



TO: RIGHT TO REPAIR COALITION
FROM: THE TARRANCE GROUP AND LAKE RESEARCH PARTNERS
SUBJECT: KEY FINDINGS FROM RECENT NATIONAL SURVEYS¹

KEY TOPLINE FINDINGS

Fully 94% of independent automotive repair shop decision makers favor passage of the Right to Repair Act, including 78% who “strongly” support its passage.

In addition, a nationwide survey of car owners finds 82% of car owners are in favor of the Right to Repair Act, including 65% who “strongly” favor its passage.

- The overwhelming support from independent shop decision makers for this legislation is certainly driven by their frustrating experiences of being unable to get the needed items for their work.
 - Overall, 69% of independent shops report having had problems getting access to needed information and equipment to perform repairs.
 - Among those who have ever experienced this problem, 73% report that this occurs at least “somewhat” frequently.
- Independent shop decision makers also are losing business and productive time due to the withholding of needed diagnostic information and equipment.
 - Fully (72%) have turned away work because of a lack of needed information or tools.
 - A majority (59%) take at least one car per month to a dealership themselves.
 - Nine-in-ten (90%) report losing productive time every month from this problem, including 33% who lose more than 10 hours a month.
- When asked about a variety of possible solutions to this problem, only two receive majority support – using a back channel relationship with a dealership service center (80%) and sending the repair to a dealer (78%). For many independent repair shops, their most viable options are circumventing this informational stonewall via a backchannel or turning away business. Independent repair shops should not be forced to waste time circumventing needless obstacles or be forced to turn away business in these troubled economic times.
- Last, 80% of independent shop decision makers indicate that they would be more likely to vote for a candidate for Congress if they knew that candidate supported passage of the Right to Repair Act, including 55% who would be “strongly” more likely.

¹ Two surveys are used for this analysis. The first is an N=600 national telephone survey of independent auto repair shop decision makers, conducted February 24-25, 2009 with a margin of error of ± 4.1% at the 95% confidence level. The second is an N=800 national telephone survey of car owners, conducted February 22-25, 2009 with a margin of error of ± 3.5% at the 95% confidence level.

- Among car owners, an overwhelming majority (82%) indicate they favor passage of the Right to Repair Act after hearing a short description of the legislation, including 65% who “strongly” favor it. Just 9% of car owners oppose passage of this legislation.
 - Support among car owners for this legislation crosses every demographic line. There is strong majority support from 18-34 year olds (81%) and seniors (72%), from Republicans (81%), Independents (78%), and Democrats (85%), from those with household incomes of less than \$40K (79%) and more than \$90K (88%), and from those whose oldest car is less than 4 years old (82%) and those whose oldest car is more than 10 years old (80%).
- In addition, a majority (53%) of car owners say they would be more likely to vote for a Congressional candidate who favored passage of this legislation.

CONCLUSIONS

The Right to Repair Act has overwhelming and intense support (94% favor) among independent repair shop decision makers, which translates to 80% support for Congressional candidates who favor this legislation. In this economic climate, no small business should be forced to turn away customers due to having information withheld from them.

In addition, fully 82% of car owners favor passage of the Motor Vehicle Right to Repair Act, including support at 75%+ from Republicans, Democrats, and Independents and a majority (50%) of car owners indicates that support for this legislation would make them more likely to support a candidate for Congress. Car owners clearly grasp the inherent fairness in allowing access to needed diagnostic information and tools to all repair shops.

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