

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 in a different color (grey, teal, green, orange, teal, grey). The rings are filled with a halftone dot pattern. The entire graphic is set against a dark blue background that curves from the top left towards the bottom right.

REPAIR: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Consumer Rights; Part 1 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



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Consumer Rights: *Infographic*

The Right to Repair



31%

of people are familiar with the term *Right to Repair*.

Manufacturer responsibility



89%

of people believe manufacturers are most responsible for making the repairing of products easier.

Government responsibility



32%

of people assign most responsibility for making repair easier to national governments or its agencies.

Repair information should be free



88%

of people believe producers should provide citizens with information on product durability and reparability for free.

Trust is an issue



39%

of people trust claims made by companies about their products.

Durability is perceived to be in decline



81%

of people agree that older generations of products were more durable than newer generations.



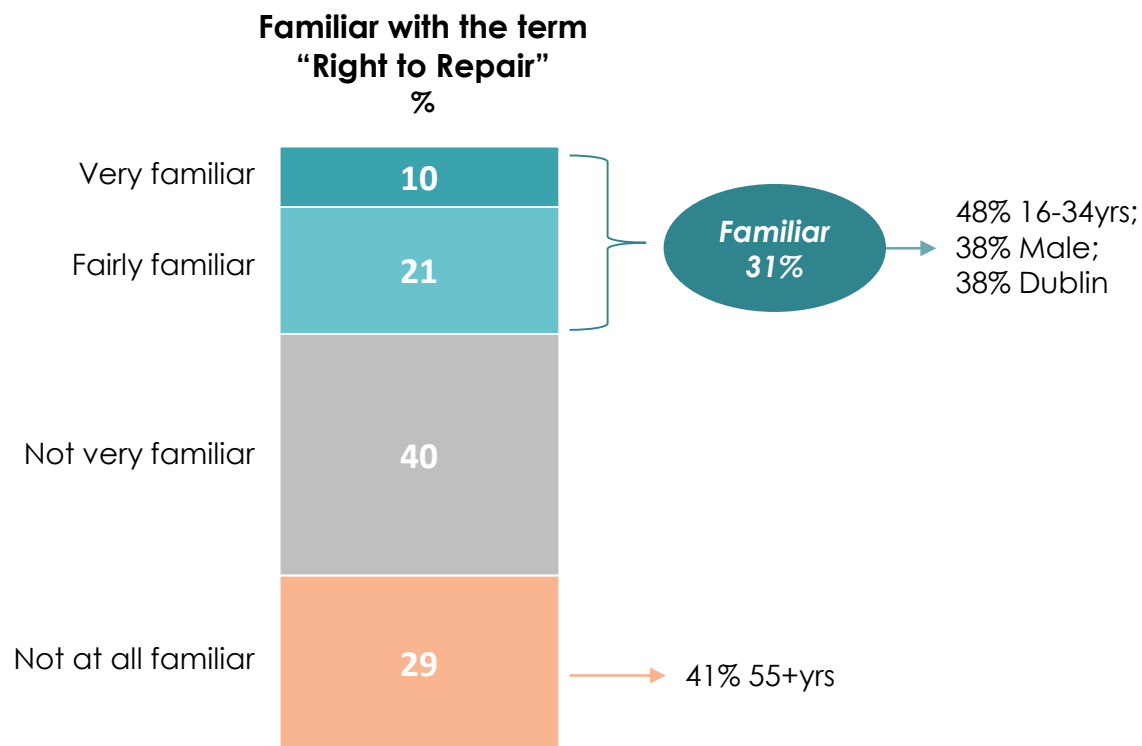
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The “Right to Repair”



Current familiarity with the European Commission’s ‘Right to Repair’ is reasonable at 31%.

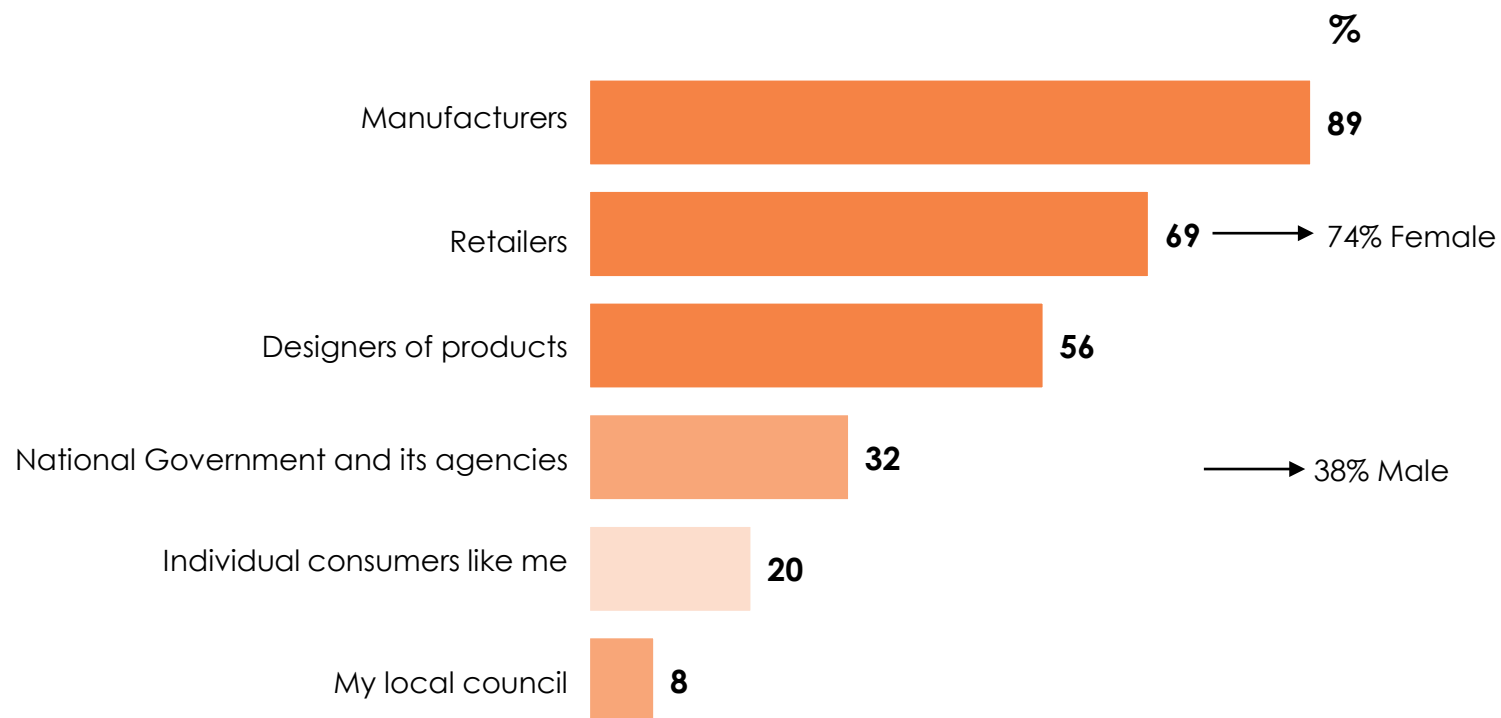
- **10%** of people are very familiar with the term, and **21%** are ‘fairly familiar’.
- Familiarity peaks markedly among young adults (under 35 years) at **48%**.

The Right to Repair refers to the following: The European Commission has announced the establishment of a ‘right to repair’ in an effort to save costs for consumers and prolong the lifetime of products. The right to repair refers to different issues and situations such as repair during the legal guarantee, the right to repair after the legal guarantee has expired, and the right for consumers to repair products themselves.

Q.13 To what extent are you familiar with the term “right to repair”? Base: All adults 16+ n - 1049



Making Repair Easy: Who Should Be Responsible?



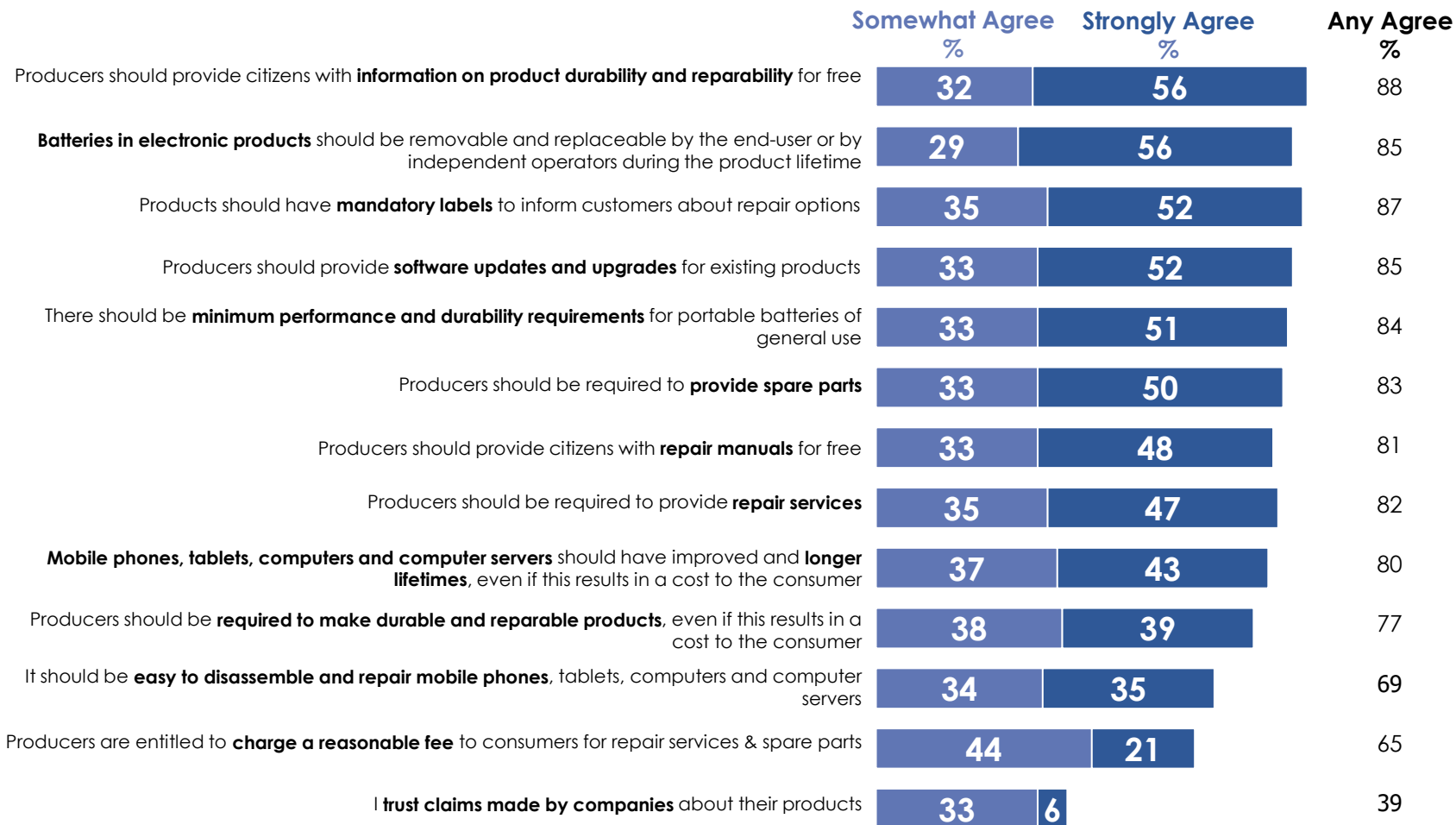
The vast majority believe manufacturers are primarily responsible for making repair easier:

- **89%** of people select manufacturers as the most responsible for making the repairing of products easier, followed by retailers at **69%**, and designers of products at **56%**.
- To a much lesser extent people assign responsibility to national governments or its agencies, including local councils.
- Only one in five people nominate 'individual consumers like me' as the most responsible.

Q.14 Who in your opinion is most responsible for making the repairing of products easier? Base: All adults 16+ n - 1049



Repair & the Role of Producers*



The public believe producers should have broad 'repair' related responsibilities

People most strongly agree that:

- Producers should provide citizens with information on product durability and reparability for free;
- Batteries in electronic products should be removable and replaceable by the end-user or by independent operators during the product lifetime;
- Products should have mandatory labels to inform customers about repair options.

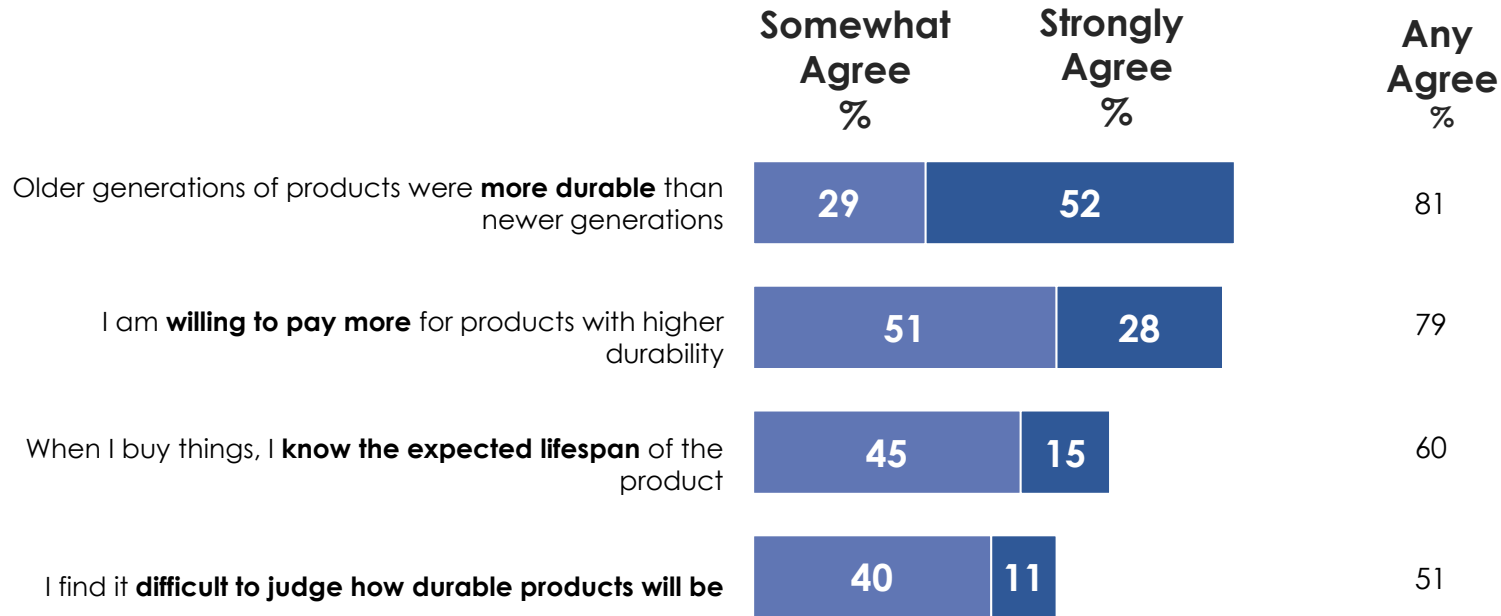
In addition, only **39%** of people trust claims made by companies about their products.

Q.15 To what extent do you agree or disagree with each statement below? Base: All adults 16+ n - 1049

* Producers include manufacturers of products and those that place products on the market



Attitudes to Durability



Close to 80% of people are willing to pay more for durable products

- However, 1 in 2 people find it difficult to judge how durable products will be.
- And only **15%** strongly agree 'when I buy things, I know the expected lifespan of the product'.
- We also believe durability is in decline: **81%** of people agree that 'older generations of products were more durable than newer generations'.

Q.11 To what extent do you agree or disagree with the following statements about yourself? Base: All adults 16+ n - 1049

Q.12 To what extent do you agree or disagree with each statement below? Base: All adults 16+ n - 1049





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](#)

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