



ERCC Workshop: Harmonizing State Programs

September 28, 2010

State Program Element: Market Share

Issue Overview

Starting with Minnesota in 2007, some state programs have based a portion or all of a manufacturer's recycling obligation on its recent annual sales. In some cases market share is calculated by weight of covered devices sold in a given year, and in other cases the calculation is merely a percentage within a product category or all covered devices for the purposes of determining the annual registration fee. These states laws therefore require a reliable and cost-effective source of data on the units and/or weight sold during a give annual period.

Products Impacted

desktop computers, laptop computers, computer monitors, game consoles, printers, televisions

States Impacted

MN, WI, IN, MI (voluntary), IL (TVs only), RI (TVs only), VT, SC (TVs only after 2012), NC (TVs only), OR (TV recycling obligation, registration all), CT (TV obligation, registration all), ME (TVs and game consoles), WA (registration only, separately all for WMMFA)

Challenges

- Data sources are either manufacturer self reports or one of several national market research firms (in-state retailer submissions were in the initial MN and IL bills but later stricken)
- Duplicate Cost of data – between \$3-9000 per product category, depending on detail per year per state
 - Several states could be paying for the same set of data
- Verification of manufacturer submissions – lower self-reported sales = lower costs and obligation
- Inconsistent data from market research firms, use different methodologies
- “Others” in market research firms - non-identified manufacturers could be free-riders

- Proprietary data from manufacturers, and from market research firms (no “sharing” of data, license each state individually)
- Differing product categories, market segments (covered entities), timeframes for data

Possible Solutions

- Joint purchasing for single source of market data from research firms (with appropriate licenses), data updated quarterly
- Manufacturer self report to a single database (broken down by product category and market segment), verified through spot check based on national research firm data