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Fast Tech Consumer Study

Consumption in the Netherlands, compared to other European countries
and focusing on younger adults

MADE FOR

stichting
OPEN

CARRIED OUT BY

Bellegarde Scientific Consulting

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Executive summary

Fast tech is widespread in Dutch households. Recent purchasing is lower than in the 11 other participating countries combined, while Dutch young adults buy more often than adults aged 30 and over.

84.9% of Dutch adults have ever bought fast tech, and 70.1% bought at least one device in the previous 12 months. In the other 11 surveyed, 78.1% bought one during the same period. Younger Dutch buy more fast tech devices, 86% bought one recently versus 66.4% among adults aged 30 and over.

Affordability is the leading reason for choosing fast tech devices, and most of those purchases were planned. More than half of previous buyers can recall at least one device they used for no more than six months before discarding it.

About two thirds of Dutch buyers are satisfied with their fast tech devices, even if 78.7% would have paid more for at least some longer-lasting alternatives.

End-of-life choices vary: 34.5% of Dutch buyers report a recycling centre, 25.4% general household waste and 27.1% keeping devices. Respondents could select several routes.

Among the Dutch surveyed, 74% knew beforehand that these products contain electronic parts, which is a bit less than those from the other 11 countries (83.2%).



Samenvatting

Fast tech komt in veel Nederlandse huishoudens voor. Nederlandse volwassenen kochten in de afgelopen twaalf maanden minder vaak fast tech dan volwassenen in de elf andere deelnemende landen samen. Binnen Nederland kopen 18- tot 29-jarigen vaker dan volwassenen van 30 jaar en ouder.

84,9% van de Nederlandse volwassenen heeft ooit fast tech gekocht; 70,1% deed dat in de afgelopen twaalf maanden. In de elf andere landen samen was dat 78,1%. Onder Nederlandse 18- tot 29-jarigen kocht 86,0% in het afgelopen jaar fast tech, tegenover 66,4% van de 30-plussers.

De prijs is de meest genoemde reden om voor goedkope apparaten te kiezen. De meeste aankopen waren gepland. Meer dan de helft van de eerdere kopers herinnert zich minstens één apparaat dat zij na hoogstens zes maanden gebruik hebben weggedaan.

Ongeveer twee derde van de Nederlandse kopers is tevreden over deze apparaten. Tegelijk zegt 78,7% voor ten minste sommige alternatieven met een langere levensduur meer te hebben willen betalen.

De routes aan het einde van het gebruik lopen uiteen: 34,5% van de Nederlandse kopers noemt een milieustraat, 25,4% het restafval en 27,1% bewaart apparaten. Respondenten konden meerdere routes noemen.

Vóór de enquête wist 74,0% van de Nederlandse respondenten dat deze producten elektronische onderdelen bevatten, tegenover 83,2% in de elf andere landen samen.

Purpose and definition

Along with the WEEE Forum, Stichting OPEN and participating producer responsibility organisations commissioned the Fast Tech Consumer Study for International E-waste Day 2026. The study examines fast-tech consumption, end-of-life behaviour and related behavioural dynamics across 12 European countries ().

This report presents results for the Netherlands. Its two principal comparisons are the Netherlands versus the other 11 participating countries combined, and Dutch adults aged 18–29 versus Dutch adults aged 30 and over.

The questionnaire describes fast tech as small and inexpensive electronic devices. In all countries except Switzerland, the charging and lighting category had a price ceiling below €10; high-tech products and gadgets or lifestyle items had a ceiling below €20. Examples were also included, such as cables, chargers, small lights, inexpensive audio products, power banks, wearables, electronic toys and small household or beauty gadgets. Disposable e-vapes are reported separately in selected questions and excluded from the three core-category purchase measures, since they are banned in most European countries.

1. Sample

The online survey was conducted in July 2026. It includes 504 Dutch adults within a total of 10,245 respondents across the 12 participating countries. The Dutch sample contains 92 people aged 18–29 and 412 aged 30 and over. Dutch results use the age-by-gender calibration weights supplied with the survey dataset. The comparison group combines the other 11 countries, accounting for their relative population sizes.

Table 1. Respondents by country

COUNTRY	N	COUNTRY	N	COUNTRY	N
France	1,505	Belgium	1,503	Romania	1,205
Poland	1,009	Ireland	1,003	Switzerland	1,000
Norway	505	Greece	504	Netherlands	504



COUNTRY	N	COUNTRY	N	COUNTRY	N
Portugal	503	Spain	503	United Kingdom	501

2. Questionnaire

The questionnaire is available on this link:

<https://bellegarde.co/clients/weee-forum/fast-tech-questionnaire/questionnaire-fast-tech.pdf>

It covers fast tech ownership, purchasing, recent use, reasons for stopping use, end-of-life behaviour, satisfaction, willingness to pay, replacement intentions, social norms, policy opinions and awareness. It also covers basic demographics: respondent's age, gender, education and employment status, as well as household income and area of residence.

3. Note about the findings

- In charts, light-grey error bars show 95% confidence intervals around weighted estimates. They indicate uncertainty due to sampling.
- We call a difference “statistically significant” when a comparison test finds evidence that it is unlikely to arise by chance. This does not establish causation.
- Country comparisons pool the other 11 participating countries. If not mentioned, all Dutch results include adults aged 18–29 and those aged 30+.



Part 1 - Understanding the fast tech consumer journey in Netherlands

1. Buying & ownership

1.1. Fast tech is present in most Dutch households

Among all Dutch respondents, 83% report at least one device from the three fast-tech categories in their household. The most owned category is charging and lighting devices, just like for the rest of the surveyed countries.

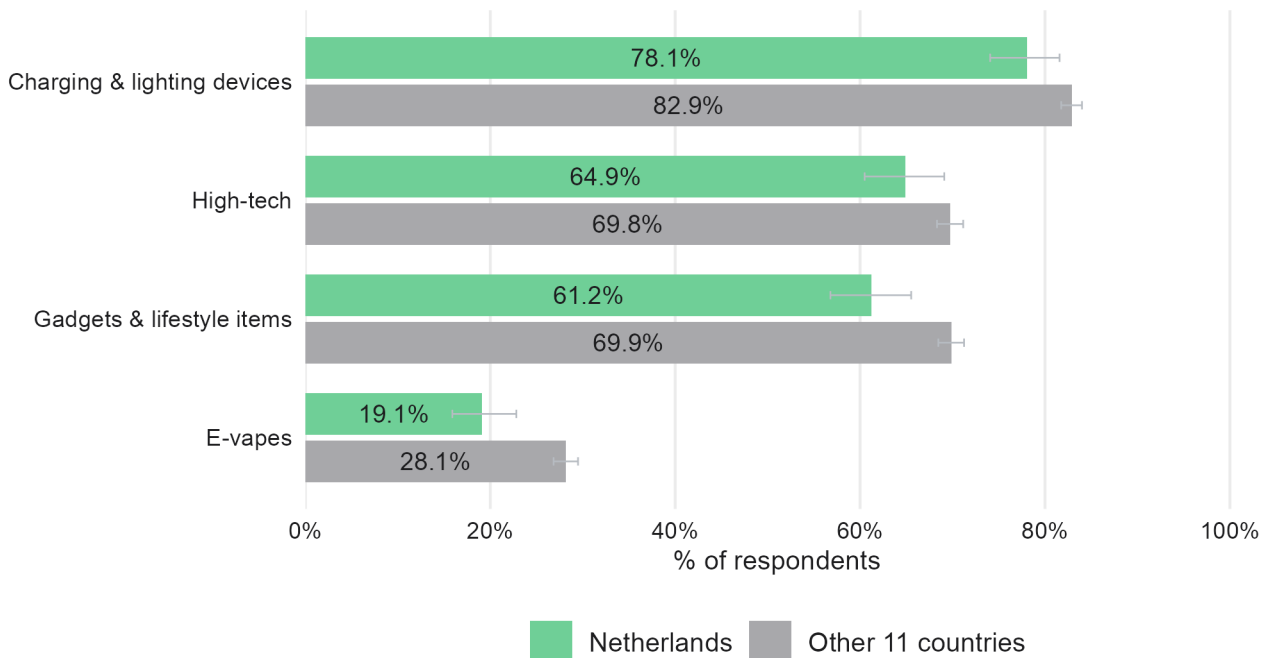


Figure 1. Households owning at least one device in each category

Charging and lighting products are the most widespread category: 78.1% report at least one at home. High-tech devices are reported by 64.9%, and gadgets or lifestyle items by 61.2%. These categories cover products that can be small or inexpensive without looking like conventional electronic equipment.

Gadget ownership is statistically significantly lower than in the other 11 countries: 61.2% versus 69.9%. E-vape ownership is also lower among Dutch respondents, with 19.1% versus 28.1% for the other countries altogether. Charging and lighting, and high-tech ownership do not show statistically significant country differences.



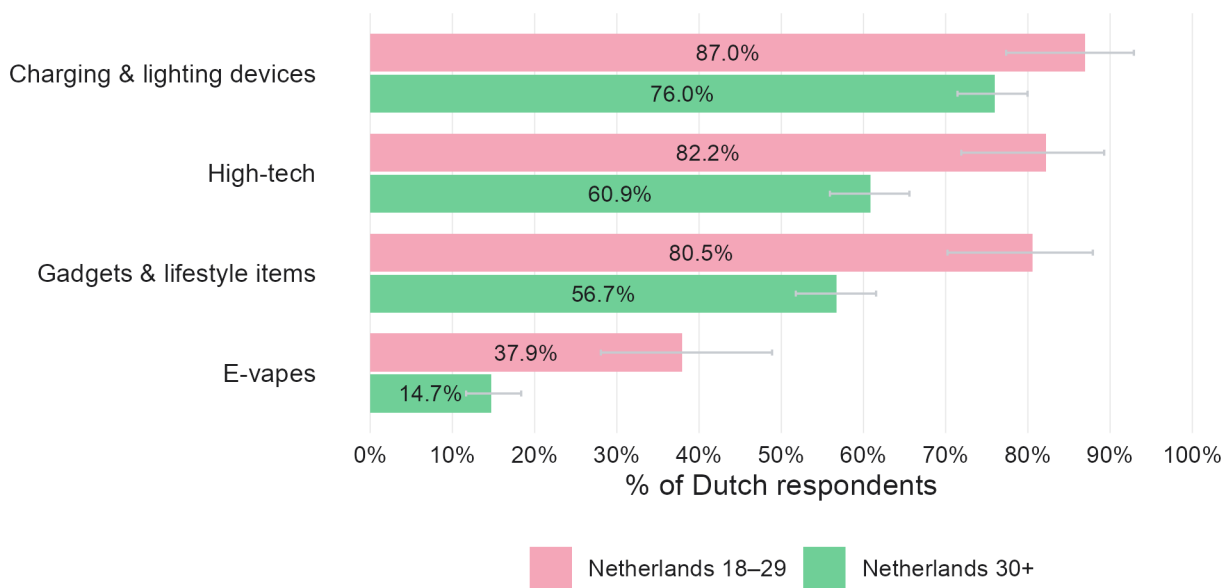


Figure 2. Household ownership among Dutch adults by age

Dutch adults aged 18-29 report more household ownership in all four categories than adults aged 30 and over. The largest gaps concern gadgets and lifestyle items (80.5% versus 56.7%) and single use e-vapes (37.9% versus 14.7%).

1.2.Many households contain several fast tech devices

Most Dutch households have at least one fast tech device (excluding e-vapes), and many contain several devices. The quantities do not differ significantly from the other surveyed countries.

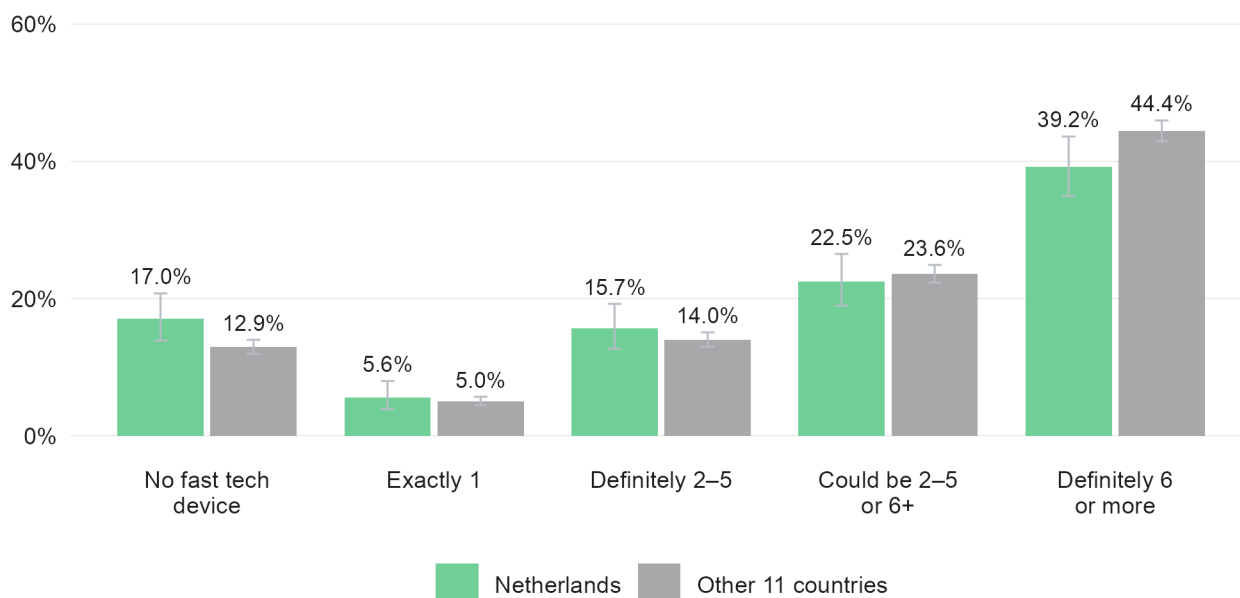


Figure 3. Combined household quantity across the three core categories, Netherlands and other 11 countries

Across the three categories, 17% report no device and 5.6% exactly one. At least **39.2% possess definitely six or more**. For 22.5%, the grouped category answers do not allow a precise distinction between two to five and six or more.

1.3. Most surveyed Dutch adults bought fast tech recently

Buying fast tech is common in the Netherlands, although recent purchasing is lower than in the other 11 participating countries combined.

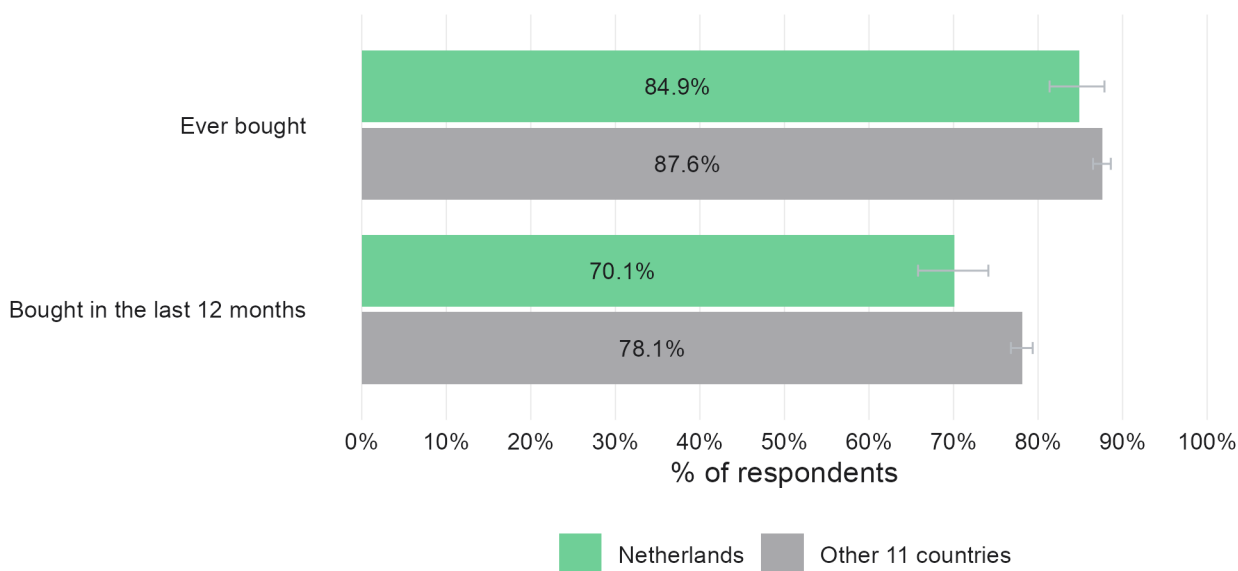


Figure 4. Ever buying and buying during the last 12 months

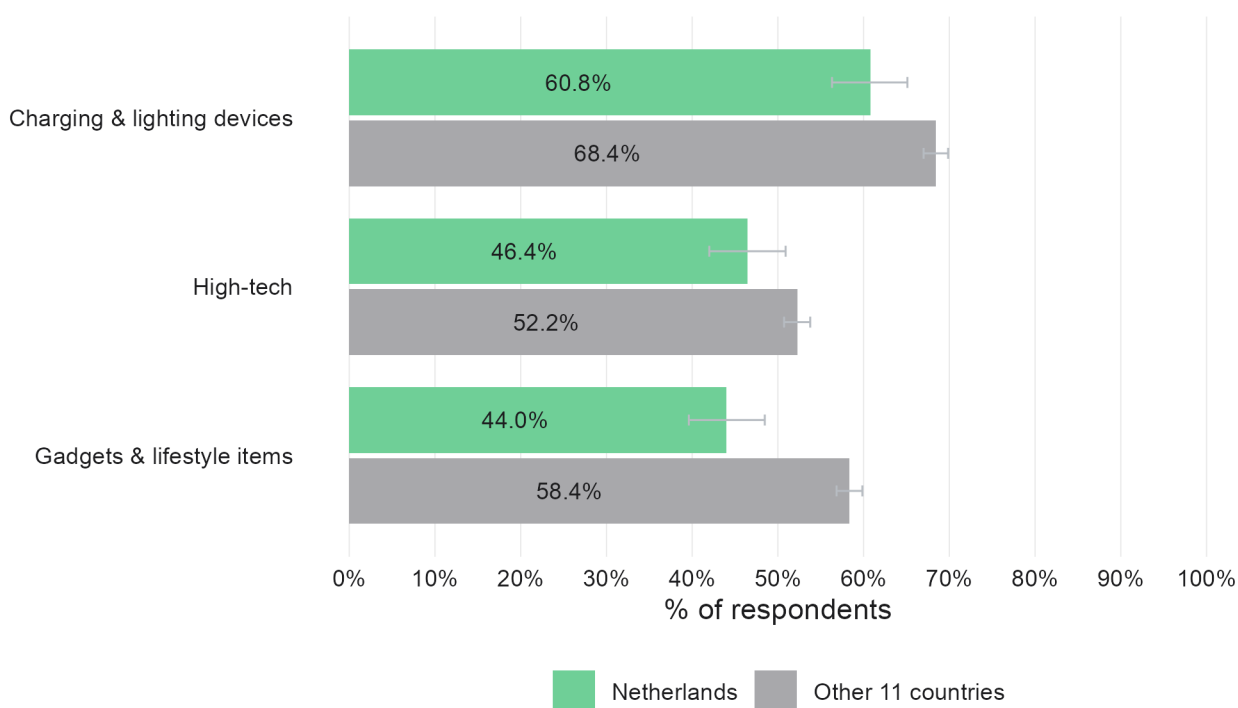


Figure 5. Categories purchased during the last 12 months



Most Dutch respondents (84.9%) have bought at least one fast-tech device at some point, and about 70% did so during the previous year, which is statistically less than the other 11 surveyed countries (78.1%).

Charging and lighting products lead recent purchasing at 60.8%, followed by high-tech devices (46.4%) and gadgets or lifestyle items (44.0%).

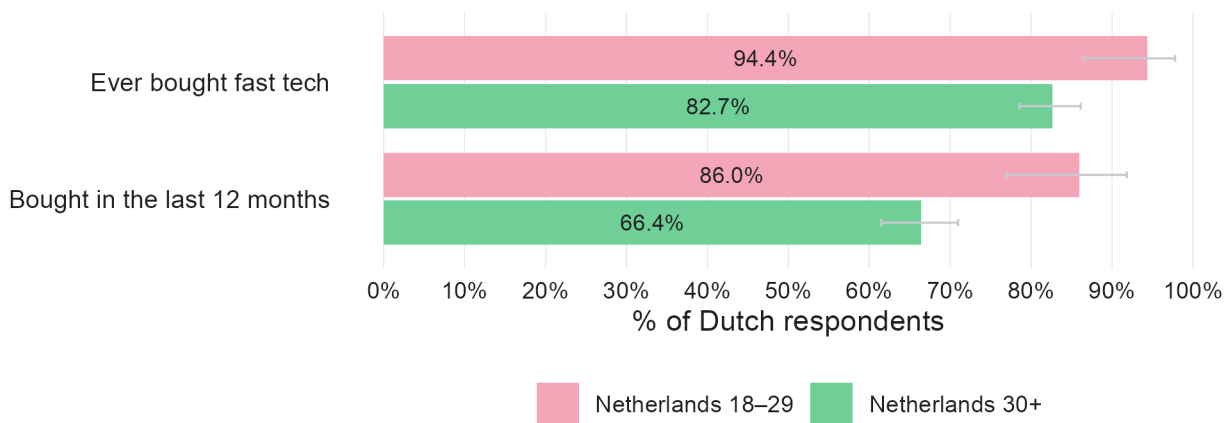


Figure 6. Fast tech purchasing among Dutch adults by age

Almost all (94.4%) of the younger Dutch respondents (18-29) bought fast tech devices in their life, and 86% did so during the past year, both more than the rest of the Dutch respondents.

1.4. Recent purchases are usually planned

Across the three product categories, 86.6% of recent Dutch buyers report that at least one of the purchases they described was planned. Planning is common in each category and is similar to the other 11 countries.

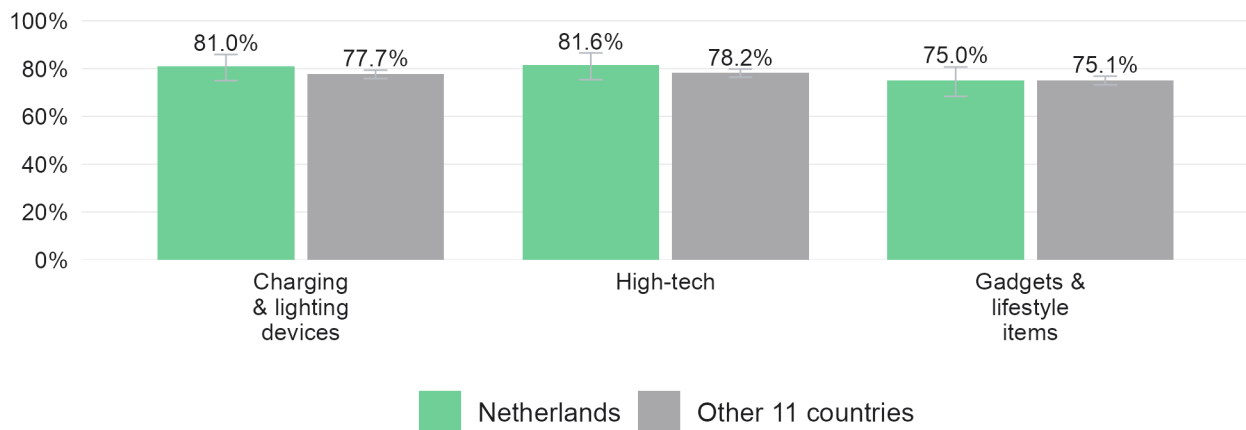


Figure 7. Share of intended recent fast tech purchases

The shares reporting a planned purchase are: 81% for charging and lighting devices, 81.6% for high-tech, and 75.0% for gadgets or lifestyle items. There is no statistically significant difference here.

1.5. For temporary replacement and everyday use

Temporary replacement is the most selected purpose for charging and lighting purchases. Work, study or everyday use leads for high-tech and gadgets. Neither purpose represents a majority in any category.

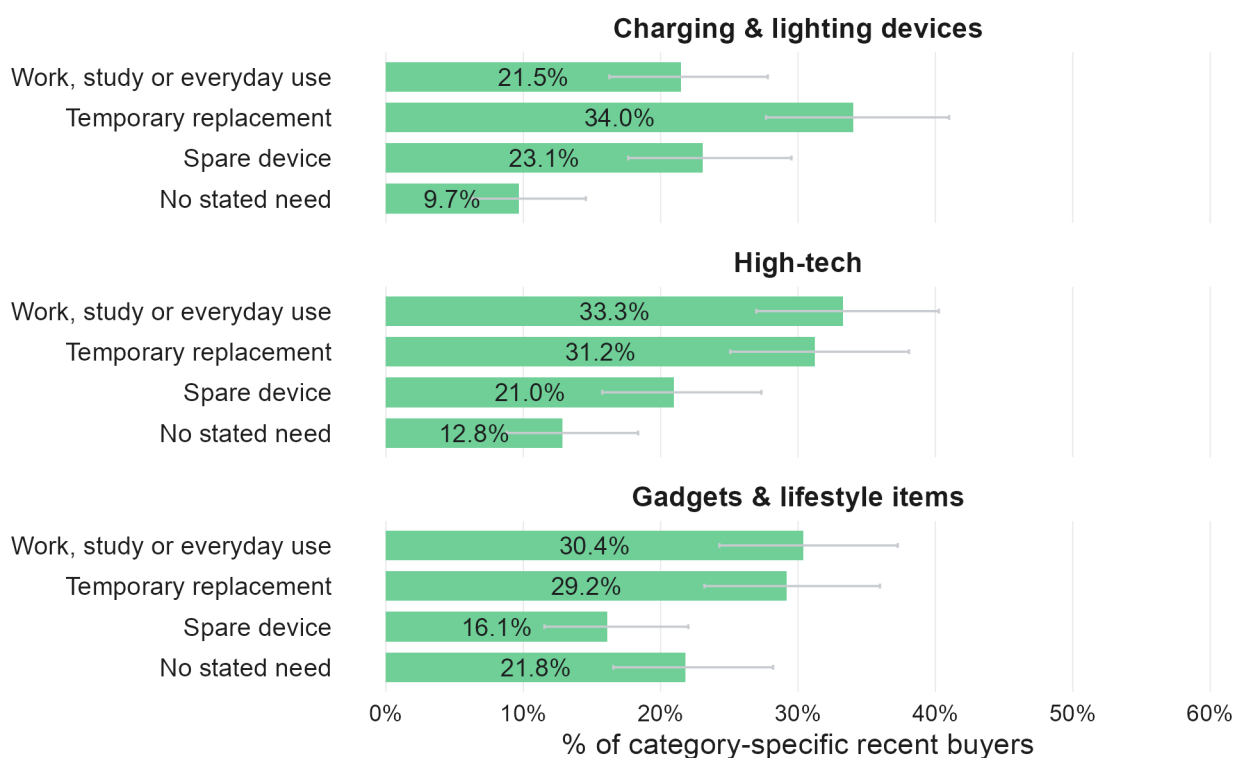


Figure 8. Selected purposes of recent purchases in the Netherlands

About three in ten Dutch buyers in each product category cite a temporary replacement. Work, study or everyday use ranges from 21.5% for charging and lighting to 33.3% for high-tech. Buying a gadget as a spare device is reported by 16.1% of Dutch buyers versus 26.4% across the other 11 countries, the only statistically significant difference. Note: respondents could select more than one purpose.

1.6. Affordability leads buying reasons

Affordability is the most selected reason Dutch buyers choose inexpensive devices, followed by promotions. Reasons are very similar among the Dutch respondents and those of the other 11 countries, except for the positive reviews less often selected by the Dutch.

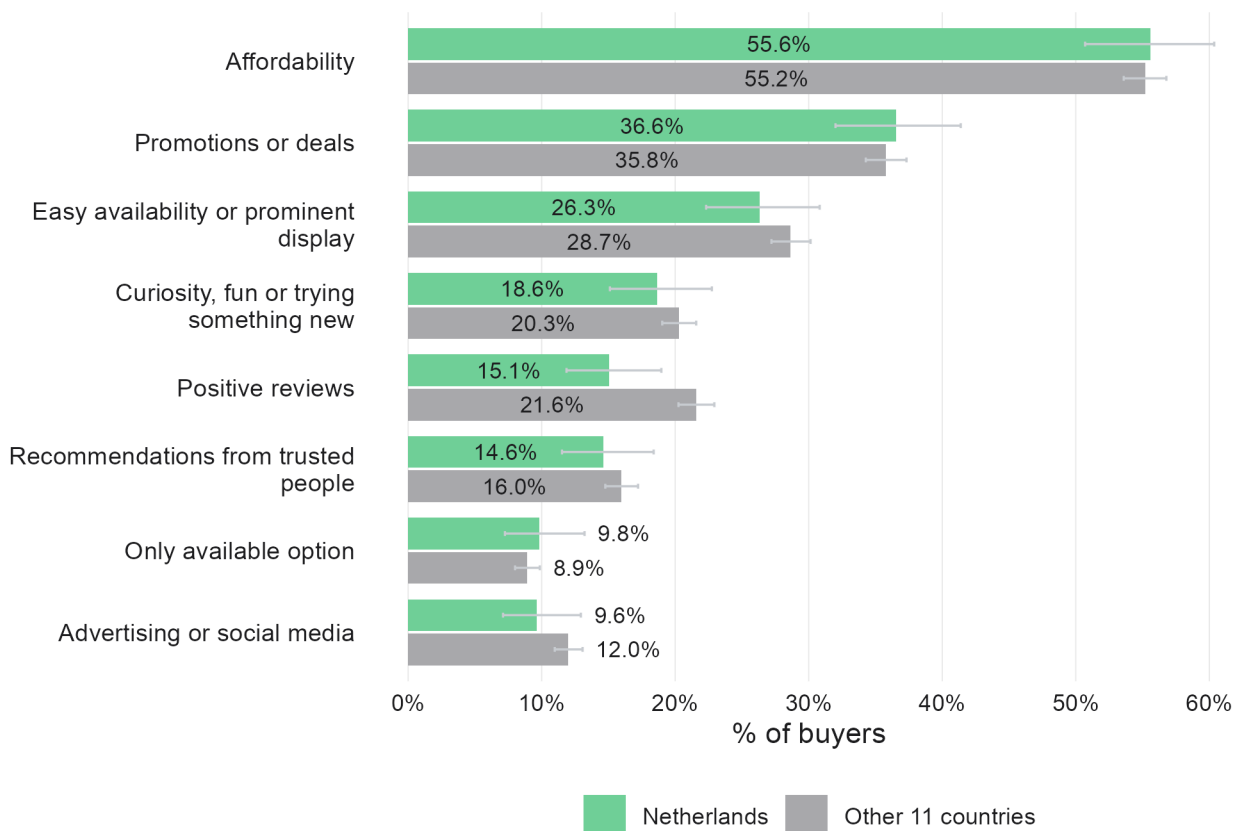


Figure 9. Reasons for choosing inexpensive devices

Affordability is selected by 55.6% of Dutch buyers, promotions or deals by 36.6%, and easy availability by 26.3%. Respondents could select more than one reason.

Positive reviews are cited by 15.1% of Dutch buyers versus 21.6% in the other 11 countries, that's one of two statistically significant differences, with the combination of positive reviews, trusted recommendations, or advertising and social media, which is selected by 30.3% versus 38.7% in the other countries.

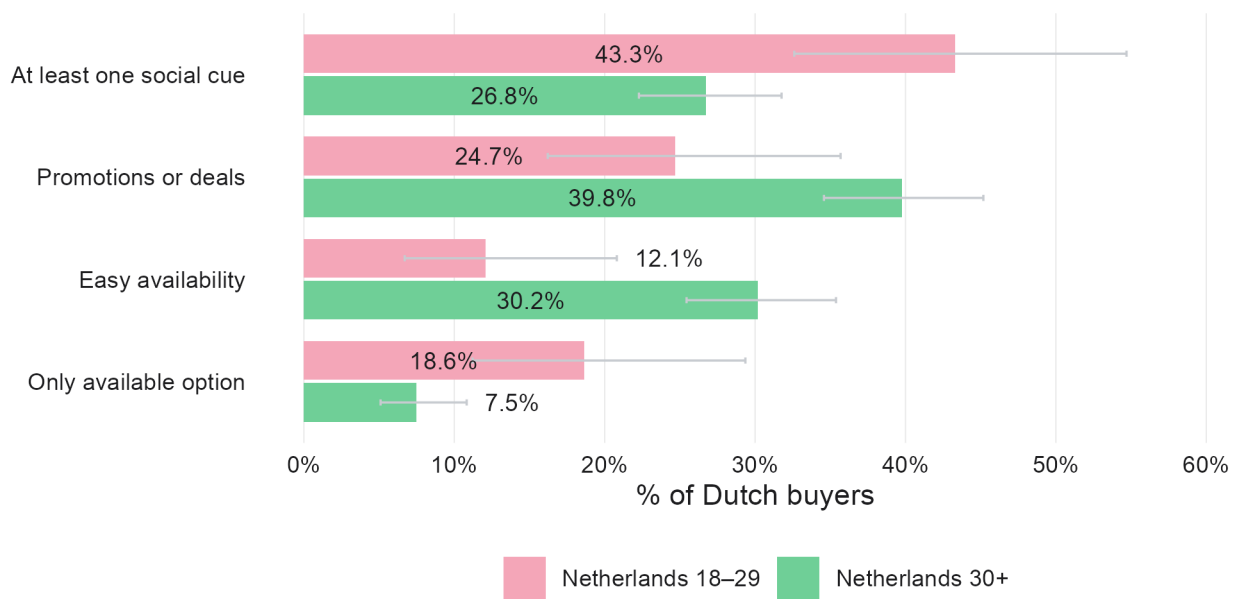


Figure 10. Reasons for buying fast tech that differ between Dutch age groups

Social influence (especially online) seems to be of greater influence among Dutch buyers aged 18–29, since 43.3% of them select at least one social cue, compared with 26.8% of buyers aged 30 and over. Among the younger Dutch, 18.6% versus 7.5% say the device was the only available option. They also less often select promotions or deals (24.7% versus 39.8%) or easy availability (12.1% versus 30.2%). All of those differences are statistically significant.

1.7. Physical stores lead acquisition

Physical stores, stalls and markets are the most selected acquisition channel among Dutch buyers (51.7%), followed by online stores, marketplaces or social media (45.9%). Online acquisition is statistically significantly lower than in the other 11 countries combined (52.5%). Buyers could select more than one channel.

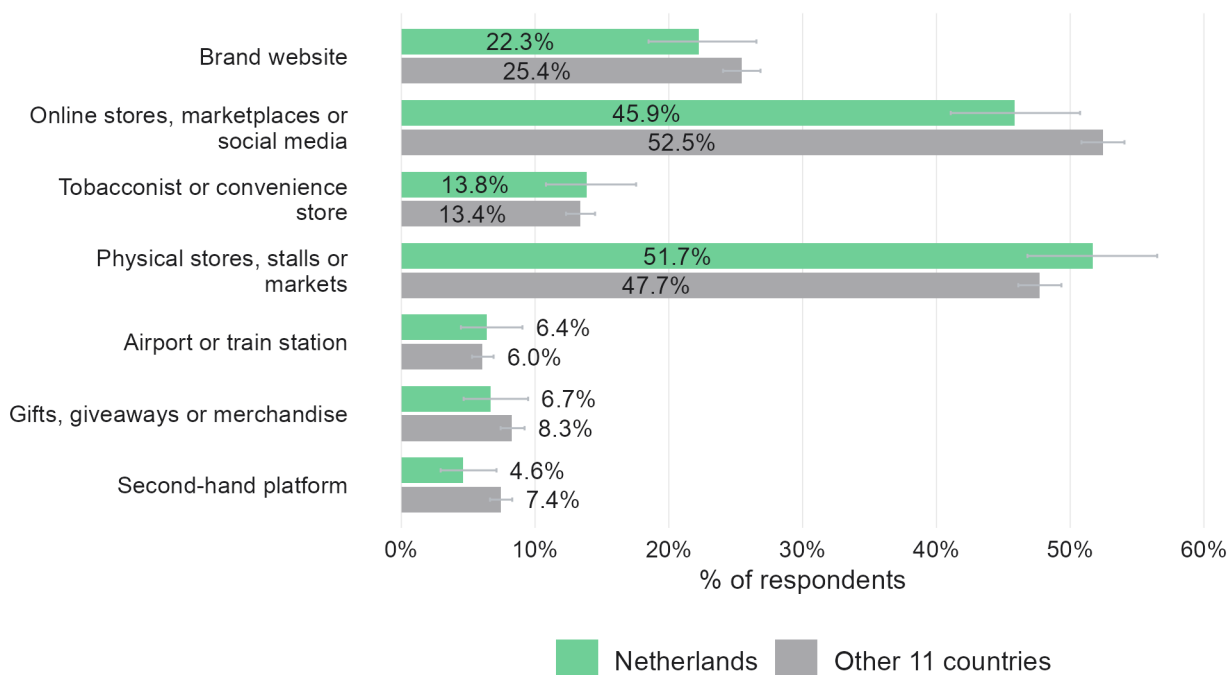


Figure 11. Usual acquisition channels

1.8. Non-buyers don't need fast tech devices

About 15% of Dutch respondents have never bought fast tech devices, which is not significantly more than in the other surveyed countries. Among Dutch non-buyers, a bit less than half say they don't need fast tech device, while one quarter report not knowing why they have never bought any.

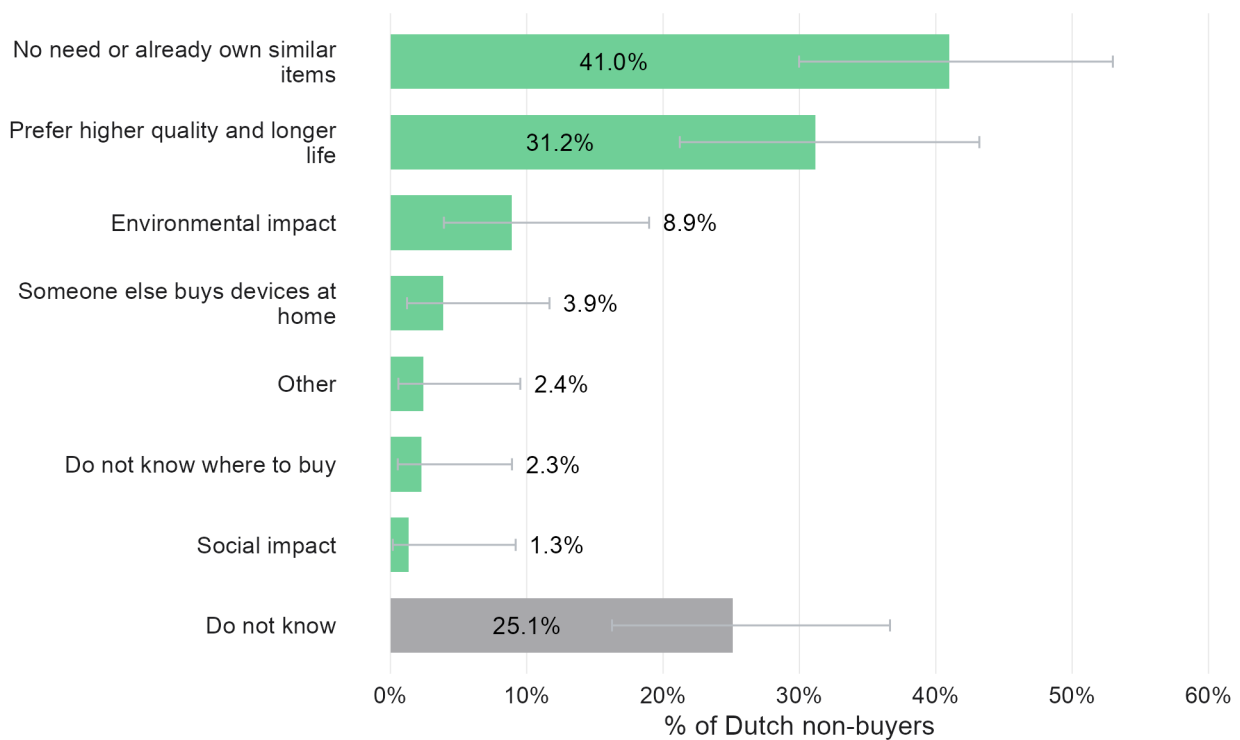


Figure 12. Reasons selected by Dutch non-buyers

Among the Dutch respondents, 41% say they have never bought fast tech because they do not need the devices or already own similar items, and another 31.2% prefer higher-quality, longer-lasting alternatives. Environmental seem to be marginal, selected by 8.9% only.

1.9.Exposure is lower among non-buyers

Dutch non-buyers report encountering fast tech devices way less often than buyers: 58.1% say they see these devices less often than a few times a year or never, versus only 5.9% of buyers. Dutch non-buyers are only 10% to daily encounter fast tech devices, which is about four times less than for buyers (39.2%).

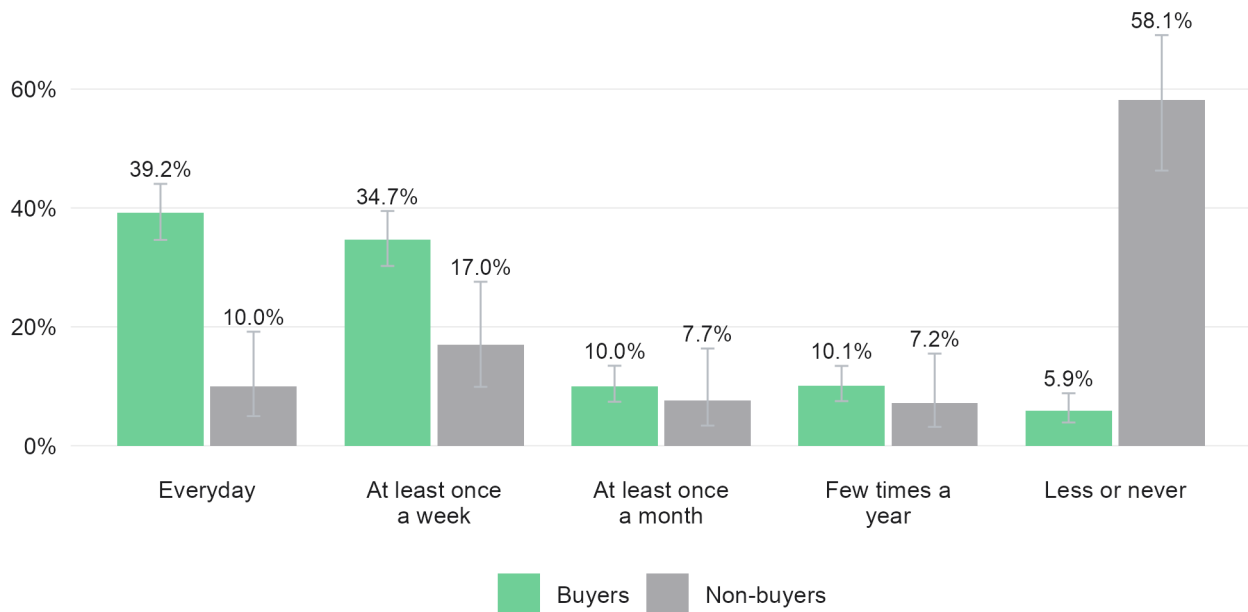


Figure 13. Frequency of encountering fast tech among Dutch buyers and non-buyers

2. Use of fast tech devices and related perceptions

2.1. Most recent buyers still use several devices

A majority of recent buyers report to still use two to five devices they have recently bought. The distribution is similar in the other 11 countries, and the Dutch age-group differences are not statistically significant.

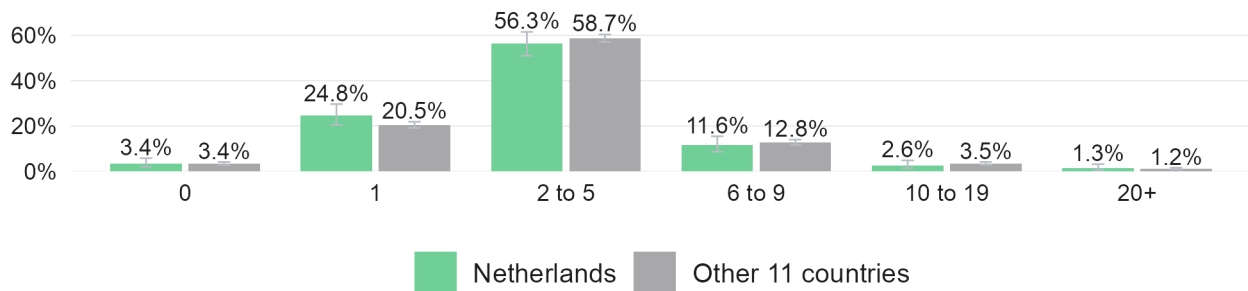


Figure 14. Number of recent purchases still personally used

Among Dutch recent buyers, 56.3% still personally use two to five devices bought during the previous year; another 24.8% use one. These are counts of devices still in use, not measured lifespans. None of the quantity bands differs statistically significantly from the 11 other countries.

2.1. Many buyers recall short periods of use

Nearly 40% of Dutch buyers could recall a fast tech device they did not use more than one month, and 26.5% no more than one week. For 18-29 year-old Dutch respondents, the figures go up to 58% for a device they did not use more than one month and 39% no more than a week.

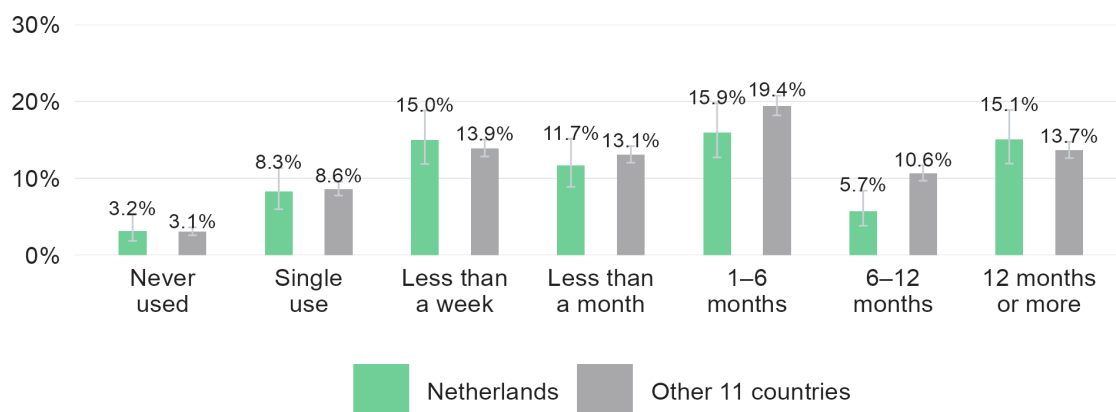


Figure 15. Shortest remembered use before discarding a device

Going further, more than half of Dutch buyers (54%) recall at least one device they used for no more than six months before getting rid of it. Although they are more (58.1%) in the other 11 countries, the difference is not statistically significant. The only two significant differences are for the respondents who do not know nor remember a shorter period: a quarter of Dutch buyers, and 17.6% for the other countries, and for the respondents who answered “6 to 12 months”. Note: these answers describe the shortest case recalled, not a typical lifespan.

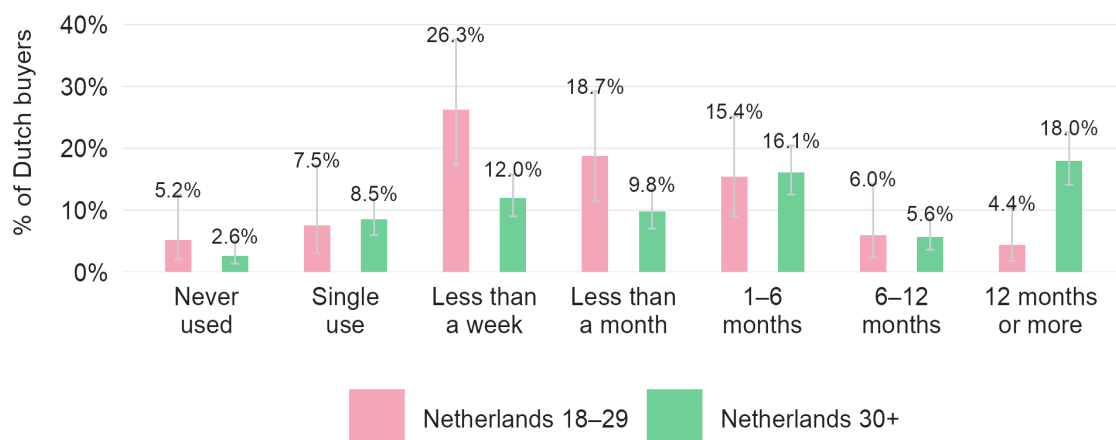


Figure 16. Shortest remembered use among Dutch buyers by age

This is one of the most important differences between ages: **73.1% of Dutch buyers aged 18–29 recalled having a fast tech device they used for no more than six months** (including no use or single use), **while only 48.9% of those aged 30 and over**. Logically, more 30+ than 18-29 Dutch respondents said the shortest they've ever used a fast tech device was 12 months or more, another statistically significant difference.

2.2. Most buyers remain satisfied

Most Dutch buyers report satisfaction with these devices, even if many can recall at least one case of short use. The questionnaire does not establish that the two answers concern the same product.

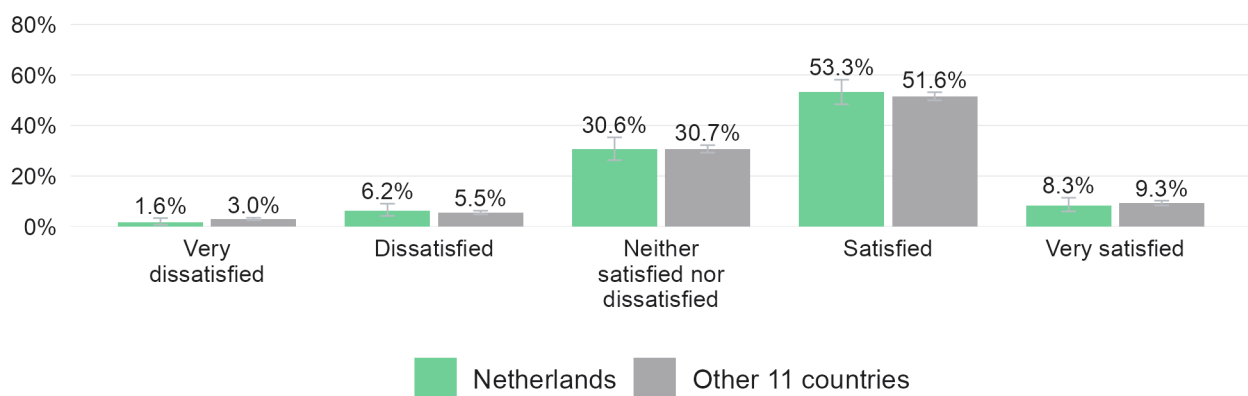


Figure 17. Overall satisfaction with small inexpensive devices

Overall, **61.6% of Dutch buyers are satisfied or very satisfied** and **7.8% are dissatisfied or very dissatisfied** with their fast tech devices. Separately, **54% recall at least one device used for no more than six months before disposal**. Overall satisfaction can coexist with a short-lived example.

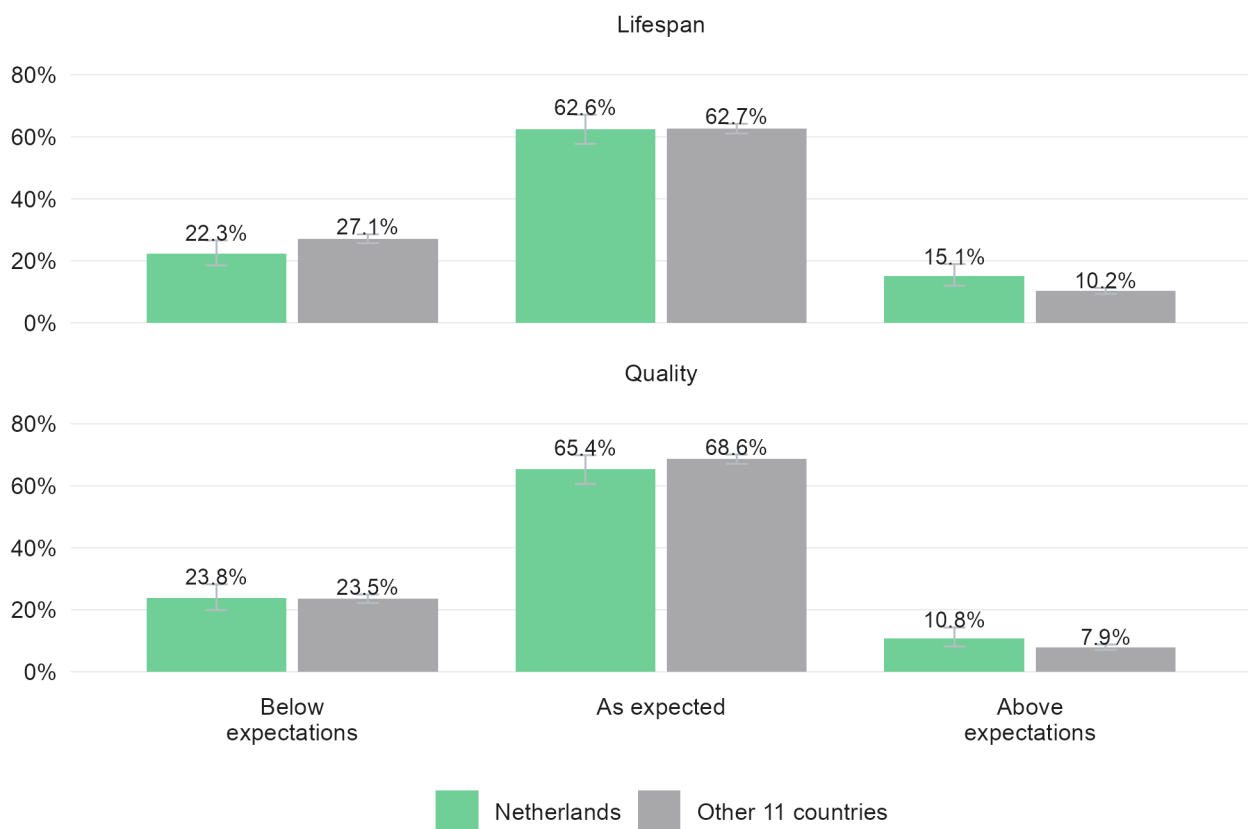


Figure 18. Dutch buyers' lifespan and quality relative to expectations, compared with the other 11 countries

For both lifespan and quality, **most Dutch buyers say the devices met their expectations**, which is similar to those in the other 11 countries. Said otherwise, less than one Dutch respondent out of four declared their fast tech devices did not meet their expectation regarding either lifespan or quality.

2.3. Most buyers would pay more for longer use

Interest in longer use is widespread among Dutch buyers, but their hypothetical replacement choices doesn't really follow their interest, since they often declare they'd remain within the inexpensive category.

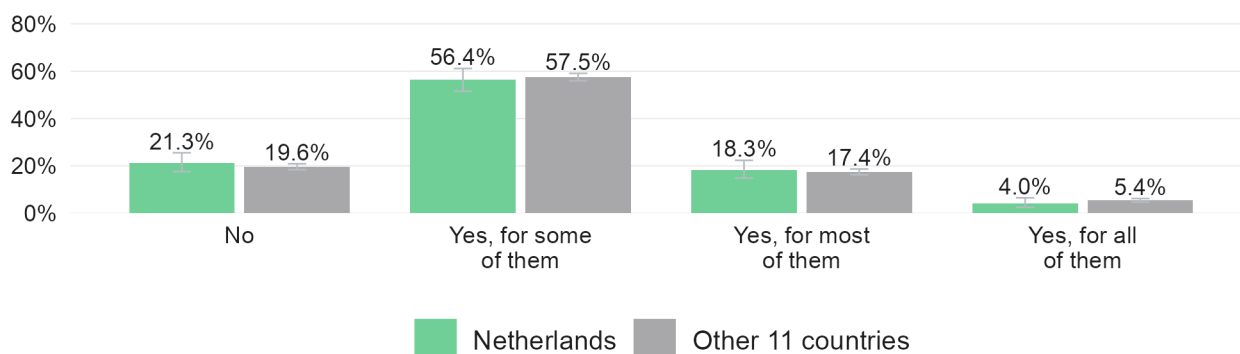


Figure 19. Willingness to pay more for longer use

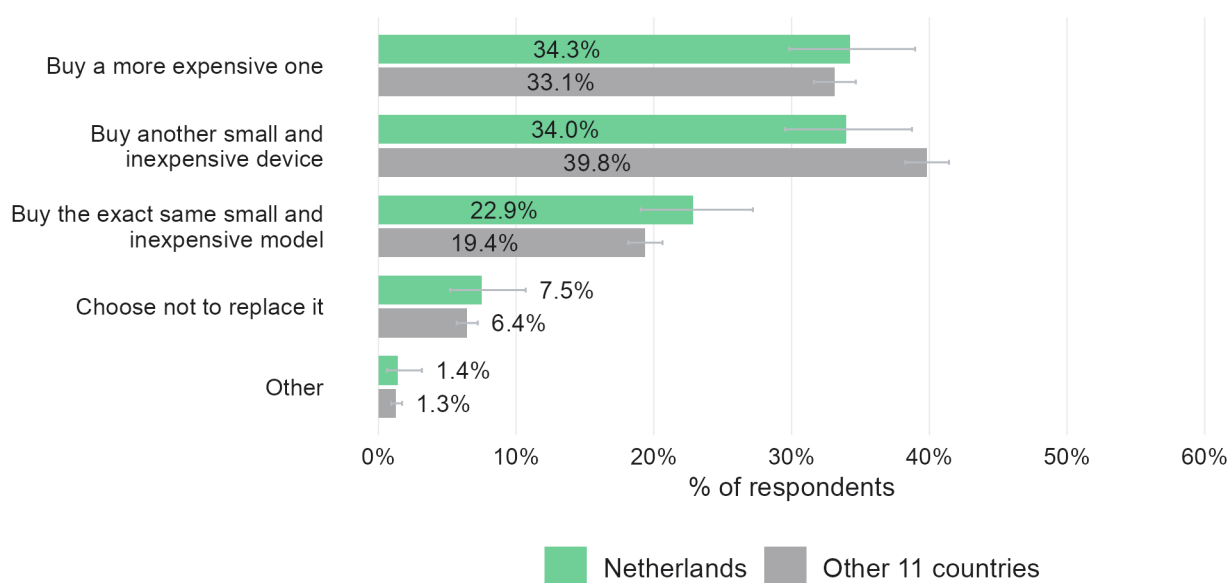


Figure 20. Stated replacement choices

A vast majority (78.7%) would have paid more for at least some longer-lasting alternatives and only 21.3% would have not. Most select “some” (56.4%) and only 4.0% select “all”.

For replacement, 34.3% would choose a more expensive device if they had to replace a current fast tech device, and a combined 56.9% would choose another inexpensive device or the exact same

inexpensive model. Only 7.5% would not replace it at all. These results suggest selective interest in durability rather than a general commitment to leave the fast tech category.

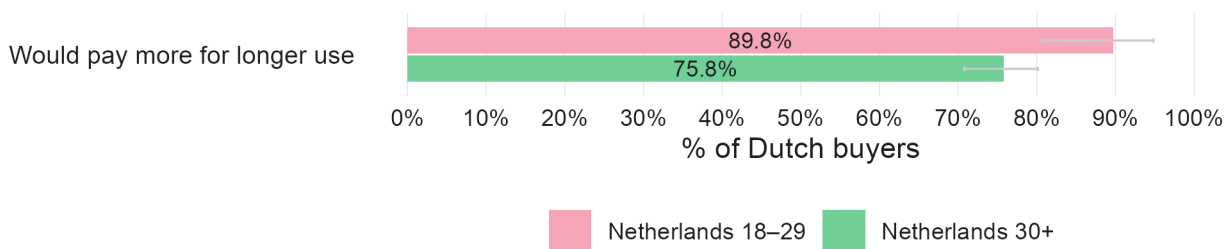


Figure 21. Willingness to pay more for longer use among Dutch buyers by age

Interestingly, the younger Dutch buyers are significantly more willing (89.8%) to pay more for longer alternatives than those aged 30 and over (75.8%).

2.4. Most perceive similar environmental harm

Most Dutch adults regard the environmental harm of fast tech as similar to that of more expensive alternatives. The share considering it more harmful is higher in the Netherlands than in the 11 other countries combined.

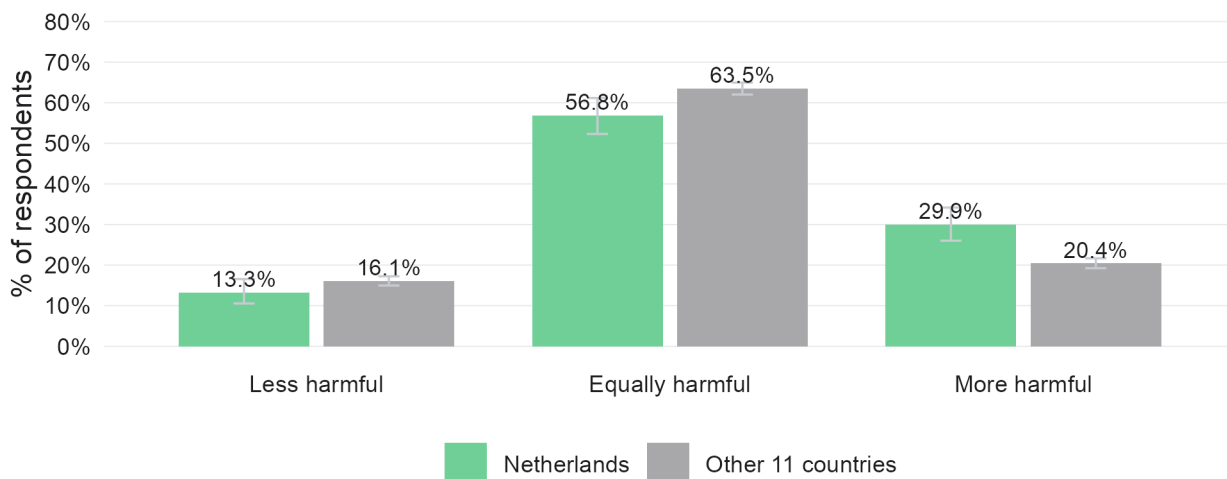


Figure 22. Perceived environmental harm compared with more expensive alternatives

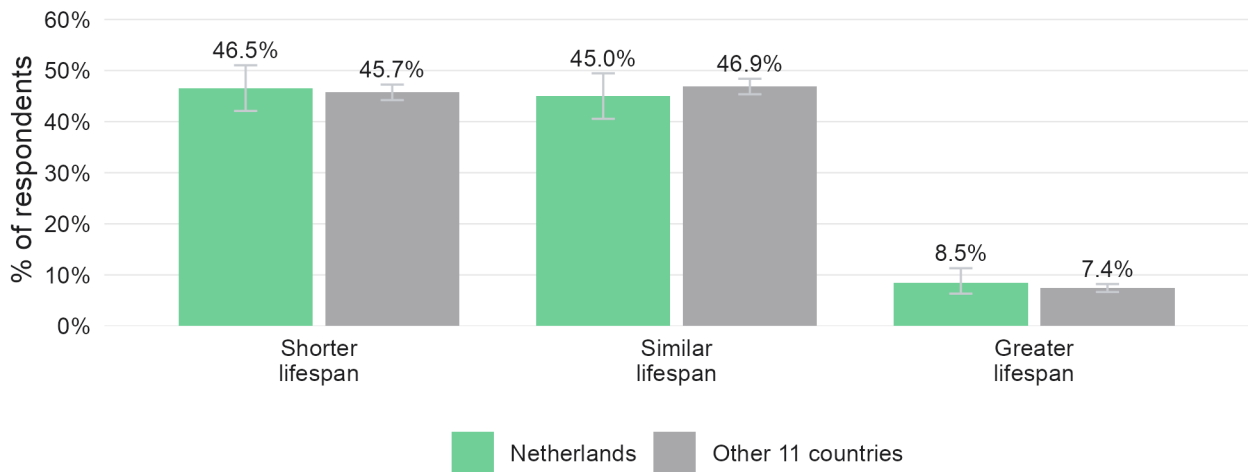


Figure 23. Perceived lifespan compared with more expensive alternatives

Among Dutch adults, 56.8% see the environmental harm as equal and 29.9% see fast tech as more harmful, which is significantly more than in the other 11 countries. On lifespan, 46.5% of Dutch adults expect a shorter life than more expensive alternatives, while less than 1 out of 10 expect a longer lifespan for fast tech devices.

3. End-of-life choices

3.1. Many buyers report no recent disposal

Disposal is most frequently reported for charging and lighting devices. The category distributions show many previous buyers reporting no disposal in the last year.

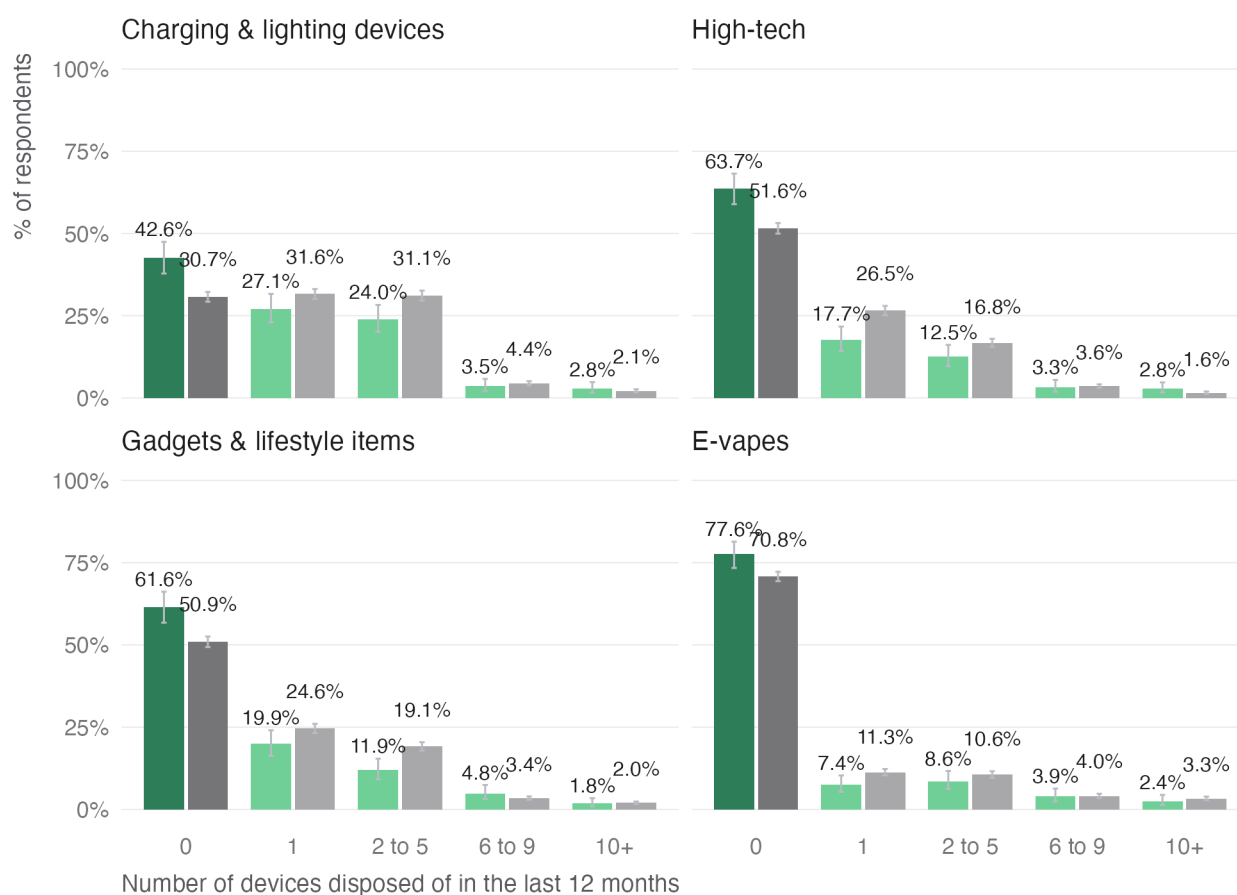


Figure 24. Reported disposal quantities in each product category

Around half of Dutch buyers report not having disposed of any device from one of the three categories: 42.6% report no charging or lighting device disposed of, 63.7% for high-tech and 61.6% for gadgets. **All fast tech devices combined, 34.3% report no disposal during the last year.** At least 14.4% definitely report six or more core devices disposed of.

Note: “disposed of” here follows the questionnaire wording. It should not be equated with disposal into general waste or with measured waste tonnage. The next pages distinguish the routes used for devices respondents had stopped using.

3.2. Failure most often ends use

Device failure is the leading reported reason for stopping use among Dutch respondents.

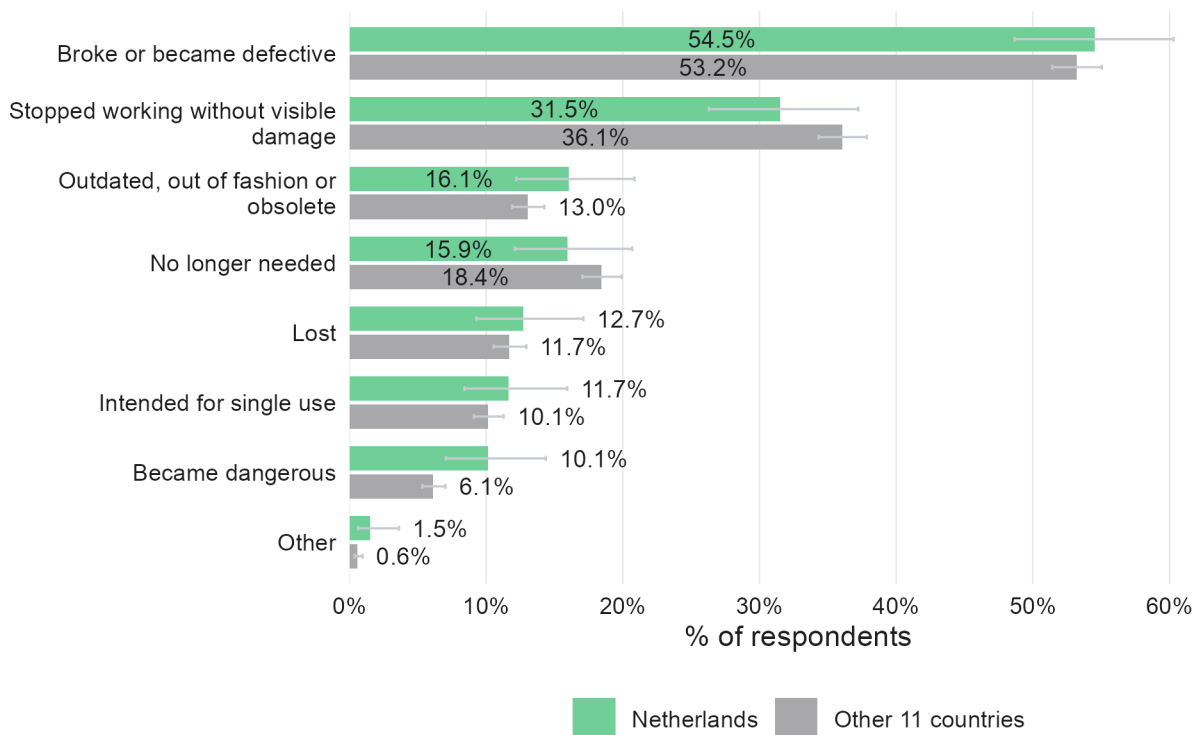


Figure 25. Reasons for stopping use

54.5% report that devices broke or became defective, and 31.5% that they stopped working despite being physically intact, a one out of ten report devices that becoming dangerous. Other reasons are marginal, devices became outdated or obsolete (16.1%), no longer needed (15.9%), lost (12.7%) or intended for single use (11.7%). These answers can overlap, so they must not be added to estimate a single failure rate.

3.3. Buyers report several end-of-life routes

Dutch buyers mostly report discarding their fast tech in recycling centres, keeping them or trashing them. Compared with the other 11 countries, recycling-centre use is more common and plastic-bin use less common.

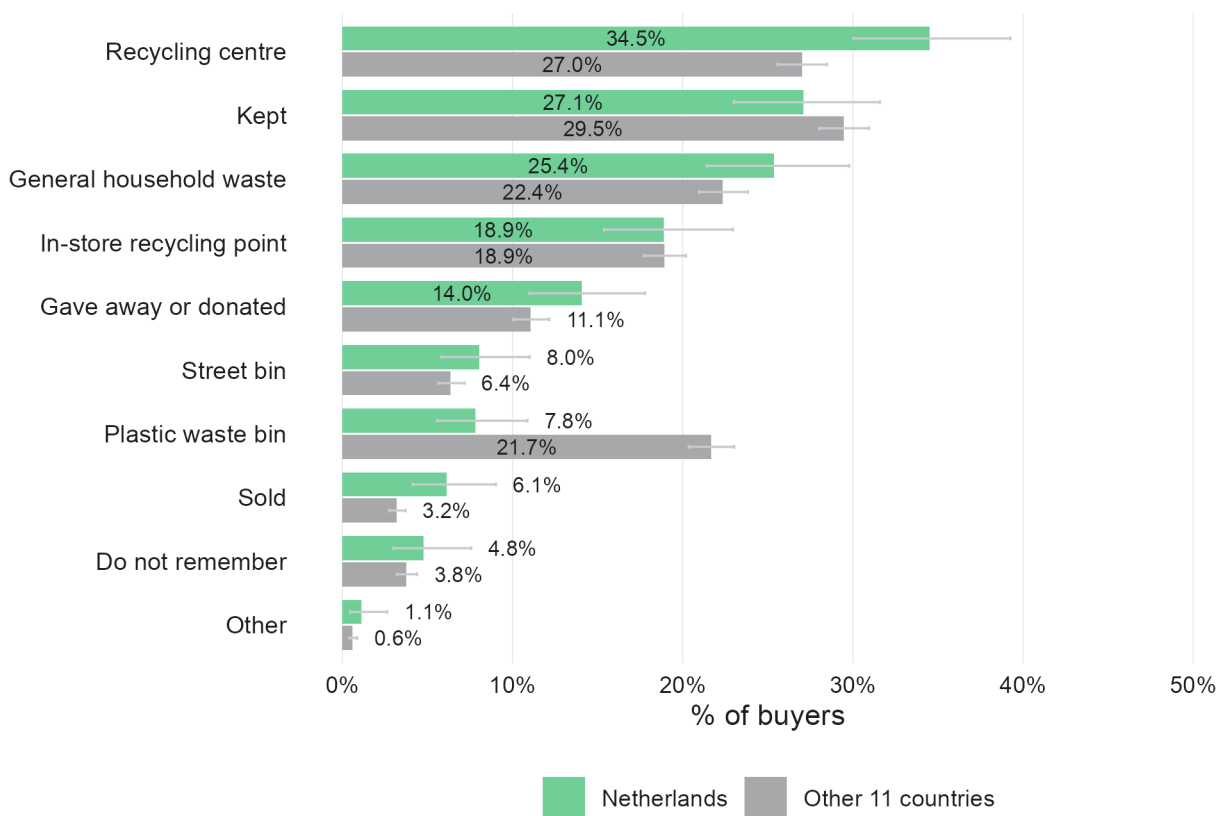


Figure 26. Routes reported for devices no longer used

Among Dutch buyers, 34.5% report using a recycling centre, versus 27.0% in the other 11 countries, and, specifically, plastic-bin are reported to be used by 7.8% of Dutch respondents, versus 21.7% for the others. Both differences are statistically significant. All the other disposal routes (general household waste, in-store recycling and street bins), as well as keeping devices, are not different from the other countries.

Note: respondents could select several routes. The chart below assigns each buyer to one exclusive end-of-life profile to better understand distribution.

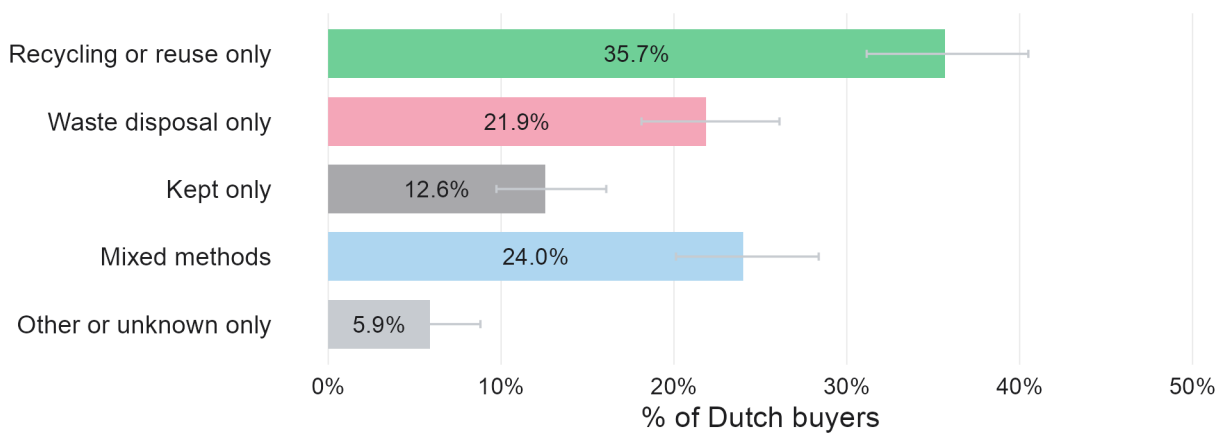


Figure 27. Exclusive end-of-life profiles among Dutch buyers

3.4. Young buyers use way more plastic bins

General household-waste reporting is similar across Dutch age groups, but young buyers report plastic-bin use more often and recycling-centre use less often.

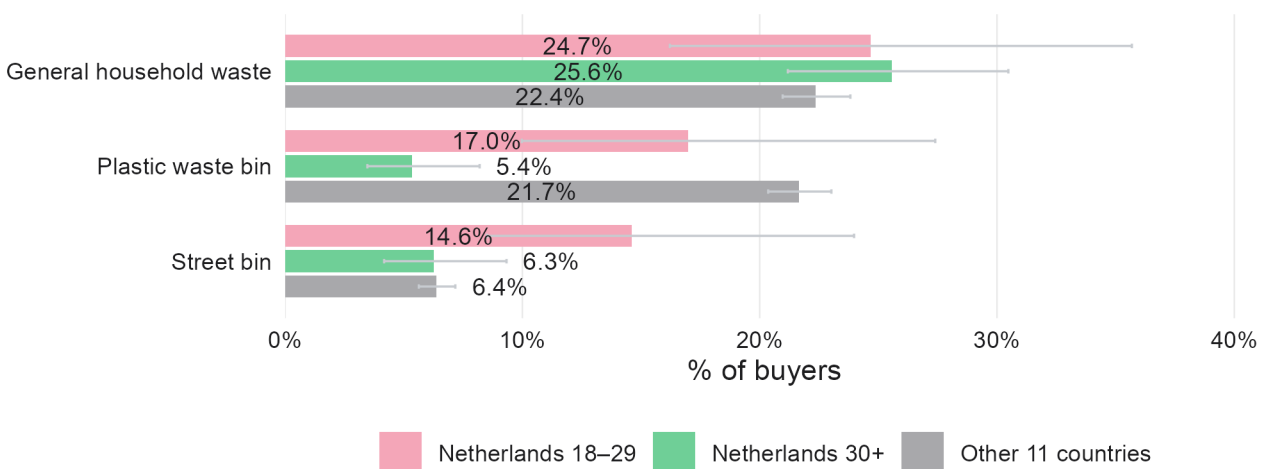


Figure 28. Bin routes selected by Dutch age groups and the pooled comparison

Younger Dutch fast tech consumers seem to bin their unused devices a lot more than the other Dutch consumers, especially in plastic waste: they are at least three times more to report using those.

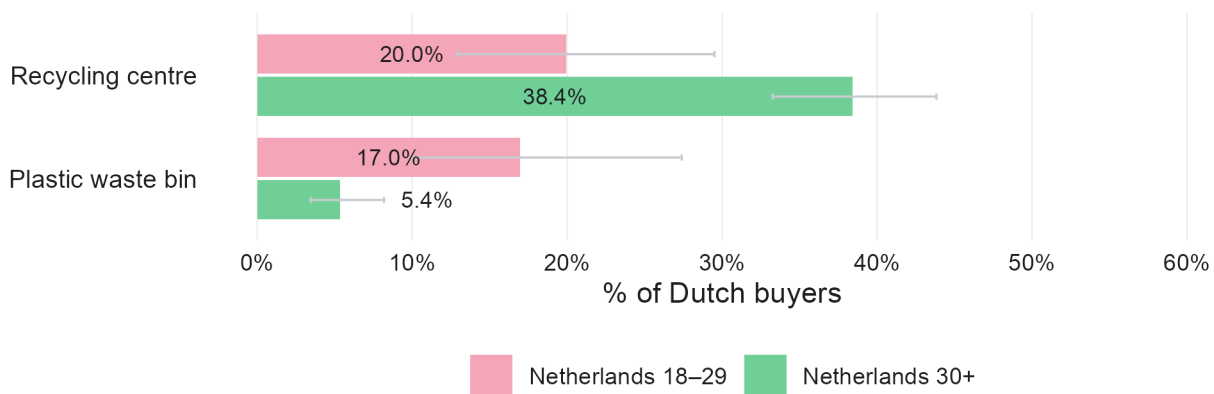


Figure 29. Recycling centre and plastic bin use among Dutch buyers by age

Even the routes are not mutually exclusives (multiple answers were allowed), the difference seems to be in the choice between recycling centres and plastic bins, where the former's use is significantly lesser among younger Dutch buyers.

3.5. Habit and convenience are common motivations

Habit and convenience accompany end-of-life decisions, and respondents selecting a bin disposal also sometimes cite environmental protection.

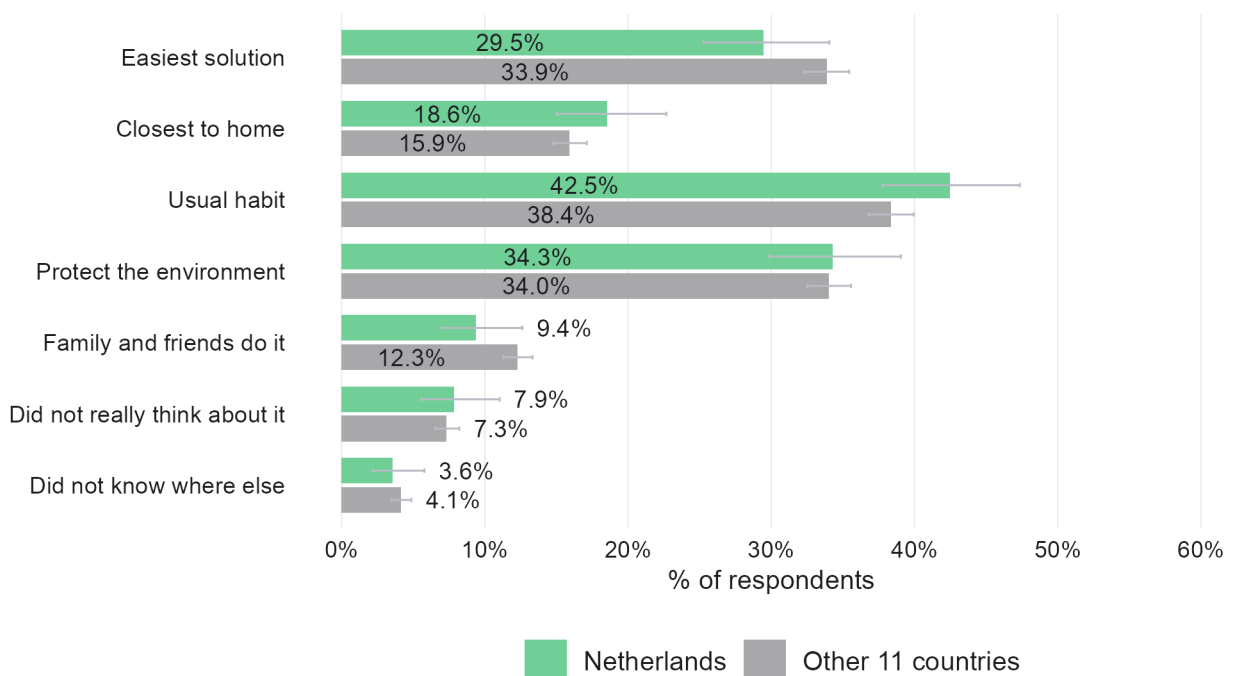


Figure 30. Motivations for all discard solutions

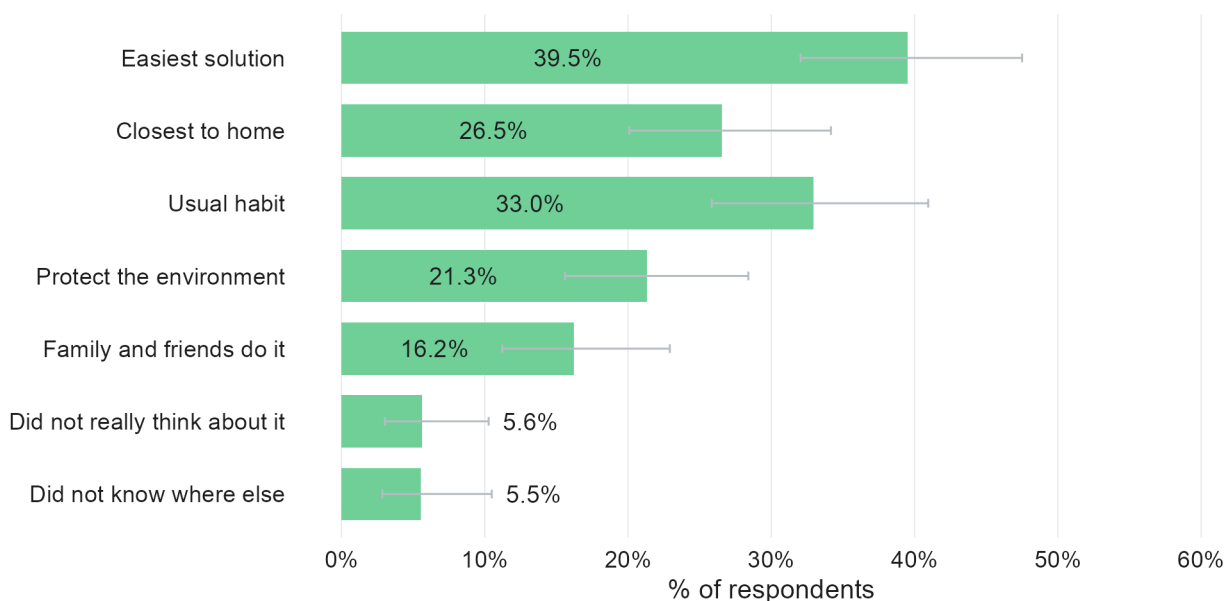


Figure 31. Motivations among Dutch buyers selecting at least one bin (general waste, plastic or street)

Globally, Dutch respondents were 42.5% to declare habit as the main driver explaining why they discard their fast tech devices the way they do. They also were 34.3% to say it's for environmental protection and 29.5% because they consider it the easiest solution.

Focusing on those selecting at least the general waste, the plastic or street bin, 39.5% say they use those bins because it's the easiest solution, 33% do so out of habit and 21.3% environmental protection. Those rates are equivalent to the ones observed in the other 11 surveyed countries.

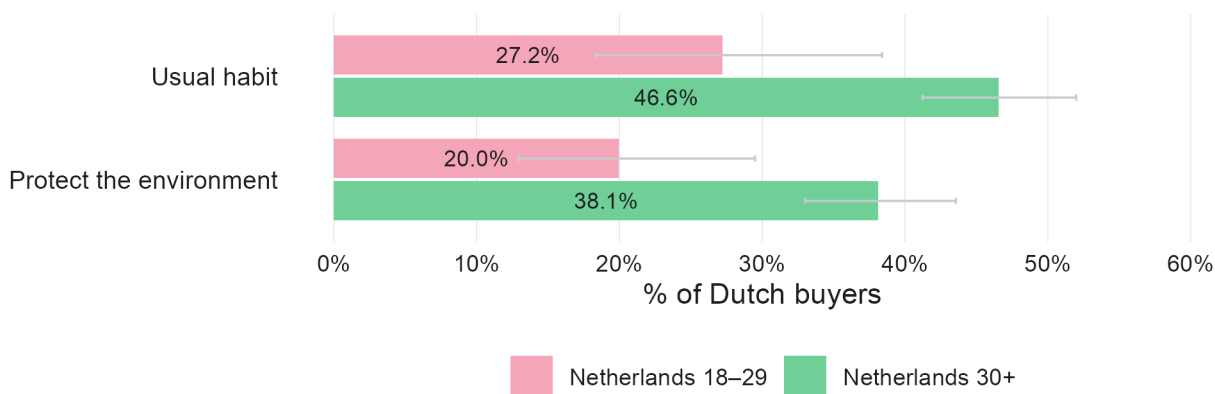


Figure 32. Reported end-of-life motivations among Dutch buyers by age

Young Dutch buyers less often cite their usual habit (27.2% versus 46.6%), which holds a certain logic, older people having more time to form habits. The same is observed for environmental protection, and

both differences are statistically significant. The question covers motivations for all end-of-life choices a buyer reported, not the motive for a particular route.

3.6. Most know fast tech devices contain electronics

Dutch awareness of electronic components is lower than in the other surveyed countries. Awareness is also lower among Dutch adults aged 18–29 than among those aged 30 and over.

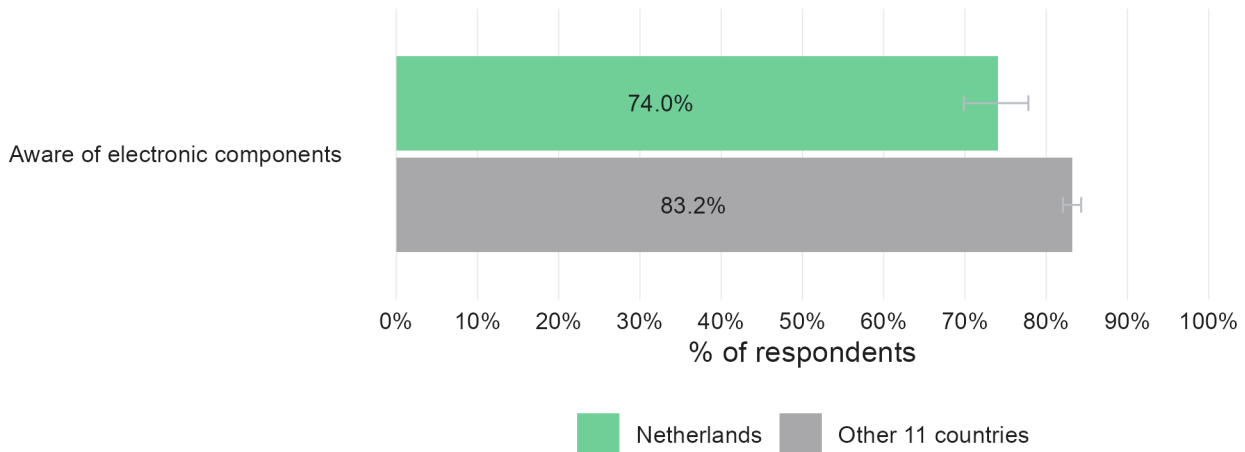


Figure 33. Prior awareness of electronic components

Before the questionnaire, 74.0% of Dutch respondents knew these devices contain electronic parts, versus 83.2% in the other 11 countries, this difference is statistically significant.

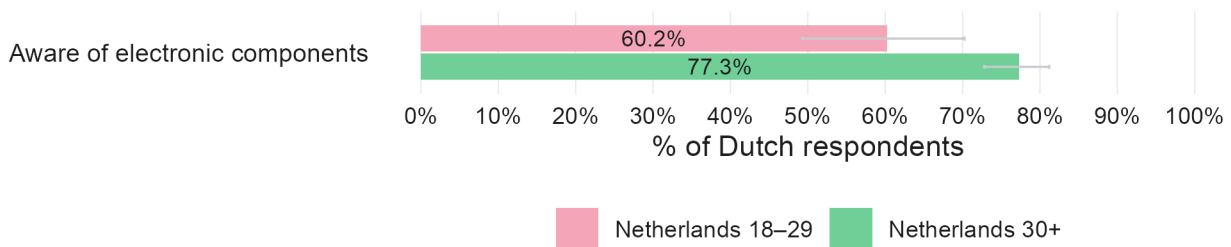


Figure 34. Prior awareness of electronic components among Dutch adults by age

More than three quarters of 30+ Dutch respondents know that fact, which is significantly more than for younger (60%).



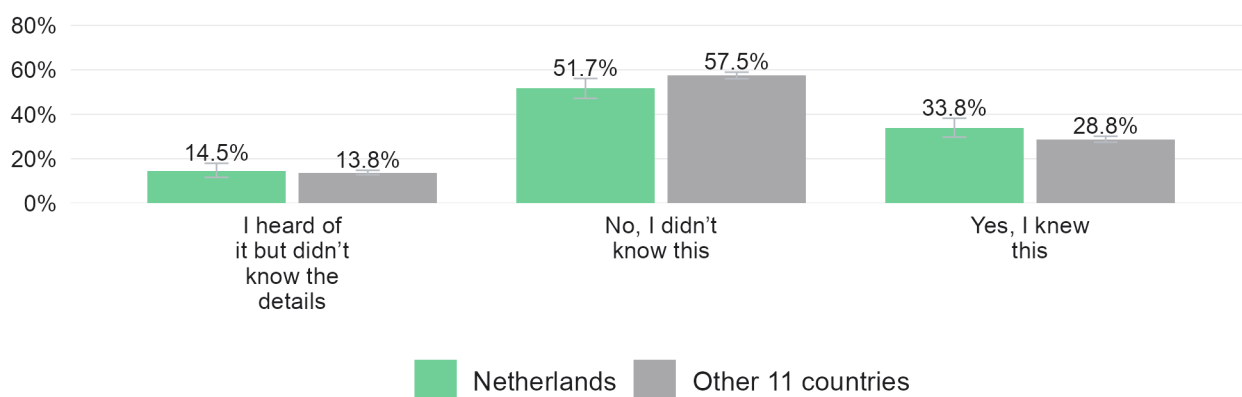


Figure 35. Reported prior knowledge of the platform obligation stated in the questionnaire

Prior knowledge of the platform obligation is reported by one third of Dutch adults, versus 28.8% in the other 11 countries, a statistically significant difference

4. Norms, attitudes and intentions

4.1. Little disapproval for fast tech consumption

Neutrality is the most common answer on buying attitudes and perceived approval, which means that fast tech consumption disapproval is very uncommon both for respondents and in their perception of social attitude.

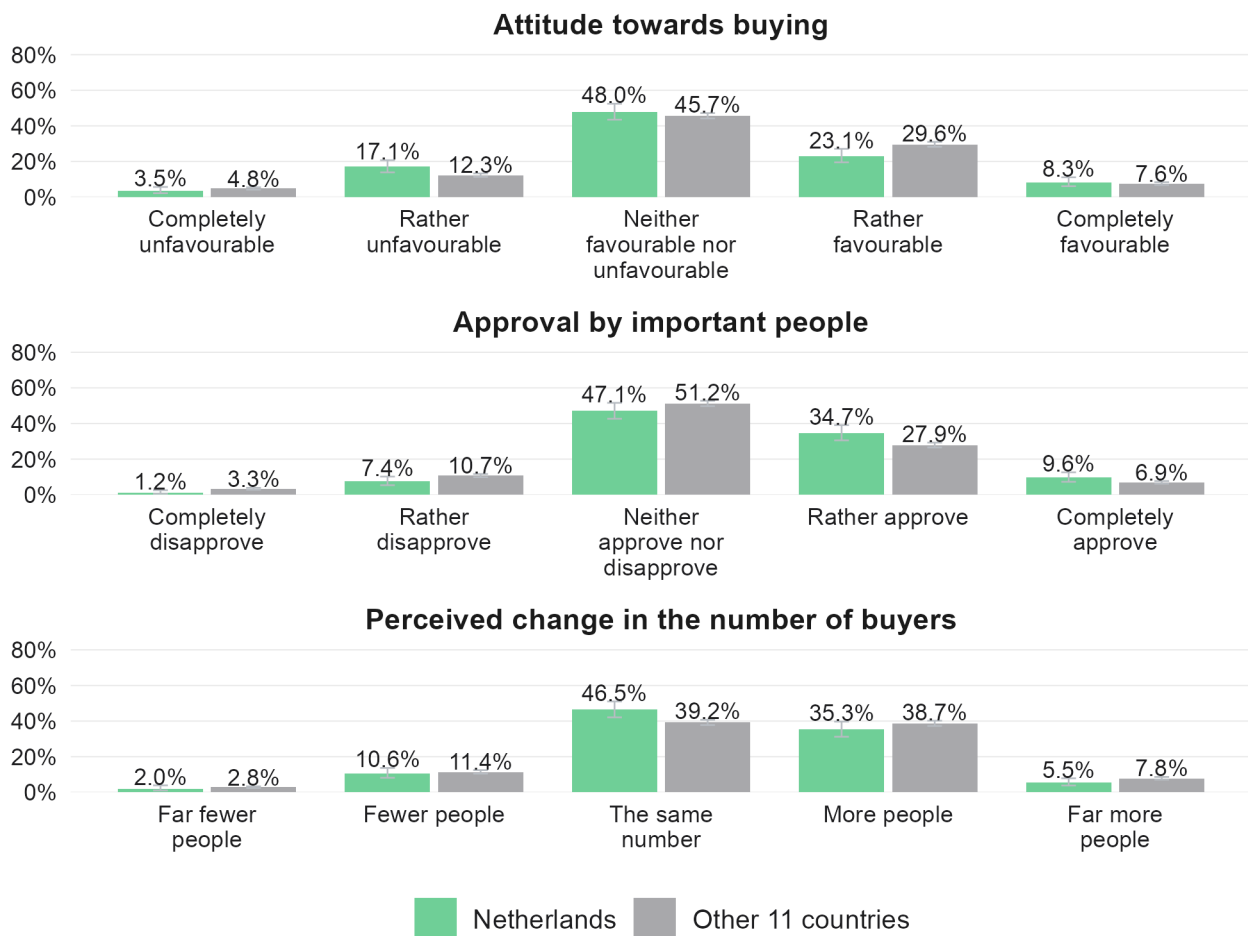


Figure 36. Distributions of attitudes and perceived social norms

In the Netherlands, 31.4% are favourable towards buying and 48.0% are neutral. Approval by important people is perceived by 44.3%, while 47.1% perceive neutrality. Perceived approval is higher than in the other 11 countries (34.8%), while Dutch favourability is lower than the pooled comparison (37.2%). Both differences are statistically significant.

4.2. Few intend to buy more

Many Dutch adults intend to maintain their purchasing, while a substantial share say they will buy less or stop.

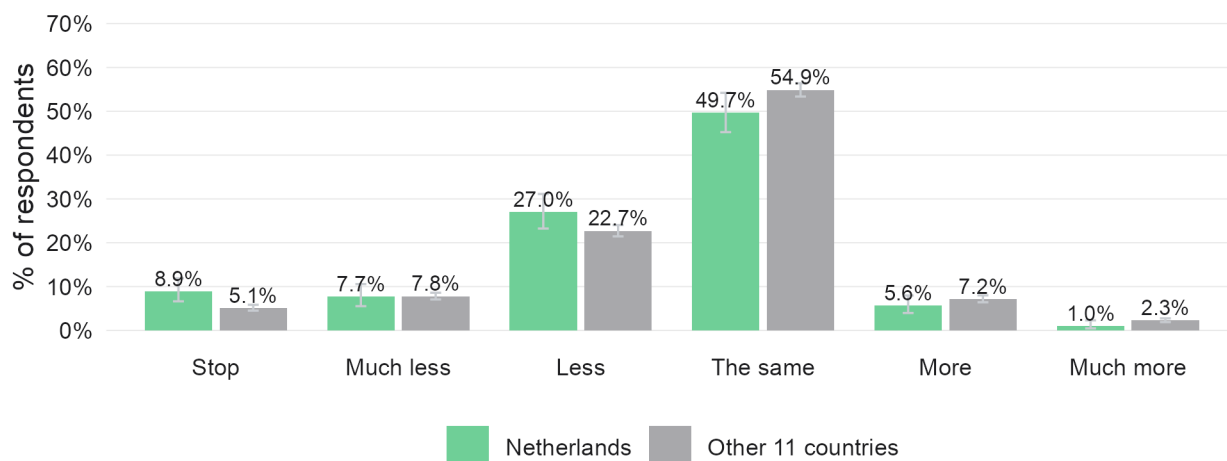


Figure 37. Intentions for the next 12 months

If about half of Dutch adults intend to buy the same number, a little less (43.6%) intend to buy less or stop, compared with 35.7% in the other 11 countries (statistically significant difference). Only 6.6% intend to buy more.

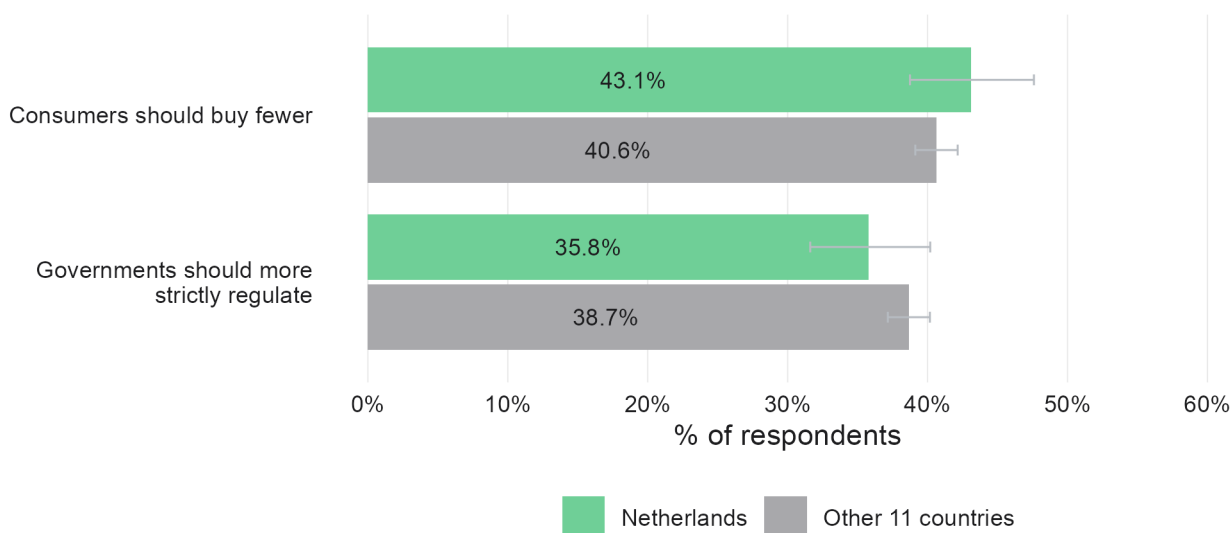


Figure 38. Agreement with buying fewer and stricter regulation

In the same proportions as in the other surveyed countries, about 43% of Dutch respondents think consumers should buy fewer fast tech devices, and 35.8% are in favour of stricter regulation of sales.

5. To sum up the descriptive analysis

5.1. Main country differences

Among 24 tested indicators, these are the five largest significant differences between the Netherlands and the other 11 surveyed countries.

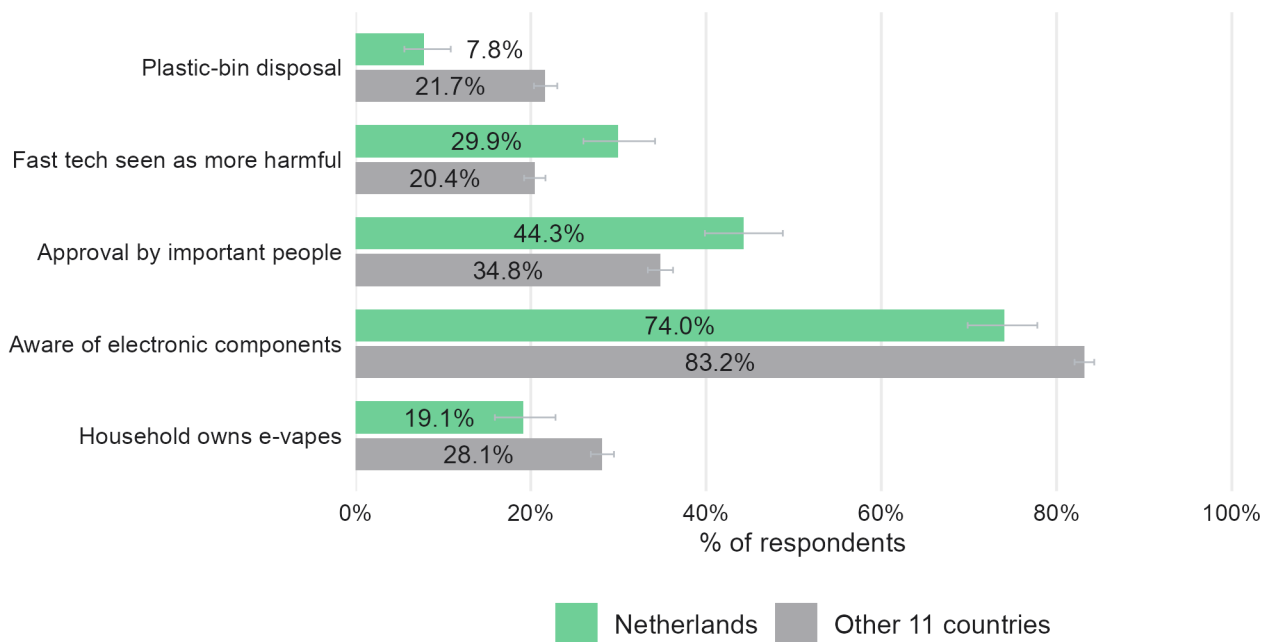


Figure 39. Five main tested country differences

- Plastic-bin reporting is lower: 7.8% versus 21.7%.
- Fast tech is more often seen as environmentally more harmful: 29.9% versus 20.4%.
- Approval by important people is more often perceived: 44.3% versus 34.8%.
- Awareness of electronic components is lower: 74.0% versus 83.2%.
- Household e-vape ownership is lower: 19.1% versus 28.1%.

5.2. Main differences between Dutch age groups

The five largest statistically significant Dutch age gaps concern household ownership, recent purchasing and recycling-centre use. The comparison is adults aged 18–29 versus those aged 30 and over.

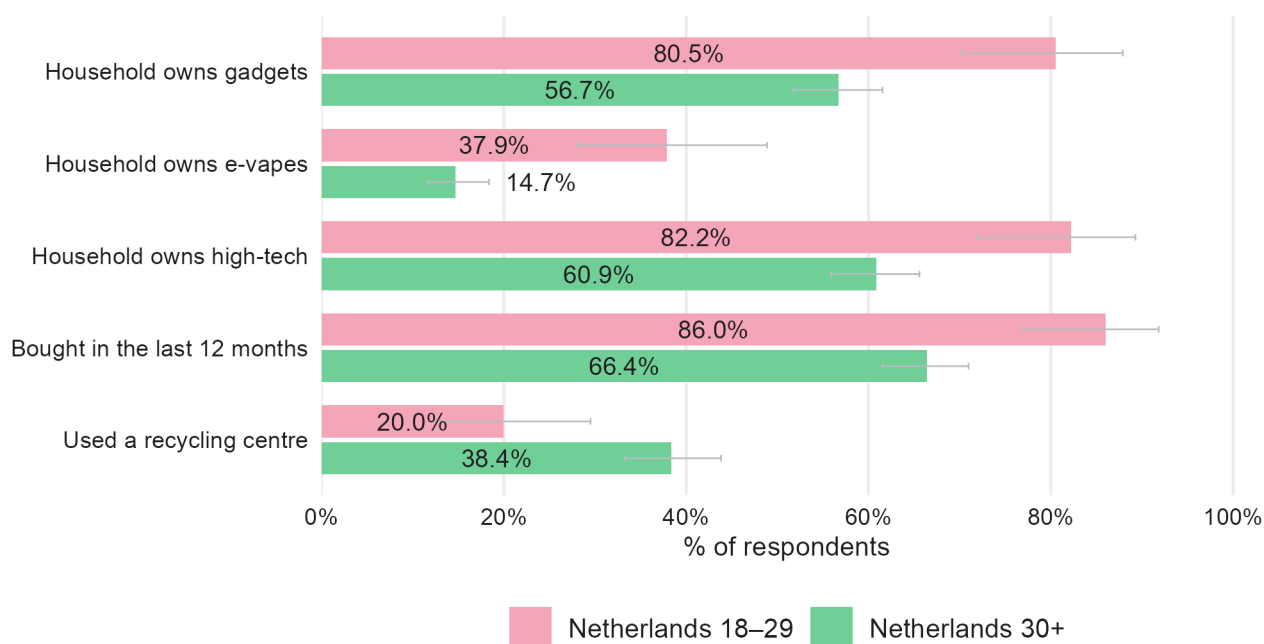


Figure 40. Five main tested Dutch age differences

- Gadgets or lifestyle items at home: 80.5% among young adults versus 56.7% among adults aged 30 and over.
- E-vapes at home: 37.9% among young adults versus 14.7% among adults aged 30 and over.
- High-tech items at home: 82.2% among young adults versus 60.9% among adults aged 30 and over.
- Bought fast tech during the last year: 86.0% among young adults versus 66.4% among adults aged 30 and over.
- Reported using a recycling centre: 20.0% among young adults versus 38.4% among adults aged 30 and over.
- Young respondents report broader household ownership and more recent purchasing. Household ownership does not identify who owns or uses each device. Recycling-centre use describes one of several possible routes.

Part 2 - Behavioural insights

1. Frequent exposure correlates with buying behaviour

Dutch adults who encounter fast tech more often are much more likely to report a recent purchase.

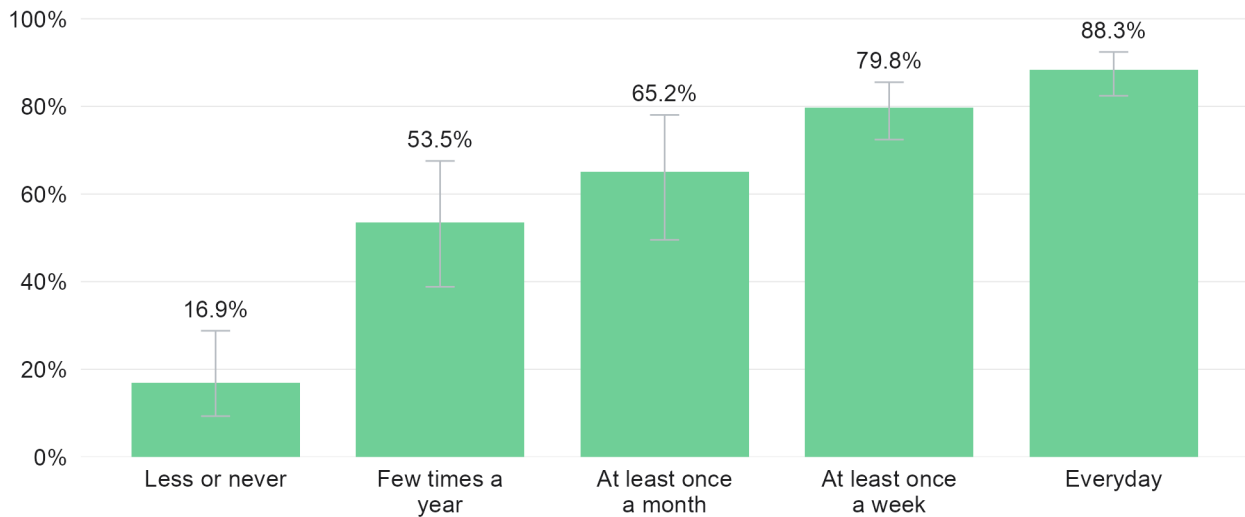


Figure 41. Recent purchasing by reported exposure frequency

Recent buying rises from 16.9% among people who rarely or never encounter fast tech to 88.3% among those who see it daily. This association remains after accounting for age. The survey cannot tell whether encounters encourage buying or buyers notice these products more often.

2. Affordability and interest in durability coexist

About four in five Dutch buyers express some willingness to pay more for a longer-lasting device, including those who chose inexpensive devices for their price.

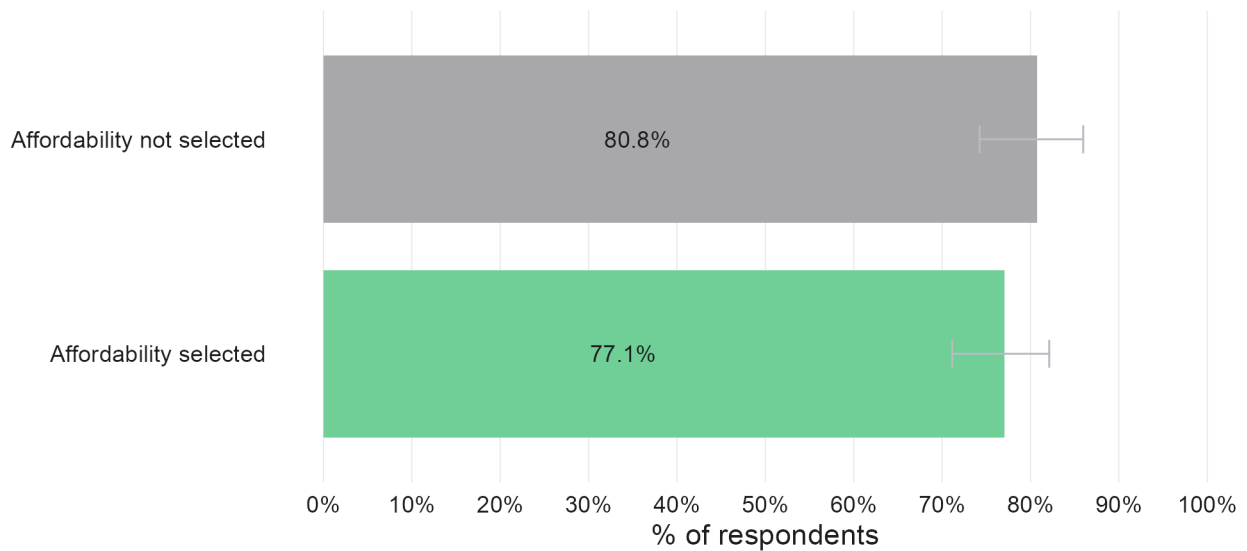


Figure 42. Willingness to pay more by selecting affordability as a reason

Among buyers citing affordability, 77.1% say they would have paid more for at least some longer-lasting alternatives, close to the 80.8% among buyers who did not cite affordability. Affordability then seems to be a motivation for buying fast tech, but not a definitive criterion.

3. More purchases accompany more disposal

Dutch respondents reporting more fast-tech purchases also tend to report more devices disposed of. At higher purchase levels, the trend remains below an equal number of purchases and disposals.

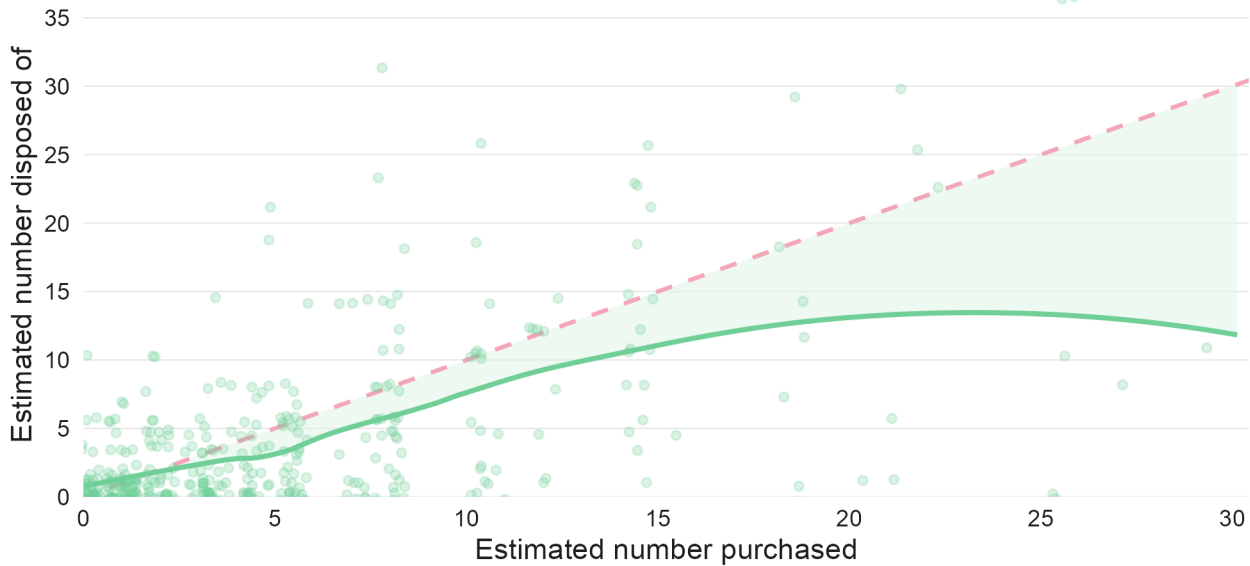


Figure 43. Estimated number of fast tech items purchased and disposed of

How to read: each point represents one Dutch respondent. The pink dashed line marks equal estimated numbers purchased and disposed of; the green curve summarises the pattern in the survey.

Note: buying and disposal took place during the same 12 months, but a device bought then may still be in use or stored, while one disposed of may have been bought earlier.

4. Recycling and reuse lead disposal profiles

Using only recycling or reuse routes is the most common exclusive profile among Dutch buyers (35.7%). Waste-only routes account for 21.9%.

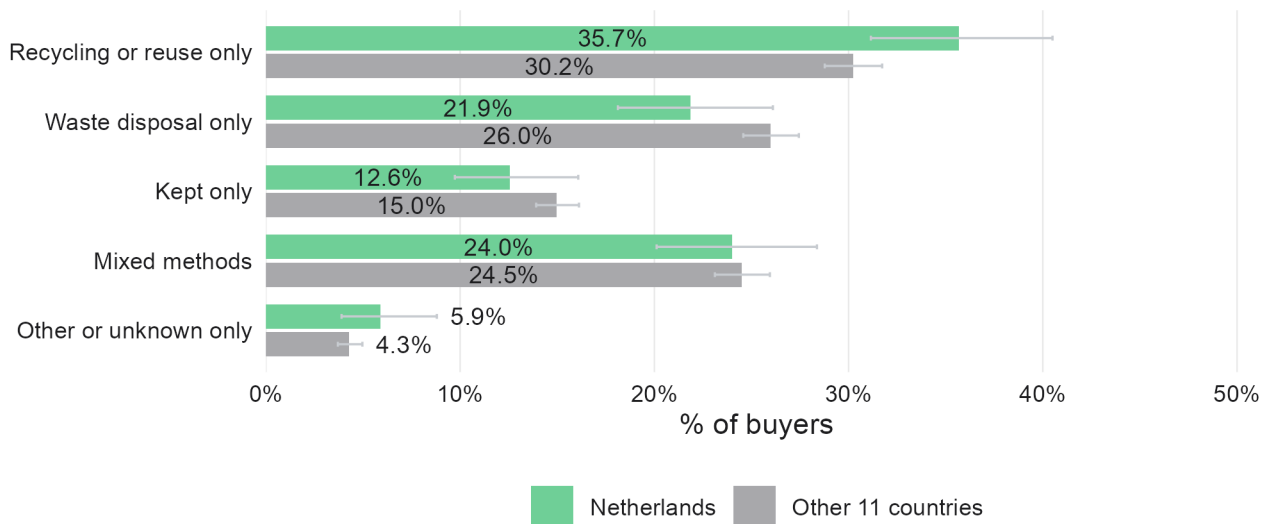


Figure 44. Exclusive disposal profiles: Netherlands and the other 11 countries

Note: each buyer is counted in one profile according to all the routes they selected. Recycling or reuse includes collection points, giving devices away and selling them; waste covers household, plastic and street bins. In the other 11 countries, 30.2% report recycling or reuse only and 26.0% waste-only routes, compared with 35.7% and 21.9% in the Netherlands.

5. Buying attitudes align with behaviour

5.1. The younger and more favourable, the more they buy

Having ever bought fast tech is more common among younger Dutch adults and among people with a more favourable view of buying it.

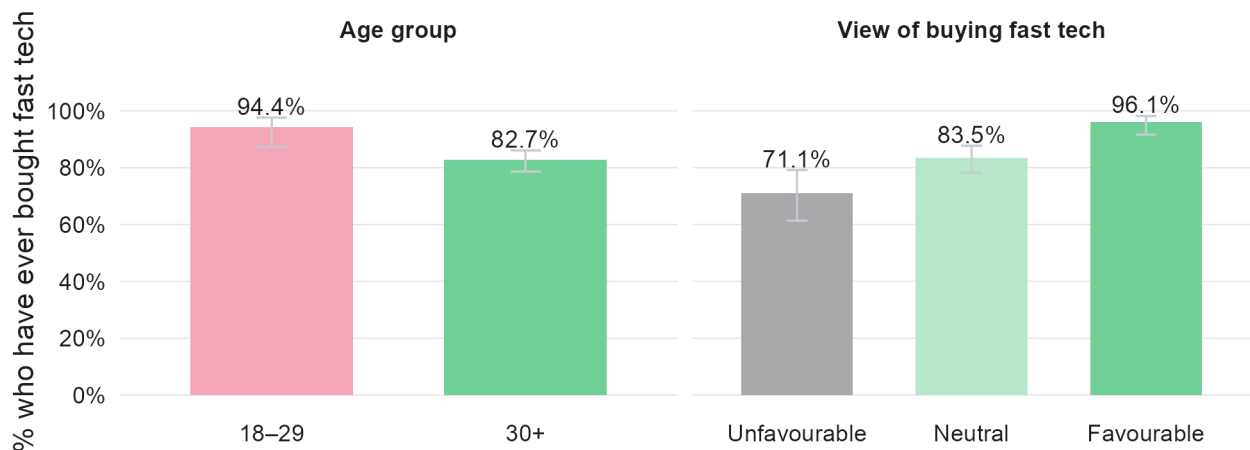


Figure 45. Ever buying by Dutch age group and view of buying fast tech

Ever buying is reported by 94.4% of Dutch adults aged 18–29, versus 82.7% of those aged 30 and over. It rises from 71.1% among respondents unfavourable towards buying to 96.1% among those favourable. In the model, age and buying attitude remain associated with having bought fast tech when the other measured attitudes are considered together. It is a correlation, it does not show that either factor causes a purchase.

5.2. Attitudes align with future buying intentions

Dutch buyers who are more favourable towards buying fast tech intend to buy more next year. Older buyers and those who think consumers should buy fewer devices tend to intend to buy less.

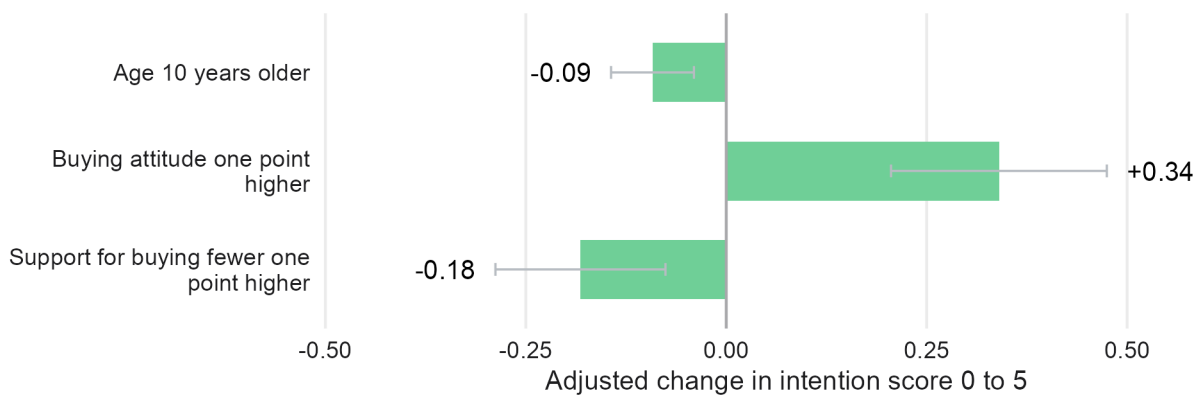


Figure 46. Significant factors associated with Dutch buyers' future intention

The chart shows the direction and relative size of these associations when the factors are considered together. **Buying attitude has the strongest positive association with intending to buy more.** Support for buying fewer devices and age point towards buying less.

6. Buyers have different attitudes and awareness level

Dutch buyers view buying fast tech more favourably, perceive more approval from people important to them and are more often aware that the products contain electronics. Non-buyers more often consider fast tech environmentally more harmful than expensive alternatives.

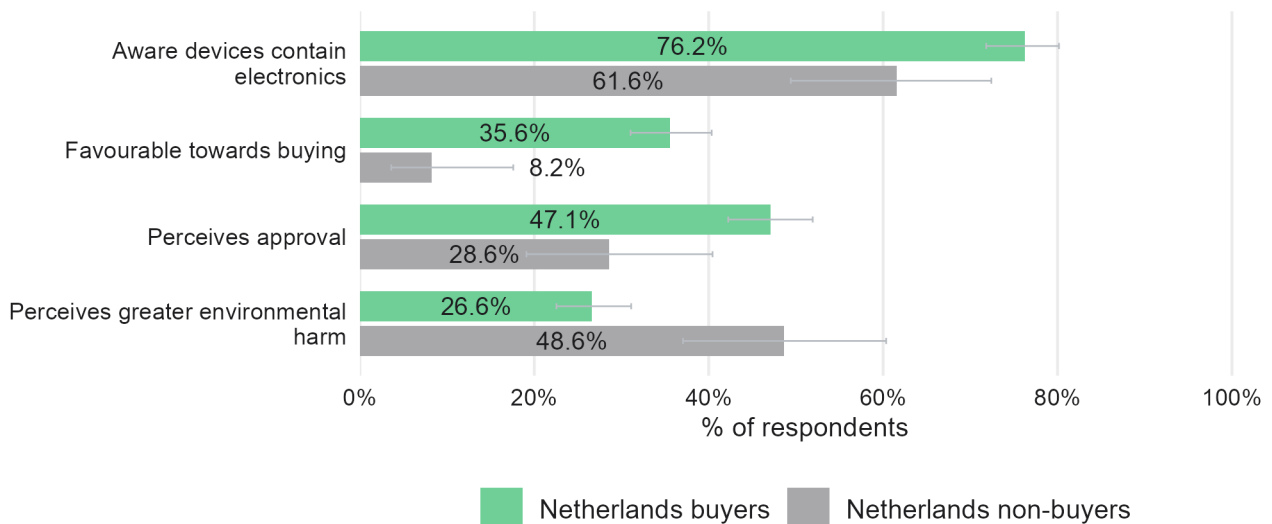


Figure 47. Observed characteristics of Dutch buyers and non-buyers

The largest gap concerns a favourable view of buying: 35.6% of buyers express one, compared with 8.2% of non-buyers. Non-buyers more often see fast tech as more harmful than expensive alternatives (48.6% versus 26.6%). The four differences in the chart are statistically significant. Because the survey asked about buying and views at the same time, it cannot establish which came first.

About the authors

Bellegarde Scientific Consulting is a behavioural science consultancy that helps organisations understand and change behaviour, analysing their social and psychological dynamics, their barriers and drivers, and design interventions that can be tested in the field. **Bellegarde's** work spans environmental issues, health and social intelligence. In the circular economy, the team combines scientific research with 13 years of operational experience in e-waste collection, take-back, repair and reuse.

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Robin is an R&D lead and engineer specialising in WEEE management systems and field implementation. Drawing on seven years within a major European producer responsibility organisation, he connects behavioural research with operations, data and the practical needs of producers, retailers, policymakers and local partners.

