

Canadian Wireless Telecommunications Association

2013 National Cell Phone Recycling Study

April 2014

Table of Contents

• Executive Summary	3
• Research Objectives and Methodology	10
• Detailed Results	14
– Cell Phone Ownership	15
– Cell Phone Disposal Method	30
– Awareness of Cell Phone Recycling	40
– Cell Phone Recycling	50
– Potential for Cell Phone Recycling	61

Executive Summary

Executive Summary

RESEARCH OBJECTIVES

The overall objectives of this research were to:

- Follow up on how Canadians deal with unused cell phones.
- Understand which programs are being used by Canadians to recycle or donate their used phones.
- Understand why Canadians are storing their used cell phones.
- Gauge Canadians' awareness of cell phone recycling programs in general, and of the Recycle My Cell program in particular.
- Gauge awareness of Waste Reduction Week.
- Evaluate Canadians' likelihood of using a cell phone recycling program in the future.
- Understand what would motivate Canadians to recycle their used cell phones.

The results of this report are a follow-up study from the yearly surveys conducted since 2009 by CWTA.

RESEARCH METHODOLOGY

- A total of 4,014 surveys were completed via a national independent survey, using CATI (Computer Assisted Telephone Interviewing) technology, following a random sampling procedure.
- Data collection for this study was conducted from November 18th to December 15th 2013.
- The data is weighted to replicate actual population distributions according to 2006 Census data.

Executive Summary

RESEARCH RESULTS

OWNERSHIP AND USAGE

- Over three quarters of adult Canadians own a cell phone (76%), whether for personal use (71%), or for both business and personal use (5%). Another 6% do not currently have a cell phone, but plan to have one in the future.
- Similar to previous years, most cell phone owners (93%) purchased a new phone as opposed to acquiring a second hand one. The main reasons for not purchasing a second hand phone are that the cellular service providers offer the new phone with the new contract, or that potential phone buyers do not know obtaining a second hand or refurbished phone is an option. On average, Canadians have used their current phone for 2 years.
- Canadians have owned on average 3 to 4 cell phones prior to their current one. Their previous phone was used on average 30 months (2.5 years).
- The ownership of Smartphones among cell phone owners increased significantly from last year from 52% to 64%, while the ownership of regular featured phones decreased from 47% to 36%. Those more likely to have Smartphones continue to be men, young Canadians, as well as those living in urban areas.

Executive Summary

WHAT HAPPENS TO USED CELL PHONES

- Two in five Canadians (42%) store their old handsets when new cell phones are obtained.
 - ✓ 42% stored it away..... Storing old phone is less likely to happen in British Columbia, while it is more likely to happen in Manitoba and Saskatchewan. The average time cell phones have been stored is 22 months.
- Another 41% put their old cell phone to use one way or another:
 - ✓ 20% gave it or sold it to a friend or relative..... New Brunswick, Alberta and Ontario residents are the most likely to do this. The younger respondents are the more likely they are to give or sell their old phone to a friend or relative. If respondents only owned their old phone for a couple of years, or if the old phone was a Smartphone, they are more likely to give or sell it to a friend or relative than if they owned the phone for longer, or if it was a regular cell phone.
 - ✓ 10% recycled it..... Canadians are more likely to recycle their phone after using it for at least 3 years. The older Canadians are the more likely they are to have recycled their used phones. Also, those more likely to have recycled unused phones include residents of British Columbia, Quebec, Nova Scotia, Ontario and Newfoundland, and those whose previous phone was a regular feature phone.
 - ✓ 9% returned it to a store or their cell phone company..... Quebec, British Columbia and Nova Scotia residents as well as those over 54 years old are more likely to return the used cell phone to a store or their cell phone company.
 - ✓ 2% gave it or sold it to someone other than family or friends..... Canadians are over the years increasingly giving or selling their old cell phone to non-relatives or strangers. Quebec residents are more likely than Manitoba residents to do this.

Executive Summary

AWARENESS OF CELL PHONE RECYCLING AND THE RECYCLE MY CELL PROGRAM

- Half of Canadians (49%) are aware of recycling programs for cell phones. Awareness is notably lower in New Brunswick and Quebec.
- While generally two thirds of respondents say they may recycle their stored cell phone in the future, those who previously owned a Smartphone are more likely to say they will *not* recycle it, compared to those whose previous phone was a regular feature phone (32% vs. 21%).
- At 23%, recycling programs from cell phone companies that are partners of the Recycle My Cell program are the best known among those who say they are aware of programs in the first place.
- Although the Recycle My Cell brand is not top of mind for Canadians, 15% of all respondents recognize this program when directly prompted or asked about it. Despite a slight increase from 2010 to 2011, RMC awareness has remained stable for the last 3 years.
- Television, radio, and print (newspapers and magazines) are the most common ways through which Canadians have heard about Recycle My Cell.

Executive Summary

CELL PHONE RECYCLING

RECYCLERS

- Satisfaction with Recycle My Cell is very high. The majority of users (96%) assigned a positive rating to their cell phone recycling experience.
- The most common approaches used for cell phone recycling include:
 1. recycling program from a cell phone provider that is a partner of Recycle My Cell (among whom 90% drop it off, as opposed to using the mail-back option),
 2. retail stores' cell recycling programs,
 3. the curbside recycling box,
 4. Municipal depots, and
 5. recycling programs at work or school.
- Use of recycling programs through a retail store has become increasingly popular since 2010.
- Respondents who previously owned a regular cell phone are more likely to have recycled it compared to those who owned a Smartphone.

NON-RECYCLERS

- Two thirds of Canadians (68%) who have a previous phone in storage say they would be willing to recycle or return their stored cell phone in the future. Interest in recycling their stored phones is highest among respondents in Newfoundland while resistance seems a little higher in New Brunswick, Quebec, Nova Scotia, and Ontario.
- The main barrier for cell phone recycling is the lack of information among consumers. When asked why they have kept their phone in storage, 21% of respondents with phones in storage affirm they kept their phone because they did not know what else to do with it, or because they want to keep it as a backup cell phone.
- Potential recyclers say information on how to return the stored cell phone, not needing the phone anymore, addressing their environmental concerns, and an easy or convenient recycling process would drive them to recycle their stored phone. Those who say they are not willing to recycle their phone are more likely to be convinced by a monetary incentive or rebate.

Executive Summary

2013 TRENDS

- When considering results as far back as 2009, in 2013 Canadians are significantly more likely to:
 - Own only a personal cell phone (71% vs. 68% in 2012)
 - Have bought a new phone instead of a second hand or refurbished one because their cell phone service provider offered the new phone with their contract (21% vs. 18% in 2009 and 17% in 2010), or because they wanted a new model, new capabilities or features (15% vs. 12% in 2009 and 2010)
 - Have had their current phone for 1 to 2 years (25% vs. 20% in 2011 and 21% in 2012)
 - Own a Smartphone (64% vs. 62% in 2012)
 - Keep their old cell phone in storage as a back up (21% vs. 16% in 2009)
 - Have recycled their phone through a retail store (24% vs. 13% in 2010 and 10% in 2011)
 - Have had more cell phones than in previous years (3.3 vs. 2.7 in 2009)
 - Feel more encouraged to recycle their stored cell phone if they knew how to do it (19% vs. 14% in 2012)
 - Be aware of the RMC program (15% vs. 10% in 2009 and 12% in 2010)
- When considering results as far back as 2009, in 2013 Canadians are significantly less likely to:
 - Have their current cell phone as their first (11% vs. 19% in 2009)
 - Be aware of their cell phone company's recycling programs (23% vs. 29% in 2009)
 - Have heard of the RMC program through television (32% vs. 42% in 2009)

Research Objectives and Methodology

Research Objectives

The overall objectives of this research were to:

- Follow up on how Canadians deal with unused cell phones.
- Understand which programs are being used by Canadians to recycle or donate their used phones.
- Understand why Canadians are storing their used cell phones.
- Gauge Canadians' awareness of cell phone recycling programs in general, and of the Recycle My Cell program in particular.
- Gauge awareness of Waste Reduction Week.
- Evaluate Canadians' likelihood of using a cell phone recycling program in the future.
- Understand what would motivate Canadians to recycle their used cell phones.

The CWTA is also interested in understanding how these data points track since the first wave of research was conducted in 2009.

Research Methodology

- Data collection was conducted via a national independent survey, using CATI (Computer Assisted Telephone Interviewing) technology from dialing facilities in Ottawa.
- Data collection for this study was conducted from November 18th to December 15th 2013.
- A total of 4,014 survey participants completed the 7-minute survey.
- The results of this report are a follow-up study from yearly studies conducted since 2009 by CWTA. In order to compare results to previous surveys' results, we followed the same random sampling procedures. Similarly, age and gender quotas were established to ensure sample representation of the Canadian adult population, as well as provincial quotas, to ensure enough sample for analysis, and to ensure coverage within each province.
- All respondents were given the choice of conducting the survey in English or French.
- The data is weighted to replicate actual population distributions by province, age, and gender, within Canada according to 2006 Census data.
- Statistically significant differences across provincial or demographic groups are indicated with underlined numbers.

Research Methodology

- The provincial distribution of the interviews, along with their associated margins of error, are outlined to the right.
- It is important to note that the margins of error outlined in this section should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated.
- It is also important to note that results associated with population sub-groups are based on smaller sample sizes and will therefore have a higher margin of error.

Province	Interviews Completed	Margin of Error
Newfoundland and Labrador	401	+/- 4.6%
Prince Edward Island	400	+/- 4.7%
Nova Scotia	404	+/- 4.6%
New Brunswick	401	+/- 4.6%
Quebec	400	+/- 4.7%
Ontario	402	+/- 4.6%
Manitoba	401	+/- 4.6%
Saskatchewan	401	+/- 4.6%
Alberta	401	+/- 4.6%
British Columbia	403	+/- 4.6%
Total	4,014	+/- 1.5%

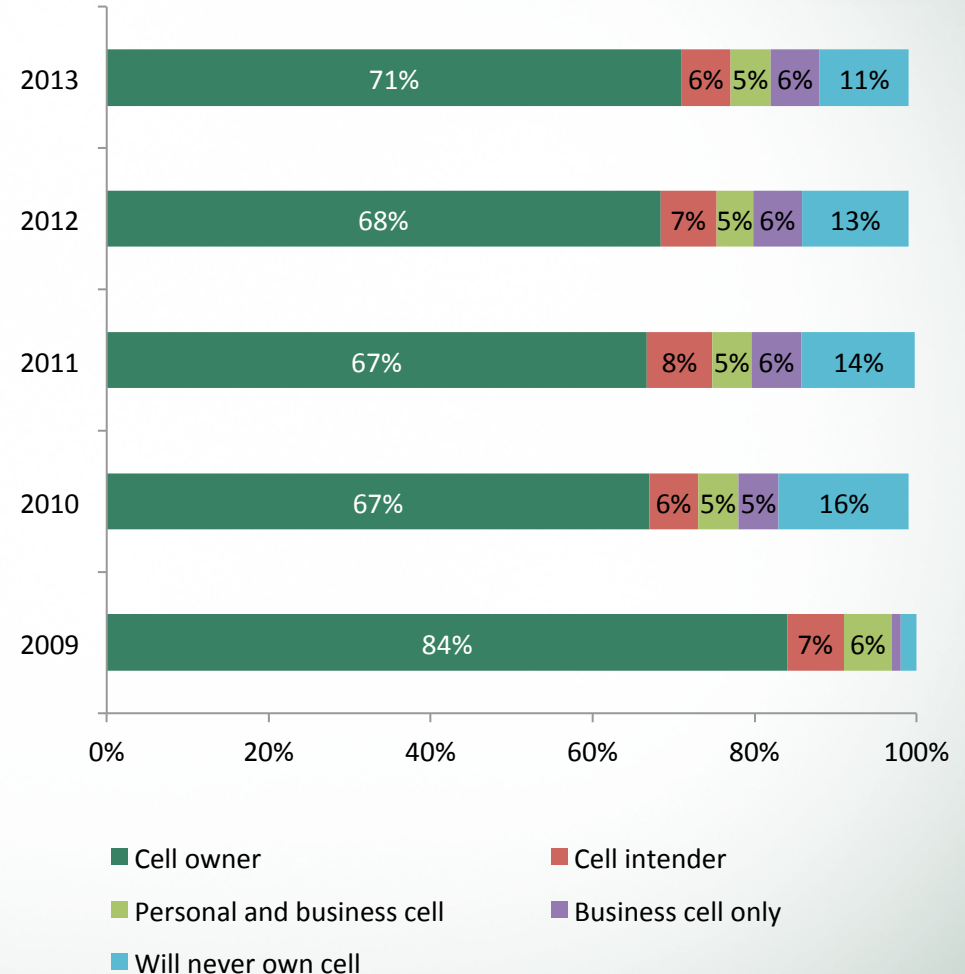
Detailed Findings

Cell Phone Ownership

Cell Phone Ownership Status

- by year

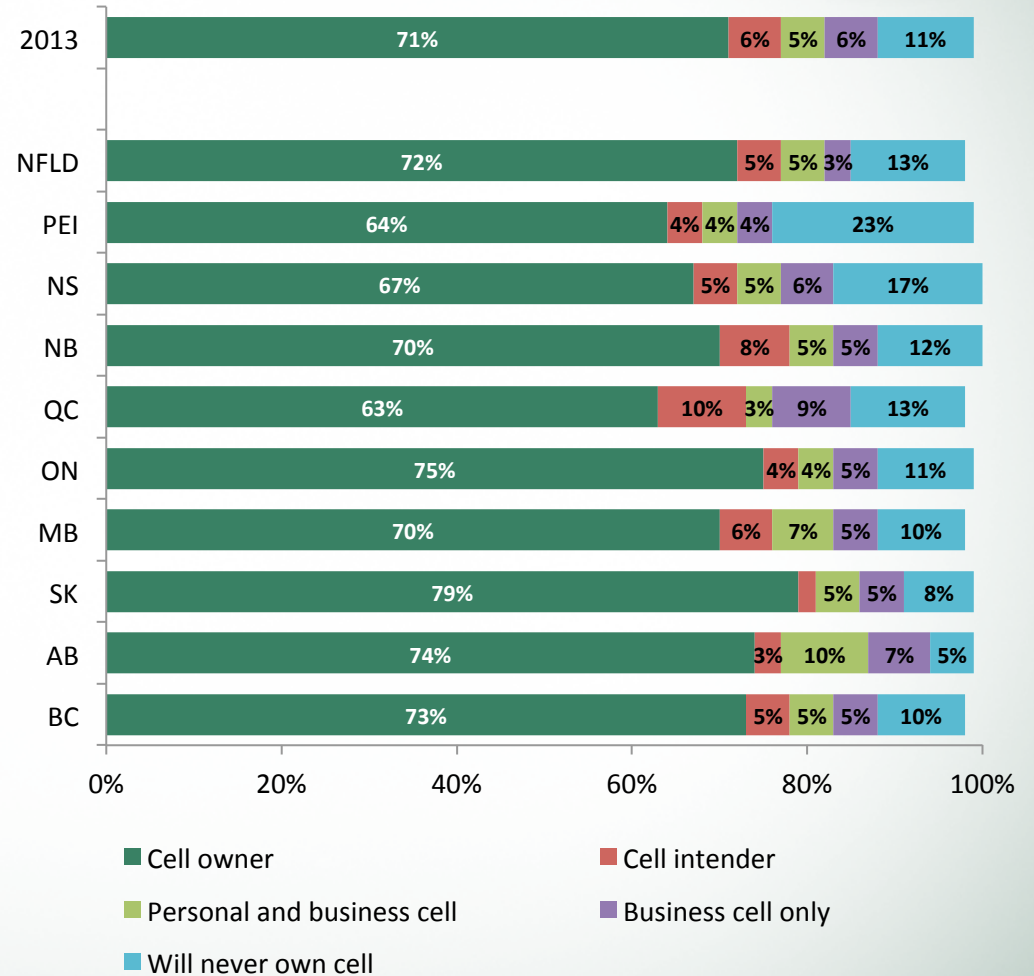
- Personal cell phone ownership has been slowly increasing since 2010. As observed on this graph, over three quarters of adult Canadians currently own a cell phone, of which 71% are personal cell owners, and 5% have both a personal and a business cell phone.
- The proportion of respondents owning a personal cell phone has steadily increased since 2010, from 72% to 76%.
- An additional 6% of respondents in 2013 say they do not currently have a cell phone, but plan to have one in the future.
- Six percent of all respondents have a business cell phone only, while 11% say they do not have a cell phone and do not plan on getting one in the future. Those never planning on owning a cell phone are much less common compared to a few years ago – in 2010 they represented 16% of respondents.



Cell Phone Ownership Status

- by province

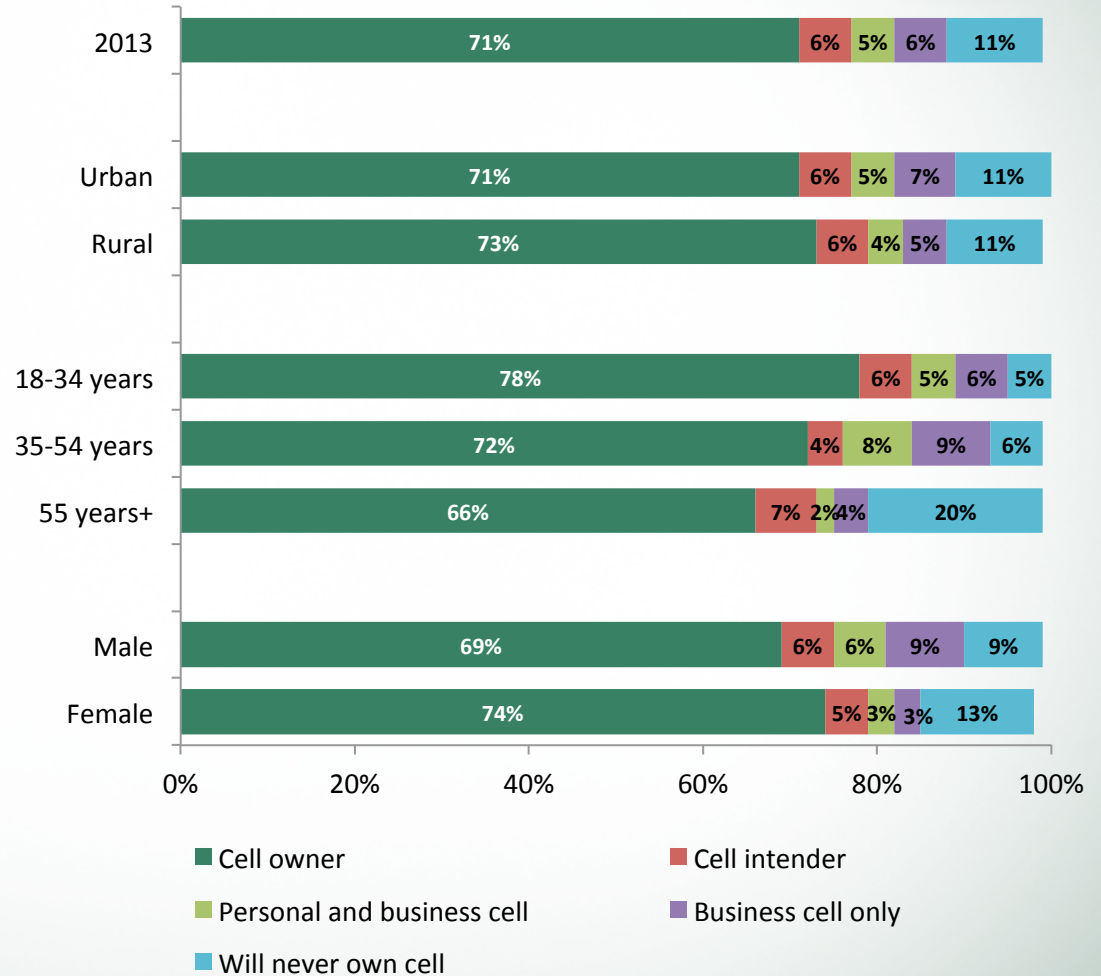
- The lowest cell phone penetration is observed in Quebec and PEI, where 66% and 68% respectively report owning a personal cell phone (by combining cell owners with those who own a personal and a business cell phone).
- Cell phone ownership is generally high in all provinces west of Quebec with Saskatchewan and Alberta leading the charge at 84% respectively.



Cell Phone Ownership Status

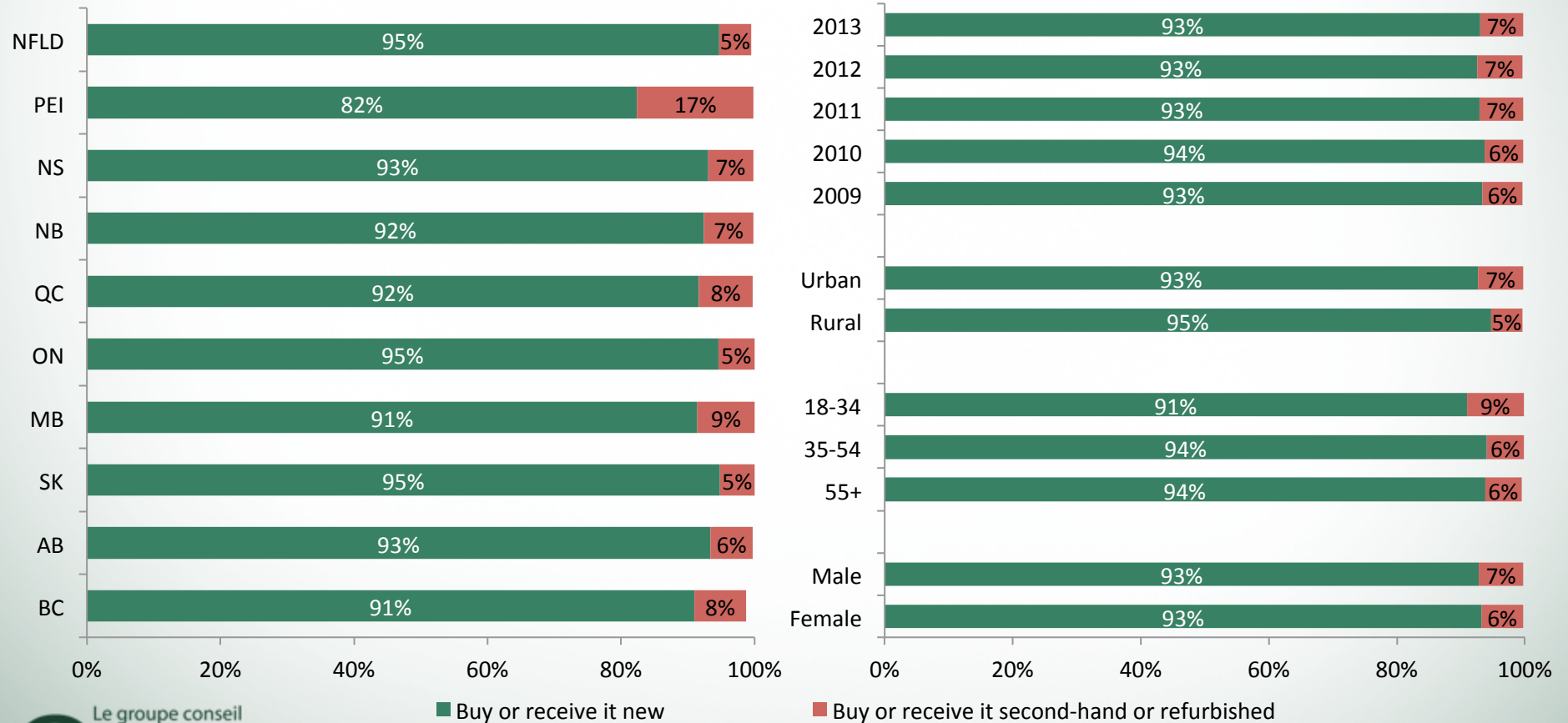
– by demographics

- Men are more likely to have both employer-paid and personal cell phones (6% vs. 3%), and to have one exclusively provided by their employer (9% vs. 3%).
- Respondents under 55 years old are more likely to have a cell phone (81%), compared to older respondents (67%). The latter are more likely to say they will never own a cell phone (20% vs. 6%).

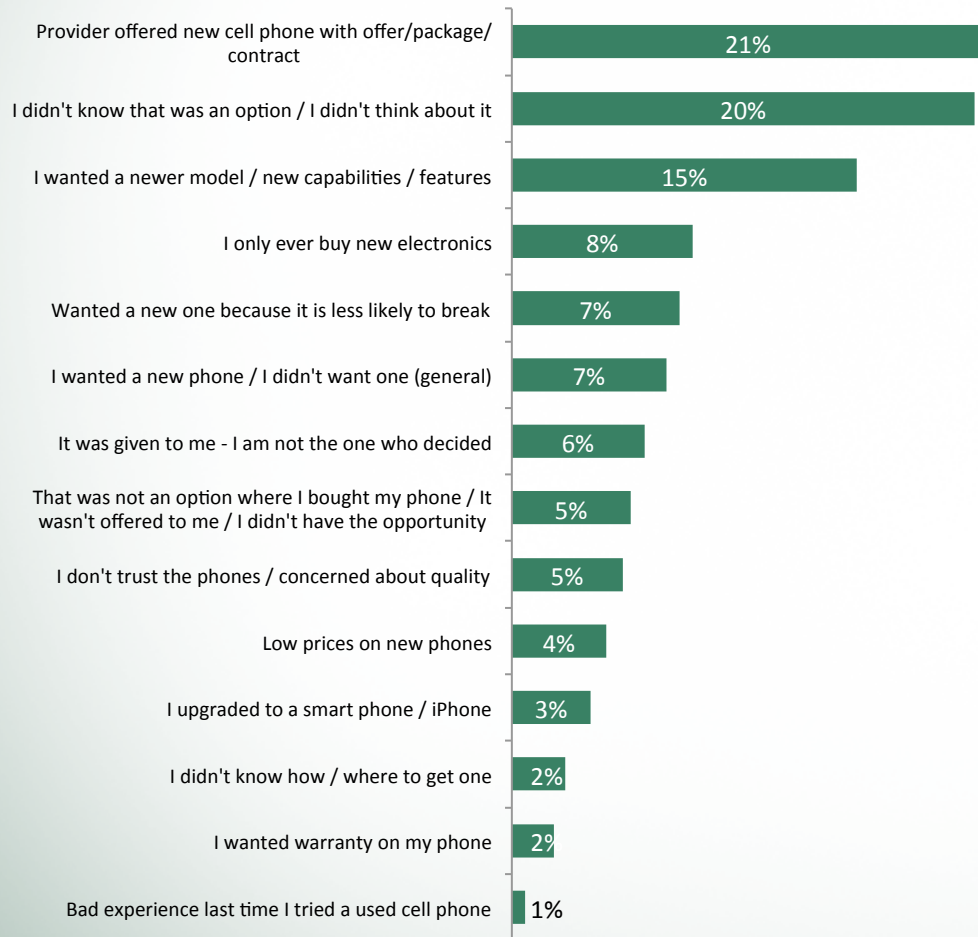


New vs. Second Hand Cell Phones

- Virtually all cell phone owners bought or received a new phone (93%), while only 7% say they bought it or received it second hand or refurbished. PEI residents are more likely to say they bought or received it second-hand or refurbished. Results are consistent across all other provinces and demographics.



Reasons for Not Purchasing Second Hand Phones



- Canadians did not purchase a second hand phone mostly because their provider offered a new cell phone with their contract (21%) or because they did not know purchasing second hand phones was an option (20%). Another 15% say they simply wanted a newer model.
- Many intentionally purchase new phones for various reasons: 8% only buy new electronics, new phones are less likely to break (7%), they simply want a new phone (7%), they do not trust the quality of second hand phones (5%), low prices were available for new phones (4%), or they are upgrading to a Smartphone / iPhone (3%).
- Smartphone owners are more likely than regular cell phone owners to say they did not buy a second hand or refurbished phone because the provider offered the new phone with the contract (24% vs. 14%), or that they wanted a new model, capabilities or features (19% vs. 8%). In contrast, regular cell phone owners are more likely than Smartphone owners to say they did not know buying a second hand phone was an option (29% vs. 15%).

Reasons for Not Purchasing Second Hand Phones

– by year

- Respondents are increasingly saying their cell phone service provider offered a new cell phone with their cellular service as a reason for not purchasing a second hand cell phone (18% in 2009 vs. 21% in 2013). Conversely, less are saying they did not know buying second phones was an option (25% in 2009 vs. 20% in 2013).
- The popularity of new phones and their new features is also noticeable over the time. More and more respondents say they don't buy second hand phones since they are looking for newer models' new capabilities and features (12% in 2009 vs. 15% in 2013). Also, more respondents say new phones are less likely to break (5% in 2010 vs. 7% in 2013), or don't trust the quality of second hand cell phones (3% in 2010 vs. 5% in 2013).

TOP 9 RESPONSES	Year				
	2013	2012	2011	2010	2009
Provider offered new cell phone with offer/package/contract	<u>21%</u>	18%	<u>20%</u>	17%	18%
I didn't know that was an option / I didn't think about it	20%	21%	<u>25%</u>	<u>28%</u>	<u>25%</u>
I wanted a newer model / new capabilities / features	<u>15%</u>	12%	14%	12%	12%
I only ever buy new electronics	<u>8%</u>	7%	7%	6%	6%
Wanted a new one because it is less likely to break	<u>7%</u>	7%	6%	5%	6%
I wanted a new phone / I didn't want one (general)	<u>7%</u>	5%	4%	<u>10%</u>	<u>6%</u>
It was given to me - I am not the one who decided	6%	5%	5%	<u>7%</u>	5%
That was not an option where I bought my phone / It wasn't offered to me / I didn't have the opportunity	5%	<u>8%</u>	7%	7%	<u>7%</u>
I don't trust the phones / concerned about quality	<u>5%</u>	3%	4%	3%	4%

Note: Significantly different numbers are underlined

Reasons for Not Purchasing Second Hand Phones

– by province

- Quebec, Ontario, and Manitoba residents are more likely than Newfoundland and PEI residents to say they did not buy a used phone because providers offered a new phone with the contract.
- Nova Scotia, Manitoba, and British Columbia residents are more likely than Ontario residents to say they did not know buying a second hand cell phone is an option.
- Quebec residents are the *least* likely to say they didn't buy a second hand cell phone to try the newer models' capabilities and features.
- On the other hand, Quebec residents are more likely to say they only buy new electronics, that new phones are less likely to break, or that they just wanted a new phone.
- PEI residents are the least likely to say buying a second hand phone was not an option where they bought their phone, that it was not offered to them, or they did not have the opportunity to do it.

TOP 9 RESPONSES	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MB	SK	AB	BC
Provider offered new cell phone with offer/ package/contract	21%	13%	12%	17%	17%	<u>23%</u>	<u>22%</u>	<u>23%</u>	16%	17%	18%
I didn't know that was an option / I didn't think about it	20%	20%	23%	<u>25%</u>	23%	20%	18%	<u>26%</u>	21%	19%	<u>25%</u>
I wanted a newer model / new capabilities / features	15%	<u>24%</u>	<u>19%</u>	<u>13%</u>	<u>20%</u>	7%	<u>16%</u>	<u>12%</u>	<u>20%</u>	<u>23%</u>	<u>16%</u>
I only ever buy new electronics	8%	4%	5%	6%	7%	<u>13%</u>	6%	4%	<u>8%</u>	6%	<u>8%</u>
Wanted a new one because it is less likely to break	7%	5%	8%	6%	6%	<u>9%</u>	<u>8%</u>	5%	4%	6%	7%
I wanted a new phone / I didn't want one (general)	7%	6%	5%	6%	5%	<u>11%</u>	6%	7%	4%	6%	4%
It was given to me - I am not the one who decided	6%	5%	5%	4%	6%	6%	6%	3%	4%	4%	7%
That was not an option where I bought my phone / It wasn't offered to me / I didn't have the opportunity	5%	<u>7%</u>	2%	5%	4%	<u>6%</u>	4%	<u>7%</u>	<u>7%</u>	5%	<u>7%</u>
I don't trust the phones / concerned about quality	5%	4%	5%	<u>5%</u>	5%	2%	<u>6%</u>	<u>5%</u>	<u>5%</u>	<u>7%</u>	4%

Note: Significantly different numbers are underlined

Reasons for Not Purchasing Second Hand Phones

– by demographics

- Men and younger cell phone owners are more likely to say their provider offered them a new cell phone with their contract, compared to women or older respondents.
- Respondents living in rural areas, older respondents and women are more likely to say they did not know purchasing a second hand or refurbished phone was an option, compared to their counterparts.
- Respondents living in urban regions are more likely than those living in rural areas to say they wanted a new phone because they are less likely to break. Other significant differences worth noting: older vs. younger respondents are more likely to say they simply wanted a new phone; men are more likely than women to say they wanted the newer models' capabilities and features; and women are more likely than men to say their phone was given to them, without the option of selecting a second hand phone.

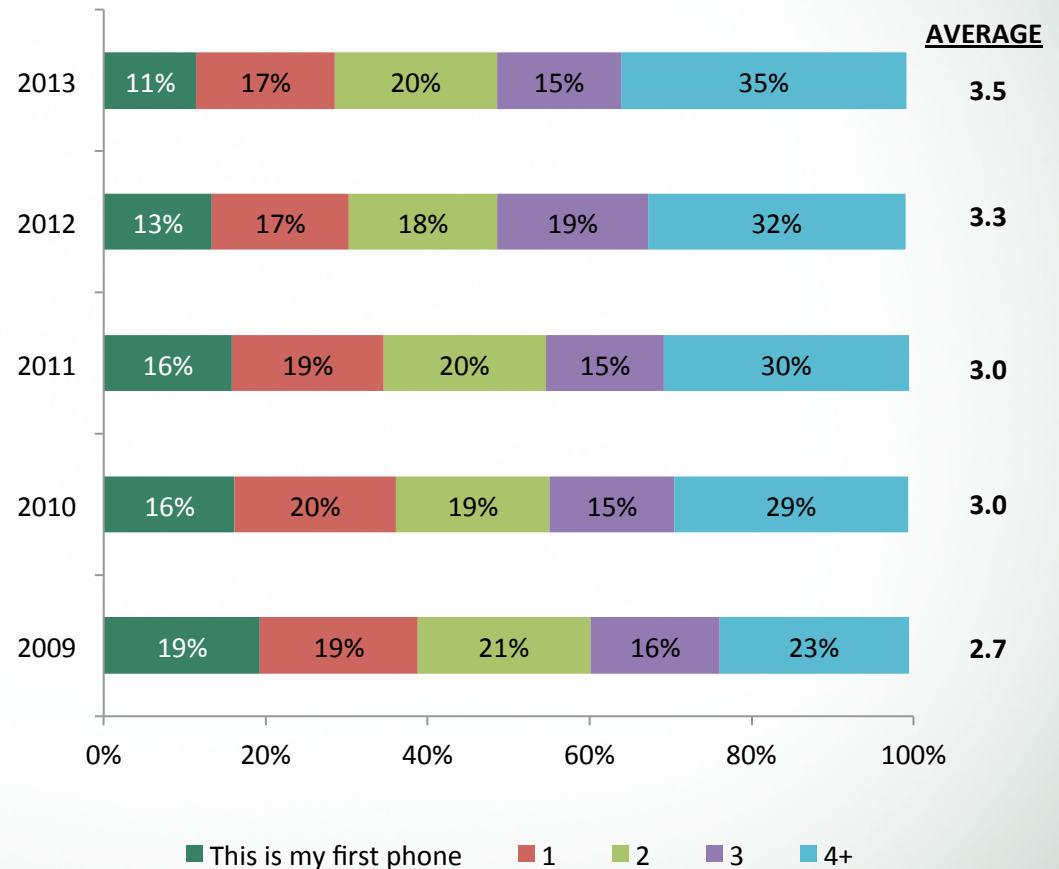
TOP 9 RESPONSES	Total	Region		Age			Gender	
		Urban	Rural	18-34	35-54	55+	M	F
Provider offered new cell phone with offer/ package/contract	21%	21%	18%	<u>25%</u>	<u>22%</u>	15%	<u>24%</u>	17%
I didn't know that was an option / I didn't think about it	20%	19%	<u>26%</u>	14%	18%	<u>26%</u>	17%	<u>23%</u>
I wanted a newer model / new capabilities / features	15%	15%	15%	17%	16%	13%	<u>17%</u>	13%
I only ever buy new electronics	8%	8%	6%	7%	9%	8%	9%	7%
Wanted a new one because it is less likely to break	7%	<u>8%</u>	5%	8%	8%	6%	7%	8%
I wanted a new phone / I didn't want one (general)	7%	<u>7%</u>	7%	5%	6%	<u>8%</u>	6%	8%
It was given to me - I am not the one who decided	6%	6%	4%	7%	5%	<u>6%</u>	4%	<u>7%</u>
That was not an option where I bought my phone / It wasn't offered to me / I didn't have the opportunity	5%	5%	6%	4%	5%	6%	4%	6%
I don't trust the phones / concerned about quality	5%	5%	4%	5%	5%	4%	5%	4%

Note: Significantly different numbers are underlined

Prior Cell Phone Ownership

– by year

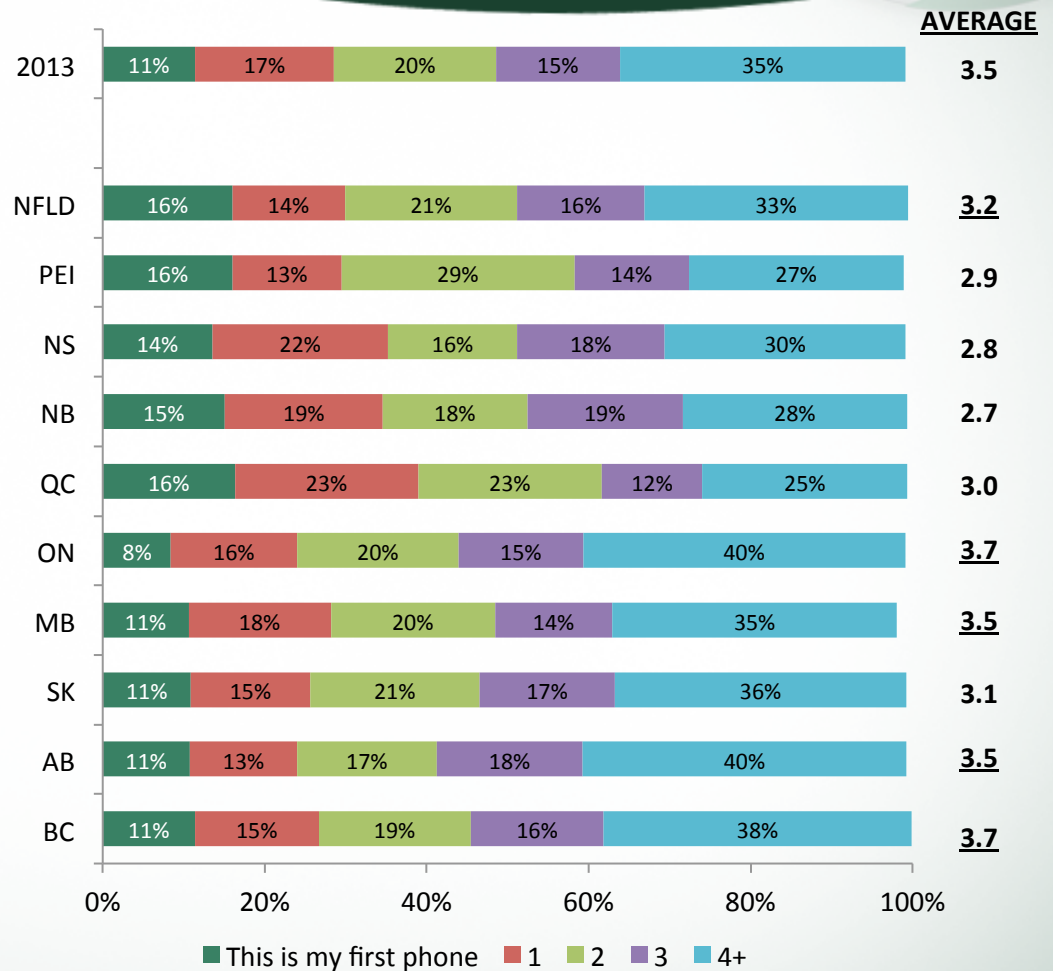
- Canadians have owned on average 3 to 4 cell phones prior to their current one. The average usage of the previous phone is 30 months (2.5 years), while the average usage of the current phone is 24 months (2 years).
- Canadians are becoming increasingly experienced with cell phone ownership. Only 11% are first-time owners (compared to 19% in 2009) and over one third are saying they have personally owned at least four cell phones prior to their current one.



Prior Cell Phone Ownership

– by province

- Just as current cell phone ownership is generally higher west of Québec, the same seems to apply to ownership experience.
- Newfoundland, PEI and Quebec residents are the most likely to say their current phone is their first one (16% each).
- Ontario, Alberta, British Columbia, and Saskatchewan residents are the most likely to say they have owned at least 4 phones previously (36% to 40%).



Note: Significantly different numbers are underlined



Question 4 Approximately how many cell phones have you personally owned prior to your current phone? Base: Respondents who currently own a cell phone, n=3,744

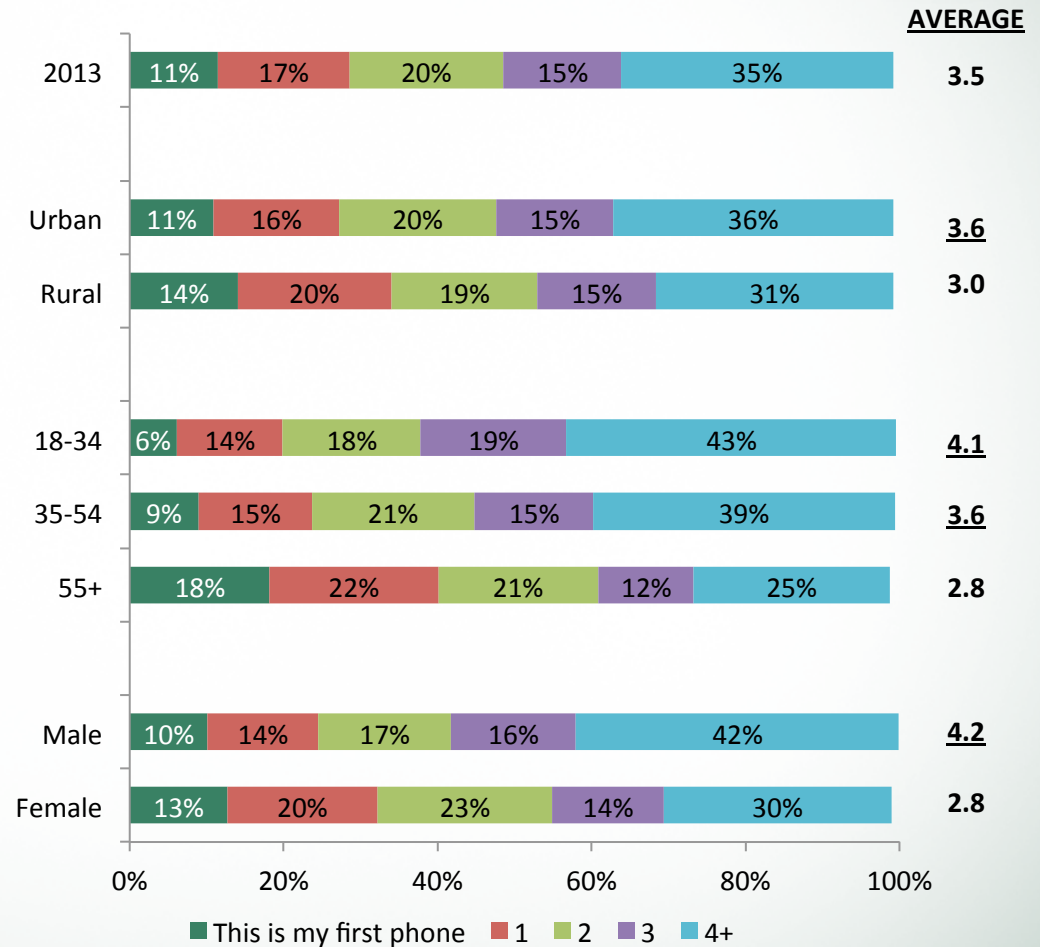
Question 3a How long ago did you obtain your current phone? Base: Respondents who currently own a cell phone and who purchased or received it new, second-hand, or refurbished, n=3,734

Question 4a For how long did you use your previous phone? Base: Respondents who currently own a cell phone and who have owned previous cell phones, n=3,266

Prior Cell Phone Ownership

– by demographics

- The average number of cell phones previously owned by residents of urban areas is higher than the average reported for residents of rural areas.
- Older Canadians are more likely to say this is their first cell phone (18%), or they have had only one prior to their current phone (22%). Their average number of previous phones is significantly lower than that of younger Canadians (2.8 vs. 3.8).
- Men are more likely to say they have had at least 4 cell phones before their current one, compared to women (42% vs. 30%). On average, men have previously owned 4.2 phones compared to 2.8 for women.
- Smartphone owners are more likely to have owned at least 4 phones compared to regular cell phone owners (46% vs. 17%).



Note: Significantly different numbers are underlined

Cell Phone Usage

– by province and demographics

- Canadians at least 35 years old are more likely to have used their previous and current phone for a longer time, compared to younger Canadians. In fact, those at least 55 years of age used their previous cell phone ten months more than those who are 18 to 34. Older Canadians used their previous cell phone for nearly 3 years, compared to just over 2 years among 18 to 34 year olds, and 2.5 years among those in the middle age group.
- Women also seem to have used their previous cell phone longer than men (roughly 32 months compared to 29 months among men).
- Residents of Quebec have used their current cell phone for a longer time (nearly 2.5 years), compared to Nova Scotia, Ontario, Manitoba, and Alberta residents (less than 2 years).

OWNERSHIP: AVERAGE IN MONTHS	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MB	SK	AB	BC
Prior cell phone	30.2	31.1	28.4	29.7	32.2	29.0	30.5	31.2	31.8	29.8	30.7
Current cell phone	23.6	<u>24.7</u>	24.1	20.5	<u>25.6</u>	<u>27.6</u>	21.7	23.9	20.6	22.7	24.0

OWNERSHIP: AVERAGE IN MONTHS	Total	Region		Age			Gender	
		Urban	Rural	18-34	35-54	55+	M	F
Prior cell phone	30.2	29.8	32.0	25.4	<u>29.7</u>	<u>35.3</u>	28.8	<u>31.6</u>
Current cell phone	23.6	22.9	<u>26.6</u>	17.3	<u>21.3</u>	<u>31.2</u>	24.3	22.9

Note: Significantly different numbers are underlined

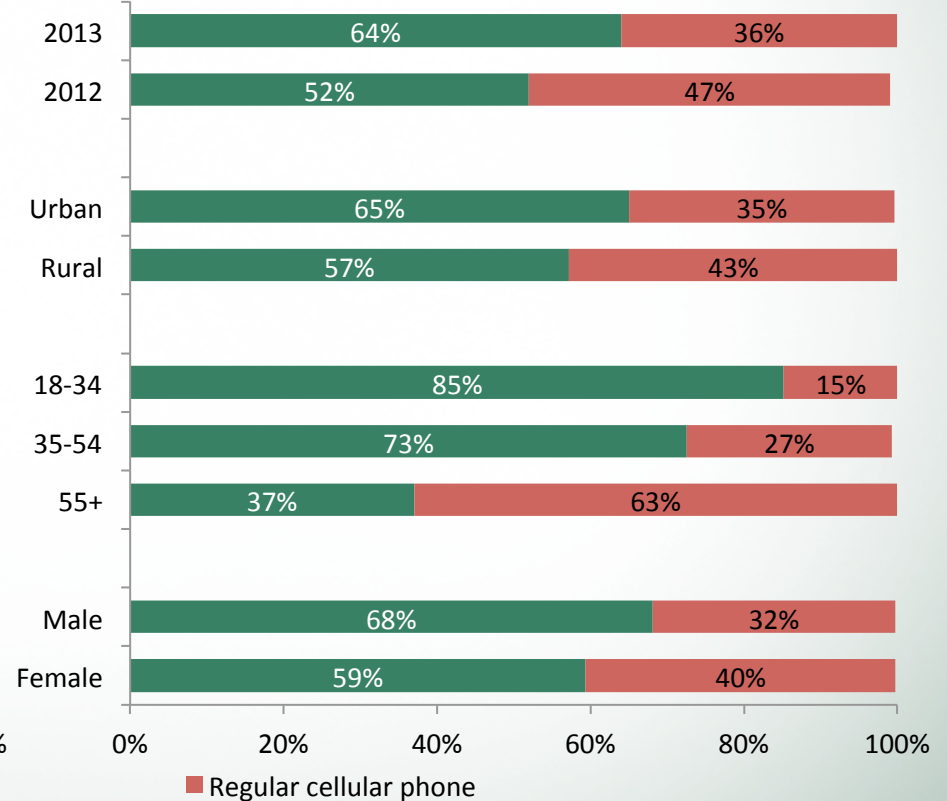
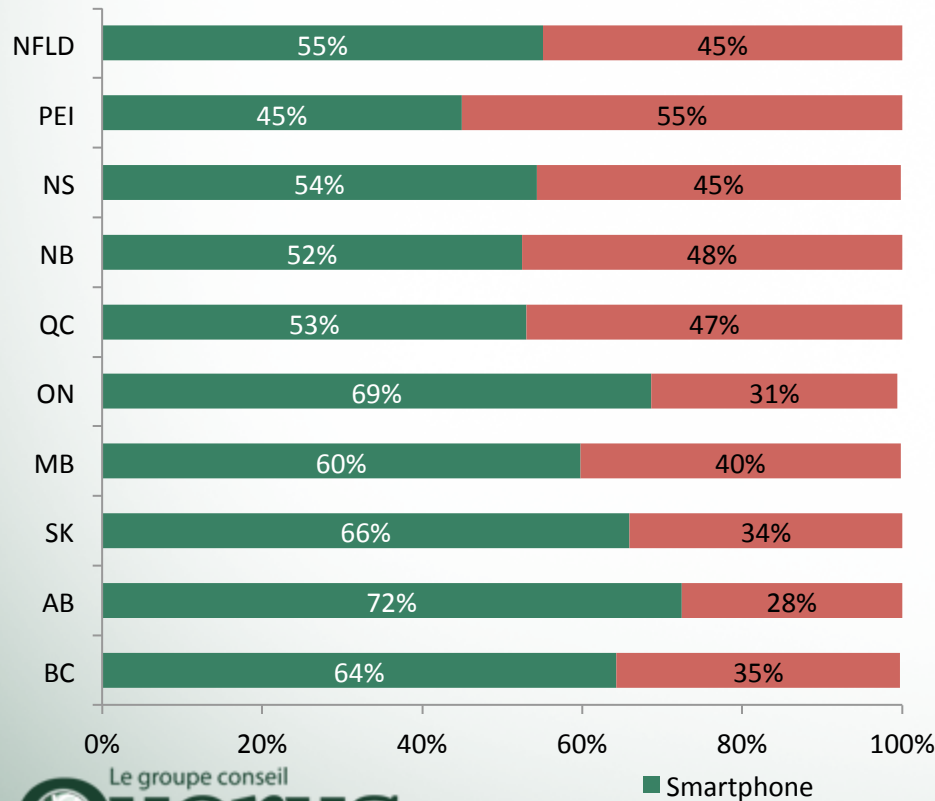


Question 3a How long ago did you obtain your current phone? Base: Respondents who currently own a cell phone and who purchased or received it new, second-hand, or refurbished, n=3,734

Question 4a For how long did you use your previous phone? Base: Respondents who currently own a cell phone and who have owned previous cell phones, n=3,266

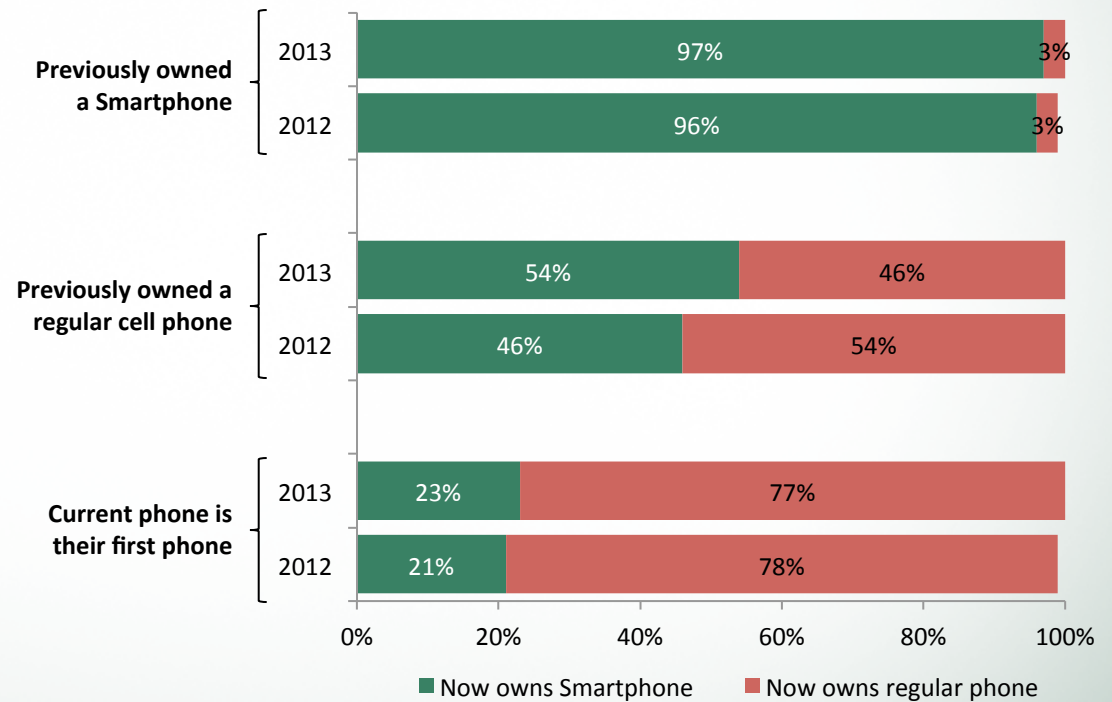
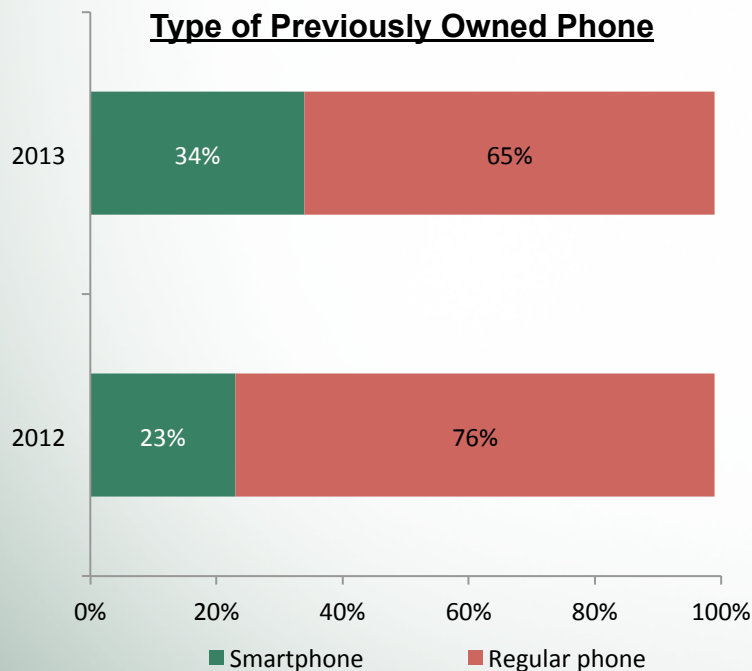
Type of Cell Phones Owned

- Nearly two thirds of Canadians with a cell phone report having a Smartphone in 2013 (64%), a significant increase from 2012 (52%).
- Residents of Alberta, Ontario, Saskatchewan, and British Columbia are more likely to have a Smartphone than residents of other provinces. Men are more likely than women to have Smartphones (68% vs. 59%), as well as those living in urban areas (65% vs. 57% in rural areas). The younger Canadians are, the more likely they are to have a Smartphone rather than a regular feature cell phone (85% vs. 37%).



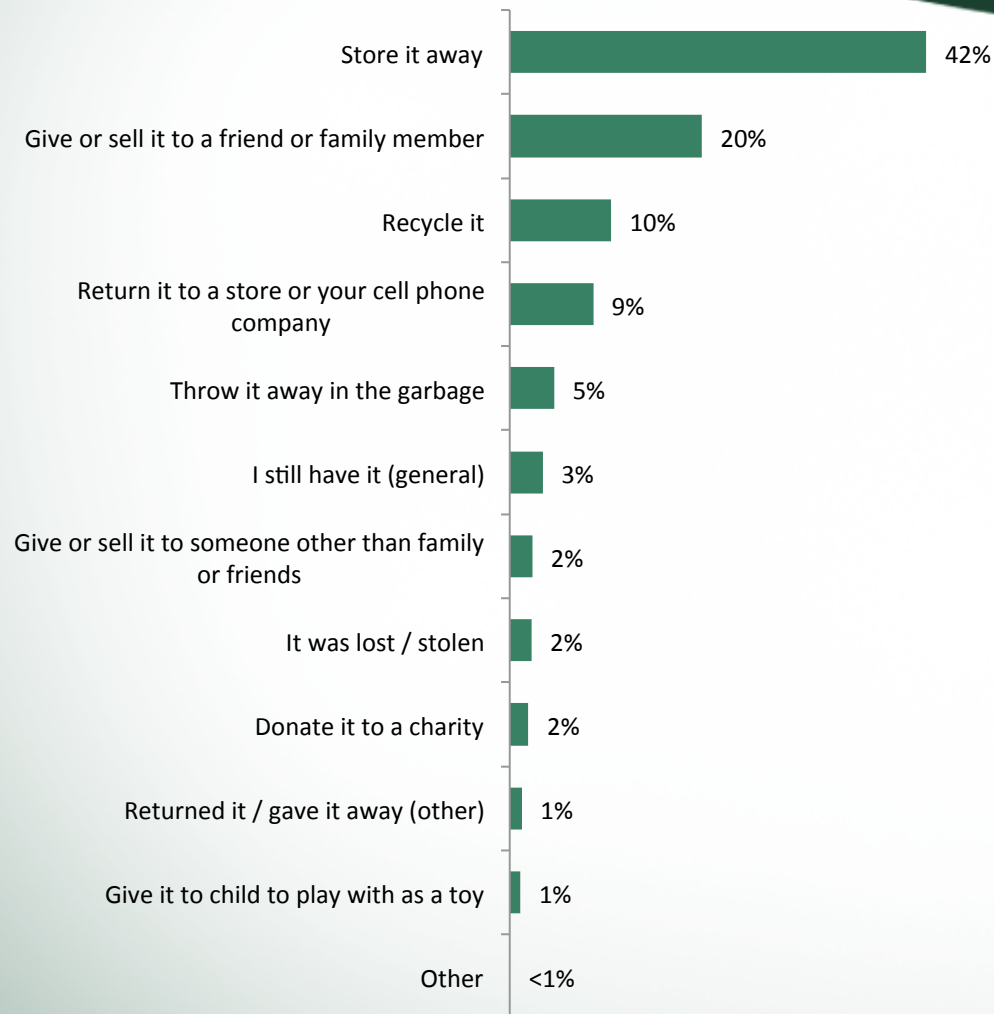
Change in Type of Phone

- Nearly two thirds (65%) of respondents who owned a cell phone previously say it was a regular featured phone, while the remaining 35% had a Smartphone, a significant increase from 2012. Virtually all respondents (97%) who previously owned a Smartphone continue to have this type of phone. Among those whose previous cell phone was a regular phone, over half (54%) have upgraded to a Smartphone. Over one fifth (23%) of those new to owning a cell phone have a Smartphone, while over three quarters have a regular feature phone (77%).



Cell Phone Disposal Method

Previous Cell Phone: Storage vs. Disposal



- Two in five Canadians (42%) have stored their old cell phones since obtaining their newest phone. The remaining three in five say they have disposed their old phone in several other ways:
 - One in five report giving or selling their old cell phone to family, friends or other people (20%).
 - One in ten say they recycled it (10%), or returned it to a store or their cell phone company (9%).
- Over six in ten Canadians (64%) who stored away their old cell phones are unaware of cell phone recycling programs.

Previous Cell Phone: Storage vs. Disposal

– by year

- Although generally results are similar to those of previous years, there are less respondents saying they recycled their previous cell phone in 2013, compared to 2011.
- In addition, respondents in 2013 are slightly more likely to say they still have their old cell phone, or that they gave or sold it to someone other than family or friends.

After receiving your current cell phone, what did you do with your old one? Did you...	Year				
	2013	2012	2011	2010	2009
Store it away	42%	41%	<u>43%</u>	39%	39%
Give or sell it to a friend or family member	20%	19%	18%	19%	<u>23%</u>
Recycle it	10%	12%	<u>14%</u>	12%	11%
Return it to a store or your cell phone company	9%	7%	9%	9%	<u>10%</u>
Throw it away in the garbage	5%	5%	5%	5%	6%
I still have it (general)	<u>3%</u>	3%	2%	2%	-
Give or sell it to someone other than family/friend	<u>2%</u>	<u>2%</u>	<1%	<1%	-

Note: Significantly different numbers are underlined

Previous Cell Phone: Storage vs. Disposal

– by province

- Storing previous cell phones is most likely to happen in Manitoba and Saskatchewan, and least likely to happen in British Columbia.
- New Brunswick, Alberta and Ontario residents are the most likely to have given or sold their old cell phone to a family member or friend.
- By combining results for those who recycled their previous phone or they returned it to a store or cell phone company, we notice that “recycling” is particularly common in Quebec (25%) and in British Columbia (27%). Nova Scotia is close behind at 20%.

After receiving your current cell phone, what did you do with your old one? Did you...	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MB	SK	AB	BC
Store it away	42%	44%	48%	44%	43%	44%	42%	<u>51%</u>	<u>47%</u>	42%	38%
Give or sell it to a friend or family member	20%	20%	15%	20%	<u>25%</u>	15%	<u>21%</u>	17%	18%	<u>23%</u>	20%
Recycle it	10%	<u>9%</u>	10%	<u>11%</u>	4%	<u>12%</u>	<u>9%</u>	7%	8%	7%	<u>16%</u>
Return it to a store or your cell phone company	9%	7%	7%	<u>9%</u>	5%	<u>13%</u>	7%	5%	6%	8%	<u>11%</u>
Throw it away in the garbage	5%	<u>8%</u>	6%	4%	5%	5%	4%	5%	6%	7%	4%
I still have it (general)	3%	2%	2%	3%	5%	2%	4%	3%	5%	3%	3%

Note: Significantly different numbers are underlined

Previous Cell Phone: Storage vs. Disposal

– by demographics

- The message of recycling used cell phones continues to resonate among older Canadians, who are at least twice as likely to either recycle their used phone (15%), or return it to a store or their cell phone company (13%), when compared to those 18 to 34 years old. The latter are more likely to give or sell their old phone to a family member or friend.

After receiving your current cell phone, what did you do with your old one? Did you...	Total	Region		Age			Gender	
		Urban	Rural	18-34	35-54	55+	M	F
Store it away	42%	42%	44%	45%	40%	43%	41%	44%
Give or sell it to a friend or family member	20%	20%	17%	<u>24%</u>	<u>22%</u>	12%	20%	19%
Recycle it	10%	11%	8%	5%	<u>10%</u>	<u>15%</u>	10%	10%
Return it to a store or your cell phone company	9%	8%	11%	6%	7%	<u>13%</u>	8%	9%
Throw it away in the garbage	5%	4%	5%	5%	4%	4%	6%	4%
I still have it (general)	3%	3%	4%	3%	4%	3%	4%	3%

Note: Significantly different numbers are underlined

Previous Cell Phone: Storage vs. Disposal

- by length of ownership

- The perceived value of a previous cell phone may play a role in what cell phone owners do with it once they acquire a new device.
- Newer phones, or those owned for less than 2 years, are more likely to be passed on to friends or family. Older phones, particularly those at least 3 years old are more likely to be recycled. This behaviour was observed in previous years.

After receiving your current cell phone, what did you do with your old one? Did you...	Length of Previous Phone Ownership				
	0-1 year	1-2 years	2-3 years	3-4 years	4 or more years
Store it away	42%	36%	<u>48%</u>	46%	43%
Give or sell it to a family member or friend	20%	<u>26%</u>	16%	20%	15%
Recycle it	9%	9%	10%	<u>16%</u>	14%
Return it to a store or your cell phone company	8%	8%	9%	6%	10%
Throw it away in the garbage	5%	6%	3%	2%	4%
I still have it (general)	3%	3%	<u>5%</u>	1%	2%

Note: Significantly different numbers are underlined

Previous Cell Phone: Storage vs. Disposal

- by type of phone

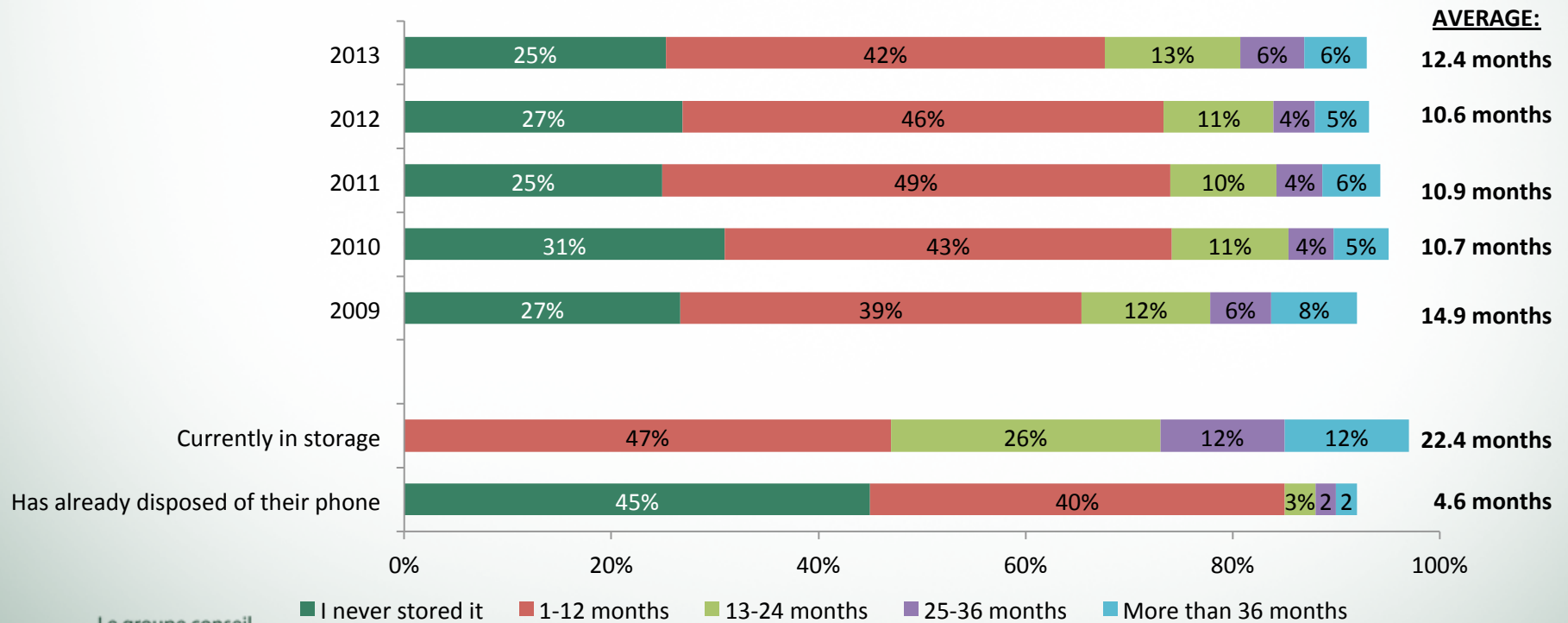
- The type of phone previously owned also seems to play a role in that phone's fate. Those who previously owned a Smartphone see more value in their phones and are more likely to give or sell it to either family members or friends (28%) or strangers (4%), or to keep it (6%), compared to those who had a regular phone. The latter are more likely to recycle it.

After receiving your current cell phone, what did you do with your old one? Did you...	Type of Phone Previously Owned	
	Smartphone	Regular
Store it away	40%	44%
Give or sell it to a family member or friend	<u>28%</u>	15%
Recycle it	3%	<u>14%</u>
Return it to a store or your cell phone company	9%	9%
Throw it away in the garbage	4%	5%
Still have it (general)	<u>6%</u>	2%
Give or sell it to someone other than family or friend	<u>4%</u>	1%
Lost / stolen	<u>2%</u>	3%

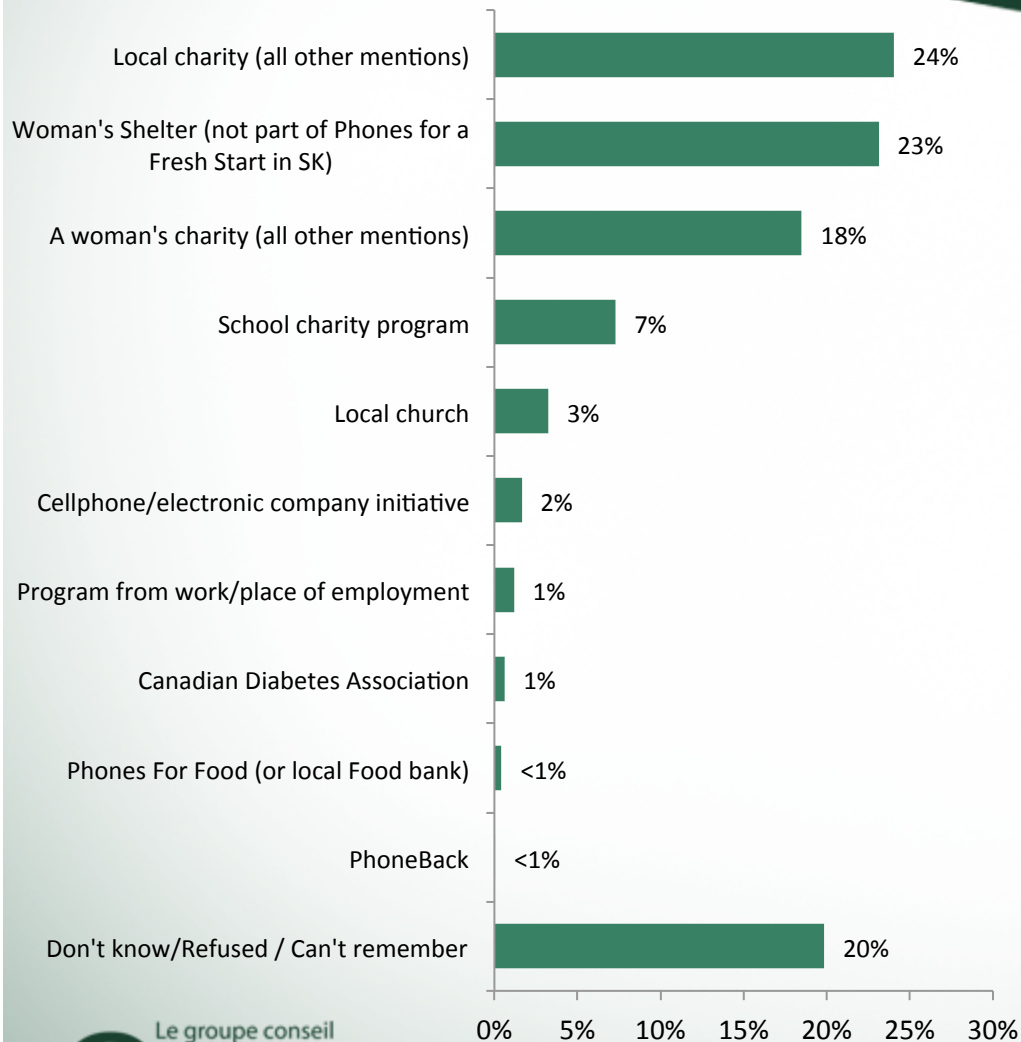
Note: Significantly different numbers are underlined

Storage Period

- The average time people have stored their old cell phones is just over a year, a significant increase from 2012. Among the 42% of cell phone owners who currently have their previous cell phone in storage, it has been there, on average, for 22 months, while those who disposed of their old phone stored it for an average of 5 months.
- Respondents who previously owned a regular phone are more likely to say they have stored their phone for a longer period of time, compared to those whose previous phone was a Smartphone (14 vs. 9 months).



Donation Programs Used



- The most common approach for cell phone donation is through a local charity (24%), followed by a woman's shelter (23%), a woman's charity (18%), a school charity program (7%), or a local church (3%).
- Many cannot remember the charity they used (20%).
- Given the small sample size (n=64), this data is not analyzed by province or by any of the demographic variables as it may not be representative of the population.

Donation Programs Used

- Small sample sizes from year to year also explain the variations in the results with previous years. However, the top-five mentions are the most common over the years.

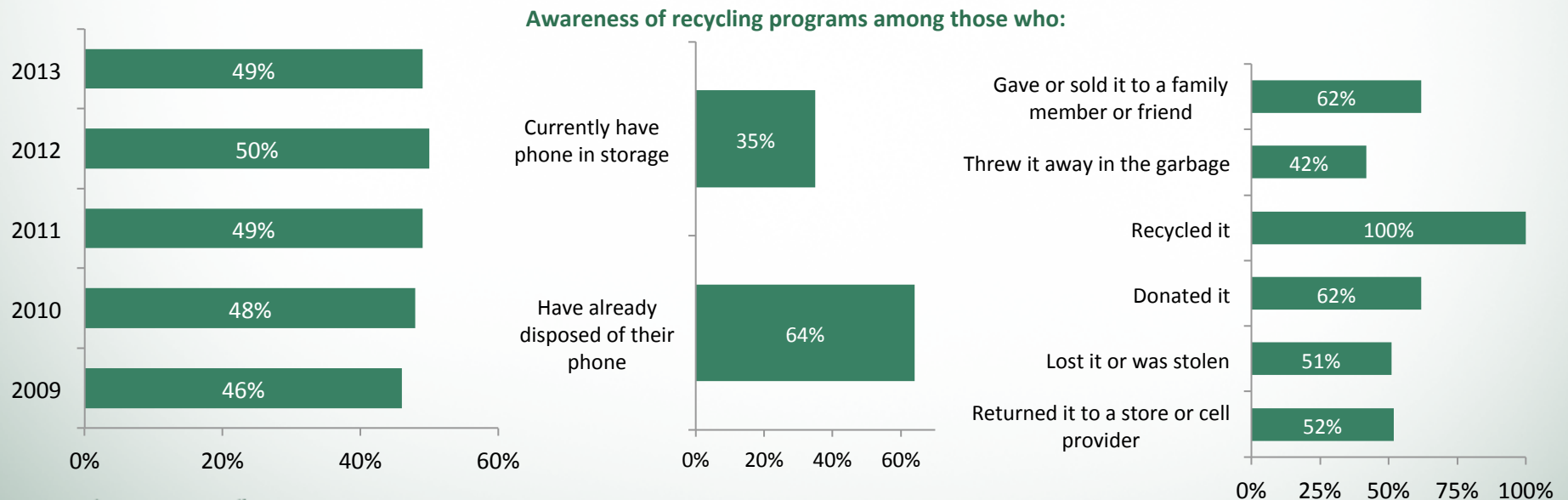
Cell Phone Donations (Top-5 mentions)	Year				
	2013	2012	2011	2010	2009
Local charity (all other mentions)	<u>24%</u>	14%	<u>34%</u>	12%	3%
Woman's Shelter (not part of Phones for a Fresh Start in SK)	23%	<u>22%</u>	10%	5%	18%
A woman's charity (all other mentions)	<u>18%</u>	9%	2%	1%	-
School charity program	7%	6%	8%	<1%	1%
Local church	3%	6%	-	2%	3%

Note: Significantly different numbers are underlined

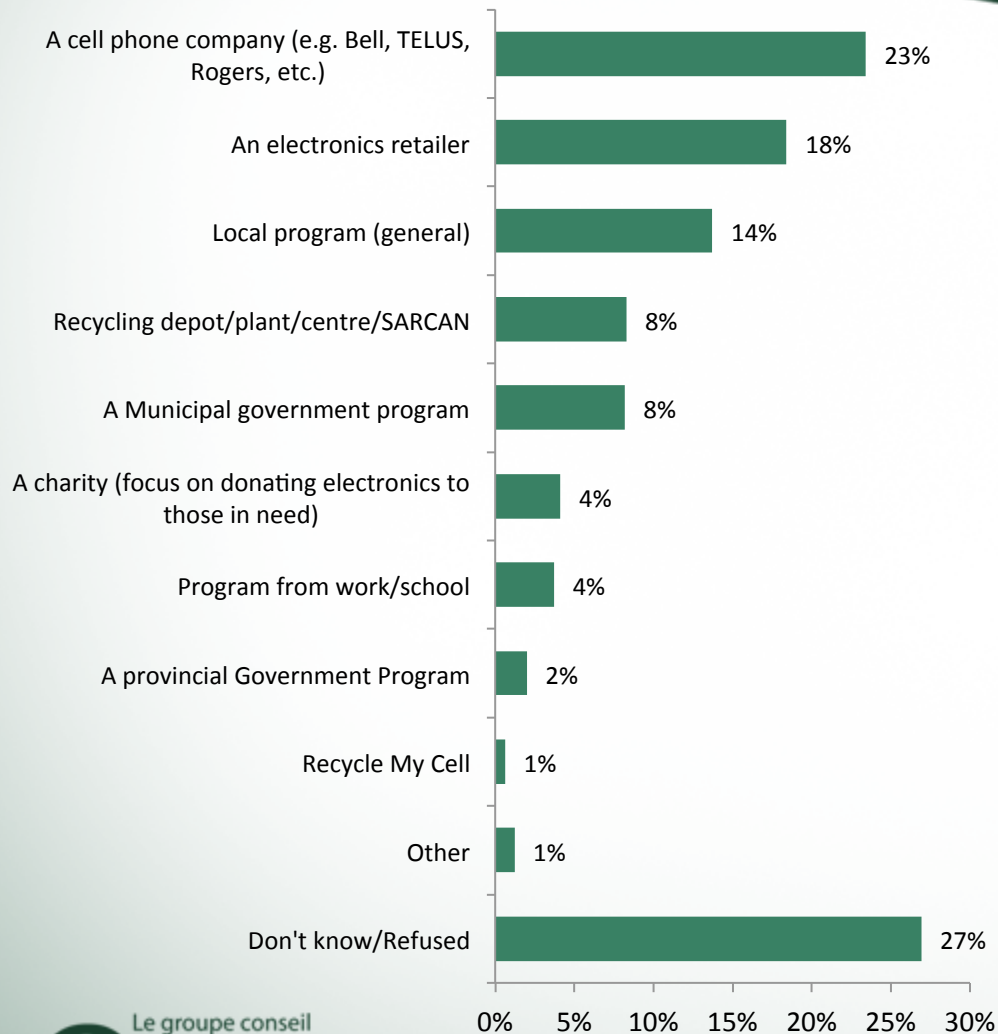
Awareness of Cell Phone Recycling

General Awareness of Recycling Programs

- Awareness of recycling programs for unused cell phones has remained stable since 2010. Generally, half of respondents (49%) are aware of recycling programs for unused phones.
- Across the provinces, awareness is particularly low among respondents in New Brunswick (39%) and Quebec (36%).
- Among those who currently have their phone in storage, 35% say they are aware of recycling programs for cell phones. Awareness is higher among those who have already disposed of their phone (64%).
- Even though over two fifths of those who threw their phones in the garbage are also aware of recycling programs, it should be noted that awareness of the programs may have occurred *after* they threw their phones away.



Unaided Awareness of Specific Programs



- Unaided awareness of Recycle My Cell is not high (1%). The RMC brand has not really garnered any momentum since the 2009 survey. However, one fifth of respondents aware of recycling programs (23%) recognize Recycle My Cell partners offering a recycling program.
- Other important mentions are electronics retailers (18%), local programs (14%), recycling depots (8%), and Municipal government programs (8%).
- Nearly one third of respondents who say they are aware of recycling programs could not name a specific one.

Unaided Awareness of Specific Programs

- by year

- Local programs, recycling depots, and Municipal government programs have become better known over the years as options to recycle old cell phones.
- In 2013, 14% say they are aware of local programs compared to 2% in 2010. Similarly, 8% of respondents are aware of recycling depots, compared to 4% in 2010, while 8% are aware of Municipal government programs in 2013, compared to 5% in 2011.

Top-5 Mentions	Year				
	2013	2012	2011	2010	2009
A cell phone company (e.g. Bell, TELUS, Rogers, etc.)	23%	21%	<u>27%</u>	<u>25%</u>	<u>29%</u>
An electronics retailer	<u>18%</u>	14%	15%	17%	13%
Local program (general)	<u>14%</u>	<u>11%</u>	<u>11%</u>	2%	-
Recycling depot/plant/centre/SARCAN	<u>8%</u>	<u>4%</u>	<u>7%</u>	<u>4%</u>	1%
A Municipal government program	<u>8%</u>	<u>9%</u>	5%	7%	7%

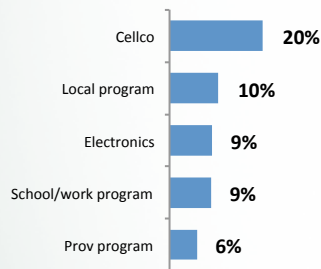
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Unaided Awareness of Specific Programs

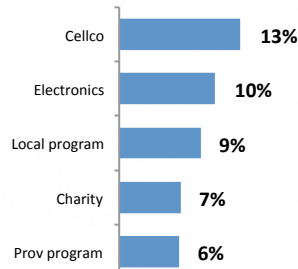
- by province

- Awareness of the various programs differs from province to province. Cell phone companies are well known across Canada, especially in Saskatchewan, and New Brunswick. Electronic retailers are well known in Alberta, Quebec, Ontario and Manitoba. Local programs are well known in British Columbia, New Brunswick, and Ontario. Recycling depots are well known in Saskatchewan, British Columbia, and Alberta. Municipal government programs are well known in Alberta, British Columbia, Quebec, Ontario and Alberta. Charities are well known in Alberta, British Columbia, and Saskatchewan.

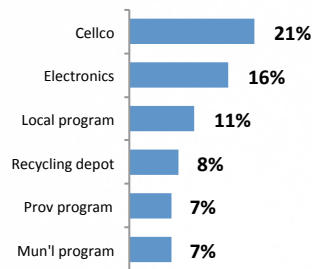
Newfoundland



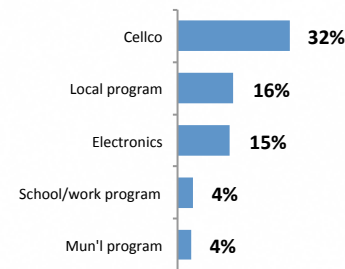
PEI



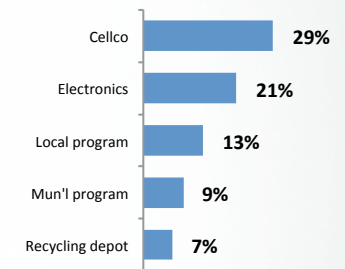
Nova Scotia



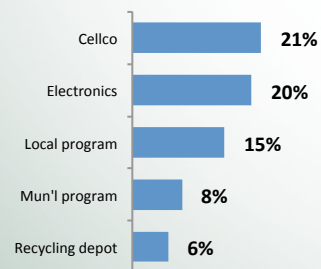
New Brunswick



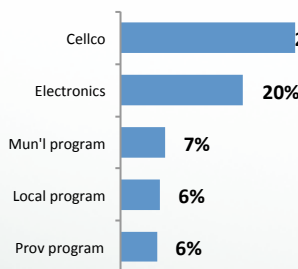
Quebec



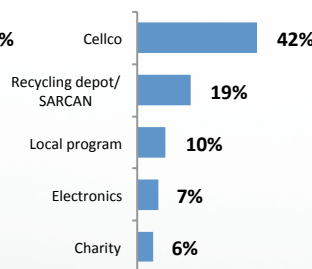
Ontario



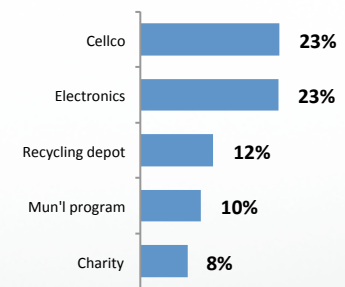
Manitoba



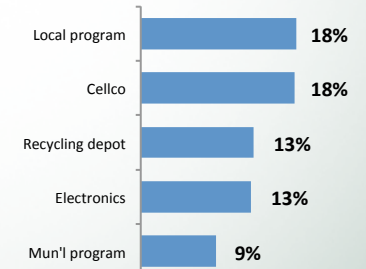
Saskatchewan



Alberta



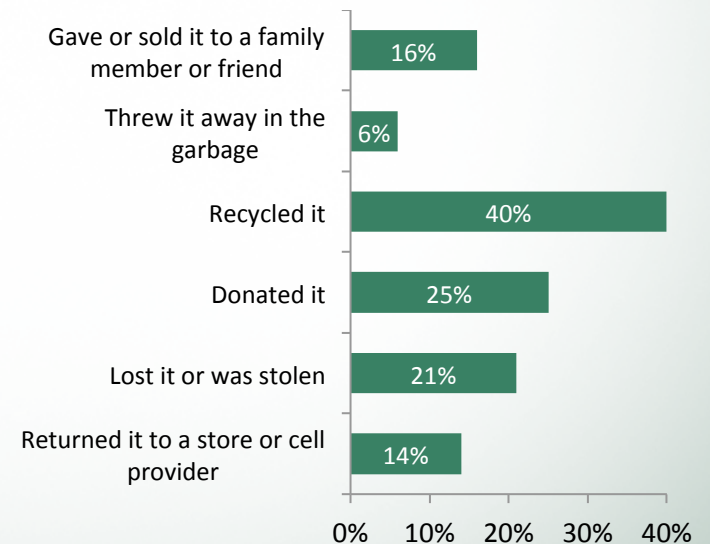
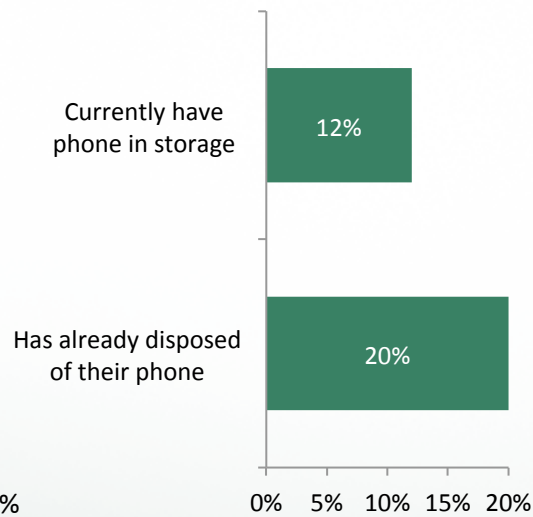
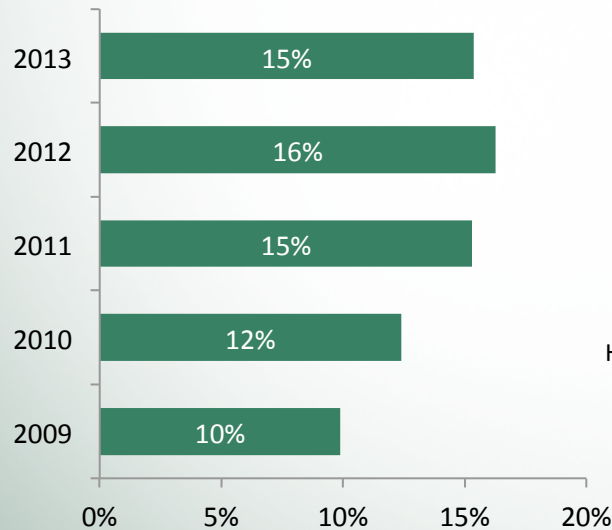
BC



Awareness of Recycle My Cell Program

- National awareness of the Recycle My Cell program is at 15% - this metric is a combination of unprompted and aided questions. The current level of awareness represents a statistically significant shift in awareness for the program since 2009 and 2010, although it has remained stable in the last 3 years.
- Recycle My Cell awareness is highest in Newfoundland (30%), and is lowest in Alberta (11%). Men are more likely than women to be aware of recycling programs in general (53% vs. 46%).
- Among those who currently have their cell phone in storage, 12% are aware of the Recycle My Cell program. As well, 20% of those who have already disposed of their phone are aware of RMC.
- Two fifths of those who recycled their previous cell phone are aware of RMC (40%).

Awareness of recycling programs among those who:



Awareness of Recycling Programs

- by province and demographics

- The following tables summarize awareness of cell phone recycling programs in general and overall awareness of the Recycle My Cell program specifically.

% AWARE	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MB	SK	AB	BC
Recycling programs in general	49%	<u>52%</u>	<u>59%</u>	<u>48%</u>	39%	36%	<u>54%</u>	<u>44%</u>	<u>56%</u>	<u>48%</u>	<u>61%</u>
Recycle My Cell – prompted + unprompted	15%	<u>30%</u>	20%	13%	16%	15%	16%	16%	<u>19%</u>	11%	15%

% AWARE	Total	Region		Age			Gender	
		Urban	Rural	18-34	35-54	55+	M	F
Recycling programs in general	49%	50%	47%	47%	52%	48%	<u>53%</u>	46%
Recycle My Cell – prompted + unprompted	15%	15%	17%	14%	17%	14%	16%	14%

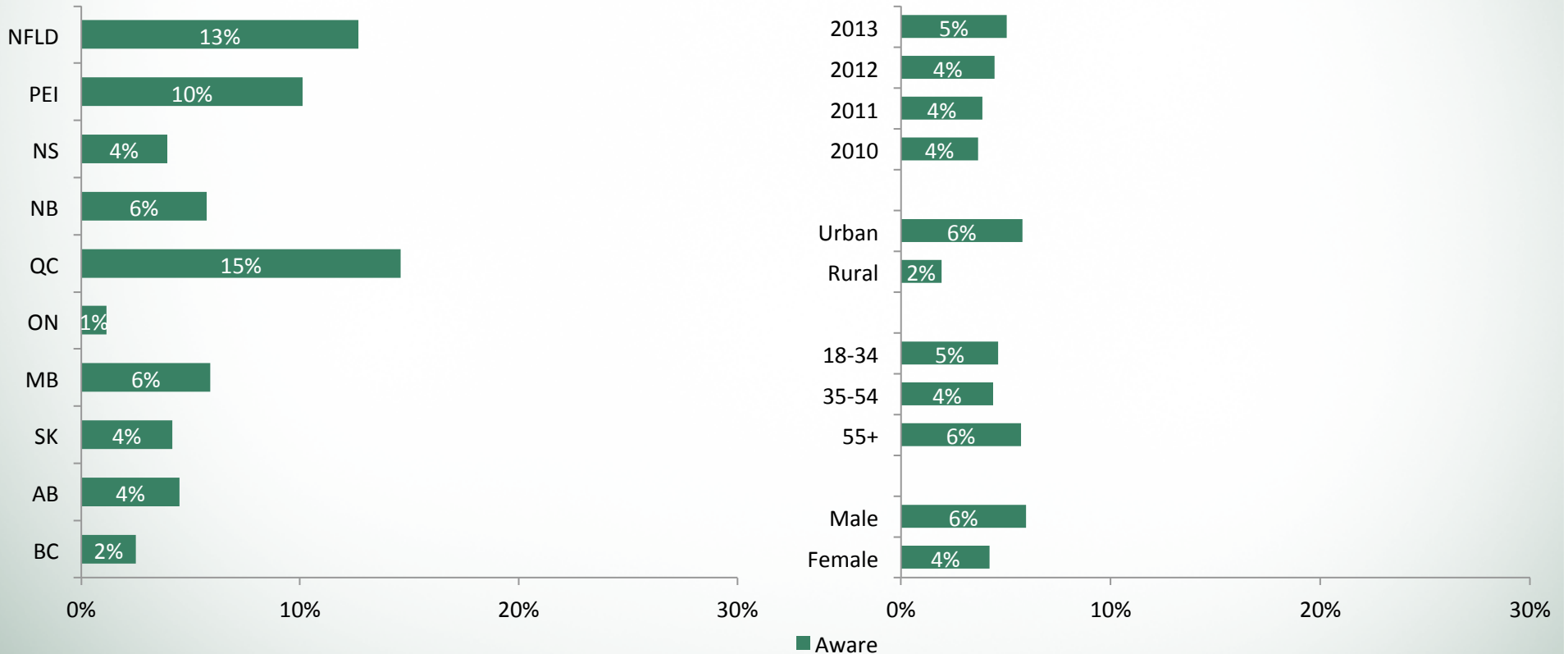
Note: Significantly different numbers are underlined

Question 13 Base Are you aware of any recycling programs for unused cell phones?
All Respondents, n=4,014 (question was not asked to those who previously said they recycled their phone, but this group was included in the base for this question)

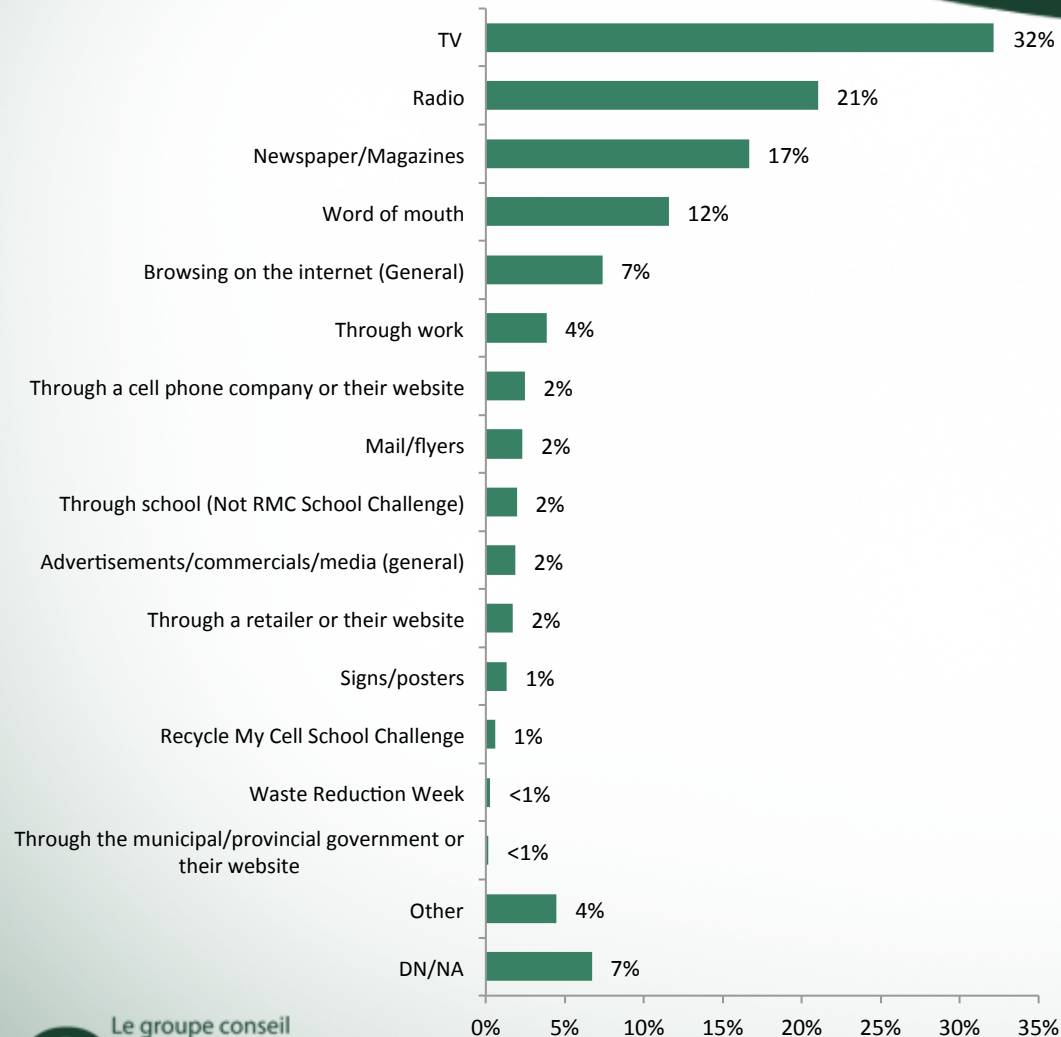
Question 15 Base Have you heard about the Recycle My Cell program?
All Respondents, n=4,014 (question was not asked to those who previously said they were aware of this program, but were included in the base for this question)

Awareness of Recycle My Cell Through Waste Reduction Week

- Only 5% of those aware of WRW recalled RMC as one of its sponsors. Awareness is significantly higher in Quebec and Newfoundland (15% and 13% respectively).



Recycle My Cell Awareness Channels



- Mass media continues to be the most commonly mentioned advertising channel for Recycle My Cell. Among all those aware of Recycle My Cell, 32% say they heard about this program through television, 21% over the radio, and 17% through newspapers and magazines.
- Television is least likely to be mentioned by Ontario residents (24%). Radio is more likely to be mentioned by Albertans (42%).
- Newspapers and magazines are more likely to be mentioned by residents of Ontario (26%) and PEI (22%), as well as Canadians over 35 years old when compared to younger respondents (20% vs. 7%).
- Word of mouth is mentioned by just over one in ten respondents (12%).

Recycle My Cell Awareness Channels

- by year

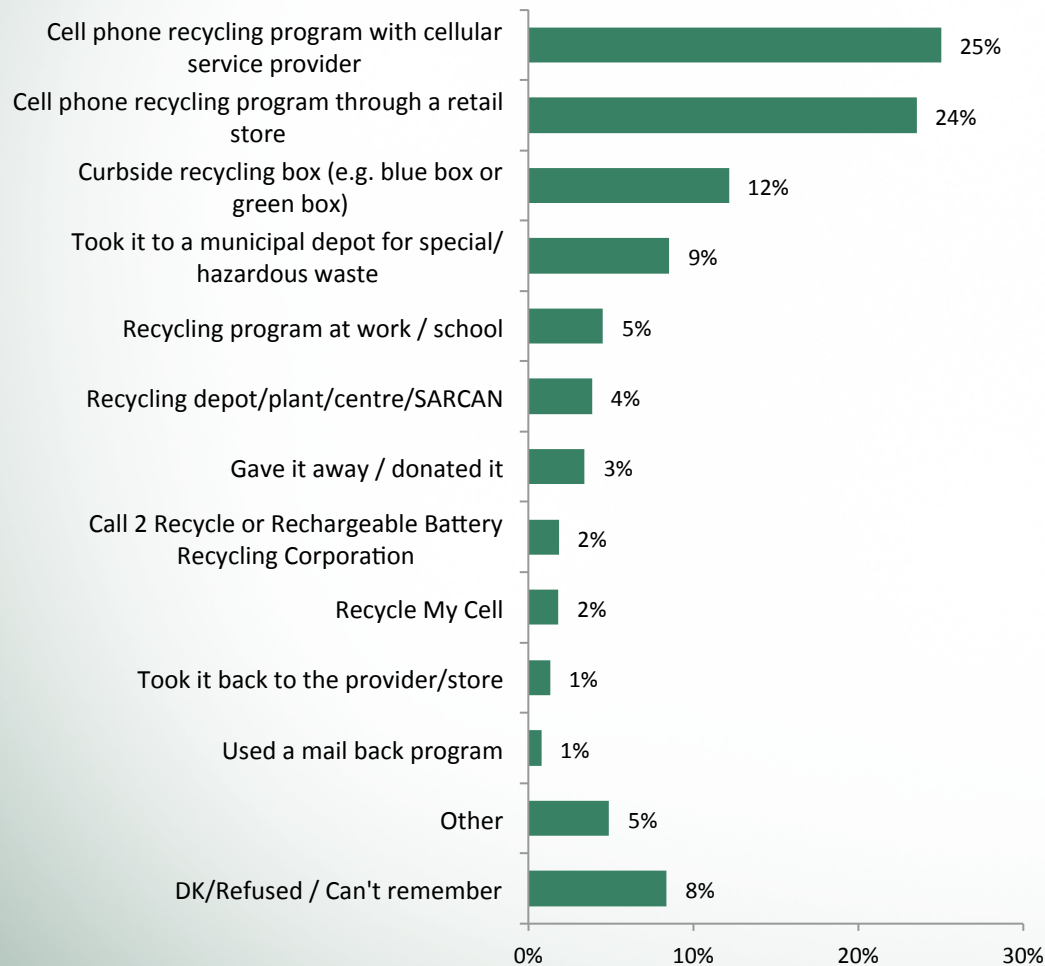
- While awareness through television has remained stable over the past three years, awareness via radio has returned to be as important a source as it was in 2011 and 2010. Word of mouth has also been steadily climbing as a source since 2010.

Top-5 Mentions	Year			
	2013	2012	2011	2010
TV	32%	32%	33%	<u>42%</u>
Radio	<u>21%</u>	13%	<u>22%</u>	<u>21%</u>
Newspaper/Magazines	17%	16%	17%	17%
Word of mouth	12%	10%	8%	7%
Browsing on the internet (General)	7%	5%	4%	5%

Note: Significantly different numbers are underlined

Cell Phone Recycling

Approaches Used for Cell Phone Recycling



- The most common approaches to recycle old phones are the recycling programs led by cellular service providers (25%) and those through retail stores (24%).
 - Among the 79 respondents who mentioned a cellular service provider program, only 16% were aware that these provider programs are part of the Recycle My Cell program.
- Other approaches to recycling phones include, curbside recycling boxes (12%), Municipal depots (9%), recycling programs at work or school (5%), recycling depots (4%), and donating it (3%).

Approaches Used for Cell Phone Recycling

- Top responses by year

- Recycling programs through a retail store have become significantly more popular since 2010 (from 13% in 2010 to 24% in 2013).
- Although not statistically significant, it is interesting to note the slight increase in the use of curbside recycling boxes in 2013 compared to previous years.

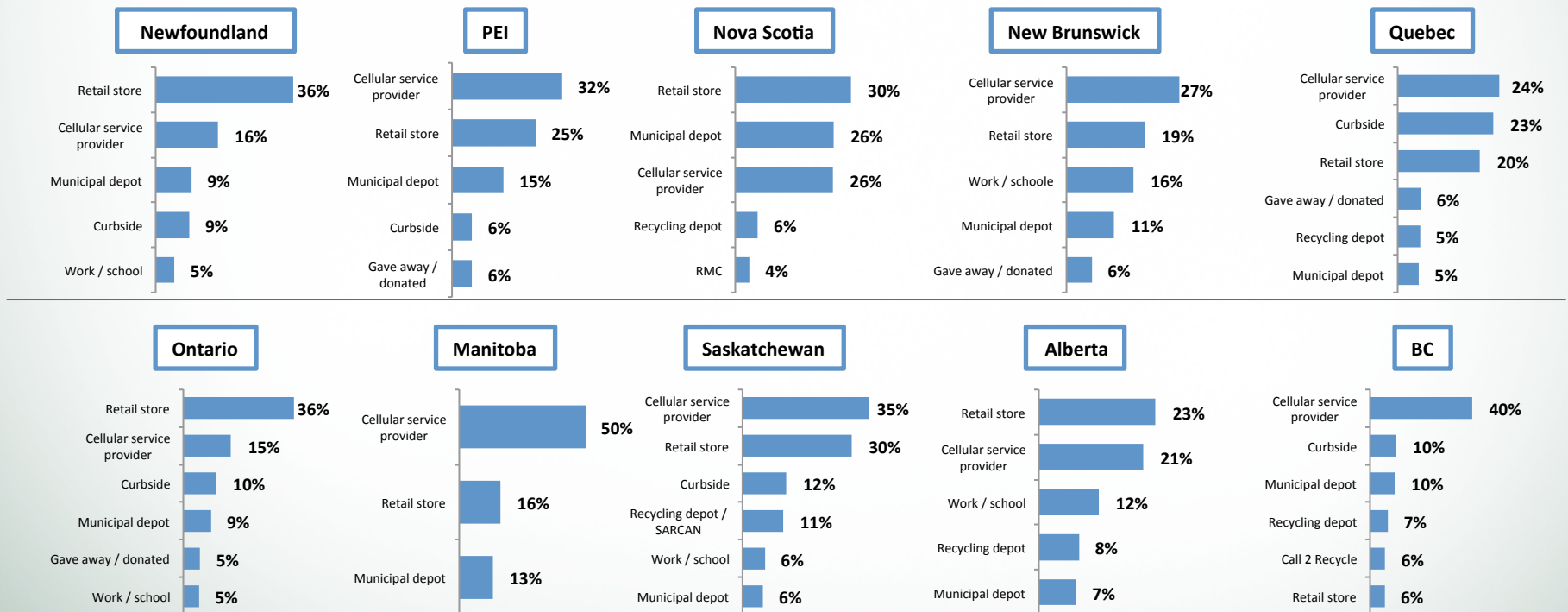
Top-5 Mentions	Year				
	2013	2012	2011	2010	2009
Cell phone recycling program with cellular service provider	25%	27%	<u>36%</u>	28%	35%
Cell phone recycling program through a retail store	<u>24%</u>	17%	10%	13%	16%
Curbside recycling box (e.g. blue box or green box)	12%	8%	6%	8%	9%
Took it to a municipal depot for special/hazardous waste	9%	10%	14%	11%	9%
Recycling program at work / school	5%	8%	6%	4%	3%

Note: Significantly different numbers are underlined

Approaches Used for Cell Phone Recycling

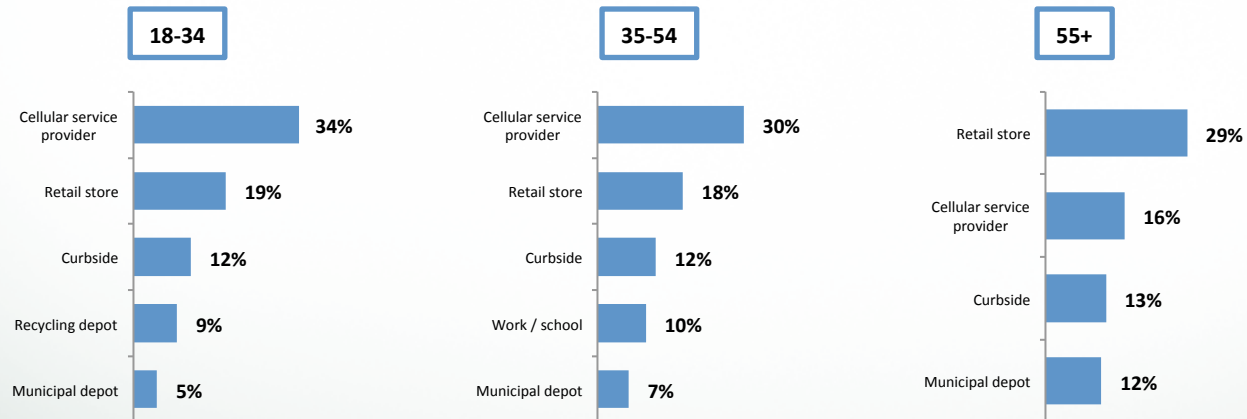
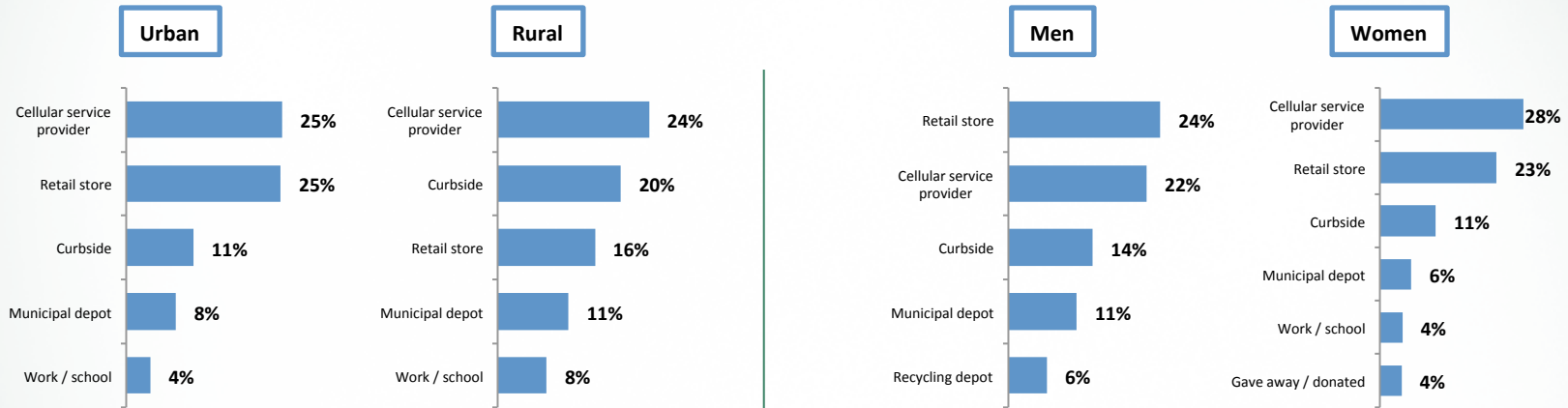
– Top responses by province

- The most common approaches for cell phone recycling by province and by demographic variables are shown on this slide and the next slide, however the sample sizes are too small to highlight any significant differences.



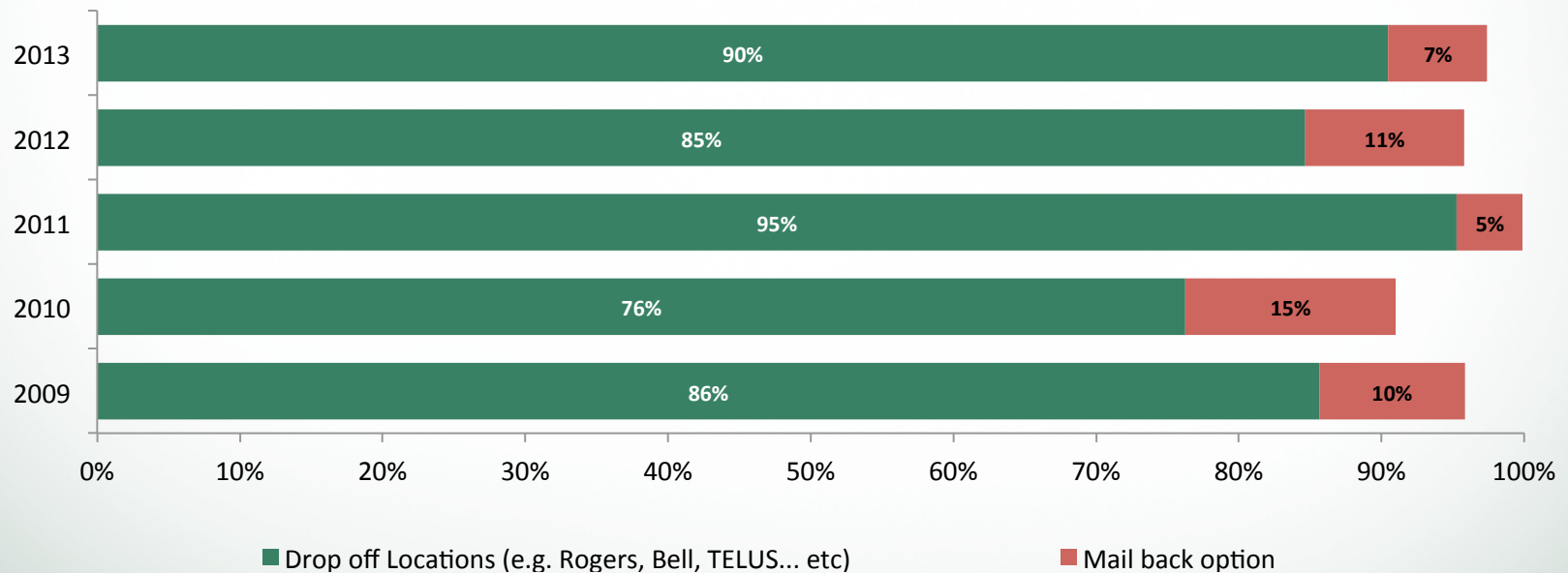
Approaches Used for Cell Phone Recycling

– Top responses by demographics



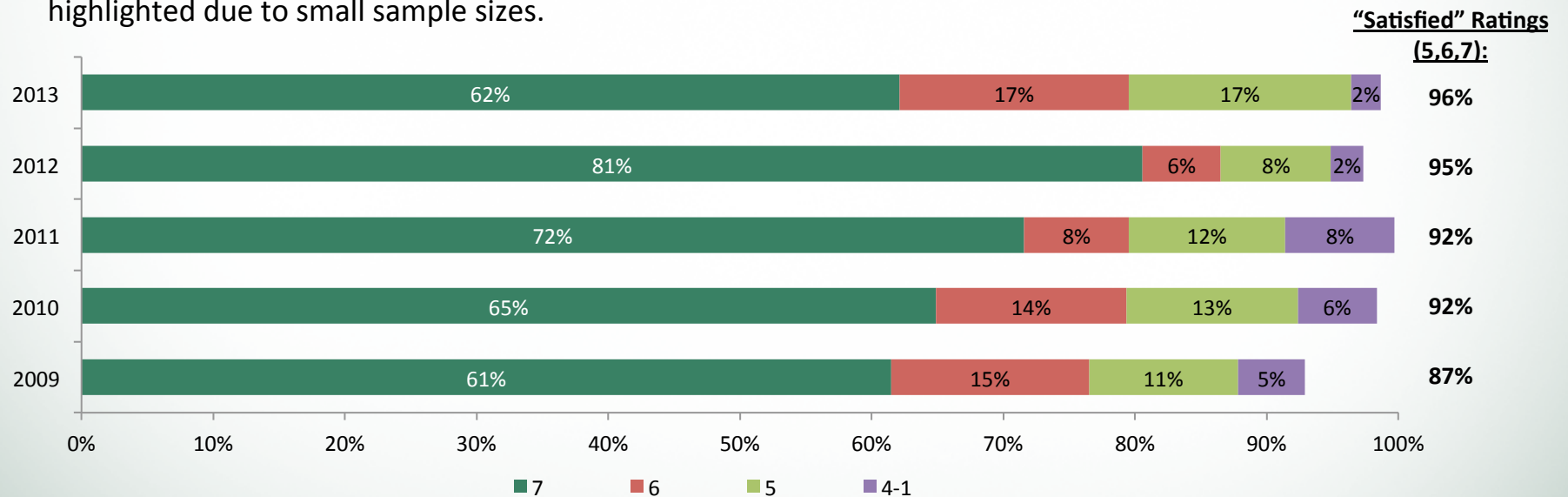
Mail-back vs. Drop-off Recycling

- Nine in ten respondents using the Recycle My Cell program as a service to recycle their old phone used the drop-off locations, while 7% say they used the mail-back option.
- No other significant differences can be highlighted due to small sample sizes.



Satisfaction with Cell Recycling Experience

- The vast majority (96%) of those who recycled their phone through Recycle My Cell are satisfied with their cell recycling experience, giving at least a score of 5 on a 7-point scale. Although there are fewer giving a score of 7 (extremely satisfied) compared to previous years, the difference is not statistically significant in any of the year-by-year results.
- When “satisfied” respondents were asked to explain their rating, 74% said the process was easy and had no issues, and 11% said the information was good and they knew the recycling will be done properly. The few dissatisfied respondents said there was not enough information. No other significant differences can be highlighted due to small sample sizes.



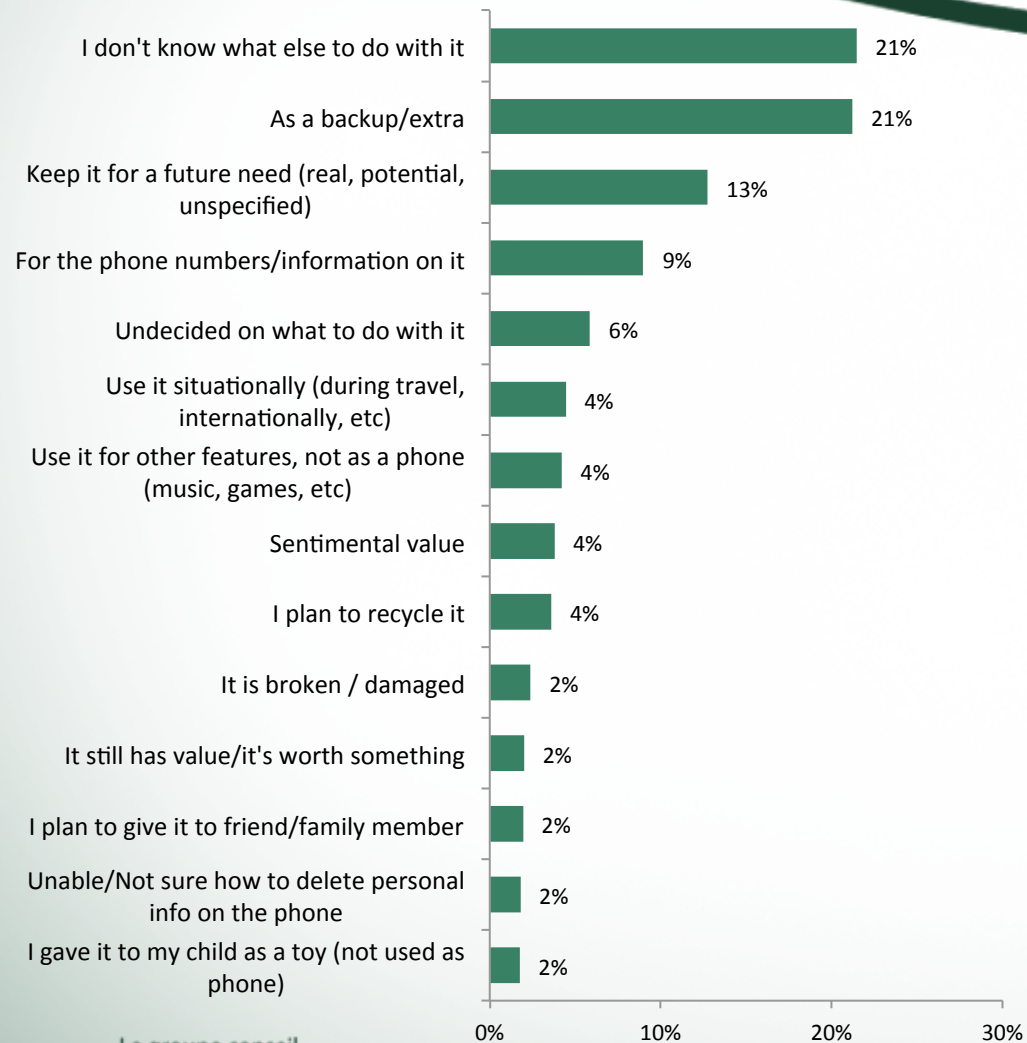
Question 11a How satisfied were you with your cell phone recycling experience? Please use a scale from 1 to 7, where 1 is extremely dissatisfied and 7 is extremely satisfied.

Base Respondents who currently own a cell phone and returned a previous cell phone through Recycle My Cell or a service provider recycling program, n=107

Question 11b Can you please explain this rating?

Base Respondents who currently own a cell phone and returned a previous cell phone through Recycle My Cell or a service provider recycling program, and rated their recycling experience, n=101

Reasons for Not Recycling Prior Cell Phone



- The main three reasons why Canadians keep their old cell phone instead of recycling it are: because they do not know what else to do with it (21%), to have a back up device (21%), and to keep it for a future need (13%).
- As shown on the following slide, in 2013 respondents are more likely to say they keep their old cell phone to use it for other features such as music and games (not as a phone), compared to previous years (4% vs. 1%).

Note: Only responses mentioned by at least 2% of respondents are presented

Reasons for Not Recycling Prior Cell Phone

- by year and type of phone

- Those who previously had a Smartphone are more likely to say they use it for other features such as music or games (not as a phone) (8%), or that they plan to give it to a friend or family member (4%), compared to those who had a regular cell phone (2% and 1% respectively). The latter are more likely to say they are undecided on what to do with the old phone (8% vs. 2%).
 - Respondents whose previous cell phone was a Smartphone and are aware of recycling programs are more likely than those unaware of recycling programs to say they keep their old cell phone as a backup (37% vs. 17%).
 - Those whose previous phone was a regular feature phone and are aware of recycling programs are more likely than those unaware to say they keep their old phone for sentimental value (7% vs. 2%), or they plan to donate it (2% vs. <1%).
 - Regardless of the type of previous cell phone, respondents are more likely to say they do not know what else to do with it if they are also unaware of recycling programs (27% vs. 12%).

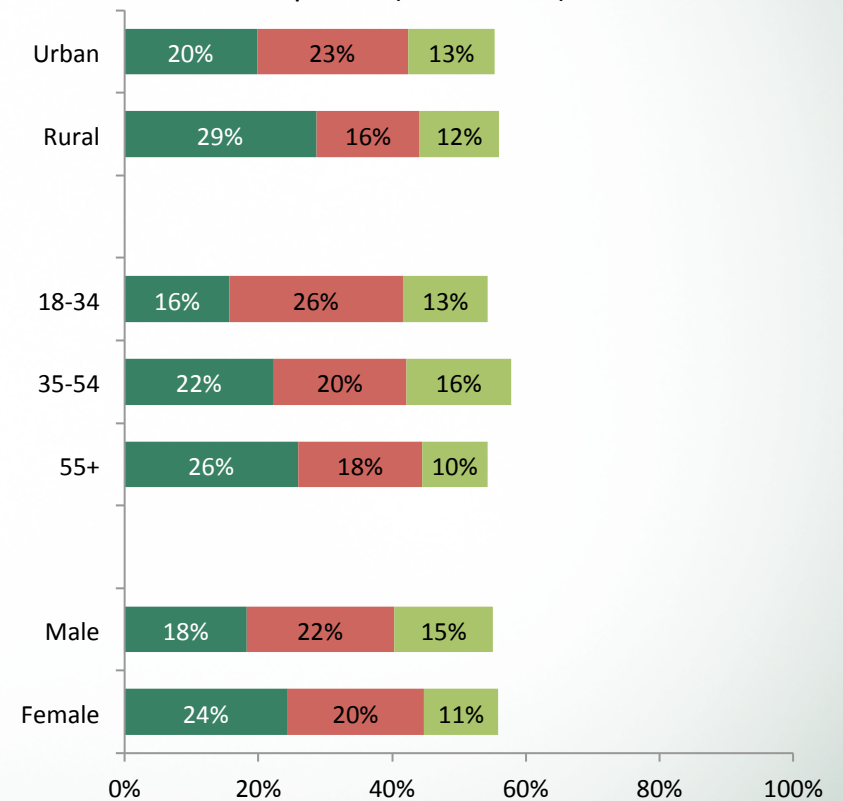
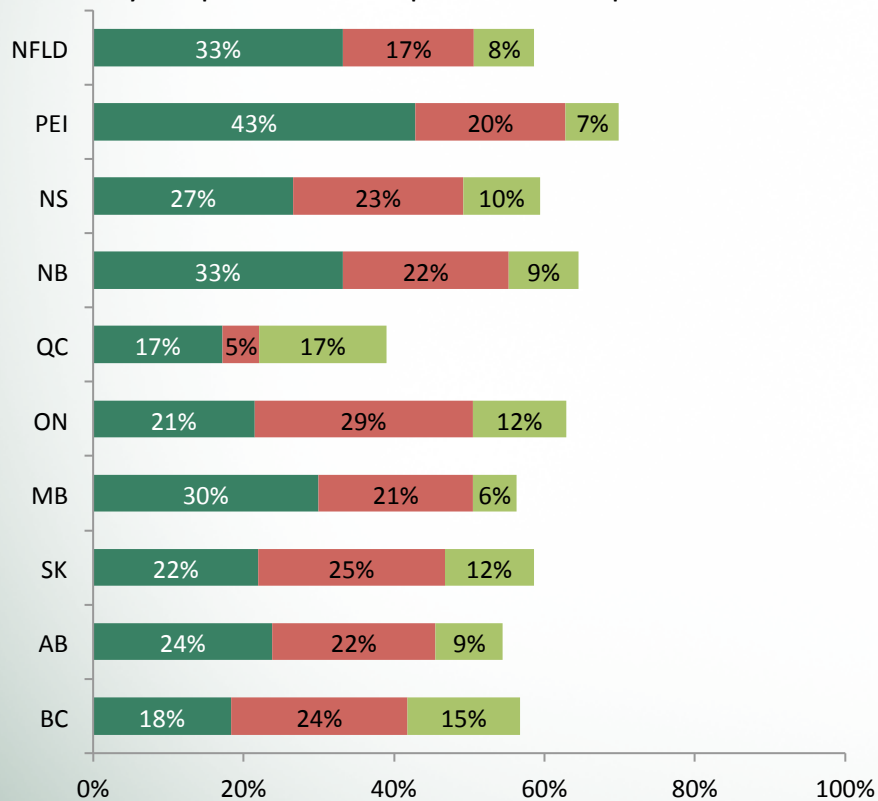
Top-5 Mentions	Year					Type of previous phone	
	2013	2012	2011	2010	2009	Smartphone	Regular
I don't know what else to do with it	21%	22%	<u>27%</u>	21%	26%	19%	23%
As a backup/extra	<u>21%</u>	18%	<u>25%</u>	20%	16%	26%	19%
Keep it for a future need (real, potential, unspecified)	13%	<u>15%</u>	13%	<u>15%</u>	10%	11%	13%
For the phone numbers/information on it	<u>9%</u>	5%	<u>9%</u>	5%	5%	9%	8%
Undecided on what to do with it	6%	5%	<1%	5%	6%	2%	<u>8%</u>
Use it for other features i.e. music, games (not as a phone)	<u>4%</u>	1%	<1%	1%	-	<u>8%</u>	2%
I plan to give it to a friend/family member	2%	3%	2%	4%	-	<u>4%</u>	1%

Note: Significantly different numbers are underlined

Reasons for Not Recycling Prior Cell Phone

– Top 3 responses

- Respondents over 55 years old are more likely to say they do not know what to do with the old phone, compared to those between 18 and 34 years old (26% vs. 16%). In addition, those 18 to 54 years old are more likely than those over 55 to say they keep their old cell phone for the phone numbers and information stored in the old phone (11% vs. 4%).

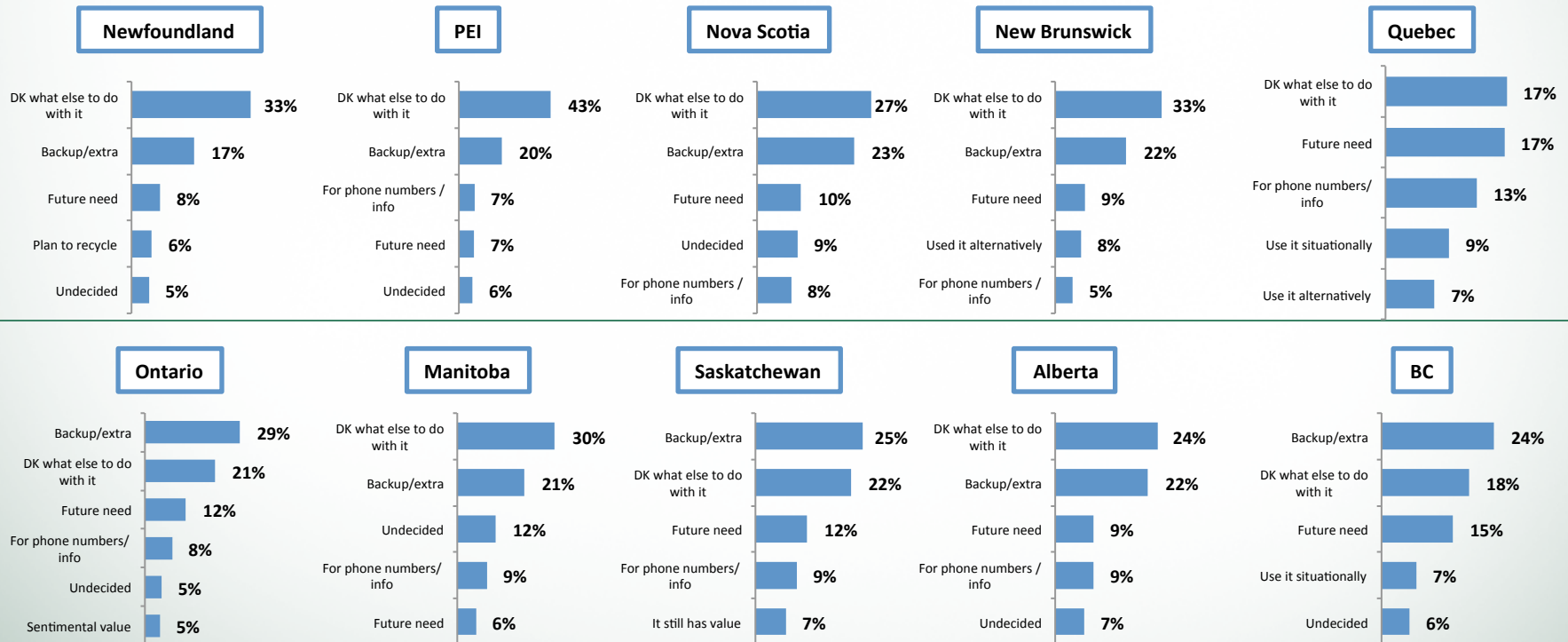


■ I don't know what else to do with it ■ As a backup/extra ■ Keep it for a future need (real, potential, unspecified)

Reasons for Not Recycling Prior Cell Phone

– Top responses by province

- The most common reasons for not recycling old phones by province are displayed on this slide. Residents of PEI, Newfoundland, New Brunswick, and Manitoba are more likely to say they did not know what to do with their old phone, compared to residents of other provinces, particularly Quebec, Ontario, Saskatchewan, and British Columbia. Quebecers are the least likely to say they kept their old phone as a backup, but more likely to say they keep it for a future need or for the information in them.

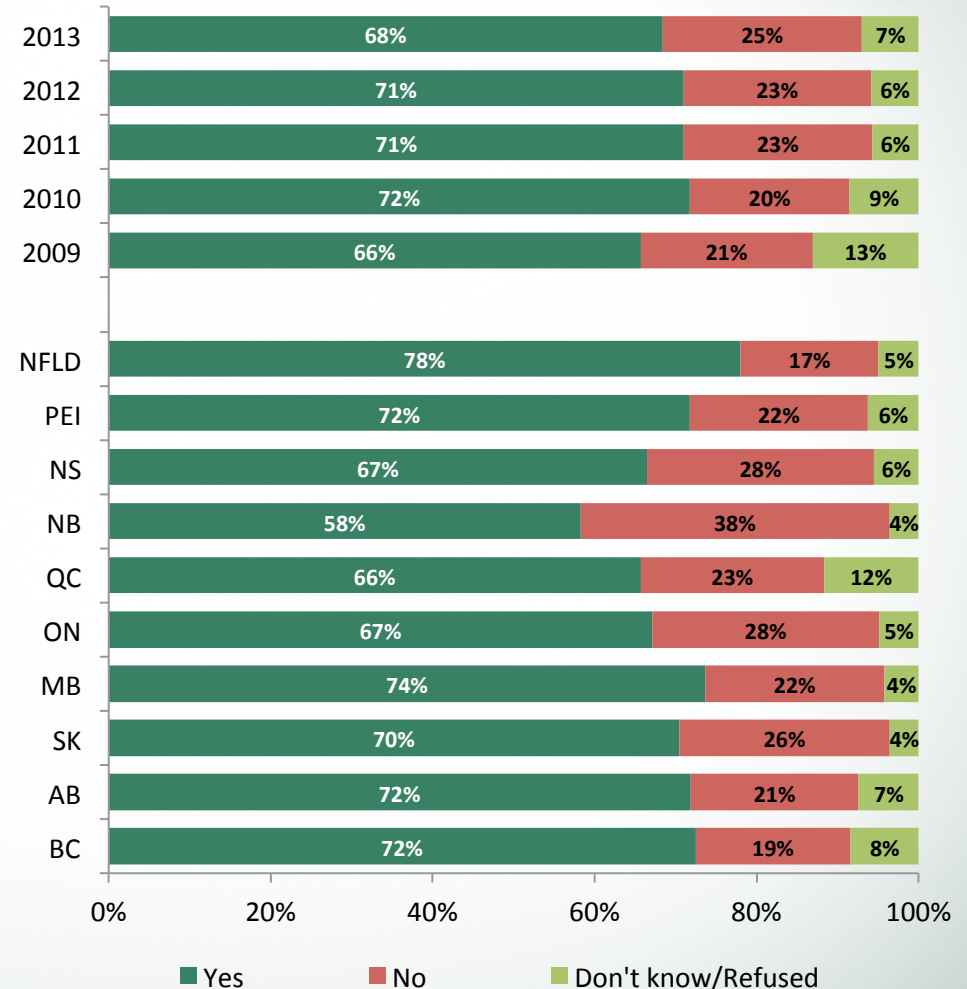


Potential for Cell Phone Recycling

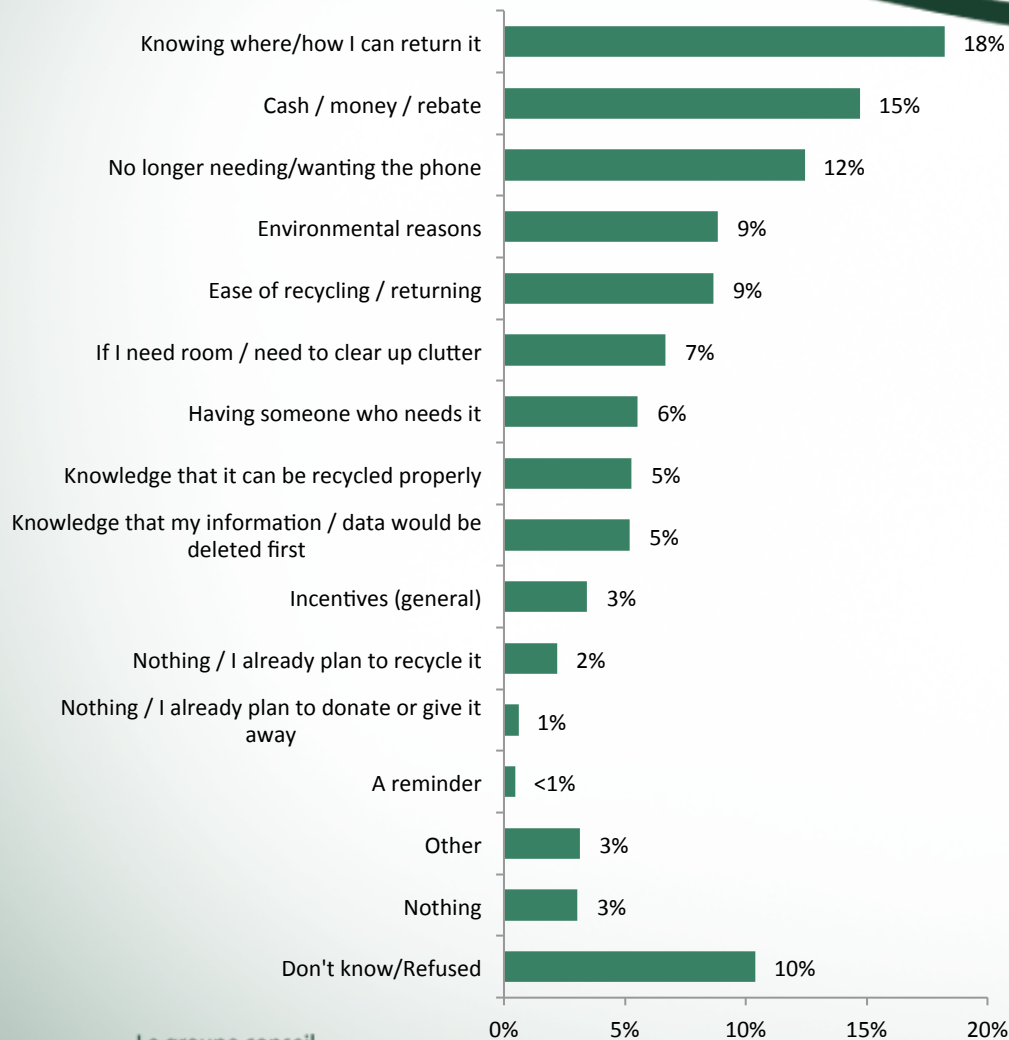
Likelihood of Recycling in the Future

– by province

- Two thirds (68%) of Canadians currently storing an old cell phone say they would be willing to recycle or return it. One quarter (25%) do not think they will recycle their phone, and 7% do not know whether or not they would.
- The appeal of recycling seems to be fading over time as noted by the increased proportion of those not interested in recycling – it has grown from 20% in 2010 to 25% in the most recent round of research.
- Interest in recycling their stored phones is highest among respondents in Newfoundland, while resistance seems a little higher in New Brunswick, Quebec, Nova Scotia, and Ontario.
- Respondents who previously owned a Smartphone are more likely to say they will *not* recycle their phone in the future, compared to those whose previous phone was a regular featured phone (32% vs. 21%).



Encouraging Cell Phone Recycling



- Cell phone owners with a previous cell phone in storage would consider recycling especially...
 - ...if they had more information on how they can return their phone (18%);
 - ...if they did not need or want the phone anymore (12%);
 - ...for environmental reasons (9%);
 - ...if the process were easy (9%); or,
 - ...if they need room or to clear up clutter (7%).

- Another 15% would feel encouraged to recycle their old phone(s) if there was a monetary incentive or a rebate on a new phone or their phone bill and another 3% referred to incentives in general. These results are consistent with previous surveys.

Encouraging Cell Phone Recycling

- by year

- Simply knowing where and how to recycle appears to be incentive enough for 1 in 5 cell owners who have a phone in storage, especially among older women (as shown on the following page).
- As shown earlier in this report, cell phones are more and more likely to be seeing “second” lives with their owners, either as a back-up device or for other purposes such as listening to music, playing games, etc. As such, it is not surprising to see that a growing proportion of respondents are indicating they will recycle the device when they no longer need it.

Top-5 Mentions	Year				
	2013	2012	2011	2010	2009
Knowing where/how I can return it	<u>19%</u>	14%	18%	<u>20%</u>	14%
Cash / money / rebate	<u>15%</u>	14%	13%	11%	10%
No longer needing/wanting the phone	<u>13%</u>	<u>9%</u>	<u>9%</u>	-	5%
Environmental reasons	9%	11%	8%	<u>12%</u>	<u>13%</u>
Ease of recycling / returning	<u>9%</u>	<u>9%</u>	<u>11%</u>	5%	<u>12%</u>

Note: Significantly different numbers are underlined

Encouraging Cell Phone Recycling

– by demographics

- Men are more likely than women to recycle if they were offered some sort of incentive, while Quebecers are the least likely province to feel motivated to recycle their phones with a monetary incentive. Women are more likely to say they would recycle if there were enough information on how to return it. An environmental message would especially resonate among Quebecers, as well as cell phone owners under 55 years of age. PEI residents are more likely to say they would recycle their old phone if there were an easy process to recycle or return it.

What would encourage you to recycle or return it?	Total	Region		Age			Gender	
		Urban	Rural	18-34	35-54	55+	M	F
Knowing where/how I can return it	18%	18%	21%	14%	20%	19%	15%	<u>22%</u>
Cash / money / rebate	15%	15%	14%	17%	15%	12%	<u>19%</u>	11%
No longer needing/wanting the phone	12%	<u>13%</u>	8%	13%	12%	13%	13%	12%
Environmental reasons	9%	9%	8%	<u>12%</u>	<u>10%</u>	5%	8%	9%
Ease of recycling / returning	9%	8%	12%	9%	8%	9%	7%	10%

What would encourage you to recycle or return it?	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MB	SK	AB	BC
Knowing where/how I can return it	18%	22%	<u>37%</u>	22%	24%	17%	15%	<u>25%</u>	14%	21%	<u>25%</u>
Cash / money / rebate	15%	13%	16%	<u>22%</u>	<u>26%</u>	8%	<u>17%</u>	<u>19%</u>	<u>19%</u>	<u>18%</u>	12%
No longer needing/wanting the phone	12%	10%	3%	9%	8%	<u>15%</u>	13%	11%	10%	14%	7%
Environmental reasons	9%	7%	4%	5%	4%	<u>18%</u>	6%	6%	6%	8%	7%
Ease of recycling / returning	9%	10%	<u>30%</u>	8%	7%	4%	10%	<u>12%</u>	8%	9%	<u>11%</u>

Note: Significantly different numbers are underlined

Encouraging Cell Phone Recycling

- by likelihood of recycling it in the future

- One fifth (21%) of those already inclined to recycle their phone simply need to be informed of where and how they can actually do it. Roughly one in ten would need environmental reasons (11%), an easy way of recycling (11%), or no longer needing or wanting the phone (14%).
- Those who did not anticipate recycling their phone in the future are more likely to say a monetary incentive or rebate would encourage them to recycle their old phone (27%). Some also appear to be willing to recycle only when they feel they no longer need the old phone (10%). Fully 9% feel nothing would encourage them to recycle or return their previous phone.
- Those undecided about recycling seem to resemble actual intenders in their behavior rather than non-recyclers – 28% of “undecided” recyclers would be encouraged to recycle by being informed of where and how they can do it.

What would encourage you to recycle or return it?	Total	Likelihood to Recycle (2013)		
		Would Recycle	Would not Recycle	Undecided
Knowing where/how I can return it	18%	<u>21%</u>	7%	<u>28%</u>
Cash / money / rebate	15%	11%	<u>27%</u>	10%
No longer needing/wanting the phone	12%	14%	10%	9%
Environmental reasons	9%	<u>11%</u>	2%	8%
Ease of recycling / returning	9%	<u>11%</u>	4%	2%

Note: Significantly different numbers are underlined

Encouraging Cell Phone Recycling

- by type of previous cell phone

- As mentioned previously in the report, respondents who have a Smartphone in storage still see value in it, and therefore they are more likely to feel motivated to recycle their previous Smartphone if they could sell it or receive a rebate or incentive, compared to those storing a regular cell phone (21% vs. 12%).

What would encourage you to recycle or return it?	Total	Type of previous cell phone	
		Smartphone	Regular Cell Phone
Knowing where/how I can return it	18%	18%	18%
Cash / money / rebate	15%	<u>21%</u>	12%
No longer needing/wanting the phone	12%	13%	12%
Environmental reasons	9%	10%	8%
Ease of recycling / returning	9%	7%	9%

Note: Significantly different numbers are underlined