Understanding Cell Phone Recycling Behaviours

CWTA Recycling Summary 2019

Conducted by Nanos for Canadian Wireless Telecommunications Association
Submission 2019-1519

cwta acts

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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' support and awareness of cell phone recycling programs in general;
- 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 the CWTA.

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Major opinion shifts in the tracking study

Readers should note the following changes between the current wave and previous waves of research.

More Canadians are recycling through retail stores

Canadians with a cellphone are increasingly more likely to recycle an old phone through a cell phone recycling program with a retail store (38%; 29% in 2018 and 17% in 2017)

Canadians are increasingly giving their old phones to friends or family

When asked what they did with their old phone upon receiving a new one, there was an emergence of those who said they plan to/will give it to a family member/friend (3%), which was not mentioned in previous waves.

More Canadians are using Google for information on cell phone recycling

There was an increase in the number of Canadians who would turn to Google for information if they were considering recycling their cell phone (43%; 37% in 2018).

Awareness of recycling programs is trending up

Awareness of cell phone recycling programs has continued to trend up from wave to wave (41%, 38% in 2018, 36% in 2017), while the amount of people who are unsure has decreased since 2018 (10%; 16% in 2018).

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SUMMARY

The Canadian Wireless Telecommunications Association (CWTA) retained Nanos Research to conduct the annual survey on cell phone recycling attitudes and behaviours. This is the fourth wave of the study.

Readers should note the following changes between the current wave and previous waves of research.

Canadians with a cellphone are increasingly more likely to recycle an old phone through a cell phone recycling program with a retail store, which has increased significantly since 2018. In addition, when asked what they did with their old phone upon receiving a new one, there was an emergence of those who said they plan to/will give it to a family member/friend, which has not been mentioned in previous waves.

An increasing number of Canadians say they would turn to Google for information if they were considering recycling their cell phone, and awareness of cell phone recycling programs has continued to trend up from wave to wave, while the amount of people who are unsure has decreased since 2018.

The detailed summary of findings is to follow.

Cell phone ownership

Most Canadians only report having one cell phone they actively use, and report having owned four phones or more prior to their current one. Just over two in three Canadians report currently having a cell phone in storage.

- **A significant majority of Canadians report they actively use one cell phone** – Consistent with previous waves of research, just under nine in ten (89%) Canadians report they personally have one cell phone that they actively use. Ten per cent of Canadians report they actively use two cell phones, while one per cent report they use three cell phones and less than one per cent report they use four cell phones or more.
- **More than half of Canadians report they have owned four phones or more prior to their current one** – Consistent with the previous wave, 55 per cent of Canadians report they have personally owned four cell phones or more prior to their actual phone (53% in 2018, 46% in 2017, 46% in 2016; 43% in 2015). Under two in ten respectively report they have owned two (14%) or three (16%) phones prior to their current one, while 12 per cent report they have owned one.
- **Canadians report they used their previous cell phone for about three years on average** – On average, Canadians report they used their previous cell phone for 37.1 months before they acquired their current one. Similarly to previous waves, older Canadians tend to hold on to their cell phones longer than younger Canadians (55 plus: 39.6 months; 18-34: 33.3 months).

SUMMARY

Nearly nine in ten Canadians support cell phone recycling programs

- **Just over two in three Canadians report they have a cell phone in their possession that they are not using** – Sixty-seven (consistent with 66% in 2018, still up from 62% in 2017 and 2016) per cent of Canadians say they have cell phones in their possession that they are not using and are being stored, compared to 32 per cent who say they don't. Canadians report storing an average of 2.4 phones.

Support for recycling

Support for cell phone recycling programs remains very high among Canadians. Awareness is high among Canadians that cell phones can be recycled and that carriers offer upgrades, as is awareness that cell phones received through upgrade programs are recycled and reused. A majority of Canadians would consider recycling their cell phone if they knew where and how to do it, mentioning that cash/money/a rebate or it being easy to recycle would encourage them to recycle the most.

- **A majority of Canadians are aware that cell phones can be recycled** – Eighty-one per cent of Canadians are aware cell phones can be recycled, compared to 19 per cent who are unaware of this. This is consistent with previous waves of the research.
- **Just over three in four Canadians are aware that most cell phone carriers allow them to upgrade cell phones** – Seventy-six per cent of Canadians are aware that most cell phone carriers have trade-in or programs that allow them to upgrade their cell phones (consistent with 75% in 2018 and 76% in 2017), while 24 per cent are unaware of this.
- **More than three in four Canadians aware of trade-ins or upgrade programs are aware that cell phones received through those programs are either recycled or reused** –Seventy-eight per cent of Canadians who are aware of trade-in and upgrade programs through cell phone carriers are aware that cell phones received through trade-in and upgrade programs are recycled or reused, compared to 22 per cent who are unaware of this. This is consistent with the 2018 wave of research.
- **Over eight in ten Canadians would consider recycling their cell phones if they knew where to recycle them** – Asked whether they would consider or would not consider recycling their cell phones if they knew where to recycle them, 81 per cent of Canadians say they would consider doing this, while nine per cent would not consider recycling their cell phone(s), and 10 per cent are unsure. This is consistent with the previous waves of research.
- **A majority of Canadians would consider recycling their cell phones for the environment** – The most mentioned reason for why they would or would not consider recycling their cell phones was for the environment/I recycle everything/waste to throw away/right thing to do (55%), and because there is important information on their phone (messages, pictures)/security reasons/work phone (11%).

SUMMARY

Over two in five Canadians report storing old cell phones

- **Three in ten Canadians say cash, money or a rebate would encourage them to recycle their phone** – Asked what would encourage them to recycle their cell phone, three in ten Canadians say cash/money/rebate (30%), consistent with 2018 (26%). Other top mentions included ease of recycling/returning (15%), if I was confident all my data/information had been removed (10%), knowing where/how I can return it (10%), and no encouragement needed/I already do (10%).
- **A large majority of Canadians support or somewhat support cell phone recycling programs** – Support for cell phone recycling remains very high with more than eight in ten Canadians saying they support (83%) or somewhat support (13%) programs that encourage the recycling of old, unused or unwanted cell phones. This is consistent with previous waves of research.
- **Paper/newspaper and plastic/plastic bottles are the two top mentions when Canadians think of recycling** – Over half of Canadians say paper/newspaper (26%) or plastic/plastic bottles (26%) come to mind when they think about recycling, consistent with previous waves. Two per cent mentioned electronics/batteries.

Cell phone disposal

Storing away an old phone was the most popular method of cell phone disposal for Canadians. Residents of New Brunswick and younger Canadians are more likely to store their phone, while residents of Quebec are more likely to recycle their phone.

- **More than two in five Canadians stored their previous phone away after receiving their current phone** – Asked what they did with their previous old phone after receiving their current one, 44 per cent of Canadians say they stored it away, while 15 per cent gave it away. Ten per cent returned or traded it in to their cell phone carrier, while seven per cent recycled their old phone. Three per cent said they plan to/will give it to a family member/friend, not previously mentioned in other waves.
- **Residents of Manitoba and Quebec are least likely to report storing their old phone(s)**– Residents of Quebec and Manitoba are the least likely to report storing their old phone(s) (38% Quebec; 41% Manitoba), while residents of British Columbia are the most likely to report doing this (53%). Residents of Quebec are most likely to report recycling their old phone(s)(10%), while residents of New Brunswick are least likely (three per cent). Younger Canadians (18-34) are more likely to store away their old phone(s)(51%) than Canadians 55 plus (41%).

SUMMARY

Nearly two in five Canadians report recycling their cell phone at a cell phone recycling program through a retail store

Cell phone storage

Canadians who stored their previous phone reported having stored their phone for two years or less, most often say they stored their phone for security reasons, or they are keeping it as a backup.

- **Canadians most often report they have been storing their old cell phone for a 2 years or less** – Thirty-one per cent of Canadians who stored their last phone have been storing their previous cell phone for 1-12 months (39% in 2018), while 31 per cent have been storing it for 13-24 months, 21 per cent have been storing it for more than 36 months (16% in 2018), and 15 per cent have been storing it for 25-36 months.
- **Over two in ten Canadians have kept their previous phone for security reasons** – Over two in ten Canadians who stored their previous phone, did so for security reasons (23%), as a backup/extra (20%), or for a future need (15%). Thirteen per cent kept it because they don't know what else to do with it, while 12 per cent kept their phone for the phone numbers and information on it.

Cell phone recycling

Canadians who recycled their previous phone most often report recycling their phone through a cell phone recycling program with a retail store or taking it to a depot for special or hazardous waste, with the majority reporting they were satisfied with their recycling experience.

- **The most common approach to recycling old phones is through a cell phone recycling program with a retail store, significantly increasing from 2018** – Asked how they recycled their old phone, 38 per cent of Canadians report recycling it through a cell phone recycling program through a retail store (a continued increase from 29% in 2018 and 17% in 2017), while 31 per cent of Canadians report taking it to a depot for special/hazardous waste (40% in 2018), and 15 per cent recycled it through a cell phone recycling program with a cellular service provider (17% in 2018, 27% in 2017).
- **Majority of Canadians who recycled their phone were satisfied with their cell recycling experience** – Nearly eight in ten Canadians who recycled their old cell phone were satisfied with their cell recycling experience, giving it at least a 5 on a 7-point scale (40% gave it 7 out of 7; 21% gave it 6 out of 7; and 18% gave it a 5). Twenty-two per cent of Canadians gave it a score of 1-4 out of 7, an increase from 18 per cent in 2018. Those who gave this a score of 6 decreased from 2018 (30% in 2018). The mean score was 5.4 out of 7.

SUMMARY

Canadians most often report being aware of recycling programs through cell phone companies, retail stores, and recycling depots

Next steps to recycling

Over four in ten 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 just over four in ten at the time of the survey, a continued increase from previous waves, with the highest unprompted awareness for programs with cell phone companies, retail stores, and recycling depots. Canadians who reported storing their phone or who threw their phone away are less likely to be aware of recycling programs for cell phones, while those who recycled their previous phone are much more likely to be aware of them.

- **More than four in ten Canadians would look for information on Google if they were considering recycling their old cell phone** – Asked where they would look for information if they were to consider recycling their old phone, 43 per cent of Canadians would turn to Google (37% in 2018) and 24 per cent through their cellular service provider.
- **Over four in ten Canadians are aware of cell phone recycling programs** – Trending up from previous waves, 41 per cent of Canadians are aware of recycling programs for old or unused cell phones (38% in 2018, 36% in 2017, 37% in 2016, 36% in 2015), while 49 per cent are unaware. Ten per cent are unsure (16% in 2018).
- **Canadians are most aware of recycling programs through cell phone companies, retail stores, and recycling depots** – Asked what cell phone recycling programs they are aware of, 27 per cent of Canadians aware of such programs mentioned cell phone company recycling programs (e.g. Bell, TELUS, Rogers, etc.), followed by retail stores recycling programs (e.g. Staples, Best Buy, etc.)(23%), and recycling depot (22%). Three per cent mentioned Recycle My Cell.

Nanos administered an online survey of 3,022 Canadians, 18 years of age or older, between November 24th to December 18th, 2019. Participants in PEI were interviewed by telephone (RDD dual frame land- and cell-line sample) using live agents. The margin of error for a random survey of 3,022 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. Please note that longitudinal differences may be attributed to the transition to a full online survey from a mixed mode telephone and online survey.

This study was commissioned by the Canadian Wireless Telecommunications Association (CWTA) and conducted by Nanos Research.

Detailed Findings

Products, materials, and items associated with recycling

	Frequency		
	2019 (n=8,030)*	2018 (n=5,139)*	2017 (n=7,313)*
Paper/Newspapers	25.7%	28.7%	26.5%
Plastic/Plastic bottles	25.7%	26.1%	25.6%
Glass	14.7%	10.0%	13.4%
Cardboard	11.6%	8.5%	9.9%
Metal	8.4%	6.3%	6.8%
Tin cans/Aluminum cans/Pop cans	6.3%	10.0%	8.6%
Compost/Food waste/Trash	1.8%	2.3%	2.4%
Electronics/Batteries	1.8%	2.2%	1.9%
Blue bins/Green bins	0.5%	0.6%	0.8%
Styrofoam	0.5%	-	-
Everything used at home/Everything that can be recycled	0.4%	1.2%	1.1%
Tires/rubber	0.4%	0.6%	0.2%
Wood	0.3%	0.4%	0.4%
Clothing	0.3%	0.3%	0.4%
Other	1.9%	2.2%	1.3%

***Based on multiple mentions**

QUESTION – When you think about recycling, what products, materials, or items come to mind? [Open-ended]

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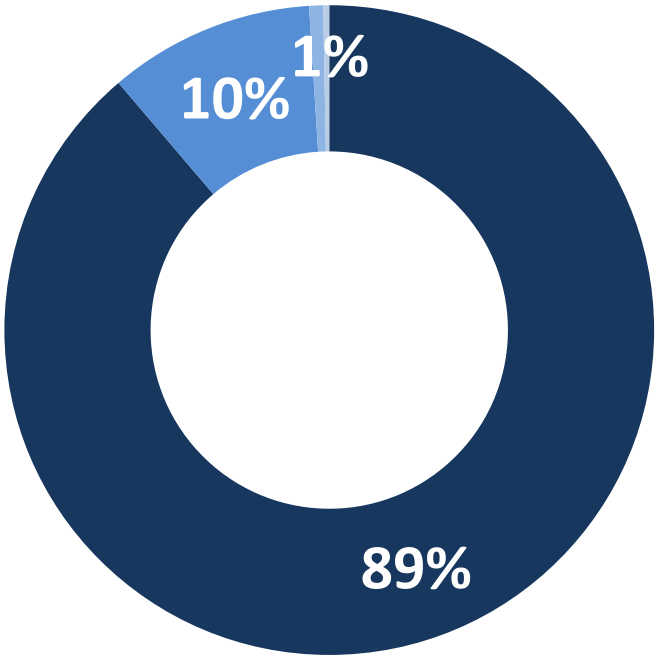
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=8030* (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

1.0 Cell phone ownership

Cell phones actively used

Mean # of phones
1.1
Median # of phones
1.0



■ One phone ■ 2 phones ■ 3 phones ■ 4 or more phones

	One phone
Newfoundland and Labrador (n=300)	88.0%
New Brunswick (n=300)	92.5%
Nova Scotia (n=300)	91.7%
Prince Edward Island (n=300)	86.3%
Quebec (n=300)	90.2%
Ontario (n=300)	88.8%
Manitoba (n=302)	90.4%
Saskatchewan (n=303)	89.3%
Alberta (n=315)	86.1%
British Columbia (n=302)	86.7%
18 to 34 (n=808)	83.6%
35 to 54 (n=1168)	87.1%
55 plus (n=1046)	93.9%
Male (n=1601)	84.6%
Female (n=1421)	92.7%
Urban (n=2283)	89.1%
Rural (n=739)	87.1%

- Just under nine in ten respondents (89%) actively use one cell phone, and the reported mean number of active phones was 1.1. However, 10 per cent indicated they actively use two phones, while one per cent actively use three phones and less than one per cent use four or more phones.

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

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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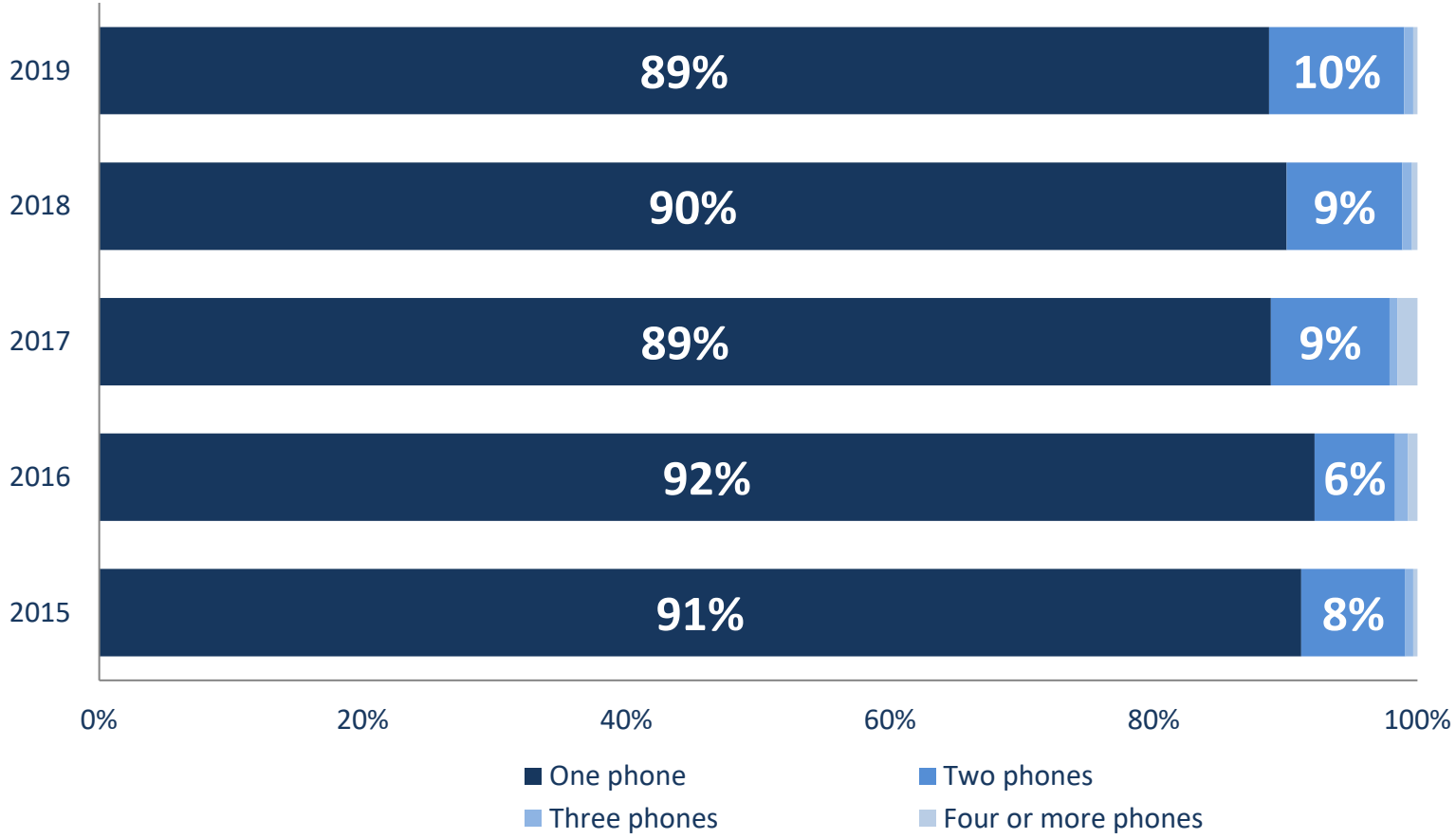
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Cell phones actively used – by year



Mean # of phones
1.1
1.1
1.3
1.1
1.1

***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]

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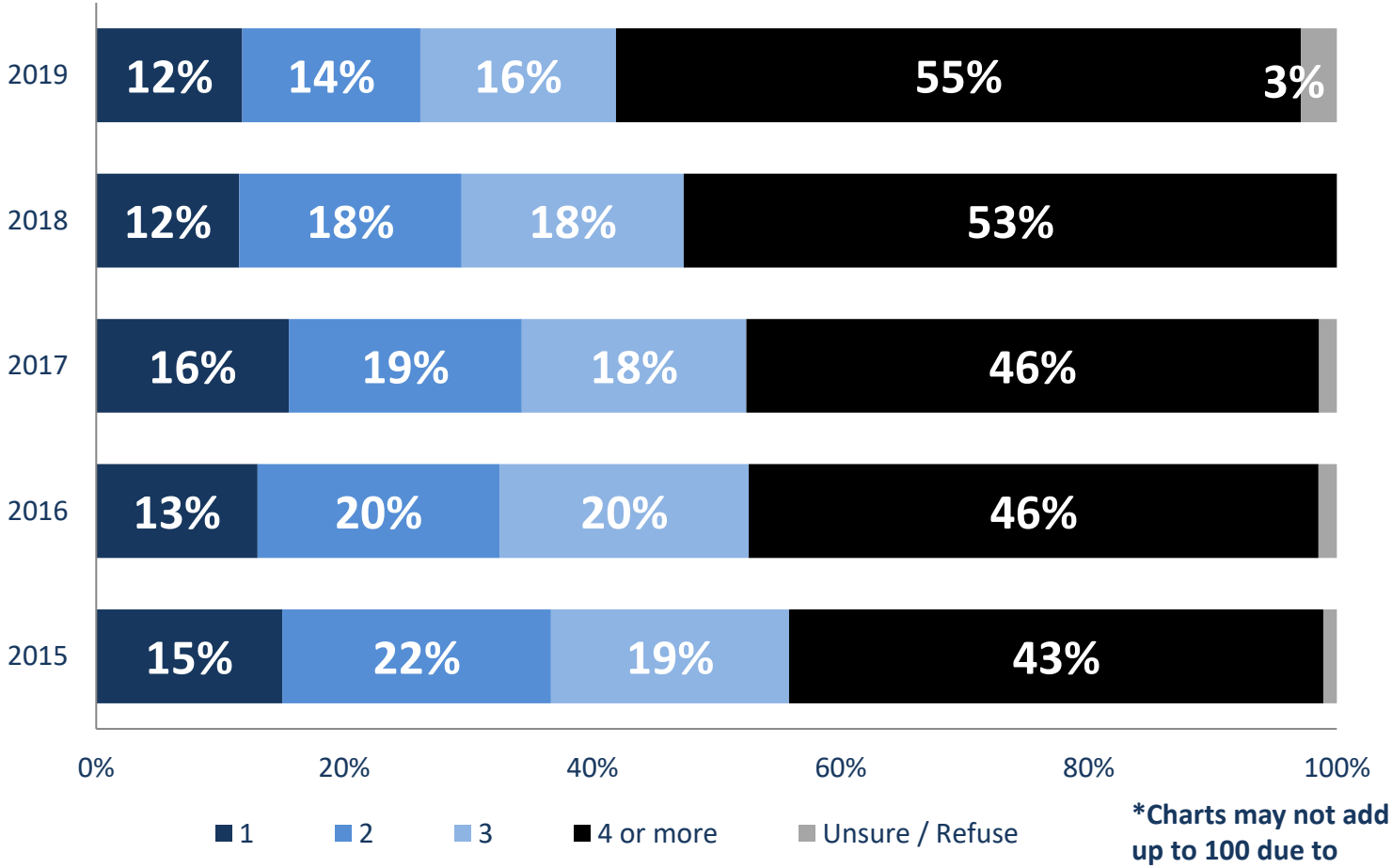
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Prior cell phone ownership – by year

- Canadians have owned about five cell phones on average prior to their current one.
- This has increased slightly from a reported average of four previous cell phones last year. Twelve per cent are first-time owners, and more than half of Canadians have owned at least four cell phones or more prior to their current one.



***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]

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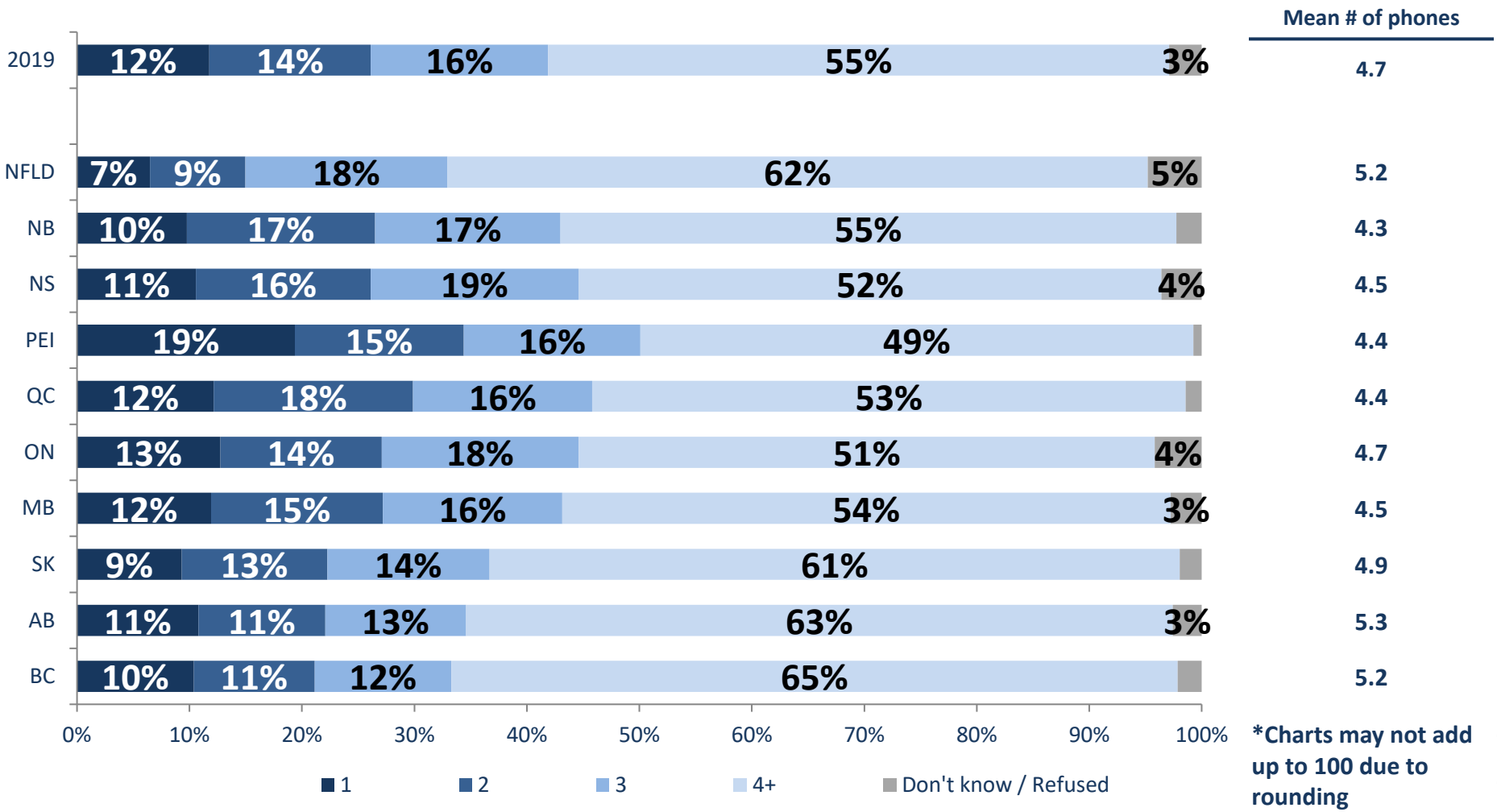
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Prior cell phone ownership - by province



*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]

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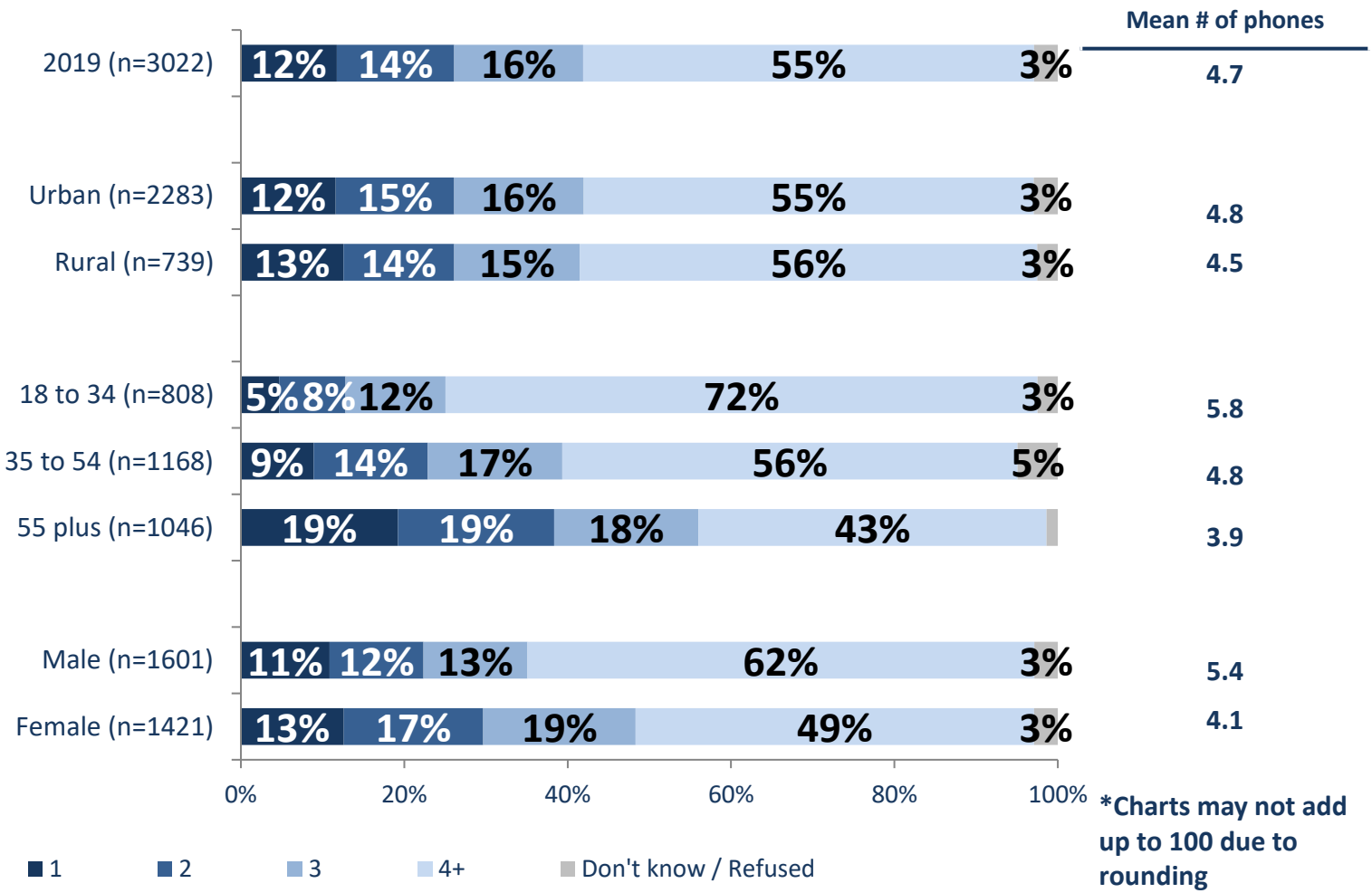
Prior cell phone ownership - by demographic

- Older Canadians are more likely to say they only had one cell phone prior to their current one (19%), compared to younger respondents (5%). Additionally, more than seven in ten of those 18 to 34 (72%) and nearly six in ten of those 35 to 54 (56%) have owned at least 4 phones, while just over four in ten (43%) 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 (62% vs. 49%).



***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]

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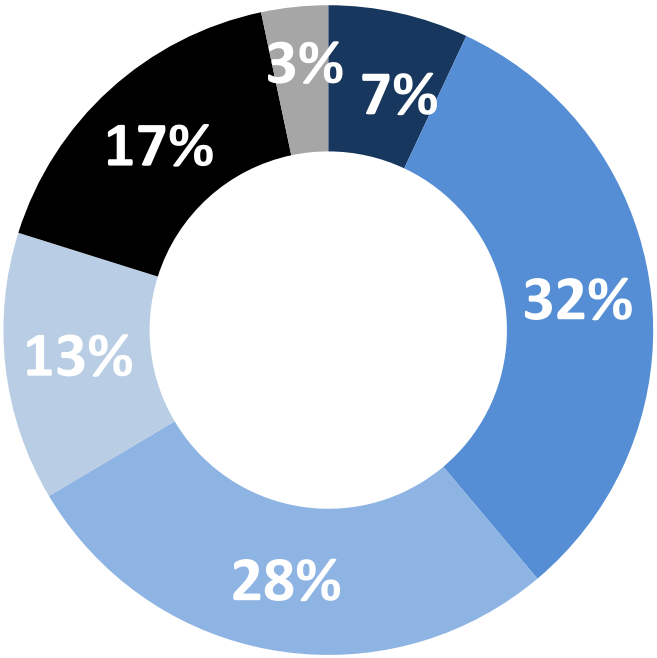
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Cell phone usage

Mean # of months
37.1
Median # of months
36.0



	13 to 24 months
Newfoundland and Labrador (n=300)	35.8%
New Brunswick (n=300)	29.2%
Nova Scotia (n=300)	28.8%
Prince Edward Island (n=300)	29.4%
Quebec (n=300)	34.4%
Ontario (n=300)	30.9%
Manitoba (n=302)	33.7%
Saskatchewan (n=303)	33.7%
Alberta (n=315)	29.7%
British Columbia (n=302)	31.9%
18 to 34 (n=808)	38.8%
35 to 54 (n=1168)	32.8%
55 plus (n=1046)	26.2%
Male (n=1601)	35.0%
Female (n=1421)	28.9%
Urban (n=2283)	31.4%
Rural (n=739)	34.6%

QUESTION – For how long did you use your previous phone? (enter # of months) [Open-ended]

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Cell phone usage – by province and demographic

- The observed average time of ownership for previous phones was 37.1 months, up from 36.2 months in 2018.

Ownership: Average in months	Total (n=3022)	NFLD (n=300)	NB (n=300)	NS (n=300)	PEI (n=300)	QC (n=300)	ON (n=300)	MB (n=302)	SK (n=303)	AB (n=315)	BC (n=302)
Prior cell phone use	37.1	33.7	36.4	36.6	38.5	34.8	39.4	35.2	38.3	38.8	33.8

Ownership: Average in months	Total (n=3022)	Region		Age			Gender		Year				
		Urban (n=2283)	Rural (n=739)	18 to 34 (n=808)	35 to 54 (n=1168)	55 plus (n=1046)	Male (n=1601)	Female (n=1421)	2015 (n=3000)	2016 (n=3003)	2017 (n=3000)	2018 (n=3000)	2019 (n=3022)
Prior cell phone use	37.1	37.3	36.1	33.3	37.4	39.6	36.5	37.6	33.6	34.2	36.8	36.2	37.1

QUESTION – For how long did you use your previous phone? (enter # of months) [Open-ended]

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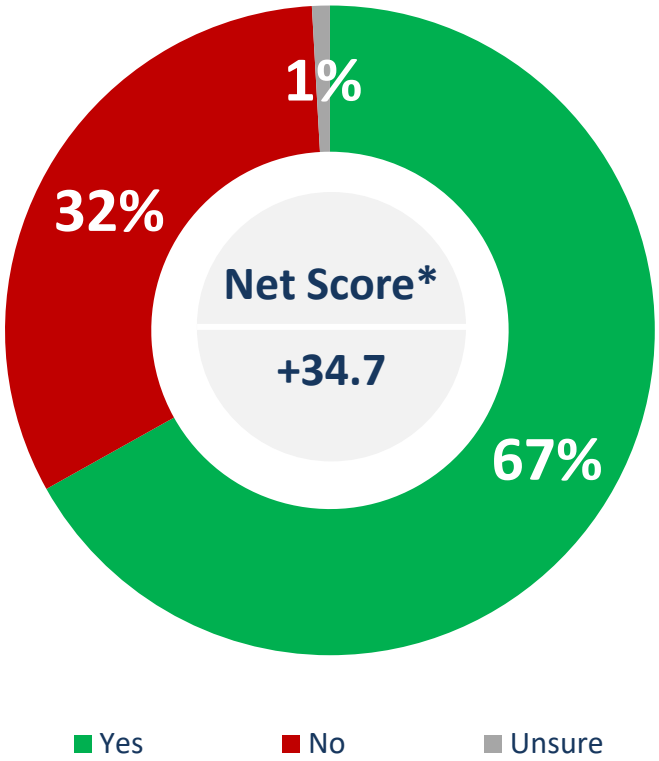
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Stored cell phones

- Over two in three respondents (67%) say they have a cell phone in their possession that is currently being stored.



	Yes
Newfoundland and Labrador (n=300)	68.3%
New Brunswick (n=300)	65.1%
Nova Scotia (n=300)	71.3%
Prince Edward Island (n=300)	61.5%
Quebec (n=300)	61.5%
Ontario (n=300)	65.5%
Manitoba (n=302)	65.1%
Saskatchewan (n=303)	69.7%
Alberta (n=315)	73.5%
British Columbia (n=302)	74.8%
18 to 34 (n=808)	77.3%
35 to 54 (n=1168)	68.4%
55 plus (n=1046)	58.3%
Male (n=1601)	71.2%
Female (n=1421)	62.8%
Urban (n=2283)	67.0%
Rural (n=739)	66.3%

QUESTION – Do you currently have any cell phones in your possession that you are not using, and are being stored, for example, in a junk drawer?

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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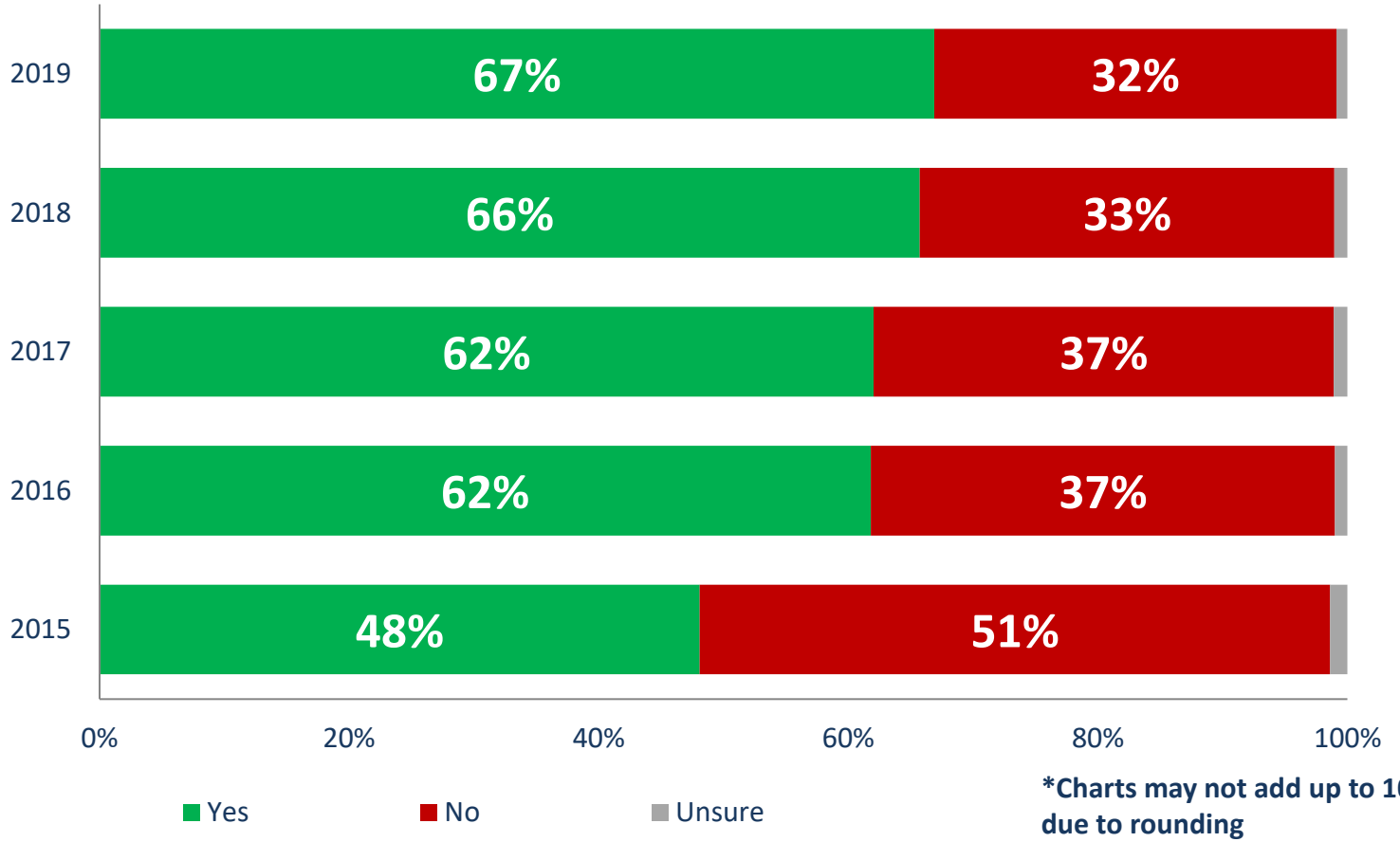
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Stored cell phones – by year

- The percentage of Canadians who reported having cell phones they are storing remains consistent with 2018.



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

QUESTION – Do you currently have any cell phones in your possession that you are not using, and are being stored, **for example, in a junk drawer**? (2019, 2018, 2017, and 2016 Waves)
QUESTION - Do you currently have cell phones in your possession that are being stored? (2015 Wave)

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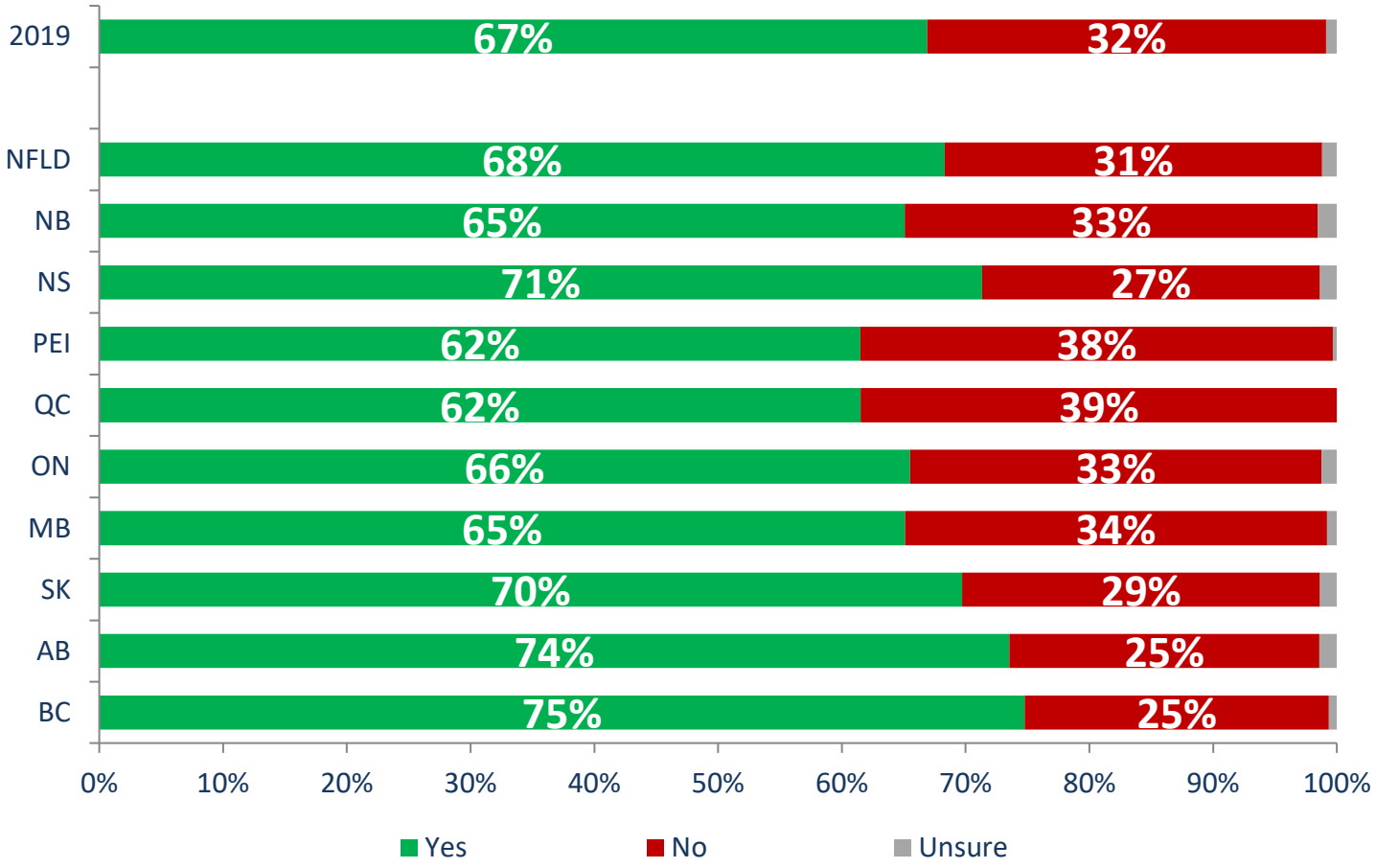
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Stored cell phones - by province

- Overall, provinces followed the national trend with more respondents reporting storing cell phones than not storing them.
- Residents of PEI (62%) and Quebec (62%) are the least likely to report storing their cell a phone, while residents of Alberta (74%) and British Columbia (75%) are most likely to do so.



QUESTION – Do you currently have any cell phones in your possession that you are not using, and are being stored, for example, in a junk drawer?

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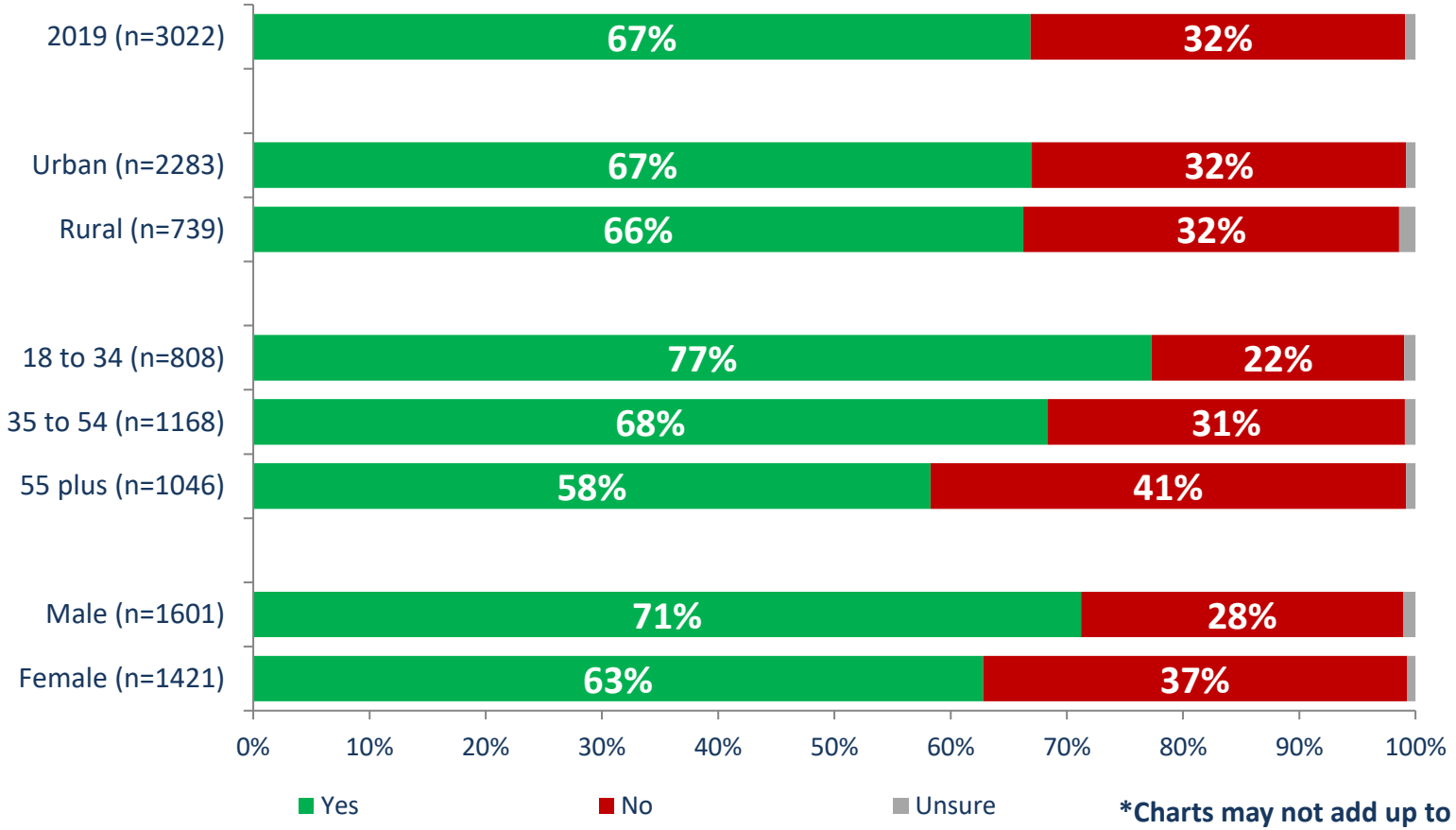
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Stored cell phones - by demographic

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



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

QUESTION – Do you currently have any cell phones in your possession that you are not using, and are being stored, for example, in a junk drawer?

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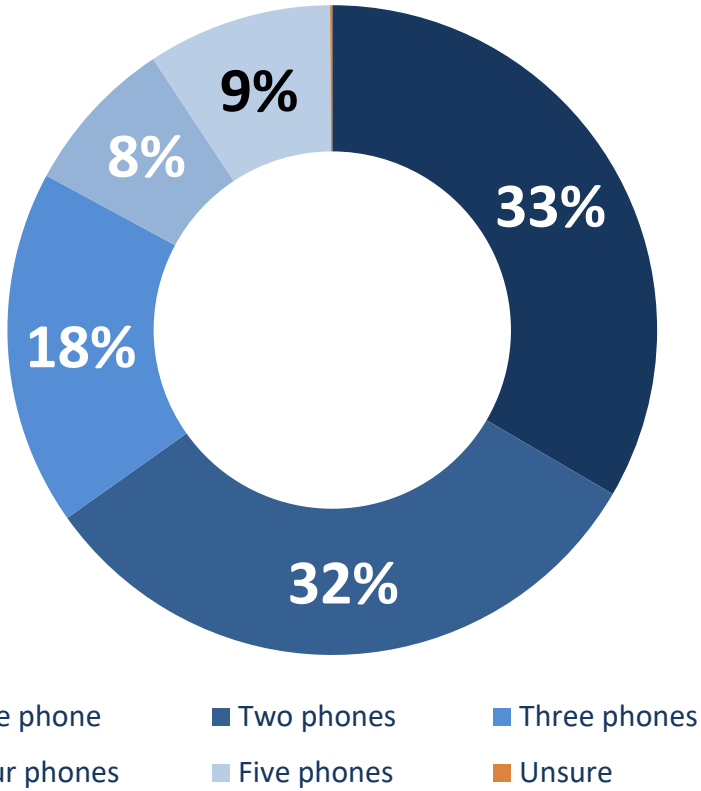
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Cell phones being stored

Mean # of phones
2.4
Median # of phones
2.0



	One phone	Two phones
Newfoundland and Labrador (n=209)	34.8%	24.5%
New Brunswick (n=202)	35.9%	31.2%
Nova Scotia (n=215)	39.6%	34.1%
Prince Edward Island (n=181)	35.3%	28.1%
Quebec (n=191)	38.8%	37.4%
Ontario (n=202)	33.1%	29.4%
Manitoba (n=197)	26.0%	34.8%
Saskatchewan (n=212)	33.2%	32.8%
Alberta (n=226)	27.4%	27.0%
British Columbia (n=227)	31.1%	32.9%
18 to 34 (n=622)	30.0%	27.6%
35 to 54 (n=823)	27.7%	33.9%
55 plus (n=617)	42.5%	33.4%
Male (n=1114)	29.8%	32.3%
Female (n=948)	37.3%	31.2%
Urban (n=1563)	33.6%	31.9%
Rural (n=499)	32.2%	30.7%

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

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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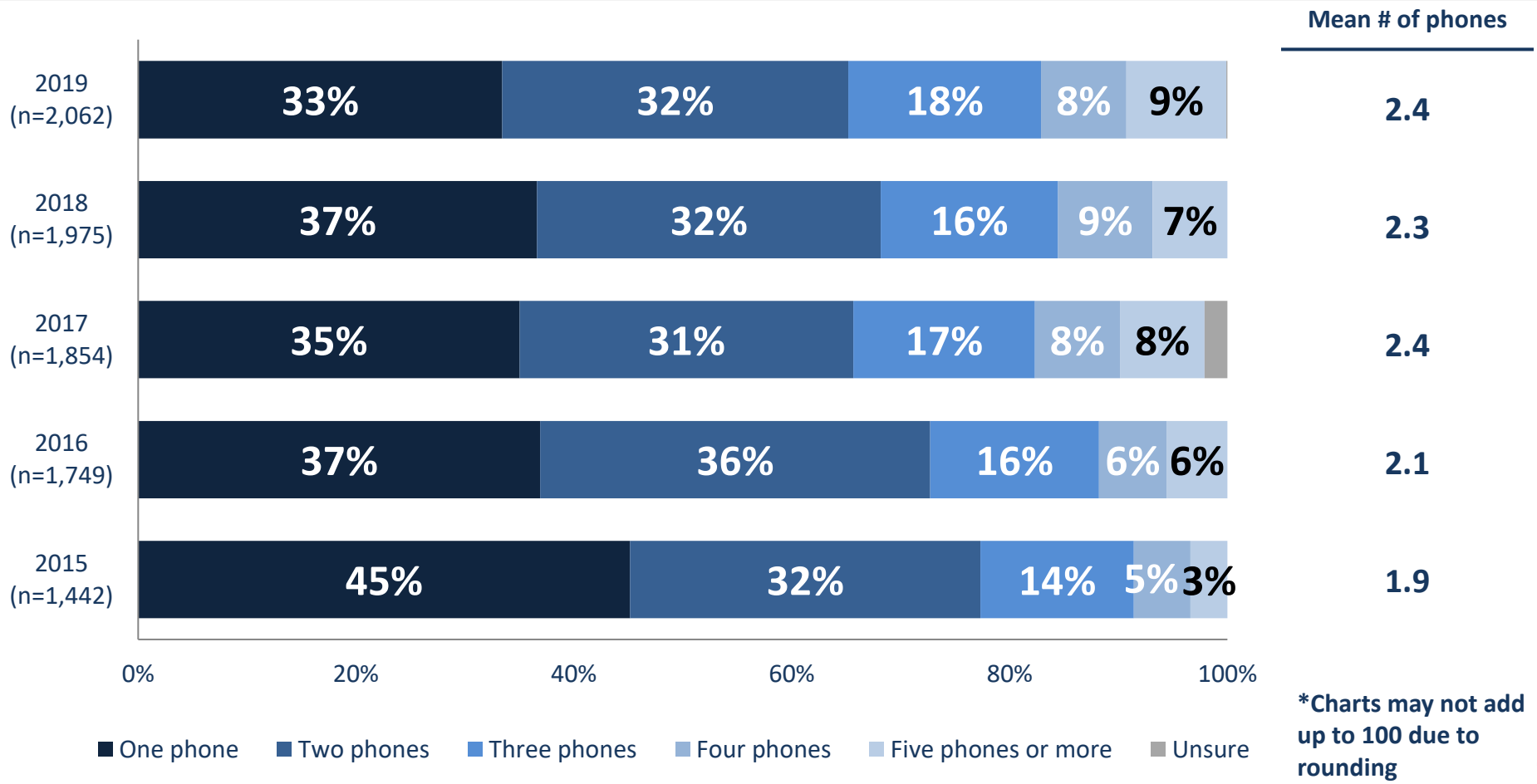
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2062 (respondents who currently own a cell phone and have a phone stored), accurate 2.2 percentage points plus or minus, 19 times out of 20.

Cell phones being stored – by year



*Charts may not add up to 100 due to rounding

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

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2062 (respondents who currently own a cell phone and have a phone stored), accurate 2.2 percentage points plus or minus, 19 times out of 20.

Cell phones being stored - by demographic

- The tables below show the demographic breakdown of cell phone storage.

Storage: Mean	Total (n=2062)	Province									
		NFLD (n=209)	NB (n=202)	NS (n=215)	PEI (n=181)	QC (n=191)	ON (n=202)	MB (n=197)	SK (n=212)	AB (n=226)	BC (n=227)
Number of phones in storage	2.4	2.4	2.4	2.1	2.3	2.0	2.5	2.5	2.3	2.7	2.4

Storage: Mean	Total (n=2062)	Region		Age			Gender	
		Urban (n=1563)	Rural (n=499)	18 to 34 (n=622)	35 to 54 (n=823)	55 plus (n=617)	Male (n=1114)	Female (n=948)
Number of phones in storage	2.4	2.4	2.4	2.5	2.6	2.0	2.5	2.2

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

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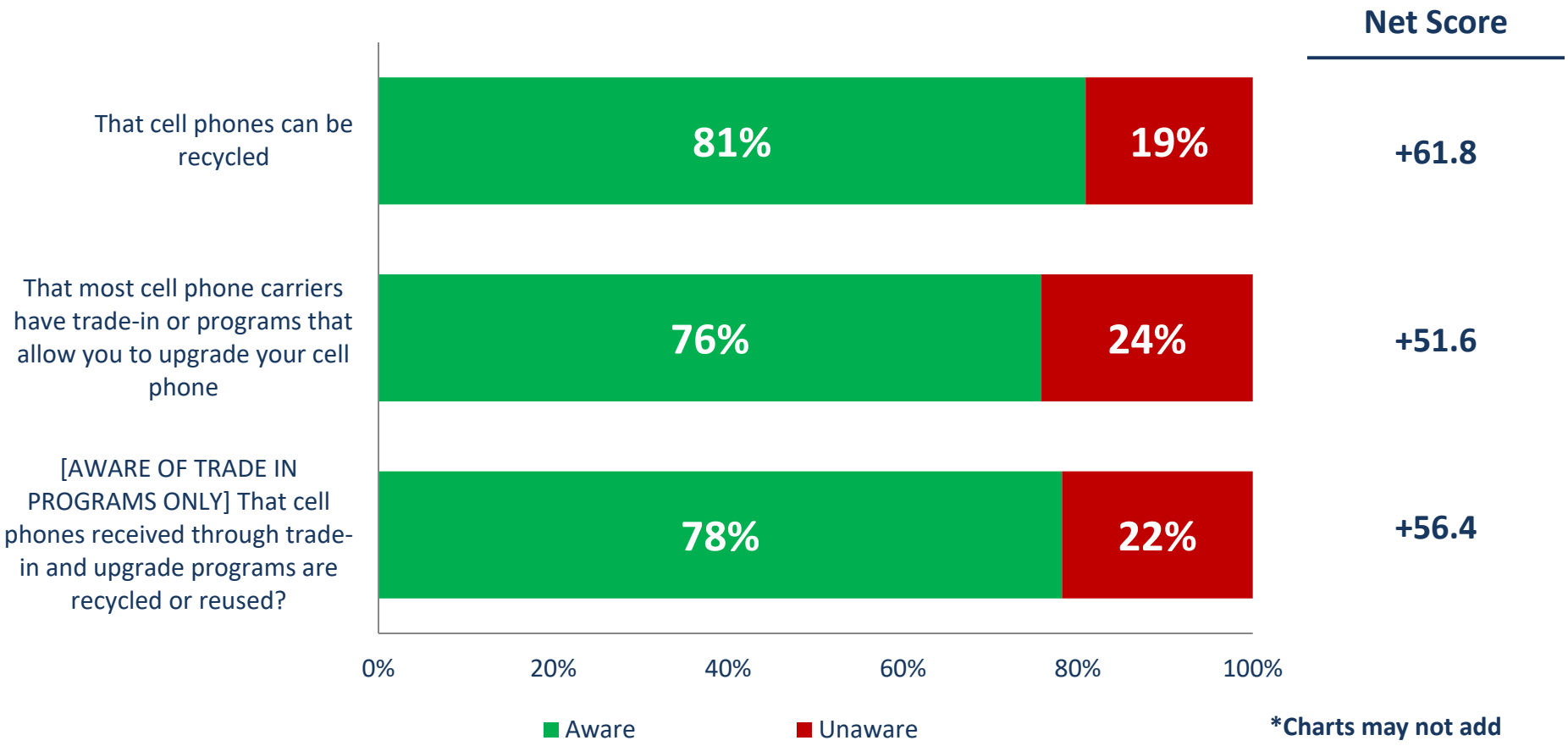
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2062 (respondents who currently own a cell phone and have a phone stored), accurate 2.2 percentage points plus or minus, 19 times out of 20.

Awareness regarding recycling phones



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

QUESTION – Are you aware or not aware of the following:

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

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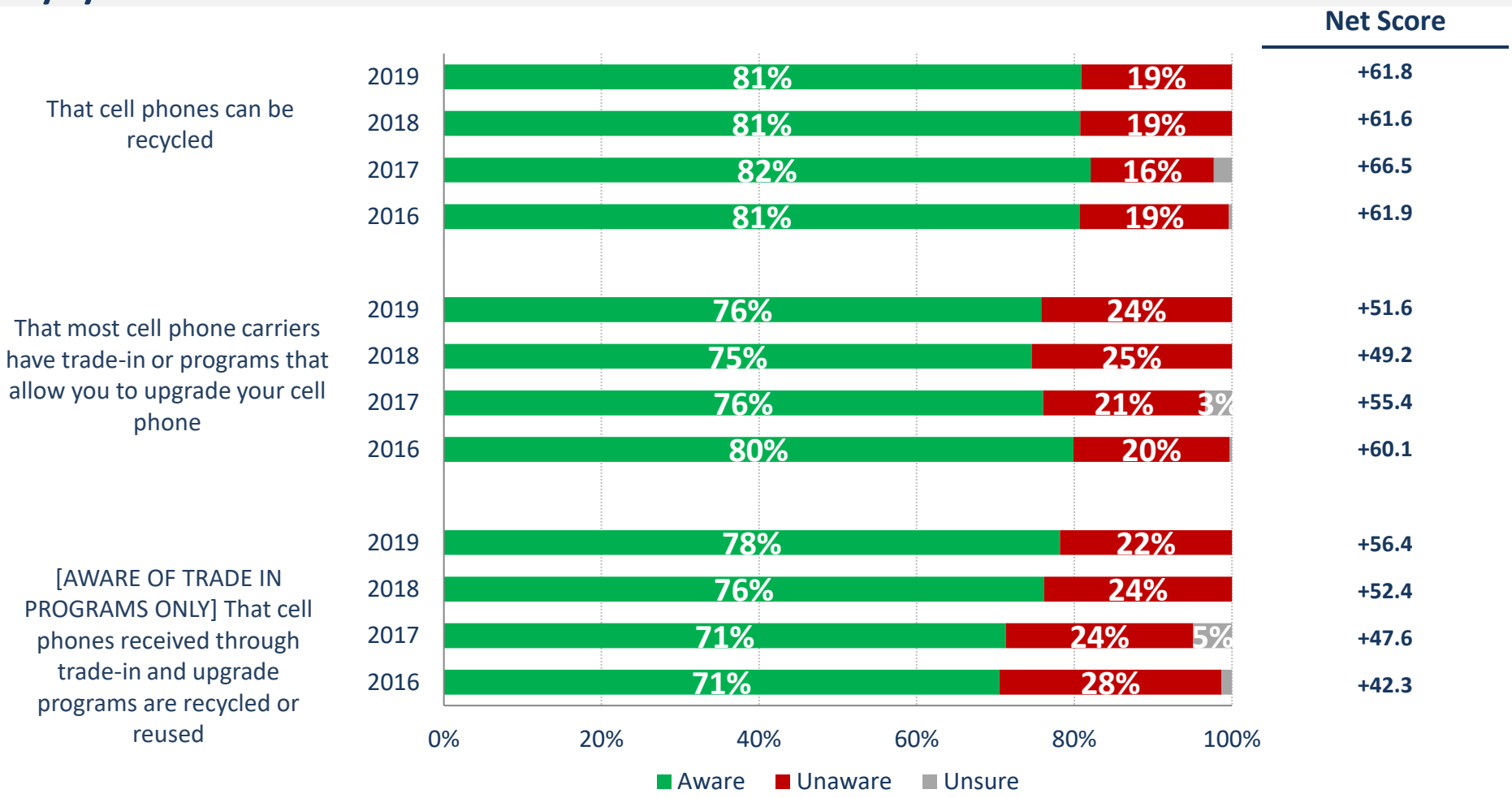
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Awareness regarding recycling phones – by year



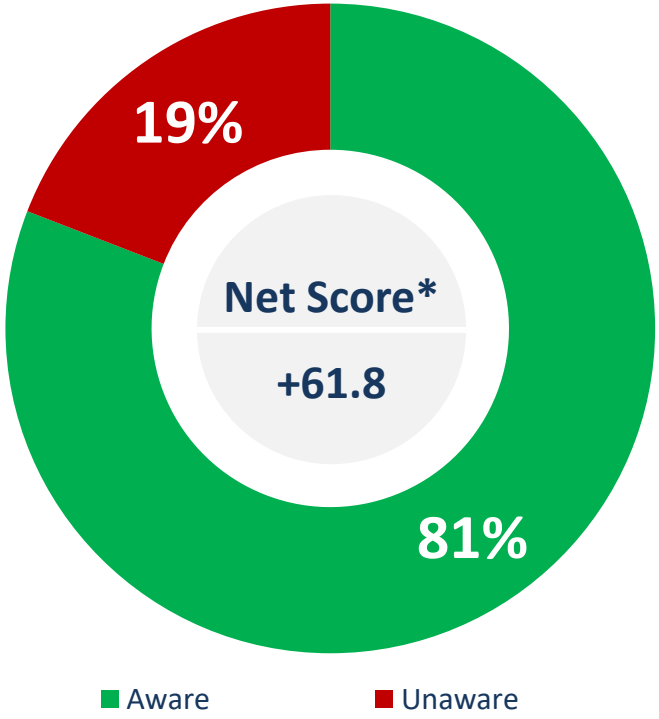
QUESTION – Are you aware or not aware of the following:

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Awareness that cell phones can be recycled



	Aware
Newfoundland and Labrador (n=300)	84.3%
New Brunswick (n=300)	78.7%
Nova Scotia (n=300)	78.0%
Prince Edward Island (n=300)	81.9%
Quebec (n=300)	84.7%
Ontario (n=300)	77.6%
Manitoba (n=302)	86.2%
Saskatchewan (n=303)	86.4%
Alberta (n=315)	78.7%
British Columbia (n=302)	83.3%
18 to 34 (n=808)	82.0%
35 to 54 (n=1168)	80.4%
55 plus (n=1046)	80.5%
Male (n=1601)	84.6%
Female (n=1421)	77.4%
Urban (n=2283)	81.1%
Rural (n=739)	79.4%

QUESTION – Are you aware or not aware of the following:
That cell phones can be recycled

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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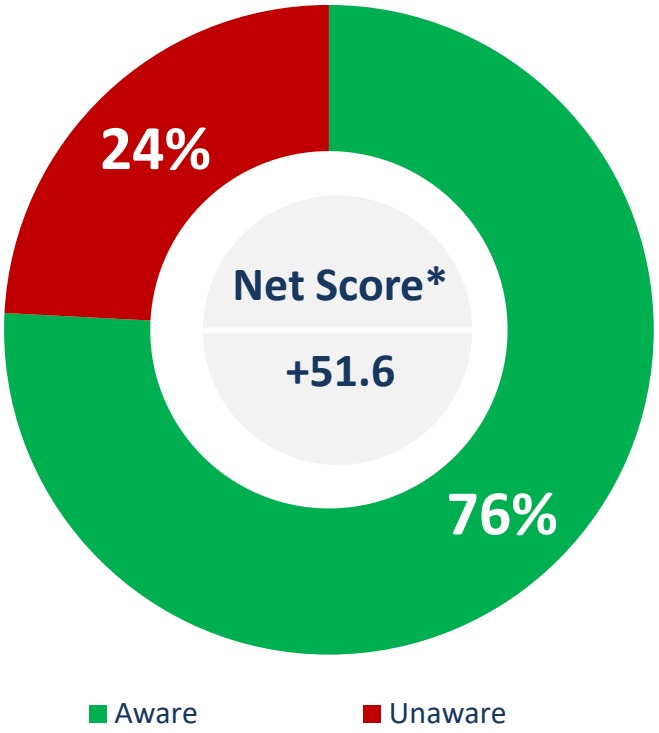
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Awareness of phone carrier trade-in programs to upgrade cell phone



	Aware
Newfoundland and Labrador (n=300)	83.5%
New Brunswick (n=300)	79.2%
Nova Scotia (n=300)	81.4%
Prince Edward Island (n=300)	81.1%
Quebec (n=300)	66.9%
Ontario (n=300)	77.9%
Manitoba (n=302)	80.4%
Saskatchewan (n=303)	81.7%
Alberta (n=315)	77.9%
British Columbia (n=302)	78.7%
18 to 34 (n=808)	79.7%
35 to 54 (n=1168)	76.2%
55 plus (n=1046)	72.8%
Male (n=1601)	76.4%
Female (n=1421)	75.3%
Urban (n=2283)	76.3%
Rural (n=739)	73.2%

QUESTION – Are you aware or not aware of the following:
That most cell phone carriers have trade-in or programs that allow you to upgrade your cell phone

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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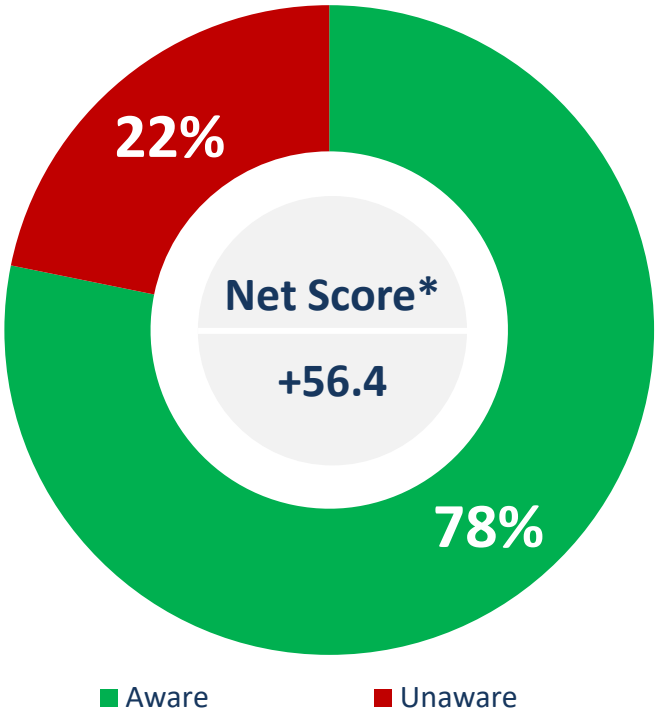
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Awareness that cell phones received through trade-in programs are recycled or reused



	Aware
Newfoundland and Labrador (n=250)	81.9%
New Brunswick (n=240)	76.8%
Nova Scotia (n=245)	76.8%
Prince Edward Island (n=246)	68.5%
Quebec (n=201)	75.2%
Ontario (n=236)	77.6%
Manitoba (n=241)	81.2%
Saskatchewan (n=249)	85.4%
Alberta (n=243)	78.4%
British Columbia (n=237)	82.5%
18 to 34 (n=648)	77.7%
35 to 54 (n=926)	79.5%
55 plus (n=814)	77.3%
Male (n=1252)	79.6%
Female (n=1136)	76.8%
Urban (n=1813)	78.6%
Rural (n=575)	75.7%

QUESTION – Are you aware or not aware of the following:
[AWARE OF TRADE IN PROGRAMS ONLY] That cell phones received through trade-in and upgrade programs are recycled or reused

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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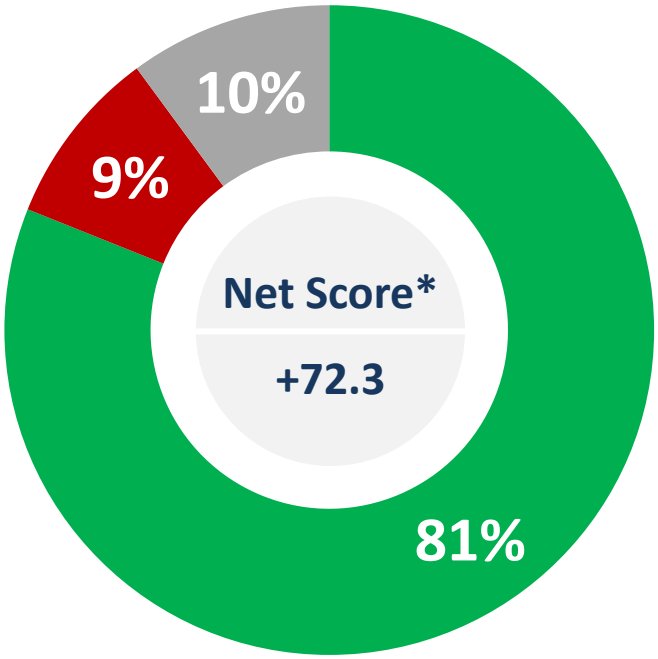
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Considering recycling cell phone



Would consider Would not consider Unsure

	Would consider
Newfoundland and Labrador (n=300)	81.7%
New Brunswick (n=300)	80.0%
Nova Scotia (n=300)	78.7%
Prince Edward Island (n=300)	82.4%
Quebec (n=300)	80.5%
Ontario (n=300)	82.3%
Manitoba (n=302)	79.0%
Saskatchewan (n=303)	77.3%
Alberta (n=315)	79.2%
British Columbia (n=302)	82.2%
18 to 34 (n=808)	75.9%
35 to 54 (n=1168)	79.8%
55 plus (n=1046)	85.8%
Male (n=1601)	78.8%
Female (n=1421)	83.2%
Urban (n=2283)	81.9%
Rural (n=739)	76.4%

QUESTION – If you knew where to recycle your cell phone, would you consider or not consider recycling it?

***The net score is calculated by adding the positive (ex. agree + somewhat agree) and subtracting the negative (ex. somewhat disagree + disagree)(ex. Aware-unaware). The resulting net score will either be a positive or negative number. A positive number indicates a higher intensity of positive views, while a negative number indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide among the population.**

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Reasons for considering recycling cell phones - Tracking

Top Mentions	2019 (n=2,784)	2018 (n=3,000)	2017 (n=3,000)	2016 (n=3,003)
For the environment/I recycle everything/Waste to throw it away/Right thing to do	55.1%	56.5%	55.7%	55.8%
There is important information on my phone (messages, pictures)/security reasons/work phone	11.4%	8.5%	6.4%	5.7%
Need it as a backup/I like to keep my phone/Still useful	8.5%	8.3%	6.1%	6.3%
No use for it so can recycle it/better than having it laying around/de-clutter/get rid of it	8.3%	8.4%	12.5%	7.8%
I would sell it, trade or exchange it to a phone company/Would rather get money out of it	5.0%	3.1%	2.8%	3.8%
Give to people who can use it (friends, family, donation)/My children use it as a toy	2.8%	3.3%	5.2%	6.1%
I never thought about recycling before/If I knew what to do with it	2.3%	1.8%	1.6%	1.5%
Depends on how convenient it is for me/No time/No recycling center near me	2.0%	1.9%	2.1%	1.2%
Phone is worn out/too damaged/too old	0.5%	0.4%	0.8%	-
I don't want to recycle/waste of money	0.3%	0.2%	0.8%	-
I don't know where the recycled phones are going/shipped to another country	0.1%	0.4%	0.2%	-
Other	3.1%	2.7%	3.9%	4.9%
Unsure	0.7%	4.4%	1.7%	1.1%

QUESTION – Why do you have that opinion? [Open-ended]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2784 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Reasons for considering recycling cell phones

Top Mentions	Would consider (n=2258)	Would not consider (n=301)	Unsure (n=277)	Total (n=2836)
For the environment/I recycle everything/Waste to throw it away/Right thing to do	67.9%	-	1.7%	55.1%
There is important information on my phone (messages, pictures)/security reasons/work phone	5.4%	34.8%	37.9%	11.4%
Need it as a backup/I like to keep my phone/Still useful	2.6%	36.3%	30.6%	8.5%
No use for it so can recycle it/better than having it laying around/de-clutter/get rid of it	10.2%	-	0.1%	8.3%
I would sell it, trade or exchange it to a phone company/Would rather get money out of it	3.9%	9.4%	9.9%	5.0%
Give to people who can use it (friends, family, donation)/My children use it as a toy	1.9%	8.5%	5.0%	2.8%
I never thought about recycling before/If I knew what to do with it	2.6%	-	1.2%	2.3%
Depends on how convenient it is for me/No time/No recycling center near me	1.7%	1.8%	5.1%	2.0%
Phone is worn out/too damaged/too old	0.3%	1.8%	1.1%	0.5%
Other	3.0%	4.6%	2.7%	3.1%
Unsure	0.4%	0.1%	3.8%	0.7%

QUESTION – Why do you have that opinion? [Open-ended]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2784 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Encouraging cell phone recycling

Reasons that encourage cell phone recycling	Year				
	2019 (n=2,822)	2018 (n=3,000)	2017 (n=3,000)	2016 (n=2,859)	2015 (n=1,215)*
Cash/Money/Rebate	29.7%	25.7%	22.6%	21.3%	19.7%
Ease of recycling/returning	14.9%	14.5%	14.5%	17.0%	7.2%
If I was confident all my data/information had been removed	9.8%	8.8%	6.7%	3.7%	7.6%
Knowing where/how I can return it	9.6%	8.5%	9.2%	8.3%	13.1%
No encouragement needed/already do	9.6%	8.4%	9.1%	7.1%	-
Environmental reasons/avoid landfills	7.9%	6.5%	8.4%	12.6%	5.7%
No longer needing/wanting the phone	4.1%	5.1%	7.6%	10.0%	15.4%
Nothing	3.3%	4.6%	5.3%	5.4%	7.1%
Advertisement/reminder/awareness campaign	2.8%	3.7%	1.4%	1.2%	-
If I knew/approved of where it was going	2.2%	3.1%	3.1%	5.2%	3.1%
If it can be used again/donated to people in need	1.1%	1.1%	-	-	-
Other responses	2.6%	2.6%	2.5%	2.0%	11.1%
Unsure	2.1%	7.7%	6.6%	5.0%	7.9%

QUESTION – What would encourage you to recycle **your cell phone**? [Open-ended]
***QUESTION** – [IF Storing phone only] What would encourage you to recycle or return it? [Open-ended] (2015 Wave)

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2822 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Encouraging cell phone recycling - by demographic and province

Top-5 Mentions	Total (n=2876)	Region		Age			Gender	
		Urban (n=2175)	Rural (n=701)	18 to 34 (n=764)	35 to 54 (n=1111)	55 plus (n=1001)	Male (n=1519)	Female (n=1357)
Cash/Money/Rebate	29.7%	30.0%	27.9%	41.8%	29.8%	21.1%	36.2%	23.8%
Ease of recycling/returning	14.9%	14.6%	16.9%	15.1%	13.9%	15.7%	11.3%	18.3%
If I was confident all my data/information had been removed	9.8%	9.8%	10.0%	10.2%	11.9%	7.8%	8.3%	11.3%
Knowing where/how I can return it	9.6%	10.1%	6.8%	7.9%	8.2%	12.1%	9.1%	10.1%
No encouragement needed/already do	9.6%	9.0%	13.5%	5.5%	9.2%	13.0%	10.4%	8.9%

Top-5 Mentions	Total (n=2876)	Province									
		NFLD (n=281)	NB (n=289)	NS (n=288)	PEI (n=295)	QC (n=283)	ON (n=278)	MB (n=292)	SK (n=279)	AB (n=300)	BC (n=291)
Cash/Money/Rebate	29.7%	31.7%	28.7%	26.6%	21.9%	23.6%	31.6%	30.1%	31.8%	31.8%	34.0%
Ease of recycling/returning	14.9%	17.0%	14.0%	13.3%	9.2%	13.2%	17.1%	18.4%	10.4%	14.4%	12.5%
If I was confident all my data/ information had been removed	9.8%	9.6%	12.3%	11.8%	4.9%	6.7%	11.1%	10.8%	11.1%	8.4%	11.8%
Knowing where/how I can return it	9.6%	8.6%	8.7%	10.3%	6.2%	7.5%	11.7%	7.2%	7.2%	10.8%	7.7%
No encouragement needed/already do	9.6%	10.1%	9.8%	14.1%	7.5%	8.3%	9.6%	12.2%	9.3%	9.3%	10.9%

QUESTION – What would encourage you to recycle your cell phone? [Open-ended]

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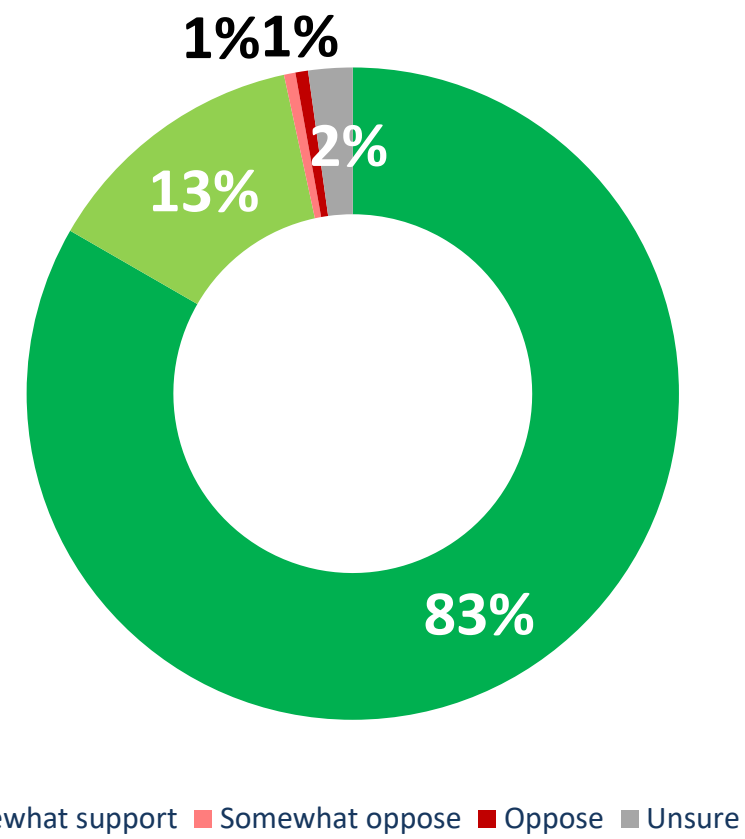
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2822 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Support for cell phone recycling

- Nearly all Canadians support or somewhat support programs that encourage the recycling of old, unused or unwanted cell phones (83% support; 13% somewhat support).



	Support/ Somewhat support
Newfoundland and Labrador (n=300)	97.4%
New Brunswick (n=300)	97.2%
Nova Scotia (n=300)	95.6%
Prince Edward Island (n=300)	94.6%
Quebec (n=300)	98.2 %
Ontario (n=300)	95.8%
Manitoba (n=302)	98.7%
Saskatchewan (n=303)	93.7%
Alberta (n=315)	96.8%
British Columbia (n=302)	96.3%
18 to 34 (n=808)	96.7%
35 to 54 (n=1168)	95.8%
55 plus (n=1046)	97.2%
Male (n=1601)	95.9%
Female (n=1421)	97.3%
Urban (n=2283)	97.3%
Rural (n=739)	92.8%

*Weighted to the true population proportion.
*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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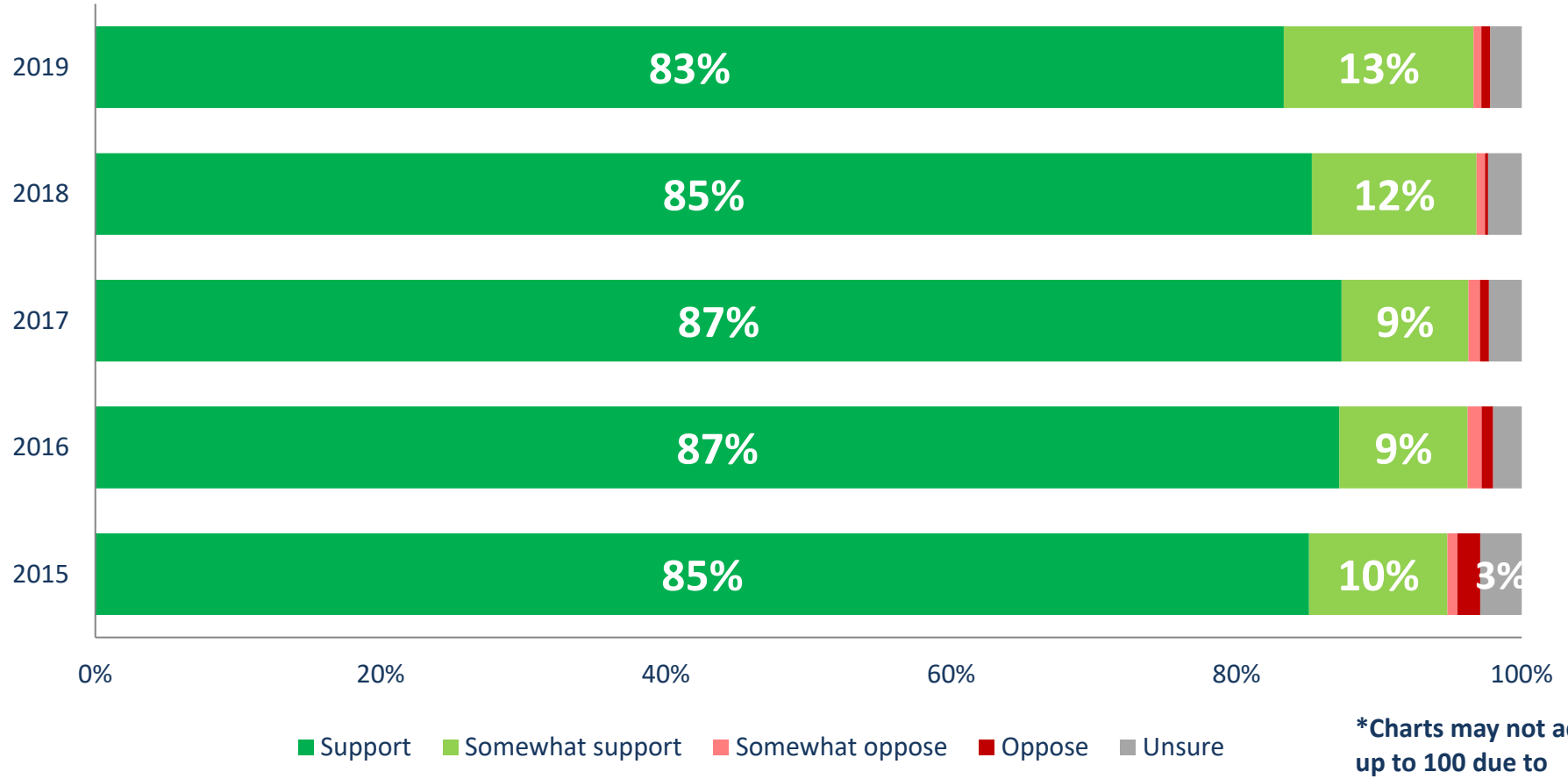
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Support for cell phone recycling – by year



***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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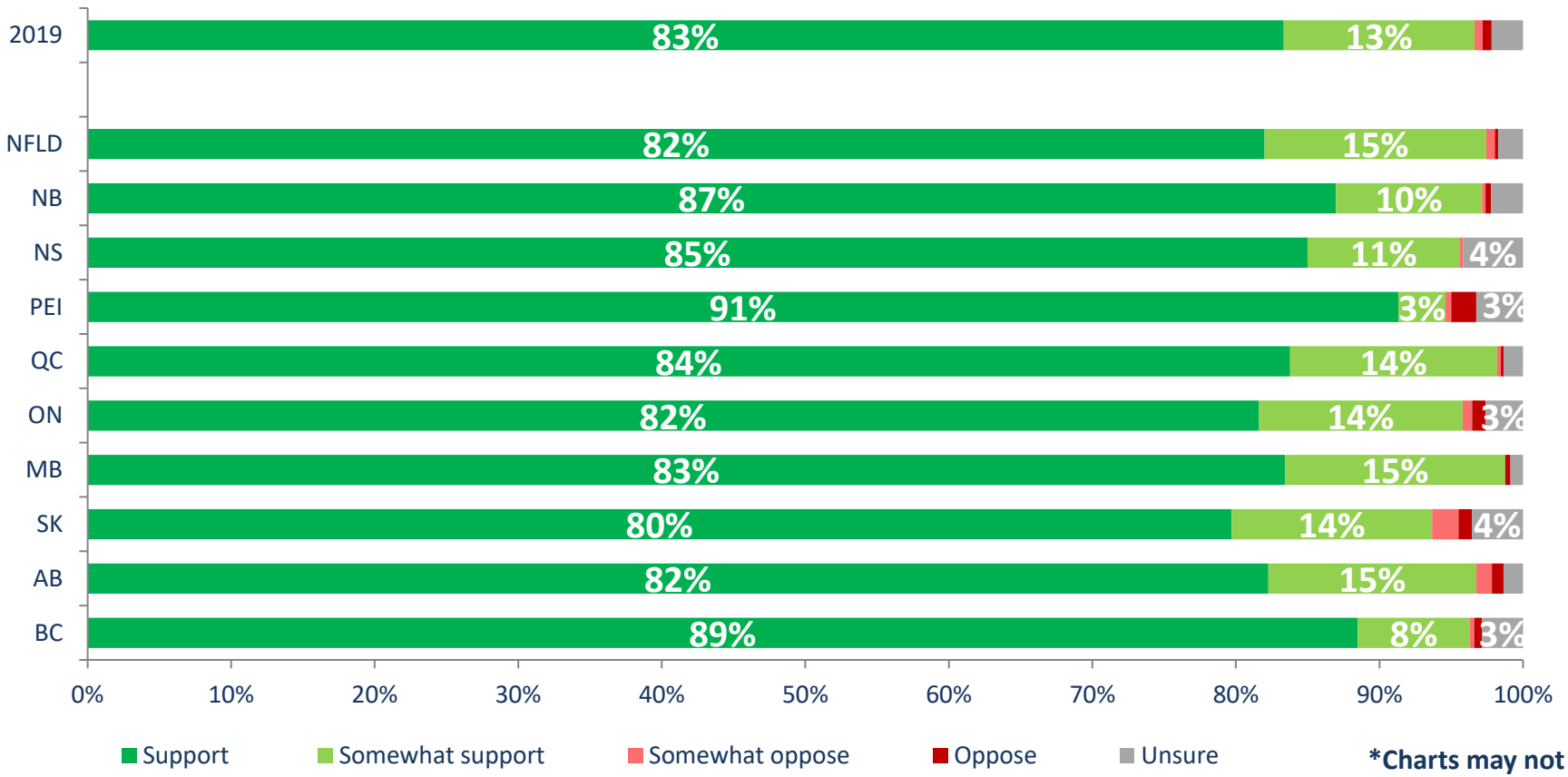
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Support for cell phone recycling - by province



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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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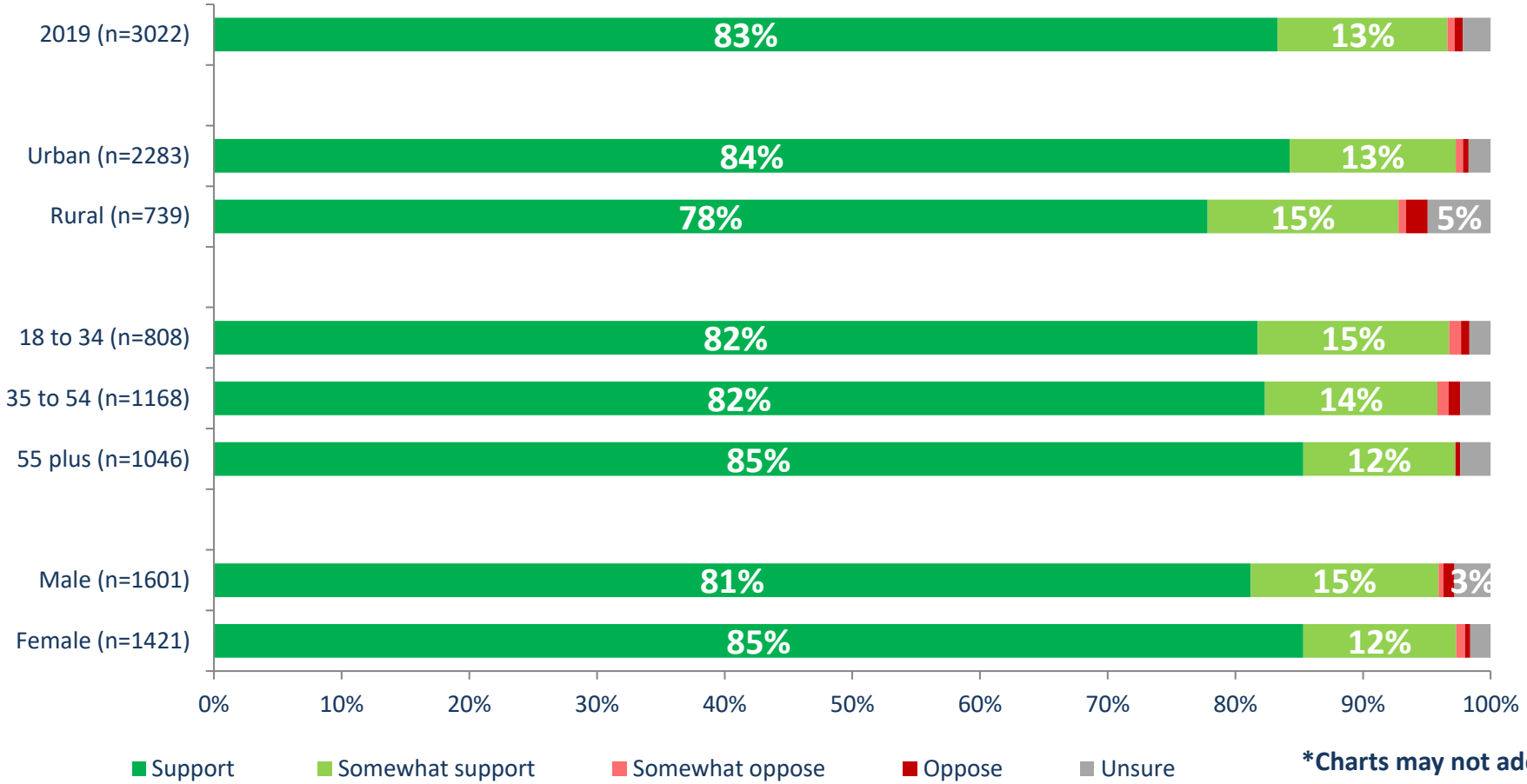
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Support for cell phone recycling - by demographics



***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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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

2.0 Cell phone disposal

Previous cell phone: storage vs disposal

	Frequency (n=3022)
Store it away	43.8%
Give away the last cell phone you owned	15.3%
Return or trade in to your cell phone carrier	9.8%
Recycle it	6.9%
Return it to a store/retailer	4.8%
Sell the last cell phone you owned	4.3%
I use it for other purposes	3.0%
Planning to/will give it to a family member/friend	2.6%
Donate it to charity	2.2%
Throw it away in the garbage	1.2%
I lost it/broken/stolen	1.1%
Other mentions	3.2%
Unsure	1.7%

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

	Store it away
Newfoundland and Labrador (n=300)	**43.8%**
New Brunswick (n=300)	**48.6%**
Nova Scotia (n=300)	**43.9%**
Prince Edward Island (n=300)	**45.3%**
Quebec (n=300)	**38.2%**
Ontario (n=300)	**43.8%**
Manitoba (n=302)	**40.5%**
Saskatchewan (n=303)	**46.7%**
Alberta (n=315)	**45.5%**
British Columbia (n=302)	**52.9%**
18 to 34 (n=808)	**50.9%**
35 to 54 (n=1168)	**41.9%**
55 plus (n=1046)	**40.7%**
Male (n=1601)	**45.7%**
Female (n=1421)	**42.1%**
Urban (n=2283)	**44.7%**
Rural (n=739)	**38.9%**

QUESTION – After receiving your current phone what did you do with your old one? Did you… [RANDOMIZE]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal - by year

- Over two fifths of participants stored away their previous cell phone (44%), while 15 per cent gave away their phone and 10 per cent returned or traded it in to their cell phone carrier. Seven per cent recycled their cell phone.
- Planning to give it to a family member was first mentioned in this wave (3%), however consumer behaviour regarding their old cell phone status has remained consistent overall.

	Year				
	2019 (n=3,022)	2018 (n=3,000)	2017 (n=3,000)	2016 (n=3,000)	2015 (n=3,000)
Store it away	43.8%	44.1%	42.9%	43.4%	41.2%
Give away the last cell phone you owned	15.3%	15.4%	15.9%	14.2%	15.9%
Return or trade in to your cell phone carrier	9.8%	10.9%	10.5%	9.0%	10.1%
Recycle it	6.9%	8.7%	11.5%	11.9%	12.4%
Return it to a store/retailer	4.8%	4.6%	3.8%	3.8%	2.2%
Sell the last phone you owned	4.3%	4.8%	3.0%	4.5%	3.2%
I use it for other purposes (alarm clock, music, kids toy, Wi-Fi)	3.0%	4.6%	2.6%	3.1%	2.3%
Planning to/will give it to a family member/friend	2.6%	-	-	-	-
Donate it to charity	2.2%	1.2%	1.3%	1.8%	2.0%
Throw it away in the garbage	1.2%	0.9%	1.0%	1.8%	4.0%
Lost it	1.1%	1.1%	1.8%	1.9%	2.3%
Unsure	1.7%	2.4%	3.8%	2.7%	3.2%

QUESTION – After receiving your current phone what did you do with your old one? Did you… [RANDOMIZE]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a 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

Top Mentions	Length of Previous Phone Ownership				
	1-12 months (n=204)	13-24 months (n=968)	25-36 months (n=860)	37-48 months (n=440)	More than 48 months (n=437)
Store it away	45.1%	41.1%	45.5%	47.2%	44.9%
Return or trade in to your cell phone carrier	11.2%	10.0%	9.7%	8.6%	10.4%
Give away the last cell phone you owned	11.0%	17.7%	18.4%	17.2%	6.8%
Sell the last cell phone you owned	9.7%	7.0%	4.0%	0.5%	0.9%
Return it to a store/retailer	6.5%	4.8%	3.8%	3.4%	6.5%
Recycle it	4.8%	5.3%	5.7%	7.2%	12.8%
Donate it to charity	2.5%	1.5%	1.4%	3.5%	3.4%
Throw it away in the garbage	1.4%	1.4%	0.7%	1.1%	1.3%
I use it for other purposes	1.2%	1.7%	3.3%	3.3%	4.3%
Planning to/will give it to a family member/friend	1.1%	4.1%	1.9%	1.3%	3.1%
Lost it	0.9%	1.6%	0.6%	1.9%	0.2%
Unsure	0.8%	0.7%	2.0%	2.1%	2.5%

QUESTION – After receiving your current phone what did you do with your old one? Did you… [RANDOMIZE]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal - by province

Top Mentions	Total (n=3022)	Province									
		NFLD (n=300)	NB (n=300)	NS (n=300)	PEI (n=300)	QC (n=300)	ON (n=300)	MB (n=302)	SK (n=303)	AB (n=315)	BC (n=302)
Store it away	43.8%	43.8%	48.6%	43.9%	45.3%	38.2%	43.8%	40.5%	46.7%	45.5%	52.9%
Give away the last cell phone you owned	15.3%	12.0%	15.1%	12.3%	19.0%	17.4%	16.5%	13.0%	10.4%	12.4%	13.4%
Return or trade in to your cell phone carrier	9.8%	13.6%	10.3%	15.6%	8.3%	8.6%	9.8%	14.8%	12.9%	10.3%	7.6%
Recycle it	6.9%	5.9%	2.6%	6.2%	5.4%	10.3%	5.4%	8.1%	5.0%	8.2%	5.3%
Return it to a store/retailer	4.8%	4.2%	4.9%	3.6%	4.8%	6.1%	4.4%	5.6%	3.8%	3.6%	4.9%
Sell the last cell phone you owned	4.3%	5.4%	6.8%	5.6%	4.8%	4.5%	3.3%	6.4%	3.9%	5.8%	4.6%
I use it for other purposes	3.0%	2.6%	2.2%	4.6%	2.4%	3.7%	2.5%	2.9%	5.0%	3.3%	2.6%
Planning to/will give it to a family member/friend	2.6%	2.3%	1.0%	0.9%	1.1%	1.9%	3.6%	2.6%	2.3%	2.8%	1.9%
Donate it to charity	2.2%	2.3%	0.7%	0.9%	0.3%	1.5%	3.0%	0.5%	1.8%	2.0%	2.1%
Throw it away in the garbage	1.2%	1.4%	0.9%	1.5%	3.2%	0.6%	1.4%	1.1%	1.5%	1.4%	0.9%
Lost it	1.1%	0.5%	0.8%	0.4%	1.0%	2.3%	0.8%	0.0%	0.5%	0.9%	0.8%
Unsure	1.7%	2.4%	2.9%	2.5%	2.7%	1.3%	1.9%	2.5%	2.7%	0.6%	1.5%

QUESTION – After receiving your current phone what did you do with your old one? Did you… [RANDOMIZE]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Previous cell phone: storage vs disposal - by demographic

Top Mentions	Total (n=3022)	Region		Age			Gender	
		Urban (n=2283)	Rural (n=739)	18 to 34 (n=808)	35 to 54 (n=1168)	55 plus (n=1046)	Male (n=1601)	Female (n=1421)
Store it away	43.8%	44.7%	38.9%	50.9%	41.9%	40.7%	45.7%	42.1%
Give away the last cell phone you owned	15.3%	15.0%	17.6%	15.5%	15.6%	15.0%	14.7%	15.9%
Return or trade in to your cell phone carrier	9.8%	8.8%	15.9%	7.8%	10.1%	11.0%	10.2%	9.4%
Recycle it	6.9%	7.2%	5.1%	4.7%	7.2%	8.3%	5.4%	8.4%
Return it to a store/retailer	4.8%	4.5%	6.8%	2.4%	4.4%	6.9%	4.2%	5.4%
Sell the last cell phone you owned	4.3%	4.5%	3.1%	5.5%	5.5%	2.4%	4.4%	4.2%
I use it for other purposes	3.0%	3.0%	2.9%	2.0%	4.5%	2.4%	4.1%	2.0%
Planning to/will give it to a family member/friend	2.6%	2.8%	1.6%	4.5%	2.3%	1.6%	2.2%	3.1%
Donate it to charity	2.2%	2.3%	1.4%	0.5%	2.7%	2.9%	2.0%	2.3%
Throw it away in the garbage	1.2%	1.2%	0.8%	0.7%	0.9%	1.7%	1.4%	0.9%
Lost it	1.1%	1.2%	0.3%	1.6%	0.7%	1.1%	1.1%	1.1%
Unsure	1.7%	1.8%	0.7%	1.0%	0.6%	3.0%	1.5%	1.8%

QUESTION – After receiving your current phone what did you do with your old one? Did you… [RANDOMIZE]

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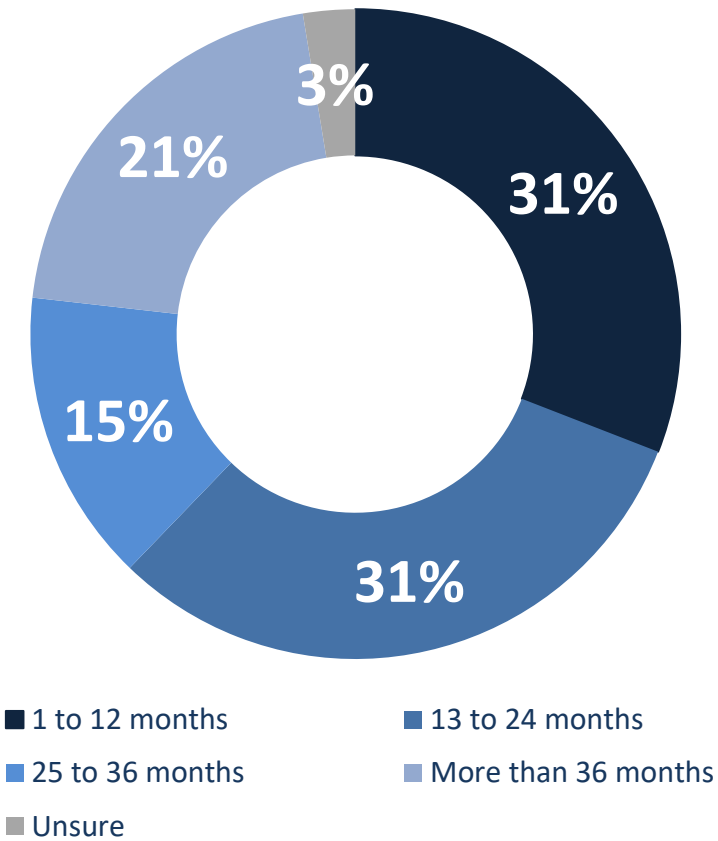
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

3.0 Cell phone storage

Storage period

Mean # of months
27.9
Median # of months
24.0



	1 to 12 months	13 to 24 months
Newfoundland and Labrador (n=130)	39.1%	25.1%
New Brunswick (n=148)	31.9%	25.1%
Nova Scotia (n=132)	30.5%	34.7%
Prince Edward Island (n=137)	37.9%	33.0%
Quebec (n=116)	33.6%	35.0%
Ontario (n=134)	26.7%	31.0%
Manitoba (n=122)	30.0%	30.4%
Saskatchewan (n=147)	23.4%	29.5%
Alberta (n=143)	35.0%	28.0%
British Columbia (n=159)	35.6%	31.3%
18 to 34 (n=405)	36.5%	30.3%
35 to 54 (n=523)	31.1%	30.3%
55 plus (n=440)	25.8%	33.2%
Male (n=730)	30.2%	29.8%
Female (n=638)	31.6%	32.9%
Urban (n=1035)	31.0%	30.3%
Rural (n=333)	30.1%	38.2%

QUESTION – [IF STORED PHONE] For how long have you been storing your old cell phone? (enter # months) [Open-ended]

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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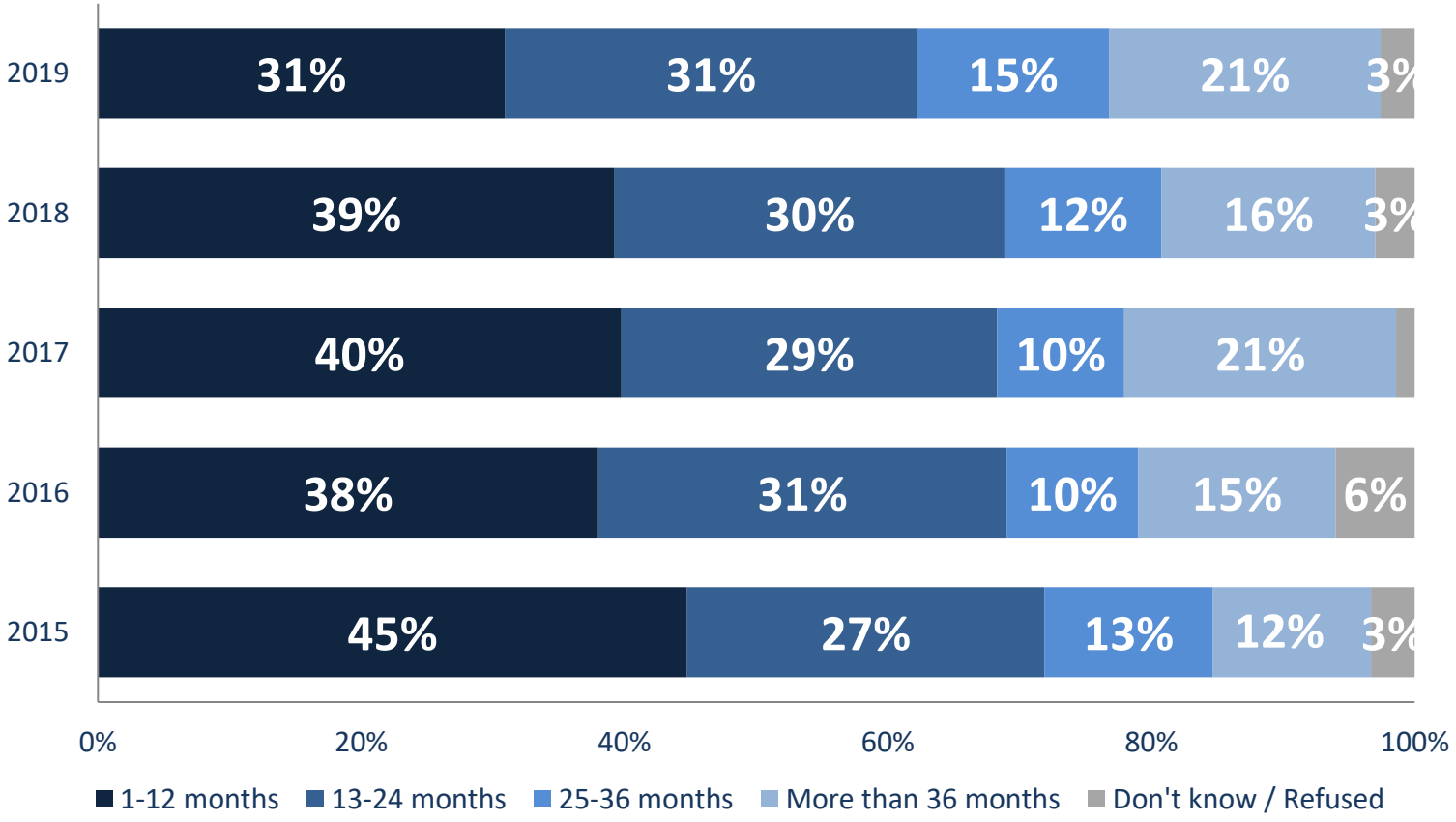
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1368 (respondents who currently own a cell phone and stored their phone), accurate 2.7 percentage points plus or minus, 19 times out of 20.

Storage period

- Thirty one per cent of participants have stored their phone for a year or less or for 1-2 years. Fifteen per cent have stored their phone for 25-36 months and 21 per cent have stored their phone for over three years.



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

QUESTION – [IF STORED PHONE] For how long have you been storing your old cell phone? (enter # months) [Open-ended]

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1368 (respondents who currently own a cell phone and stored their phone), accurate 2.7 percentage points plus or minus, 19 times out of 20.

Reasons for keeping prior cell phone

	2019 (n=1,345)*
For security reasons/I'm not sure how to delete personal info on the phone (contact lists, pictures, messages)	22.9%
As a backup/extra	20.2%
Keep it for a future need (real or potential)	15.2%
I didn't know what else to do with it	13.0%
For the phone numbers/information on it	11.7%
It still has value/it's worth something	6.6%
Sentimental value	4.1%
I use it for other purposes	1.6%
Other responses	2.4%
Unsure	2.2%

- Two in ten Canadians keep their old phone for security reasons (23%) or as a backup phone (20%), while 15 per cent keep it in case of a future need (real or potential). Thirteen per cent didn't know what else to do with it and twelve per cent keep it for the information on it.
- A few others say it still has value (seven per cent), or just keep their old phone for sentimental value (four per cent).

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

***Based on multiple mentions**

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

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1345 (respondents who currently own a cell phone and stored their phone), accurate 2.7 percentage points plus or minus, 19 times out of 20.

Reasons for not recycling prior cell phone – by year

- Consistent with the previous wave, participants in 2019 most frequently reported that they kept their old phone for security reasons (23%), as backup/extra (20%) or kept it for a future need (15%). Thirteen percent don't know what else to do with it, which continues to decrease each wave.

	Year				
	2019 (n=1,345)*	2018 (n=1,349)*	2017 (n=1,289)*	2016 (n=1,228)*	2015 (n=1,237)*
For security reasons/I'm not sure how to delete personal info on the phone (contact lists, pictures, messages)	22.9%	21.5%	17.6%	10.6%	7.7%
As a backup/extra	20.2%	19.9%	18.0%	23.1%	17.6%
Keep it for a future need (real or potential)	15.2%	14.8%	10.4%	14.7%	10.9%
I didn't know what else to do with it	13.0%	15.6%	19.5%	26.3%	24.8%
For the phone numbers/information on it	11.7%	12.1%	13.1%	15.6%	12.0%
It still has value/it's worth something	6.6%	6.6%	6.3%	5.3%	3.2%
Sentimental value	4.1%	3.7%	4.0%	4.8%	3.6%
I use it for other purposes	1.6%	0.4%	3.1%	7.1%	6.3%
Other responses	2.4%	2.8%	4.3%	6.3%	6.7%
Unsure	2.2%	2.4%	3.7%	2.8%	3.3%

*Based on multiple mentions

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

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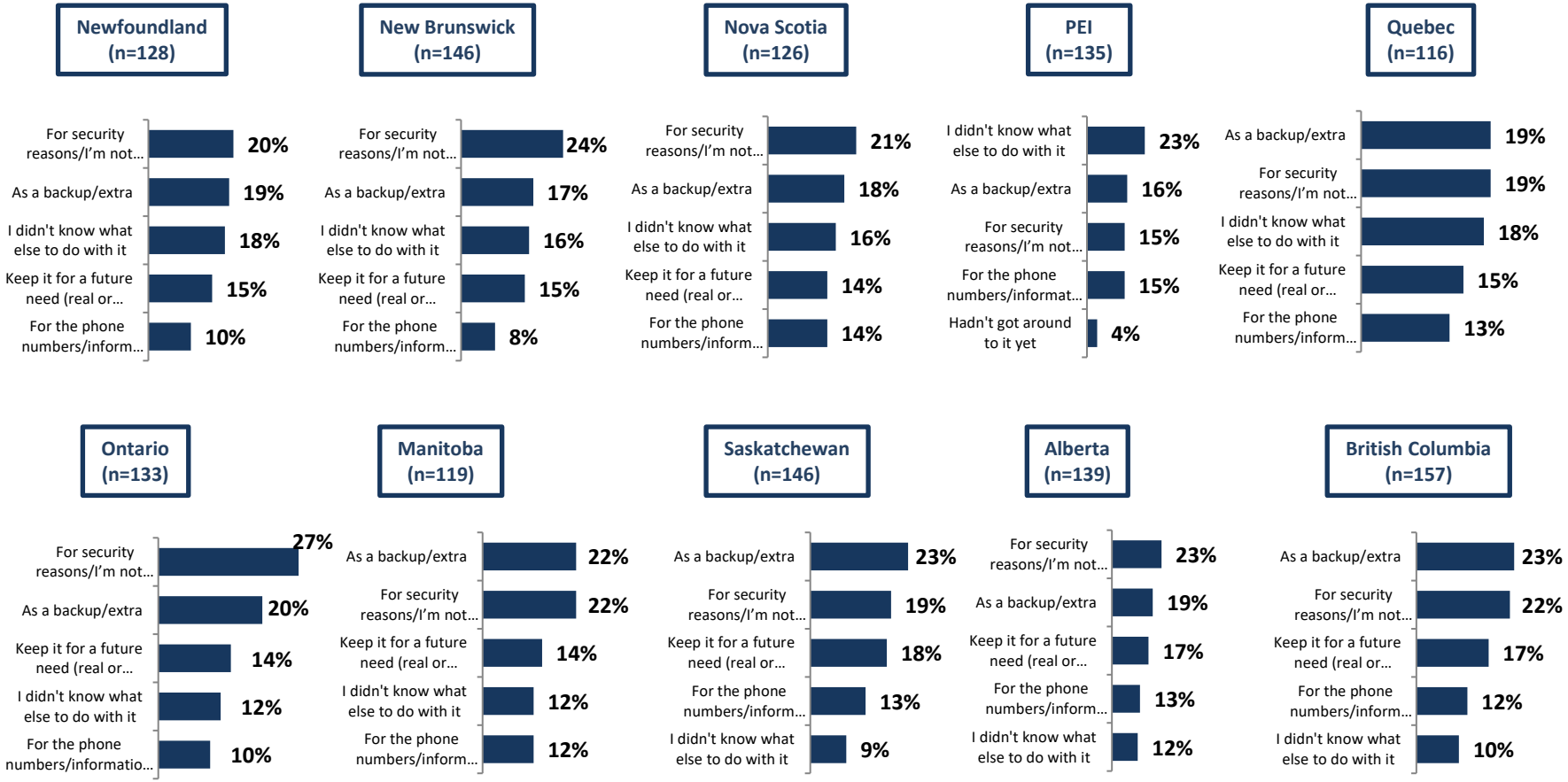
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1368 (respondents who currently own a cell phone and stored their phone), accurate 2.7 percentage points plus or minus, 19 times out of 20.

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

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



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

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1368 (respondents who currently own a cell phone and stored their phone), accurate 2.7 percentage points plus or minus, 19 times out of 20.

4.0 Cell phone recycling

Approaches used for cell phone recycling

	Frequency (n=215)
Cell phone recycling program through a retail store, e.g. Staples, Best Buy, etc. (This does not include cell phone service provider stores)	38.3%
Took it to a depot for special/hazardous waste	31.1%
Cell phone recycling program with a cellular service provider (e.g. Bell, Rogers, TELUS, SaskTel MTS, Virgin, Fido, Freedom, Koodo, Videotron, TbayTel)	14.6%
Recycle My Cell Program	3.7%
Work recycling program	3.6%
Municipal/local event	2.9%
Curbside recycling box (e.g. blue box or green box)	0.5%
School recycling program	0.1%
Waste Watch Program	0.1%
Other responses	0.8%
Unsure	4.3%

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

	Cell phone recycling program
Newfoundland and Labrador (n=18)*	
New Brunswick (n=8)*	
Nova Scotia (n=20)*	
Prince Edward Island (n=42)	**10.2%**
Quebec (n=26)*	
Ontario (n=16)*	
Manitoba (n=24)*	
Saskatchewan (n=17)*	
Alberta (n=28)*	
British Columbia (n=16)*	
18 to 34 (n=33)	**51.7%**
35 to 54 (n=86)	**25.3%**
55 plus (n=96)	**42.9%**
Male (n=111)	**33.6%**
Female (n=104)	**41.2%**
Urban (n=165)	**39.6%**
Rural (n=50)	**28.0%**

***Weighted to the true population proportion.**
***Shaded due to small sample size.**

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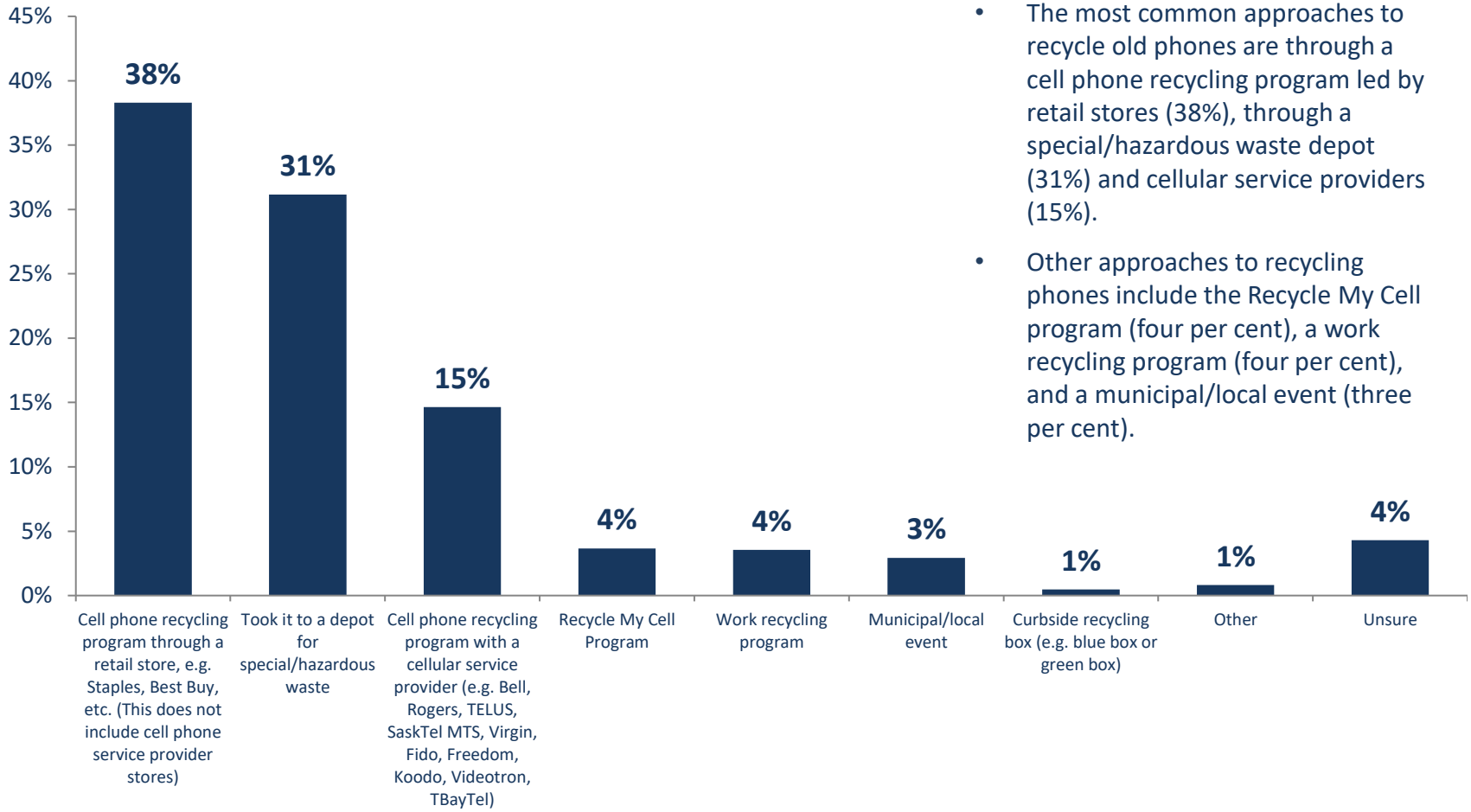
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=215 respondents who currently own a cell phone and recycled their phone), accurate 6.8 percentage points plus or minus, 19 times out of 20.

Approaches used for cell phone recycling



- The most common approaches to recycle old phones are through a cell phone recycling program led by retail stores (38%), through a special/hazardous waste depot (31%) and cellular service providers (15%).
- Other approaches to recycling phones include the Recycle My Cell program (four per cent), a work recycling program (four per cent), and a municipal/local event (three per cent).

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

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=215 respondents who currently own a cell phone and recycled their phone), accurate 6.8 percentage points plus or minus, 19 times out of 20.

Approaches used for cell phone recycling - top responses by year

Top mentions	Year				
	2019 (n=215)	2018 (n=245)	2017 (n=336)	2016 (n=319)	2015 (n=376)
Cell phone recycling program through a retail store, e.g. Staples, Best Buy, etc. (This does not include cell phone service provider stores)	38.3%	28.6%	16.6%	22.3%	20.8%
Took it to a depot for special/hazardous waste	31.1%	40.3%	35.3%	25.6%	27.0%
Cell phone recycling program with a cellular service provider (e.g. Bell, Rogers, TELUS, SaskTel MTS, Virgin, Fido, Freedom, Koodo, Videotron, TBayTel)	14.6%	17.4%	27.4%	23.0%	26.6%
Recycle My Cell Program	3.7%	5.1%	10.1%	7.9%	-
Work recycling program	3.6%	-	-	-	-
Municipal/local event	2.9%	2.3%	-	-	-
Curbside recycling box (e.g. blue box or green box)	0.5%	3.3%	5.4%	5.4%	6.9%
Other mentions	1.0%	2.0%	3.7%	0.3%	4.3%
Unsure	4.3%	0.1%	-	5.2%	6.3%

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

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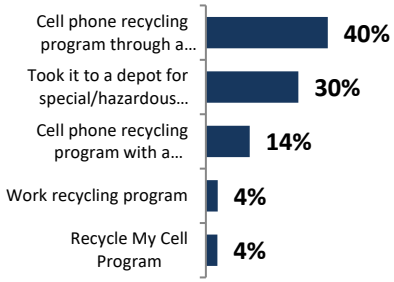
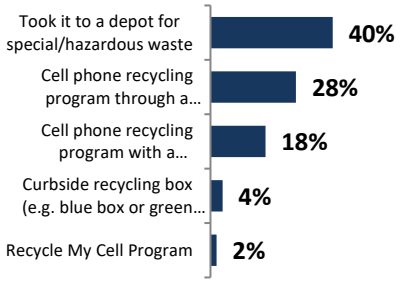
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=215 respondents who currently own a cell phone and recycled their phone), accurate 6.8 percentage points plus or minus, 19 times out of 20.

Approaches used for cell phone recycling - top responses by demographic

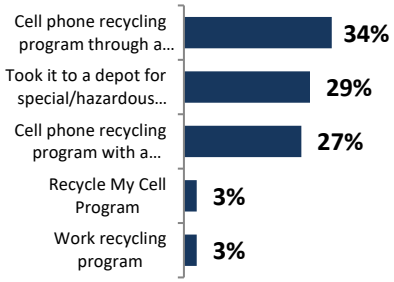
Urban (n=165)



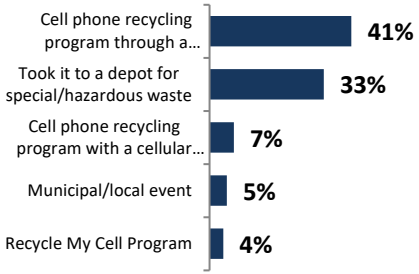
Rural (n=50)



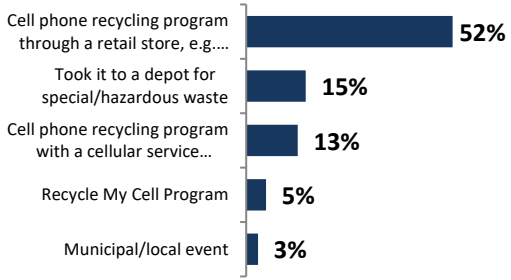
Male (n=111)



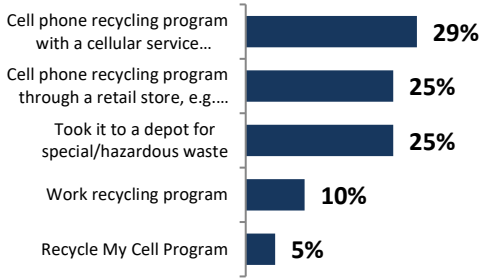
Female (n=104)



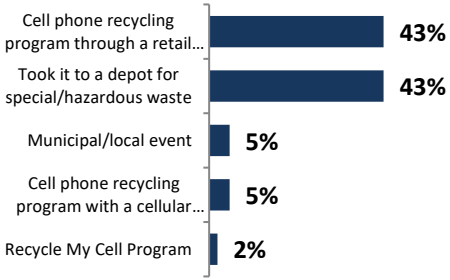
18 to 34 (n=33)



35 to 54 (n=86)



55 plus (n=96)



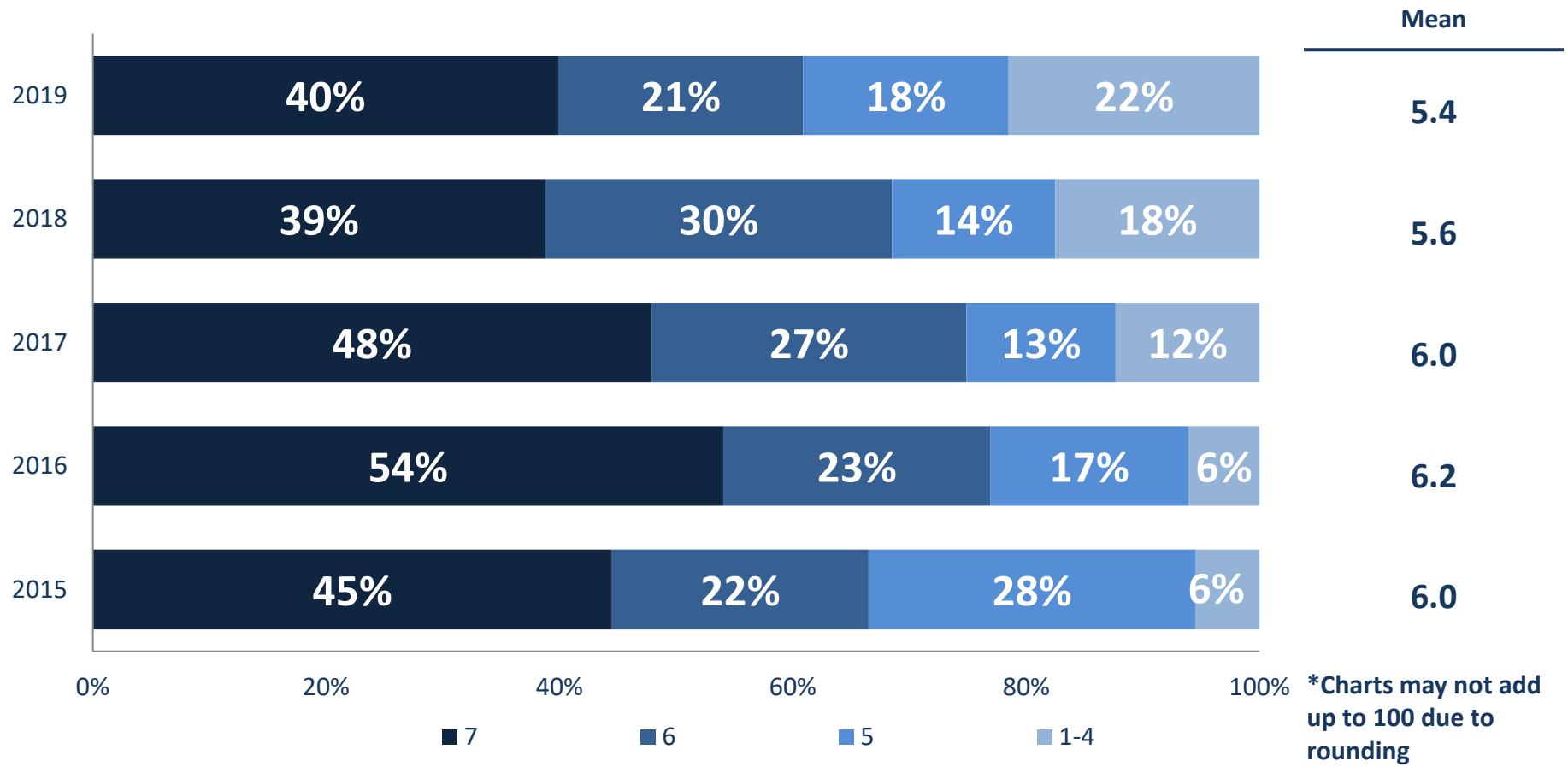
QUESTION – [IF RECYCLED PHONE] How did you recycle your old phone? [Open-ended]

© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=215 respondents who currently own a cell phone and recycled their phone), accurate 6.8 percentage points plus or minus, 19 times out of 20.

Satisfaction with cell recycling experience – by year

- 79% of those who recycled their phone were gave their experience a 5 or higher in terms of satisfaction.



QUESTION – [IF USED cellular provider, Recycle My Cell or mail back program] 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.

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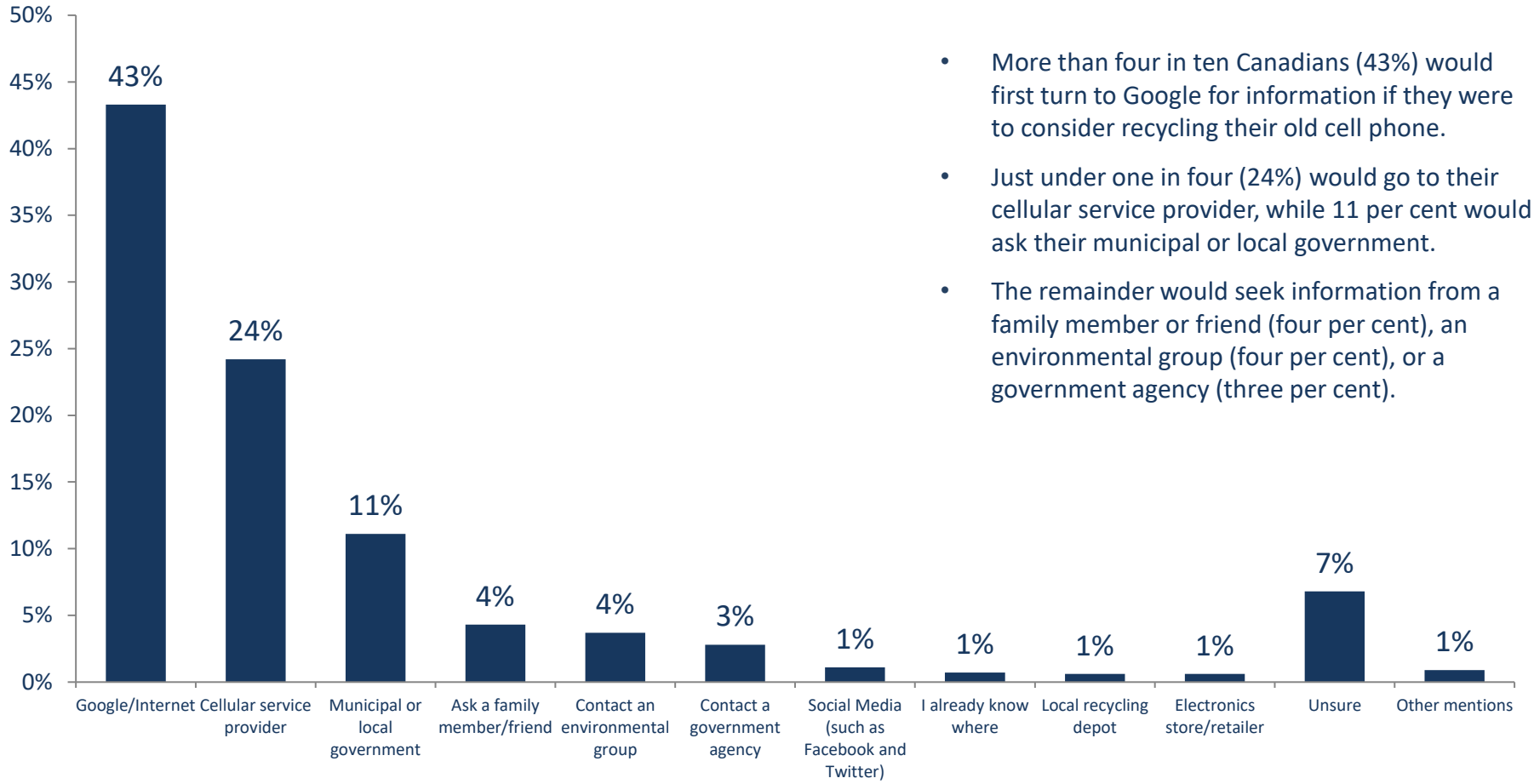
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=215 respondents who currently own a cell phone and recycled their phone), accurate 6.8 percentage points plus or minus, 19 times out of 20.

5.0 Information gathering & awareness

Information about recycling – top mentions



- More than four in ten Canadians (43%) would first turn to Google for information if they were to consider recycling their old cell phone.
- Just under one in four (24%) would go to their cellular service provider, while 11 per cent would ask their municipal or local government.
- The remainder would seek information from a family member or friend (four per cent), an environmental group (four per cent), or a government agency (three per cent).

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

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Information about recycling – by year

	Year				
	2019 (n=3,022)	2018 (n=3,000)	2017 (n=3,000)	2016 (n=3,000)	2015 (n=3,000)
Google/Internet	43.3%	36.5%	39.6%	44.6%	45.0%
Cellular service provider	24.2%	29.1%	27.7%	26.2%	22.3%
Municipal or local government	11.1%	13.5%	9.4%	8.6%	8.9%
Ask a family member/friend	4.3%	6.0%	4.4%	4.1%	5.1%
Contact an environmental group	3.7%	3.0%	1.8%	2.1%	1.8%
Contact a government agency	2.8%	2.7%	0.7%	1.6%	1.6%
Social Media (such as Facebook and Twitter)	1.1%	1.3%	0.6%	1.4%	-
I already know where	0.7%	-	-	-	-
Local recycling depot	0.6%	0.9%	2.4%	1.9%	2.3%
Electronics store/retailer	0.6%	1.2%	1.4%	1.9%	1.5%
Other responses	0.9%	1.8%	2.3%	2.0%	4.3%
Unsure	6.8%	4.0%	8.2%	5.7%	7.2%

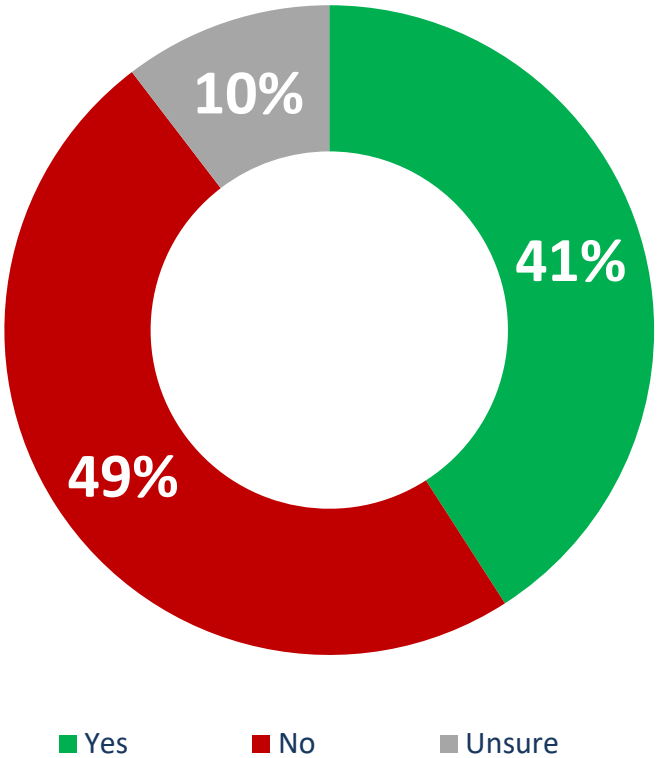
QUESTION – If you were to consider recycling your old cell phone, where would you look for information?

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

General awareness of recycling programs



	No	Yes
Newfoundland and Labrador (n=300)	49.2%	37.3%
New Brunswick (n=300)	49.2%	38.4%
Nova Scotia (n=300)	47.2%	39.1%
Prince Edward Island (n=300)	67.1%	32.7%
Quebec (n=300)	54.1%	38.9%
Ontario (n=300)	49.9%	38.2%
Manitoba (n=302)	38.5%	44.3%
Saskatchewan (n=303)	36.6%	53.4%
Alberta (n=315)	47.8%	42.8%
British Columbia (n=302)	41.1%	48.9%
18 to 34 (n=808)	47.4%	41.8%
35 to 54 (n=1168)	47.8%	43.1%
55 plus (n=1046)	50.4%	38.3%
Male (n=1601)	49.2%	40.8%
Female (n=1421)	48.2%	41.0%
Urban (n=2283)	47.9%	41.7%
Rural (n=739)	53.2%	36.0%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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

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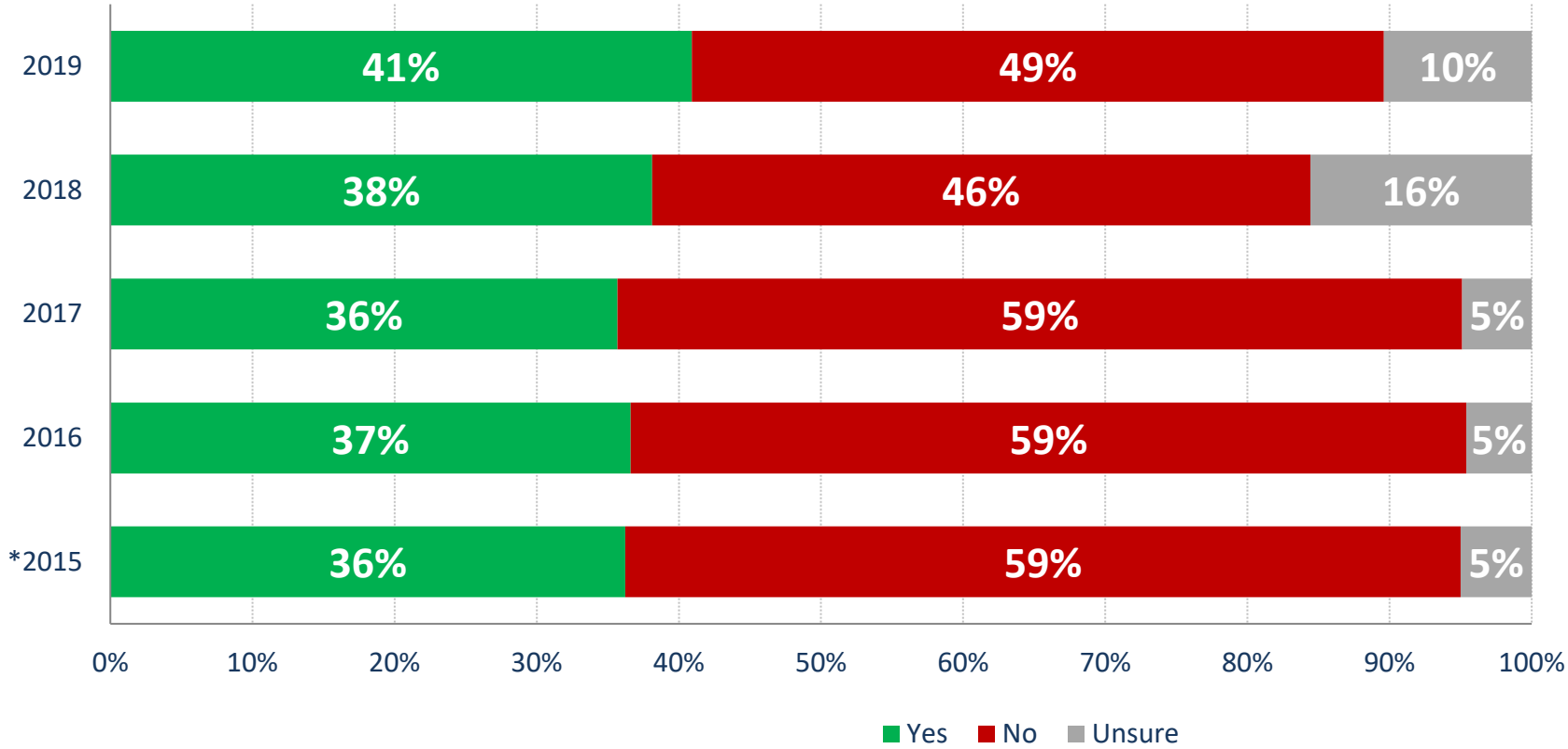
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

General awareness of recycling programs – by year

- 41% of respondents are aware of recycling programs for unused cell phones, consistent with the previous wave.



QUESTION – Are you aware of any recycling programs for **old or** unused cell phones?
***QUESTION –** Are you aware of any recycling programs for unused cell phones? (2015 Wave)

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

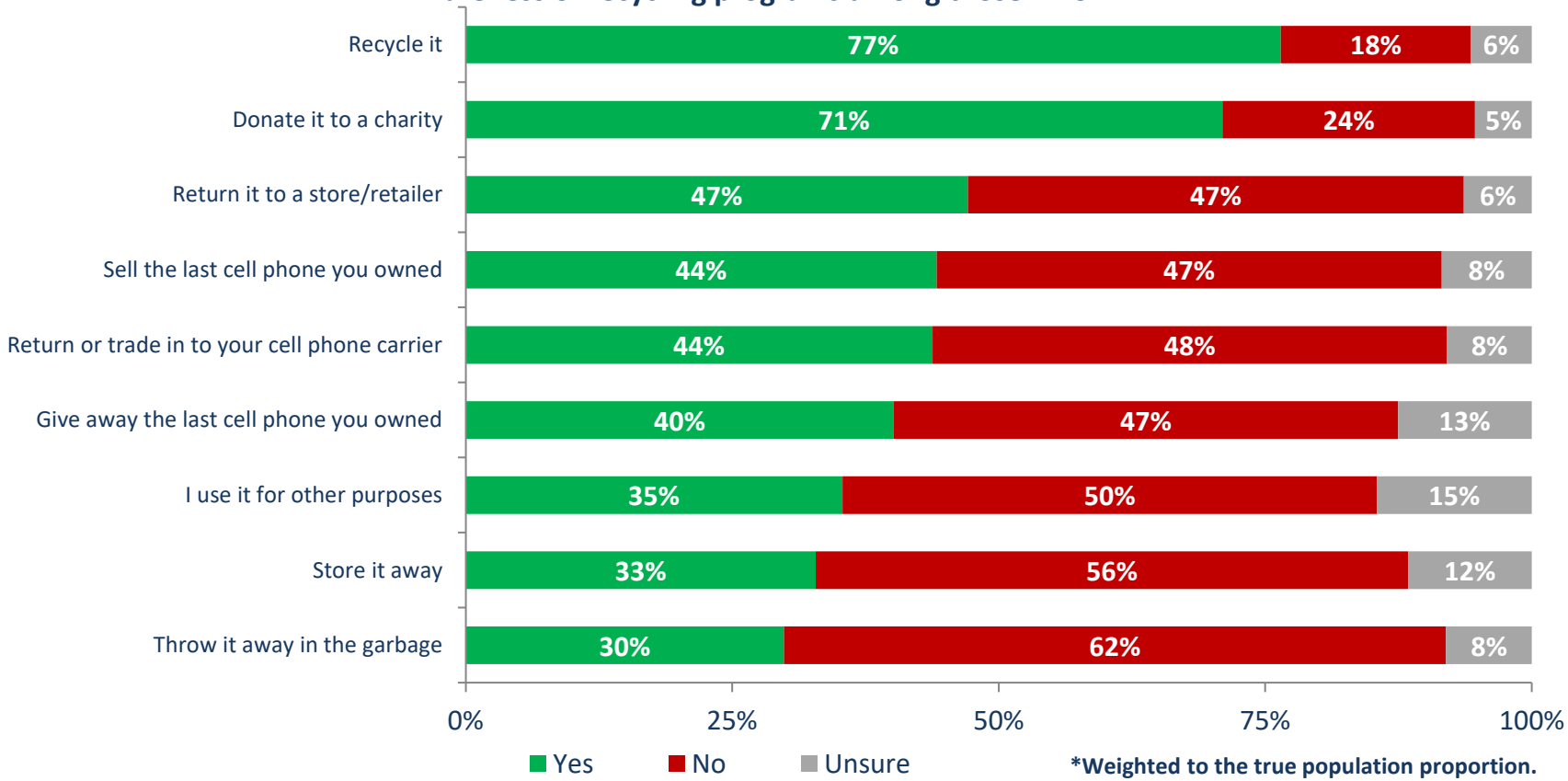
© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

General awareness of recycling programs - by behaviour

- Awareness is higher among those who have recycled their phone (77% aware). Only 33 per cent of those who are storing their cell phones are aware of recycling programs.

Awareness of recycling programs among those who:



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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

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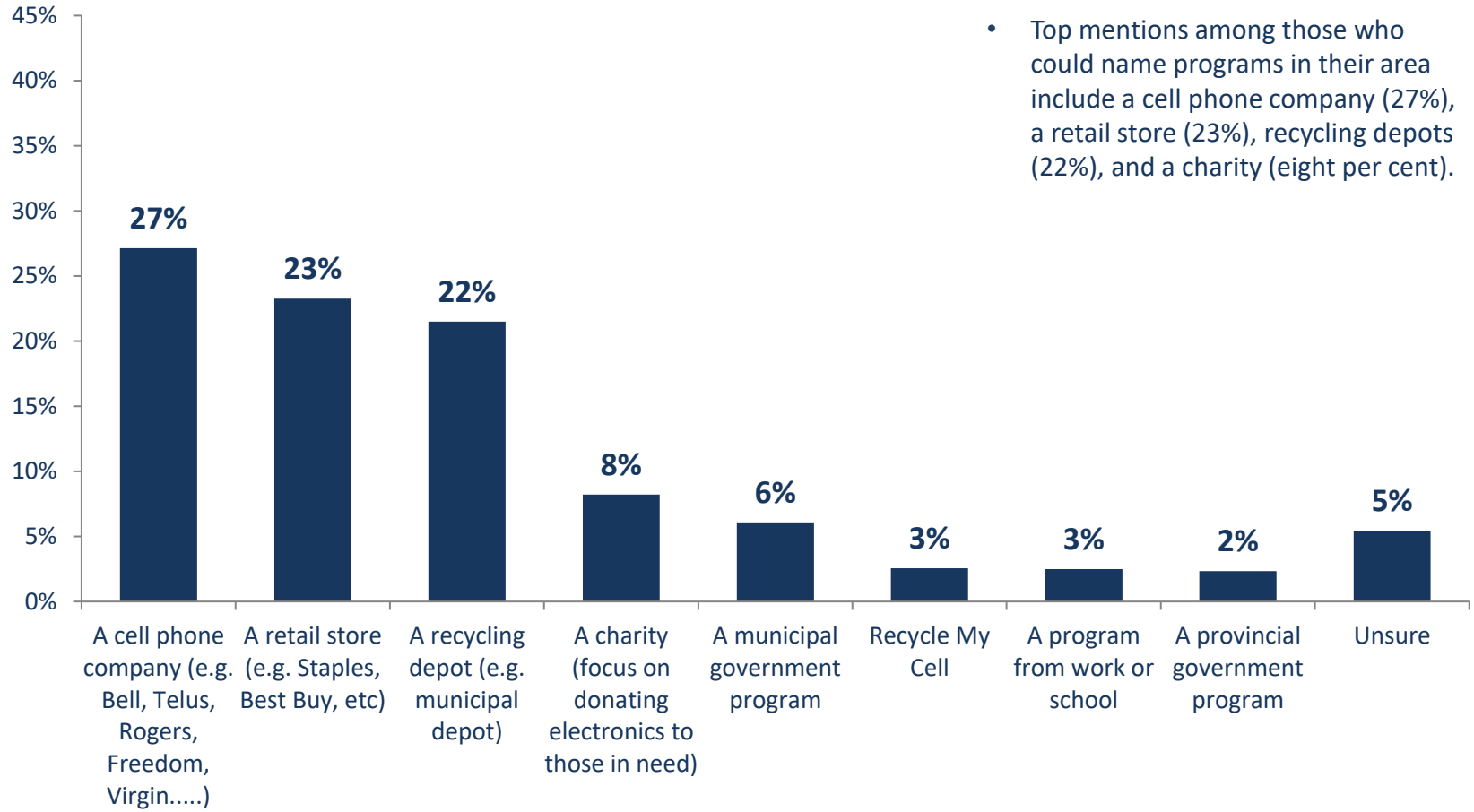
Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=3022 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Unaided awareness of recycling programs in area



- Top mentions among those who could name programs in their area include a cell phone company (27%), a retail store (23%), recycling depots (22%), and a charity (eight per cent).

***Based on multiple mentions**

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

***Weighted to the true population proportion.**
***Charts may not add up to 100 due to rounding.**

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2938 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Unaided awareness of recycling programs in area - by year

Mentions of cell phone recycling programs	Year				
	2019 (n=2938)	2018 (n=2,892)*	2017 (n=1,812)*	2016 (n=1,271)*	2015 (n=1,250)*
A cell phone company (e.g. Bell, Telus, Rogers, Freedom, Virgin.....)	27.1%	25.9%	24.7%	21.0%	19.0%
A retail store (e.g. Staples, Best Buy, etc)	23.3%	22.7%	18.6%	23.9%	23.3%
Recycling depot (e.g. municipal depot)	21.5%	25.1%	22.9%	17.5%	13.6%
A charity (focus on donating electronics to those in need)	8.2%	8.2%	8.7%	8.4%	5.9%
A municipal government program	6.1%	4.9%	7.5%	11.8%	14.3%
Recycle My Cell	2.6%	2.3%	3.3%	4.5%	2.4%
A program from work or school	2.5%	-	-	-	-
A provincial government program	2.3%	2.8%	3.2%	5.8%	2.4%
Other responses	1.0%	0.2%	2.3%	0.6%	4.3%
Unsure	5.4%	4.4%	6.1%	6.1%	1.2%

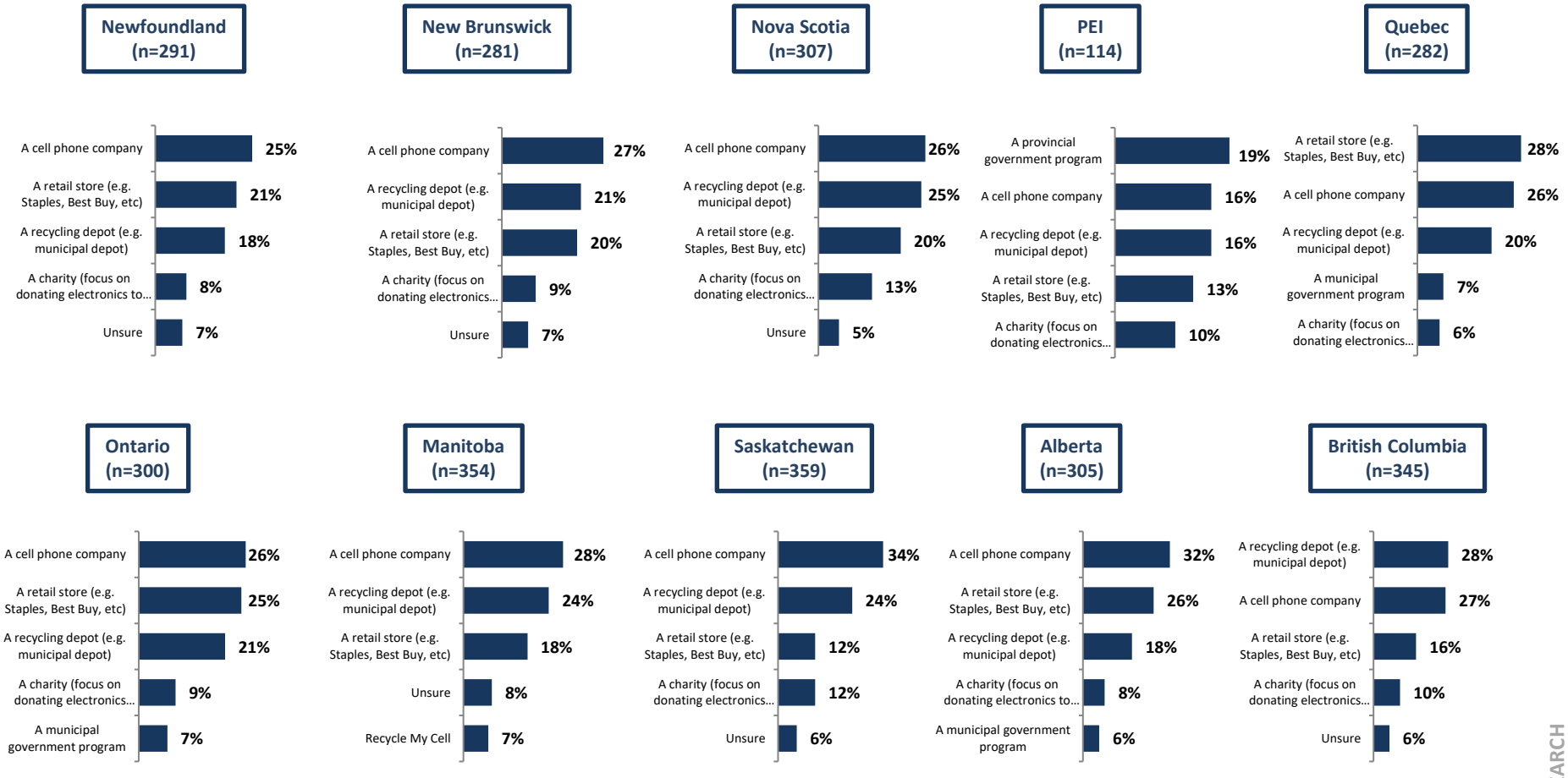
***Based on multiple mentions**

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

© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2938 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Unaided awareness of recycling programs in area - by province

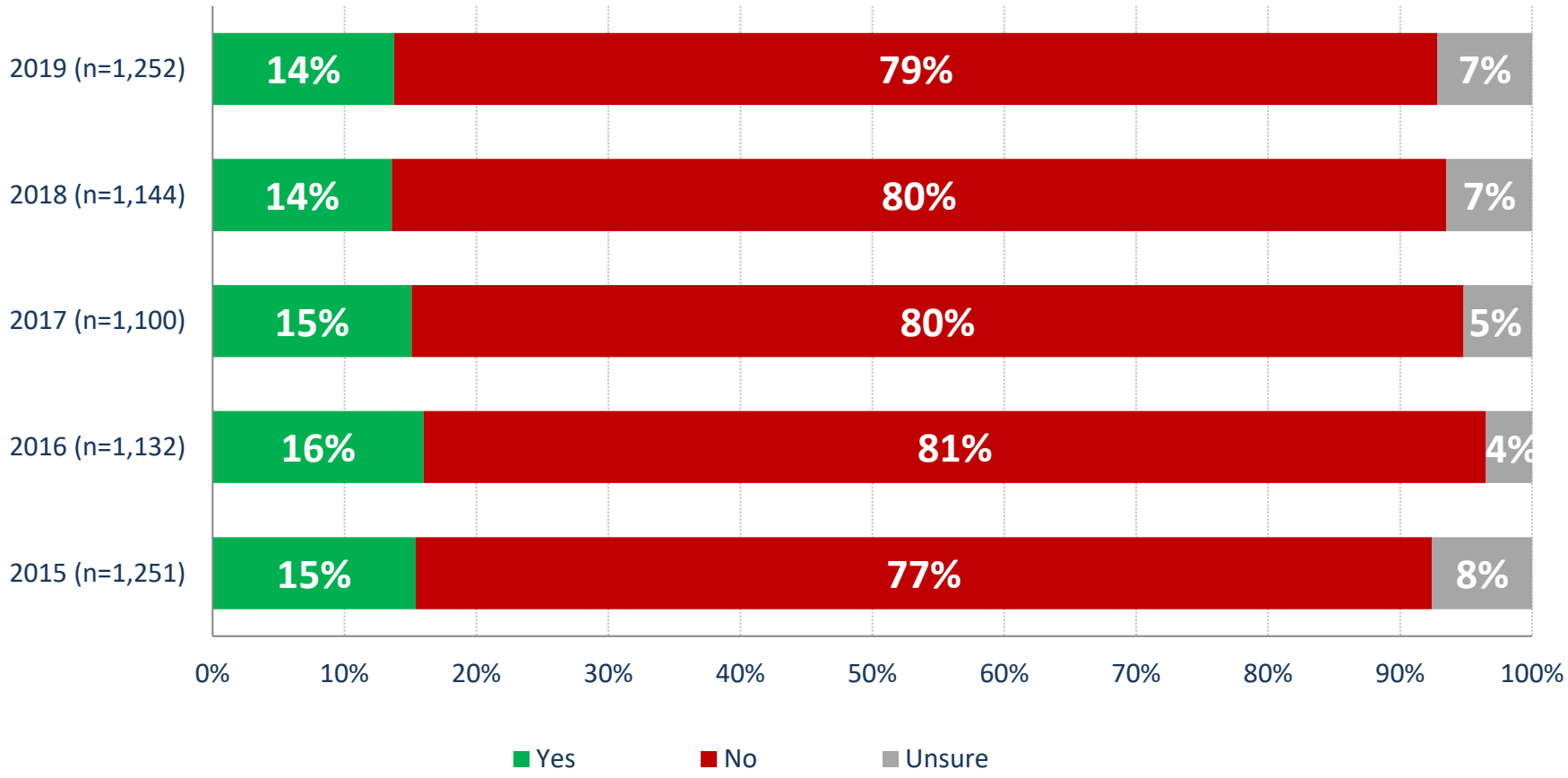


QUESTION – [IF AWARE OF PROGRAMS ONLY] What cell phone recycling programs are you aware of in your area? [Open-ended]

© NANOS RESEARCH

Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=2938 (respondents who currently own a cell phone), accurate 1.8 percentage points plus or minus, 19 times out of 20.

Awareness of Recycle My Cell program – by year



QUESTION – [IF AWARE OF PROGRAMS ONLY] Have you heard about the Recycle My Cell program?

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1252 (respondents who currently own a cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

Awareness of Recycle My Cell program – by province and demographic

- National awareness of the Recycle My Cell program among those who have heard of recycling programs remains steady with 2018 and 2017 results at 14 per cent aware (14% aware in 2018 and 15% aware in 2017).

% AWARE	Total (n=3022)	Province									
		NFLD (n=300)	NB (n=300)	NS (n=300)	PEI (n=300)	QC (n=300)	ON (n=300)	MB (n=302)	SK (n=303)	AB (n=315)	BC (n=302)
Recycling programs in general (n=3022)	40.9%	37.3%	38.4%	39.1%	32.7%	38.9%	38.2%	44.3%	53.4%	42.8%	48.9%
Recycle My Cell (n=1252)	13.8%	20.8%	17.3%	16.9%	10.5%	22.4%	8.6%	28.2%	18.4%	8.2%	10.7%

% AWARE	Total (n=3022)	Region		Age			Gender	
		Urban (n=2283)	Rural (n=739)	18 to 34 (n=808)	35 to 54 (n=1168)	55 plus (n=1046)	Male (n=1601)	Female (n=1421)
Recycling programs in general (n=3022)	40.9%	41.7%	36.0%	41.8%	43.1%	38.3%	40.8%	41.0%
Recycle My Cell (n=1252)	13.8%	13.1%	18.1%	13.9%	17.6%	9.9%	14.3%	13.3%

QUESTION – [IF AWARE OF PROGRAMS ONLY] Have you heard about the Recycle My Cell program?

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Source: Nanos Research, online random survey (RDD dual frame random telephone survey in PEI), November 24th to December 18th, 2019, n=1252 (respondents who currently own a cell phone), accurate 2.8 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

METHODOLOGY

Nanos administered a dual mode survey (telephone and online) conducted with an online probability sample, where individuals were recruited by land- and cell-line sample but administered a survey online, while participants in PEI were interviewed by telephone (RDD dual frame land- and cell-line sample) using live agents, 3,022 Canadians (300 in each province), 18 years of age or older, between November 24th and December 18th, 2019. 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 margin of error for a random survey of 3,022 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.

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

The research was commissioned by Canadian Wireless Telecommunications Association and was conducted by Nanos Research.

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

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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	302	±5.7
Saskatchewan	303	±5.7
Alberta	315	±5.7
British Columbia	302	±5.7
Total	**3,022**	**±1.8**

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Demographic Profile of Respondents

Province	Unweighted base	Weighted Base
Newfoundland and Labrador	300	47
Prince Edward Island	300	68
Nova Scotia	300	84
New Brunswick	300	13
Quebec	300	715
Ontario	300	1165
Manitoba	302	110
Saskatchewan	303	94
Alberta	315	331
British Columbia	302	373
Total	**3,022**	**3,000**	

		Unweighted base size	Weighted base size	% of total (weighted)
Region	Urban	2283	2565	85.5%
	Rural	739	435	14.5%
Age	18-34	808	818	27.2%
	35-54	1168	1023	34.1%
	55+	1046	1160	38.6%
Gender	Male	1601	1456	48.5%
	Female	1421	1544	51.4%
Income	Less than $45K	405	420	14.0%
	$45K - <$75K	679	715	23.8%
	$75K +	1276	1253	41.8%
	Refuse	662	612	20.4%

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Previous Waves

Previous wave (2018):
Nanos administered a dual mode survey (telephone and online) conducted with an online probability sample, where individuals were recruited by land- and cell-line sample but administered a survey online, while participants in PEI were interviewed by telephone (RDD dual frame land- and cell-line sample) using live agents, 3,000 Canadians (300 in each province), 18 years of age or older, between December 2nd and 19th, 2018. 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 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 research was commissioned by the Canadian Wireless Telecommunications Association (CWTA).

In previous waves 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 administered surveys online.

Previous wave (2017):

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 administered surveys online, 3,000 Canadians (300 in each province), 18 years of age or older, between December 4th and 18th, 2017. 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. 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.

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

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Previous Waves Continued

Previous wave (2016):

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 administered surveys online, 3,000 Canadians (300 in each province), 18 years of age or older, between December 2nd to 19th, 2016. 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. 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.

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

Previous wave (2015):

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.

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

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TECHNICAL NOTE

Element	Description
Research sponsor	The Canadian Wireless Telecommunications Association (CWTA)
Population and Final Sample Size	3,022 Randomly selected individuals. 300 per province.
Source of Sample	Dynata
Type of Sample	Probability
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) conducted online, while participants in PEI were interviewed by telephone (RDD dual frame land- and cell-line sample) using live agents.
Sampling Method Base	The survey was conducted using an online probability sample, while in PEI the sample included both land- and cell-lines RDD (Random Digit Dialed).
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. Age, gender, education, income.
Fieldwork/Validation	Live interviews with live supervision to validate work (PEI only).
Number of Calls	Maximum of five call backs (PEI only).
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent (PEI only).
Field Dates	November 24th to December 18th, 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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, a political party, or the telecommunications industry 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; individuals without a cell phone; new cell phone owners without a previous cell phone to dispose of.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Ten per cent, 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	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

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ABOUT NANOS

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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