



REPAIR: ATTITUDES & BEHAVIOURS NATIONAL SURVEY 2022

The Repair Economy; Part 2 of 5 Series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

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



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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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The Repair Economy: *Infographic*

Awareness of repair services is low



15%

of people strongly agree that 'I am aware of repair services for the products I own'.

Half of us keep products for a long time



52%

of people strongly agree 'I always keep things I own for a long time'.

We need reassurance around second-hand



12%

of people strongly agree second-hand products are usually good quality.

Most of us have had a product repaired



96%

of people have had at least one item repaired in past 5 years.

We also maintain what we own



90%

of people have engaged in at least one maintenance activity in the past five years.

Self-repair of products is not common



29%

of people have self-repaired one of the selected products; peaking among men aged 35 – 54 years.

Missed repair opportunities



35%

of people have not repaired one of the selected products following problems.

'High Repair' Group



16%

of people can be classified as 'High Repair' group; they are most likely to repair and self-repair products. 7 in 10 of them are male.



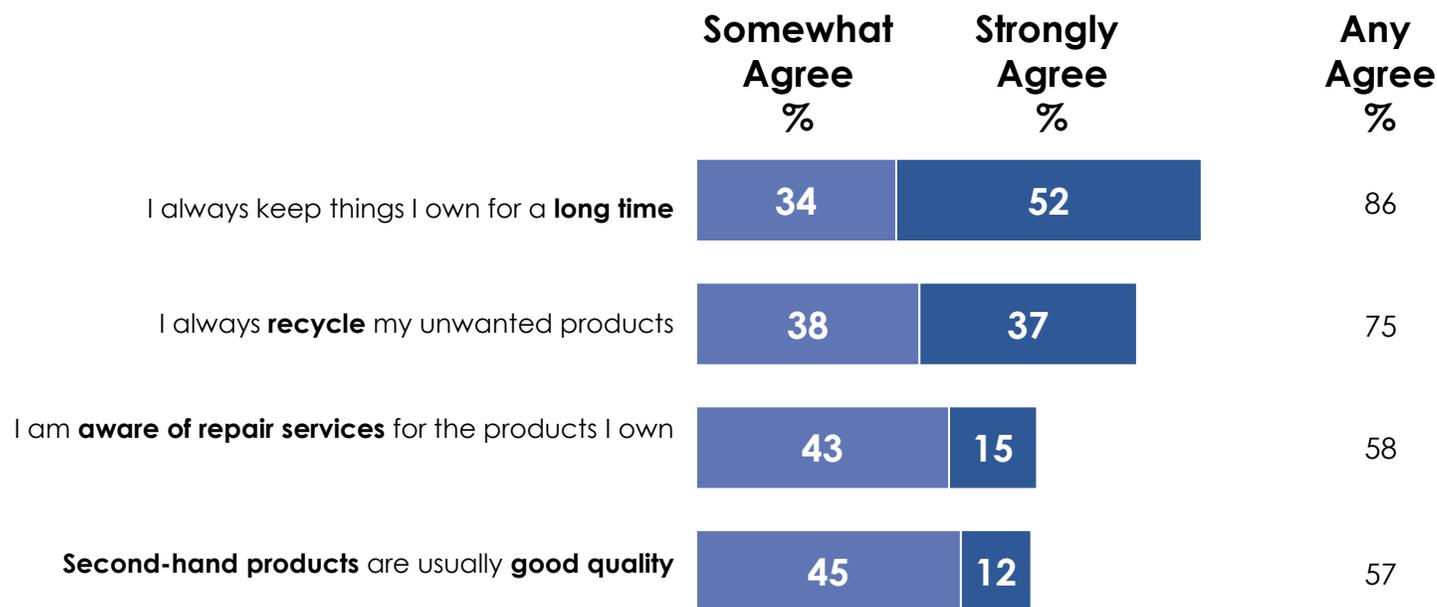
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Attitudes to Repair, Recycle & Second-hand



Current awareness of Repair Services is modest

- Only **15%** of people strongly agree that 'I am aware of repair services for the products I own'

Our inclinations are very much towards retention:

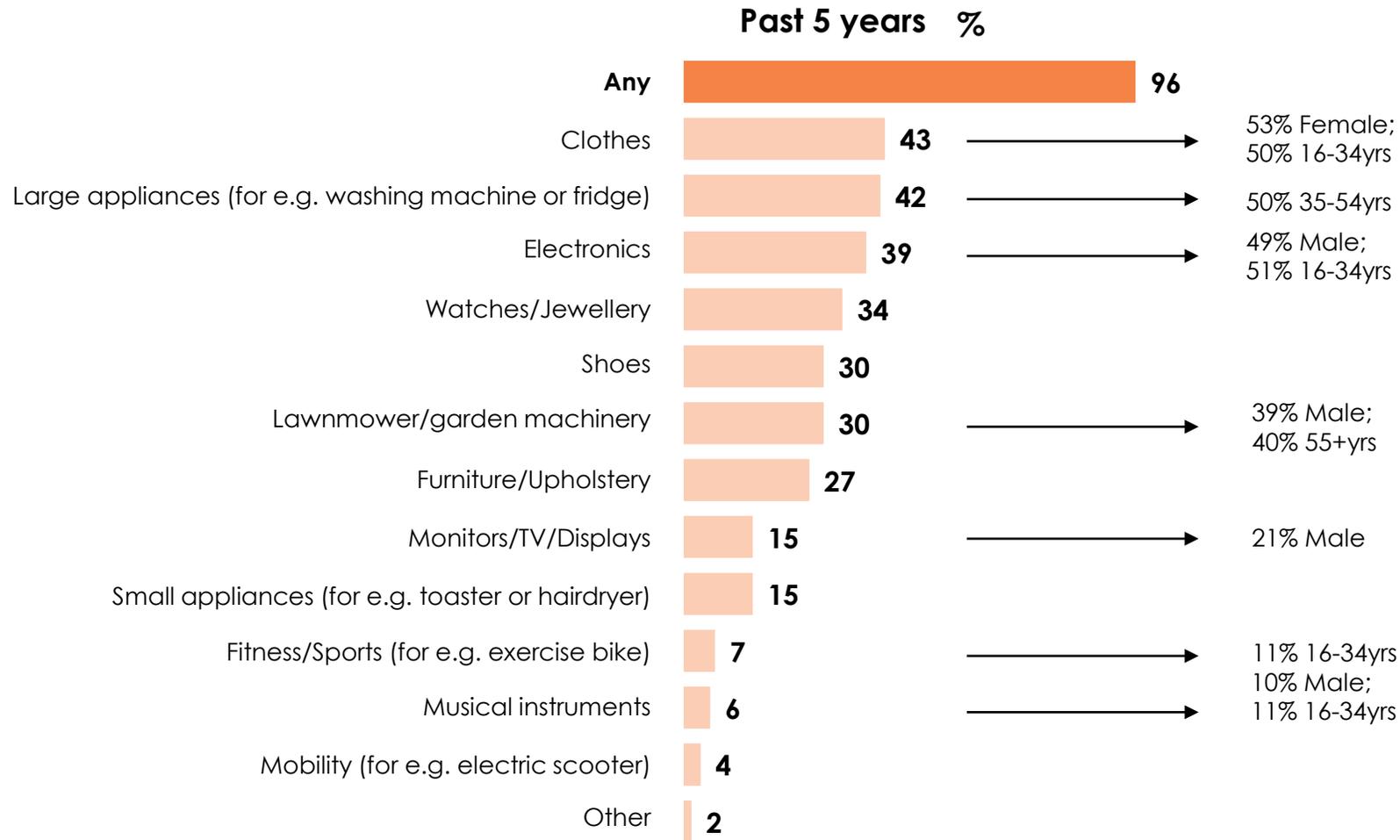
- **52%** of people strongly agree 'I always keep things I own for a long time'.
- We do need reassurance however around second-hand: only **12%** of people strongly agree 'second-hand products are usually good quality'.

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



General Product Repair: National Incidence



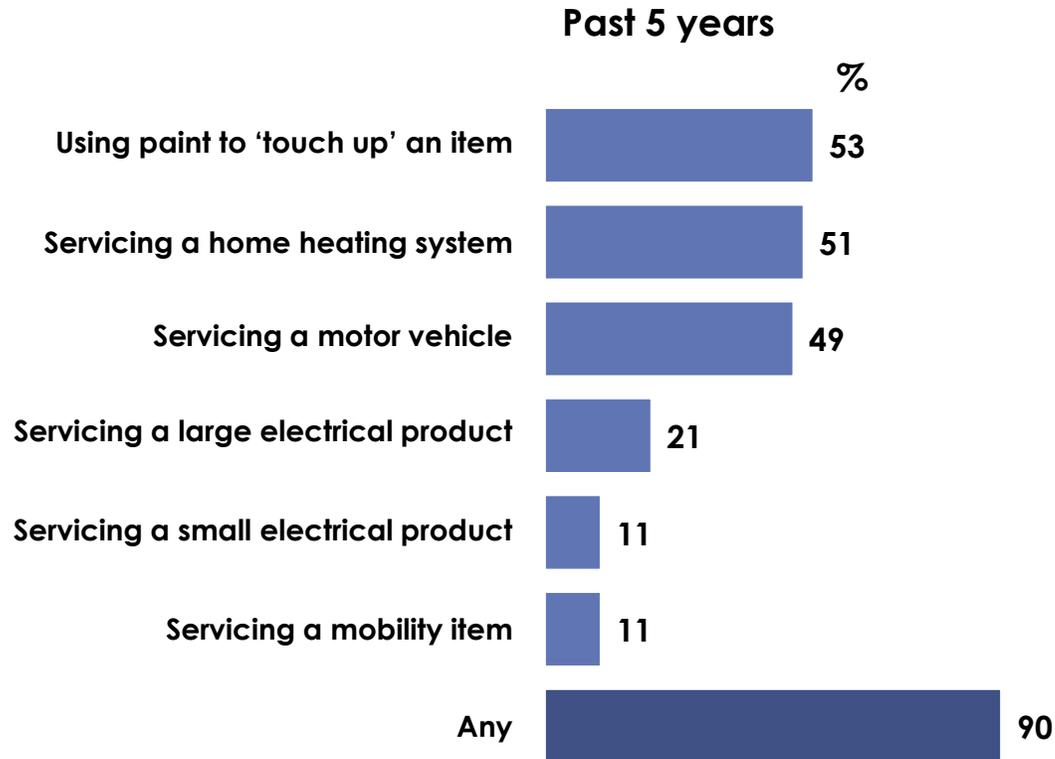
Practically all of us have experience of having a product repaired

- **96%** of people have had at least one item repaired in past 5 years.
- Recent experience of repair peaks for:
 - Clothes (**43%**)
 - Large appliances (**42%**)
 - Electronics (**39%**).
- Recent incidence of repair is consistently higher among young adults (16-34 years).

Q.1b And which, if any, of the following have you had repaired (either by yourself or someone else) in the last 5 years? Base: All adults 16+ n - 1049



Maintenance: National Incidence



90% of people have engaged in at least one maintenance activity in the past five years.

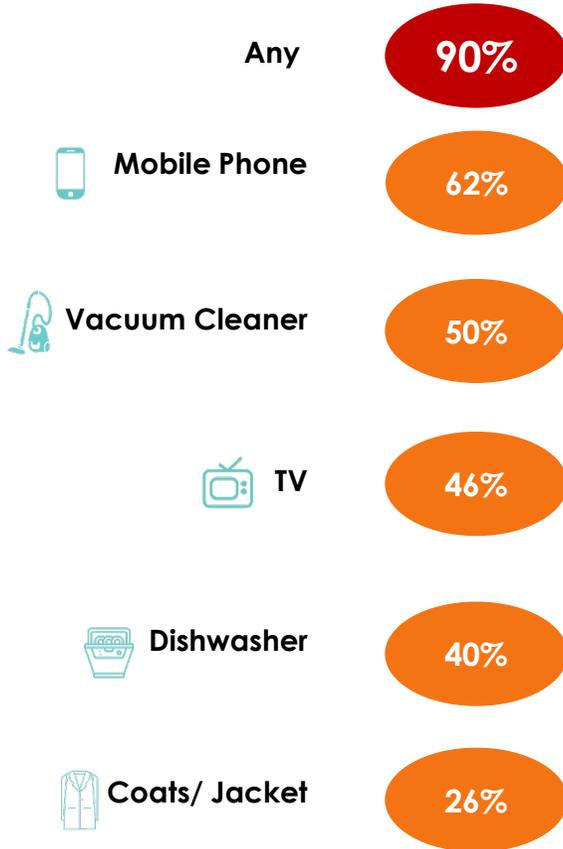
There are three key maintenance activities:

- Painting touchups;
- Home heating servicing;
- Servicing a motor-vehicle.

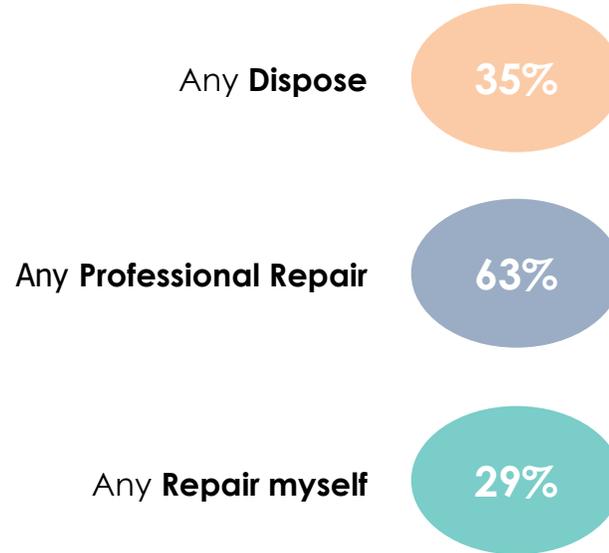
The servicing/maintenance of electrical products, whether small or large, shows a much smaller national incidence.



Ever Experienced Problems (Key Product Types)



RESPONSE TO PROBLEMS



90% of people have experienced problems with at least one of the selected product types

- Problems peak for mobile phones, especially among those under 35 years.

In response to problems:

- **35%** of people disposed the product.
- **63%** of people used a professional repair service.
- **29%** of people have self-repaired one of the selected products. Self-repair peaks among men aged 35-54 years.

Q.2c Which, if any, of the following have you ever experienced problems with – broke down, became faulty, became damaged? Base: All adults 16+ n – 1049

Q.2d Did you repair yourself, or have these products repaired for you? Base: Ever experienced problems, per each product type (based on all responses)



The High and Low Repair Groups



High Repair Group

The survey found that there is a section of the population that are a 'High Repair Group'.

The High Repair group comprises **16%** of the population and are the most likely to repair, particularly self-repair, and to maintain products.

In total **69%** of the High Repair group are men; and they are particularly well represented among young men:

- Most likely to be familiar with the term "right to repair" and could be advocates for it.
- Most likely to believe supporting the repair, renting and leasing of products will improve 'economic growth'.

Key encouragements to repair are access to repair manuals or videos, and the cost of repair being less than buying new.



Low Repair Group

The survey found that there is a section of the population that are a 'Low Repair Group'.

The Low Repair group comprises **28%** of the population and will be a challenging group to recruit into the repair economy.

The Low Repair group conforms to the national average, though they are more likely to be women, and less likely to be working full time:

- **94%** of the low repair group have never had any of the selected products repaired;
- and they are also the least likely to have used a professional repair service.

~~More encouragingly,~~ The Low Repair group are as likely as others to see a clear link between Repair & Renting and Climate Change.





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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