012
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Books	0.58944	0.530435	0.522581	0.544041	0.621302	0.647343	0.685393	0.538043	0.534722	0.63522	0.679389	0.428571	0.63354	0.541573	0.581498	0.520958	0.638436
Furniture	0.449353	0.313043	0.406452	0.554404	0.426036	0.502415	0.393258	0.347826	0.510417	0.449686	0.458015	0.428571	0.438923	0.460674	0.436123	0.538922	0.420195
Textiles/Fashion	0.435345	0.46087	0.387097	0.419689	0.485207	0.429952	0.438202	0.445652	0.399306	0.446541	0.480916	0.285714	0.573499	0.285393	0.422907	0.45509	0.442997
Home décor	0.313578	0.234783	0.303226	0.378238	0.366864	0.304348	0.213483	0.211957	0.388889	0.336478	0.244275	0.142857	0.376812	0.244944	0.295154	0.371257	0.309446
Electronics	0.313578	0.4	0.36129	0.414508	0.295858	0.202899	0.191011	0.407609	0.381944	0.248428	0.183206	0.428571	0.221532	0.413483	0.328194	0.317365	0.289902
Sports equipment	0.211207	0.208696	0.225806	0.279793	0.248521	0.135266	0.146067	0.228261	0.256944	0.204403	0.0992366	0.285714	0.151139	0.276404	0.218062	0.179641	0.218241
Kitchen equipment	0.196121	0.130435	0.23871	0.222798	0.118343	0.21256	0.258427	0.146739	0.243056	0.169811	0.221374	0.285714	0.190476	0.202247	0.185022	0.251497	0.18241
Tools	0.190733	0.0695652	0.2	0.238342	0.213018	0.169082	0.235955	0.125	0.21875	0.201258	0.183206	0.428571	0.113872	0.274157	0.19163	0.131737	0.221498
Lighting	0.103448	0.0521739	0.103226	0.145078	0.100592	0.0869565	0.123596	0.076087	0.131944	0.091195	0.0992366	0.285714	0.0890269	0.119101	0.105727	0.107784	0.0977199
None of the above	0.0344828	0.0347826	0.0516129	0.0310881	0.035503	0.0241546	0.0337079	0.0326087	0.0416667	0.0345912	0.0152672	0.142857	0.0351967	0.0337079	0.0440529	0.0299401	0.0228013
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Less than €30	0.0503018	0.14	0.0125	0.0403226	0.0108696	0.0366972	0.166667	0.0886076	0.0333333	0.0235294	0.109375	0.25	0.0488722	0.0519481	0.0382979	0.0769231	0.0506329
€30-€60	0.136821	0.26	0.1125	0.0967742	0.152174	0.119266	0.166667	0.21519	0.0944444	0.129412	0.171875	0.25	0.184211	0.0822511	0.131915	0.115385	0.158228
€61-€120	0.251509	0.22	0.275	0.241935	0.26087	0.302752	0.119048	0.227848	0.255556	0.288235	0.171875	0.25	0.270677	0.229437	0.26383	0.25	0.234177
€121-€300	0.297787	0.2	0.3	0.362903	0.326087	0.266055	0.238095	0.278481	0.327778	0.3	0.25	0	0.281955	0.316017	0.289362	0.307692	0.303797
€301-€600	0.17505	0.08	0.25	0.169355	0.152174	0.174312	0.214286	0.113924	0.205556	0.170588	0.171875	0.25	0.131579	0.225108	0.174468	0.173077	0.177215
€601-€1,200	0.0503018	0.04	0.0375	0.0403226	0.0543478	0.0642202	0.0714286	0.0379747	0.0444444	0.0529412	0.078125	0	0.0300752	0.0735931	0.0638298	0.0288462	0.0443038
More than €1,200	0.00804829	0.02	0	0.0080645	0.0108696	0.0091743	0	0.0126582	0.00555556	0.0117647	0	0	0.0112782	0.004329	0.012766	0	0.00632911
Not sure	0.0301811	0.04	0.0125	0.0403226	0.0326087	0.0275229	0.0238095	0.0253165	0.0333333	0.0235294	0.046875	0	0.0413534	0.017316	0.0255319	0.0480769	0.0253165
Average	233.219	179.052	242.715	235.013	237.556	243.396	237.402	195.935	244.316	239.705	236.418	150.25	201.09	269.311	249.066	207.672	226.078
Column n	482	48	79	119	89	106	41	77	174	166	61	4	255	227	229	99	154

(c) OnePoll 2026; base n = 497; total n = 1000; 503 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
To save money / stretch my household budget	0.582974	0.530435	0.593548	0.601036	0.627219	0.570048	0.539326	0.559783	0.597222	0.600629	0.526718	0.857143	0.621118	0.541573	0.60793	0.532934	0.57329
To get higher quality items for a lower price	0.381466	0.443478	0.348387	0.393782	0.366864	0.357488	0.41573	0.407609	0.375	0.352201	0.435115	0.285714	0.343685	0.422472	0.352423	0.461078	0.381107
I enjoy the thrill of hunting for a bargain / finding a deal	0.355603	0.26087	0.283871	0.352332	0.35503	0.439614	0.41573	0.288043	0.322917	0.383648	0.473282	0	0.347826	0.364045	0.38326	0.341317	0.322476
To find unique, vintage, or discontinued items	0.3125	0.321739	0.270968	0.295337	0.313609	0.347826	0.325843	0.326087	0.267361	0.336478	0.343511	0.142857	0.312629	0.31236	0.323789	0.257485	0.325733

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
For environmental / sustainability reasons (reducing waste)	0.265086	0.226087	0.23871	0.243523	0.284024	0.285024	0.325843	0.217391	0.25	0.292453	0.312977	0	0.310559	0.21573	0.246696	0.257485	0.296417
To get items immediately / avoid long delivery lead times	0.107759	0.147826	0.129032	0.108808	0.112426	0.0676329	0.101124	0.141304	0.111111	0.091195	0.0992366	0	0.0828157	0.134831	0.11674	0.101796	0.0977199
To furnish temporary rental accommodation or a house-share without overspending	0.0915948	0.0782609	0.116129	0.134715	0.0710059	0.0531401	0.101124	0.0978261	0.125	0.0660377	0.0763359	0	0.068323	0.116854	0.0682819	0.113772	0.114007
	0.00538793	0.00869565	0	0.00518135	0.00591716	0.00483092	0.011236	0.00543478	0.00347222	0.00628931	0.00763359	0	0.00621118	0.00449438	0.00660793	0	0.00651466
Other (please specify)			0.0193548		0.0310881	0.0177515	0.0289855	0.0224719	0.03125	0.0251572	0.0229008	0	0.0186335	0.0269663	0.0286344	0.0179641	0.0162866
Not sure / no reason in particular	0.0226293																
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Wider selection in my area	0.428	0.396552	0.337423	0.406863	0.497326	0.44843	0.476636	0.367021	0.384365	0.491228	0.464516	0.125	0.478764	0.373444	0.410569	0.443182	0.445783
More competitive / fair pricing	0.371	0.275862	0.343558	0.431373	0.395722	0.38565	0.327103	0.324468	0.384365	0.409357	0.309677	0.5	0.38417	0.356846	0.353659	0.392045	0.385542
Better quality guarantees / condition descriptions	0.332	0.301724	0.411043	0.303922	0.347594	0.286996	0.364486	0.351064	0.32899	0.324561	0.335484	0.25	0.324324	0.340249	0.321138	0.295455	0.36747
Mobile app or easier browsing	0.272	0.396552	0.325153	0.284314	0.240642	0.224215	0.186916	0.388298	0.289902	0.22807	0.206452	0	0.258687	0.286307	0.284553	0.261364	0.259036
Easier discovery / search tools online	0.222	0.258621	0.220859	0.259804	0.208556	0.206278	0.168224	0.25	0.241042	0.19883	0.212903	0	0.196911	0.248963	0.23374	0.210227	0.210843
Better authentication for branded items (e.g., stamps / letters of authenticity / brand approval)	0.202	0.206897	0.226994	0.210784	0.192513	0.183857	0.196262	0.234043	0.205212	0.195906	0.180645	0	0.173745	0.232365	0.207317	0.159091	0.216867
More transparent seller reviews & ratings	0.19	0.25	0.202454	0.147059	0.208556	0.179372	0.17757	0.239362	0.159609	0.201754	0.174194	0	0.171815	0.209544	0.191057	0.181818	0.192771
Other (please specify)	0.009	0	0	0.00490196	0.0160428	0.0179372	0.00934579	0	0.00325733	0.0204678	0.00645161	0	0.011583	0.00622407	0.0101626	0.0113636	0.0060241
N/A – nothing would encourage me	0.082	0.0344828			0.0490196	0.0748663	0.116592	0.186916	0.0319149	0.0847953	0.167742	0.375	0.0791506	0.0850622	0.0833333	0.0795455	0.0813253
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

6. 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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Social media (e.g., Pinterest, TikTok, Instagram etc)	0.422	0.637931	0.546012	0.509804	0.326203	0.363229	0.121495	0.595745	0.514658	0.362573	0.174194	0.125	0.480695	0.358921	0.418699	0.448864	0.412651
Friends / family members' homes	0.398	0.37931	0.417178	0.387255	0.368984	0.390135	0.476636	0.388298	0.410423	0.368421	0.470968	0	0.407336	0.387967	0.404472	0.369318	0.403614
In-store displays or showrooms	0.326	0.206897	0.196319	0.333333	0.368984	0.358744	0.495327	0.212766	0.286645	0.359649	0.464516	0.375	0.30695	0.346473	0.329268	0.295455	0.337349
Online furniture retailers' websites/apps	0.242	0.215517	0.239264	0.264706	0.256684	0.233184	0.224299	0.218085	0.263844	0.254386	0.212903	0	0.227799	0.257261	0.235772	0.25	0.246988
AI tools (e.g. ChatGPT)	0.195	0.172414	0.251534	0.25	0.229947	0.125561	0.11215	0.202128	0.247557	0.181287	0.122581	0	0.189189	0.201245	0.186992	0.227273	0.189759
Hotels, cafés, restaurants or other public spaces	0.179	0.232759	0.171779	0.166667	0.192513	0.170404	0.149533	0.191489	0.185668	0.178363	0.16129	0	0.164093	0.195021	0.184959	0.193182	0.162651
Interior Magazines	0.158	0.0948276	0.141104	0.151961	0.149733	0.206278	0.17757	0.111702	0.14658	0.160819	0.232258	0.125	0.173745	0.141079	0.150407	0.147727	0.174699
None of the above	0.112	0.0517241	0.0490798	0.0980392	0.13369	0.143498	0.196262	0.0531915	0.0781759	0.134503	0.180645	0.5	0.123552	0.0995851	0.097561	0.113636	0.13253
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Save it to a board/saved list	0.436019	0.513514	0.47191	0.384615	0.409836	0.432099	0.307692	0.526786	0.392405	0.419355	0.407407	0	0.457831	0.404624	0.441748	0.455696	0.416058
Search second-hand marketplaces for a cheaper pre-loved version	0.234597	0.175676	0.247191	0.240385	0.196721	0.271605	0.384615	0.151786	0.278481	0.258065	0.185185	1	0.228916	0.242775	0.237864	0.202532	0.248175
I typically do not do anything	0.13981	0.0945946	0.11236	0.173077	0.196721	0.123457	0.153846	0.0982143	0.151899	0.16129	0.148148	0	0.176707	0.0867052	0.165049	0.0886076	0.131387
Try to upcycle something I already own	0.101896	0.0810811	0.0786517	0.125	0.131148	0.111111	0	0.0892857	0.101266	0.104839	0.148148	0	0.0843373	0.127168	0.111165	0.126582	0.0729927
Buy it new immediately	0.0734597	0.121622	0.0898876	0.0673077	0.0491803	0.0246914	0.153846	0.125	0.0696203	0.0322581	0.0740741	0	0.0441767	0.115607	0.038835	0.101266	0.109489
Other	0.00473934	0	0	0	0	0.0246914	0	0	0	0.00806452	0.037037	0	0	0.0115607	0	0.0126582	0.00729927
N/A – I never like any décor or furniture trend(s) on social media	0.00947867	0.0135135	0	0.00961538	0.0163934	0.0123457	0	0.00892857	0.00632911	0.016129	0	0	0.00803213	0.0115607	0.00485437	0.0126582	0.0145985
Column n	422	74	89	104	61	81	13	112	158	124	27	1	249	173	206	79	137

(c) OnePoll 2026; base n = 422; total n = 1000; 578 missing

8. When shopping for second-hand furniture, décor and/or home accessories, which of the following best describes your approach? [Select one] by Demographic

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
		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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
I usually browse for inspiration and ideas	0.343066	0.45098	0.390805	0.338462	0.35	0.274809	0.326531	0.481928	0.324607	0.3125	0.307692	0.5	0.32872	0.359073	0.375479	0.345455	0.293785
I usually search for a specific item I have in mind	0.281022	0.313725	0.264368	0.269231	0.28	0.282443	0.306122	0.240964	0.303665	0.265625	0.307692	0.25	0.266436	0.297297	0.229885	0.318182	0.333333
I do both equally	0.237226	0.176471	0.206897	0.284615	0.23	0.267176	0.163265	0.204819	0.251309	0.265625	0.179487	0	0.256055	0.216216	0.268199	0.245455	0.186441
It varies depending on what I'm shopping for	0.133212 0.0054744	0.0392157 0.011494	0.126437 0.011494	0.107692	0.14	0.167939 0.0076335	0.204082	0.060241	0.115183	0.151042	0.205128	0.25	0.141869 0.0069204	0.123552	0.122605	0.0818182	0.180791
Not sure	5	0.0196078	3	0	0	9	0	0.0120482	0.0052356	0.00520833	0	0	2	0.003861	0.00383142	0.00909091	0.00564972
Column n	548	51	87	130	100	131	49	83	191	192	78	4	289	259	261	110	177

(c) OnePoll 2026; base n = 548; total n = 1000; 452 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Friends/Family	0.395683	0.333333	0.396825	0.401869	0.361111	0.413462	0.457143	0.328125	0.421769	0.391608	0.433333	0	0.367925	0.42439	0.333333	0.433333	0.465116
Instagram	0.311751	0.305556	0.396825	0.429907	0.333333	0.201923	0.0857143	0.390625	0.401361	0.272727	0.1	0.333333	0.311321	0.312195	0.313131	0.277778	0.333333
YouTube	0.258993	0.277778	0.349206	0.271028	0.194444	0.221154	0.285714	0.3125	0.278912	0.20979	0.266667	0.333333	0.183962	0.336585	0.257576	0.266667	0.255814
Facebook Groups	0.247002	0.0833333	0.190476	0.271028	0.222222	0.346154	0.2	0.109375	0.258503	0.286713	0.266667	0.333333	0.25	0.243902	0.277778	0.222222	0.217054
TikTok	0.23741	0.5	0.444444	0.196262	0.166667	0.163462	0.0857143	0.515625	0.231293	0.174825	0.1	0.333333	0.254717	0.219512	0.257576	0.244444	0.20155
Pinterest	0.235012	0.361111	0.253968	0.261682	0.263889	0.182692	0.0857143	0.3125	0.258503	0.20979	0.15	0.333333	0.330189	0.136585	0.247475	0.244444	0.209302
Other, please specify	0.0383693	0.0277778	0.015873	0.0280374	0.0277778	0.0480769	0.114286	0.03125	0.0204082	0.034965	0.1	0	0.0377358	0.0390244	0.030303	0.0555556	0.0387597
Not sure / nowhere in particular	0.129496	0.0277778	0.047619	0.0841121	0.194444	0.192308	0.2	0.015625	0.0816327	0.195804	0.2	0.333333	0.141509	0.117073	0.121212	0.155556	0.124031
Column n	417	36	63	107	72	104	35	64	147	143	60	3	212	205	198	90	129

(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.291667	0.5	0.5	0.25	0.411765	0.0555556	0.181818	0.571429	0.289474	0.206897	0.153846	0.5	0.27907	0.301887	0.333333	0.333333	0.2
Remained the same	0.416667	0.5	0.375	0.428571	0.352941	0.388889	0.545455	0.357143	0.447368	0.37931	0.538462	0	0.372093	0.45283	0.395833	0.444444	0.433333
Decreased	0.1875	0	0.0625	0.285714	0.176471	0.333333	0	0.0714286	0.210526	0.275862	0.0769231	0	0.209302	0.169811	0.208333	0.111111	0.2
N/A – I have never bought this	0.104167	0	0.0625	0.0357143	0.0588235	0.222222	0.272727	0	0.0526316	0.137931	0.230769	0.5	0.139535	0.0754717	0.0625	0.111111	0.166667
Column n	96	6	16	28	17	18	11	14	38	29	13	2	43	53	48	18	30

(c) OnePoll 2026; base n = 96; total n = 1000; 904 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.256595	0.333333	0.380952	0.252336	0.208333	0.221154	0.171429	0.421875	0.258503	0.202797	0.2	0.333333	0.216981	0.297561	0.217172	0.3	0.286822
Remained the same	0.503597	0.555556	0.396825	0.523364	0.555556	0.471154	0.571429	0.4375	0.510204	0.531469	0.483333	0.666667	0.528302	0.478049	0.525253	0.488889	0.48062
Decreased	0.201439	0.0277778	0.174603	0.186916	0.208333	0.278846	0.228571	0.0625	0.197279	0.244755	0.266667	0	0.212264	0.190244	0.212121	0.177778	0.20155
N/A – I have never bought this	0.0383693	0.0833333	0.047619	0.0373832	0.0277778	0.0288462	0.0285714	0.078125	0.0340136	0.020979	0.05	0	0.0424528	0.0341463	0.0454545	0.0333333	0.0310078
Column n	417	36	63	107	72	104	35	64	147	143	60	3	212	205	198	90	129

(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.157328	0.252174	0.212903	0.181347	0.112426	0.0821256	0.146067	0.255435	0.173611	0.0943396	0.137405	0.142857	0.169772	0.14382	0.154185	0.167665	0.156352
Remained the same	0.46875	0.426087	0.43871	0.481865	0.502959	0.497585	0.41573	0.423913	0.479167	0.496855	0.442748	0.428571	0.430642	0.510112	0.447137	0.508982	0.478827
Decreased	0.159483	0.113043	0.148387	0.196891	0.136095	0.207729	0.0898876	0.11413	0.190972	0.172956	0.129771	0	0.163561	0.155056	0.165198	0.137725	0.162866
N/A – I have never bought this	0.21444	0.208696	0.2	0.139896	0.248521	0.21256	0.348315	0.206522	0.15625	0.235849	0.290076	0.428571	0.236025	0.191011	0.23348	0.185629	0.201954

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.206897	0.321739	0.2	0.233161	0.153846	0.169082	0.202247	0.288043	0.21875	0.154088	0.198473	0.142857	0.198758	0.21573	0.202643	0.257485	0.185668
Remained the same	0.5	0.373913	0.516129	0.502591	0.556213	0.516908	0.483146	0.418478	0.510417	0.544025	0.48855	0.428571	0.484472	0.516854	0.477974	0.502994	0.530945
Decreased	0.147629	0.113043	0.141935	0.165803	0.130178	0.15942	0.168539	0.119565	0.163194	0.141509	0.175573	0	0.140787	0.155056	0.154185	0.113772	0.156352
N/A – I have never bought this	0.145474	0.191304	0.141935	0.0984456	0.159763	0.154589	0.146067	0.173913	0.107639	0.160377	0.137405	0.428571	0.175983	0.11236	0.165198	0.125749	0.127036
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.192888	0.295652	0.225806	0.227979	0.16568	0.149758	0.0786517	0.271739	0.225694	0.154088	0.114504	0	0.198758	0.186517	0.198238	0.197605	0.18241
Remained the same	0.485991	0.408696	0.509677	0.507772	0.502959	0.483092	0.47191	0.451087	0.503472	0.503145	0.458015	0.428571	0.459627	0.514607	0.464758	0.491018	0.514658
Decreased	0.123922	0.0695652	0.103226	0.134715	0.130178	0.135266	0.168539	0.0706522	0.138889	0.128931	0.160305	0	0.124224	0.123596	0.123348	0.101796	0.136808
N/A – I have never bought this	0.197198	0.226087	0.16129	0.129534	0.201183	0.231884	0.280899	0.206522	0.131944	0.213836	0.267176	0.571429	0.217391	0.175281	0.213656	0.209581	0.166124
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

10f. 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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.157328	0.304348	0.187097	0.196891	0.0828402	0.0869565	0.134831	0.288043	0.170139	0.0786164	0.137405	0.142857	0.149068	0.166292	0.156388	0.167665	0.153094
Remained the same	0.477371	0.347826	0.451613	0.502591	0.514793	0.536232	0.426966	0.353261	0.513889	0.534591	0.450382	0.142857	0.47205	0.483146	0.455947	0.51497	0.488599
Decreased	0.12069	0.0869565	0.122581	0.145078	0.112426	0.154589	0.0449438	0.0923913	0.142361	0.132075	0.0916031	0	0.10352	0.139326	0.129956	0.101796	0.117264
N/A – I have never bought this	0.244612	0.26087	0.23871	0.15544	0.289941	0.222222	0.393258	0.266304	0.173611	0.254717	0.320611	0.714286	0.275362	0.211236	0.257709	0.215569	0.241042
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Increased	0.144397	0.165217	0.109677	0.170984	0.100592	0.154589	0.179775	0.146739	0.149306	0.132075	0.160305	0.142857	0.10559	0.186517	0.160793	0.107784	0.140065
Remained the same	0.431034	0.321739	0.516129	0.455959	0.473373	0.371981	0.426966	0.391304	0.479167	0.41195	0.442748	0.142857	0.391304	0.474157	0.381057	0.508982	0.462541
Decreased	0.121767	0.104348	0.109677	0.139896	0.12426	0.135266	0.0898876	0.0978261	0.138889	0.122642	0.122137	0	0.118012	0.125843	0.127753	0.0778443	0.136808
N/A – I have never bought this	0.302802	0.408696	0.264516	0.233161	0.301775	0.338164	0.303371	0.36413	0.232639	0.333333	0.274809	0.714286	0.385093	0.213483	0.330396	0.305389	0.260586
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Storage and organisation furniture	0.27694	0.147826	0.251613	0.321244	0.325444	0.309179	0.224719	0.173913	0.319444	0.311321	0.259542	0	0.320911	0.229213	0.26652	0.275449	0.29316
Living room seating	0.246767	0.217391	0.2	0.305699	0.195266	0.251208	0.325843	0.206522	0.274306	0.22956	0.29771	0	0.225673	0.269663	0.237885	0.293413	0.234528
Outdoor	0.240302	0.173913	0.225806	0.238342	0.266272	0.270531	0.235955	0.173913	0.243056	0.254717	0.29771	0.142857	0.231884	0.249438	0.248899	0.287425	0.201954
Decoration	0.233836	0.26087	0.270968	0.227979	0.236686	0.207729	0.202247	0.266304	0.239583	0.220126	0.221374	0	0.287785	0.175281	0.220264	0.221557	0.260586
Home appliances	0.209052	0.234783	0.167742	0.274611	0.177515	0.202899	0.179775	0.233696	0.222222	0.191824	0.183206	0.285714	0.182195	0.238202	0.187225	0.203593	0.2443

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Bedroom furniture	0.206897	0.286957	0.264516	0.248705	0.159763	0.130435	0.179775	0.255435	0.267361	0.147799	0.152672	0.142857	0.207039	0.206742	0.19163	0.221557	0.221498
Lighting & Home electronics	0.193966	0.147826	0.148387	0.181347	0.213018	0.202899	0.303371	0.163043	0.159722	0.216981	0.259542	0.142857	0.171843	0.217978	0.215859	0.179641	0.169381
Kitchen	0.190733	0.147826	0.180645	0.202073	0.153846	0.193237	0.303371	0.152174	0.208333	0.166667	0.274809	0	0.163561	0.220225	0.160793	0.239521	0.208469
Rugs	0.162716	0.130435	0.180645	0.181347	0.153846	0.164251	0.146067	0.141304	0.184028	0.144654	0.19084	0.142857	0.180124	0.14382	0.167401	0.131737	0.172638
Home textiles	0.157328	0.13913	0.16129	0.165803	0.118343	0.193237	0.146067	0.13587	0.166667	0.147799	0.198473	0	0.196687	0.114607	0.14978	0.197605	0.14658
Dining	0.155172	0.13913	0.193548	0.196891	0.12426	0.130435	0.134831	0.168478	0.194444	0.125786	0.129771	0	0.161491	0.148315	0.156388	0.131737	0.166124
Bed frames	0.142241	0.2	0.187097	0.181347	0.0946746	0.0917874	0.11236	0.179348	0.1875	0.100629	0.0916031	0.142857	0.151139	0.132584	0.129956	0.137725	0.162866
Workspaces	0.125	0.173913	0.148387	0.124352	0.112426	0.120773	0.0561798	0.146739	0.142361	0.113208	0.0916031	0	0.10352	0.148315	0.125551	0.131737	0.120521
Children's furniture	0.121767	0.121739	0.167742	0.181347	0.0828402	0.0724638	0.101124	0.0978261	0.208333	0.0691824	0.0916031	0.142857	0.140787	0.101124	0.110132	0.107784	0.14658
Bed and Bath textiles	0.103448	0.173913	0.116129	0.108808	0.0828402	0.057971	0.123596	0.168478	0.100694	0.072327	0.0992366	0	0.0952381	0.11236	0.0726872	0.137725	0.130293
Bathroom & Water	0.0862069	0.0956522	0.103226 0.012903 2	0.124352	0.0946746	0.0338164	0.0674157	0.0978261	0.118056	0.0628931	0.0534351	0.142857	0.0807453	0.0921348	0.0660793	0.113772	0.100977
Other (please specify)	0.0140086	0.0347826	0	0	0.0177515	0.0144928	0.011236	0.0326087	0	0.0157233	0.0152672	0	0.010352	0.0179775	0.0198238	0.00598802	0.00977199
Not sure / nothing in particular	0.123922	0.0869565	0.064516 1	0.0932642	0.147929	0.149758	0.235955	0.0869565	0.0763889	0.154088	0.183206	0.571429	0.136646	0.110112	0.127753	0.125749	0.117264
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Creating a high-end look on a budget	0.429257	0.416667	0.365079	0.448598	0.486111	0.442308	0.342857	0.359375	0.455782	0.454545	0.383333	0.333333	0.462264	0.395122	0.40404	0.455556	0.449612
Hunting for discontinued/retro classic designs	0.309353	0.222222	0.380952	0.299065	0.361111	0.269231	0.314286	0.34375	0.29932	0.307692	0.316667	0	0.278302	0.341463	0.313131	0.277778	0.325581
Matching existing home sets	0.302158	0.305556	0.31746	0.242991	0.347222	0.317308	0.314286	0.25	0.29932	0.342657	0.266667	0.333333	0.278302	0.326829	0.292929	0.255556	0.348837
Furnishing a rented room / house-share on a budget	0.208633	0.305556	0.412698	0.280374	0.0972222	0.115385	0.0285714	0.359375	0.306122	0.111888	0.0333333	0.333333	0.235849	0.180488	0.20202	0.244444	0.193798
Customising/painting/hacking pieces	0.203837	0.333333	0.238095	0.214953	0.180556	0.173077	0.114286	0.328125	0.197279	0.167832	0.183333	0	0.179245	0.229268	0.207071	0.155556	0.232558
Finding pre-assembled items	0.182254	0.166667	0.15873	0.140187	0.25	0.182692	0.228571	0.15625	0.156463	0.223776	0.183333	0	0.160377	0.204878	0.161616	0.188889	0.209302
Finding compact furniture for smaller apartment	0.17506	0.25	0.206349	0.17757	0.180556	0.144231	0.114286	0.265625	0.163265	0.167832	0.133333	0	0.150943	0.2	0.19697	0.211111	0.116279
Other, please specify	0.0095923 3	0	0	0	0	0.0096153 8	0.0857143	0	0	0.00699301	0.05	0	0.0047169 8	0.0146341	0.00505051	0.0333333	0
Not sure / no motivator in particular	0.117506	0.0833333	0.015873	0.0934579	0.138889	0.173077	0.2	0.046875	0.0748299	0.153846	0.2	0.333333	0.122642	0.112195	0.126263	0.111111	0.108527
Column n	417	36	63	107	72	104	35	64	147	143	60	3	212	205	198	90	129

(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Saving money / affordability	0.556355	0.555556	0.539683	0.588785	0.597222	0.528846	0.485714	0.515625	0.598639	0.566434	0.466667	0.666667	0.556604	0.556098	0.525253	0.544444	0.612403
Finding unique/discontinued style	0.155875	0.138889	0.142857	0.11215	0.180556	0.182692	0.2	0.140625	0.115646	0.167832	0.25	0	0.117925	0.195122	0.161616	0.2	0.116279
Reducing environmental impact / keeping items out of landfill	0.148681	0.138889	0.190476	0.149533	0.125	0.144231	0.142857	0.171875	0.156463	0.13986	0.133333	0	0.183962	0.112195	0.186869	0.111111	0.116279
Immediate local availability	0.1247	0.138889	0.126984	0.140187 0.0093457 9	0.0833333	0.125	0.142857	0.15625	0.122449	0.111888	0.116667	0.333333	0.127358	0.121951	0.111111	0.111111	0.155039
None of the above	0.0143885	0.0277778	0	0	0.0138889	0.0192308	0.0285714	0.015625	0.00680272	0.013986	0.0333333	0	0.0141509	0.0146341	0.0151515	0.0333333	0
Column n	417	36	63	107	72	104	35	64	147	143	60	3	212	205	198	90	129

(c) OnePoll 2026; base n = 417; total n = 1000; 583 missing

14. How often, if ever, do you look for pre-assembled or ready-to-use second-hand home items to replace failed DIY attempts? 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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Very often	0.066	0.12069	0.067484 7	0.0784314	0.0588235	0.0403587	0.046729	0.106383	0.0684039	0.0555556	0.0387097	0	0.0656371	0.06639	0.0630081	0.107955	0.0481928
Often	0.155	0.232759	0.245399	0.166667	0.0962567	0.107623	0.11215	0.244681	0.185668	0.0994152	0.109677	0.125	0.148649	0.161826	0.140244	0.170455	0.168675
Sometimes	0.331	0.301724	0.386503	0.397059	0.304813	0.331839	0.196262	0.31383	0.407166	0.324561	0.225806	0.125	0.289575	0.375519	0.351626	0.284091	0.325301
Rarely	0.198	0.181034	0.159509 0.049079 8	0.132353	0.283422	0.219731	0.205607	0.175532	0.14658	0.24269	0.232258	0.125	0.212355	0.182573	0.180894	0.232955	0.204819
Never	0.119	0.0258621	0	0.161765	0.128342	0.147982	0.168224	0.0265957	0.130293	0.137427	0.167742	0.125	0.129344	0.107884	0.123984	0.0738636	0.135542
N/A – I have never had a failed DIY attempt	0.131	0.137931	0.092024 5	0.0637255	0.128342	0.152466	0.271028	0.132979	0.0618893	0.140351	0.225806	0.5	0.15444	0.105809	0.140244	0.130682	0.11747
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
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(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
I'm now more confident in second-hand quality	0.285	0.336207	0.294479	0.254902	0.278075	0.318386	0.214953	0.335106	0.260586	0.309942	0.232258	0	0.301158	0.267635	0.276423	0.352273	0.262048
My perception of quality has stayed the same	0.512	0.525862	0.558282	0.563725	0.502674	0.439462	0.495327	0.521277	0.570033	0.461988	0.503226	0.375	0.496139	0.529046	0.497967	0.494318	0.542169
I'm now more cautious about second-hand quality	0.102	0.0948276	0.0858896	0.107843	0.0802139	0.116592	0.130841	0.0904255	0.100977	0.0964912	0.122581	0.25	0.0926641	0.112033	0.128049	0.0568182	0.0873494
Not sure / never thought about the quality	0.101	0.0431034	0.0613497	0.0735294	0.139037	0.125561	0.158879	0.0531915	0.0684039	0.131579	0.141935	0.375	0.110039	0.0912863	0.097561	0.0965909	0.108434
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Detailed photos/condition descriptions	0.319	0.284483	0.337423	0.323529	0.326203	0.35426	0.233645	0.292553	0.338762	0.327485	0.296774	0.25	0.370656	0.263485	0.319106	0.335227	0.310241
Seller ratings and reviews and feedback scores on local platforms	0.231	0.267241	0.276074	0.259804	0.213904	0.215247	0.130841	0.303191	0.247557	0.21345	0.16129	0	0.216216	0.246888	0.223577	0.232955	0.240964
Brand reputation of original manufacturer	0.185	0.25	0.165644	0.181373	0.192513	0.125561	0.261682	0.218085	0.172638	0.169591	0.212903	0	0.164093	0.207469	0.170732	0.193182	0.201807
Return guarantees	0.184	0.155172	0.159509	0.176471	0.208556	0.192825	0.205607	0.143617	0.175896	0.201754	0.206452	0.25	0.160232	0.209544	0.20122	0.159091	0.171687
None of the above	0.081	0.0431034	0.0613497	0.0588235	0.0588235	0.112108	0.168224	0.0425532	0.0651466	0.0877193	0.122581	0.5	0.0888031	0.0726141	0.0853659	0.0795455	0.0753012
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Buy second-hand statement pieces; fill in with budget-friendly new basics	0.293103	0.286957	0.329032	0.331606	0.325444	0.270531	0.146067	0.298913	0.336806	0.283019	0.221374	0.142857	0.279503	0.307865	0.273128	0.371257	0.28013
Mostly new items (70%+)	0.219828	0.173913	0.148387	0.170984	0.248521	0.270531	0.337079	0.173913	0.152778	0.27044	0.29771	0.428571	0.242236	0.195506	0.246696	0.173653	0.205212
Mix by room (e.g., new kitchen, second-hand bedroom)	0.171336	0.182609	0.193548	0.181347	0.207101	0.140097	0.101124	0.168478	0.197917	0.179245	0.0992366	0.142857	0.175983	0.166292	0.176211	0.149701	0.175896
Invest in high-quality new pieces; use second-hand for accent/decorative items	0.148707	0.243478	0.187097	0.145078	0.0828402	0.111111	0.179775	0.233696	0.15625	0.091195	0.152672	0.142857	0.128364	0.170787	0.151982	0.143713	0.14658
Source premium second-hand; supplement with new from discount retailers	0.0915948	0.0695652	0.0774194	0.108808	0.0710059	0.10628	0.11236	0.0706522	0.0972222	0.0974843	0.0992366	0	0.0848861	0.0988764	0.0748899	0.0778443	0.123779
Mostly second-hand items (70%+)	0.0398707	0.0347826	0.0322581	0.0569948	0.0177515	0.0483092	0.0449438	0.0326087	0.0486111	0.0283019	0.0610687	0	0.0517598	0.0269663	0.0374449	0.0479042	0.0390879
None of the above	0.0355603	0.00869565	0.0322581	0.00869565	0.00518135	0.0473373	0.0531401	0.0786517	0.0217391	0.0503145	0.0687023	0.142857	0.0372671	0.0337079	0.0396476	0.0359281	0.029316
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Clutter building up	0.202	0.215517	0.214724	0.161765	0.192513	0.201794	0.261682	0.202128	0.192182	0.184211	0.258065	0.25	0.208494	0.195021	0.207317	0.210227	0.189759
Struggling to transport large items	0.183	0.189655	0.165644	0.22549	0.15508	0.161435	0.214953	0.191489	0.201954	0.163743	0.187097	0	0.187259	0.178423	0.166667	0.1875	0.204819
Struggling to arrange transport/van collection for large items	0.172	0.137931	0.208589	0.181373	0.208556	0.139013	0.140187	0.164894	0.192182	0.160819	0.167742	0.125	0.175676	0.16805	0.176829	0.181818	0.159639
Worrying about item cleanliness/condition	0.145	0.181034	0.147239	0.161765	0.15508	0.130045	0.0841121	0.164894	0.153094	0.146199	0.109677	0	0.129344	0.161826	0.152439	0.164773	0.123494
Disagreeing on style	0.098	0.172414	0.104294	0.102941	0.0802139	0.0941704	0.0373832	0.148936	0.100977	0.0964912	0.0387097	0	0.0810811	0.116183	0.103659	0.0738636	0.10241
Flatpack assembly arguments	0.065	0.0344828	0.0797546	0.0833333	0.0588235	0.0672646	0.046729	0.0531915	0.0814332	0.0614035	0.0580645	0	0.0637066	0.06639	0.0670732	0.0568182	0.0662651
Other, please specify	0.003	0.00862069	0.00613497	0	0	0.0044843	0	0.00531915	0.00325733	0.00292398	0	0	0.003861	0.00207469	0.00406504	0	0.00301205
N/A – not applicable	0.132	0.0603448	0.0736196	0.0833333	0.149733	0.201794	0.214953	0.0691489	0.0749186	0.184211	0.180645	0.625	0.150579	0.112033	0.121951	0.125	0.150602
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
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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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Cost-of-living pressures	0.460129	0.408696	0.425806	0.481865	0.544379	0.463768	0.370787	0.396739	0.479167	0.484277	0.450382	0.428571	0.501035	0.41573	0.442731	0.479042	0.47557
Moving home / moving between rental properties / house-shares	0.181034	0.147826	0.187097	0.253886	0.147929	0.15942	0.168539	0.157609	0.236111	0.163522	0.122137	0.428571	0.142857	0.222472	0.178414	0.179641	0.185668
Environmental/sustainability awakening	0.169181	0.191304	0.16129	0.15544	0.153846	0.164251	0.224719	0.173913	0.166667	0.163522	0.183206	0.142857	0.202899	0.132584	0.162996	0.149701	0.188925
Hobby/interest shift (e.g., new garden project)	0.162716	0.2	0.174194 0.090322 6	0.160622	0.106509	0.164251	0.202247	0.184783	0.163194	0.144654	0.183206	0	0.128364	0.2	0.147577	0.185629	0.172638
Downsizing/decluttering	0.128233	0.156522	0.103627	0.153846	0.169082	0.0674157	0.130435	0.104167	0.104167	0.154088	0.122137	0	0.122153	0.134831	0.121145	0.113772	0.14658
Having children	0.127155	0.0608696	0.116129	0.19171	0.153846	0.111111	0.0786517	0.0869565	0.166667	0.138365	0.0763359	0	0.134576	0.119101	0.123348	0.107784	0.143322
Furnishing first home as a First-Time Buyer	0.109914	0.0869565	0.129032	0.124352	0.118343	0.0821256	0.123596	0.108696	0.121528	0.100629	0.10687	0.142857	0.101449	0.119101	0.103524	0.0958084	0.127036
Career change/redundancy	0.0743534	0.104348	0.103226 0.070967 7	0.0569948	0.0591716	0.0676329	0.0674157	0.130435	0.0555556	0.0660377	0.0534351	0.142857	0.0559006	0.094382	0.0682819	0.0898204	0.0749186
Upgrading/furnishing bedroom while living with parents	0.0711207	0.0956522	0.0932642	0.0591716	0.0483092	0.0674157	0.0869565	0.0902778	0.0440252	0.0763359	0	0.0496894	0.094382	0.0748899	0.0359281	0.0846906	0.0846906
Getting married or moving in with a partner	0.0678879	0.0956522 0.077419 4	0.109677	0.0518135	0.0414201	0.0724638	0.0337079	0.108696	0.0625	0.0628931	0.0381679	0	0.0559006	0.0808989	0.0682819	0.0658683	0.0684039
Starting university/first independent home	0.0668103	0.156522	0.0673575	0.035503	0.0386473	0.0561798	0.130435	0.0659722	0.0408805	0.0458015	0	0.0538302	0.0808989	0.061674	0.0598802	0.0781759	0.0781759
Divorce or relationship breakdown	0.0592672	0.0521739 0.070967 7	0.064516	0.0362694	0.0532544	0.101449	0.0224719	0.0543478	0.0486111	0.072327	0.0610687	0	0.047619	0.0719101	0.0506608	0.0479042	0.0781759
None of the above	0.105603	0.0695652	0.0673575	0.0946746	0.115942	0.292135	0.0652174	0.0694444	0.103774	0.236641	0.285714	0.109731	0.101124	0.114537	0.113772	0.0879479	0.0879479
Column n	928	115	155	193	169	207	89	184	288	318	131	7	483	445	454	167	307

(c) OnePoll 2026; base n = 928; total n = 1000; 72 missing

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] 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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Within 3 km	0.131	0.189655	0.110429	0.156863	0.112299	0.134529	0.0747664	0.180851	0.13355	0.125731	0.0774194	0.125	0.138996	0.122407	0.128049	0.130682	0.135542
3-8 km	0.18	0.301724	0.245399	0.137255	0.176471	0.147982	0.102804	0.292553	0.162866	0.157895	0.129032	0.125	0.167954	0.192946	0.170732	0.232955	0.165663
9-16 km	0.253	0.241379	0.306748	0.27451	0.256684	0.152466	0.345794	0.271277	0.283388	0.207602	0.277419	0.125	0.250965	0.255187	0.278455	0.181818	0.253012
17-24 km	0.181	0.172414	0.177914	0.186275	0.208556	0.161435	0.17757	0.170213	0.185668	0.184211	0.180645	0.125	0.181467	0.180498	0.162602	0.193182	0.201807
25+ km	0.164	0.0344828	0.116564 0.042944 8	0.186275	0.165775	0.264574	0.121495	0.037234	0.175896	0.219298	0.174194	0.125	0.15251	0.176349	0.162602	0.170455	0.162651
N/A – I would not be willing to travel any distance	0.091	0.0603448	0.0588235	0.0802139	0.139013	0.17757	0.0478723	0.0586319	0.105263	0.16129	0.375	0.108108	0.0726141	0.097561	0.0909091	0.0813253	0.0813253
Average (km)	13.3768	9.95872	12.4455	13.7031	13.8808	14.9193	14.1989	10.1788	13.6419	14.4297	14.7269	13	13.2327	13.5257	13.3086	13.1687	13.5852
Column n	909	109	156	192	172	192	88	179	289	306	130	5	462	447	444	160	305

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Under €60	0.139	0.0862069	0.122699	0.0882353	0.160428	0.210762	0.130841	0.0904255	0.107492	0.192982	0.141935	0.125	0.166023	0.109959	0.152439	0.119318	0.129518
€60-€175	0.165	0.232759	0.184049	0.171569	0.144385	0.147982	0.121495	0.202128	0.18241	0.146199	0.135484	0	0.158301	0.172199	0.150407	0.181818	0.177711
€176-€350	0.166	0.181034	0.177914	0.220588	0.187166	0.116592	0.0934579	0.18617	0.19544	0.163743	0.0967742	0	0.144788	0.188797	0.160569	0.215909	0.14759
€351-€600	0.123	0.137931	0.171779	0.127451	0.101604	0.116592	0.0747664	0.164894	0.140065	0.0994152	0.0967742	0	0.102317	0.145228	0.126016	0.119318	0.120482
€601-€1,200	0.086	0.0862069 0.042944 8	0.116564	0.122549	0.0802139	0.0403587	0.0747664	0.0851064	0.13355	0.0614035	0.0451613	0.125	0.0617761	0.112033	0.0995935	0.0397727	0.0903614
€1,201-€2,500	0.051	0.0344828	0.012269 0.0086206 9	0.0490196	0.0427807	0.058296	0.0841121	0.0425532	0.0423453	0.0526316	0.0774194	0	0.0289575	0.0746888	0.0528455	0.0454545	0.0512048
€2,501-€6,000	0.014	0.012269 0.0049019 9	0.0196078	0.0196078 0.0049019 6	0.0179372	0.0186916	0.0106383	0.0162866	0.00584795	0.0258065	0.125	0.0135135 0.0077220 1	0.0145228 0.0062240 7	0.0162602	0.00568182	0.0150602	0.0150602
More than €6,000	0.007	0.0258621 0.085889 6	0.012269 0.0049019 9	0	0	0.00934579	0.0265957	0.00325733	0	0.00645161	0	0.00645161	0.00645161	0.00645161	0.00609756	0.00568182	0.00903614
N/A – there is no unused furniture	0.182	0.163793	0.073619 0.073619 6	0.127451	0.208556	0.2287	0.308411	0.138298	0.110749	0.219298	0.283871	0.375	0.233591	0.126556	0.166667	0.215909	0.186747
Not sure	0.067	0.0431034	0.0686275	0.0695187	0.0627803	0.0841121	0.0531915	0.0684039	0.0584795	0.0903226	0.0903226	0.25	0.0830116	0.0497925	0.0691057	0.0511364	0.0722892
Average	531.338	600.696	552.058	566.287	406.474	466.149	719.108	635.78	523.917	402.715	677.5	1727	473.086	583.28	546.403	432.004	560.4
Column n	751	92	137	164	135	158	65	152	252	247	97	3	354	397	376	129	246

(c) OnePoll 2026; base n = 1000

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] by Demographic

		Age						Generation					Gender		Region		
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Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Under €50	0.165	0.146552	0.153374	0.176471	0.13369	0.215247	0.130841	0.143617	0.169381	0.172515	0.16129	0.25	0.177606	0.151452	0.184959	0.176136	0.129518
€50-€175	0.202	0.181034	0.233129	0.235294	0.208556	0.197309	0.11215	0.18617	0.241042	0.201754	0.154839	0	0.198842	0.205394	0.199187	0.261364	0.174699
€176-€350	0.137	0.198276	0.171779	0.122549	0.117647	0.130045	0.0934579	0.191489	0.136808	0.128655	0.0967742	0	0.142857	0.130705	0.121951	0.153409	0.150602
€351-€600	0.112	0.146552	0.141104	0.142157	0.0962567	0.0627803	0.102804	0.159574	0.136808	0.0789474	0.083871	0	0.0868726	0.139004	0.130081	0.0852273	0.0993976
€601-€900	0.066	0.0689655	0.0736196	0.0539216	0.0588235	0.0762332	0.0654206	0.0797872	0.0586319	0.0701754	0.0516129	0.125	0.042471	0.0912863	0.0691057	0.0397727	0.0753012
€901-€1,200	0.026	0.00862069	0.0306748	0.0392157	0.0213904	0.0179372	0.0373832	0.0106383	0.0390879	0.0204678	0.0322581	0	0.00965251	0.0435685	0.0284553	0.00568182	0.0331325
€1,201-€2,500	0.018	0.0344828	0.0245399	0.0196078	0.0106952	0.0134529	0.00934579	0.037234	0.0162866	0.00584795	0.0193548	0.125	0.0135135	0.0228216	0.0182927	0.00568182	0.0240964
€2,500+	0.012	0.0344828	0	0.0245098	0	0.0044843	0.0186916	0.0212766	0.0162866	0.00292398	0.0129032	0	0.015444	0.00829876	0.0121951	0.00568182	0.0150602
N/A – there are no unused home accessories	0.193	0.137931	0.0858896	0.117647	0.262032	0.2287	0.364486	0.12234	0.104235	0.245614	0.329032	0.375	0.223938	0.159751	0.174797	0.210227	0.210843
Not sure	0.069	0.0431034	0.0858896	0.0686275	0.0909091	0.0538117	0.0654206	0.0478723	0.0814332	0.0730994	0.0580645	0.125	0.0888031	0.0477178	0.0609756	0.0568182	0.0873494
Average	347.295	435.584	332.304	380.91	293.521	284.044	424.074	414.497	354.058	279.895	371.174	662.75	307.506	384.377	349.459	239.062	403.727
Column n	738	95	135	166	121	160	61	156	250	233	95	4	356	382	376	129	233

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Garage or shed	0.363426	0.291262	0.290323	0.345946	0.418301	0.347368	0.576923	0.298246	0.332155	0.394366	0.458333	0.333333	0.332558	0.394009	0.328704	0.387755	0.403509
Attic or loft	0.315972	0.31068	0.296774	0.32973	0.359477	0.3	0.282051	0.315789	0.314488	0.327465	0.3	0.166667	0.325581	0.306452	0.314815	0.346939	0.301754
Spare bedroom or storage room	0.30787	0.359223	0.329032	0.313514	0.24183	0.289474	0.358974	0.345029	0.314488	0.257042	0.358333	0.333333	0.318605	0.297235	0.280093	0.326531	0.340351
Under beds or in cupboards	0.190972	0.23301	0.219355	0.156757	0.163399	0.184211	0.230769	0.269006	0.159011	0.151408	0.241667	0.333333	0.216279	0.165899	0.194444	0.210884	0.175439
Garden/outdoor space	0.136574	0.116505	0.122581	0.135135	0.143791	0.157895	0.128205	0.122807	0.127208	0.15493	0.141667	0	0.106977	0.165899	0.143519	0.115646	0.136842
With family/friends	0.105324	0.184466	0.141935	0.135135	0.0392157	0.0631579	0.0897436	0.192982	0.116608	0.056338	0.0666667	0.166667	0.0674419	0.142857	0.0972222	0.129252	0.105263
I don't have storage space	0.0740741	0.0291262	0.083871	0.102703	0.0653595	0.0736842	0.0641026	0.0409357	0.0989399	0.0774648	0.0583333	0	0.0860465	0.062212	0.0925926	0.0680272	0.0491228
Other	0.0104167	0.0194175	0.00645161	0.0108108	0.00653595	0.0157895	0	0.0116959	0.0106007	0.0140845	0	0	0.0116279	0.00921659	0.00925926	0	0.0175439
Column n	864	103	155	185	153	190	78	171	283	284	120	6	430	434	432	147	285

(c) OnePoll 2026; base n = 864; total n = 1000; 136 missing

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
In-person payment options	0.356	0.293103	0.306748	0.397059	0.379679	0.35426	0.383178	0.292553	0.371336	0.365497	0.374194	0.5	0.351351	0.360996	0.343496	0.363636	0.370482
Verified buyer profiles/reviews	0.292	0.25	0.319018	0.308824	0.347594	0.286996	0.17757	0.297872	0.296417	0.321637	0.225806	0	0.264479	0.321577	0.29065	0.301136	0.289157
Flexible collection times	0.26	0.232759	0.251534	0.303922	0.219251	0.264574	0.280374	0.223404	0.289902	0.245614	0.270968	0.375	0.243243	0.278008	0.270325	0.210227	0.271084
Safety verification of buyer	0.245	0.327586	0.257669	0.191176	0.262032	0.224215	0.252336	0.287234	0.224756	0.230994	0.277419	0	0.237452	0.253112	0.22561	0.284091	0.253012
Professional pickup service	0.232	0.206897	0.239264	0.20098	0.245989	0.215247	0.317757	0.212766	0.214984	0.230994	0.296774	0.125	0.204633	0.261411	0.223577	0.227273	0.246988
Option for neutral meetup location	0.237	0.215517	0.269939	0.25	0.235294	0.219731	0.224299	0.260638	0.2443	0.216374	0.245161	0.125	0.266409	0.205394	0.23374	0.227273	0.246988
IKEA-backed marketplace (brand trust)	0.139	0.25	0.208589	0.142157	0.112299	0.0807175	0.0747664	0.255319	0.14658	0.0994152	0.0774194	0	0.117761	0.161826	0.128049	0.153409	0.14759
Other, please specify	0.003	0	0	0	0	0.0134529	0	0	0	0.00584795	0.00645161	0	0.003861	0.00207469	0.00406504	0	0.00301205
Not sure / nothing in particular	0.122	0.0775862	0.0613497	0.0784314	0.139037	0.156951	0.242991	0.0744681	0.0716612	0.146199	0.212903	0.375	0.140927	0.10166	0.113821	0.159091	0.114458
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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		
Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
MORE DESIRABLE [NET]	0.419	0.543103	0.496933	0.397059	0.363636	0.408072	0.327103	0.558511	0.400651	0.385965	0.374194	0.125	0.391892	0.448133	0.434959	0.352273	0.430723
Much more desirable	0.122	0.189655	0.110429	0.132353	0.112299	0.0941704	0.121495	0.170213	0.117264	0.111111	0.103226	0	0.117761	0.126556	0.115854	0.107955	0.138554
Somewhat more desirable	0.297	0.353448	0.386503	0.264706	0.251337	0.313901	0.205607	0.388298	0.283388	0.274854	0.270968	0.125	0.274131	0.321577	0.319106	0.244318	0.292169
No difference to me	0.487	0.336207	0.429448	0.504902	0.529412	0.515695	0.570093	0.324468	0.517915	0.517544	0.535484	0.875	0.509653	0.462656	0.453252	0.556818	0.5
Somewhat less desirable	0.063	0.0948276	0.0368098	0.0735294	0.0855615	0.0313901	0.0747664	0.0744681	0.0618893	0.0614035	0.0580645	0	0.0656371	0.060166	0.0752033	0.0625	0.0451807

Column %	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over	Postmillennial/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Much less desirable	0.031	0.0258621	0.0368098	0.0245098	0.0213904	0.044843	0.0280374	0.0425532	0.019544	0.0350877	0.0322581	0	0.0328185	0.0290456	0.0365854	0.0284091	0.0240964
LESS DESIRABLE [NET]	0.094	0.12069	0.0736196	0.0980392	0.106952	0.0762332	0.102804	0.117021	0.0814332	0.0964912	0.0903226	0	0.0984556	0.0892116	0.111789	0.0909091	0.0692771
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Large influence	0.144	0.146552	0.141104	0.166667	0.112299	0.134529	0.17757	0.148936	0.149837	0.143275	0.135484	0	0.158301	0.128631	0.138211	0.125	0.162651
Moderate influences	0.38	0.422414	0.349693	0.338235	0.438503	0.390135	0.336449	0.404255	0.338762	0.412281	0.374194	0.125	0.3861	0.373444	0.378049	0.375	0.385542
Small influence	0.295	0.310345	0.331288	0.323529	0.283422	0.264574	0.252336	0.308511	0.332248	0.277778	0.23871	0.375	0.274131	0.317427	0.294715	0.295455	0.295181
No influence at all	0.142	0.0862069	0.147239	0.142157	0.128342	0.165919	0.168224	0.111702	0.143322	0.131579	0.187097	0.375	0.127413	0.157676	0.148374	0.153409	0.126506
Not sure	0.039	0.0344828	0.0306748	0.0294118	0.0374332	0.044843	0.0654206	0.0265957	0.0358306	0.0350877	0.0645161	0.125	0.0540541	0.0228216	0.0406504	0.0511364	0.0301205
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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/Generation Z (Born after 1996)	Millennials (Born 1981-1996)	Generation X (Born 1965-1980)	Boomers (Born 1946-1964)	Silent (Born 1928-1945)	Female	Male	Eastern and Midland Region	Northern and Western Region	Southern Region
Moving home / house relocation	0.449	0.327586	0.472393	0.480392	0.454545	0.466368	0.439252	0.37766	0.485342	0.464912	0.432258	0.375	0.449807	0.448133	0.461382	0.414773	0.448795
Home renovations or redecorating	0.418	0.327586	0.361963	0.421569	0.44385	0.452915	0.476636	0.340426	0.394137	0.461988	0.458065	0.5	0.420849	0.414938	0.408537	0.414773	0.433735
Spring cleaning (March–May)	0.309	0.344828	0.312883	0.259804	0.331551	0.327354	0.280374	0.345745	0.263844	0.336257	0.309677	0	0.312741	0.304979	0.284553	0.369318	0.313253
Post-Christmas decluttering (January)	0.217	0.267241	0.263804	0.254902	0.224599	0.143498	0.158879	0.271277	0.257329	0.172515	0.180645	0	0.22973	0.20332	0.20122	0.278409	0.207831
Seasonal changes (winter storage, summer refresh)	0.174	0.232759	0.208589	0.176471	0.122995	0.156951	0.17757	0.234043	0.179153	0.140351	0.174194	0	0.162162	0.186722	0.182927	0.130682	0.183735
End of financial year / New Year resolution	0.12	0.12931	0.165644	0.156863	0.0802139	0.0717489	0.140187	0.154255	0.156352	0.0672515	0.122581	0.125	0.0984556	0.143154	0.115854	0.125	0.123494
Other life event (please specify)	0.012	0	0.00613497	0.0147059	0.026738	0.00896861	0.00934579	0	0.0130293	0.0204678	0.00645161	0	0.0135135	0.0103734	0.00406504	0.0113636	0.0240964
Not sure / I would never sell furniture online	0.085	0.0603448	0.0490798	0.0343137	0.0802139	0.125561	0.186916	0.0478723	0.0456026	0.0906433	0.174194	0.5	0.0984556	0.0705394	0.0894309	0.0738636	0.0843373
Column n	1000	116	163	204	187	223	107	188	307	342	155	8	518	482	492	176	332

(c) OnePoll 2026; base n = 1000

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)

- Help charities
- To find something I can no longer find for sale in general
- To keep items that are useful from dump
- To resell
- To support charity & because family member works there

5. What, if anything, would encourage you to shop second-hand more regularly than you currently do? [Select all that apply] - Other (please specify)

- ☒ Better search filters
- ☒ dont have enough time
- ☒ If I can product in good condition
- ☒ more high street shops
- ☒ More time
- ☒ More time to read. I am trying to get some of the books out of the house.
- ☒ Postage costs
- ☒ Shop
- ☒ To support a charity

9. Where do you most frequently discover ideas and inspiration for buying or upcycling pre-loved furniture? [Select up to three] - Other, please specify

- Books or magazines
- Charity shops
- Come up with ideas on my own
- Ebay
- Google search
- Google/ Pinterest
- In store
- Local shops
- My head
- my own imagination
- Online searches.
- Own ideas
- Shops
- Tv programmes or websites
- Tv programs
- Twitter

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)

- all of the above and anything else
- Books
- Books
- Cd's.& vinyl records
- Clothes
- Clothes
- Clothes
- Lego
- More books
- More toys
- Musical instruments
- Outfits
- Sports Equipment

12. What, if anything, are your main design motivators when shopping for pre-owned furniture? [Select up to three] - Other, please specify

- Lower price
- Quality old furniture
- Replacing existing items
- The hope to discover a special item

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

- price
- Price
- Television

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

- ☐ Give to charity
- ☐ I never sell only donate
- ☐ If the person appreciated the item

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
- ☐ Cost of living crisis
- ☐ Death
- ☐ Death in family
- ☐ Divorce
- ☐ Funeral/wedding
- ☐ Money issues
- ☐ Other people having an opinion or say in the matter
- ☐ Relationship breakdown
- ☐ Retirement
- ☐ Upcoming party clear out

