

WEEE – Waste Electrical and Electronic Equipment

prepared for:



- October 24th 2019 -

Experience Expertise



Experience

- **GBD Research** is a **full-service market research** company, founded in 2014 by **experienced and passionate professionals** in the research industry.
- With up to **15 years experience** of our team members.
- All types of **research methodologies**: Quantitative, Qualitative, Online, Mystery Shopping, Content Analysis.
- Over **500 projects** developed by our team over the past years in all the sectors of the research market, both agency and client side.



Expertise

- **Expertise in all types of research**: *Media & Advertising Research, Audience Research & Measurement, Market Segmentation, Brand Performance, Research, Customer Satisfaction & Loyalty, Mystery Shopping, Product Development, Price Sensitivity, Social Research, B2B Research.*
- **Covering all the main sectors of the market**: *Mass-Media (focus on Radio, TV, OOH), Advertising, FMCG (booth Food & Non-Food), Financial (Banking & Insurance), Automotive, Pharmaceutical & Healthcare, Retail, Human Resources, Telecom, Durable Goods, Online Services, Public Organizations, Non Profit Sector.*

Mission Guidelines

Consumer EXPERTISE

MARKETING & BUSINESS
Decisions

INTERACTIVITY

Campaign
OPTIMIZATION



GO Beyond Data

STRATEGIC
Approach

Actionable
RECOMMENDATIONS

INNOVATION

TAILOR MADE Solutions

Our mission is to **GO BEYOND DATA** and provide our clients with **powerful insights** that transcend simple data interpretation, all based on our extended **market** and **consumer expertise**, combined with the understanding of **clients business** & **marketing needs**.

Besides our **standardized research tools**, we approach our clients with **tailor made research solutions** and **innovative ideas**, leading to strong and **actionable results**.

GBD Research complies with professional standards and recommendations established by the [ESOMAR Organization](#).

ESOMAR
member

Main Sectors

Our experts investigate and have **comprehensive knowledge** of **all the sectors on the market**, from **private companies** to **public institutions** and **political organizations**:

FMCG



FMCG

Mass-Media



Mass-Media

Financial



Banking & Insurance

Pharmaceutical & Healthcare



Pharmaceutical & Healthcare

Main Sectors

Main Sectors



Main Sectors

Main Sectors

Retail



Retail

Automotive



Automotive

Social-Political



Social-Political

Telecom



Telecom

Main Objectives



The aim of the survey is to:

- Gather the data from households to mathematically create life-time profiles (for selected UNU-KEYs).
- Mapping of discard patterns for different UNU-KEYs for households

Data obtained through the survey:

- Current stock of EEE in Romanian households for selected products, representatives of UNU-KEYs;
- Average age of EEE in stock;
- WEEE in stock (broken or replaced EEE with the intention to discard it)
- Discard patterns of different type of (W)EEE;
- Average age of (W)EEE discarded;
- Demographic profiles of the respondents.

Data Collection

Sampling



Data collection:

CATI (Computer Assisted Telephone Interview). The CATI software system provides high level of data accuracy *and full control by listening the interviews in real time*. This method is recommended when surveying in Romania because the population is more reluctant to electronic questioning devices when measuring household items and possession.

Another plus for CATI is the *non-clustered selection of the households* (as in personal household interviewing). This provides a *better dispersion* of interviews and representativeness of the sample.

Fieldwork period: July 9th – August 20th 2019

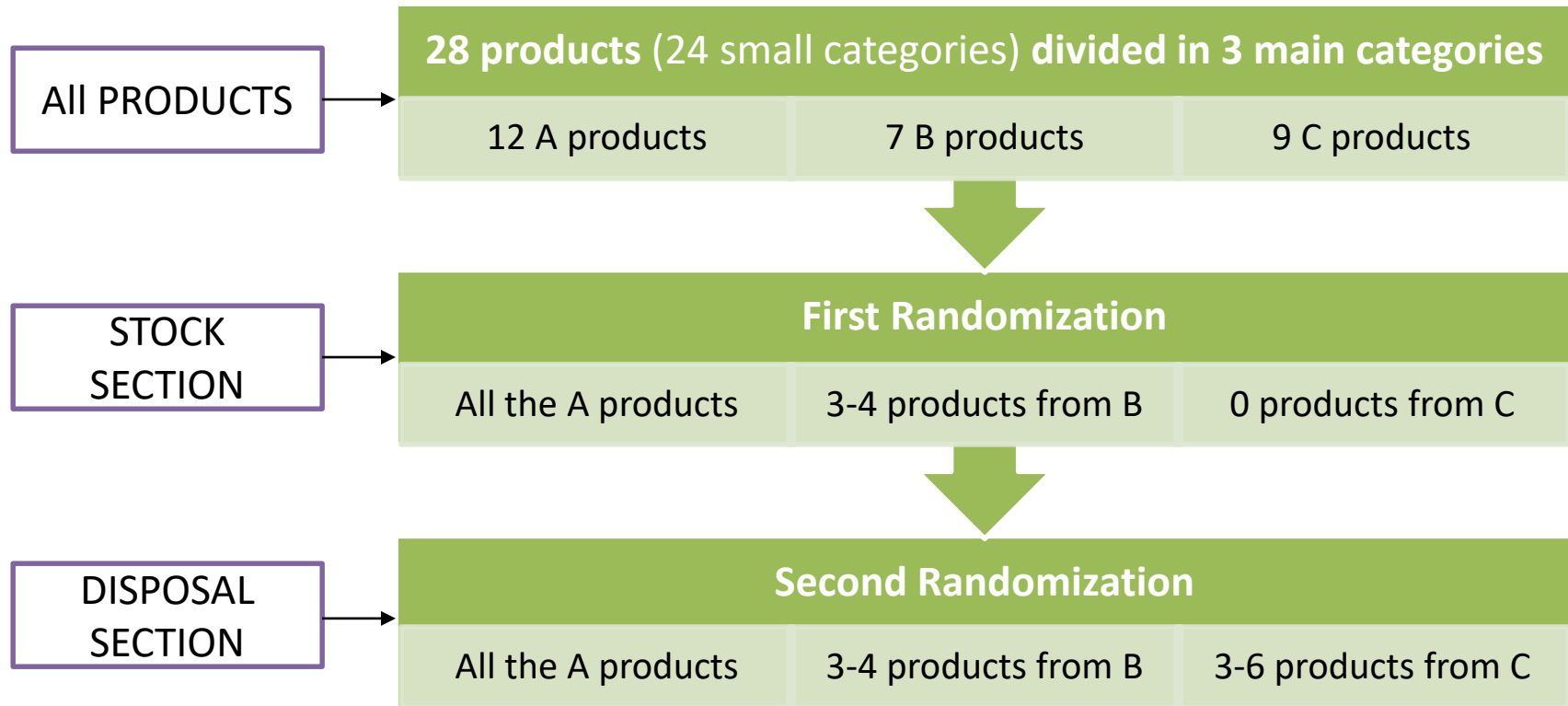
Universe: Romanian Households, national (both urban and rural)

Sample size: 2000 interviews - maximum margin error - **+/-2.19 %** - 95% confidence level

- The sample is *probabilistic* and selected by Random Digit Dialling Technique (of phone numbers).
- Representative for Romanian households
- The person 18+ y.o. in the household aware of EEE possessions and history was selected for interviewing
- Mobile coverage: over 95%



Questionnaire Structure & Programming



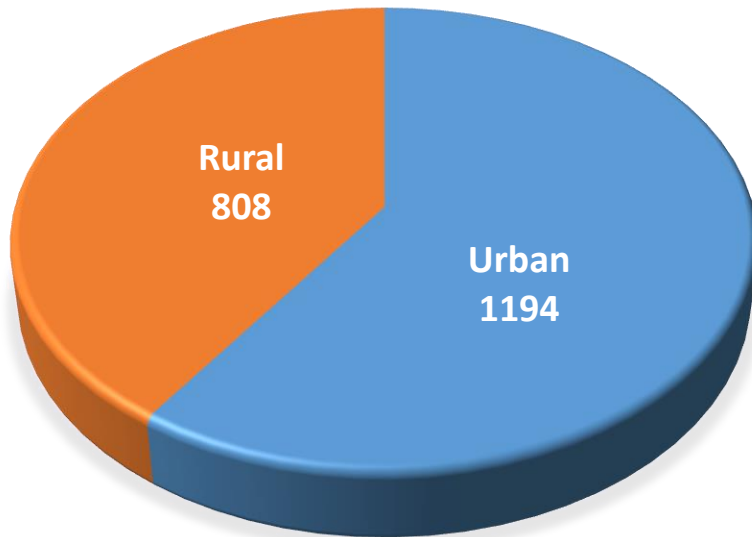
Questionnaire Average Duration



Sample Structure

N= 2002 interviews

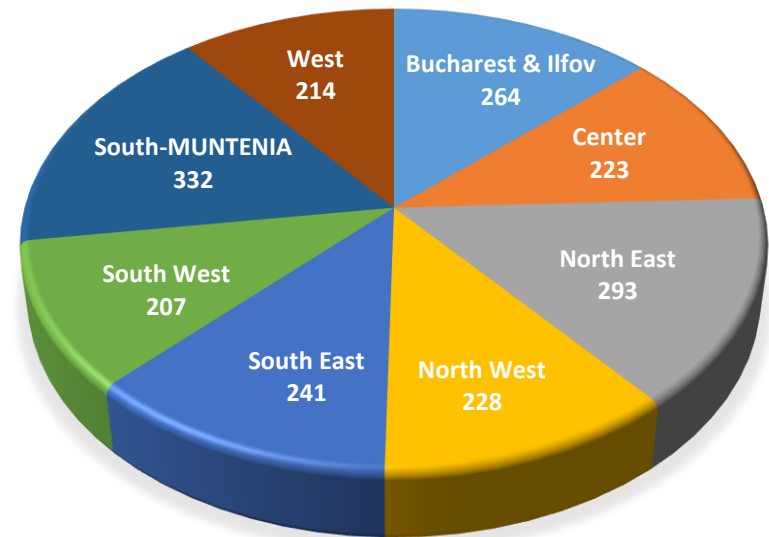
Locality Type



+/- **2,19** %
Sampling Error

*95% confidence level

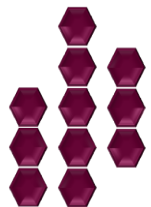
Region



50%
Full Interviews checking

THANK YOU !

ESOMAR
| member



GBD Research

Go Beyond Data



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