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

- Alberta
  - Unweighted n=216
  - Weighted n=136

- Prairies
  - Unweighted n=88
  - Weighted n=80

- Quebec
  - Unweighted n=320
  - Weighted n=280

- 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.

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

- **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).
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]
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]

- Strongly support: 45%
- Somewhat support: 31%
- Neither support nor oppose: 14%
- Somewhat oppose: 2%
- Strongly oppose: 1%
- Don’t know: 7%

Support: 75%
Oppose: 3%
Support: Net support is highest among older respondents, Liberals, and those in Atlantic Canada

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]

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<thead>
<tr>
<th>Region</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Neither support nor oppose</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Don't know</th>
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<tbody>
<tr>
<td>BC</td>
<td>46%</td>
<td>29%</td>
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<td>4%</td>
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</tr>
<tr>
<td>AB</td>
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<td>32%</td>
<td>14%</td>
<td>2%</td>
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<tr>
<td>Prairies</td>
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<td>28%</td>
<td>17%</td>
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<tr>
<td>ON</td>
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<td>31%</td>
<td>13%</td>
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<tr>
<td>QC</td>
<td>43%</td>
<td>28%</td>
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<tr>
<td>Atlantic</td>
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<td>39%</td>
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<table>
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<th>Age/Gender</th>
<th>Strongly support</th>
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<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Don't know</th>
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<tbody>
<tr>
<td>M 18-34</td>
<td>44%</td>
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<td>15%</td>
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<tr>
<td>M 35-54</td>
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<td>34%</td>
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<td>M 55+</td>
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<tr>
<td>F 18-34</td>
<td>29%</td>
<td>32%</td>
<td>22%</td>
<td>4%</td>
<td>12%</td>
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</tr>
<tr>
<td>F 35-54</td>
<td>43%</td>
<td>32%</td>
<td>12%</td>
<td>0%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>F 55+</td>
<td>53%</td>
<td>28%</td>
<td>13%</td>
<td>13%</td>
<td>5%</td>
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<thead>
<tr>
<th>Federal Party ID</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Neither support nor oppose</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>47%</td>
<td>33%</td>
<td>13%</td>
<td>13%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Conservative</td>
<td>40%</td>
<td>32%</td>
<td>18%</td>
<td>3%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>NDP</td>
<td>52%</td>
<td>29%</td>
<td>11%</td>
<td>11%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Green/Bloc/Other</td>
<td>56%</td>
<td>26%</td>
<td>9%</td>
<td>9%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Unaligned</td>
<td>37%</td>
<td>30%</td>
<td>15%</td>
<td>2%</td>
<td>16%</td>
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</tbody>
</table>

Net Support: +70% BC, +74% AB, +64% Prairies, +76% ON, +67% QC, +79% Atlantic, +70% M 18-34, +71% M 35-54, +77% M 55+, +57% F 18-34, +74% F 35-54, +79% F 55+, +79% Liberal, +67% Conservative, +76% NDP, +78% Green/Bloc/Other, +64% Unaligned.
Support by Familiarity: Support is highest among those who are most familiar with the Right to Repair

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?

BY Familiarity with Right to Repair
[asked of all respondents, n=1,200]

Overall: 45% strongly support, 31% somewhat support, 14% neither support nor oppose, 2% somewhat oppose, 7% strongly oppose, Net Support +72%

I am very familiar with ‘Right to Repair’ and could explain the details to others: 64% strongly support, 24% somewhat support, 5% neither support nor oppose, 2% somewhat oppose, 4% strongly oppose, Net Support +83%

I am somewhat familiar with ‘Right to Repair’ but could not explain the details: 49% strongly support, 34% somewhat support, 12% neither support nor oppose, 2% somewhat oppose, 2% strongly oppose, Net Support +80%

I have heard of ‘Right to Repair’ but don’t know much about it: 47% strongly support, 32% somewhat support, 15% neither support nor oppose, 2% somewhat oppose, 2% strongly oppose, Net Support +75%

I have not heard about the ‘Right to Repair’ before now/Don't know: 40% strongly support, 30% somewhat support, 16% neither support nor oppose, 2% somewhat oppose, 1% strongly oppose, Net Support +67%
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]  

- Broken or cracked screen: 44%
- Weak or dead battery: 42%
- Broken or lost charger: 23%
- Didn’t support software updates: 22%
- Keyboard malfunction: 20%
- Hard drive malfunction: 20%
- Visible scratches or dents: 16%
- Built-in camera malfunction: 14%
- None of the above: 15%
- Don’t know: 8%

Total who discarded or replaced a device: 76%
Support by Experience: Those who have discarded a device for a listed reason are more likely to support the policy

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?

**BY Familiarity with Right to Repair**
[asked of all respondents, n=1,200]

<table>
<thead>
<tr>
<th>Experience discarding devices</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Neither support nor oppose</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Don’t know</th>
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</thead>
<tbody>
<tr>
<td>Overall</td>
<td>45%</td>
<td>31%</td>
<td>14%</td>
<td>2%</td>
<td>2%</td>
<td>-72%</td>
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<tr>
<td>Discarded or replaced a device for any listed reason</td>
<td>49%</td>
<td>31%</td>
<td>12%</td>
<td>2%</td>
<td>2%</td>
<td>+76%</td>
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<tr>
<td>Did not discard or replace a device for a listed reason</td>
<td>36%</td>
<td>29%</td>
<td>19%</td>
<td>11%</td>
<td>13%</td>
<td>+62%</td>
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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]

- The replacement was covered under a warranty
- I did not attempt to have the issue repaired before discarding or replacing the device
- I took the device to the manufacturer, but the repair was too expensive
- I took the device to the manufacturer, but was told the repair was not possible
- I took the device to an independent repair shop, but the repair was too expensive
- I took the device to an independent repair shop, but was told the repair was not possible
- Something else
- Don’t know

Tried Overall: 52%
Tried, Too expensive: 28%
Tried, Not possible: 18%

Includes:
Other – Too expensive (1%)
Other – Not possible (1%)
Other – Software/Hardware no longer supported (1%)
### 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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- I took the device to an independent repair shop, but the repair was too expensive
- I took the device to an independent repair shop, but was told the repair was not possible
- Something else
- Don't know
Building Understanding.

*Personalized research to connect you and your audiences.*

For more information, please contact:

**Colin Whelan**

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