

JUNE 2026 · CONSUMPTION & BEHAVIOURAL SCIENCE

Fast Tech Consumer study

Questionnaire

European study of fast tech consumption, focused on users and non-users knowledge, perception, and habits (buying, using, discarding) regarding fast tech items.

MADE FOR

WEEE Forum

CARRIED OUT BY

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Study's objectives

- **Information:**
 - Understand fast tech consumers' habits
 - Quantity of fast tech items owned, used, stored unused and discarded
 - Average number of items purchased per year
 - Fast tech waste sorting habits, perception and accessibility
- **Measurement:**
 - Awareness gap
 - Buying intention (unplanned need vs less expensive and quick vs naive consumption)
- **Recommendations:**
 - Policy: best strategies to tackle the issue, use of selling platform (free riders, sell without paying for recycling)
 - Consumer: how to explain, why it's important, environmental costs, balancing the buying factors, buy less expensive = buy twice

Setup

- **12 countries:** Norway, Greece, Romania, Portugal, France, Netherlands, Belgium, Poland, Switzerland, UK, Ireland and Spain.
- **15 members**
- **Panels:**
 - Belgium and France: 1,500 participants
 - Romania: 1,200 participants
 - Poland, Switzerland and Ireland: 1,000 participants
 - UK, Greece, Norway, Portugal, Netherlands and Spain: 500 participants
- Representative at European level
- **15 min questionnaire**

Questionnaire

[Introduction]

Thank you for participating in this survey. It will take approximately 15 minutes to complete.

There are no right or wrong answers; please tell us your open and honest opinion. Your confidentiality is assured and all responses will be analysed in aggregate and not individually.

[GDPR statement IF REQUIRED, feel free to remove if not] By continuing, you confirm that you have read the above and agree to participate in this research survey. Your responses will be processed anonymously and together with those of other participants for research purposes, in line with GDPR. You can reach contact@bellegarde.co to access or erase your data.

When you are ready to move on to the next page, click the “Continue” button located at the bottom of the page.

[Household characteristics]

Q1. How old are you?

Number [IF < 18, terminate]

Q2. Including yourself, how many people live in your household?

Number

Q2a. [IF Q2>1]

How many of them are under 18 years old?

Number

Terminate if Q2=>Q1 for 2nd attempt

[Buying]

Q3. How many of the following items did you personally buy, over the last 12 months?

Take your time. These items are easy to forget: a cable in a drawer, a small gadget on a desk, a quick buy at a checkout, a gift you received or gave, something bought online... Think about the places where you could keep them: drawers, bags, a car, a kitchen, a desk, a bathroom...

[Grid question]

Q3a. Charging and lighting devices under €10: chargers, adapters, charging cables (USB-A, USB-C, lightning, micro-USB...), LED strips and light bulbs, clip-on and small desk lamps, decorative and garden lights...

Q3b. “High-tech” under €20: Bluetooth or wired audio devices (earphones/headphones, speakers...), power banks, wearables and fitness trackers (like smart bands and smartwatches), PC accessories (USB drives or hubs, mice, keyboards, webcams...), game controllers...

Q3c. Gadgets and lifestyle items under €20: mini fans and diffusers, desktop gadgets, electronic toys (handheld consoles, fidget toys, RC cars...), cooking appliances (milk frother, mini blender, cookers...), body and skin devices (mini massager, travel razor or electric toothbrush...), home devices (alarms, cameras, smart sensors, bug zapper), pet gadgets (laser toys, auto feeder or water fountain...)

- None
- 1
- 2 to 5
- 6 to 9
- 10 to 19
- 20 or more

Q4. How many of the following items are currently in your household (regardless of who bought them or when)?

Think room by room: your kitchen (cookware, small appliances), your bedroom (chargers, sleep gadgets), your bathroom (grooming devices), your desk and bag (cables, accessories, headphones), your living room (remotes, lights), your car, your entryway. Don't forget items in drawers, boxes or that you haven't used in a while...

[Grid question]

Q4a. Charging and lighting devices under €10 (ex: chargers, adapters, charging cables, LED strips and light bulbs, decorative and garden lights...)

Q4b. “High-tech” under €20 ex: Bluetooth or wired audio devices, power banks, wearables and fitness trackers, PC accessories, game controllers...)

Q4c. Gadgets and lifestyle items under €20 (ex: mini fans and diffusers, desktop gadgets, electronic toys, cooking appliances, body and skin devices, home or pet gadgets...)

Q4d. Disposable single-use e-vapes

- None
- 1
- 2 to 5
- 6 to 9
- 10 to 19
- 20 or more

[IF Q3a, Q3b or Q3c is not “NONE”, jump to Q7]

[For non-buyers]

Q5. [IF Q3a, Q3b AND Q3c are “NONE”]

Have you ever bought small and inexpensive electronic devices, excluding e-vapes?

- Yes, quite often [jump to Q7]
- Yes, occasionally [jump to Q7]
- Yes, once [jump to Q7]
- No, never [go to Q6]

[IF Q5 = “Yes,...”, jump to Q7]

Q6. [IF Q5 = “No, never”]

Which of these describe why you have never bought any small and inexpensive

electronic device? (Select all that apply)

[Randomised order ; "I don't know" and "Other" anchored at bottom]

- *I don't know where to buy them*
- *I don't need them or I already own similar items*
- *I prefer higher-quality, longer-lasting alternatives*
- *Because of their impact on the environment*
- *Because of their social impact (e.g., working conditions of the workers)*
- *Someone else buys electronic devices at home*
- *I don't know*
- *Other: _____*

[For everyone]

Q7. How often do you come across small and inexpensive electronic devices? (At work, at friends', in shops, on the web or social media...)

- *Everyday*
- *At least once a week*
- *At least once a month*
- *Few times a year*
- *Less or never*

[IF Q3a, Q3b OR Q3c is not "NONE", go to Q8,

IF Q3a, Q3b AND Q3c are "NONE" AND Q5 = "YES...", jump to Q10,

IF Q3a, Q3b AND Q3c are "NONE" AND Q5 = "No, never", jump to Q22]

[For buyers]

[Instruction] Now, we are going to talk about the small and inexpensive electronic devices you've used or still use. If you have multiple devices from the same category, consider the one you bought most recently.

[CREATE items categories A and B: for each Q3a, Q3b, Q3c > 0 ; pick max 2, random]

Q8. [Shortlist = categories A and B]

Let's talk about the most recent [Category A] you bought.

Q8a. Did you intend to buy it?

- *I intended to buy it*
- *It was not planned*

Q8b. Why did you buy it? (Select all that apply)

[Randomised order; "Other" anchored at bottom]

- For work, study or everyday use
- As a temporary replacement (for one I forgot or that broke)
- I wanted a newer version
- As a spare device
- I bought it *even though I didn't really need it (ex: for fun, to try it...)*
- It was a gift for someone else
- There was no other product / no other choice
- Other: _____

Q9. [Shortlist = categories A and B]

Now, about the most recent [Category B] you bought.

Q9a. Did you intend to buy it?

- *I intended to buy it*
- *It was not planned*

Q9b. Why did you buy it? (Select all that apply)

[Randomised order ; "Other" anchored at bottom]

- For work, study or everyday use
- As a temporary replacement (for one I forgot or that broke)
- I wanted a newer version
- As a spare device
- I bought it *even though I didn't really need it (ex: for fun, to try it...)*
- It was a gift for someone else
- There was no other product / no other choice
- Other: _____

Q10. [General question not specific to the randomly selected categories A and B]

Generally speaking, what makes you buy small and inexpensive electronic devices rather than more expensive alternatives? (Select all that apply).

[Randomised order; "I don't know" and "Other" anchored at bottom]

- *They are more affordable*
- *They are the only available option*
- *They are easily available or showcased*
- *I read positive reviews about them*
- *Promotions or special deals*
- *People I trust recommend them*
- *I see them in ads or on social media*
- *Curiosity, for fun, or trying something new*
- *I don't know*
- Other: _____

Q11. Where do you usually get your small and inexpensive electronic devices (no matter the category)? (Select all that apply)

[Fixed order]

- *On the brand's website*
- *Online stores, marketplaces, social media*
- *Tobacconist, convenience store*
- *Physical stores, outdoor stall, market store*
- *At the airport or a train station*
- *As gifts, professional giveaways or merch*
- *Second hand platforms*
- *I don't remember*
- *Other: _____*

[IF Q3a, Q3b AND Q3c are "NONE" AND Q5 = "Yes...", jump to Q13]

[For users]

Q12. Among all the small and inexpensive electronic devices you've bought during the last 12 months, how many do you still personally use today?

- *None*
- *1*
- *2 to 5*
- *6 to 9*
- *10 to 19*
- *20 or more*

Q13. Think about the small and inexpensive electronic devices you've ever had (excluding disposable e-cigarettes). What is the shortest period of time you have used one of them before discarding it?

- *I got rid of it without ever using it*
- *Single-use*
- *Less than a week*
- *Less than a month*
- *1 to 6 months*
- *6 to 12 months*
- *12 months or more*
- *I don't know / don't remember*

End-of-life behaviour

Q14. Over the last 12 months, how many of the following items have you personally disposed of?

Take your time. Disposal happens in many ways and is easily overlooked: a broken cable tossed in the bin, a device that stopped working and was thrown out, an item given to a friend or family member, something sold or donated, items left behind during a move or a deep clean. Also think about replacements: when you got a new device, what happened to the old one?

[Grid question]

Q14a.

Charging and lighting devices under €10 (ex: chargers, adapters, charging cables, LED strips and light bulbs, decorative and garden lights...)

Q14b. “High-tech” under €20? (ex: Bluetooth or wired audio devices, power banks, wearables and fitness trackers, PC accessories, game controllers...)

Q14c. Gadget and lifestyle items under €20? (ex: mini fans and diffusers, desktop gadgets, electronic toys, cooking appliances, body and skin devices, home or pet gadgets...)

Q14d. Disposable single-use e-vapes?

- None
- 1
- 2 to 5
- 6 to 9
- 10 to 19
- 20 or more

[IF Q14a, Q14b or Q14c ≠ "NONE", jump to Q15,

IF Q5 = "Yes,...", AND Q14a, Q14b AND Q14c = "NONE", jump to Q16]

Q15. What are the main reasons why you stopped using your small and inexpensive electronic devices? (Up to 2 answers)

[2 answers max; random order, “Other” anchored at bottom]

- *They're intended for single use*
- *They broke or became defective*
- *They stopped working, although physically okay*
- *They became dangerous*
- *They were outdated, out of fashion or obsolete*
- *I didn't need them any more (replaced or no use of it)*

- *I lost them*
- *Other: _____*

Q16. Thinking about all the devices you have stopped using, what have you done with them? (Select all that apply)

[Fixed order]

- *I kept them (at home, attic, basement, secondary home...)*
- *I threw them in general household waste*
- *I threw them in the plastic waste bin*

[This option should be displayed in all countries except Switzerland]

- *I threw them in a street bin*
- *I brought them to a recycling centre / municipal waste facility*
- *I brought them to a recycling point in a store*
- *I gave them away or donated*
- *I sold them*
- *I don't remember*
- *Other: _____*

Q17. Why did you choose this or these solutions? (Select all that apply)

[Randomised order; "I didn't really think about it", "I didn't know where else to put it" and "Other" anchored at bottom]

- *It's the easiest solution*
- *It's closest to home*
- *It's what I usually do with this kind of waste*
- *I did it to protect the environment*
- *It's what my family and friends do with that kind of waste*
- *I didn't really think about it*
- *I didn't know where else to put it*
- *Other: _____*

Perception & willingness

Q18. Overall, thinking back on the small and inexpensive devices you used, you would say you are:

- *Very dissatisfied*
- *Dissatisfied*
- *Neither satisfied nor dissatisfied*
- *Satisfied*
- *Very satisfied*

Q19. When you bought those small and inexpensive devices, would you have been willing to pay more for similar items that you could use over a longer time period?

- No
- Yes, for some of them
- Yes, for most of them
- Yes, for all of them

Q20.If you had to replace a small and inexpensive electronic device that broke, you would...

- Buy the exact same small and inexpensive model
- Buy another small and inexpensive device
- Buy a more expensive one
- Choose not to replace it
- Other: _____

Q21. Globally, would you say that your small and inexpensive electronic devices:
Q21a.

- Have a **shorter lifespan** than you expected
- Have the **lifespan** you expected
- Have a **longer lifespan** than you expected

Q21b.

- Are of **lower quality** than you expected
- Are of **the quality** you expected
- Are of **higher quality** than you expected

Q22. Compared to more expensive alternatives, you would say that small and inexpensive electronic devices tend to:
Q22a.

- Be **less** harmful to the environment
- Be **equally** harmful to the environment
- Be **more** harmful to the environment

Q22b.

- Have a **shorter** lifespan
- Have a **similar** lifespan
- Have a **greater** lifespan

[Behavioural insights]

[Attitudes]

Q23. Regarding buying small and inexpensive electronic devices...

Q23a. You are...

- *Completely unfavourable*
- *Rather unfavourable*
- *Neither favourable nor unfavourable*
- *Rather favourable*
- *Completely favourable*

[Social norms]

Q23b. People important to you would...

- *Completely disapprove*
- *Rather disapprove*
- *Neither approve nor disapprove*
- *Rather approve*
- *Completely approve*

Q24. Do you think that more or fewer people buy small and inexpensive electronic devices over time?

- *Far fewer people*
- *Fewer people*
- *The same number*
- *More people*
- *Far more people*

[Intentions]

Q25. Over the next 12 months, do you intend to buy more, fewer or the same number of small and inexpensive electronic devices?

- *Much more*
- *More*
- *The same*
- *Less*
- *Much less*
- *I intend to stop*

[Broader attitudes toward fast tech regulation & consumption]

Q26. What do you think about the following statements? [Question grid]

Q26a. Consumers should buy fewer small and inexpensive electronic devices.

Q26b. Governments should more strictly regulate the sale of small and inexpensive electronic devices.

- *I completely disagree*
- *I disagree*
- *I neither agree nor disagree*
- *I agree*
- *I completely agree*

Q27. Did you know that online platforms selling electronic devices are legally required to contribute financially to the collection and recycling of electronic waste?

- *Yes, I knew this*
- *No, I didn't know this*
- *I heard of it but didn't know the details*

Q28. Before taking this questionnaire, were you aware that these small and inexpensive electronic devices contain electronic parts?

- *Yes*
- *No*

Demographics

Q29. How would you define yourself?

- *Male*
- *Female*
- *Non binary*
- *Other*
- *Prefer not to say*

Q30. What is your highest diploma?

- *No formal education / Primary school*
- *Secondary school / High school*
- *College Undergraduate*
- *Bachelor or equivalent*
- *Master or equivalent / Doctorate, Ph.D. or equivalent*
- *Prefer not to say*

Q31. What's your employment status?

- *Unemployed*
- *Employed*
- *Self-employed*

- Student
- Home-maker or caregiver
- Retired
- Other: _____
- Prefer not to say

Q32. What's your household annual income?

Q33. Where do you live?

- Large city (more than 100,000 inhabitants)
- Suburb of a large city
- Small or medium sized city
- Rural area or village
- Other: _____
- Prefer not to say

End message

Thank you for completing this survey. All devices, large or small, with a cable, a plug or a battery can be reused or recycled. Please, never throw them in the bin; take them to your nearest collection point so they can be recycled.

→ Link to PRO(s) websites

END OF THE QUESTIONNAIRE

VARIABLES

Prices (Q3, Q4, Q14)

- Norway: 100 NOK and 200 NOK
- Romania: 50 RON and 100 RON
- Poland: 40 PLN and 80 PLN
- Switzerland: 15 CHF and 20 CHF (as suggested by Nando)
- UK: £10 and £20
- Rest: €10 and €20

Household gross revenues

(Q32)

- **Norway**
 - 0 – 110 000 NOK
 - 110 000 – 220 000 NOK
 - 220 000 – 330 000 NOK
 - 330 000 – 440 000 NOK
 - 440 000 – 550 000 NOK
 - 550 000 – 660 000 NOK
 - 660 000 – 770 000 NOK
 - 770 000 – 880 000 NOK
 - 880 000 – 990 000 NOK
 - 990 000 – 1,1 M NOK
 - 1,1 M – 1,21 M NOK
 - 1,21 M – 1,32 M NOK
 - 1,32 M – 1,43 M NOK
 - 1,43 M NOK eller mer
 - Prefer not to say
- **Romania**
 - 0 – 52 500 RON
 - 52 500 – 105 000 RON
 - 105 000 – 157 500 RON
 - 157 500 – 210 000 RON
 - 210 000 – 262 500 RON
 - 262 500 – 315 000 RON
 - 315 000 – 367 500 RON
 - 367 500 – 420 000 RON
 - 420 000 – 472 500 RON
 - 472 500 – 525 000 RON
 - 525 000 – 577 500 RON
 - 577 500 – 630 000 RON
 - 630 000 – 682 500 RON

- 682 500 RON sau mai mult
- Prefer not to say

- **Poland**

- 0 – 42 500 zł
- 42 500 – 85 000 zł
- 85 000 – 127 500 zł
- 127 500 – 170 000 zł
- 170 000 – 212 500 zł
- 212 500 – 255 000 zł
- 255 000 – 297 500 zł
- 297 500 – 340 000 zł
- 340 000 – 382 500 zł
- 382 500 – 425 000 zł
- 425 000 – 467 500 zł
- 467 500 – 510 000 zł
- 510 000 – 552 500 zł
- 552 500 zł lub więcej
- Prefer not to say

- **Switzerland**

- 0 – 10 000 CHF
- 10 000 – 20 000 CHF
- 20 000 – 30 000 CHF
- 30 000 – 40 000 CHF
- 40 000 – 50 000 CHF
- 50 000 – 60 000 CHF
- 60 000 – 70 000 CHF
- 70 000 – 80 000 CHF
- 80 000 – 90 000 CHF
- 90 000 – 100 000 CHF
- 100 000 – 110 000 CHF
- 110 000 – 120 000 CHF
- 120 000 CHF or more
- Prefer not to say

- **UK**

- £0 – £8,500
- £8,500 – £17,000
- £17,000 – £25,500
- £25,500 – £34,000
- £34,000 – £42,500
- £42,500 – £51,000

- £51,000 – £59,500
- £59,500 – £68,000
- £68,000 – £76,500
- £76,500 – £85,000
- £85,000 – £93,500
- £93,500 – £102,000
- £102,000 – £110,500
- £110,500 or more
- Prefer not to say

- **Rest**

- €0 – 10 000 €
- €10,000 – 20 000 €
- €20 000 – 30 000 €
- €30 000 – 40 000 €
- €40 000 – 50 000 €
- €50 000 – 60 000 €
- €60 000 – 70 000 €
- €70 000 – 80 000 €
- €80 000 – 90 000 €
- €90 000 – 100 000 €
- €100 000 – 110 000 €
- €110 000 – 120 000 €
- €120 000 – 130 000 €
- €130 000 € or more
- Prefer not to say