

Understanding Cell Phone Recycling Behaviours

CWTA Recycling Summary

*submitted by Nanos to Canadian Wireless Telecommunications Association, January 2016
(Submission 2015-727)*



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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;
- evaluate Canadians' likelihood of using a cell phone recycling program in the future; and,
- understand what would motivate Canadians to recycle their used cell phones.

The study is of Canadian cell phone owners excluding new phone owners with no previous cell phone to store or dispose of. The results of this report are a part of a tracking study by CWTA and includes tracking questions and new content.



Strong support for cellular phone recycling – differences in how phones are used, stored, and disposed of between younger and older Canadians may require different engagement strategies

Most Canadians only have one cell phone they actively use, and the majority of phones that Canadians actively use were bought brand new. Canadians on average held onto their last phone for over two and a half years, having owned on average about four phones prior to their current one. Almost half of Canadians currently have a cell phone in storage, and storing away an old phone was the most popular method of cell phone disposal. Just under half of participants reported having stored their phones for less than a year. Older Canadians are far more likely to recycle their old phone, while younger Canadians are more likely to give away or sell their last phone.

The most popular reason not to recycle, and instead keep their previous phone, was that they did not know what else to do with it. However, the majority of Canadians strongly support cell phone recycling and say they would be willing to recycle their old phone. Money or rebates was the most popular way respondents said they could be motivated to recycle. Most Canadians reported recycling their old phones at either a special/hazardous waste depot, or through programs led by their cellular provider/Recycle My Cell. Younger Canadians and rural Canadians were most likely to recycle using a program through their cell phone carrier while older Canadians as well as urban Canadians were more likely to take it to a waste depot. The vast majority of Canadians who did recycle their phone rated their experience as satisfactory, with the most popular reason cited being that the process was simple and easy.

Just under half of Canadians would turn to Google or the Internet for information if they were to consider recycling their old cell phone, followed by their cellular service provider. That being said, overall awareness of recycling programs for unused cell phones is at 36% at the time of the survey. Awareness of recycling programs is highest among respondents who donated their phone to charity and those who sold the last cell phone they owned – conversely, awareness is lowest among those who threw out their last phone (16%).

Unaided awareness of the Recycle My Cell program is low and consistent with previous waves of the study. Without a prompt, programs in retail stores, through a cell phone company, recycling depot programs, and programs organized by the municipal government had the highest awareness. Awareness of programs through retailers has increased over the last year while awareness of programs through cell phone carriers has decreased. Awareness of the Recycle My Cell program is highest among those who have returned or traded in their phone to their cell phone carrier, those who stored their phone away, and those who gave away the last cell phone they owned. As in previous waves, respondents reported hearing of the Recycle My Cell Program on television more than through any other channel.

Cell phone ownership:

- **Cell phones actively used** – Nine in ten (91%) respondents personally have only one cell phone that they actively use. Eight percent have two active phones, and less than one percent total have three or more cell phones.
- **New vs. second hand cell phones** – The trend regarding new or used phones has not changed over the past five years. Just over nine in ten (92%) bought their phone new (compared to 94% in 2011) and seven percent got their phone used (compared to five percent in 2011). There were also no significant differences amongst the different demographic categories.

Cell phone ownership:

- **Prior cell phone ownership** – The trend of how many phones Canadians have had prior to their current phone has steadily increased since 2011, with just over two fifths (43%) saying they've owned four or more phones (compared to 36% in 2011). Younger Canadians aged 18 to 34 were almost three times more likely than older Canadians (aged 55 plus) to have four or more previous phones (65% versus 23%).
- **Cell phone usage** – On average, Canadians used their previous cell phone for 33.6 months before they acquired their current phone. The average for younger Canadians aged 18 to 34 is lower (28.4 months) compared to older Canadians, who held onto their phones for longer than average (37.5 months).
- **Stored cell phones** – Just under half of Canadians (48%) say that they have cell phones in their possession which are being stored. Albertans (55%) were the most likely to have a cell phone in storage. Older Canadians (aged 55 plus) were far less likely to have stored cell phones, with only 38% saying they did. On average, Canadians have two cell phones in storage.
- **Support for cell phone recycling** – Support for cell phone recycling is extremely high, with 95% of Canadians either supporting or somewhat supporting the concept of recycling old, unused, or unwanted phones (85% support; 10% somewhat support) while two percent oppose and one percent somewhat oppose this.

Cell phone disposal:

- **Previous cell phone: storage vs. disposal** – Two in five respondents (41%) have stored their cell phones away since obtaining their current phone. Respondents disposed of their old phone in several other ways, mainly by giving it away or selling it (16%), recycling it (12%), or returning it to a store or their cell phone service provider (10%). Overall results since 2011 have remained consistent.

Cell phone disposal:

- **Storage vs. disposal (by demographic)** – Respondents were most likely to store their phone (41%), followed by giving it away (16%), recycling it (12%) and trading it in to their cell phone carrier (10%). For the most part, no significant differences were noted with regards to previous cell phone storage and disposal among respondents from different provinces and demographic categories. However, it is notable that Canadians aged 18 to 34 are less likely (five percent) than other age groups (15% for 35 to 54 and 16% for 55 plus) to recycle their phone. Younger Canadians report giving the phone away (20%), returning it to the cell phone carrier (eight percent) and selling it (seven percent) as their most frequent modes of disposing of an old cell phone.

Cell phone storage:

- **Storage period** – Forty-five percent of participants have stored their phone for less than a year, while 27% have stored their phone from between one and two years. On average, Canadians with a phone to store store their phones for 22.1 months. In 2015, fewer respondents (45%) reported storing their phone for less than a year than in 2011 (57%), while the number of people who stored their cell phones for 13 to 14 months marginally increased from 21% in 2011 to 27% in 2015.
- **Reasons for not recycling** – One quarter of Canadians (25%) kept their old phone because they didn't know what else to do with it. Eighteen percent kept it as a backup or extra, while 12% each kept it for the numbers and information on it or just in case they needed it one day. Older Canadians (aged 55 plus) were marginally more likely to keep their old phone because they didn't know what to do with it (32%), as were Albertans (31%).

Cell phone storage:

- **Likelihood of recycling in the future** – The majority of Canadians (81%) would be willing to recycle or return their old phone. This is a large increase over those who said the same in 2014 (only 63%). Respondents from Nova Scotia and Prince Edward Island were the least likely (66% each) to say they would recycle in the future.
- **Encouraging cell phone recycling** – One fifth (20%) of respondents said that cash, money or some kind of rebate would encourage them. No longer needing the phone (15%) and knowing where or how to return it (13%) were also popular ways respondents said they could be encouraged. Among respondents who said they did not think they would recycle or return their old phone, almost a quarter (24%) said that cash, money or some kind of rebate would encourage them.

Cell phone recycling:

- **Approaches used for cell phone recycling** – The most common approaches to recycle old phones are through a special/hazardous waste depot (27%), those through programs led by cellular service providers/Recycle My Cell program (27%), and cell phone recycling programs through a retail store (21%). Recycling programs through a retail store have grown in popularity (10% in 2011; 21% in 2015).

Cell phone recycling:

- **Satisfaction with recycling experience** – The vast majority (95%) of those who recycled their phone are satisfied with their cell recycling experience, giving at least a score of 5 on a 7-point scale (45% gave 7 out of 7; 22% gave 6 out of 7; 28% gave 5 out of 7). The average score awarded was 6 out of 7. The most popular reason behind respondents' rating of their experience was that the process was simple and easy (24%), though other reasons include the fact that people were happy to recycle their phone instead of throwing it out (nine percent) and that they were given a new phone in exchange for an old one (seven percent). Twenty one percent were unsure about their reasoning however.

Next steps:

- **Information about recycling** – Just under half (45%) of Canadians would first turn to Google or the Internet for information if they were to consider recycling their old cell phone, while 22% would go to their cellular service provider.
- **Awareness of recycling programs** – Awareness of recycling programs for unused cell phones is at about one third (36%) of respondents. Awareness of recycling programs is highest among respondents who donated their phone to charity (53% aware) and those who sold the last cell phone they owned (51% aware). Awareness is lowest among those who threw out their last phone (16%)
- **Unaided awareness of recycling programs** – Unaided awareness of the Recycle My Cell program is consistent with previous waves, standing at only two percent of respondents. Programs in retail stores (23% aware), through a cell phone company (19%), programs organized by the municipal government (14%), and recycling depot programs (13%) had the highest awareness.

Next steps:

- **Aided awareness of Recycle My Cell program** – Of those who were aware of any recycling programs, 15% say they have heard of the Recycle My Cell program when prompted, a decrease from the 2014 results (24% aware). Awareness of the Recycle My Cell program is highest among those who have returned or traded in their phone to their cell phone carrier (23%), those who stored their phone away (18%), and those who gave away the last cell phone they owned (17%). Awareness of the Recycle My Cell program is consistent across demographics tested.
- **Awareness channels of Recycle My Cell program** – The most popular channels to hear of the Recycle My Cell Program continues to be television (31%). Other popular channels include on the internet and radio (19% each), and in newspapers or magazines (13%). This is consistent with previous waves.

These observations are based a dual mode survey (telephone and online) with one half of the sample conducted by telephone (RDD dual frame land- and cell-line sample) using live agents and one half of the survey conducted with an online probability sample, where individuals were recruited by land- and cell-line sample but conducted surveys online, of 3,000 Canadians (300 in each province), 18 years of age or older, between December 2nd to 15th, 2015. Respondents in Prince Edward Island were administered the survey by telephone only.

The margin of error for a random survey of 3,000 Canadians is ± 1.8 percentage points, 19 times out of 20, while the margin of error for a random survey 300 residents of a Canadian province is ± 5.7 percentage points, 19 times out of 20. The survey was only administered among Canadian cell phone owners, excluding first time cell owners.



Methodology

Methodology

Nanos administered a dual mode survey (telephone and online) with one half of the sample conducted by telephone (RDD dual frame land- and cell-line sample) using live agents and one half of the survey conducted with an online probability sample, where individuals were recruited by land- and cell-line sample but conducted surveys online, of 3,000 Canadians (300 in each province), 18 years of age or older, between December 2nd to 15th, 2015. Due to the small size of the province, in the province of Prince Edward Island only the random live agent telephone survey was conducted. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

The dual mode random telephone (land- and cell-line) sample with the parallel online sample provides for a very high level of confidence in the Nanos data compared to other research techniques because in effect it is a double verification of independent samples within each jurisdiction (excluding PEI due to size). Testing suggests that the two streams on major indicators are generally consistent within acceptable statistical norms.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 3,000 Canadians is ± 1.8 percentage points, 19 times out of 20, while the margin of error for a random survey 300 residents of a Canadian province is ± 5.7 percentage points, 19 times out of 20.

This report replicated the methodology and calculations found in the previous waves.

Tracking data was provided to Nanos by the CWTA and was a national independent survey of 3740 Canadians with a margin or error of ± 1.5 percentage points, 19 times out of 20, conducted using CATI (Computer Assisted Telephone Interviewing) technology and following a random sampling procedure from November 18th to December 16th, 2014. The data is weighted to replicate actual population distributions according to 2011 Census data.

Readers should know that the tracking data was rebased to the true target population which is cell phone owners who have owned at least one phone previously.

The research was commissioned by The Canadian Wireless Telecommunications Association (CWTA).

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	300	±5.7%
Prince Edward Island	300	±5.7%
Nova Scotia	300	±5.7%
New Brunswick	300	±5.7%
Quebec	300	±5.7%
Ontario	300	±5.7%
Manitoba	300	±5.7%
Saskatchewan	300	±5.7%
Alberta	300	±5.7%
British Columbia	300	±5.7%
Total	3,000	±1.8%

Detailed findings



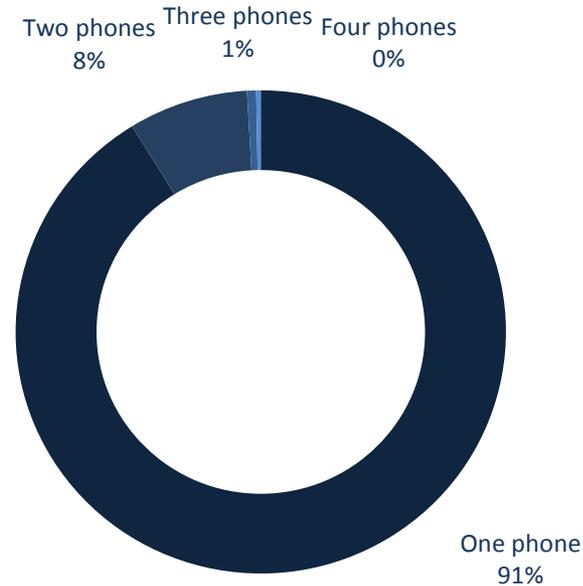
Cell phone ownership



Cell phones actively used

Readers should note, the question is new to this wave, and has no associated tracking data.

- Just over nine in ten respondents (91%) only actively use a single cell phone, and the reported mean number of active phones was also just one. However, a small minority (eight percent) indicated they actively use two phones, while less than one percent total of all respondents actively used either three or four phones.



Mean Score

1.1 phone(s)

***Note:** Charts may not add up to 100 due to rounding

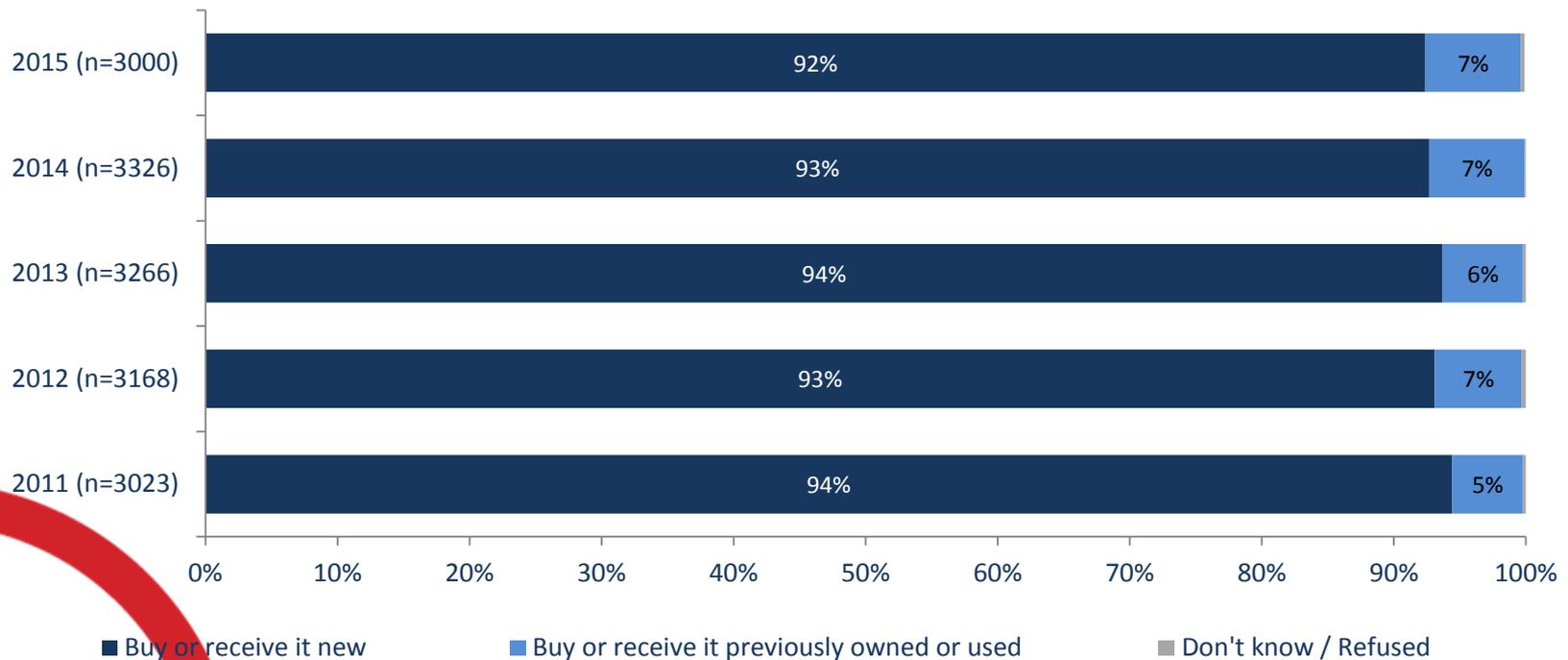
QUESTION – How many cell phones do you personally have that you actively use? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

New vs. second hand cell phones

Readers should note, part of the question remains the same as the previous research waves, however in this wave the question was read to respondents differently depending on their answer to the previous question.

- Virtually all cell phone owners bought or received a new phone (92%), while only 7% say they bought it or received it second hand or refurbished.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – [IF Q2 = >1] How did you obtain your main phone – that is the cell phone you use most often; or [IF Q2 = 1] How did you obtain your current cell phone?

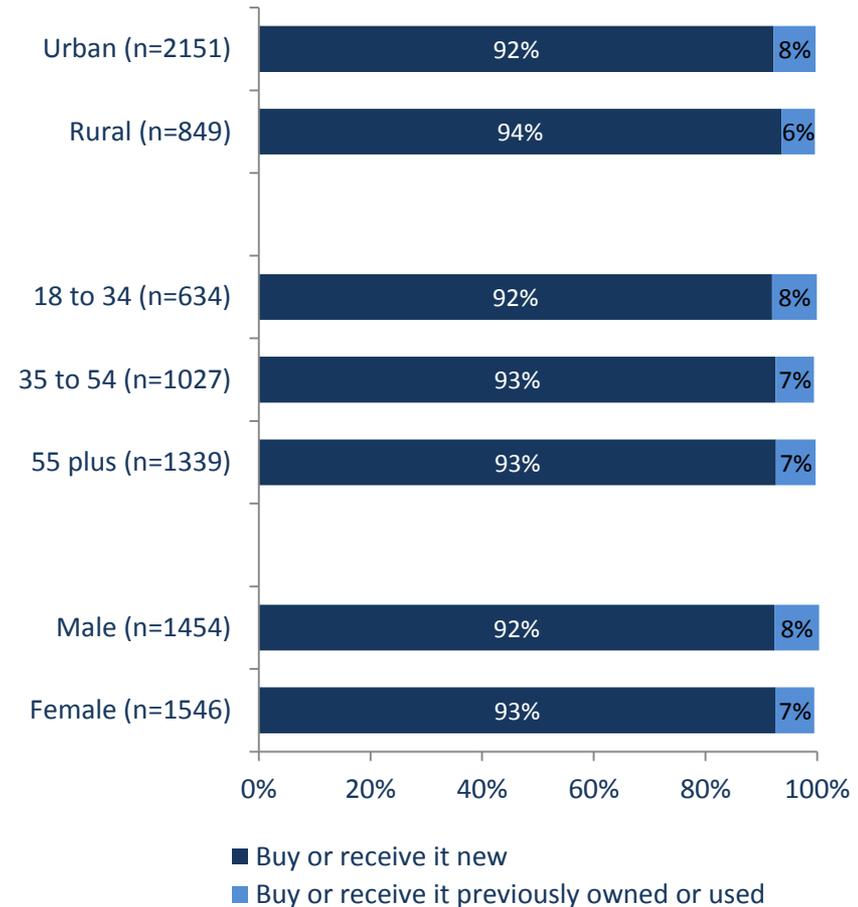
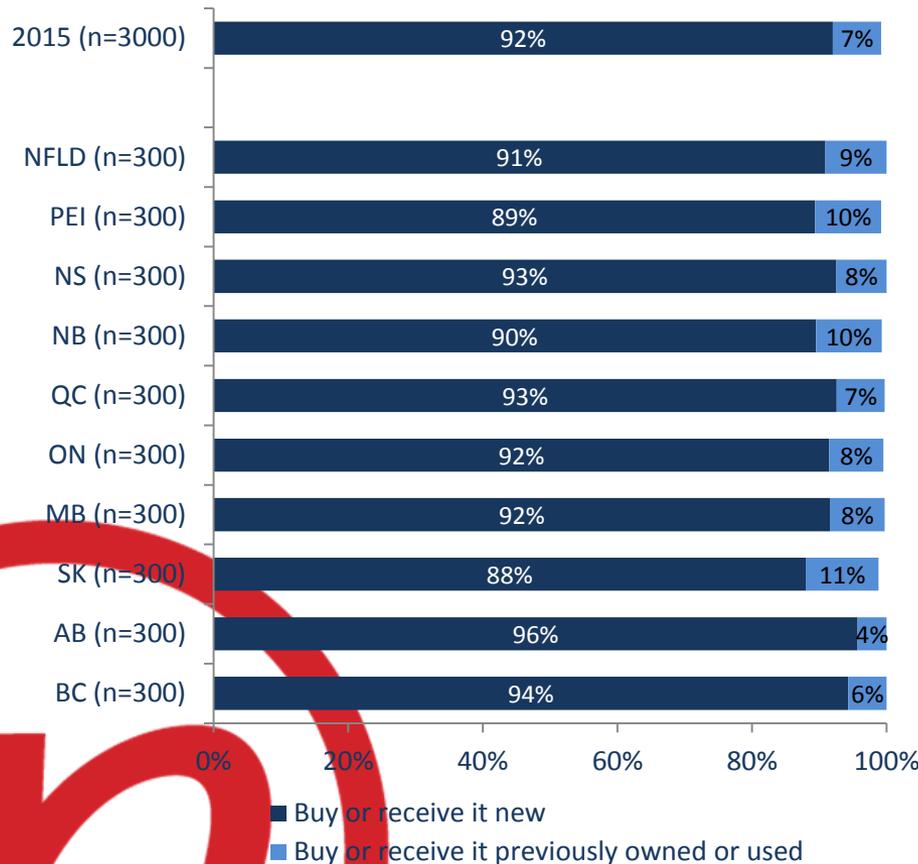
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=3326, accurate 1.7 percentage points plus or minus, 19 times out of 20.

New vs. second hand cell phones

Readers should note, part of the question remains the same as the previous research waves, however in this wave the question was read to respondents differently depending on their answer to the previous question.

- Across all demographics the vast majority of respondents indicated they had bought or received their main phone brand new, as opposed to previously owned or used.



***Note: Charts may not add up to 100 due to rounding**

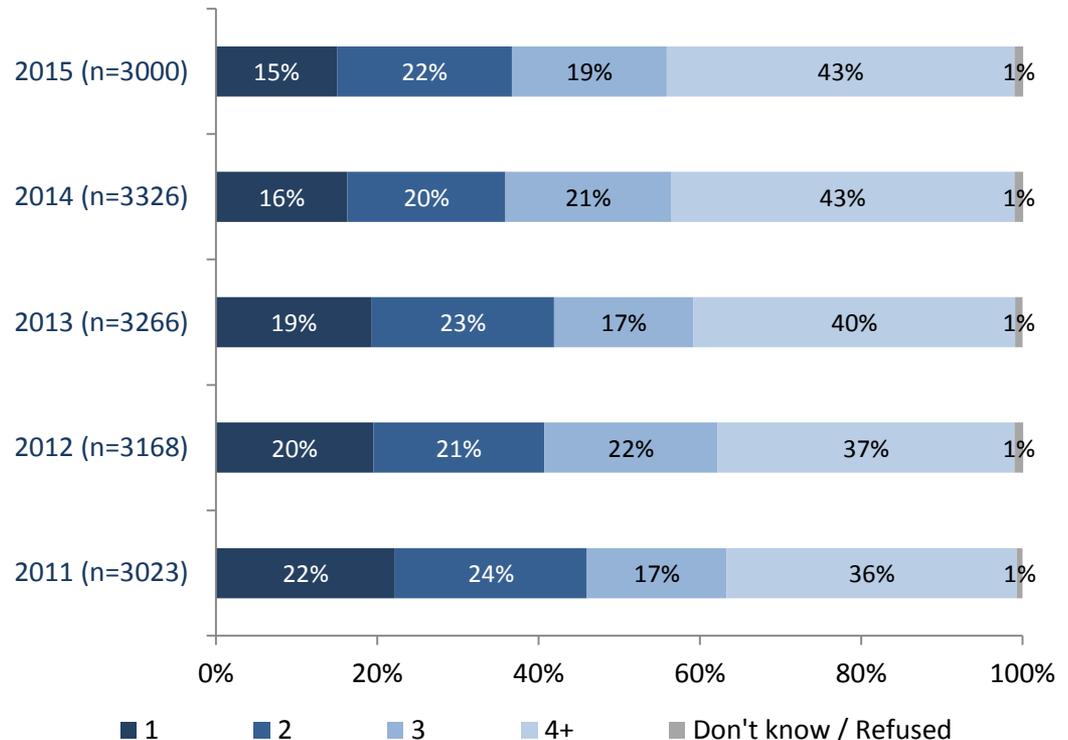
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SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Prior cell phone ownership – by year

Readers should note, this question remains the same as the previous research waves.

- Canadians have owned on average 4 to 5 cell phones prior to their current one.
- Results are similar to those reported last year. Fifteen percent are first-time owners (compared to 22% in 2011) and over two fifths are saying they have personally owned at least four cell phones prior to their current one.



*Note: Charts may not add up to 100 due to rounding

QUESTION – Approximately how many cell phones have you personally owned prior to your current phone? [Open-ended]

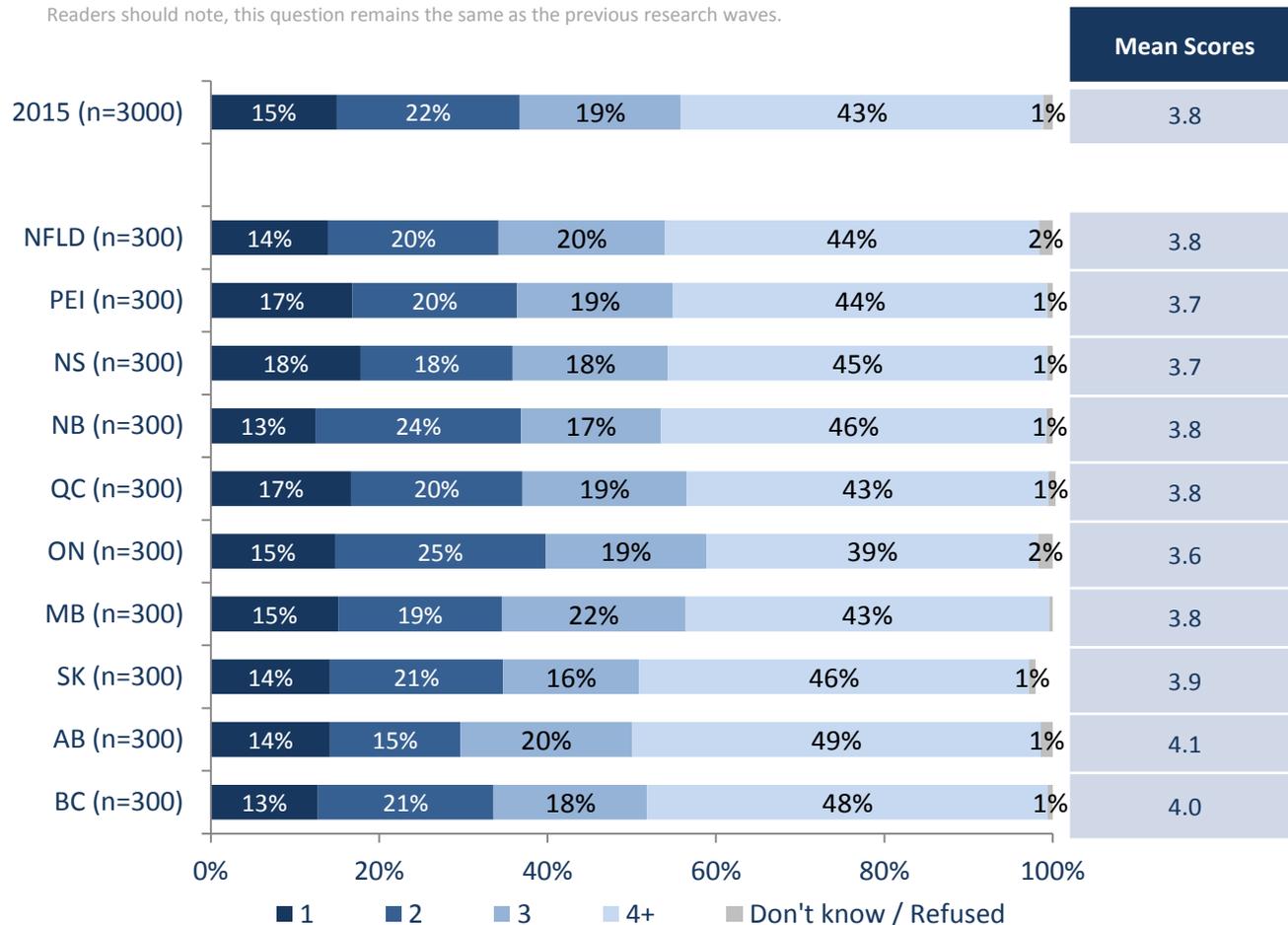
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Qorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=3326 (Respondents who currently own a cell phone), accurate 1.7 percentage points plus or minus, 19 times out of 20.

Prior cell phone ownership - by province

Readers should note, this question remains the same as the previous research waves.

- Overall, the number of phones respondents had previously owned is consistent across all provinces



*Note: Charts may not add up to 100 due to rounding

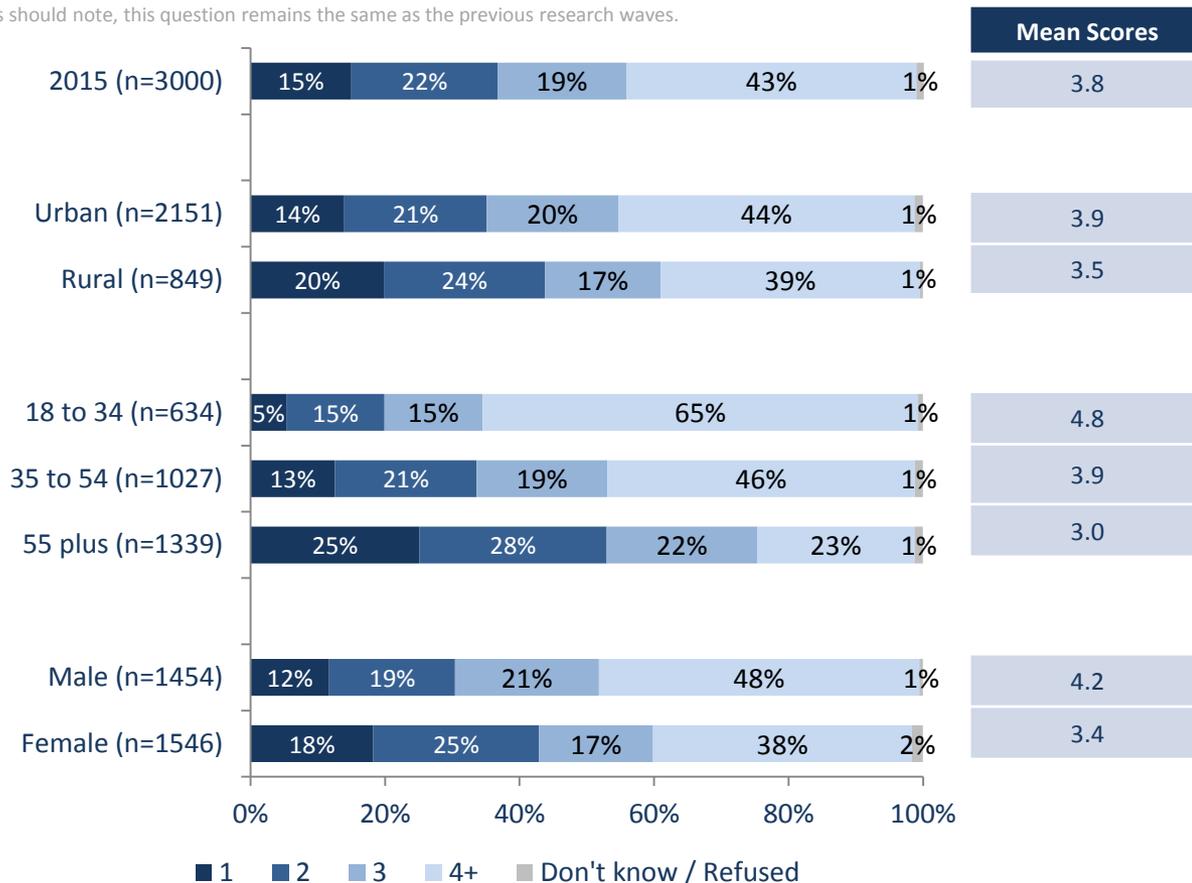
QUESTION – Approximately how many cell phones have you personally owned prior to your current phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Prior cell phone ownership - by demographic

Readers should note, this question remains the same as the previous research waves.

- The adoption of cell phones is related to age.
- Older Canadians are more likely to say they only had one cell phone prior to their current one (25%), compared to younger respondents (5%). Additionally, nearly two thirds (65%) of those under 35 have owned at least 4 phones, while just under a quarter (23%) of those over 55 have had that number of phones.
- Men are more likely than women to say they have had at least 4 cell phones before their current one (48% vs. 39%).



*Note: Charts may not add up to 100 due to rounding

QUESTION – Approximately how many cell phones have you personally owned prior to your current phone? [Open-ended]
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who currently have a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Cell phone usage – by province and demographic

Readers should note, this question remains the same as the previous research waves.

- The observed average time of ownership for previous phones was 33.5 months – this number was consistent across all demographics.

Ownership: Average in months	Total (n=3000)	Province									
		NFLD	PEI	NS	NB	QC	ON	MB	SK	AB	BC
Prior cell phone use	33.6	32.8	33.0	33.1	34.6	33.1	34.2	32.9	34.3	33.9	32.1

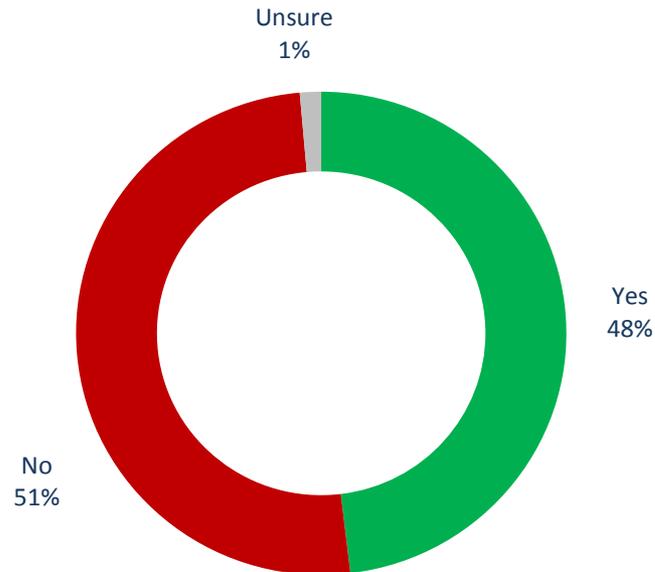
Ownership: Average in months	Total (n=3000)	Region		Age			Gender	
		Urban	Rural	18 to 34	35 to 54	55 plus	Male	Female
Prior cell phone use	33.6	33.0	36.0	28.4	33.7	37.5	32.1	35.1

QUESTION – For how long did you use your previous phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Stored cell phones

Readers should note, the question is new to this wave, and has no associated tracking data



- The results were an almost evenly split, with just under half (48%) of respondents saying they had a cell phone in their possession that was currently being stored. Just over half (51%) said they did not have a stored cell phone.

***Note: Charts may not add up to 100 due to rounding**

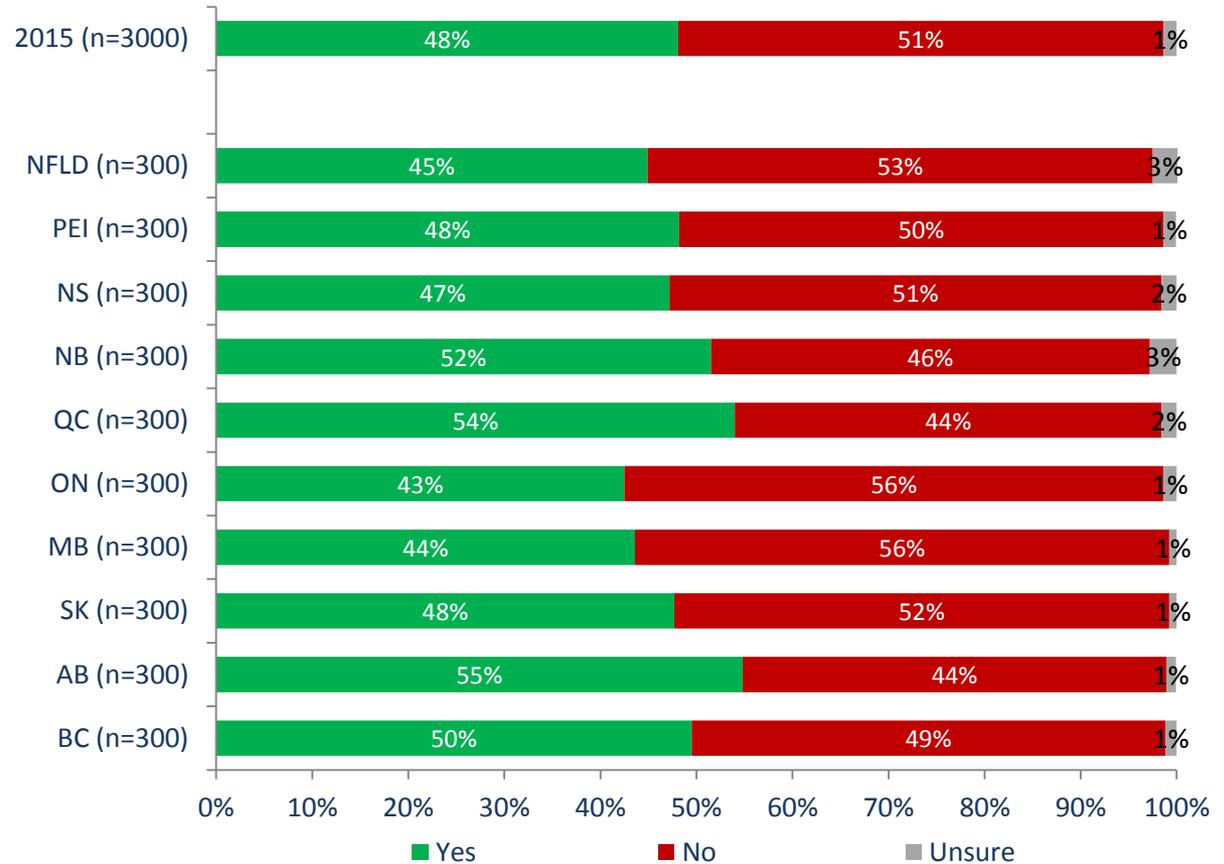
QUESTION – Do you currently have cell phones in your possession that are being stored?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Stored cell phones - by province

Readers should note, the question is new to this wave, and has no associated tracking data

- Overall, most provinces followed the national trend and were almost equally split between having phones stored and not having phones stored.



*Note: Charts may not add up to 100 due to rounding

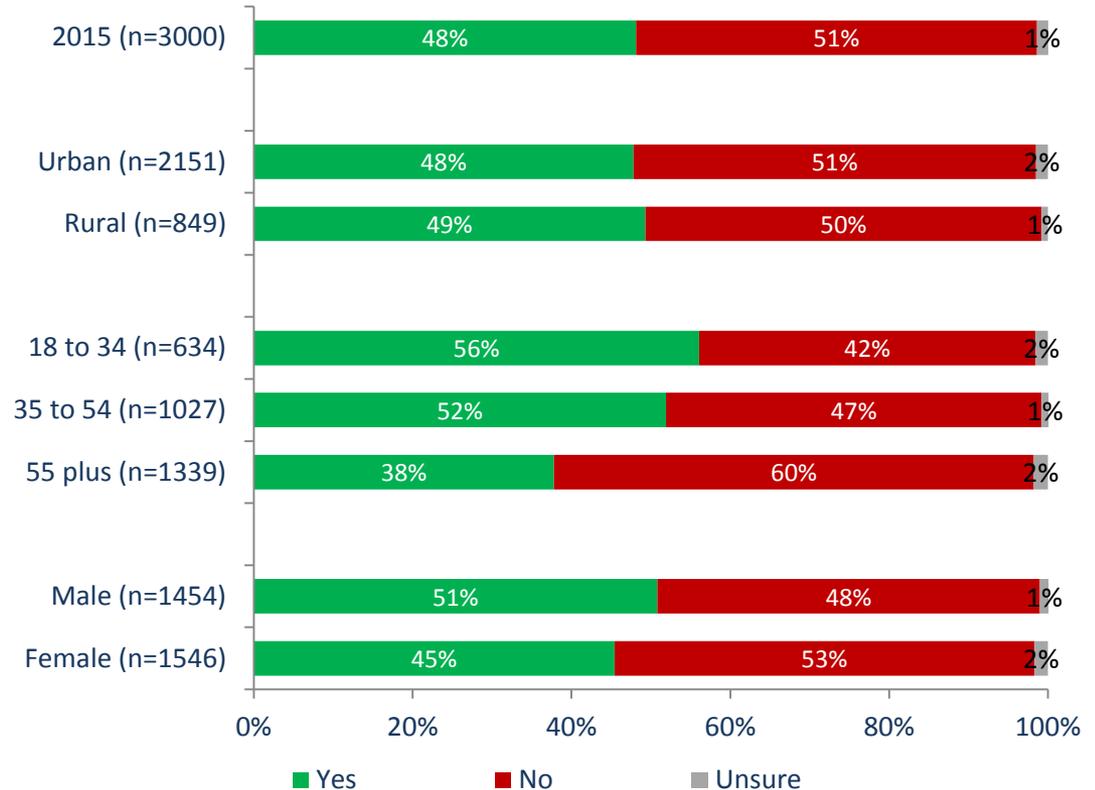
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Stored cell phones - by demographic

Readers should note, the question is new to this wave, and has no associated tracking data

- Participants in the 55 plus age bracket were the least likely of any demographic group to have a phone in storage.



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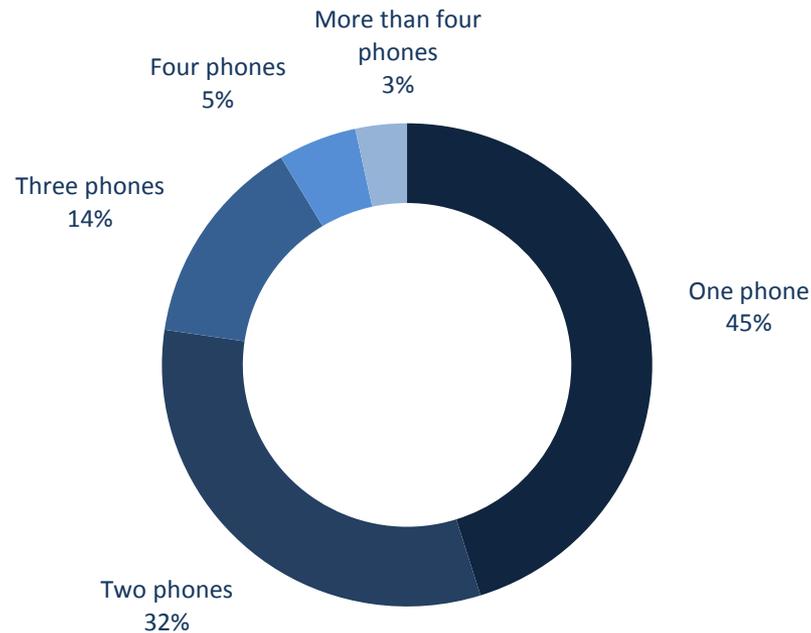
QUESTION – Do you currently have cell phones in your possession that are being stored?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=2947 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Cell phones being stored

Readers should note, the question is new to this wave, and has no associated tracking data

- On average, Canadians have two phones in storage.
- Overall, just under half (45%) of respondents had one phone in storage, while about a third (32%) had two in storage. Approximately one fifth have three or four phones in storage (14% have three phone, five percent have four phones). Just three percent have more than four phones in storage.



Mean Score
1.9 phone(s)

*Note: Charts may not add up to 100 due to rounding

QUESTION – Approximately how many cell phones do you have stored? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1442 (respondents who have a stored phone in their possession), accurate 2.6 percentage points plus or minus, 19 times out of 20.

Cell phones being stored - by demographic

Readers should note, the question is new to this wave, and has no associated tracking data

- The tables below show the demographic breakdown of cell phone storage. The numbers are consistent across all demographic categories.

Storage: Mean	Total (n=1442)	Region		Age			Gender	
		Urban (n=1175)	Rural (n=267)	18 to 34 (n=460)	35 to 54 (n=585)	55 plus (n=397)	Male (n=760)	Female (n=682)
Number of phones in storage	1.9	1.9	1.7	2.1	2.0	1.7	2.0	1.8

Storage: Mean	Total (n=1442)	Province									
		NFLD (n=21)	PEI (n=6)	NS (n=40)	NB (n=35)	QC (n=387)	ON (n=495)	MB (n=48)	SK (n=45)	AB (n=181)	BC (n=185)
Number of phones in storage	1.9	2.2	2.0	2.0	1.9	1.9	1.9	2.2	2.0	2.0	1.9

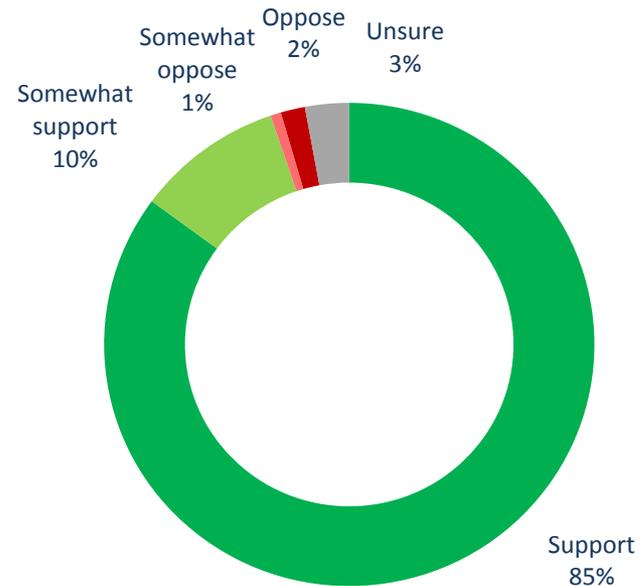
QUESTION – Approximately how many cell phones do you have stored? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1442 (respondents who have a stored phone in their possession), accurate 2.6 percentage points plus or minus, 19 times out of 20.

Support for cell phone recycling

Readers should note, the question is new to this wave, and has no associated tracking data

- The vast majority of Canadians support or somewhat support programs that encourage the recycling of old, unused or unwanted cell phones (85% support; 10% somewhat support).



***Note: Charts may not add up to 100 due to rounding**

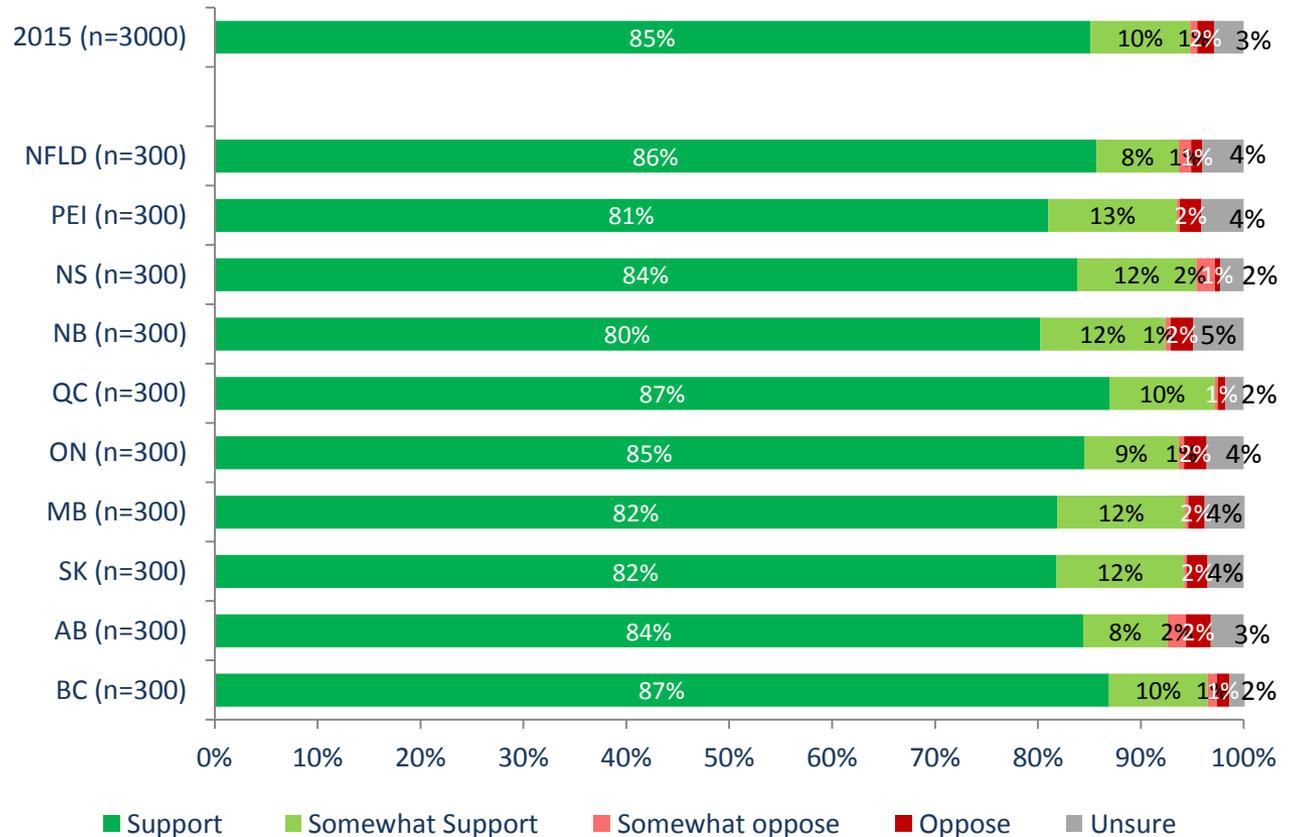
QUESTION – Do you support, somewhat support, somewhat oppose or oppose programs that encourage the recycling of old, unused or unwanted cell phones?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Support for cell phone recycling - by province

Readers should note, the question is new to this wave, and has no associated tracking data

- Support for programs that encourage the recycling of old, unused or unwanted cell phones is strong across all provinces.



*Note: Charts may not add up to 100 due to rounding

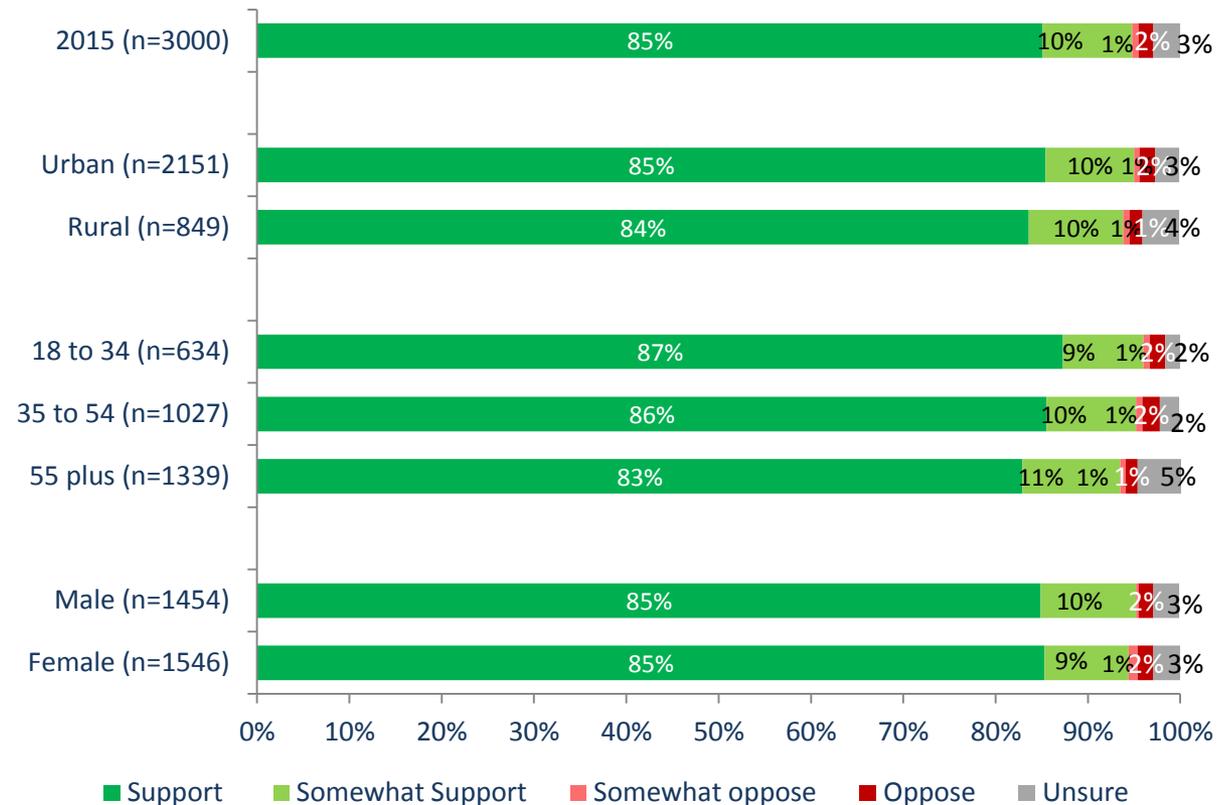
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Support for cell phone recycling - by demographics

Readers should note, the question is new to this wave, and has no associated tracking data

- Support for programs that encourage the recycling of old, unused or unwanted cell phones is strong across all demographics.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you support, somewhat support, somewhat oppose or oppose programs that encourage the recycling of old, unused or unwanted cell phones?

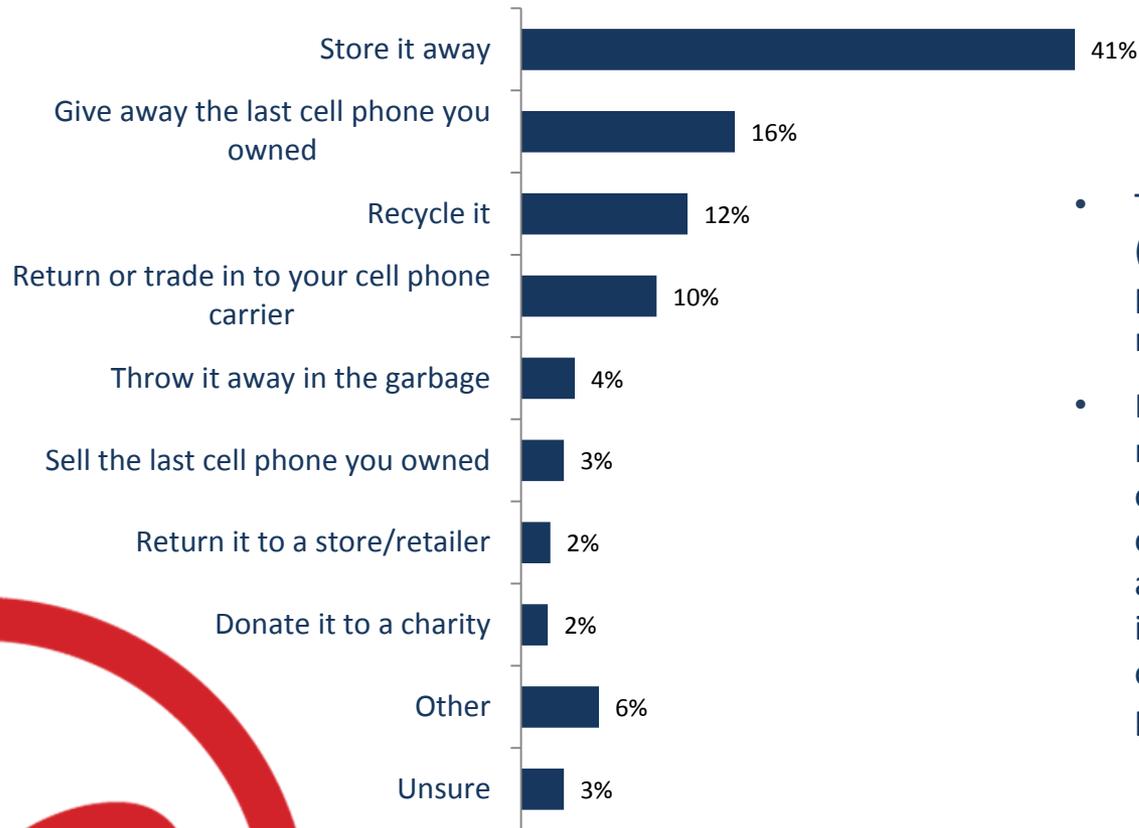
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Cell phone disposal



Previous cell phone: storage vs disposal

Readers should note, this question remains the same as the previous research waves. However the answer options have changed.



- Two in five cell phone owners (41%) have stored their old cell phones since obtaining their newest phone.
- More than half of the respondents said they disposed of their old phone in several other ways, mainly by giving it away or selling it (16%), recycling it (12%), or returning it to a store or their cell phone service provider (10%).

***Note: Charts may not add up to 100 due to rounding**

QUESTION – After receiving your current phone what did you do with your old one? Did you...

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal by year

Readers should note, this question remains the same as the previous research waves. However the answer options have changed.

- Just over 41% of participants stored away their previous cell phone, while 16% gave away their phone and 12% recycled it. Ten percent returned or traded in their cell phone to their carrier.
- Consumer behaviour regarding their old cell phone status has remained consistent overall in the last 4 years.

After receiving your current cell phone, what did you do with your old one? Did you...	Year				
	2015 (n=3000)	2014 (n=3326)	2013 (n=3266)	2012 (n=3168)	2011 (n=3023)
Store it away	41.2%	40.4%	42.4%	41.2%	43.5%
Give away the last cell phone you owned	15.9%	19.6%	19.6%	18.7%	17.7%
Sell the last phone you owned (Give or sell it to a friend or family member)	3.2%				
Recycle it	12.4%	10.4%	10.3%	11.5%	14.2%
Return or trade it in to your cell phone carrier	10.1%	8.7%	8.5%	6.8%	8.8%
Throw it away in the garbage	4.0%	5.3%	4.5%	5.2%	4.7%
Return it to a store/retailer	2.2%				
I use it for other purposes or continue to use it	2.3%	5.1%	3.4%	2.9%	1.8%
Give or sell it to someone other than family/friend	—	2.5%	2.3%	1.9%	—
It was lost / stolen	2.3%	2.5%	2.2%	3.3%	3.1%
Donated to a charity	2.0%	1.8%	1.9%	3.1%	1.6%
I returned it to my employer	1.2%	—	—	—	—
Unsure	3.2%	1.4%	2.0%	2.0%	1.0%

QUESTION – After receiving your current phone what did you do with your old one? Did you...

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=3326 (Respondents who currently own a cell phone), accurate 1.5 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal by province

Readers should note, this question remains the same as the previous research waves. However the answer options have changed.

- Two fifths of respondents (41%) said that after receiving their current phone they stored it away.
 - Other popular options include giving it away (16%), and recycling it (12%).

After receiving your current cell phone, what did you do with your old one? Did you...	Total (n=3000)	Province									
		NFLD (n=300)	PEI (n=300)	NS (n=300)	NB (n=300)	QC (n=300)	ON (n=300)	MB (n=300)	SK (n=300)	AB (n=300)	BC (n=300)
Store it away	41.2%	38.8%	44.3%	42.2%	41.9%	44.8%	37.9%	39.1%	38.3%	47.1%	40.9%
Give away the last cell phone you owned	15.9%	19.3%	16.2%	13.7%	18.4%	16.0%	14.5%	16.0%	20.4%	16.7%	18.0%
Recycle it	12.4%	11.2%	12.7%	12.0%	12.9%	10.4%	14.7%	12.6%	9.6%	7.9%	14.1%
Return or trade in to your cell phone carrier	10.1%	8.8%	8.1%	10.5%	5.3%	12.8%	9.7%	10.7%	9.2%	7.8%	8.9%
Return it to a store/retailer	2.2%	2.3%	1.4%	2.7%	2.7%	2.4%	1.7%	1.3%	4.5%	2.5%	2.8%
Donate it to charity	2.0%	1.5%	0.7%	1.1%	2.2%	1.4%	2.4%	2.1%	1.3%	2.7%	1.5%
Throw it away in the garbage	4.0%	3.7%	3.4%	4.1%	4.2%	1.8%	6.1%	2.4%	3.2%	3.2%	2.9%
Sell the last phone you owned	3.2%	3.0%	2.2%	5.1%	1.9%	3.4%	3.8%	2.2%	2.8%	3.0%	1.7%
It was lost / stolen	2.3%	4.1%	2.3%	1.6%	4.7%	2.6%	1.1%	5.3%	1.9%	2.9%	3.4%
I returned it to my employer	1.2%	1.5%	1.6%	1.3%	1.0%	1.2%	1.4%	1.0%	0.5%	1.6%	0.3%
I use it for other purposes or continue to use it	2.3%	2.5%	2.0%	2.0%	2.3%	0.9%	2.9%	4.1%	5.9%	2.4%	1.3%
Unsure	3.2%	3.3%	5.1%	3.8%	2.5%	2.3%	3.8%	3.1%	2.2%	2.2%	4.2%

QUESTION – After receiving your current phone what did you do with your old one? Did you...

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal by demographic

Readers should note, this question remains the same as the previous research waves. However the answer options have changed.

- The message of recycling used cell phones continues to resonate among Canadians 35 to 54 and 55 plus, who are at least twice as likely to either recycle their used phone (15% and 16% respectively), when compared to those 18 to 34 years old (five percent). The latter are the most likely to sell their old phone (seven percent), trade it in (eight percent) or give it away (20%).

After receiving your current cell phone, what did you do with your old one? Did you...	Total (n=3000)	Region		Age			Gender	
		Urban (n=2151)	Rural (n=849)	18 to 34 (n=634)	35 to 54 (n=1027)	55 plus (n=1339)	Male (n=1454)	Female (n=1546)
Store it away	41.2%	41.5%	40.2%	45.9%	41.4%	37.4%	41.0%	41.4%
Give away the last cell phone you owned	15.9%	15.6%	17.4%	19.8%	16.9%	11.8%	16.5%	15.4%
Recycle it	12.4%	12.4%	12.5%	5.1%	14.6%	15.8%	11.2%	13.6%
Return or trade in to your cell phone carrier	10.1%	9.6%	12.1%	8.0%	9.0%	12.8%	10.2%	10.0%
Return it to a store/retailer	2.2%	2.5%	0.8%	0.9%	1.5%	4.0%	1.8%	2.6%
Donate it to charity	2.0%	2.1%	1.6%	1.5%	2.0%	2.4%	1.9%	2.1%
Throw it away in the garbage	4.0%	3.9%	4.1%	3.1%	3.6%	5.1%	5.2%	2.8%
Sell the last phone you owned	3.2%	3.5%	1.9%	6.9%	2.6%	1.1%	4.5%	2.0%
It was lost / stolen	2.3%	2.1%	2.9%	2.4%	2.1%	2.4%	2.1%	2.4%
I returned it to my employer	1.2%	1.1%	1.5%	1.3%	1.1%	1.3%	1.5%	0.9%
I use it for other purposes or continue to use it	2.3%	2.3%	2.1%	3.1%	2.3%	1.6%	2.0%	2.5%
Unsure	3.2%	3.3%	2.8%	2.2%	2.9%	4.4%	2.2%	4.3%

QUESTION – After receiving your current phone what did you do with your old one? Did you...

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal by length of ownership

Readers should note, this question remains the same as the previous research waves. However the answer options have changed.

- Those who had owned their phone for four or more years were the least likely to sell it (less than one percent), and the most likely to throw it away (seven percent).
- Newer phones, or those owned for less than 2 years, are more likely to be given away (35%) but less likely to be recycled (21%). 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 (n=426)	1-2 years (n=833)	2-3 years (n=949)	3-4 years (n=341)	4 or more years (n=395)
Store it away	42.7%	44.6%	42.6%	36.4%	36.2%
Give away the last cell phone you owned	17.2%	18.0%	14.5%	14.4%	15.4%
Recycle it	10.6%	10.3%	13.2%	16.7%	14.4%
Return or trade in to your cell phone carrier	9.2%	11.8%	9.6%	6.3%	12.6%
Return it to a store/retailer	2.0%	1.7%	2.2%	1.9%	4.0%
Throw it away in the garbage	4.9%	2.0%	3.8%	4.0%	6.5%
It was lost / stolen	4.7%	1.2%	2.3%	1.8%	2.4%
Donated to a charity	2.7%	1.2%	1.3%	4.2%	2.7%
Sell the last phone you owned	2.4%	4.7%	3.5%	3.7%	0.2%
I returned it to my employer	0.4%	1.3%	1.4%	0.2%	2.6%
I use it for other purposes or continue to use it	1.0%	1.5%	3.2%	4.4%	1.2%
Unsure	2.3%	1.8%	2.4%	6.0%	1.7%

QUESTION – After receiving your current phone what did you do with your old one? Did you...

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1944 (respondents who indicated length of previous ownership), accurate 1.8 percentage points plus or minus, 19 times out of 20.

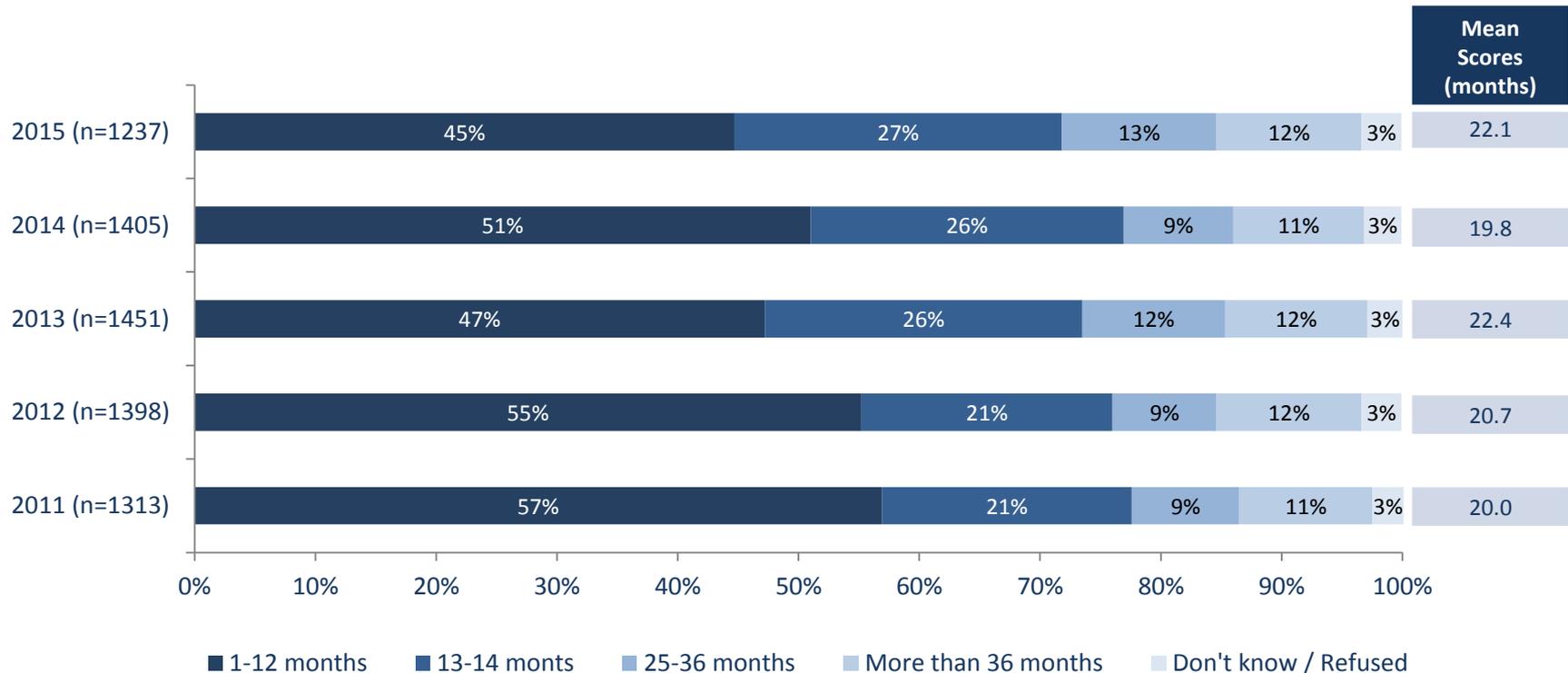
Cell phone storage



Storage period

Readers should note, this question remains the same as the previous research waves.

- Forty-five percent of participants have stored their phone for less than a year, while 27% have stored their phone from 1-2 years. Thirteen percent have stored their phone for 25-36 months and twelve percent have stored their phone for over three years.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – How long have you been storing your old cell phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1237 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=1405 (Respondents who stored their previous phone), accurate 2.6 percentage points plus or minus, 19 times out of 20.

Reasons for not recycling prior cell phone

Readers should note, this question remains the same as the previous research waves.



- One fourth of Canadians keep their phone because they don't know what else to do with it (25%), while 17% keep it as a backup phone and 12% each keep it for the numbers or information on it or in case of a future need (real or potential).
- A few others just keep their old phone for sentimental value (four percent).

***Note: Charts may not add up to 100 due to rounding**

QUESTION – Why did you keep your old phone? [Open-ended][Select all that apply]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1237 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Reasons for not recycling prior cell phone by year

Readers should note, this question remains the same as the previous research waves.

- Participants in 2015 most frequently reported that they are keeping their phone as a back up, for the information on it, or because they don't know what else to do with it.
- However, they are less likely to keep their phone as a backup or extra or for its sentimental value than previous years.

Top-5 Mentions	Year				
	2015 (n=1237)	2014 (n=1405)	2013 (n=1451)	2012 (n=1398)	2011 (n=1313)
I don't know what else to do with it	24.8%	21.2%	21.5%	22.2%	27.3%
As a backup/extra	17.6%	22.2%	21.2%	17.5%	25.1%
For the phone numbers on the cell/information on it	12.0%	10.9%	9.0%	5.4%	9.1%
Keep it for a future need (real, potential, unspecified)	10.9%	8.7%	8.7%	9.2%	10.4%
It still has value / it's worth something	3.2%	4.8%	2.0%	2.5%	5.1%

QUESTION – Why did you keep your old phone? [Open-ended]

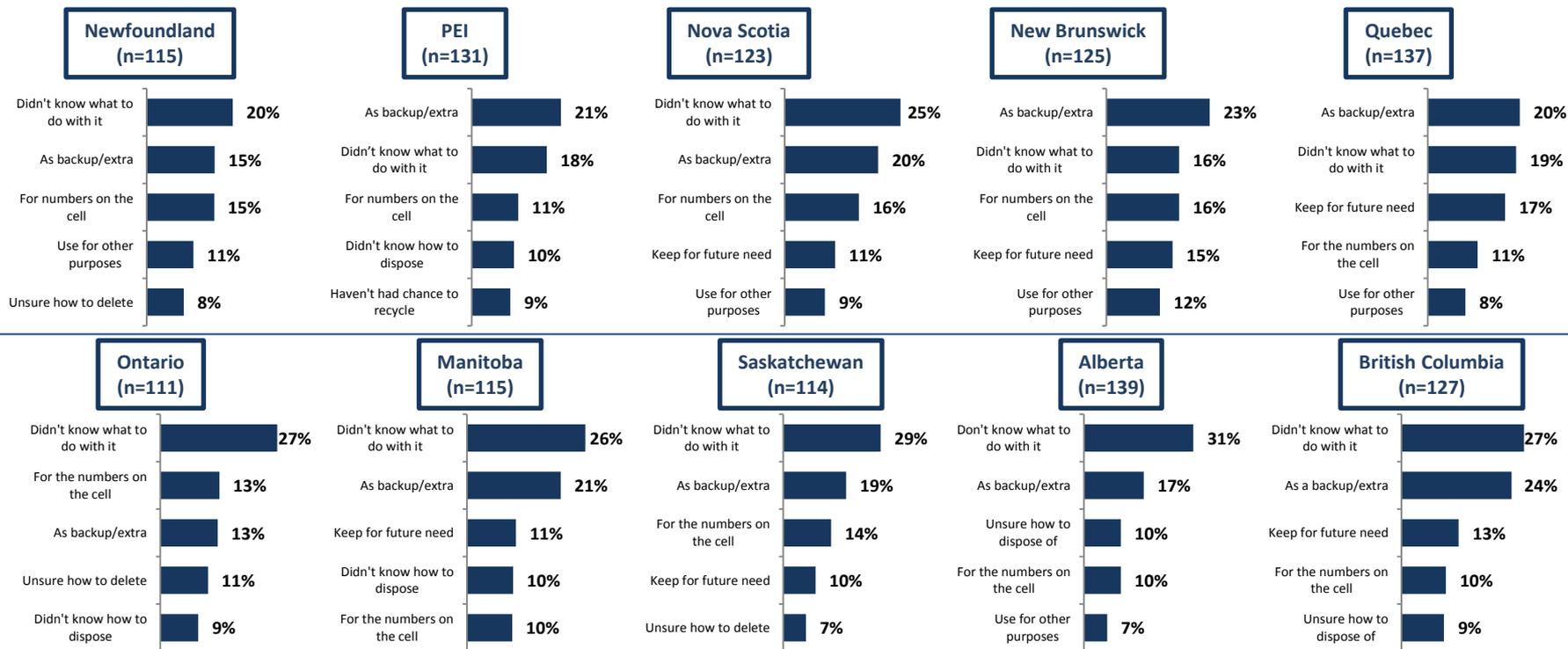
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1237 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=1405 (Respondents who stored their previous cell phone), accurate 2.6 percentage points plus or minus, 19 times out of 20.

Reasons for not recycling prior cell phone – top responses by province

Readers should note, this question remains the same as the previous research waves.

- Due to the small sample sizes, no significant differences can be noted.



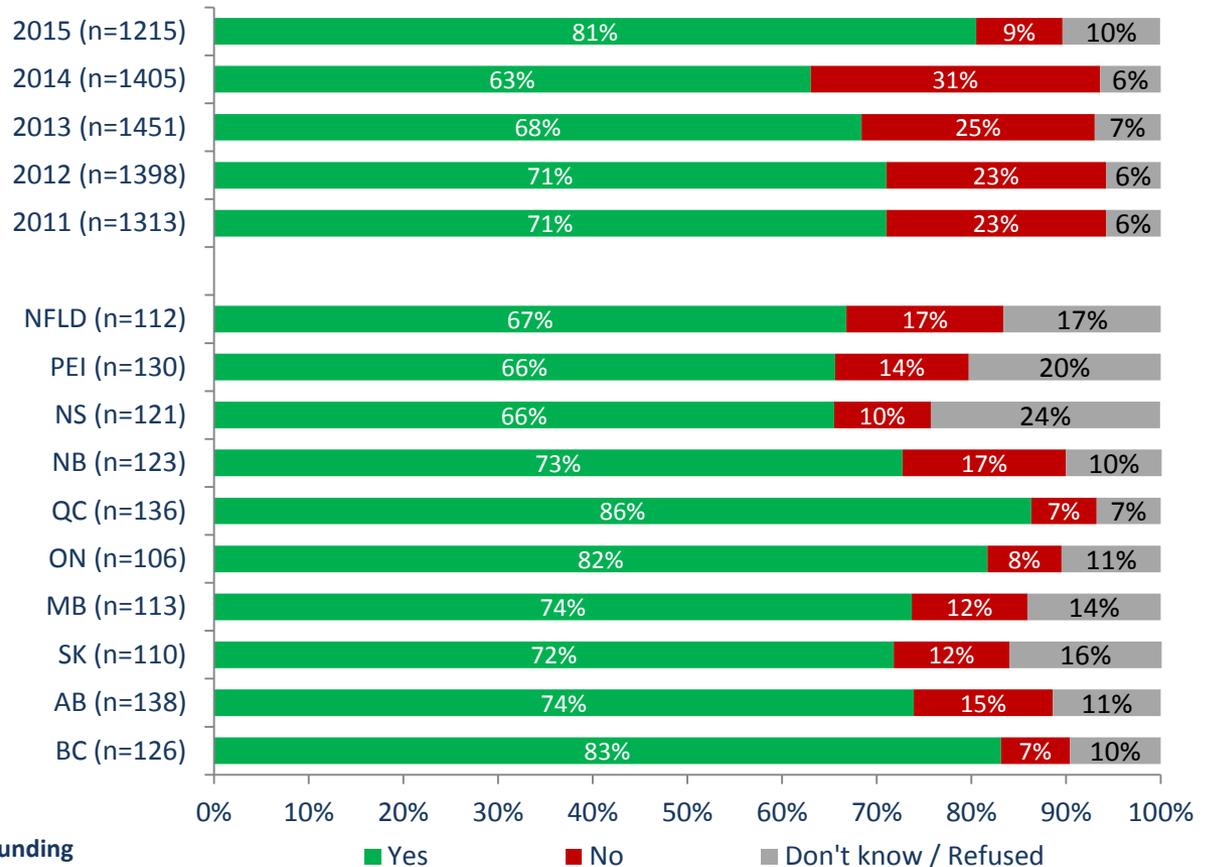
QUESTION – Why did you keep your old phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1237 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Likelihood of recycling in the future

Readers should note, this question remains the same as the previous research waves.

- The majority of Canadians currently storing an old cell phone say they would be willing to recycle or return it (81%).
- The appeal of recycling seems to have seen an increase in 2015, as more respondents said they would recycle in the future than in prior years.
- Willingness to recycle their stored phones is lower in Nova Scotia and Prince Edward Island.



*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you think you would ever recycle or return it?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1215 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=1405 (Respondents who stored their previous cell phone), accurate 2.6 percentage points plus or minus, 19 times out of 20.

Encouraging cell phone recycling

Readers should note, this question remains the same as the previous research waves.



- Those with a previous phone in storage would be encouraged to return their phones...
 - ...if they would receive cash or a rebate (20%);
 - ...if they no longer wanted or needed the phone (15%);
 - ...if they knew where or how to return it (13%); or,
 - ...if they were given assurance that their data and information would not be shared or leaked (8%).

*Note: Charts may not add up to 100 due to rounding

QUESTION – What would encourage you to recycle or return it? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1215 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Encouraging cell phone recycling - by year

Readers should note, this question remains the same as the previous research waves.

- Wanting money or a rebate has risen as a way to encourage cell phone recycling in 2015 (20% this year vs. 16% last year), as has knowing where or how I can return it (13% this year vs. 11% last year) and if respondents were confident their data or information was removed (eight percent this year vs. no respondents last year). The ease of recycling or returning (11% last year vs. seven percent this year) and no longer needing/wanting the phone (17% last year vs. 15% this year) have decreased in 2015.

Top-5 Mentions	Year				
	2015 (n=1215)	2014 (n=1405)	2013 (n=1451)	2012 (n=1398)	2011 (n=1313)
Cash/Money/Rebate	19.7%	15.7%	14.7%	13.6%	13.1%
No longer needing/wanting the phone	15.4%	16.7%	12.4%	8.8%	8.9%
Knowing where/how I can return it	13.1%	11.3%	18.2%	13.8%	17.8%
If I was confident all my data/information had been removed	7.6%	0.0%	1.9%	5.2%	3.0%
Ease of recycling/returning	7.2%	11.0%	8.5%	8.7%	8.6%

QUESTION – What would encourage you to recycle or return it? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1215 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=1405 (Respondents who stored their previous cell phone), accurate 2.6 percentage points plus or minus, 19 times out of 20.

Encouraging cell phone recycling - by demographic

Readers should note, this question remains the same as the previous research waves.

- Overall, the most popular way to encourage cell phone recycling would be through monetary compensation or rebates (20% say it would encourage them to recycle or return their phone). Rural Canadians are more likely than their urban counterparts to recycle a phone when they no longer needed it (21% rural; 14% urban).

Top-5 Mentions	Total (n=1215)	Region		Age			Gender	
		Urban (n=885)	Rural (n=330)	18 to 34 (n=289)	35 to 54 (n=428)	55 plus (n=498)	Male (n=608)	Female (n=607)
Cash/Money/Rebate	19.7%	20.5%	16.0%	22.0%	20.8%	16.2%	23.1%	16.3%
No longer needing/wanting the phone	15.4%	14.3%	20.6%	17.5%	15.4%	13.3%	14.4%	16.4%
Knowing where/how I can return it	13.1%	13.4%	11.6%	10.2%	13.7%	15.2%	14.1%	12.1%
If I was confident all my data/information had been removed	7.6%	8.3%	4.4%	7.4%	8.2%	7.1%	4.1%	11.2%
Ease of recycling/returning	7.2%	7.1%	7.6%	7.1%	6.1%	8.5%	6.3%	8.1%

Top-5 Mentions	Total (n=1215)	Province									
		NFLD (n=112)	PEI (n=130)	NS (n=121)	NB (n=123)	QC (n=136)	ON (n=106)	MB (n=113)	SK (n=110)	AB (n=138)	BC (n=126)
Cash/Money/Rebate	19.7%	25.9%	14.9%	26.5%	21.4%	15.4%	19.0%	24.9%	23.2%	22.4%	24.6%
No longer needing/wanting the phone	15.4%	8.1%	17.9%	13.9%	10.7%	16.0%	18.0%	11.1%	14.7%	9.4%	15.2%
Knowing where/how I can return it	13.1%	10.8%	13.7%	14.1%	13.8%	16.3%	10.0%	16.0%	12.3%	15.1%	12.2%
If I was confident all my data/information had been removed	7.6%	10.5%	4.2%	7.6%	11.8%	3.5%	9.4%	10.7%	13.9%	8.0%	8.6%
Ease of recycling/returning	7.2%	8.4%	6.0%	9.9%	14.6%	9.3%	6.5%	5.3%	7.2%	6.4%	4.9%

QUESTION – What would encourage you to recycle or return it? [Open-ended]

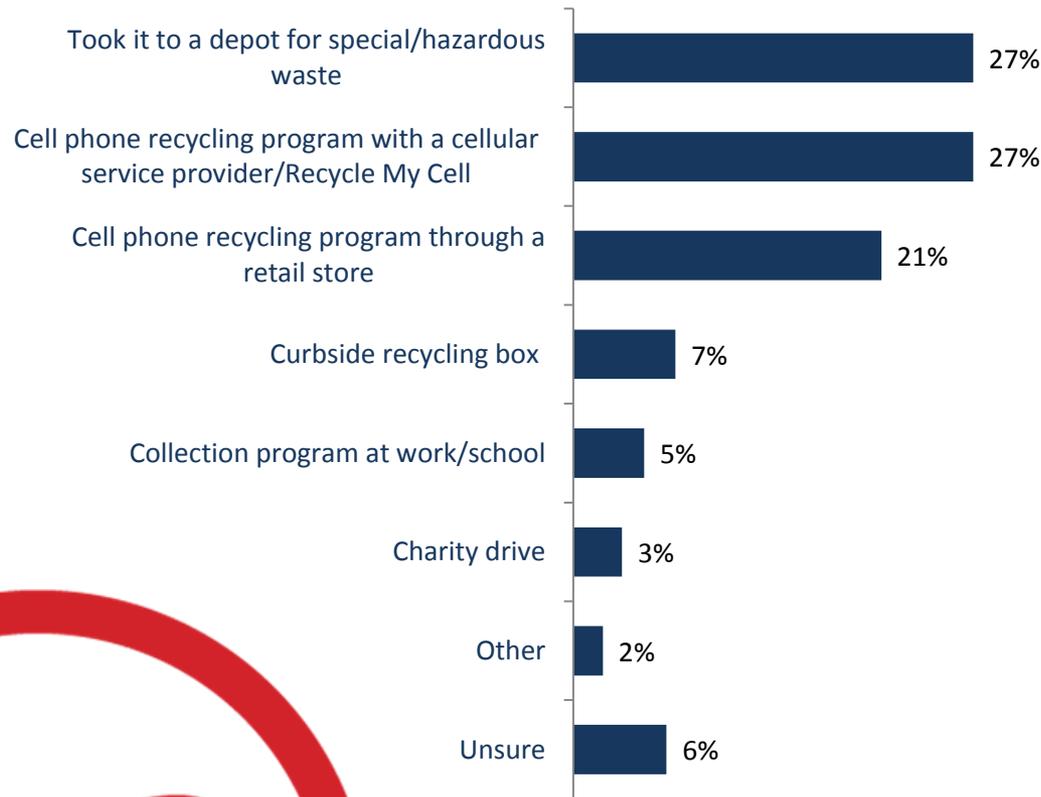
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1215 (respondents who stored their previous cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Cell phone recycling



Approaches used for cell phone recycling

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.



- The most common approaches to recycle old phones are through a special/hazardous waste depot (27%) and those through programs led by cellular service providers/Recycle My Cell (27%).
- Other approaches to recycling phones include a cell phone recycling program through a retail store (21%), curbside recycling boxes (seven percent), and recycling programs at work or school (five percent).

***Note:** Charts may not add up to 100 due to rounding

QUESTION – How did you recycle your old phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=376 (respondents who recycled their previous phone), accurate 5.1 percentage points plus or minus, 19 times out of 20.

Approaches used for cell phone recycling - top responses by year

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.

- Cellular service providers' programs remain the most common approach to recycle used cell phones, however, this has declined significantly since 2011, while cell phone recycling programs through a retail store have seen a corresponding increase.

Top-5 Mentions	Year				
	2015 (n=376)	2014 (n=350)	2013 (n=303)	2012 (n=351)	2011 (n=371)
Cell phone recycling program with cellular service provider/Recycle My Cell	26.6%	24.4%	25.0%	26.5%	35.6%
Cell phone recycling program through a retail store	20.8%	18.0%	23.5%	16.9%	10.3%
Took it to a depot for special/hazardous waste	27.0%	24.3%	12.4%	22.8%	25.2%
Recycling depot / plant / centre	—				
Curbside recycling box (e.g. blue box or green box)	6.9%	9.1%	12.2%	7.6%	6.3%

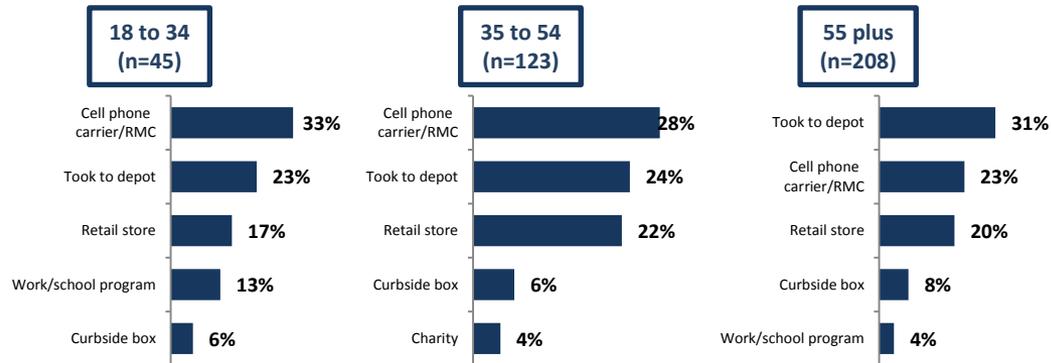
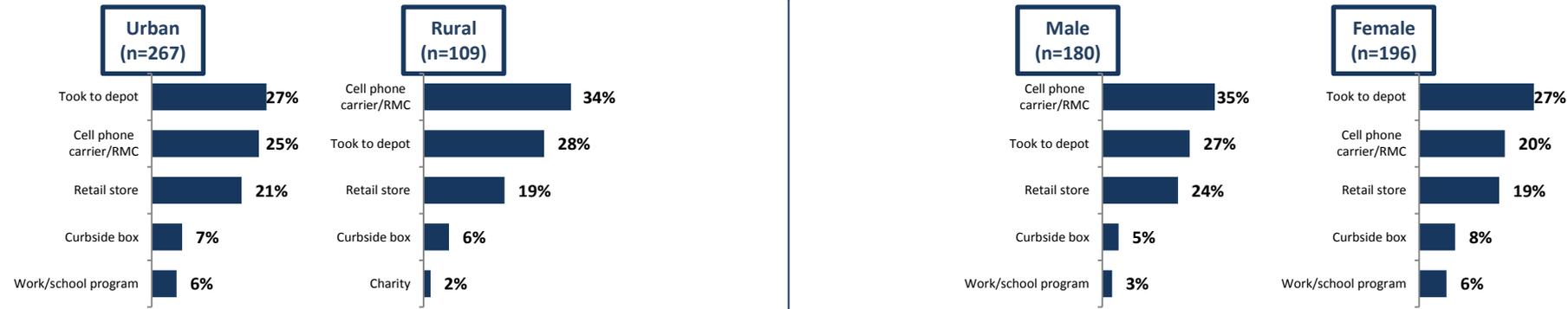
QUESTION – How did you recycle your old phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=376 (respondents who recycled their previous phone), accurate 5.1 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=350 (Respondents who recycled their previous phone), accurate 5.3 percentage points plus or minus, 19 times out of 20.

Approaches used for cell phone recycling - top responses by demographic

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.



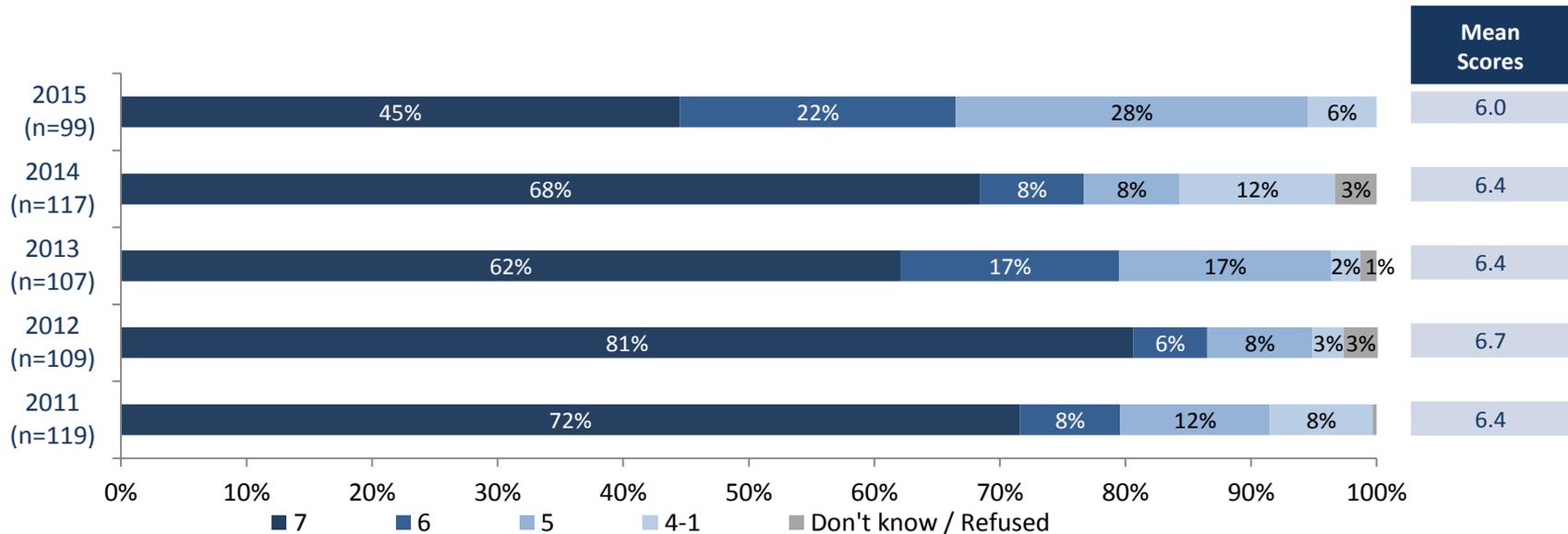
QUESTION – How did you recycle your old phone? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=376 (respondents who recycled their previous phone), accurate 5.1 percentage points plus or minus, 19 times out of 20.

Satisfaction with cell recycling experience

Readers should note, this question is slightly altered in wording compared to previous waves

- The majority (95%) of those who recycled their phone through their cell phone carrier are satisfied with their cell recycling experience, giving at least a score of 5 on a 7-point scale (45% gave 7 out of 7; 22% gave 6 out of 7; 28% gave 5 out of 7). The average score awarded was 6 out of 7.
 - However, compared to previous years, intensity is down. Only 45% of respondents gave a satisfaction score of seven, compared to 68% in 2014. In 2015 28% of respondents gave a marginal five out of seven compared to only eight percent in 2014.



*Note: Charts may not add up to 100 due to rounding

QUESTION – How satisfied were you with this experience? Please use a scale from 1 to 7, where 1 is extremely dissatisfied and 7 is extremely satisfied.

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=99 (respondents who returned or traded in their last phone to their cell phone carrier, using a mail-back program or through Recycle My Cell), accurate 10.0 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=117 (respondents who returned or traded in their last phone to their cell phone carrier, using a mail-back program or through Recycle My Cell), accurate 9.2 percentage points plus or minus, 19 times out of 20.

Reasons for satisfaction with cell phone recycling

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.



- The most popular reason behind respondents' rating of their experience was that the process was simple and easy (24%).
- Other mentions include the fact that people were happy to recycle their phone instead of throwing it out (nine percent), that they were given a new phone in exchange for an old one (seven percent) and that they had wanted more money or a better incentive for recycling (six percent).

***Note: Charts may not add up to 100 due to rounding**

QUESTION – How satisfied were you with this experience? Please use a scale from 1 to 7, where 1 is extremely dissatisfied and 7 is extremely satisfied.

Can you please explain this rating? [Open-ended]

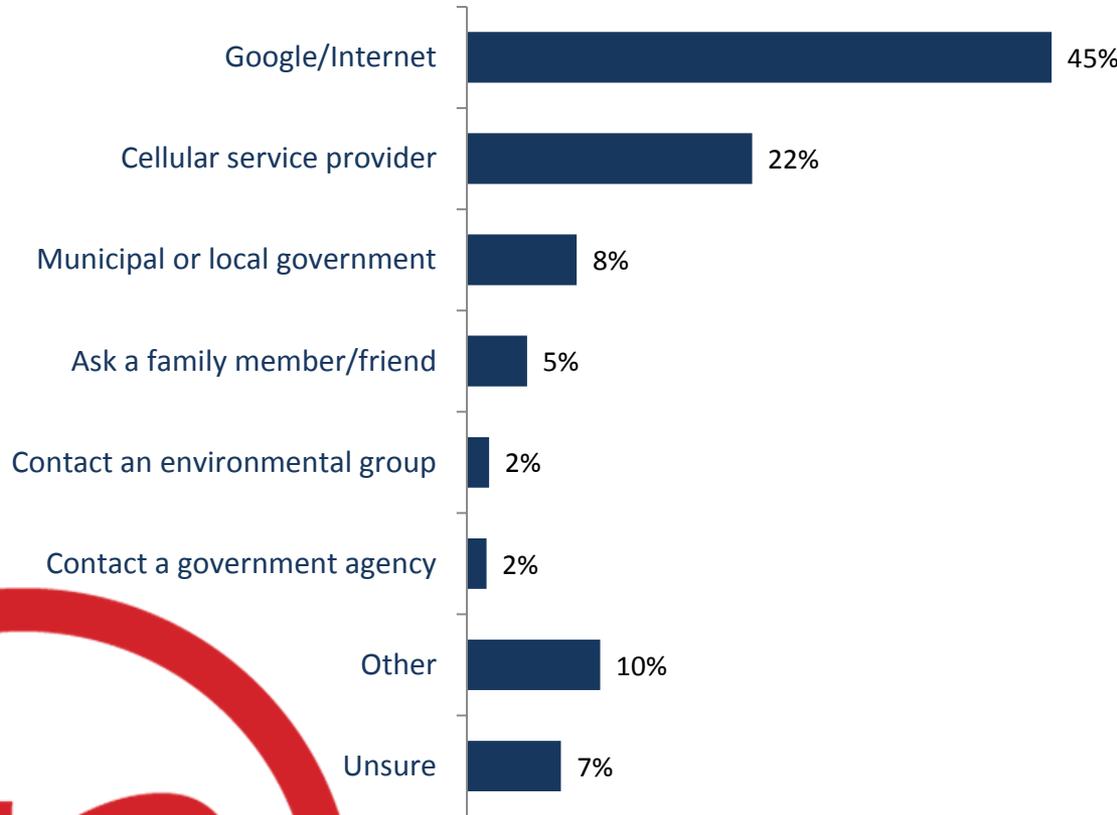
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=99 (respondents who returned or traded in their last phone to their cell phone carrier, using a mail-back program or through Recycle My Cell), accurate 10.0 percentage points plus or minus, 19 times out of 20.

Next steps



Information about recycling

Readers should note, the question is new to this wave, and has no associated tracking data



- Just under half (45%) of Canadians would first turn to Google or the Internet for information if they were to consider recycling their old cell phone.
- About one fifth (22%) would instead go first to their wireless service provider, while five percent would ask a family member or friend.
- The remainder would seek information from the local government (eight percent) or government agencies and environmental groups (two percent each)

*Note: Charts may not add up to 100 due to rounding

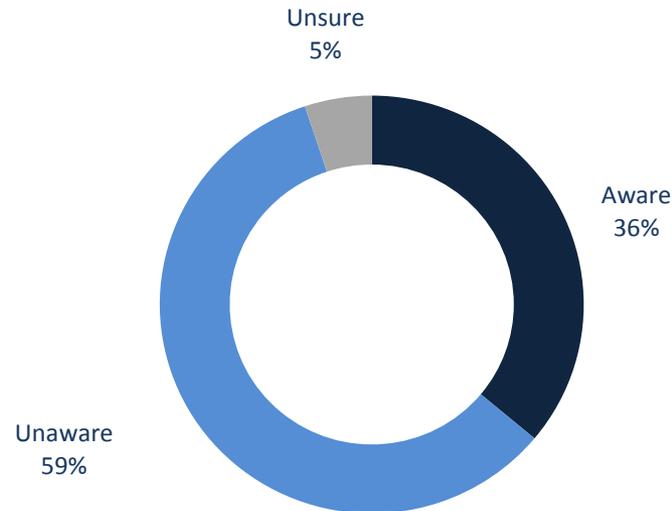
QUESTION – If you were to consider recycling your old cell phone, where would you look for information?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

General awareness of recycling programs

Readers should note, this question remains the same as the previous research waves.

- About one third (36%) of respondents were aware of recycling programs for unused cell phones.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Are you aware of any recycling programs for unused cell phones?

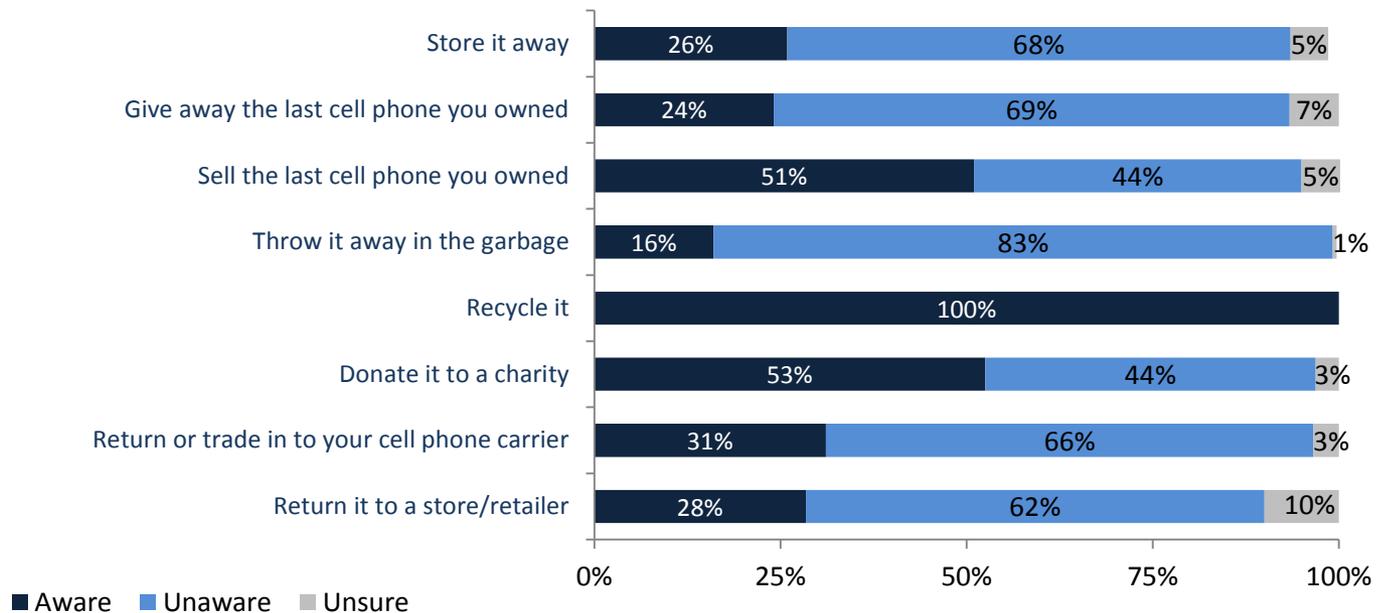
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

General awareness of recycling programs by behaviour

Readers should note, this question remains the same as the previous research waves.

- Awareness is higher among those who have donated their phone to charity (53% aware) have sold the last cell phone they owned (51% aware). Only 16% of those who threw their phones in the garbage are aware of recycling programs

Awareness of recycling programs among those who:



*Note: Charts may not add up to 100 due to rounding

QUESTION – Are you aware of any recycling programs for unused cell phones?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=3000 (respondents who have previously owned at least one cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Unaided awareness of specific programs

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.



- Unaided awareness of Recycle My Cell is low (two percent).
- Almost one third (28%) of respondents were unsure or couldn't name any recycling programs in their area.
- Important mentions among those who could name programs in their area include retail stores (23%), their cell phone company (19%), and municipal government programs (14%), and recycling depots (13%)

*Note: Charts may not add up to 100 due to rounding

QUESTION – What cell phone recycling programs are you aware of in your area? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1250 (respondents aware of any recycling programs), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Unaided awareness of specific programs - by year

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.

- Awareness of electronic retailers' recycling programs has increased in the last year as an option to recycle old cell phones, as well, awareness of municipal recycling programs has more than doubled since 2014.
- Awareness of recycling programs through respondents' cell phone companies has decreased slightly since 2014.

Top-6 Mentions	Year				
	2015 (n=1250)	2014 (n=1344)	2013 (n=1353)	2012 (n=1287)	2011 (n=1176)
An electronics retailer	23.3%	15.5%	19.4%	13.6%	17.1%
A cell phone company (e.g. Bell, TELUS, Rogers, etc.)	19.0%	25.5%	26.0%	22.4%	30.6%
Recycling depot/plant/centre/SARCAN	17.4%	19.9%	7.3%	3.6%	7.2%
A Municipal government program	14.3%	6.4%	7.3%	10.8%	4.5%
A charity (focus on donating electronics to those in need)	5.9%	4.2%	4.5%	8.3%	3.3%
Program from work/school	5.3%	3.9%	3.7%	4.6%	5.5%

QUESTION – What cell phone recycling programs are you aware of in your area? [Open-ended]

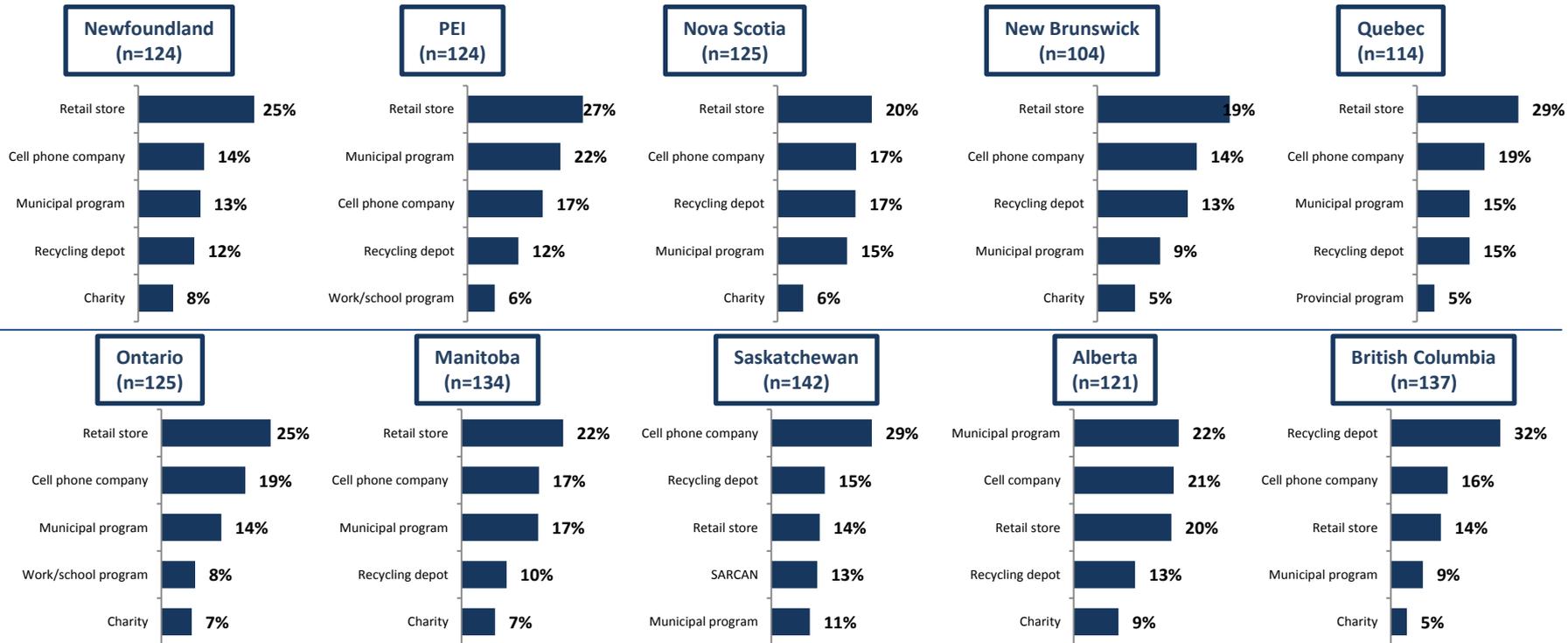
SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1250 (respondents aware of any recycling programs), accurate 2.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=1344 (Respondents aware of any recycling programs), accurate 2.7 percentage points plus or minus, 19 times out of 20.

Unaided awareness of specific programs - by province

Readers should note, this question remains the same as the previous research waves, however, the question is now open-ended.

- Awareness of the various programs differs from province to province. Programs offered through retail stores are well known across Canada, especially in Newfoundland, PEI, Ontario, and Manitoba. In Saskatchewan, Canadians were most aware of programs through their cell phone company. Albertans were most aware of municipal recycling programs, and those in British Columbia were most aware of recycling depots.



QUESTION – What cell phone recycling programs are you aware of in your area? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1250 (respondents aware of any recycling programs), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Awareness of Recycle My Cell program

Readers should note, this question remains the same as the previous research waves.

Tracking data from previous waves was rebased in order to make those sample populations consistent with the 2015 methodology (only respondents who have previously owned a cell phone and were aware of any recycling programs).

- National awareness of the Recycle My Cell program is at 15%, a decline compared to the 2014 results (24% aware).
- Awareness of the Recycle My Cell program is highest among Canadians who returned or traded in their phone to their cell carrier.
- Among those who currently have their cell phone in storage, 18% are aware of the Recycle My Cell program. As well, 17% of those who have given away the last phone they owned were aware of the program.
- Fourteen percent of those who recycled their previous cell phone are aware of the Recycle My Cell program

[Of only those aware of any recycling program] Awareness of the RMC among those who:



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Have you heard about the Recycle My Cell program?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1251 (respondents aware of any recycling programs), accurate 2.8 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=3326 (Respondents who currently own a cell phone), accurate 1.7 percentage points plus or minus, 19 times out of 20.

Awareness of Recycle My Cell

Readers should note, this question remains the same as the previous research waves.

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

% AWARE	Total (n=3000)	Province									
		NFLD (n=300)	PEI (n=300)	NS (n=300)	NB (n=300)	QC (n=300)	ON (n=300)	MB (n=300)	SK (n=300)	AB (n=300)	BC (n=300)
Recycling programs in general	36.2%	37.5%	36.1%	35.0%	29.4%	33.4%	37.7%	37.0%	39.3%	31.9%	40.8%
Recycle My Cell – prompted and unprompted	15.4%	13.0%	10.3%	12.5%	19.5%	17.5%	14.6%	20.3%	19.2%	17.7%	11.0%

% AWARE	Total (n=3000)	Region		Age			Gender	
		Urban (n=2151)	Rural (n=849)	18 to 34 (n=634)	35 to 54 (n=1027)	55 plus (n=1339)	Male (n=1454)	Female (n=1546)
Recycling programs in general	36.2%	36.4%	35.1%	31.5%	40.6%	35.0%	35.3%	37.0%
Recycle My Cell – prompted and unprompted	15.4%	15.9%	13.1%	12.6%	19.4%	12.5%	14.5%	16.4%

***Note: Charts may not add up to 100 due to rounding**

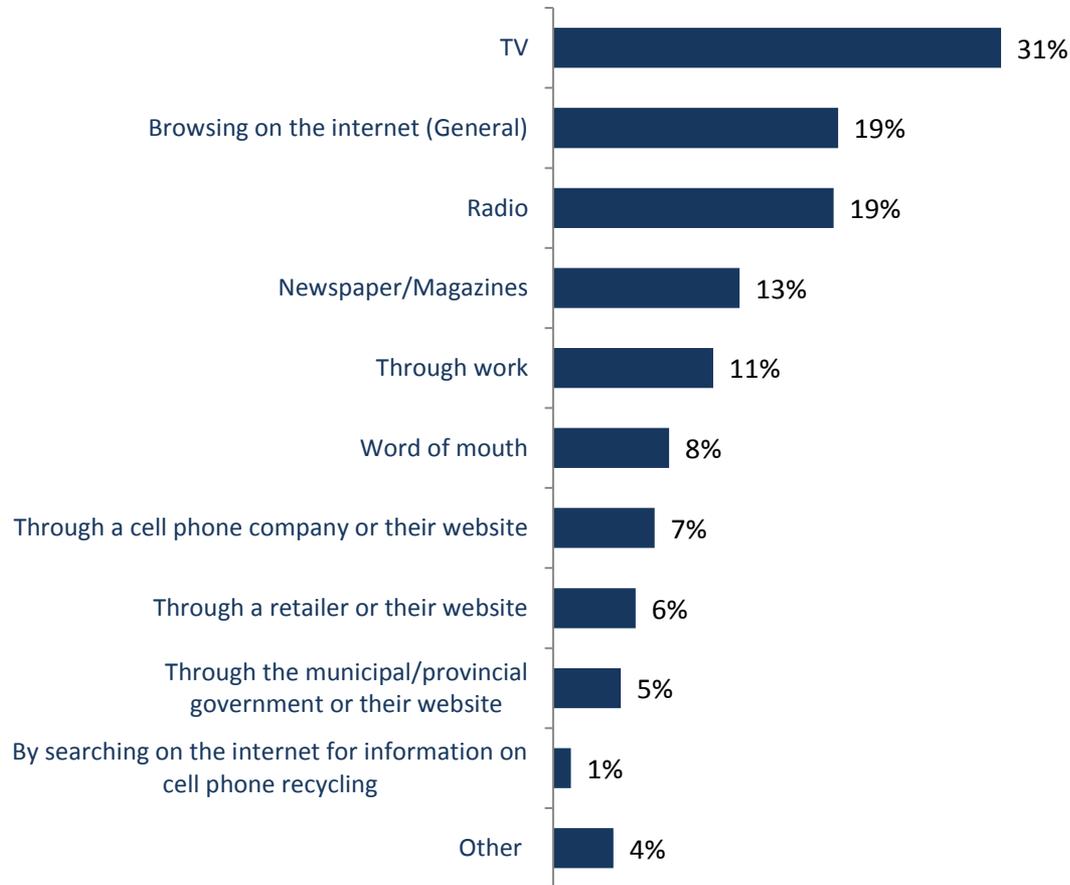
QUESTION – Are you aware of any recycling programs for unused cell phones?

– Have you heard about the Recycle My Cell program?

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=1251 (respondents aware of any recycling programs), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Recycle My Cell awareness channels

Readers should note, this question remains the same as the previous research waves.



- Mass media continues to be the most commonly mentioned awareness channel for Recycle My Cell. Among all those aware of Recycle My Cell, 31% say they heard about this program through television, 19% over the radio or browsing on the internet respectively, and 13% through newspapers and magazines.
- Other popular avenues include through respondents' work (11%), through word of mouth (eight percent), or through a cell phone company or their website (seven percent each)
- This is consistent with the previous waves.

***Note: Charts may not add up to 100 due to rounding**

QUESTION – How did you hear about the Recycle My Cell program? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=194 (respondents who have heard of the Recycle My Cell program), accurate 7.1 percentage points plus or minus, 19 times out of 20.

Recycle My Cell awareness channels - by year

Readers should note, this question remains the same as the previous research waves.

- While awareness through television has remained stable over the past five years, word of mouth saw a decrease this year, reversing a four year increasing trend.

Top-5 Mentions	Year				
	2015 (n=194)	2014 (n=556)	2013 (n=550)	2012 (n=544)	2011 (n=455)
TV	30.5%	27.4%	28.8%	30.5%	30.4%
Radio	19.1%	17.7%	22.2%	13.3%	22.0%
Newspaper/Magazines	12.7%	11.7%	16.5%	14.7%	16.5%
Word of mouth	7.9%	14.5%	11.8%	11.2%	8.5%
Advertisements/commercials/media (general)	—	6.1%	2.0%	2.4%	0.4%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – What cell phone recycling programs are you aware of in your area? [Open-ended]
 – How did you hear about the Recycle My Cell program? [Open-ended]

SOURCE – Nanos Research, dual mode telephone (RDD dual frame) and online probability sample random survey, December 2nd to 15th, 2015, n=194 (respondents who have heard of the Recycle My Cell program), accurate 7.1 percentage points plus or minus, 19 times out of 20.

SOURCE – Quorus Consulting Group, CATI survey using random sampling, November 18th to December 16th, 2014, n=556 (Respondents who currently own a cell phone), accurate 4.2 percentage points plus or minus, 19 times out of 20.

Demographic Profile of Respondents

Province	Unweighted base	Weighted base
Newfoundland and Labrador	300	47
Prince Edward Island	300	13
Nova Scotia	300	84
New Brunswick	300	68
Quebec	300	717
Ontario	300	1,165
Manitoba	300	110
Saskatchewan	300	94
Alberta	300	331
British Columbia	300	373
Total	3,000	3,002

		Unweighted base size	Weighted base size	% of total (weighted)
Region	Urban	2,151	2,460	82%
	Rural	849	542	18%
Age	18-34	634	820	27%
	35-54	1,027	1,128	38%
	55+	1,339	1,055	35%
Gender	Male	1454	1498	50%
	Female	1546	1504	50%
Income*	Less than \$45K	492	502	17%
	\$45K - <\$75K	806	820	27%
	\$75K +	880	878	29%

*27% of participants did not provide household income information

Technical Note

Element	Description
Organization who commissioned the research	The Canadian Wireless Telecommunications Association (CWTA)
Final Sample Size	3,000 Randomly selected individuals. 300 per province.
Margin of Error	National: ± 1.8 percentage points, 19 times out of 20. Provincial: ± 5.7 percentage points, 19 times out of 20.
Mode of Survey	Dual mode survey (telephone and online) with one half of the sample conducted by telephone (RDD dual frame land- and cell-line sample) using live agents and one half of the survey conducted with an online probability sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	December 2nd to 15th, 2015.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada.
Estimated Response Rate	14 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was a custom survey.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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