



Uncovering Key Consumer Insights

Circular Communities Scotland

Understanding the thoughts and feelings of consumers around
Scotland on share and repair community projects

*Prepared by
Multiply*

1000 person survey geographically split across Scotland

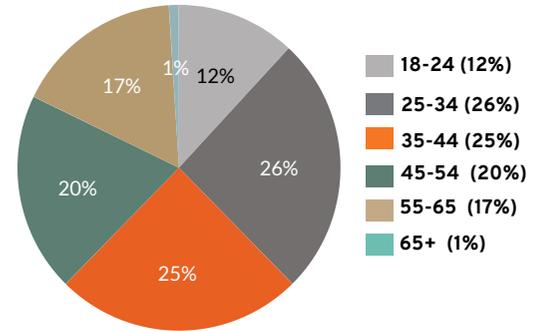
Demographic Distribution

Geographic (where we surveyed)

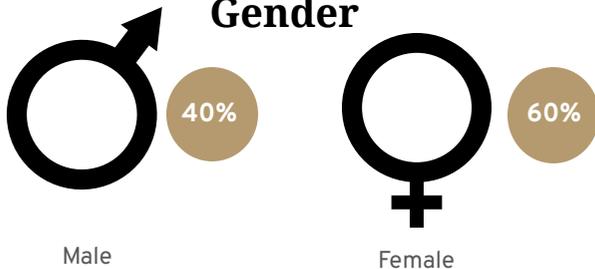


- Aberdeen City/ shire (9%)
- Dundee & Angus (5%)
- Argyll and Bute (2%)
- Falkirk, Clackmannanshire and Stirling (6%)
- Dumfries and Galloway (3%)
- Ayrshire (7%)
- Dunbartonshire (4%)
- Lothian (East, West, Mid) (7%)
- East Renfrewshire/ Renfrewshire (5%)
- City of Edinburgh (9%)
- Islands (Na h-Eileanan Siar, Shetland, Orkney) (1%)
- Fife (7%)
- Glasgow City (11%)
- Highland (4%)
- Inverclyde (2%)
- Moray (2%)
- Lanarkshire (11%)
- Perth and Kinross (3%)
- Scottish Borders (2%)

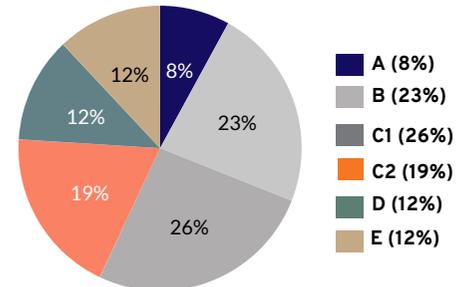
Age Distribution



Gender

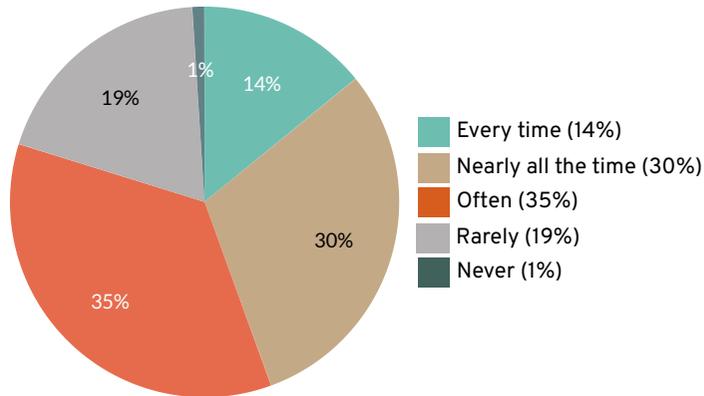


Socio-demographics

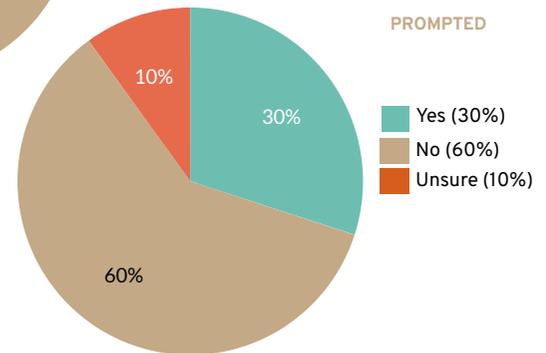
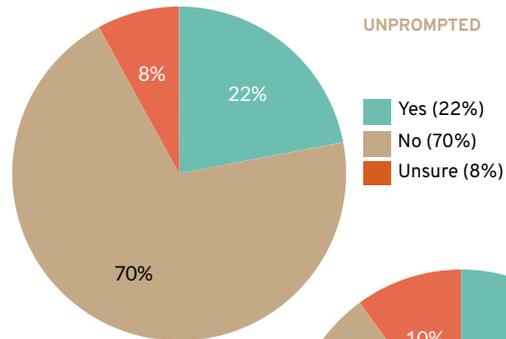


Repair Projects

If an item of yours were broken, how likely would you be to look to repair it before buying new?



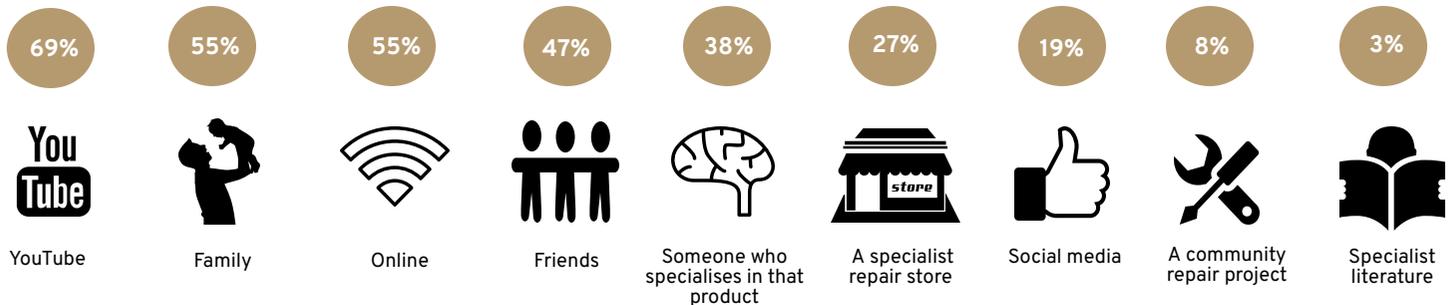
Have you heard of any community projects where you can take items to be repaired?



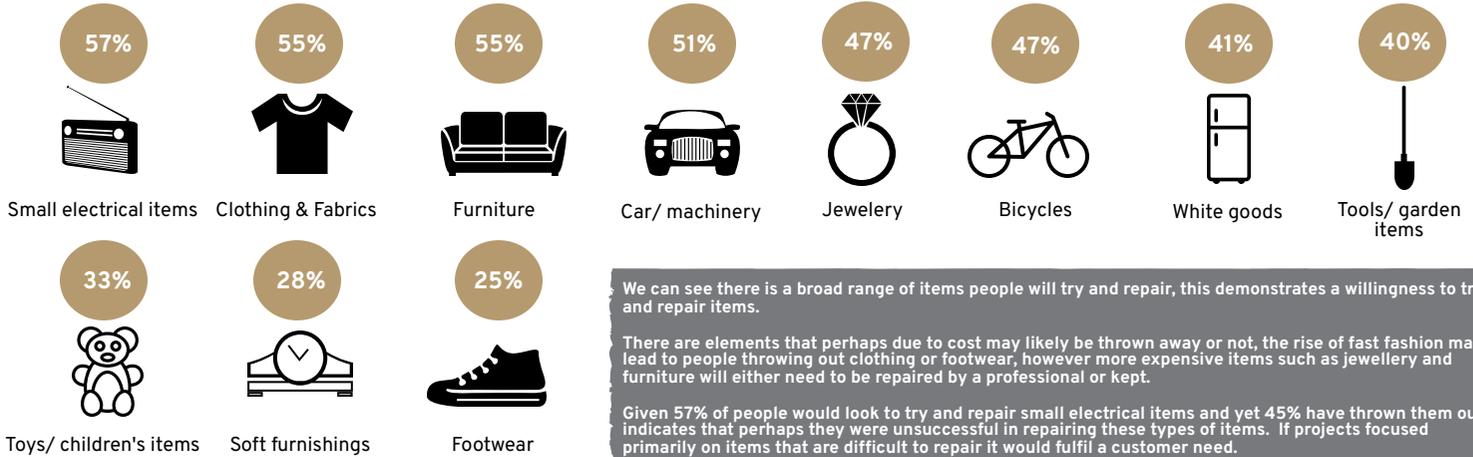
In general there is a willingness to try and repair items (44%) of people try to fix an item either every time or nearly all of the time. This demonstrates a desire to repair items however only 22% unprompted and 30% prompted were aware of repair projects. Perhaps showing this desire to repair, if there was a greater emphasis on project awareness then people would be likely to visit.

Interestingly 69% of people would consult YouTube for tutorials on repairing items, perhaps if repair projects created small pieces of video content on common repair tips it would increase knowledge and confidence then in turn awareness about repair projects.

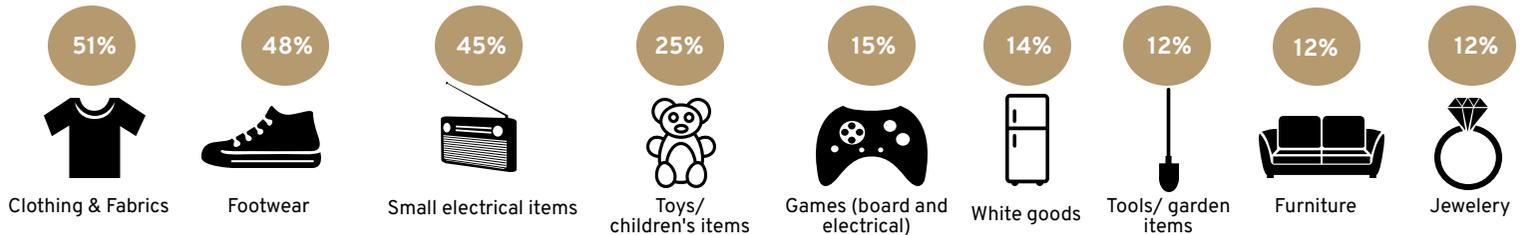
Where would you seek information about how to repair specific items?



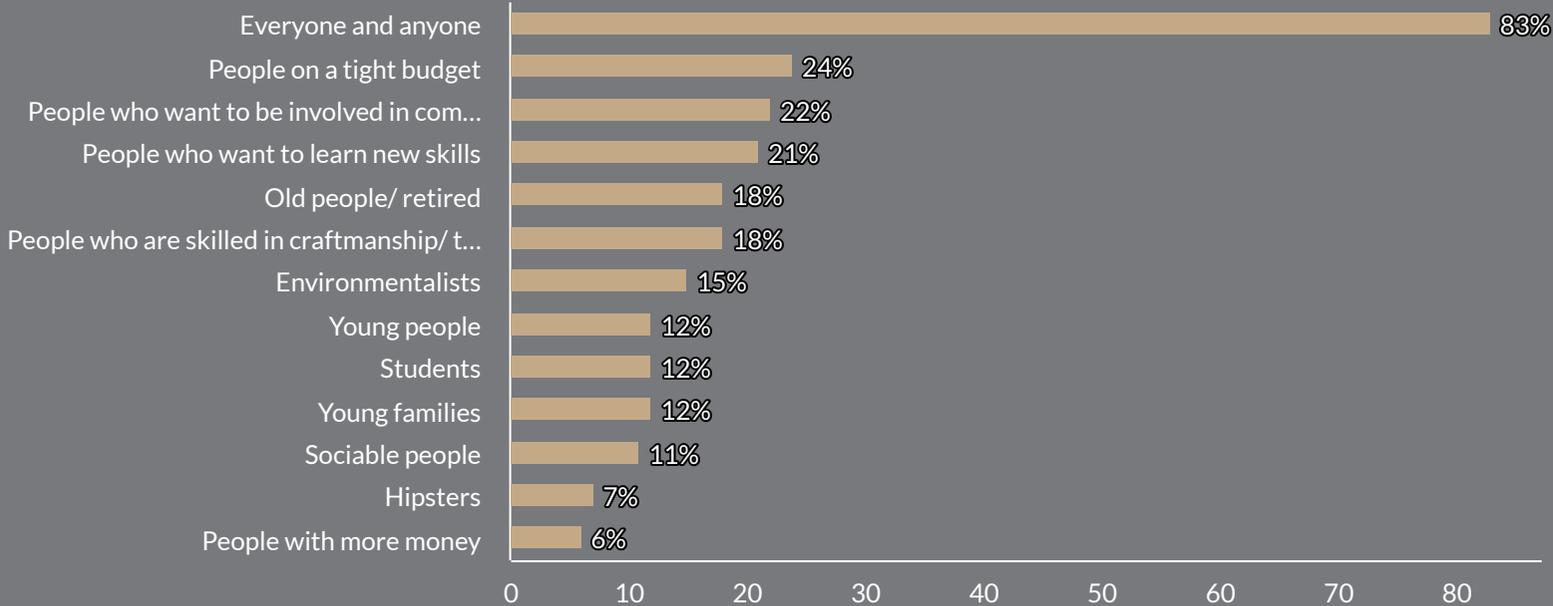
Which items would you consider repairing rather than buying new?



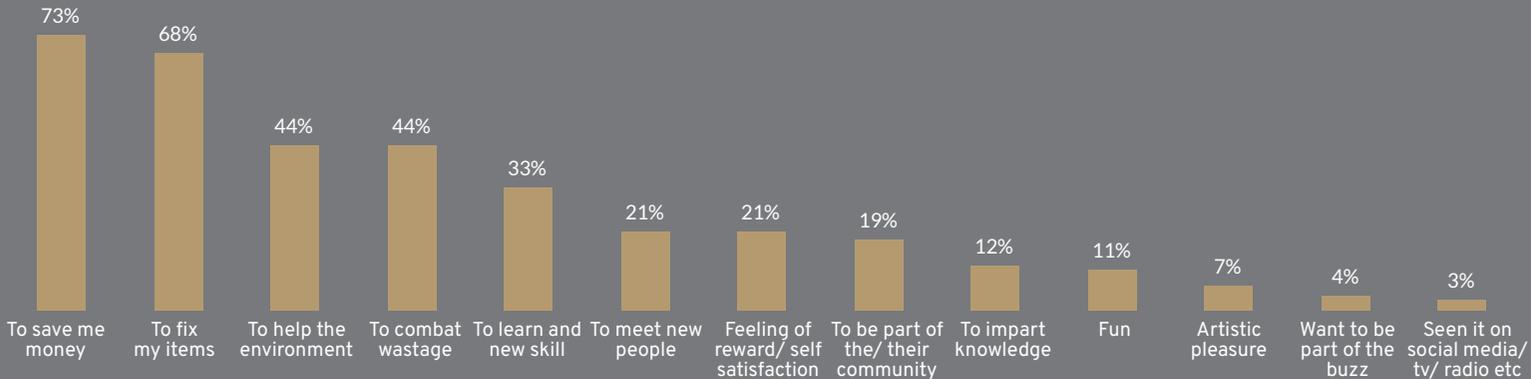
In the past 6 months, which of these items have you thrown away when they were broken?



In your opinion who are repair projects for?



What would prompt you to visit a repair project?



What would put you off visiting/ using a repair project?



46%

Location too far away



37%

Poor opening times



34%

Intimidation of feeling useless with skills knowledge



23%

Concerns over repair quality if done by volunteers



22%

Space isn't a nice environment



20%

Lack of parking/ accessibility



20%

Safety concerns



17%

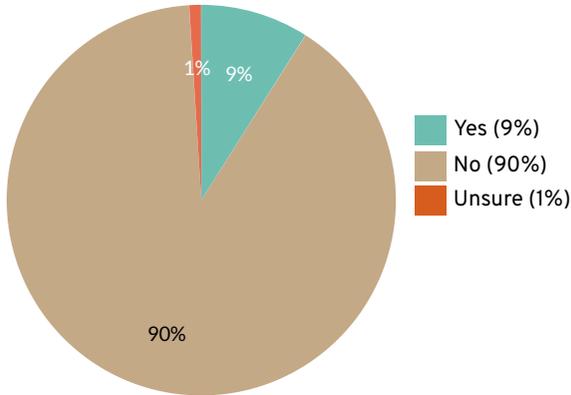
Doesn't feel like its for me



15%

Takes too long to repair when I can just buy new

Have you ever used a community repair project before?



REPAIR PROJECTS ARE FOR EVERYONE, BUT MOST HAVE NEVER BEEN

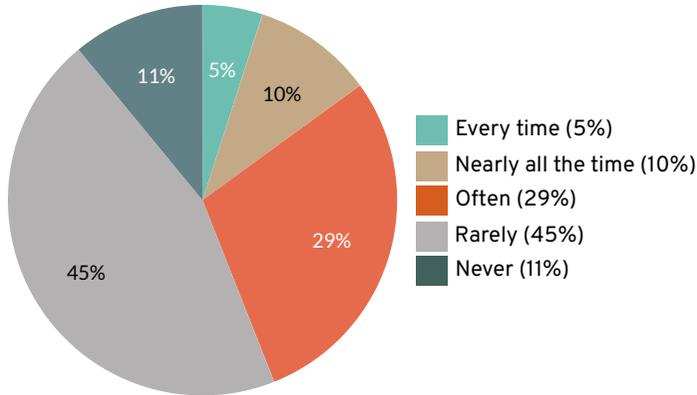
Our respondents agree that these types of projects are for all sorts of people, however only 9% of people have ever visited one.

When asked why they wouldn't visit, generally the answers were pretty generic such as the location being too far away and poor opening times, however 34% of people said they would experience intimidation of feeling useless due to lack of knowledge, this is a specific emotional limitation. Perhaps projects could break down this barrier by using friendly welcoming messaging or producing social content that provides tutorials or useful tips/ hacks to stimulate positive thinking.

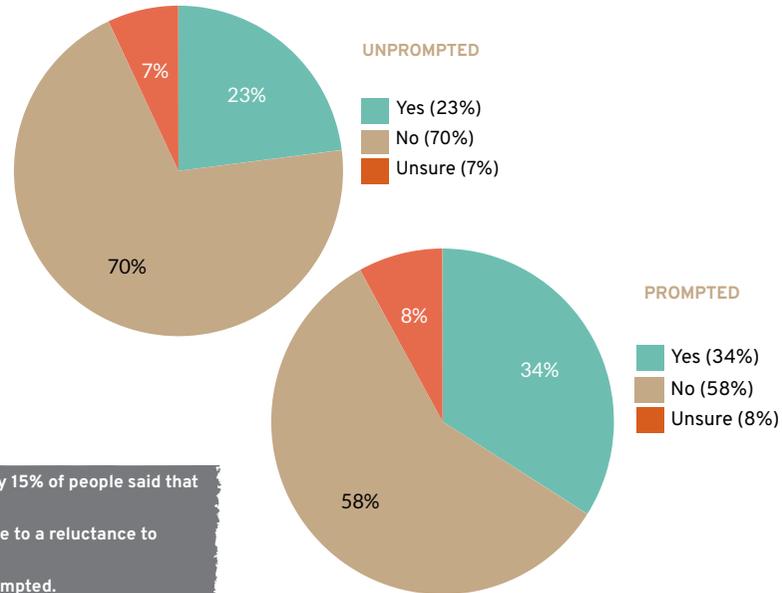
Respondents would visit repair projects to save them money, this is especially important during a cost of living crisis.

Sharing Projects

If you were in need of an item you didn't own, how often would you consider borrowing it from someone or somewhere first?



Have you heard of any community projects where you can borrow or loan items?



Whilst people are keen to repair items, in general there is a reluctance to borrow items, only 15% of people said that every or nearly all the time they would consider borrowing items from others.

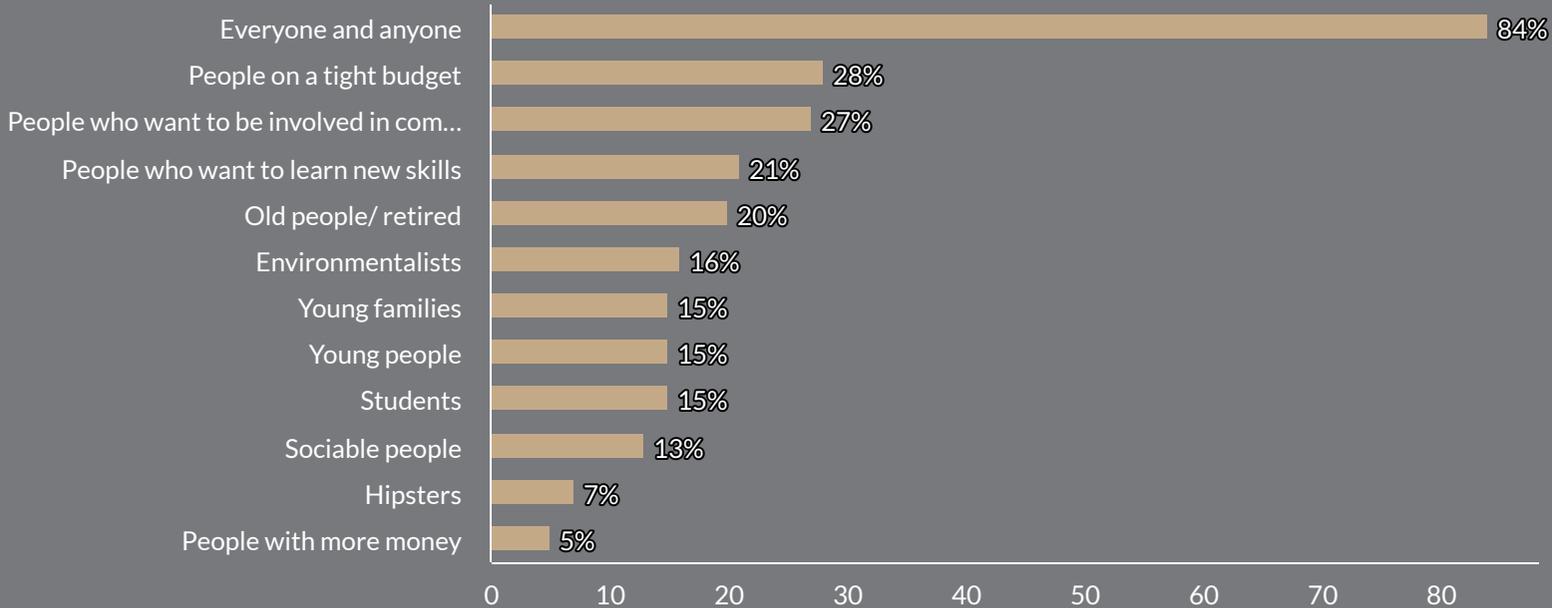
The most likely people they would borrow from would be friends and family, this is likely due to a reluctance to borrow from people they don't know as well - this is a trust issue.

More people are aware or borrowing projects than repair projects both prompted and unprompted.

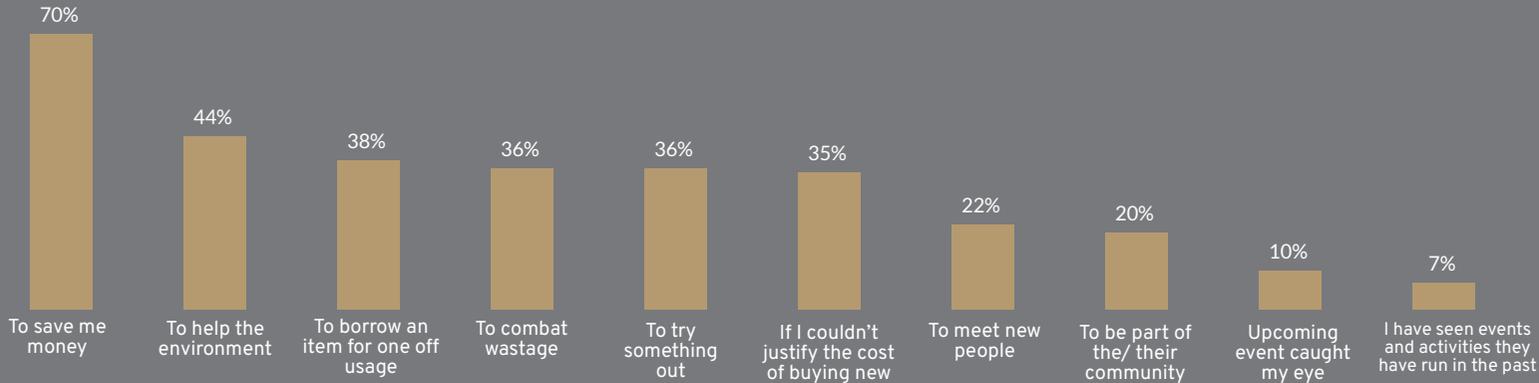
Who would you be likely to borrow an item from?



In your opinion who are sharing projects for?



What would prompt you to visit a sharing project?



What would put you off visiting/ using a sharing project?



48%

Location too far away



41%

Poor opening times



40%

Feels dirty/
unclean



37%

Not knowing what
items there are to
borrow



23%

Nervous about
breaking items



21%

Lack of parking/
accessibility



20%

Doesn't feel like
its for me



19%

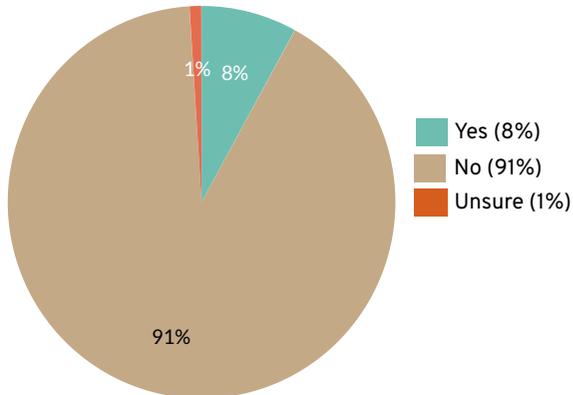
Costs too
much to get
involved



16%

Uncertainty of
how to use
items/ lack of
instructions

Have you ever used a community sharing project before?



BORROWING PROJECTS ARE FOR EVERYONE, BUT MOST HAVE NEVER BEEN

Again, our respondents agree that these types of projects are for all sorts of people, however only 8% of people have ever visited one.

When asked why they wouldn't visit, generally the answers were pretty generic again however they also mentioned about the projects feeling dirty and unclean and also being unaware of inventory of the projects. Perhaps a more transparent approach would open the doors and minds to using the projects.

Finally, we know people tend to borrow less which will mean they are buying or doing without., given people would visit a project to save money (70%) messaging around cost saving would be advantageous.

General

What information would make you interested in visiting these projects?



58%

If there was a list of things that can be fixed



56%

Cost savings it might bring me



45%

Types of items on offer



42%

When and where its on



42%

How much it costs



42%

What benefits it brings to me



41%

Types of skills you can learn



40%

How to use the service



38%

What benefit it brings to the environment



37%

How long I can borrow an item for



32%

What benefit it brings to the community



15%

Types of people who visit

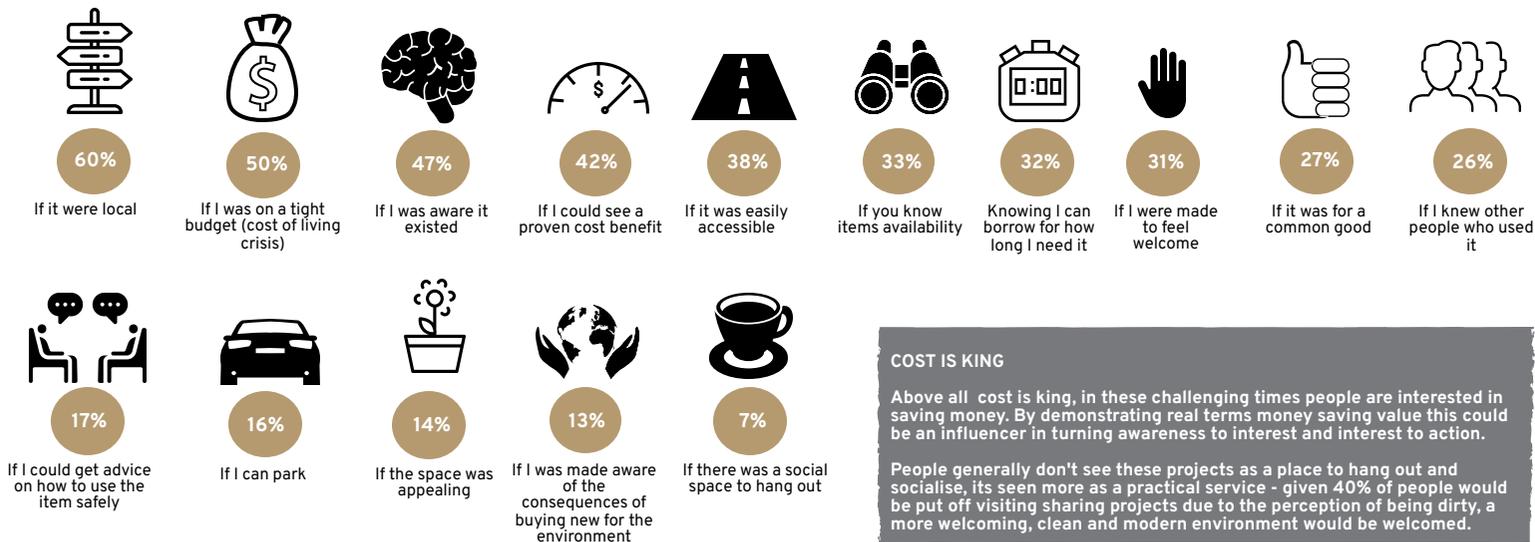
INFOLUST

Respondents crave lots of information, be that a list of things that can be fixed or how much money they will save. Across the board there was a desire for information on a broad range of subjects. Our customers are curious info seekers, projects should look to dial in on this curiosity by being open, transparent and knowledgeable. They need both practical information such as inventory and timings, but also emotional elements such as benefits and skills.

Which of these elements do you feel would be a benefit of using share or repair projects?



What would make you more likely to visit a share or repair project?

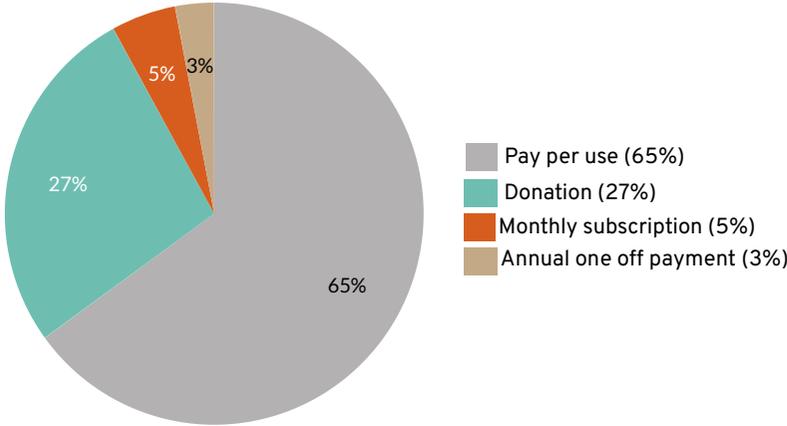


COST IS KING

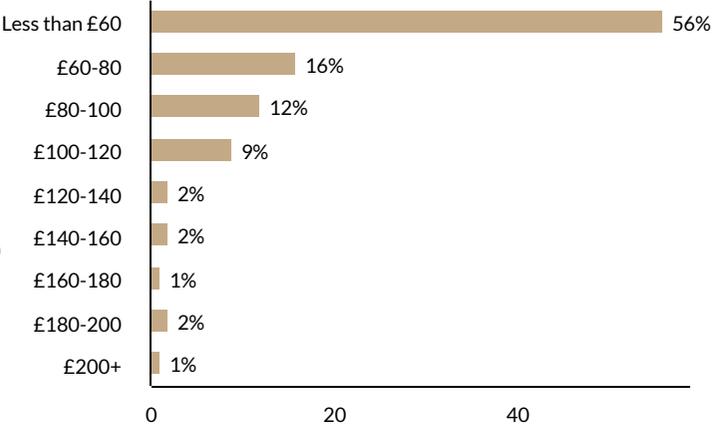
Above all cost is king, in these challenging times people are interested in saving money. By demonstrating real terms money saving value this could be an influencer in turning awareness to interest and interest to action.

People generally don't see these projects as a place to hang out and socialise, its seen more as a practical service - given 40% of people would be put off visiting sharing projects due to the perception of being dirty, a more welcoming, clean and modern environment would be welcomed.

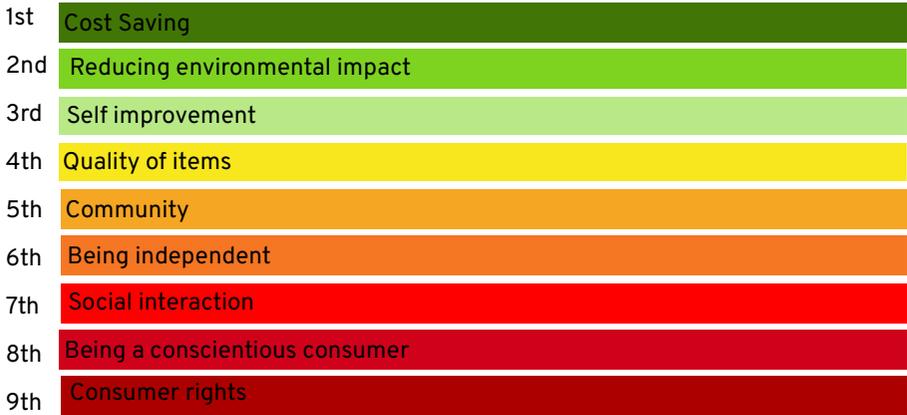
If you were to use these services how would you prefer to pay for their use?



How much would you be willing to pay per year to use these services?



Which of the below elements are important to you? (ranked in order)



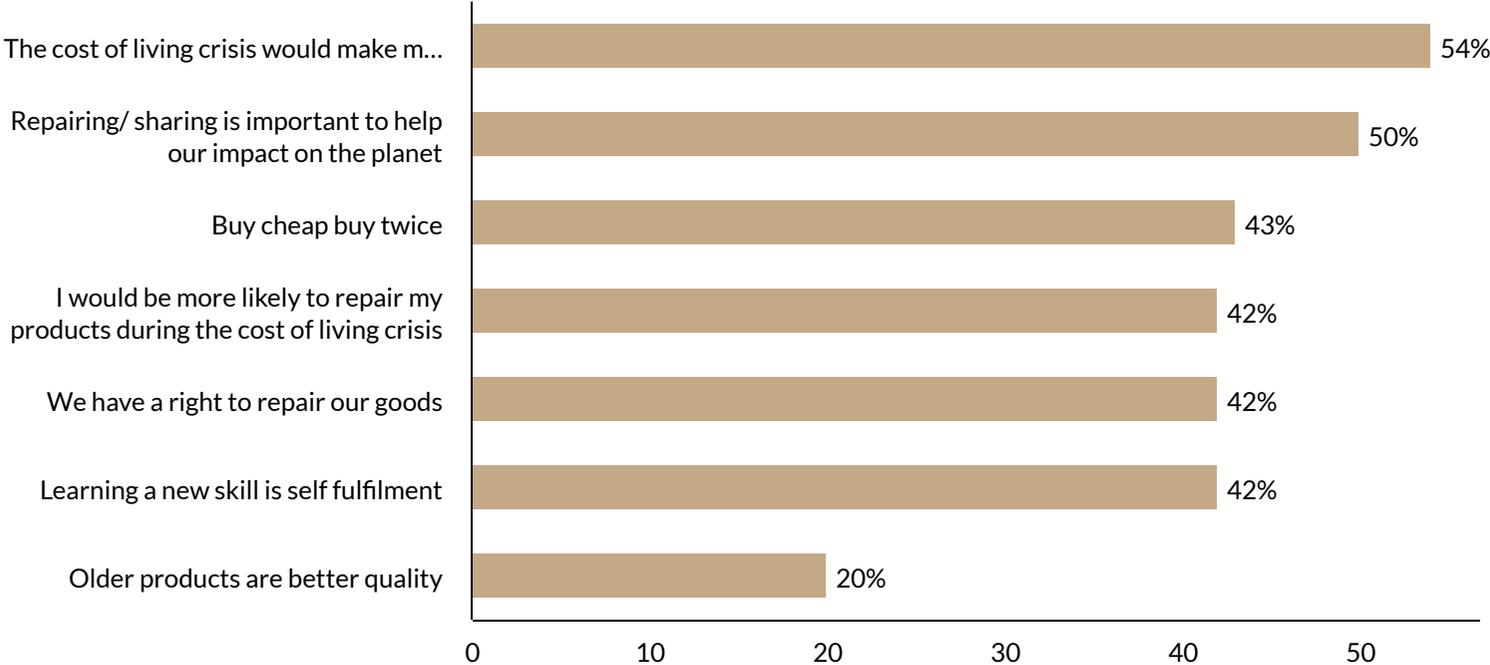
PAY AS YOU GO

With cost being an important factor for our audience its little wonder that pay per use is the preferred payment method, likewise they want to pay as little as possible for the service.

In order for this to be an attractive proposition for the customer they must see a tangible cost benefit.

Perhaps a costing structure which allowed flexibility would appeal to people looking for a one off repair or loan.

Which of these statements do you agree with?





MIND'S EYE[®]

OPENED YOUR EYES?

Feel free to get in touch:

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