

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, and orange, and have a dotted or halftone texture. The entire graphic is set against a dark blue background that curves across the top and right sides of the slide.

REPAIR: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

Professional Repair Services;
Part 4 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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Professional Repair Services: *Infographic*

Going to Repair Professionals



63%

of people have used a professional service to repair one of the selected products.

Experience of professional repair service is very positive



80+%

of users say the service provided from professional repairers is good across a range of criteria.

Access to manuals or videos will motivate more repair



60%

of people indicate manuals or videos would encourage them to repair a product instead of buying new.

Cost benefits are main reason why people use professional repair services



47%

of users reference 'It was cheaper than buying a new one' as their motivation.

Awareness about repair services is low



11%

of people are aware of Repairmystuff.ie and this peaks among Dubliners and young adults.

The challenge is raising the influence of environmental credentials



19%

of users of a professional repair service repaired a product rather than buying new as better for the environment.



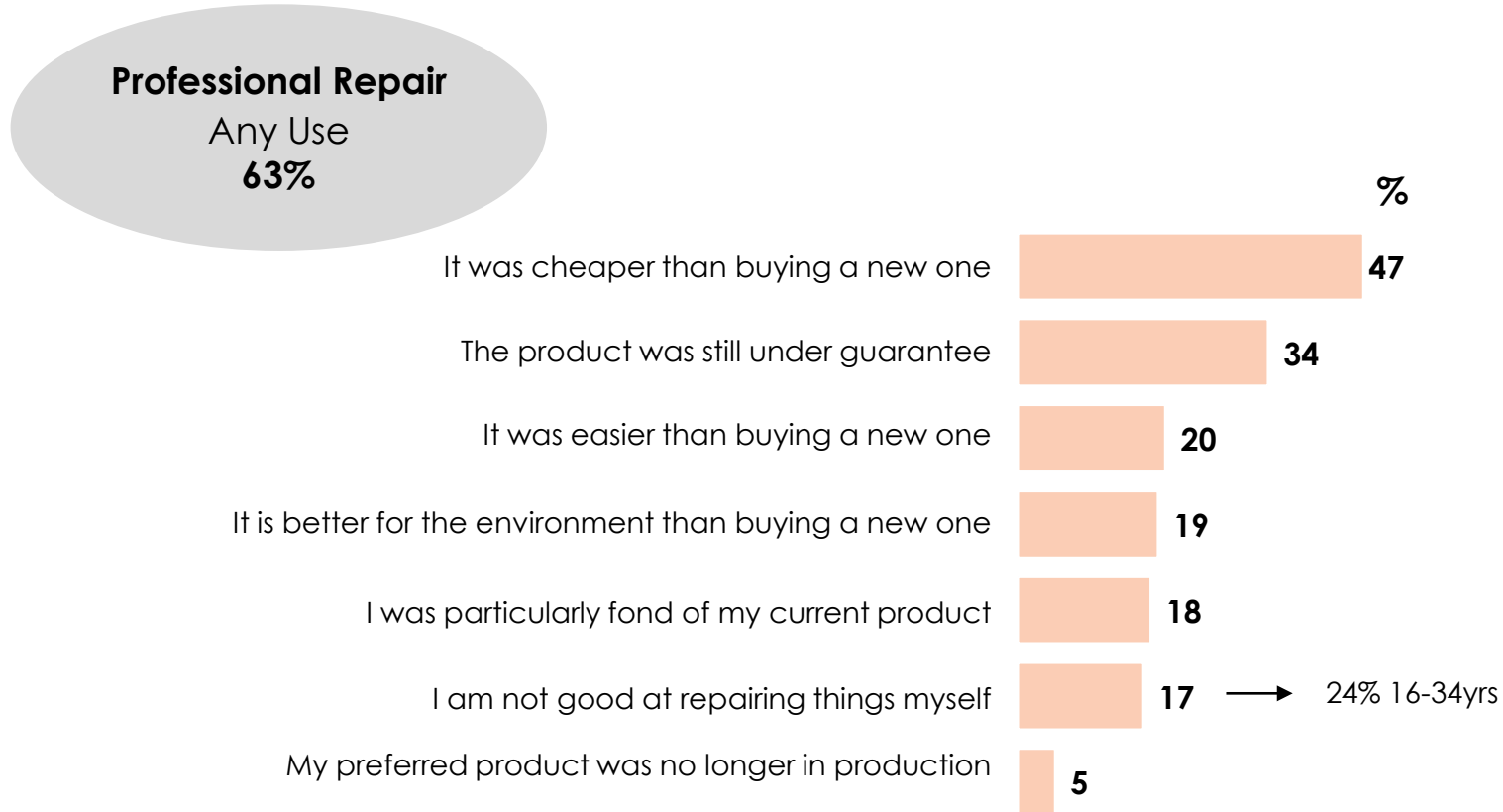
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Professional Repair Service: Why Used



Cost benefits are the key reason for using professional repair services

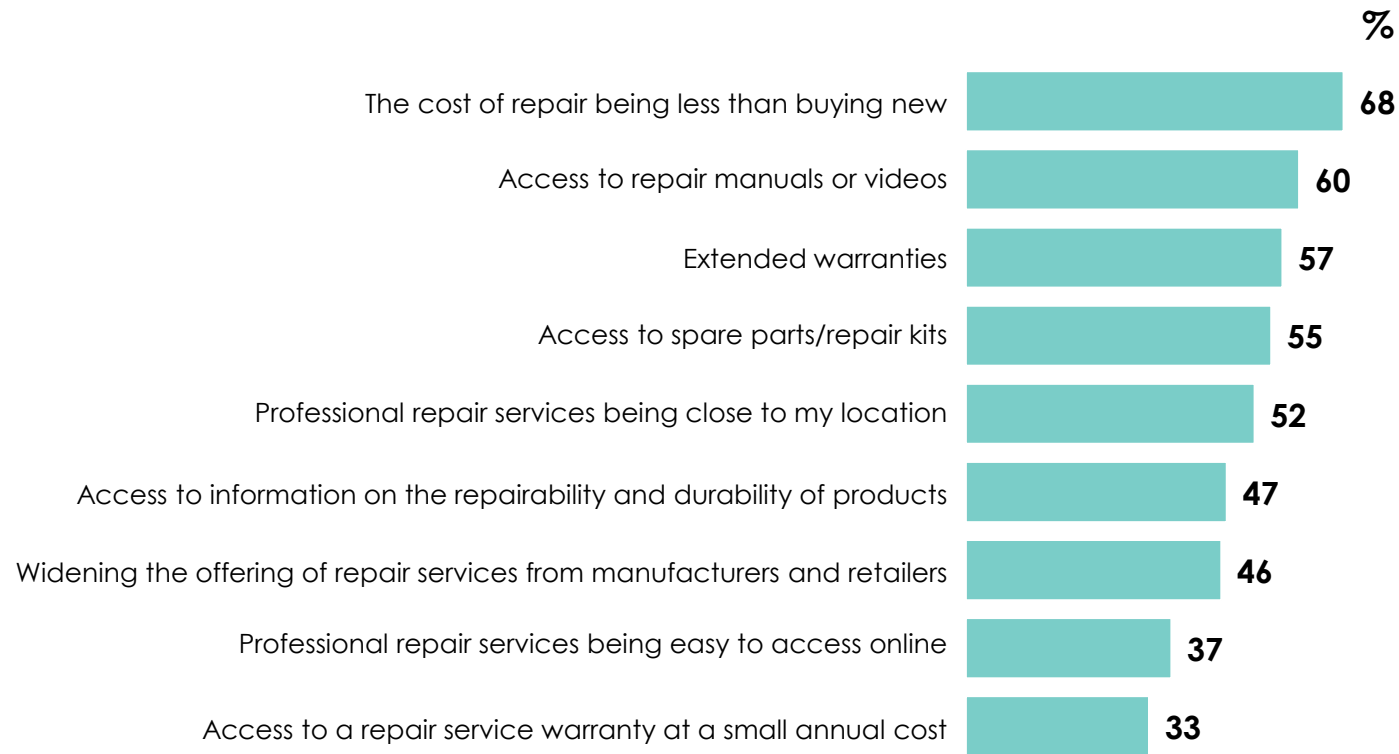
- 63% of people have used a professional service to repair one of the selected products.
- Nearly half of these say 'It was cheaper than buying a new one' as their motivation.
- More than 1 in 3 mention the reassurance of a guarantee as a motivation.
- The other reasons are much less prominent, though 1 in 4 young people indicate 'I am not good at repairing things myself' as a key reason.

The challenge is raising the influence of environmental credentials of repair

- only 19% of users mention that they repaired a product rather than buying a new one because this is better for the environment.



Motivations to Repair Rather than Buying New (repair either by yourself or someone else)



Cost benefits are also a key encouragement for people to repair a product - instead of buying new

- **68%** of people reference 'the cost of repair being less than buying new' as encouraging them to repair a product

A series of additional encouragements are also prominent:

- access to repair manuals or videos
- extended warranties
- access to spare parts/repair kits
- proximity to professional repair services



Professional Repair Service: Rating the Service

Professional Repair Any Use
63%



Summary 'Good' Rating	Vacuum cleaner (N-178)	Dishwasher (N-240)	TV (N-236)	Mobile Phone (N-388)	Coat/ jacket (N-83)
	%	%	%	%	%
Convenience	83	90	85	88	91
Speed of repair	88	87	83	86	92
Consumer friendliness	92	90	89	90	92
Quality of repair	94	94	91	90	92
Value for money	86	84	86	83	87

The evaluation of professional repair services is consistently excellent

- When asked to evaluate professional repair services across the criteria of convenience, speed, friendliness, quality and value for money across a range of product types, the user evaluation is typically excellent.
- At least **80%** of users evaluate the service as 'good', with these evaluations often exceeding **90%**.
- Among this strong overall review, repairs to coats/ jackets are the most positively evaluated.

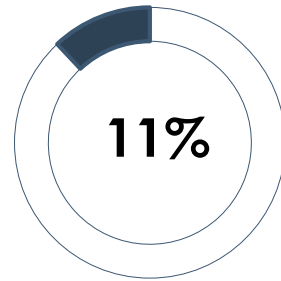
There is likely an opportunity to emphasise the efficacy of professional repair.



Repairmystuff.ie: Awareness & Usage

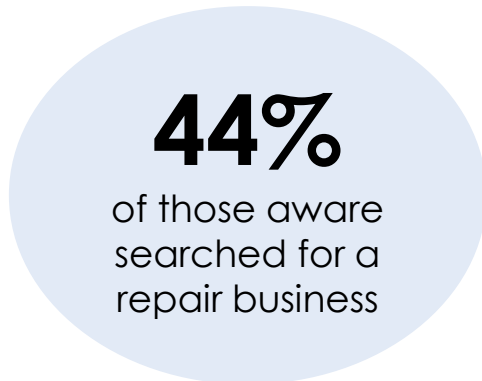


Awareness



18% 16-34yrs
17% Dublin
17% Self-repairers

Usage



[Repairmystuff.ie](https://www.repairmystuff.ie) is a national online repair directory, linking consumers to local repairers.

The majority of those who searched a business on Repairmystuff.ie got their item repaired

- 11% of people are aware of Repairmystuff.ie with young adults (aged under 35), Dubliners and self-repairers more likely to be aware.
- Almost half of those aware of Repairmystuff.ie searched for a repair business on the website.
- The service has a high conversion rate; 75% of those who searched a repair business on Repairmystuff.ie say they got their item repaired.

Q.22a Have you heard of the following: Repairmystuff.ie? Base: All adults 16+ n - 1049

Q.22b Have you searched for a repair business on repairmystuff.ie?

Q.22c If so, did you get the item repaired as a result?





NATIONAL REPAIR SURVEY 2022

TO FIND OUT MORE:

Download Survey Excel data [here](#).

Email us: cep@epa.ie

Check our website: www.epacirculareconomy.ie

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