

A graphic on the left side of the slide features a central circular arrow icon. This icon is surrounded by several concentric rings of arrows, each pointing in a clockwise direction. The rings are colored in shades of blue, green, orange, and light blue, creating a vibrant, circular pattern. The background of the slide is a dark blue gradient that curves from the top left towards the bottom right.

REPAIR: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Appetite to Advance the Repair Economy;
Part 3 of 5 Series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

The Driving Force for Ireland's Move to a Circular Economy



Rialtas na hÉireann
Government of Ireland

B&A
RESEARCH
& INSIGHT

Overview of survey

Behavioural insight is a foundation of the EPA's Circular Economy Programme, providing evidence to inform policy, to inform behavioural change interventions and to inform awareness campaigns.

The EPA contracted Behaviour & Attitudes (B&A) to carry out this quantitative research which is the first nationally representative baseline survey on Irish citizens' attitudes, awareness and behaviours relating to repair. The fieldwork for the online survey of a nationally representative sample of 1,049 adults ages 16+ was carried out in November 2022.

The survey topic areas are presented in a series of five sections:

1. Consumer rights
2. The Repair Economy
- 3. Appetite to Advance the Repair Economy**
4. Professional Repair Services
5. Motivations to Repair



CIRCULAR ECONOMY PROGRAMME

The Driving Force for Ireland's Move to a Circular Economy



Riailtas na hÉireann
Government of Ireland

Appetite to Advance the Repair Economy: *Infographic*

National repair skills



69%

of people sew or stitch to repair clothes, and 64% do small home DIY repairs.

National appetite for repair



65%

of people would like to acquire at least one new repair skill.

Easy to repair when you have the skills



82%

of those who repaired a vacuum cleaner found it 'easy'.

High interest in Repair Cafes



61%

of people are interested in attending a Repair Café.

Time required is the biggest challenge with self-repair



37%

of those who self-repair say the length of time is the main difficulty.

Circular acquisitions



38%

of people have rented, leased or purchased secondhand at least one of the selected products.

Market for repair skills development



78%

of people are repairers who indicate they could improve at least one of their repair skills.

Top products rented, leased or bought second hand



1 in 3 young people have rented, leased or purchased a second hand coat/jacket or mobile phone.



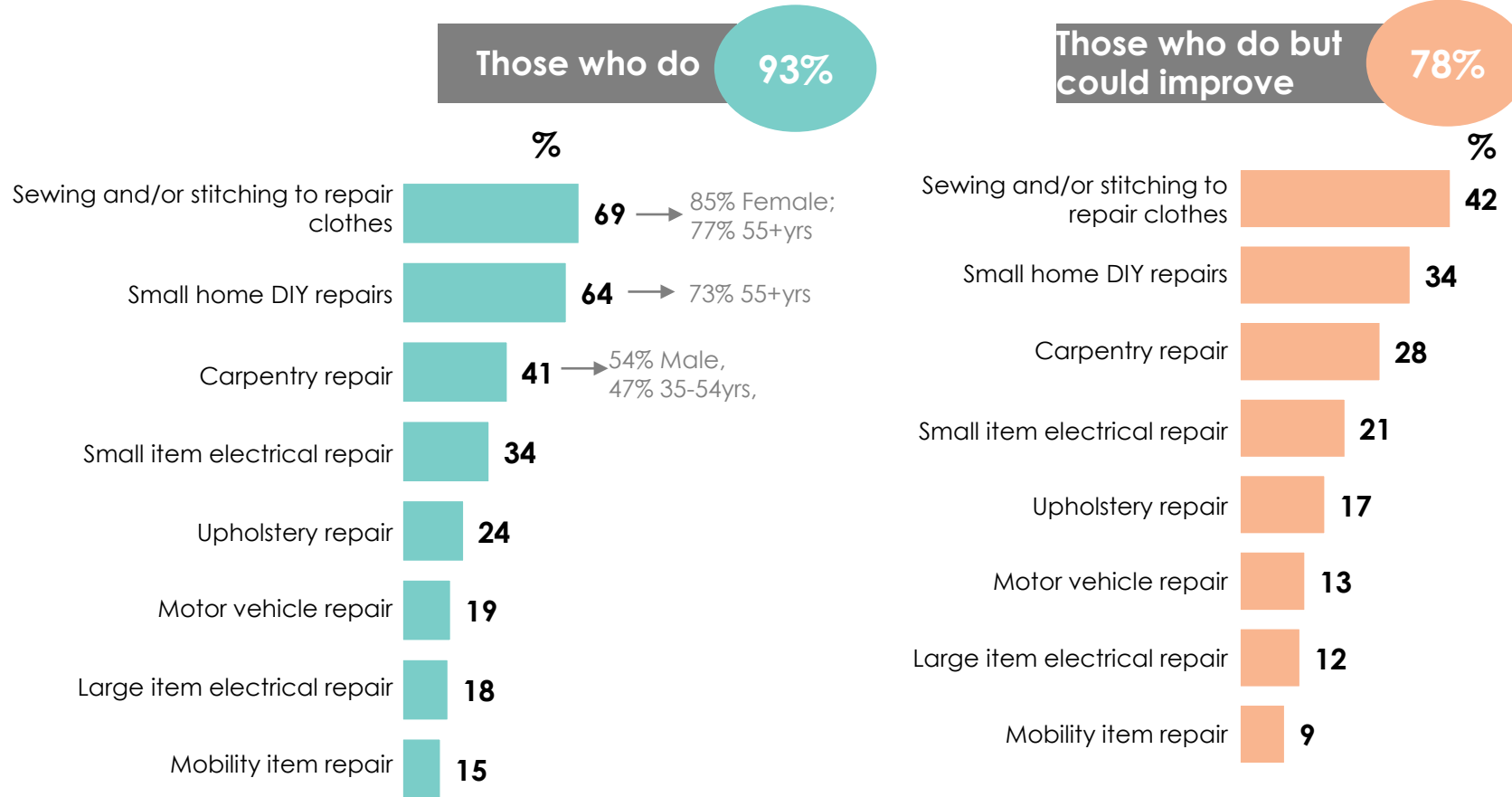
CIRCULAR ECONOMY PROGRAMME

The Driving Force for Ireland's Move to a Circular Economy



Rialtas na hÉireann
Government of Ireland

National Self Assessment - Those who do repair



National repair skills are most notable for clothes and small home DIY

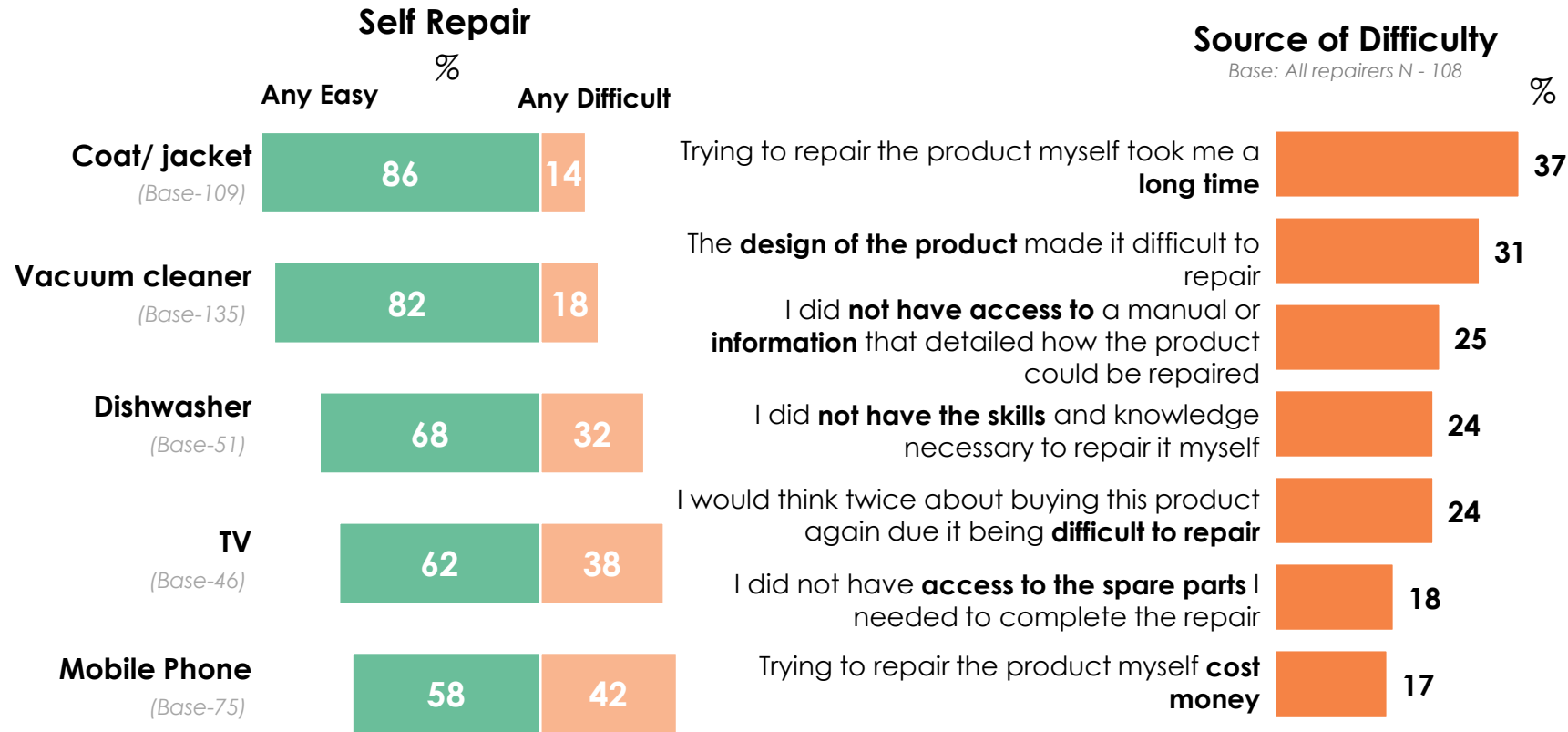
- 69% of people sew and/or stitch to repair clothes (higher among women).
 - 64% of people do small home DIY repairs (higher among those 55 years+).
 - 41% of people have done carpentry repair and 34% small electrical repair (higher male).
- There is a market for repair skills training:**
- 78% of people are repairers who indicate they could improve at least one of their repair skills.

Q4.a Which, if any, of the following repair activities have you ever done yourself Base: All adults 16+ n – 1049

Q4.b Which, if any, of the following repair activities would you say you have strong/ advanced skills in? Base: All adults 16+ n – 1049



Self Repairers: Was the Repair Difficult?



29% are Self-Repairers and they generally find repair 'easy'

- Especially in relation to clothes/ jackets and vacuum cleaners.
- TVs and mobile phones are rated as the most difficult of the selected products to fix.

The repair time required is the biggest reported source of difficulty

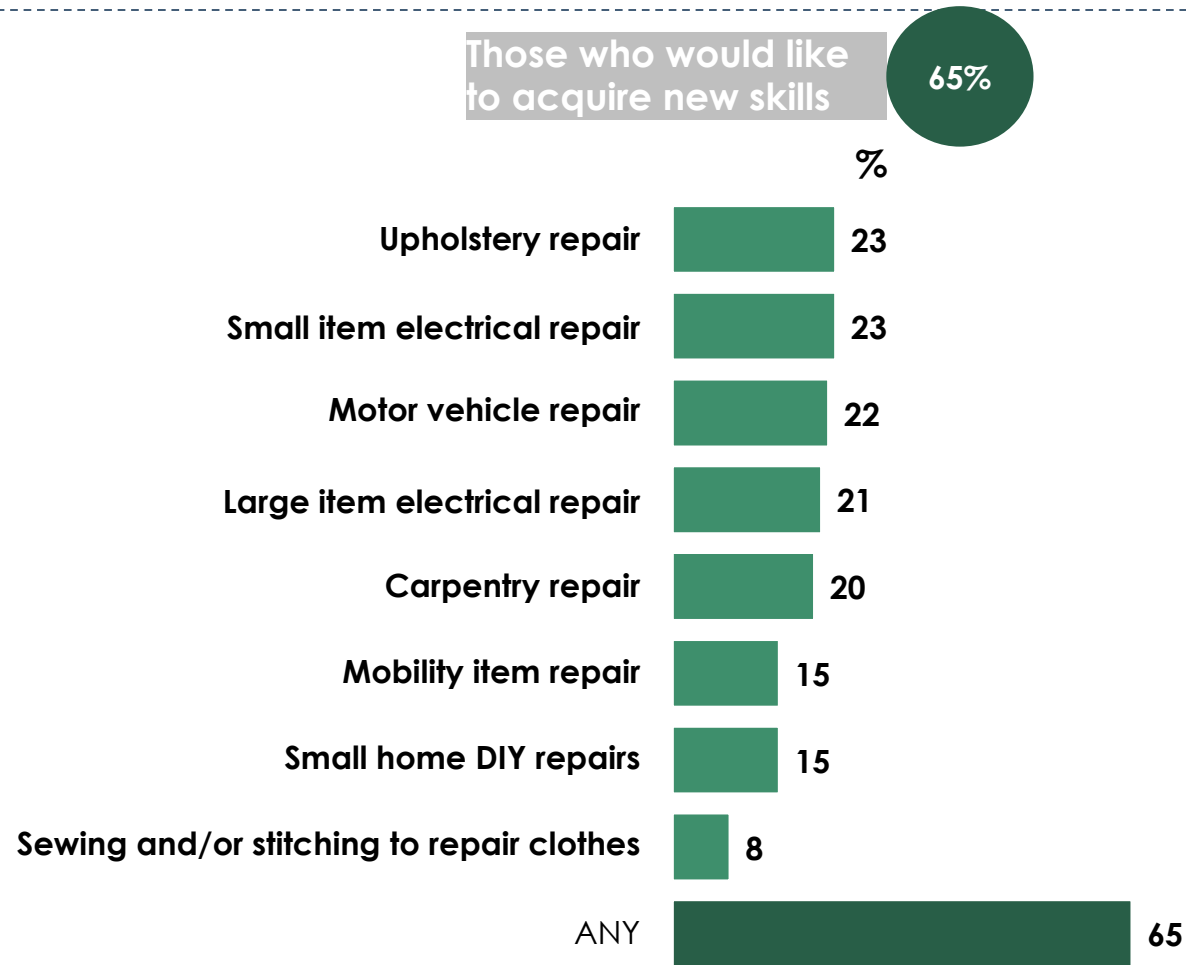
- After time, the design of the product was the next highest source of difficulty identified by self-repairers.
- Other reasons relate to lack of information or skills.

Q.3b What level of difficulty, if any, did you face in repairing yourself on this occasion? Base: Self repaired any product type

Q.3bi You said you repaired the yourself and found it very/fairly difficult. Base: Self repaired any product type



National Self Assessment - The repair skills we would like to acquire



National appetite for repair

- 65% of people nominated at least one repair skill they would like to acquire.
- People's most desired new repair skills are broadly defined with the top 5 being:
 - Upholstery repair
 - Small item electrical repair
 - Motor vehicle repair
 - Large item electrical repair
 - Carpentry repair.

Q4.a Which, if any, of the following repair activities have you ever done yourself? Base: All adults 16+ n - 1049

Q4.c Which, if any, of the following repair activities would you like to be able to do yourself? Base: All adults 16+ n - 1049

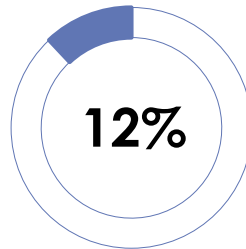


'Repair Café': Awareness & Interest

'A repair café' is a free local meeting place and they're all about repairing things together. Visitors bring their broken items from home and together with repair specialists they start making their repairs in the Repair Café.

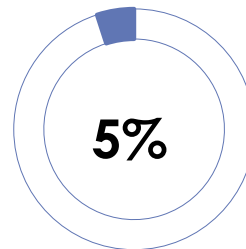


Awareness



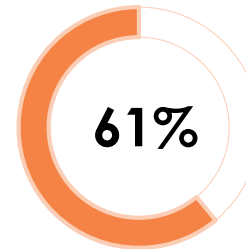
18% 16-34yrs
18% Dublin
16% Self-repairers

Attendance



10% 16-34yrs

Interest in Attendance



61% Male
62% Female
60% 13-34yrs
64% 35-54yrs
60% 55yrs+
69% Self-repairers

High interest in attending a Repair Café

- 12% of people are aware of the term 'Repair Café'.
- 5% of people have attended a 'Repair Café'.
- Young adults (aged under 35) show higher awareness (18%) and higher attendance (10%).
- 61% of people are interested in attending a 'Repair Café' and this is consistent across gender and life-stages.

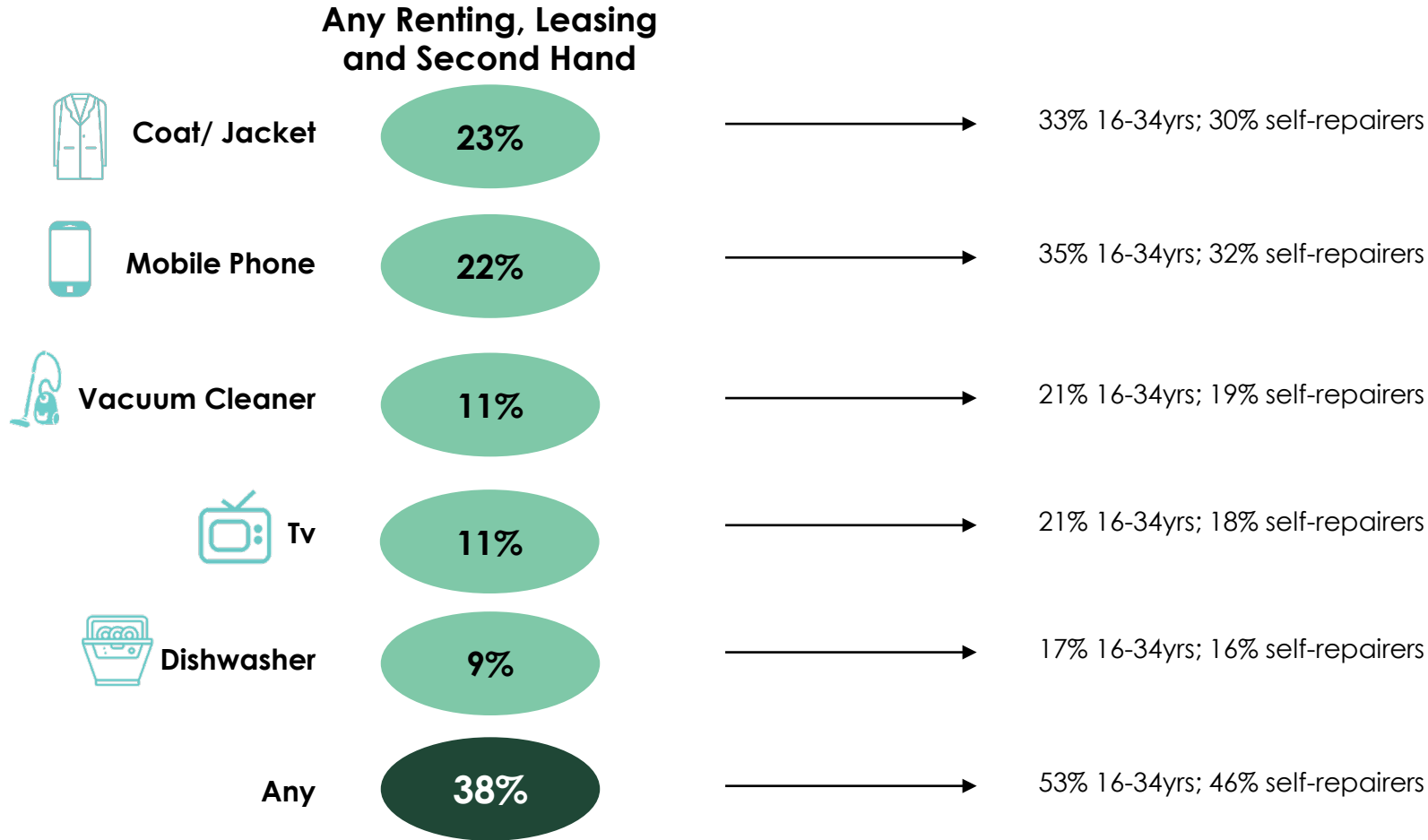
Q.7 Have you ever heard of the term 'Repair Café'? Base: All adults 16+ n - 1049

Q.8 Have you ever attended a repair café event?

Q.9 If a repair café event was organised in your local area, would you attend?



Renting, Leasing & Second Hand








38% of people have rented, leased or purchased secondhand at least one of the selected products; peaking for coats/jackets and mobile phones.

- This national incidence consistently peaks among young adults (16-34 years) and those who self repair.
- 1 in 3 young people have rented, leased or purchased a secondhand coat/ jacket or a mobile phone.
- The behaviour is much less likely in relation to TVs, dishwashers or vacuum cleaners

Q.10 For each of the products below, have you rented or leased such a product, or purchased a product second hand, in the last 5 years? Base: All adults 16+ n - 1049



Expected Information Sources on How to Repair

	 Vacuum cleaner	 Dish-washer	 TV	 Mobile Phone	 Coat/ jacket
	%	%	%	%	%
Via a manufacturer's website	66	67	67	63	35
Via operating manuals or instructions	57	55	53	51	20
Via the retailer	48	49	50	50	37
Via product descriptions	32	30	32	31	27
Via the website of a third party (e.g. consumer association)	26	24	25	23	19
Via social media	17	16	17	21	19
Via an EU official label	16	17	16	15	13
Via an official label from your national authority	13	12	12	10	10

The top 3 sources for how to repair the selected products are the manufacturer's website; operating manuals, and through the retailer.

- **Over 60%** of people say the manufacturer's website is where they would expect to obtain information on how to repair a vacuum cleaner, dishwasher, TV, or mobile phone.
- Sources that are much less likely to be referenced include EU official labels and social media.





NATIONAL REPAIR SURVEY 2022

TO FIND OUT MORE:

Download Survey Excel data [here](#).

Email us: cep@epa.ie

Check our website: www.epacirculareconomy.ie

Follow us on Twitter and Instagram: @EPAIreland

Follow us on LinkedIn

CIRCULAR ECONOMY PROGRAMME

The Driving Force for Ireland's Move to a Circular Economy



Riailas na hÉireann
Government of Ireland

B&A
RESEARCH
& INSIGHT