

A graphic on the left side of the slide features a central spiral of arrows. The spiral starts from the center and moves outwards, with arrows pointing clockwise. The arrows are colored in a gradient: dark blue, light blue, green, orange, and dark blue. 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

Motivations to Repair;
Part 5 of 5 Series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

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



Riailas 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

Motivations to Repair: *Infographic*

The role of warranties



Over 60%

of people indicate 'warranties' influenced their choice of dishwasher and TV.

Product lifespan influences choice of purchase



56%

of people indicate product lifespan influenced their choice of vacuum cleaner.

'Repairability' influences purchases



33%

of people on average mention that 'repairability' has an influence on their purchase.

Repair and Climate Change



54%

of people see a clear link between climate change and repairing a product rather than buying new.

Renting & Leasing and Climate Change



26%

of people see a clear link between climate change and renting or leasing a product rather than buying new.

Reducing climate emissions



71%

of people when prompted think taking action to support the repair, renting and leasing of products will reduce climate emissions








CIRCULAR ECONOMY PROGRAMME

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



Rialtas na hÉireann
Government of Ireland

Purchase Motivations

Influence A Lot	 Vacuum cleaner N-857	 Dish-washer N-601	 TV N-921	 Mobile Phone N-1005	 Coat/Jacket N-986	Avg.
	%	%	%	%	%	%
General Quality	73	73	73	74	69	72
Warranty	58	67	63	55	14	51
Expected Lifespan	56	58	53	51	34	50
Price	50	62	67	71	61	62
Manufacturer/ Brand	49	47	49	62	22	46
Repairability	33	43	33	37	17	33
Repair services exist	28	39	32	34	12	29
Environmental credentials	22	28	24	23	16	23
Latest model	12	16	23	28	11	18

Warranties and expected lifespans are key purchasing motivations

- In addition to general quality and price, a series of features influence choice of products; especially noticeable is the role of warranties, for example **67%** of people indicate 'warranties' influenced their choice of dishwasher.
- Perceived product lifespans also play a key influencing role: **56%** of people indicate product lifespan influenced their choice of vacuum cleaner.
- Repairability is much less likely to be nominated as a key influencing factor - potentially highlighting the importance of connecting repairability with expected lifespans.

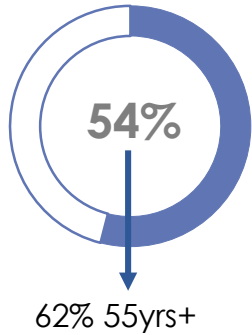
Q.16 Thinking of the last time you bought a, to what extent did the following influence your choice of product? Base: Purchasers of each product type



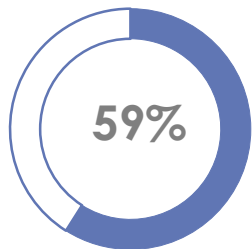
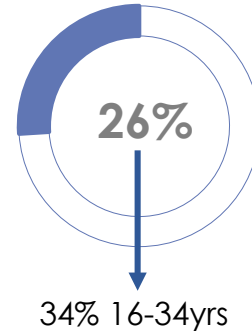
Link Between Key Behaviours and Climate Change

I can see a clear link...

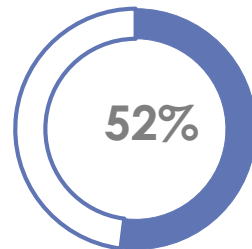
Repairing a product (either by yourself or someone else) rather than buying new



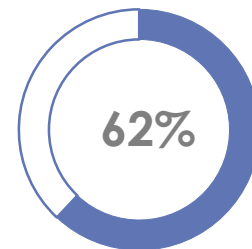
Renting or leasing a product rather than buying new



Not driving to work/town (e.g. taking public transport, walking, cycling)



Washing clothes at 30 degrees instead of 40/60 degrees



Recycling food waste (e.g. home composting, brown bin collection)

Links between the Repair Economy and Climate Change could be stronger

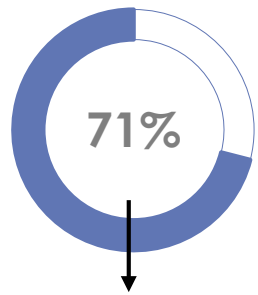
- Currently only **26%** of people see the link between the sharing economy (renting or leasing a product) and climate change - although this does rise to **34%** for young adults.
- The link with 'repairing a product' and climate change is higher (**54%**), and this increases further among the senior age group (**62%**);
- To put this in context, the perceived link with repair is slightly above the incidence of people who see a link between climate change and washing clothes at 30 degrees.
- The link with repair and climate change still has some way to go to be the equal of food waste: **62%** of people see a clear link between food waste and climate change.

Q.18 To what extent do you see the link between the following statements and climate change? Base: All adults 16+ n - 1049



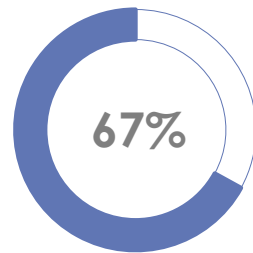
Impacts of Supporting Repair, Renting & Leasing of Products

Reduce climate emissions

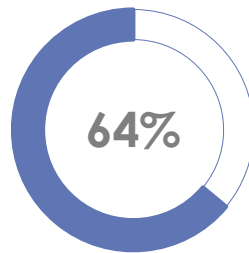


77% 16-34yrs

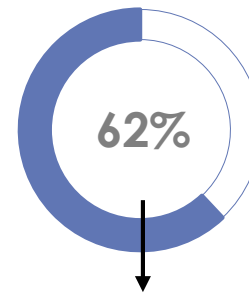
The quality of products



Society's health & wellbeing

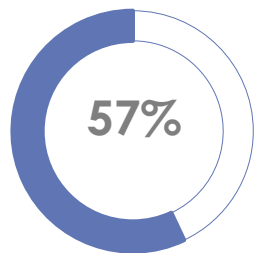


Access to more products and services

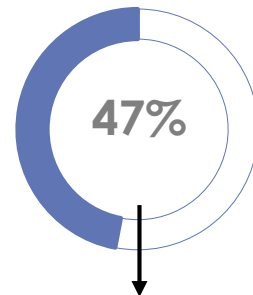


69% 16-34yrs

Quality of life

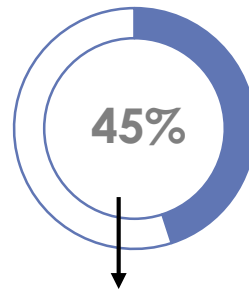


Economic growth



58% 16-34yrs

Social justice



52% 16-34yrs

The perceived positive impacts of supporting repair, renting and leasing products are well apparent

71% of people when prompted think taking action to support the repair, renting and leasing of products will reduce climate emissions

- rising to over three in four young adults.
- 67% of people think such support will improve the quality of products.
- 62% of people also believe the repair economy will improve access to more products and services.
- People are less likely to see the repair economy benefitting economic growth (47%) and social justice (45%).

Q.19 Overall, do you think that taking action to support the repair, renting and leasing of products will improve or not each of the following? 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

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