



INNOVATIVE
RESEARCH GROUP

Right to Repair

National Online Omnibus Survey

Prepared for:

OPENMEDIA

207 W HASTINGS ST

VANCOUVER, BC



IFIXIT



Methodology



- This study was conducted by Innovative Research Group Inc. (INNOVATIVE) for OpenMedia and iFixit on our monthly national online omnibus survey.
- The online survey was conducted from May 27th to May 30th, 2019.
- The sample consists of 1,691 Canadian respondents from INNOVATIVE's Canada 20/20 national panel with additional sample from Lucid, a leading provider of online sample. The results are weighted to n=1,200 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

*Graphs and tables may not always total 100% due to rounding values rather than any error in data.
Sums are added before rounding numbers.*

Segmentation: Where did respondents come from?

Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

National

Unweighted n=1,691

Weighted n=1,200

British Columbia

Unweighted n=300

Weighted n=163

Prairies

Unweighted n=88

Weighted n=80

Quebec

Unweighted n=320

Weighted n=280

Alberta

Unweighted n=216

Weighted n=136

Atlantic

Unweighted n=97

Weighted n=82

Ontario

Unweighted n=670

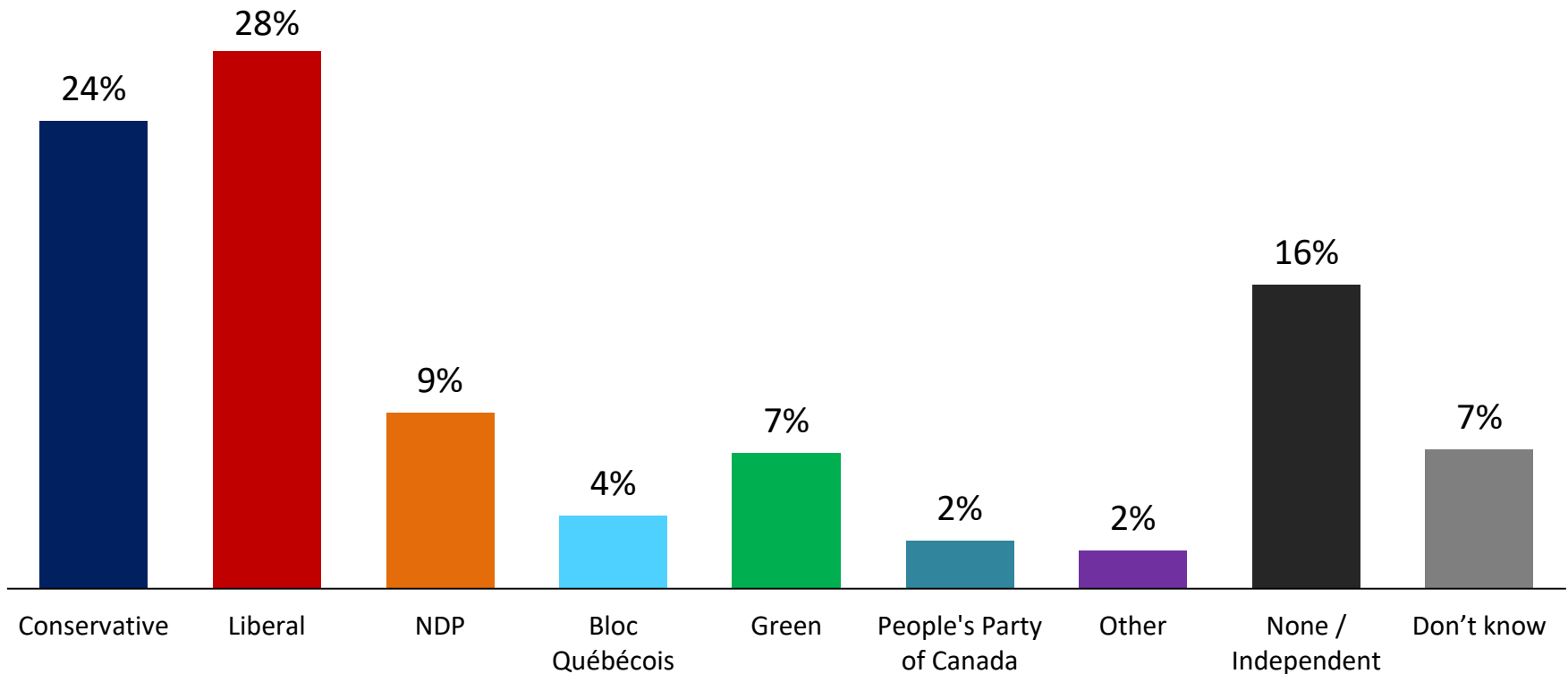
Weighted n=459

Throughout the report, partisan identification is used as a key segmentation alongside other demographics

Q

Thinking about politics in Canada, generally speaking, do you think of yourself as a...

[asked of all respondents, n=1,200]



Findings

Key Findings: Awareness of right-to-repair is low, but many have first hand experiences and policy support is high ⁶

- **Familiarity is relatively low:** A quarter of Canadians (25%) say they are at least Somewhat familiar with the right to repair (even if they don't know all the details). Within that, just under 1-in-10 (9%) say they are very familiar and could explain the details of the policy.
 - Familiarity is highest among males 18-34 at 49% and lowest among Females over 55 at 11%.
 - The level of familiarity is relatively similar across the country. It is highest in Quebec at 28% and lowest in BC at 19%.
- **Support is high both among those who are hearing about the policy for the first time and those who know all the details:** Overall, 75% say that they would support right-to-repair legislation while just 3% would oppose it.
 - For now, support is high regardless of party identification, age, gender, or region. By Party ID, Net Support (the total who would support minus the total who would oppose) is highest among Liberals (+79), those who ID as Green, Bloc, or Other (+78), and NDPers (+76). It is just slightly lower among Conservatives (+67) and those who don't identify with any party (+64). These differences are mainly due to more people who are neutral rather than higher opposition.
 - The more familiar people are with the policy, the higher their level of support. By contrast, the level of opposition does not rise as people become more familiar. This is different than many policy ideas where both support and opposition tend to increase with greater familiarity. This pattern of support could change in the future if the issue becomes more political.
- **Over three-quarters (76%) of Canadians have discarded or replaced a broken device because of a repairable issue:** The most common scenarios were discarding/replacing a device simply because of a broken/cracked screen (44% have done so) or a weak/dead battery (42% have done so).

Familiarity: 1-in-4 (25%) respondents say they are at least somewhat familiar with the Right to Repair

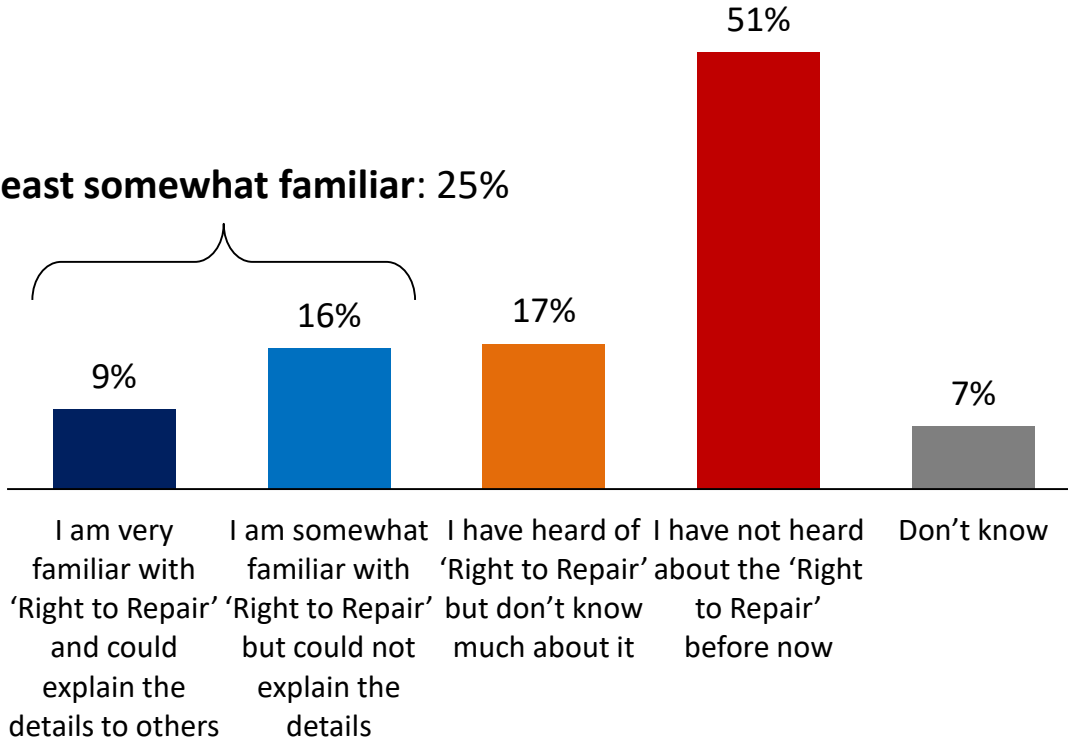


How familiar are you with the concept of 'Right to Repair' when it comes to electronic devices, appliances, or machinery?
[asked of all respondents, n=1,200]

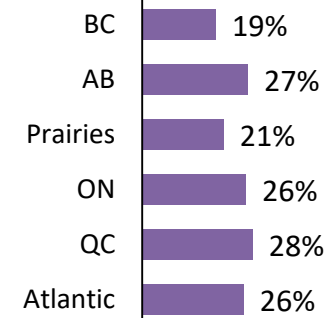
Sample Breakdown ▶▶

Those who are at least "somewhat familiar"

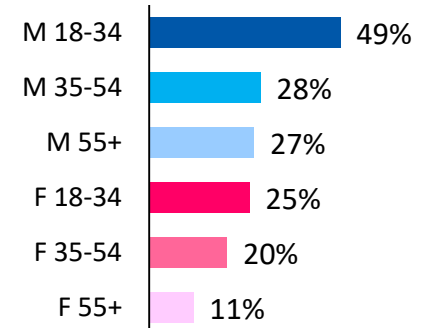
At least somewhat familiar: 25%



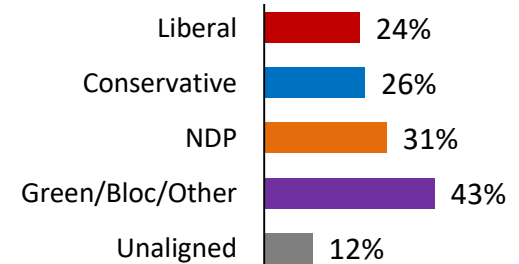
Region



Age/Gender



Federal Party ID



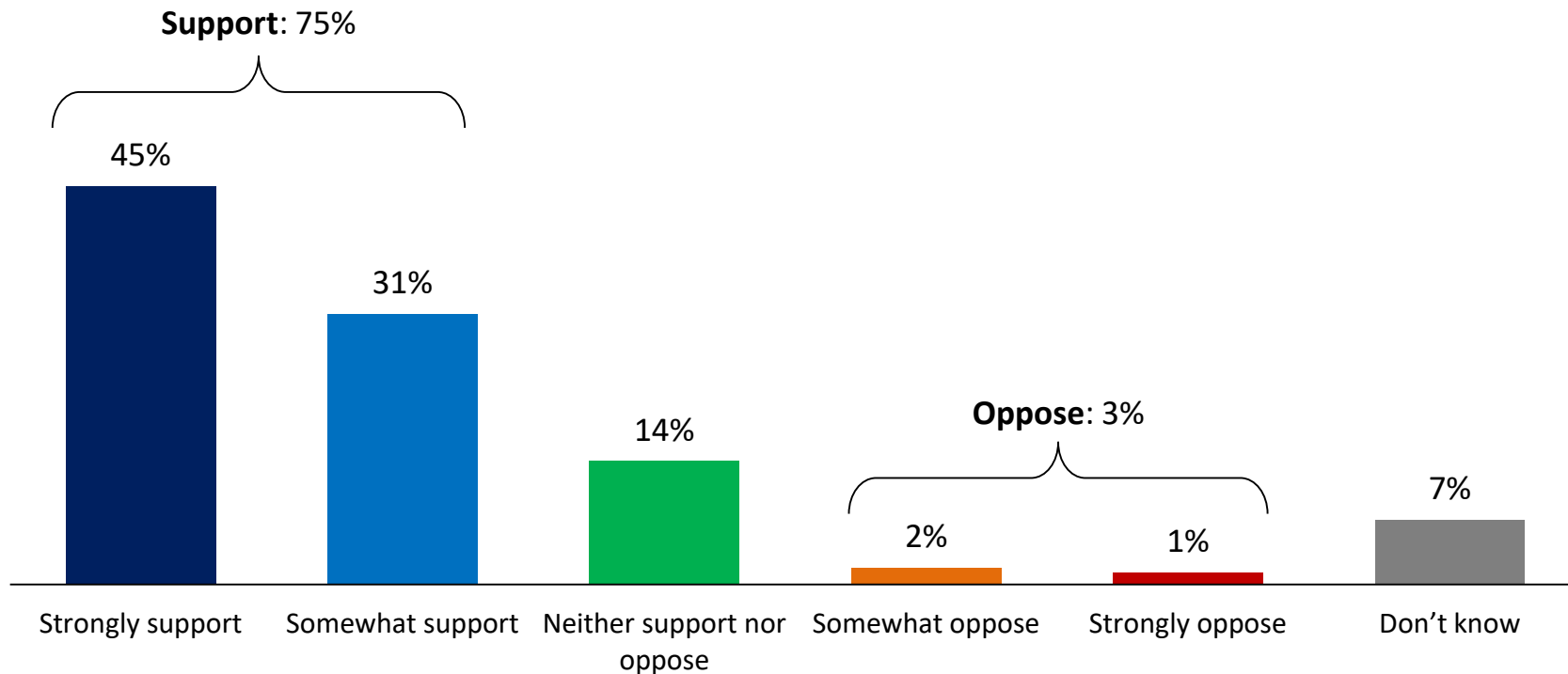
Support: Three quarters (75%) of respondents support the right to repair, including 45% who strongly support it



In fact, proposed 'Right to Repair' legislation would require manufacturers of electronic devices, appliances, and machinery to make information, parts, and tools necessary for repairs available to consumers and independent repair shops at a reasonable price.

Based on what you know or your first impression, would you support or oppose the federal government passing a 'Right to Repair' law in Canada?

[asked of all respondents, n=1,200]



Support: Net support is highest among older respondents, Liberals, and those in Atlantic Canada

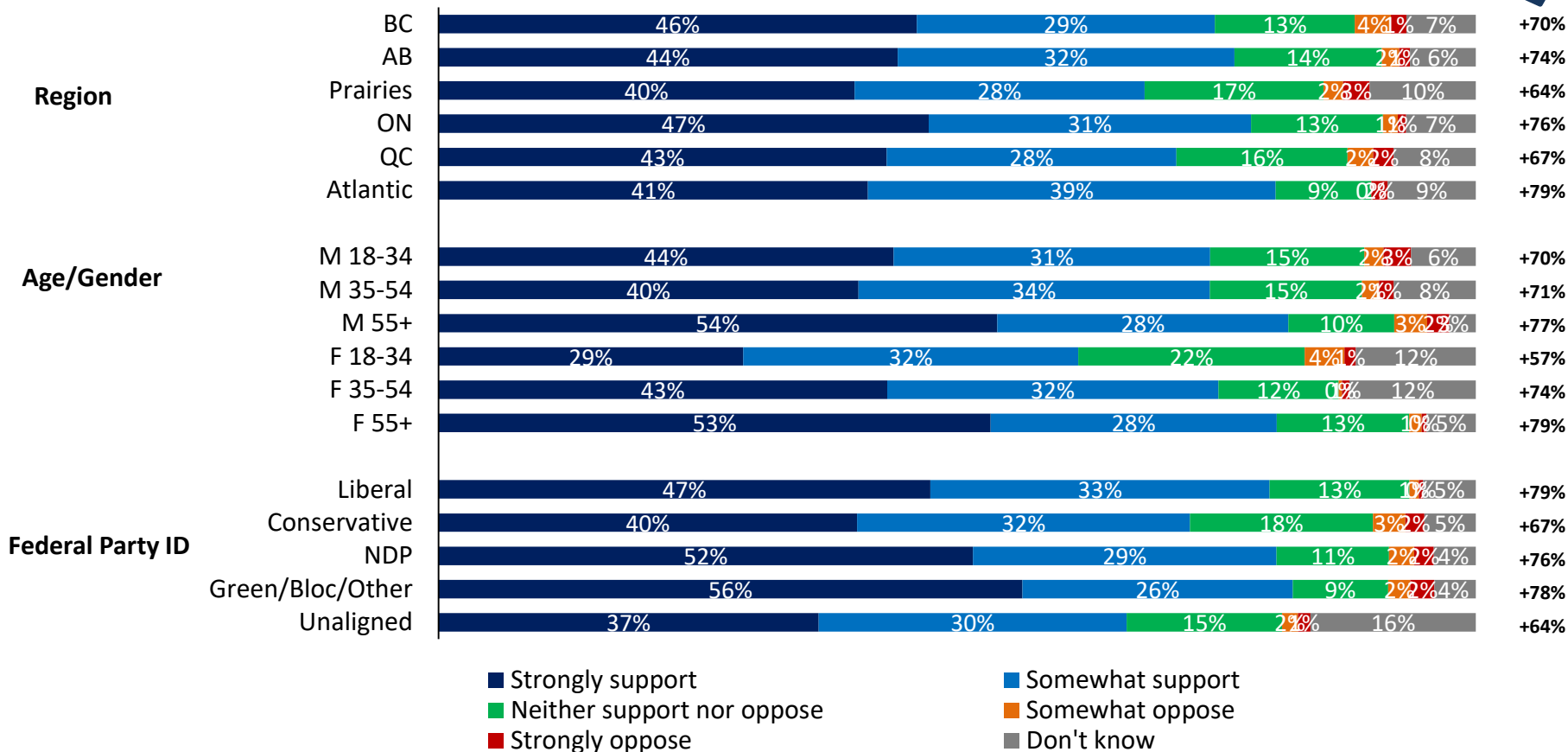


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[asked of all respondents, n=1,200]

Net Support



Support by Familiarity: Support is highest among those who¹⁰ are most familiar with the Right to Repair

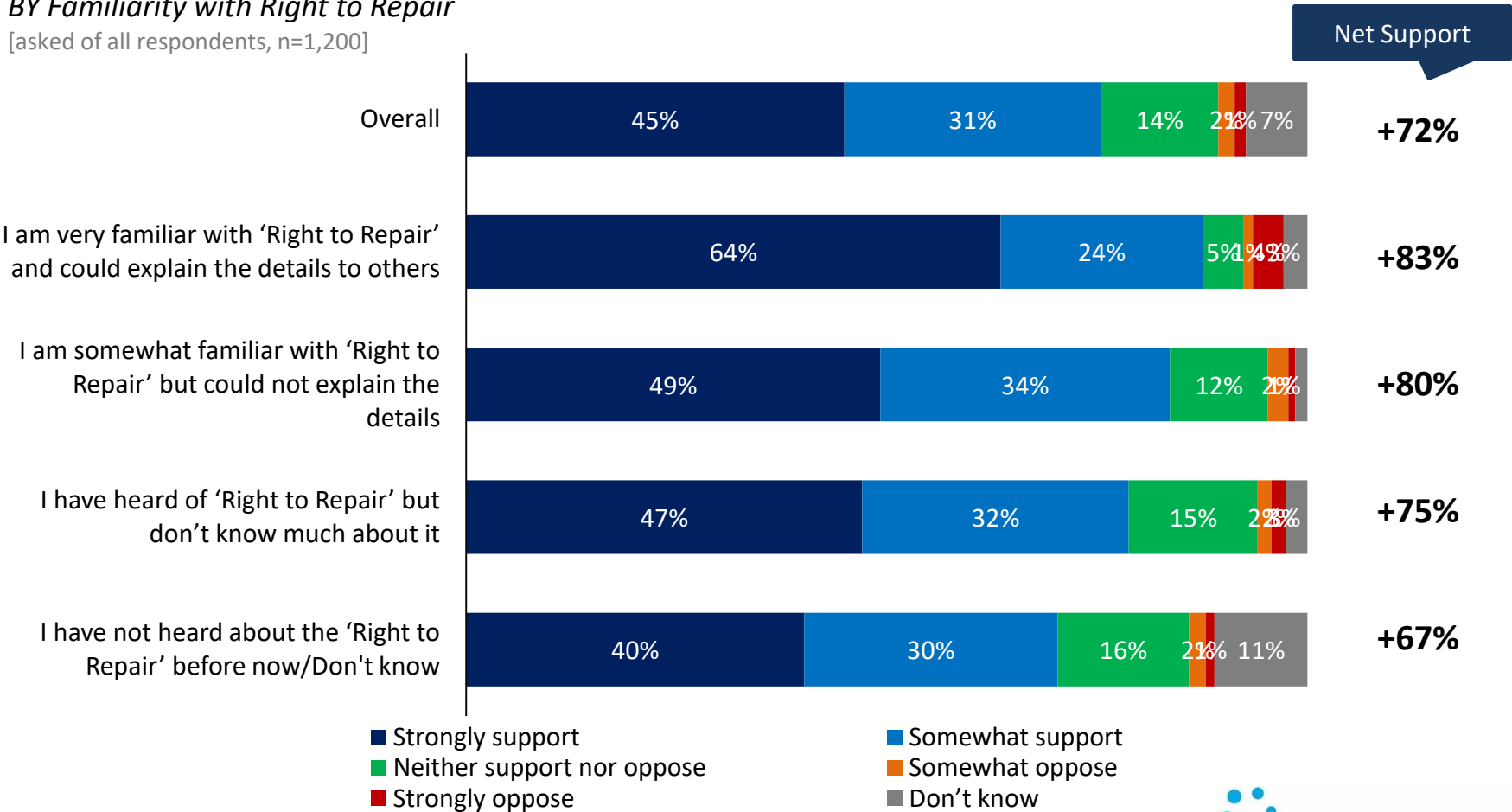


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BY Familiarity with Right to Repair

[asked of all respondents, n=1,200]

Familiarity with Right to Repair



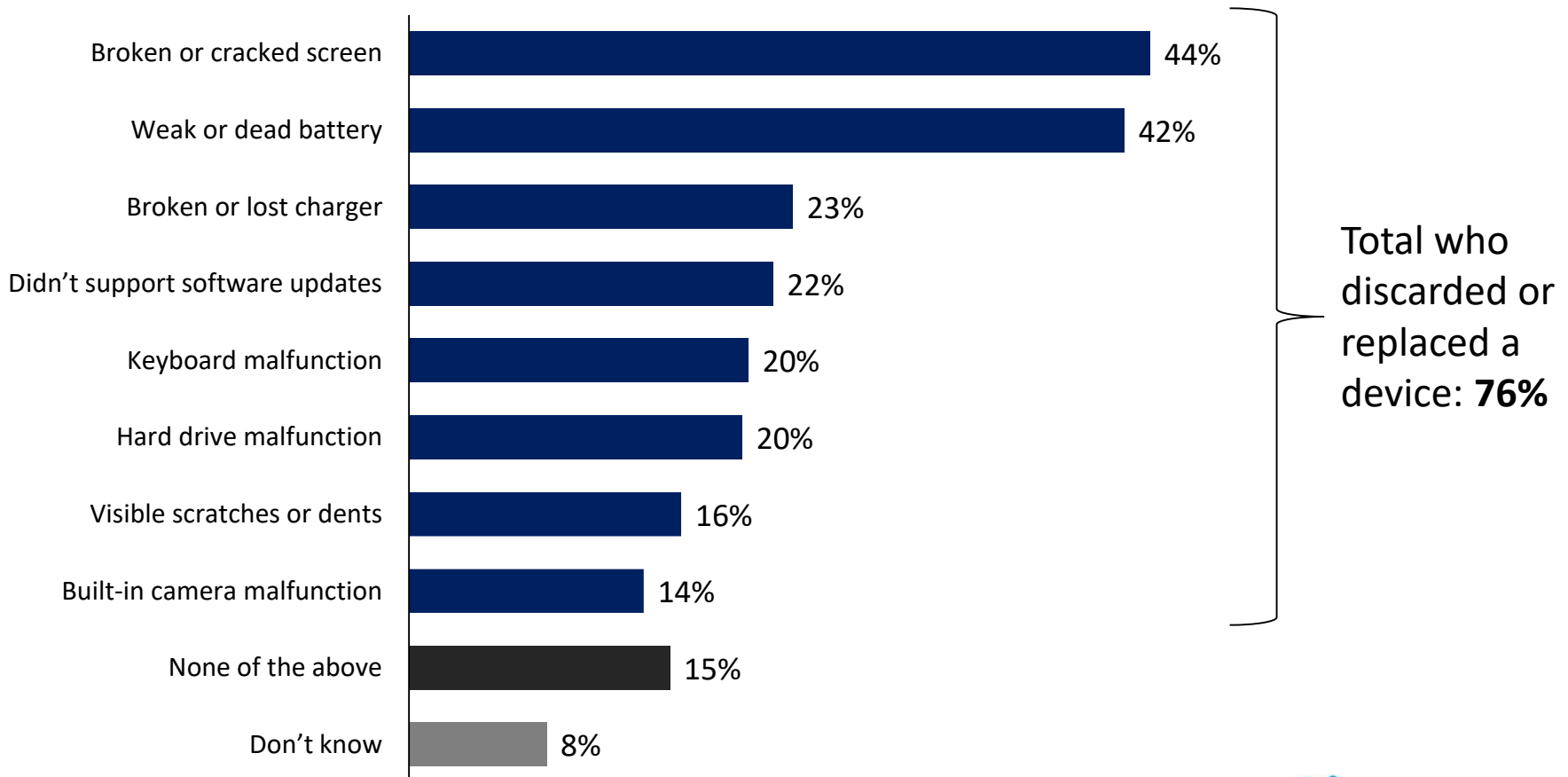
Discarding Devices: More than three quarters (76%) have discarded a device for one of the listed reasons



The next few questions are specifically about electronic devices like smartphones, tablets, or laptops.

Have you ever had to discard or replace an electronic device that was otherwise in good condition due to one of the following issues? Please select all that apply.

[asked of all respondents, multiple mention, n=1,200]



Support by Experience: Those who have discarded a device for a listed reason are more likely to support the policy ¹²



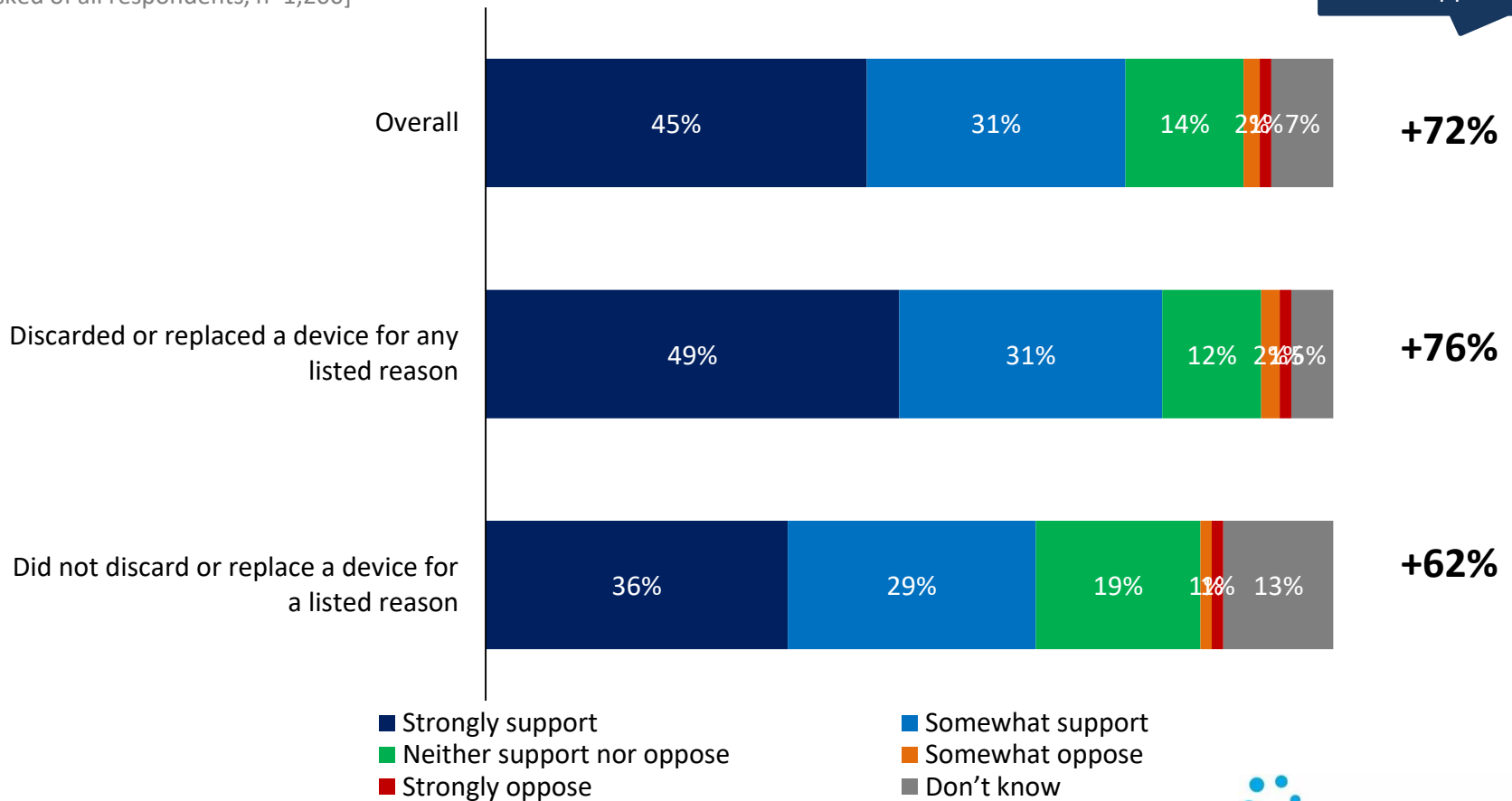
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BY Familiarity with Right to Repair

[asked of all respondents, n=1,200]

Experience discarding devices

Net Support

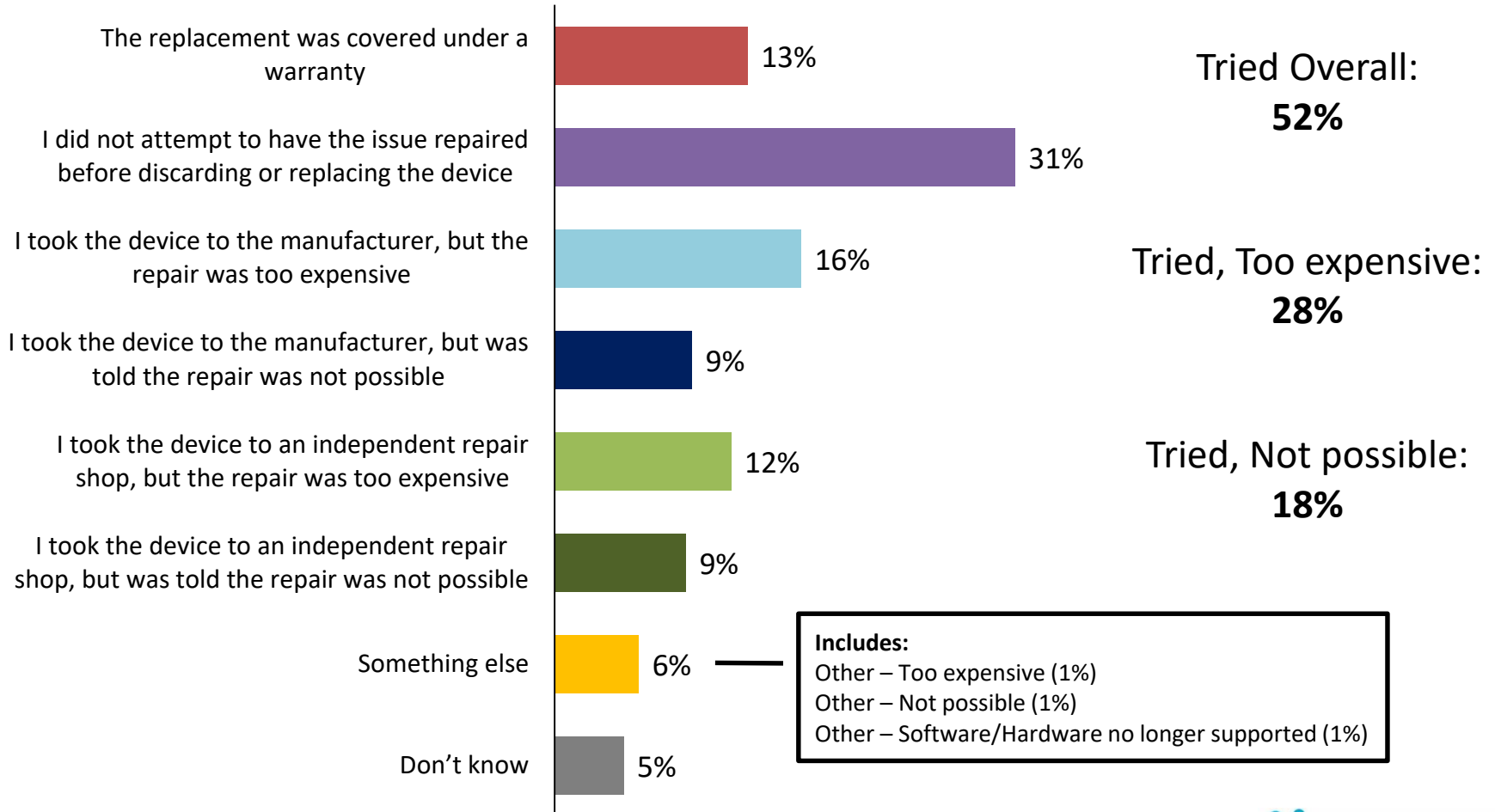


Among those who discarded/replaced: Nearly 3-in-10 (28%) tried to repair but found it too expensive



Thinking about the most recent time that you discarded or replaced an electronic device due to one of the issues described above, which of the following best describes your experience?

[asked of those who had discarded a device for a listed reason, n=850]

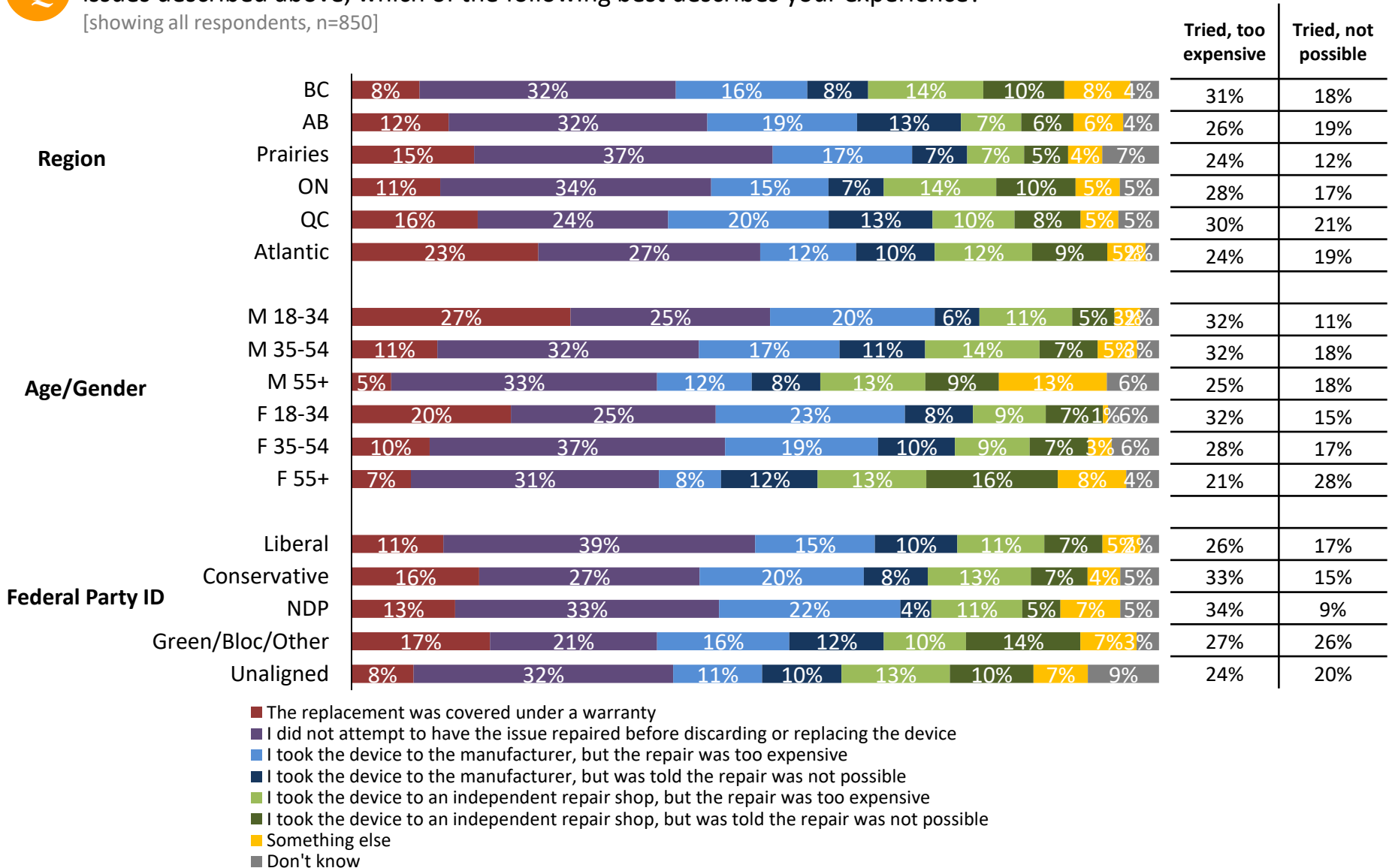


Attempted Repairs by Segment: Conservatives, women 35-54, and those in the prairies least likely to attempt repairs



Thinking about the most recent time that you discarded or replaced an electronic device due to one of the issues described above, which of the following best describes your experience?

[showing all respondents, n=850]





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