

Canadian Wireless Telecommunications Association

2009 National Cell Phone Recycling Study

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Research Objectives and Methodology

Research Objectives

The overall objectives of this research were to:

- Discover how Canadians deal with unused cell phones
- Gauge Canadians' awareness of cell phone recycling programs
- Evaluate Canadians' likelihood of using a cell phone recycling program
- Evaluate Canadians' awareness of specific cell recycling programs

Research Methodology

- Data collection was conducted by telephone via CATI (Computer Assisted Telephone Interviewing) from Harris/Decima's dialing facilities in Montreal and Ottawa.
- All respondents were 18 years of age or older and were given the choice of conducting the survey in English or French.
- The most up-to-date and accurate sample available was used as every household in Canada with a valid telephone number had an equal chance of being selected for the study.
- To ensure a large enough sample size to conduct sub-group analysis at the provincial level, we collected a sample size of 4,061, with a minimum of n=400 in each Canadian province.
- To ensure the sample was drawn from across each province, a quota for "non-urban" participants was implemented at the provincial level.
- Quotas for gender and age group (18-34, 35-54, 55+) were also implemented to ensure accurate representation of the adult population.
- The data is weighted to replicate actual population distributions by province, age, and gender within Canada according to 2006 Census data.

- 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 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	402	+/- 4.9%
Prince Edward Island	401	+/- 4.9%
Nova Scotia	400	+/- 4.9%
New Brunswick	401	+/- 4.9%
Quebec	400	+/- 4.9%
Ontario	402	+/- 4.9%
Manitoba	400	+/- 4.9%
Saskatchewan	401	+/- 4.9%
Alberta	402	+/- 4.9%
British Columbia	452	+/- 4.6%
Total	4,061	+/- 1.5%



Executive Summary

Executive Summary

- The strong majority of Canadians are cell phone owners – 84% have personal cell phones and another 6% have both personal cell phones and work cell phones. Only 2% of Canadians surveyed said they would never own a cell phone, whereas 7% said they plan to buy one eventually.
- Nearly all cell phone owners bought or obtained a new phone instead of a second hand phone (93%). The most commonly cited response for why Canadians did not buy a second hand phone was that they didn't know it was an option.
- Among Canadians who have previously owned a cell phone:
 - The average number of cell phones previously owned is just under 3
 - The majority of old cell phones are put into storage (39%), primarily because owners do not know what else to do with them (26%)
 - Cell owners are also quite likely to give away or sell their old phones (24%), recycle them (11%), or return them to retail stores or cell phone providers (10%)
- Two thirds (66%) of Canadians with old cell phones in storage would be willing to recycle them or return them in the future.

Executive Summary

- When asked what would encourage them to recycle or return an old cell phone, it became clear that many Canadians may need more information about cell recycling – how and where to do it, the availability of recycling facilities, and the benefits of doing so. Some feel it should be more convenient to do, whereas for others it is just a matter of getting around to it or remembering.
- The most used approach to cell recycling is through programs set up by cell phone providers (35%) and the strong majority of those who returned their old cell phones did so through drop-off locations, as opposed to using a mail-back option. Generally, satisfaction with cell recycling programs is very high.
- Not quite half of Canadians are aware of recycling programs for cell phones (in general). Cell phone companies are the most recognized for recycling programs (29%), followed by electronic retailers (13%). Approximately 1 in 10 is aware of the Recycle My Cell program.



Detailed Findings

Percentages in charts may not sum to one hundred due to rounding



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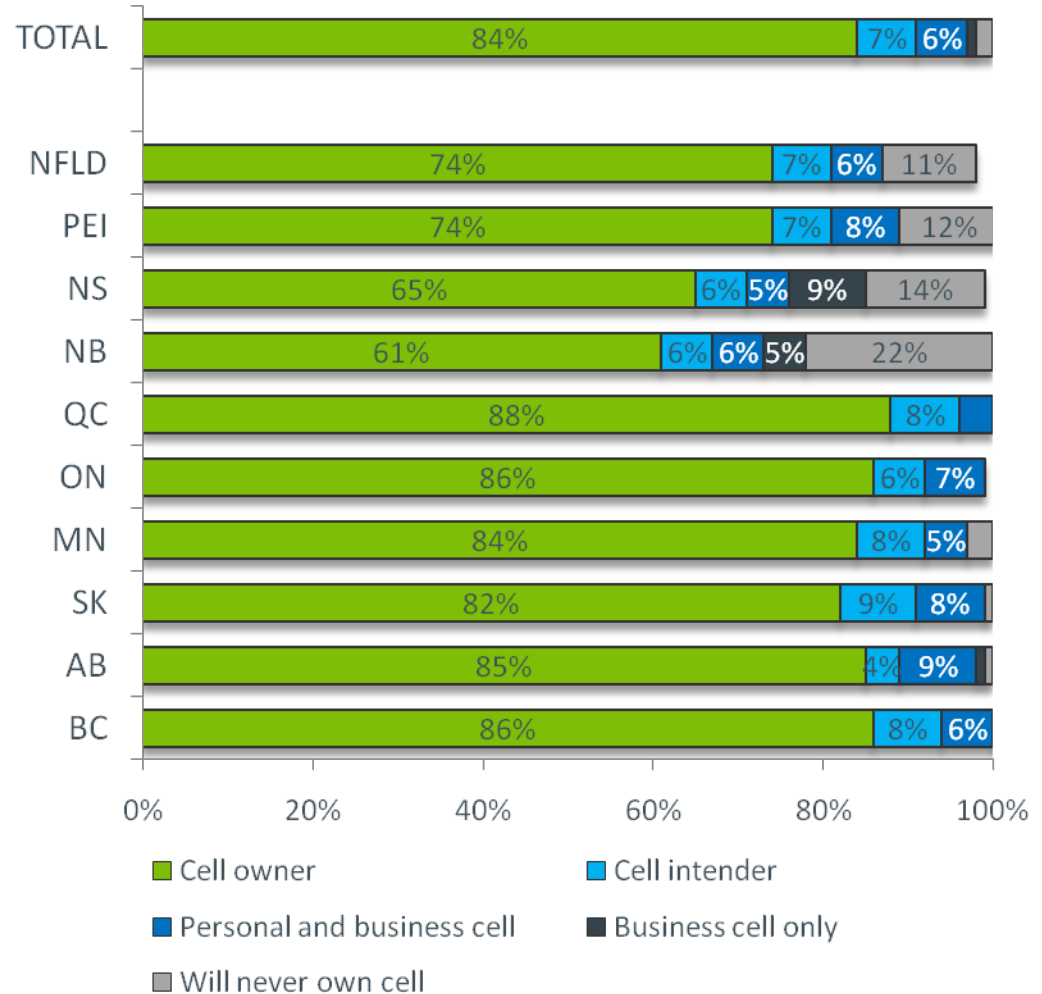
Cell Phone Ownership

Cell Phone Ownership Status – by province

- Cell phone penetration in Canada is very high:

- The strong majority of Canadians are cell phone owners – 84% have personal cell phones and another 6% have both personal cell phones and work cell phones.
- Only 2% of Canadians surveyed said they would never own a cell phone, whereas 7% said they plan to buy one eventually.

- Newfoundland, Nova Scotia, and New Brunswick have a lower uptake of cell phone usage than do other provinces and have the highest proportion of residents who say they will never get a cell phone.

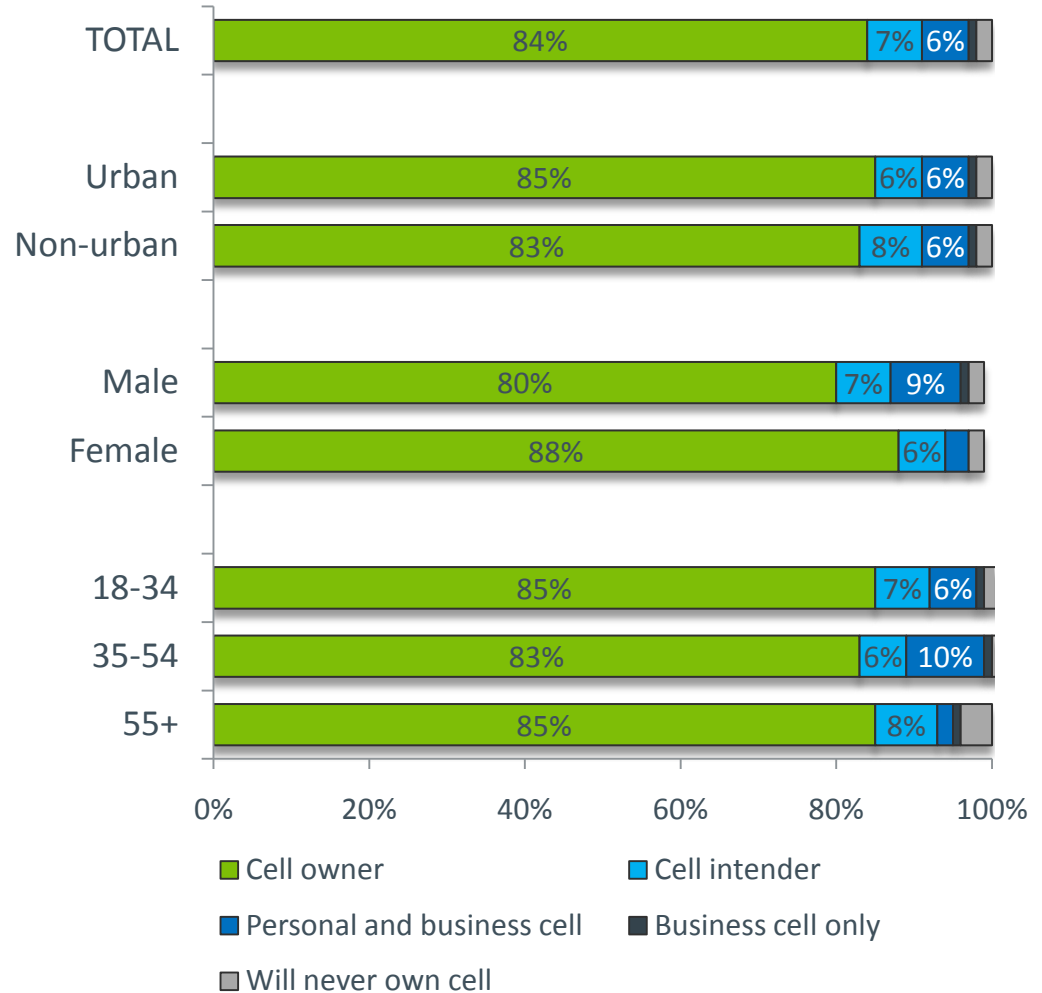


Question 1
Base

Which of the following statements best applies to you?
All respondents who completed the screening questions of this survey (n=4,197); respondents who do not own cell phones did not continue the survey, and those with both work and personal cells were asked to only consider their personal cell phones. The full base for the remainder of this report is n=4,061.

Cell Phone Ownership Status – by demographic

- Women are more likely than men to own cell phones (88% vs. 80%).
- However, men are more likely to have both employer-paid and personal cell phones than are women (9% vs. 3%).
- Urban dwellers are also the most likely, when compared to non-urban residents, to own both personal and work cell phones.
- Older residents and those living outside of the metropolitan area are the most likely say they will never own a cell phone.
- Canadians with household incomes under \$80,000 are more likely to own a cell phone than those who have incomes of \$80,000 or more.
- Cell owners who have previously recycled unused cells are the most likely to own both personal and business cell phones.

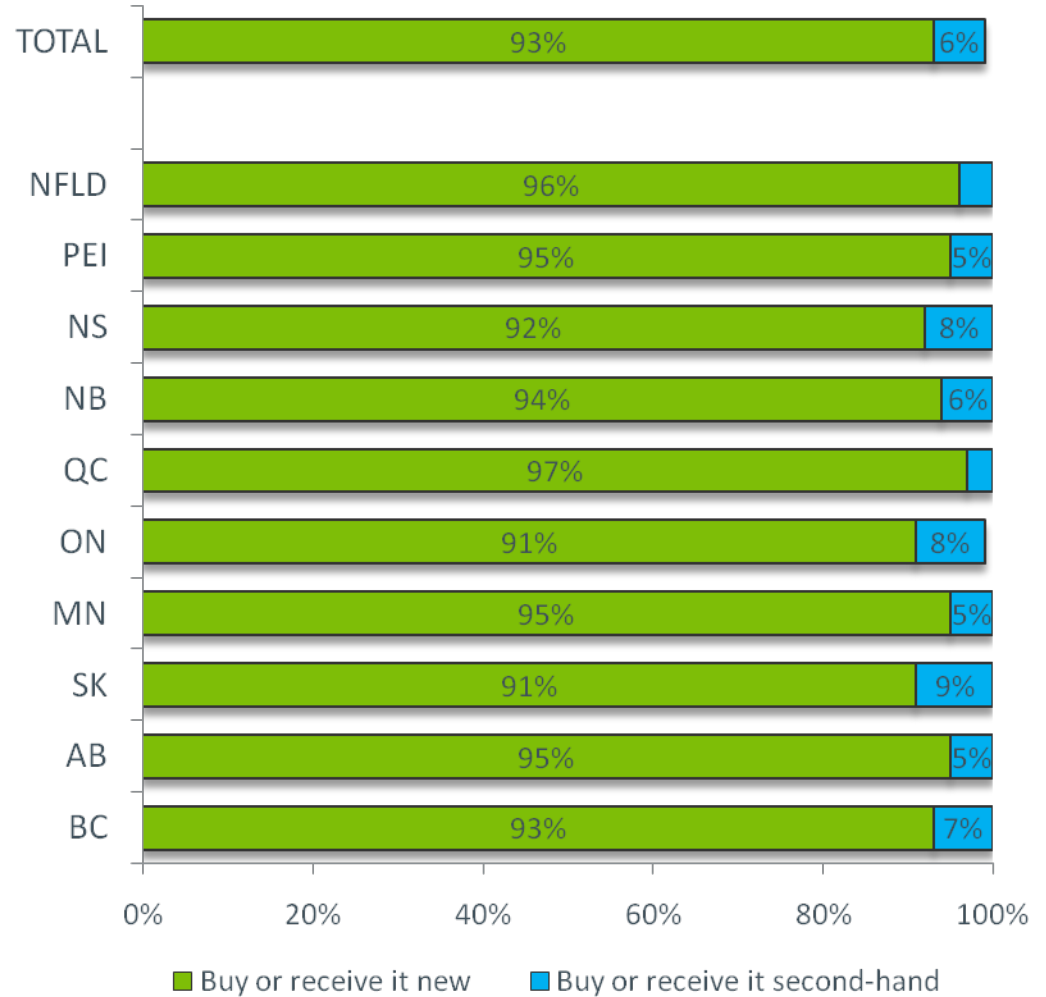


Question 1
Base

Which of the following statements best applies to you?
All respondents who completed the screening questions of this survey (n=xxx); respondents who do not own cell phones did not continue the survey, and those with both work and personal cells were asked to only consider their personal cell phones. The full base for the remainder of this report is n=4,061.

New vs. Second hand Cell Phones – by province

- **Nearly all cell phone owners bought or obtained a new phone instead of a second hand phone (93%).**
 - Compared to residents of some other provinces, residents of Quebec were slightly more likely to buy their phones new, whereas residents of Ontario had a slightly higher likelihood of making second hand purchases.

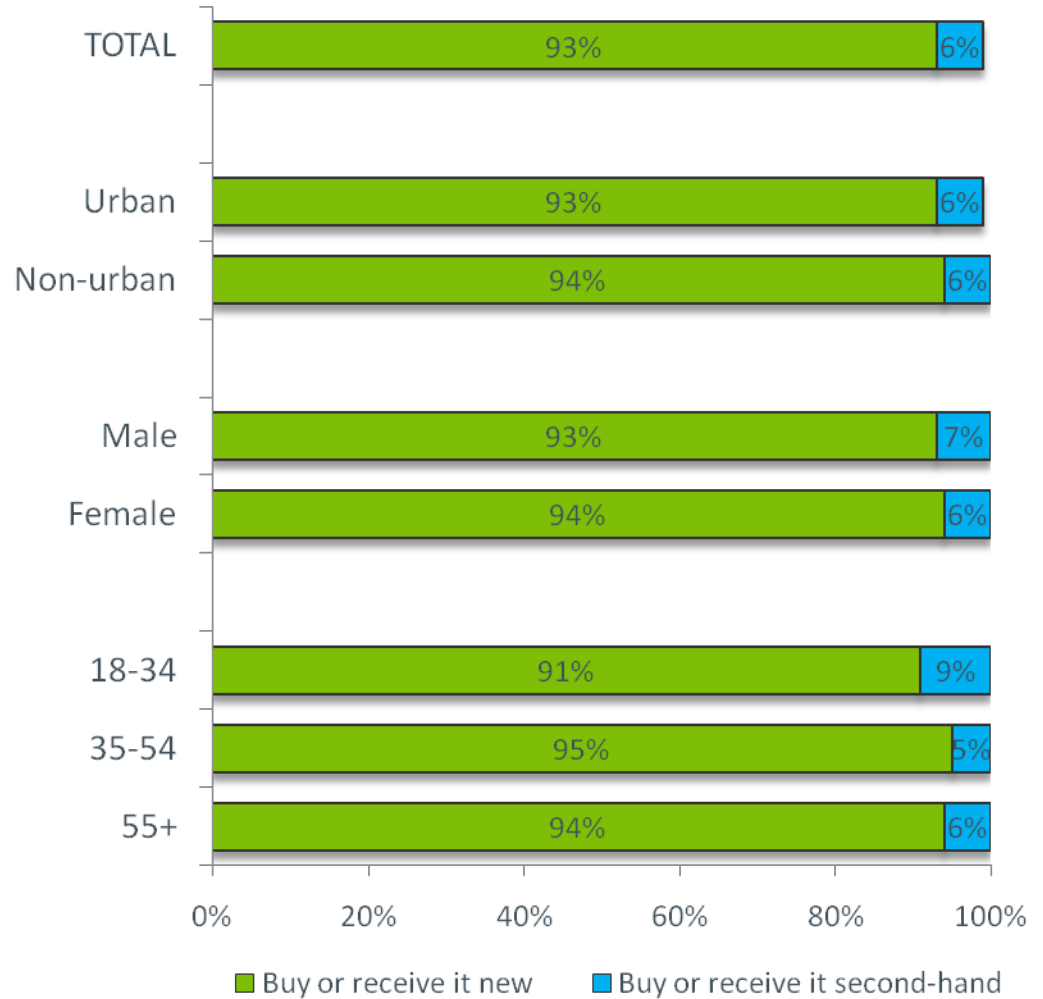


Question 2
Base

How did you obtain your current phone? Did you...?
Respondents who currently own a cell phone, n=3,746

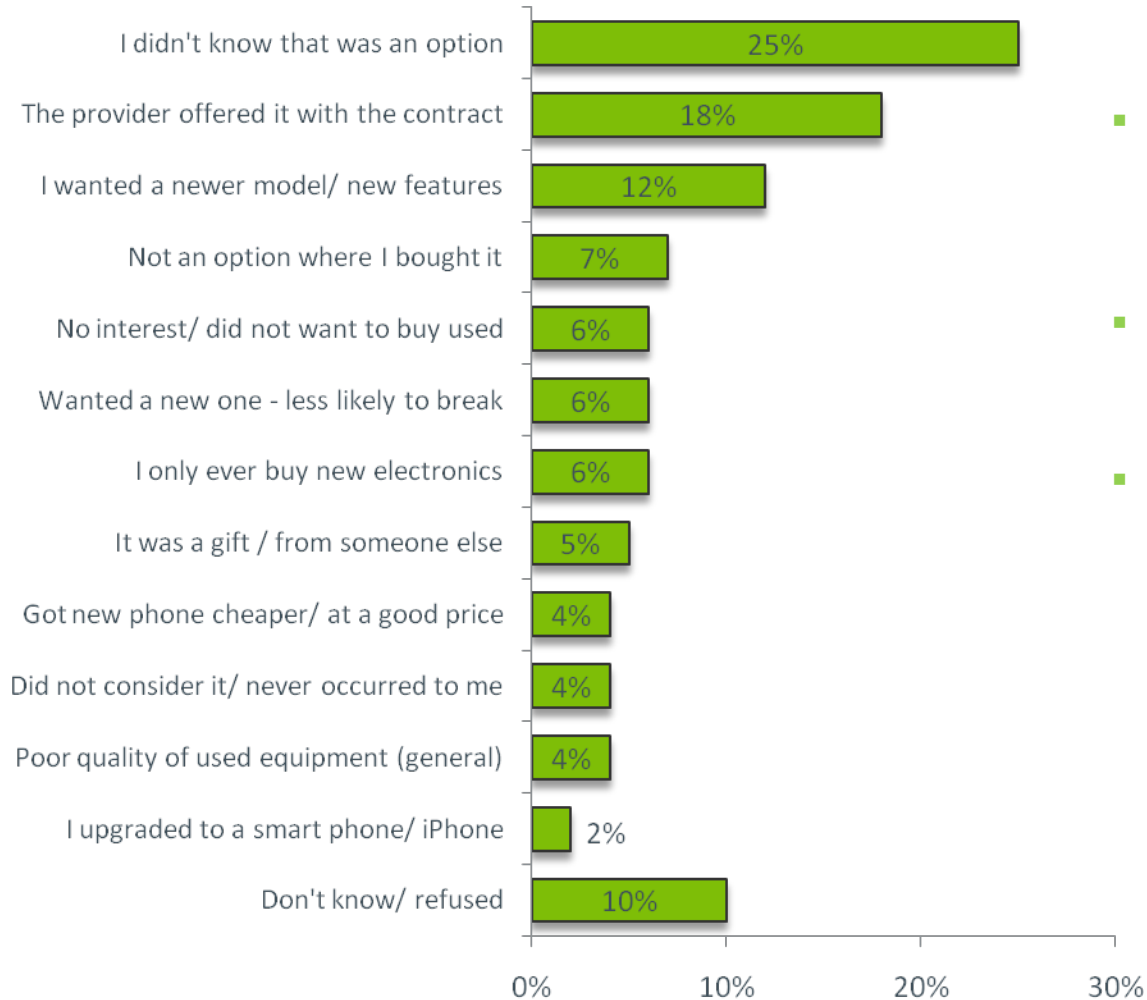
New vs. Second hand Cell Phones – by demographic

- Participants 35 years and older were more likely to purchase their phones new than those 18-34.
- Self-employed Canadians were also more likely to buy new phones compared to those with other employment statuses, whereas 10% of students bought second hand phones.
- Those who recycled, returned, or donated their old cell phones were more likely to buy new cell phones than those who relied on other disposal methods for their unused cell phones.



Question 2 How did you obtain your current phone? Did you...?
 Base Respondents who currently own a cell phone, n=3,746

Reasons for not purchasing second hand phones



- **The most common reason for not purchasing a second hand cell phone was that consumers did not know it was an option.**
- The second most common response was that a cell phone provider offered a new handset with a service offer or contract.
- Slightly more than 1 in 10 Canadians said they bought a new phone for the added features/capabilities of it, or because they wanted a newer model.

Question 3 Why did you not buy a second hand or refurbished cell phone?
Base Respondents who did not purchase a used or refurbished phone, n=3,509

Reasons for not purchasing second hand phones – by province

- Quebecers were the most likely to say they didn't buy a used phone because providers offered a new phone with a contract (vs. Ontario, Saskatchewan, Alberta, and British Columbia). However, they were also the most likely to say that buying a second hand phone wasn't an option where they bought their phones (vs. Saskatchewan, Alberta, and British Columbia).

TOP 5 RESPONSES	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MN	SK	AB	BC
I didn't know it was an option	25%	33%	27%	27%	22%	26%	24%	26%	19%	20%	27%
The provider offered it with the contract	18%	15%	14%	18%	20%	22%	16%	20%	14%	17%	16%
I wanted a newer model/ new features	12%	15%	11%	14%	14%	9%	13%	14%	15%	14%	11%
That was not an option where I bought it	7%	10%	4%	8%	7%	10%	7%	10%	9%	6%	6%
No interest/ did not want to buy used	6%	7%	7%	8%	5%	7%	6%	5%	6%	5%	6%
Other	37%	32%	33%	31%	34%	36%	38%	29%	41%	38%	38%
Don't know/ refused	10%	10%	14%	12%	12%	7%	10%	8%	9%	10%	10%

Question 3 Why did you not buy a second hand or refurbished cell phone?
 Base Respondents who did not purchase a used or refurbished phone, n=3,509

Reasons for not purchasing second hand phones – by demographic

- The older the Canadian the more likely they were to say that they didn't know purchasing a second hand phone was an option. Conversely, younger Canadians were more likely to say that the provider offered the phone with a contract, or that they chose to buy a new phone for its added features.
- Men were more likely than women to say they wanted a newer model of cell phone.

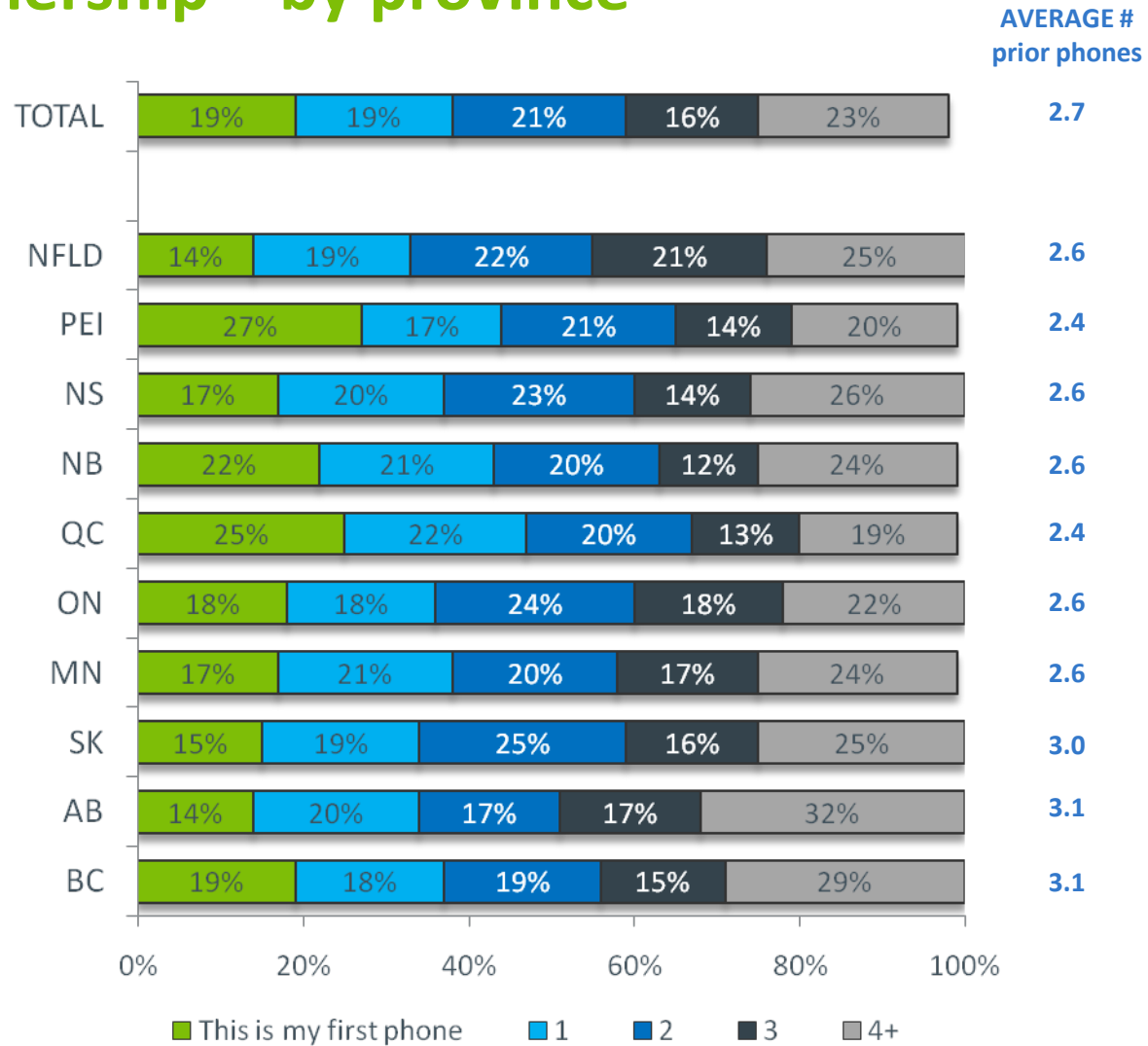
TOP 5 RESPONSES	Total	Region		Age			Gender	
		Urban	Non-Urban	18-34	35-54	55+	M	F
I didn't know it was an option	25%	24%	27%	18%	24%	31%	24%	26%
The provider offered it with the contract	18%	19%	15%	20%	20%	13%	19%	17%
I wanted a newer model/ new features	12%	12%	11%	16%	10%	11%	13%	11%
That was not an option where I bought it	7%	7%	9%	8%	9%	6%	10%	5%
No interest/ did not want to buy used	6%	6%	7%	6%	5%	8%	5%	7%
Other	37%	38%	34%	42%	35%	34%	35%	38%
Don't know/ refused	10%	9%	10%	6%	11%	11%	9%	10%

Question 3
Base

Why did you not buy a second hand or refurbished cell phone?
Respondents who did not purchase a used or refurbished phone, n=3,509

Prior Cell Phone Ownership – by province

- The average number of cell phones people have owned prior to their current one is 2.7.
- Generally, the proportion of Canadians in each category (0/1/2/3/4+ phones) is fairly evenly split.
- Quebecers are the most likely to say that their current phone is their first one (25%).
- The average number of previous cell phones is slightly higher in Alberta and British Columbia compared to some other provinces (Quebec and Ontario in particular).

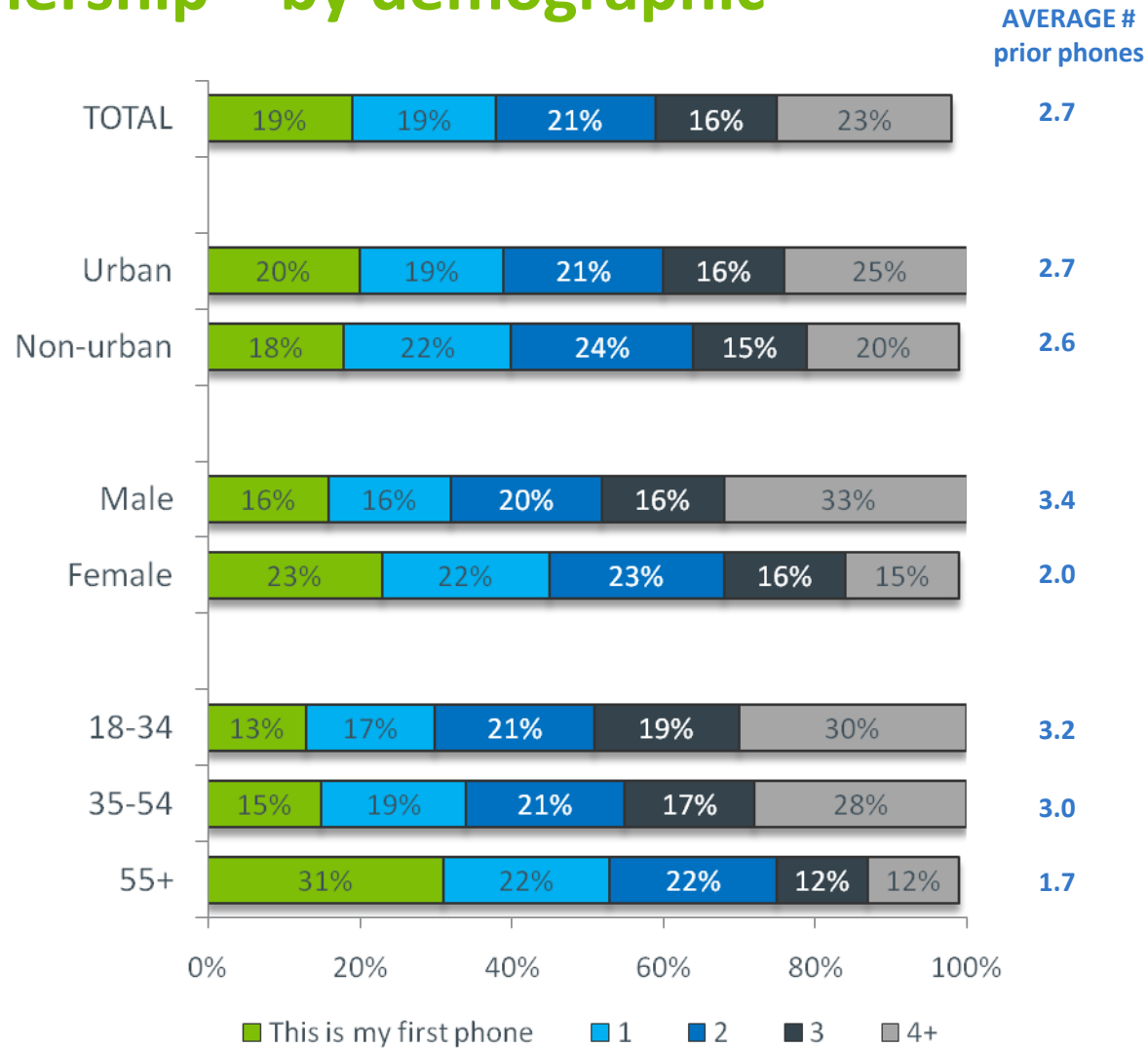


Question 4
Base

Approximately how many cell phones have you personally owned prior to your current phone?
Respondents who currently own a cell phone, n=3,746

Prior Cell Phone Ownership – by demographic

- Men are likely to have owned more cell phones than women (average = 3.4 vs. 2.0).
- Canadians 55 and older are most likely to have never owned another cell phone.
- Previous cell ownership is also linked to income and education – those with lower household incomes and lower levels of education are more likely to have never owned previous cell phones.
- The self-employed are the most likely to have owned 4 or more cell phones (40%).
- Those who gave away their last phone are also the most likely to have owned 4 or more in the past (37%; average # = 3.9). To a slightly lesser degree, the same can be said for those who stored their last cell phone. (31%; 3.5).

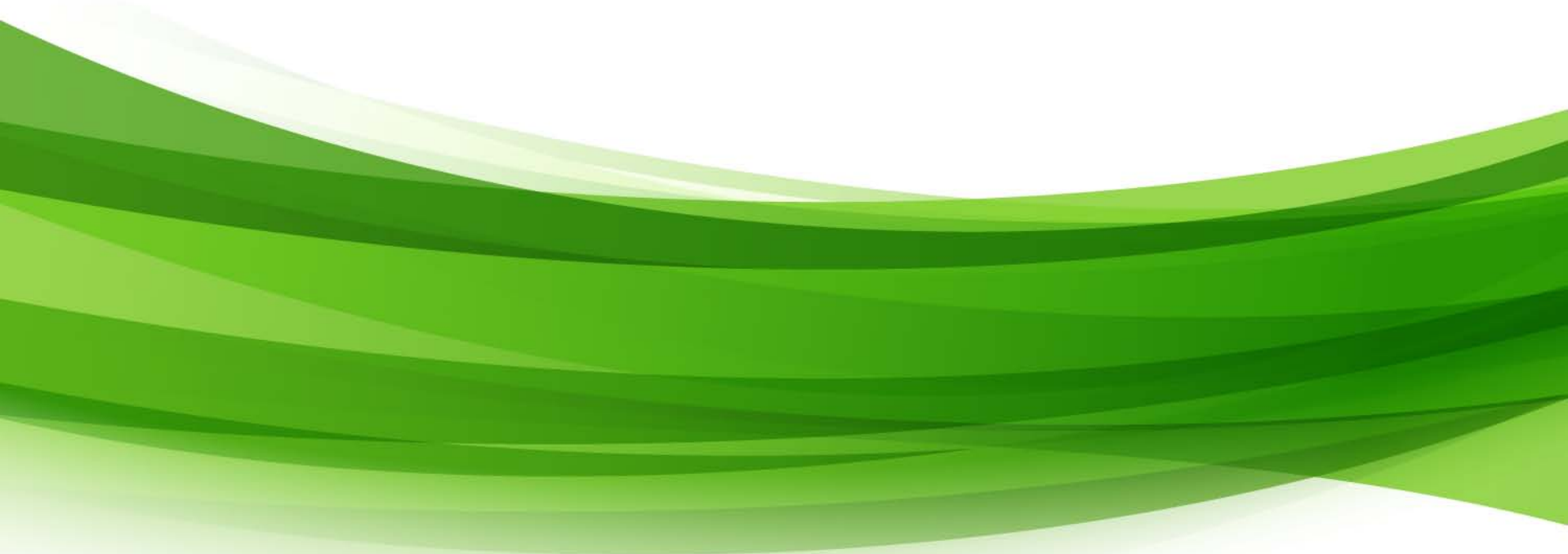


Question 4
Base

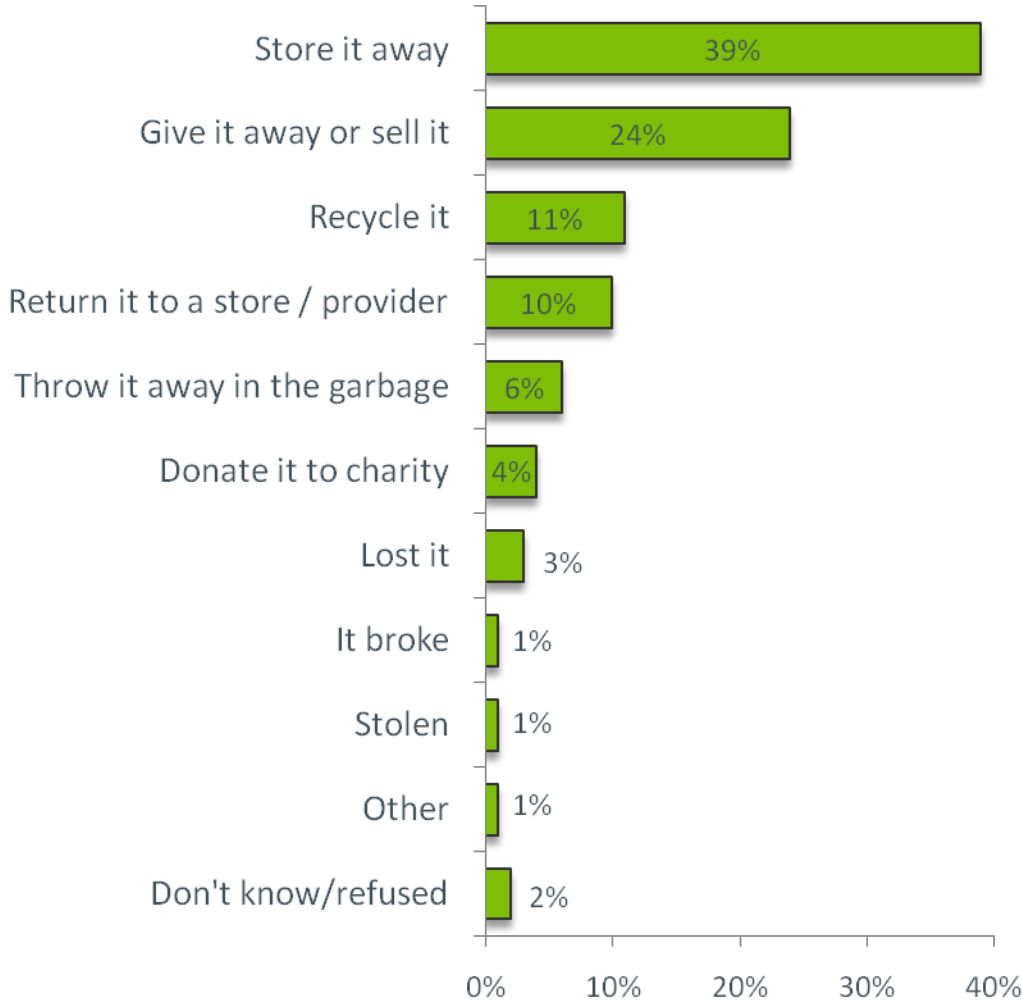
Approximately how many cell phones have you personally owned prior to your current phone?
Respondents who currently own a cell phone, n=3,746



Cell Phone Disposal Method



Previous Cell Phone: Storage vs. Disposal



- **2 in 5 Canadians store their old handsets when new cell phones are obtained**, whereas almost 60% reported disposing of their phone in some other way.
- A notable proportion of previous handsets are also given or sold to family members or friends.
- Just over 20% of Canadians thought to recycle or return their old handsets to a cell phone company.
- **67% of Canadians who stored away their old cell phones are unaware of cell recycling programs, whereas 33% are aware of them.**

Question 5
Base

After receiving your current phone what did you do with your old one? Did you...?
Respondents who currently own a cell phone and who have owned previous phones, n=3,028

Previous Cell Phone: Storage vs. Disposal – by province

- Albertans are more likely than residents of any other province to recycle their old cell phones.
- Quebecers are slightly more likely to return their old phones to a store or cell phone company.

After receiving your current cell phone, what did you do with your old one? Did you...	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MN	SK	AB	BC
Store it away	39%	48%	42%	41%	39%	41%	37%	44%	40%	38%	39%
Give or sell it to a family member or friend	24%	23%	26%	18%	22%	24%	26%	23%	29%	18%	21%
Return it to a store or your cell phone company	10%	6%	10%	10%	10%	13%	9%	9%	8%	8%	8%
Throw it away in the garbage	6%	7%	7%	5%	8%	3%	7%	6%	3%	4%	7%
Recycle it	11%	9%	5%	11%	8%	8%	10%	10%	10%	20%	10%
Donate it	4%	2%	3%	3%	5%	2%	5%	4%	3%	4%	5%

Question 5 After receiving your current phone what did you do with your old one? Did you...?
 Base Respondents who currently own a cell phone and who have owned previous phones, n=3,028

Previous Cell Phone: Storage vs. Disposal – by demographic

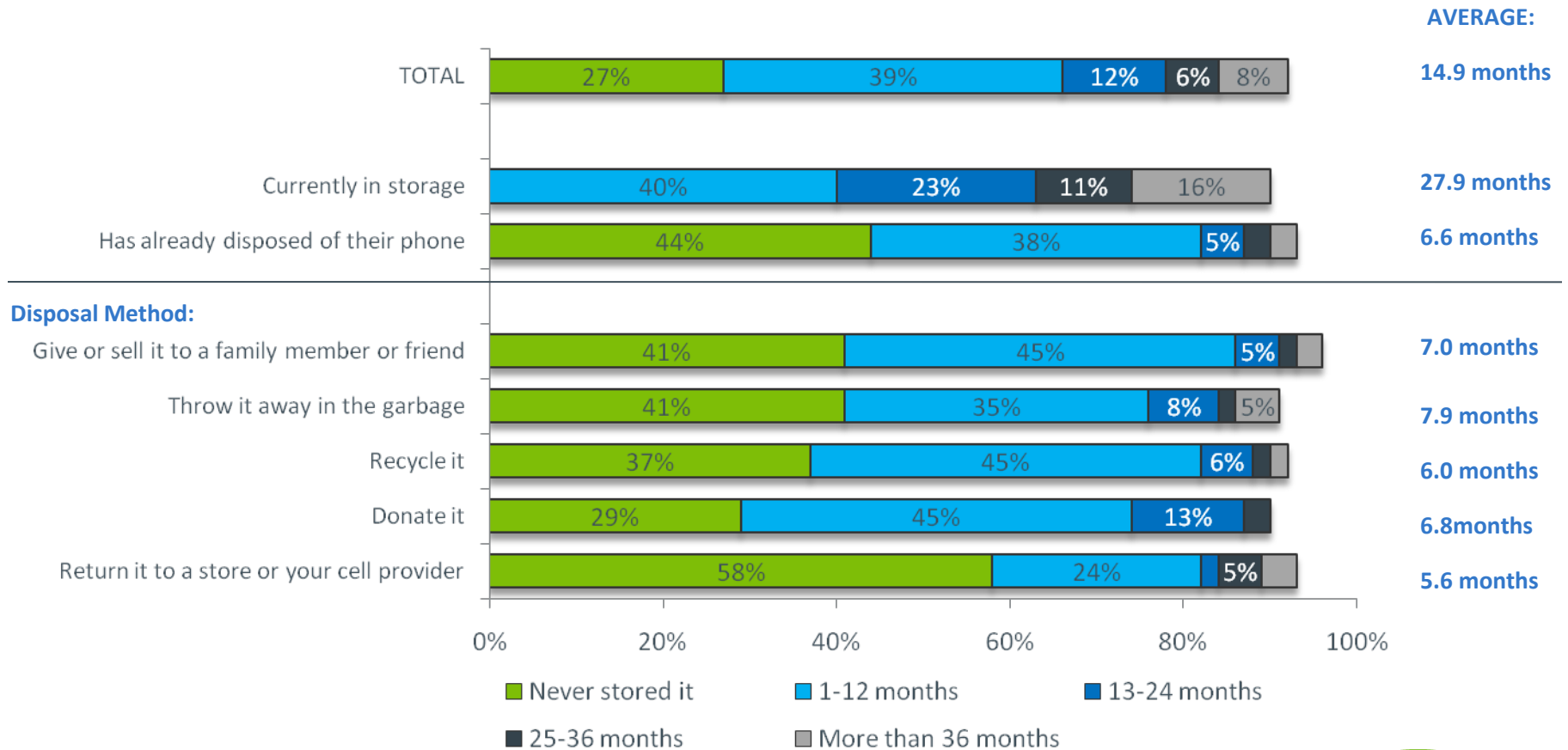
- Men and Canadians 18-34 are more likely to store their old phone than their counterparts (vs. disposing of them in some way).
- As could be expected, those aware of cell recycling programs are less likely to keep their old phones in storage.
- When the individual disposal methods are considered:
 - The rate of cell phone recycling and return (to store or provider) increases with age
 - Men are more likely to throw old phones in the garbage, whereas women are more likely to donate their old phones to charity or to return them to a store or provider

After receiving your current cell phone, what did you do with your old one? Did you...	Total	Region		Age			Gender	
		Urban	Non-Urban	18-34	35-54	55+	M	F
Store it away	39%	38%	41%	43%	38%	37%	41%	37%
Give or sell it to a family member or friend	24%	24%	21%	28%	26%	15%	23%	24%
Return it to a store or your cell phone company	10%	10%	11%	6%	8%	17%	8%	12%
Throw it away in the garbage	6%	5%	6%	7%	6%	5%	7%	5%
Recycle it	11%	11%	10%	8%	11%	14%	12%	10%
Donate it	4%	4%	3%	3%	5%	4%	3%	6%

Question 5
 Base After receiving your current phone what did you do with your old one? Did you...?
 Respondents who currently own a cell phone and who have owned previous phones, n=3,028.

Storage Period

- The average time people have been storing their old cell phones is 15 months.
- Those who have cell phones stored presently have had them stored for more than 2 years, while those who have disposed of their old phone only stored them for an average of 7 months.



Question 7 How long have you been storing your old cell phone/how long, if at all, was your previous phone kept in storage (before you gave it away/threw it away/recycled it/donated it/returned it)?
 Base Respondents who currently own a cell phone and who said what they did with their previous phone, n=2,956.

Average Storage Period

- No notable regional or demographic differences are seen with respect to average storage time of old cell phones.

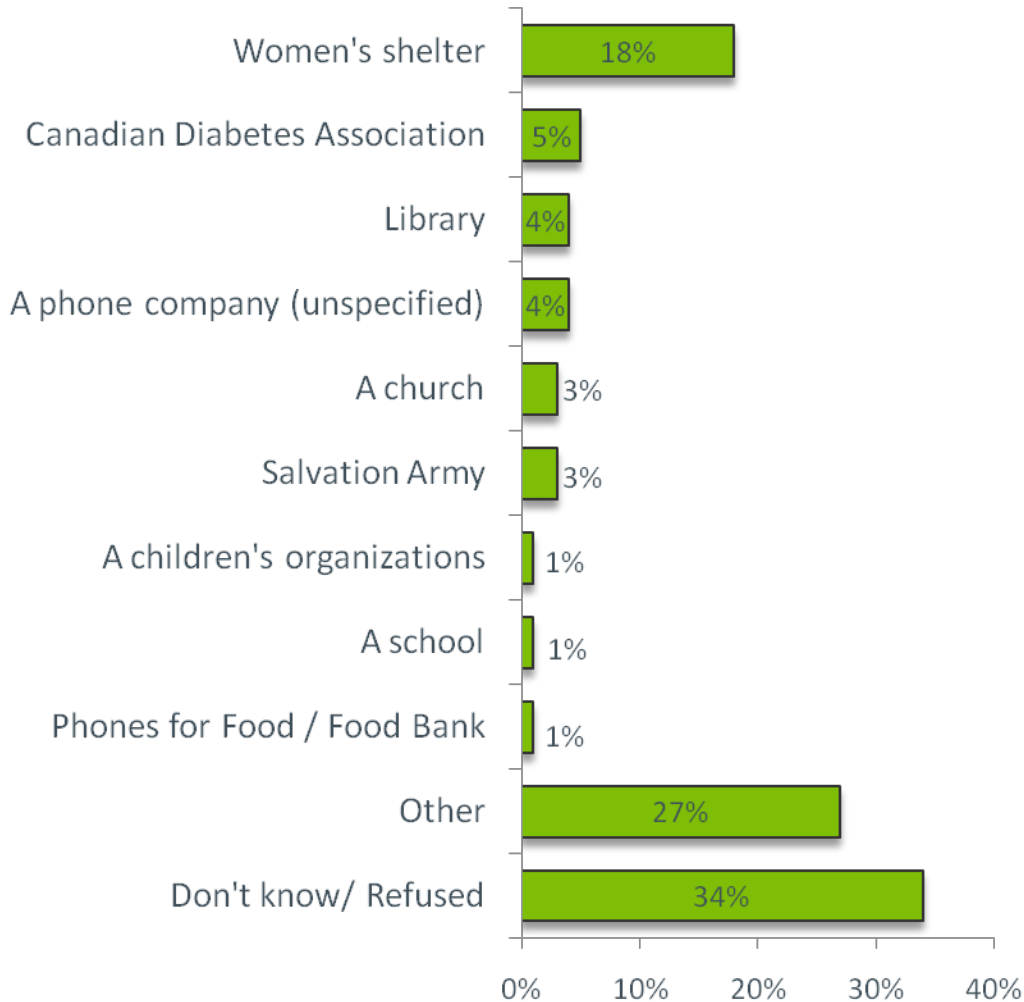
	Total	Region		Age			Gender	
		Urban	Non-Urban	18-34	35-54	55+	M	F
I never stored it	27%	27%	26%	26%	28%	27%	25%	28%
1-12 months	39%	39%	39%	42%	38%	37%	38%	39%
13-24 months	12%	12%	13%	13%	13%	11%	14%	11%
25-36 months	6%	6%	6%	6%	5%	7%	6%	6%
More than 36 months	8%	8%	8%	5%	10%	8%	8%	8%

	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MN	SK	AB	BC
I never stored it	27%	20%	23%	26%	25%	28%	28%	26%	28%	28%	21%
1-12 months	39%	45%	48%	40%	44%	41%	36%	39%	41%	41%	40%
13-24 months	12%	11%	11%	13%	13%	14%	13%	13%	9%	10%	11%
25-36 months	6%	5%	4%	5%	4%	6%	6%	5%	6%	4%	8%
More than 36 months	8%	11%	9%	10%	8%	8%	9%	10%	8%	6%	8%

Question 7 How long have you been storing your old cell phone/how long, if at all, was your previous phone kept in storage (before you gave it away/threw it away/recycled it/donated it/returned it)?
 Base Respondents who currently own a cell phone and who said what they did with their previous phone, n=2,956.



Donation Programs Used



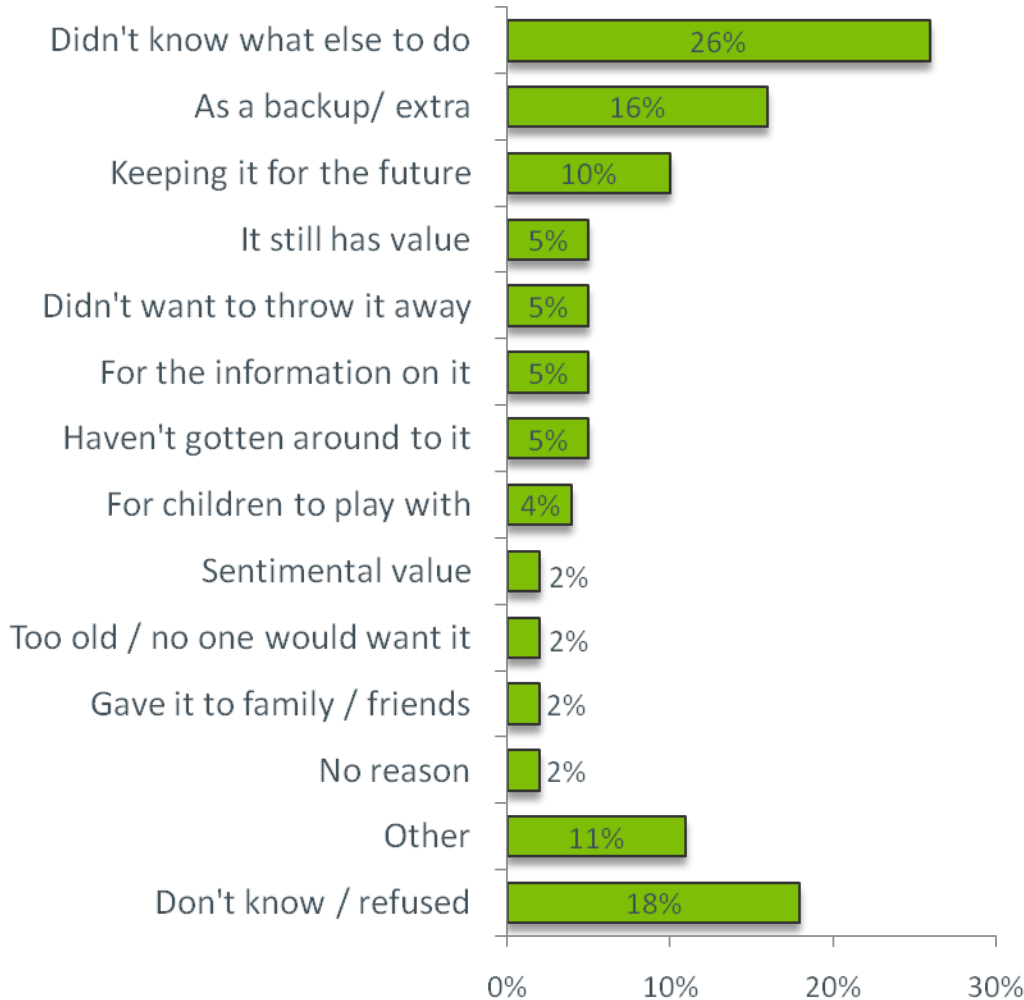
- The most common approach for cell phone donation is through women's shelter. Other mentions include the Canadian Diabetes Association, libraries, phone companies, churches, and the Salvation Army.
- Please note that the base size (n=109) is too small to consider this data by province or demographic variables in an accurate and reliable manner.

Question 6c Which charity did you donate your cell phone to?
Base Respondents who currently own a cell phone and donated a previous cell phone to a charitable organization, n=109.

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Potential for Cell Phone Recycling

Reasons for not Recycling Prior Cell Phone

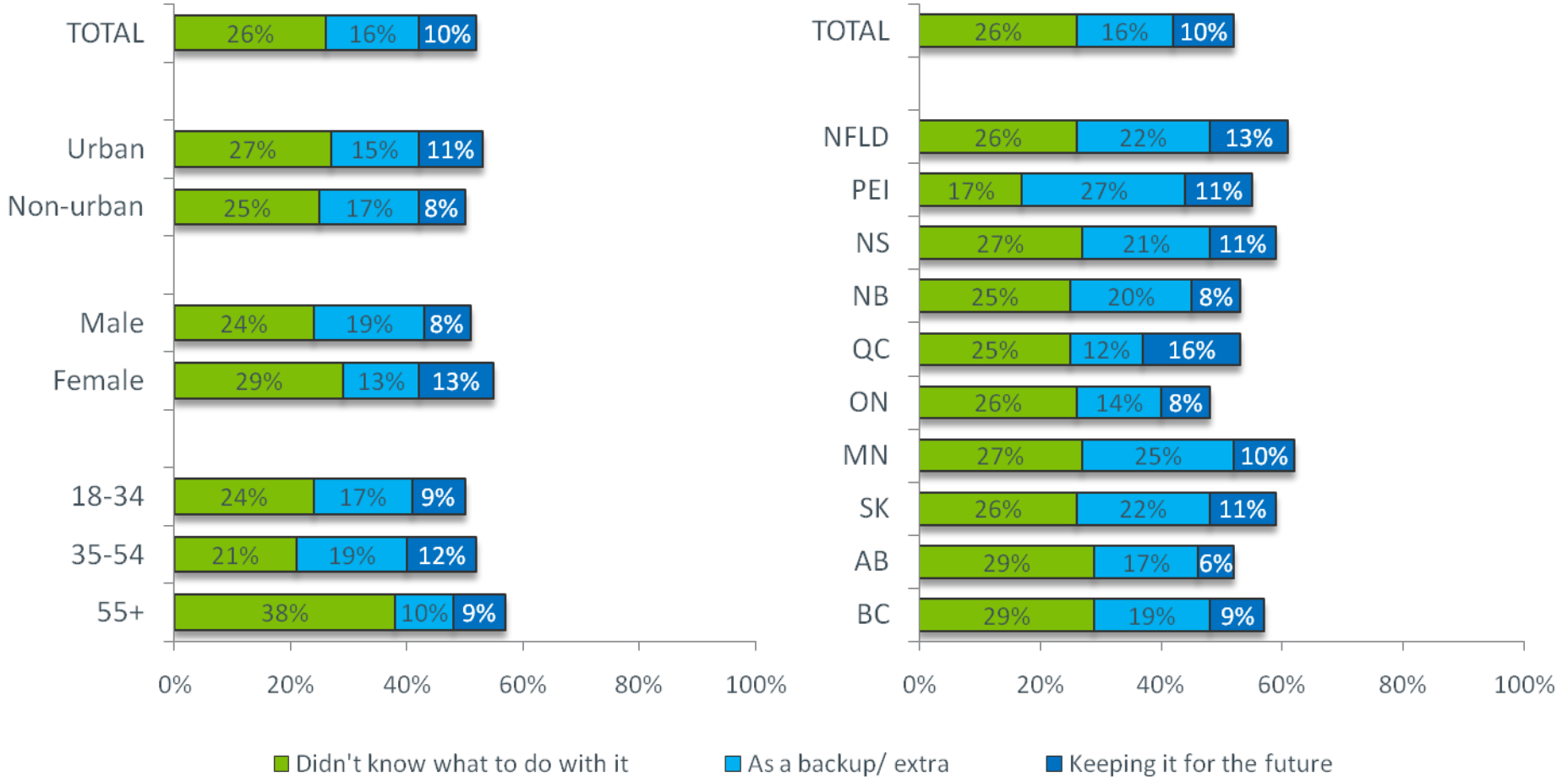


- Many Canadians with a handset in storage don't know what else to do with, are saving it as a backup phone, or are keeping it for a future need (real or potential).
- As shown on the following slide:
 - Women (vs. men) and Quebecers (vs. residents of Ontario, Alberta, and British Columbia) are keeping their phone for a future need.
 - Younger Canadians are more likely than those 55+ to say they are storing an old cell phone to have it as a backup/extra.

Question 6a Why did you keep your old cell phone?
 Base Respondents who currently own a cell phone and stored a previous cell phone, n=1,240.

Reasons for not Recycling Prior Cell Phone

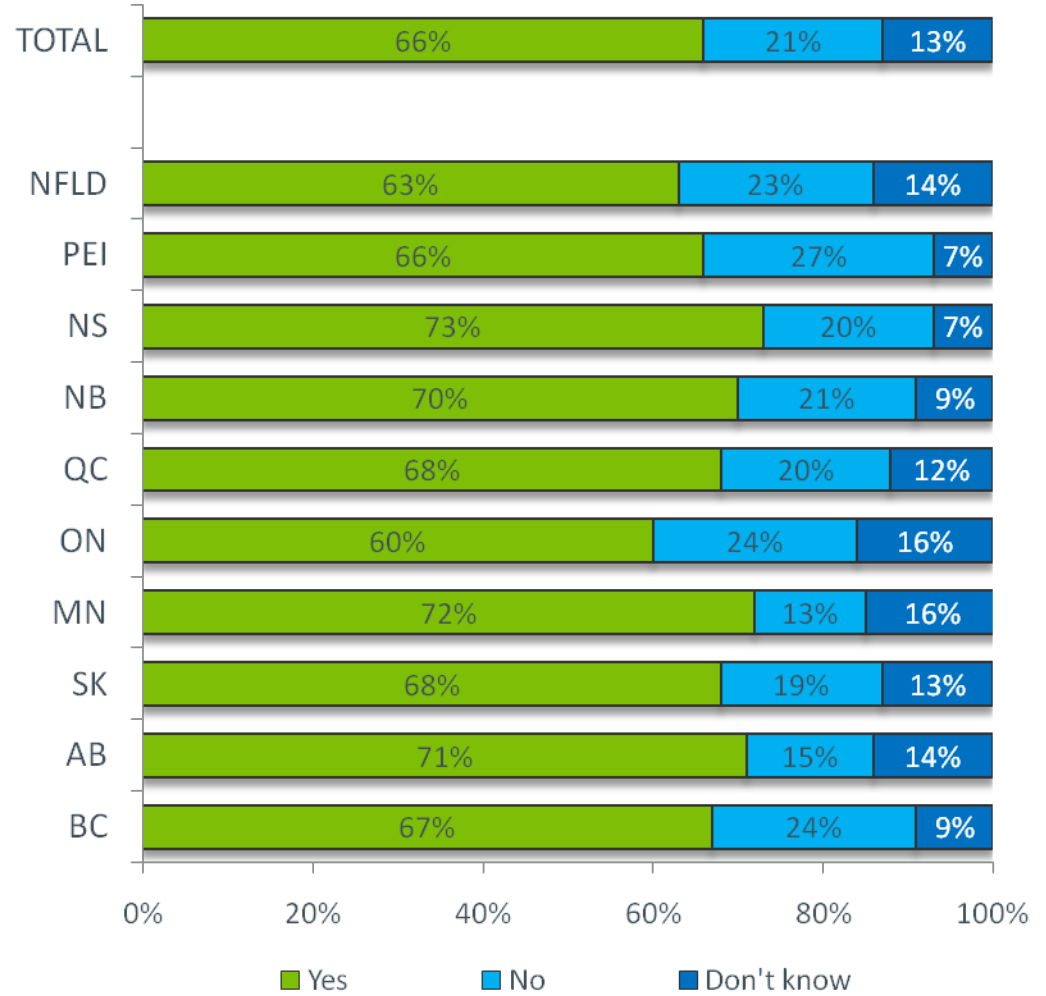
Top 3 responses by province and demographic; all other responses were 5% or less of total sample.



Question 6a Why did you keep your old cell phone?
 Base Respondents who currently own a cell phone and stored a previous cell phone, n=1,240.

Likelihood of Recycling in the Future – by province

- The majority of Canadians who are currently storing an old cell phone said they would be willing to recycle it or return it to a cell provider. Only 21% said they would not recycle or return it, and 13% didn't know whether or not they would.
- Willingness to recycle is fairly consistent across all provinces, however likelihood of recycling is higher in Quebec and Alberta when compared to Ontario.

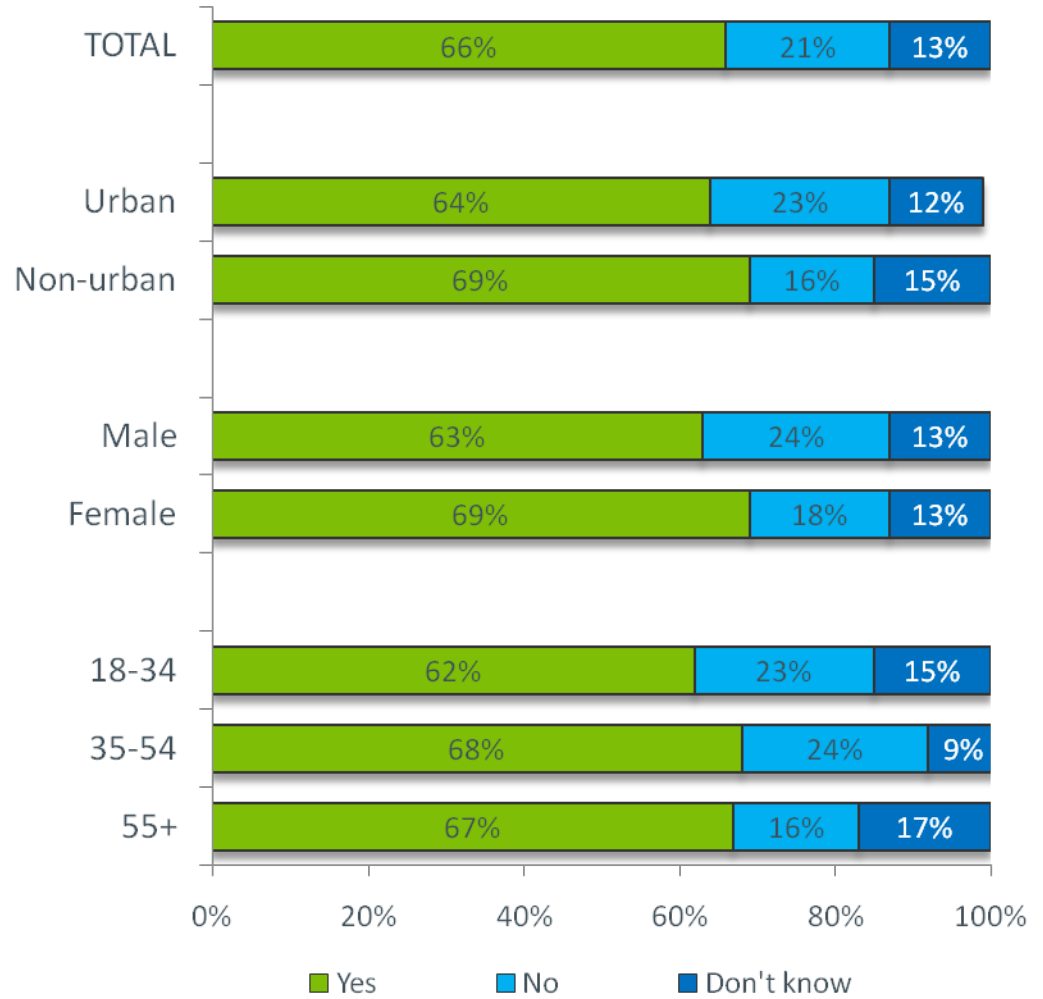


Question 8
Base

Do you think you would ever recycle or return it?
Respondents who currently own a cell phone and stored a previous cell phone, n=1,240

Likelihood of Recycling in the Future – by demographic

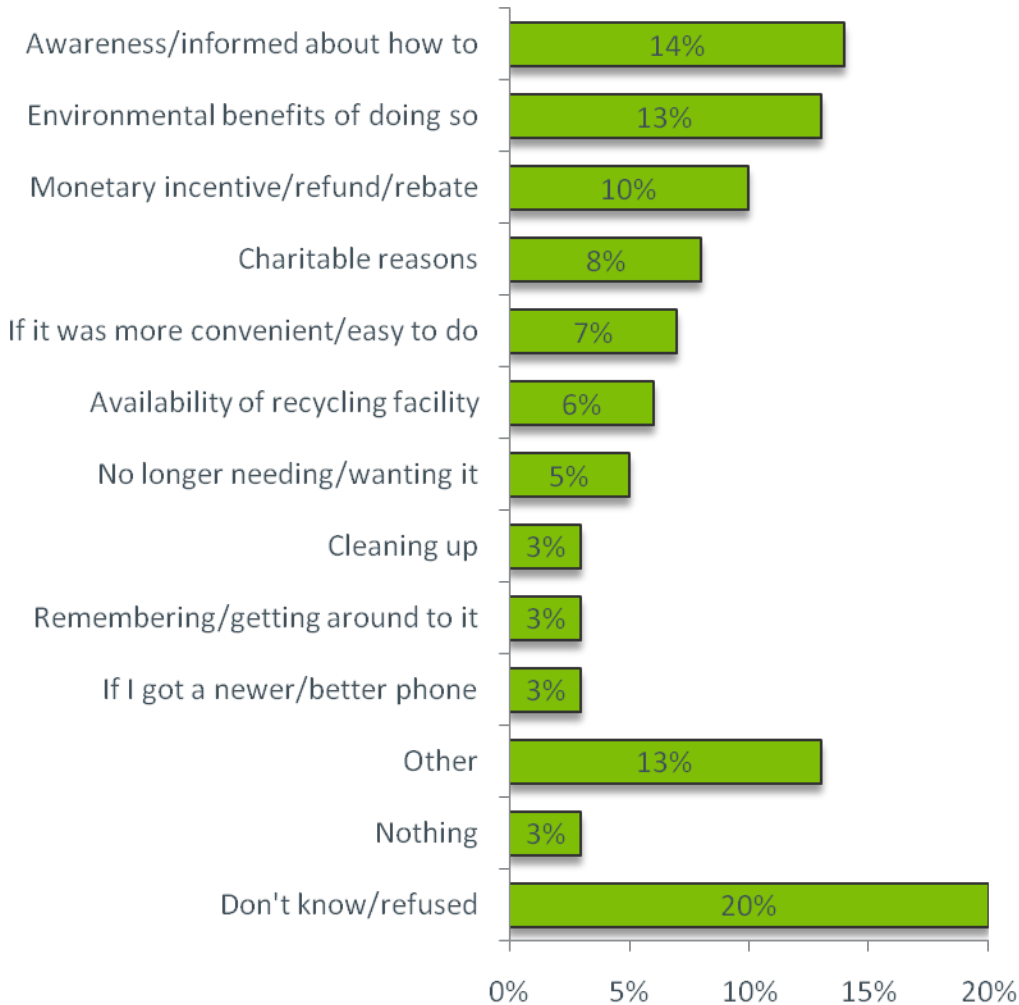
- Women are slightly more inclined to say they would recycle or return old phones in the future than are men, whereas Canadians under the age of 35 are less likely to do so when compared to those 35-54.
- Those with higher household incomes are also more likely to say they will return or recycle cell phones.
- 16% of respondents said they were aware of recycling programs but still wouldn't recycle their old phone(s).



Question 8
Base

Do you think you would ever recycle or return it?
Respondents who currently own a cell phone and stored a previous cell phone, n=1,240

Encouraging Cell Phone Recycling



- When asked what would encourage them to recycle or return an old cell phone (taking it out of storage), it seems that **many Canadians need more information about cell recycling – how and where to do it, the availability of recycling facilities, and the benefits of doing so.** Some also feel it should be more convenient to do, whereas for others it is just a matter of getting around to it or remembering.
- Only 3% said that nothing would encourage them, and another 10% said they would want a monetary incentive or rebate.
- As shown on the following slide:
 - Residents of Quebec are the most likely to say that the environmental benefits of recycling their old phones is sufficient motivation.
 - Availability of recycling facilities is a more important motivator for non-urban residents than urban residents.
 - Men would be more motivated by a monetary incentive than would women. Whereas younger Canadians are more concerned about the convenience of recycling.

Question 9 What would encourage you to recycle or return it?
 Base Respondents who currently own a cell phone and stored a previous cell phone, n=1,240

Encouraging Cell Phone Recycling – Top responses

What would encourage you to recycle or return it?	Total	Region		Age			Gender	
		Urban	Non-Urban	18-34	35-54	55+	M	F
Awareness/informed about how to	14%	15%	13%	14%	17%	11%	11%	18%
Environmental benefits of doing so	13%	12%	15%	21%	13%	14%	12%	13%
Monetary incentive/refund/rebate	10%	10%	10%	12%	10%	8%	15%	5%
Charitable reasons	8%	6%	16%	8%	7%	11%	8%	8%
If it was more convenient/easy to do	7%	7%	8%	10%	6%	5%	7%	7%
Availability of recycling facility	6%	5%	8%	5%	6%	5%	6%	5%
Don't know/ refused	20%	20%	19%	25%	14%	23%	19%	21%

What would encourage you to recycle or return it?	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MN	SK	AB	BC
Awareness/informed about how to	14%	24%	18%	13%	15%	3%	17%	21%	22%	22%	17%
Environmental benefits of doing so	13%	5%	3%	6%	5%	30%	7%	6%	4%	11%	10%
Monetary incentive/refund/rebate	10%	20%	14%	12%	11%	5%	12%	10%	16%	9%	11%
Charitable reasons	8%	15%	15%	6%	8%	10%	10%	6%	4%	6%	2%
If it was more convenient/easy to do	7%	5%	2%	4%	6%	2%	11%	5%	5%	5%	8%
Availability of recycling facility	6%	6%	7%	4%	7%	7%	5%	10%	4%	6%	6%
Don't know/ refused	20%	14%	15%	21%	21%	20%	22%	22%	16%	20%	13%

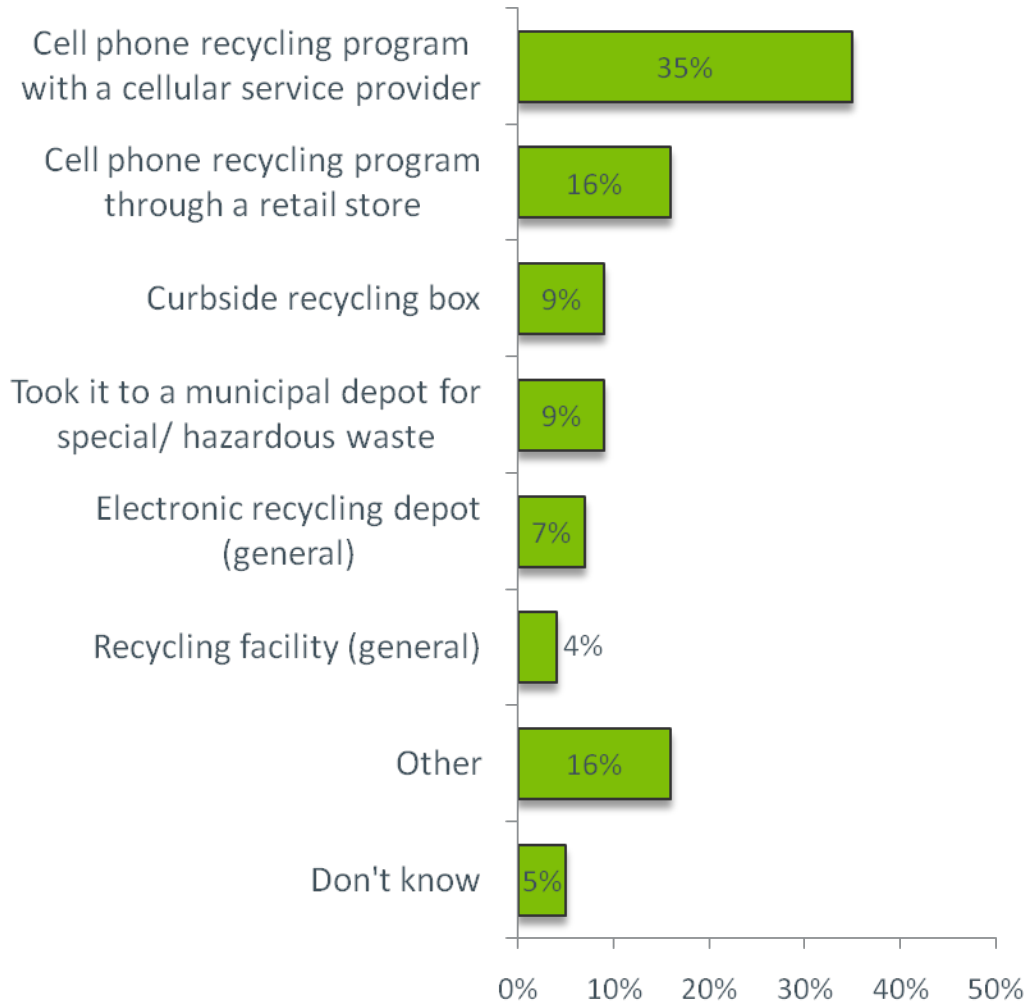
Question 9
Base

What would encourage you to recycle or return it?
Respondents who currently own a cell phone and stored a previous cell phone, n=1,240.



Cell Phone Recycling

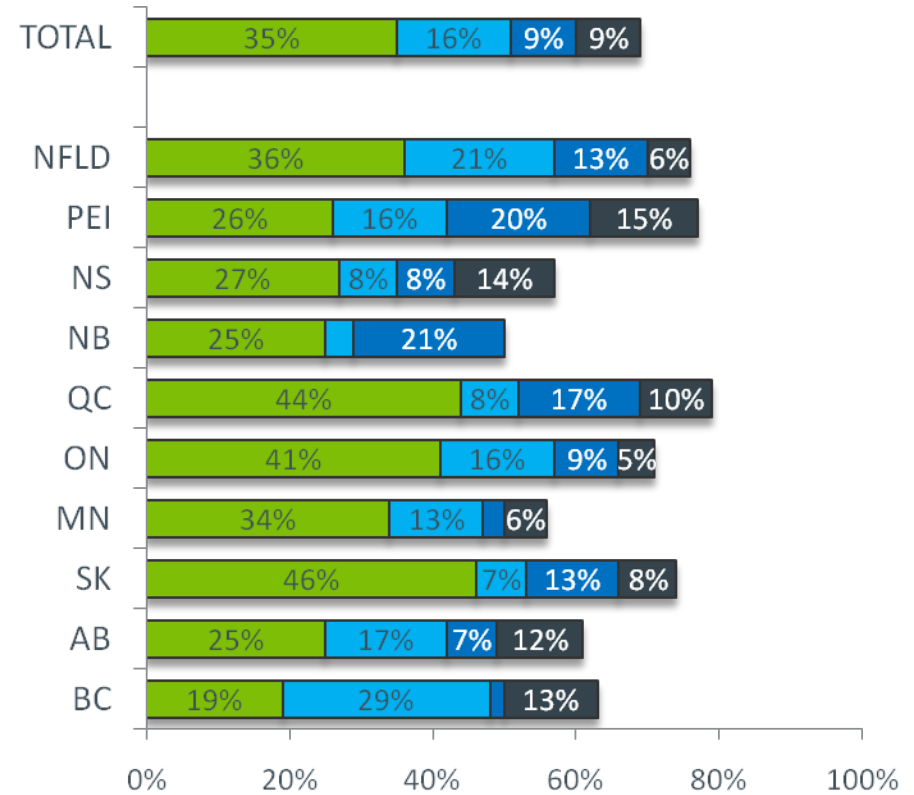
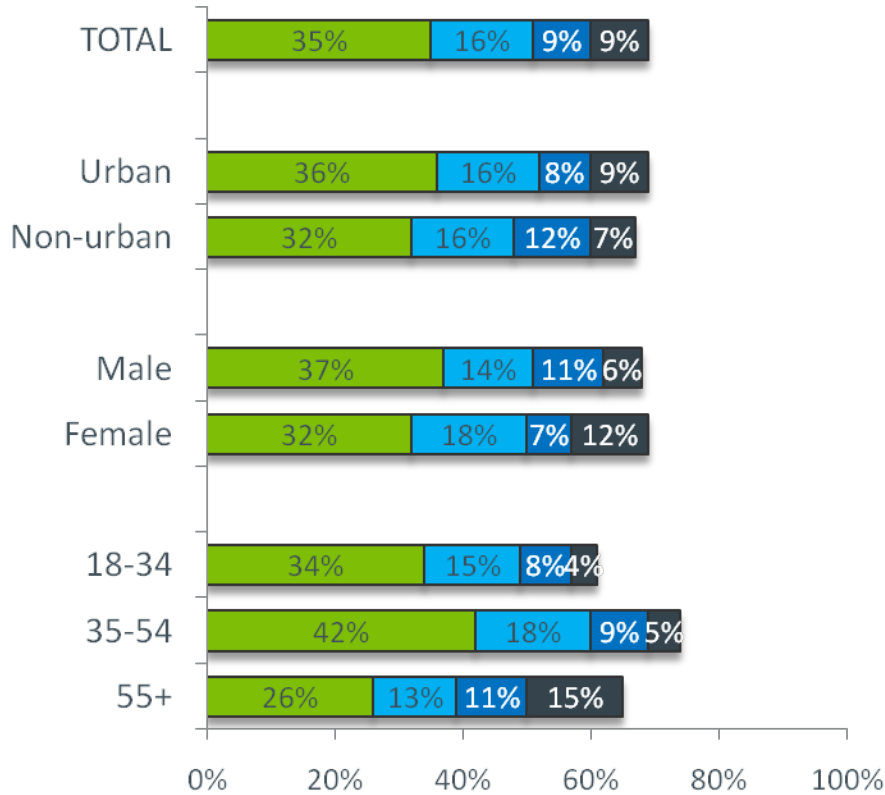
Approaches Used for Cell Phone Recycling



- Cell phone recycling programs, either through a cell phone service provider (35%) or through a retail store (16%), are by far the most common methods used to recycle handsets.
- One in ten recycled their previous handset through curbside recycling, a municipal depot or a hazardous waste collection.
- “Other” responses (all less than 2%) included: through a school, through work, and through a charity.
- Specific recycling programs named included *Recycle My Cell* and *Call 2 Recycle* (both with <1%).**
- Residents of BC were slightly more likely to recycle their phones through a retail store program, and Canadians 55+ were more likely than others to rely on municipal depots/hazardous waste collections.

Question 6b Base How did you recycle your old phone?
 Respondents who currently own a cell phone and recycled a previous cell phone, n=324.

Approaches Used for Cell Phone Recycling – Top 4



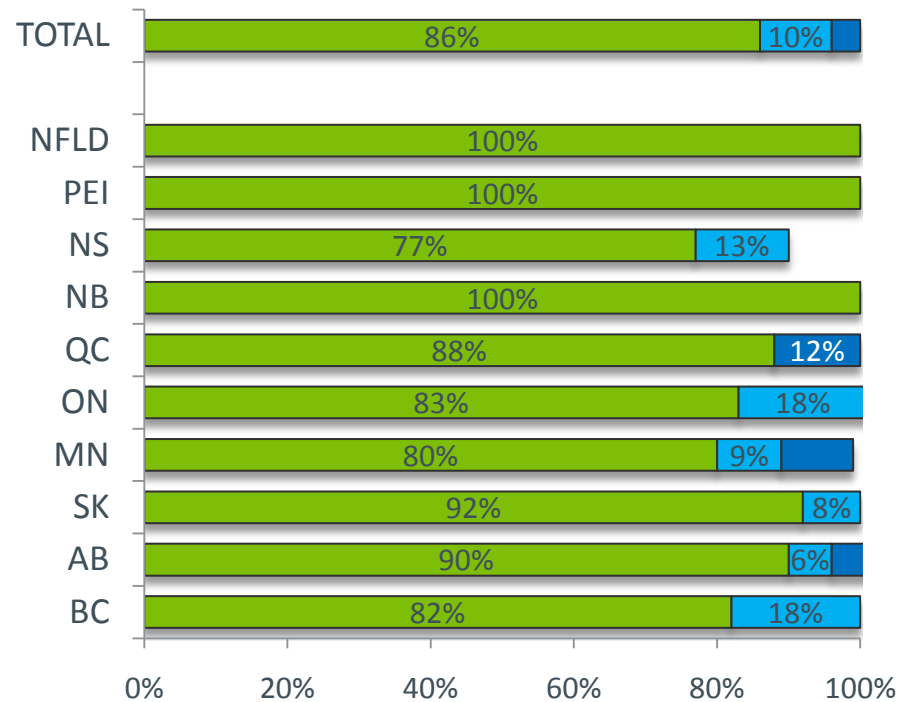
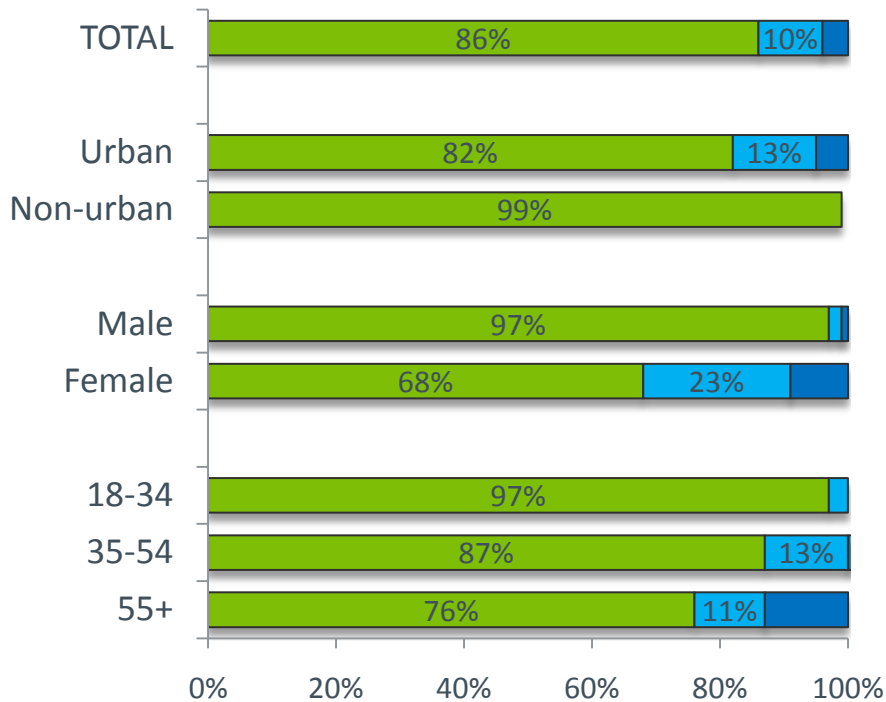
■ Cell phone recycling program with a cellular service provider
■ Cell phone recycling program through a retail store
■ Curbside recycling box

■ Took it to a municipal depot for special/ hazardous waste

Question 6b Base How did you recycle your old phone?
 Respondents who currently own a cell phone and recycled a previous cell phone, n=324.

Mail-back vs. Drop off Recycling

- The strong majority of those who returned their old cell phones did so through drop off locations, as opposed to using a mail-back option.
- Please note that the small base size may make subgroup analysis unreliable.



■ Drop off location

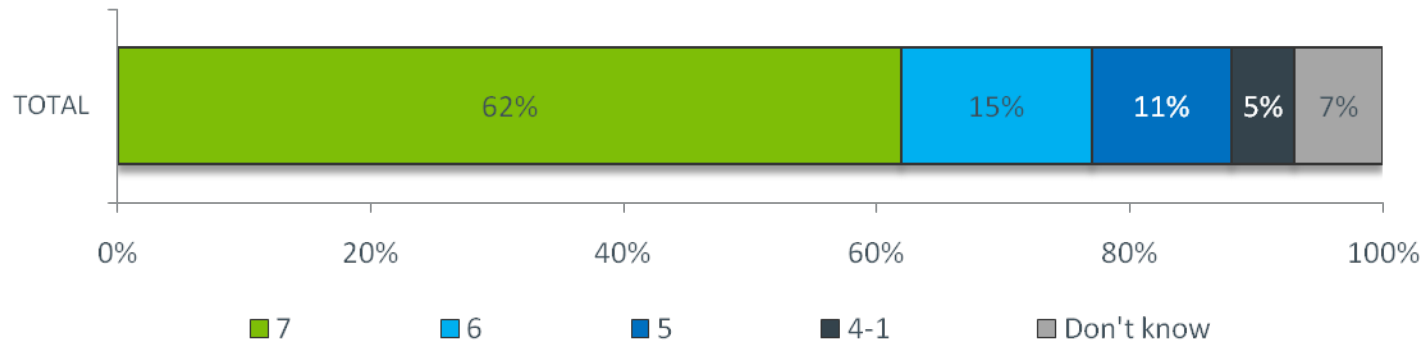
■ Mail back option

■ Other

Question 10 Base How did you return your cell phone?
 Respondents who currently own a cell phone and returned a previous cell phone through Recycle My Cell or a service provider recycling program, n=100.

Satisfaction with Cell Recycling Experience

- Generally, satisfaction with cell recycling is very high, with almost all respondents rating their experience 5 or higher on a 7-point scale.
- When asked to explain their rating, most participants said the process was convenient, efficient, and that they did not experience any problems with it.
- Please note that the small base size may make subgroup analysis unreliable.



“Convenient/
easy/no hassle/
no problems”
(48%)

“The service was
available / the
phone was
recycled” (15%)

“Fast and
efficient
service” (5%)

Question 11a How satisfied were you with your cell phone recycling experience? Please use a scale from 1 to 7, where 1 is extremely dissatisfied and 7 is extremely satisfied.
Base Respondents who currently own a cell phone and returned a previous cell phone through My Recycle or a service provider recycling program, n=100.

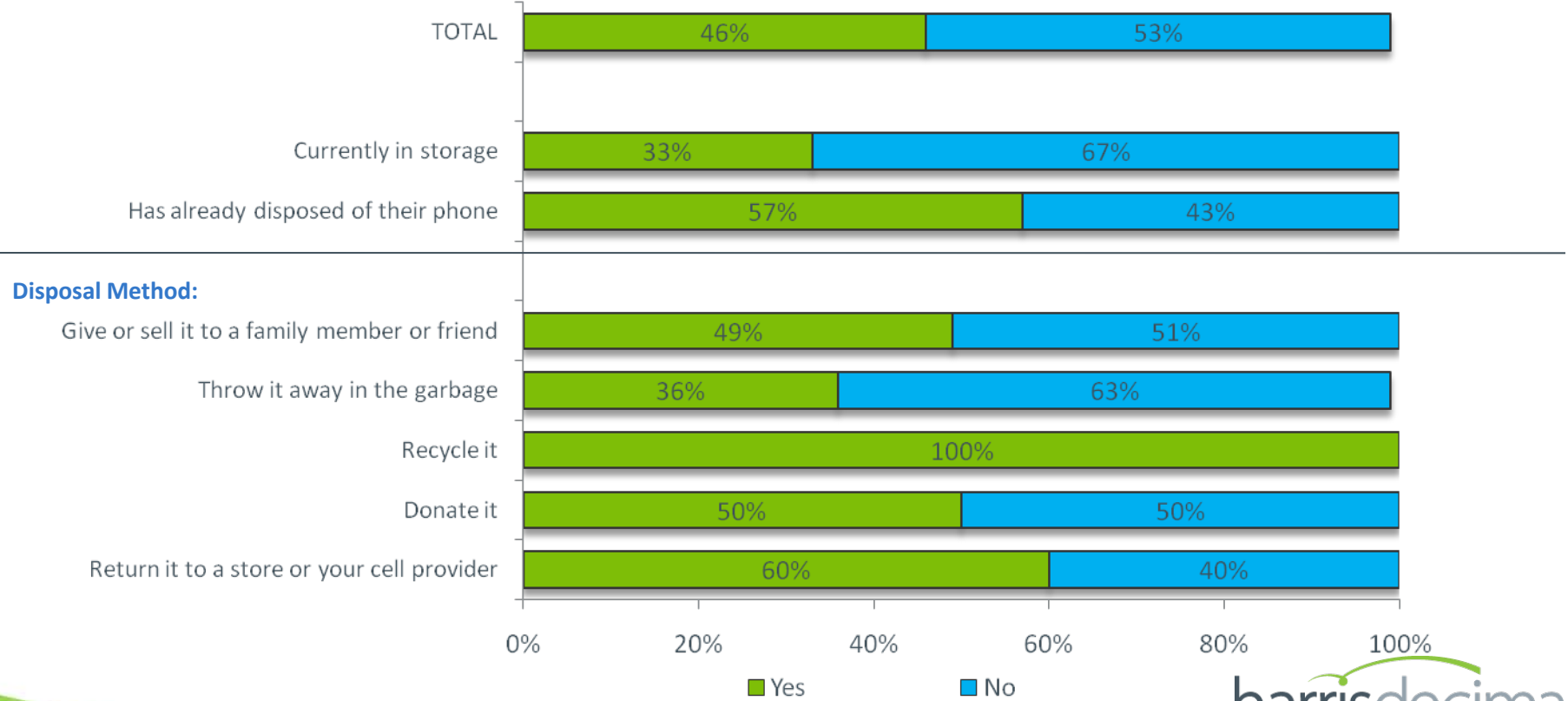
Question 11b Can you please explain this rating?
Base Respondents who currently own a cell phone and returned a previous cell phone through Recycle My Cell or a service provider recycling program, and rated their recycling experience, n=94.

The background features several thin, light green wavy lines at the top and a series of overlapping, semi-transparent green bands of varying shades at the bottom, creating a sense of movement and depth.

Awareness of Cell Phone Recycling

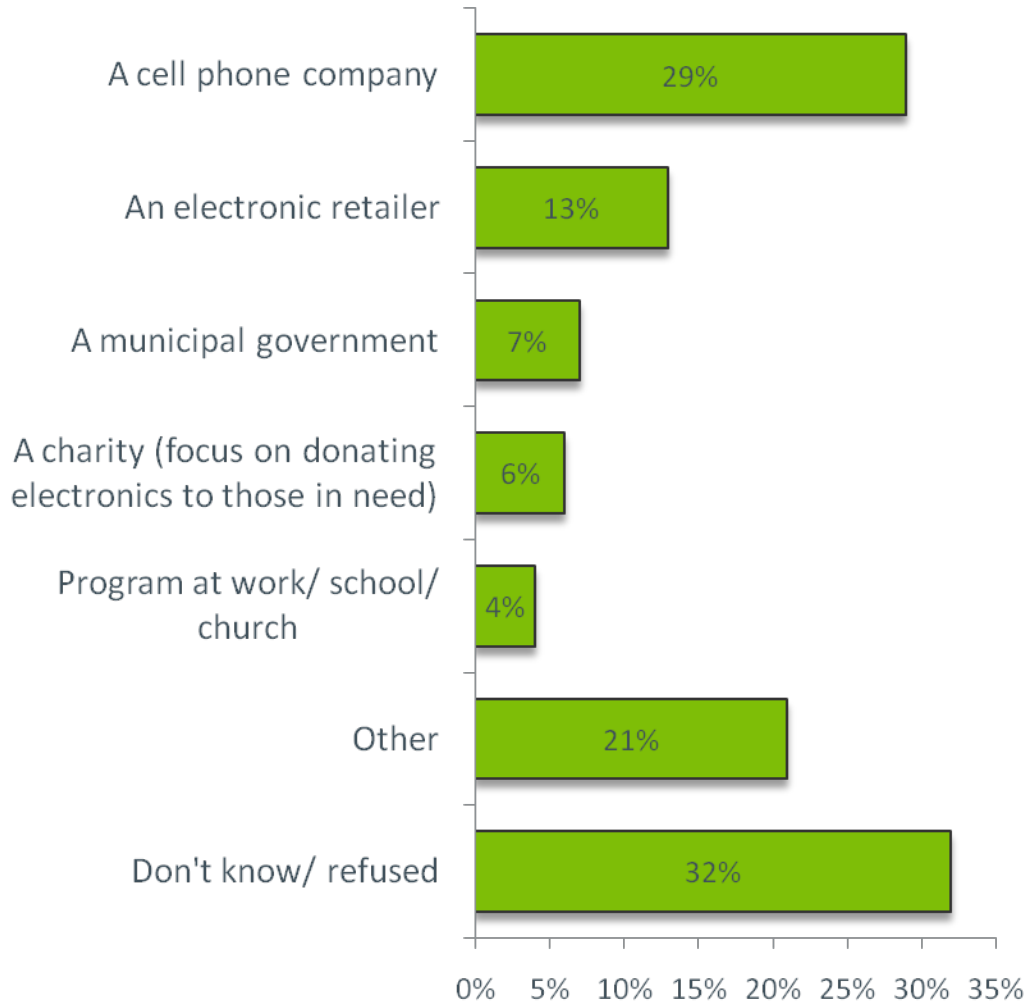
General Awareness of Recycling Programs

- Not quite half of Canadians are aware of recycling programs for cell phones. Residents of Nova Scotia, Saskatchewan, and Alberta are the most likely to say they are aware of such programs. Age, gender, and region (urban vs. non-urban) do not play a significant role in awareness levels, however those who are employed and have more than a high school education are more likely to be aware of recycling programs than their counterparts.
- Interestingly, 33% of those who currently store an unused cell phone are aware of programs and 36% of those who threw a previous phone away are also aware of programs. (Caution is warranted here before “judging” respondents who threw their phone out – they may not have been aware of a program at the time they actually threw their phone away).



Question 13 Are you aware of any recycling programs for unused cell phones?
 Base All Respondents, n=4,061 (question was not asked to those who previously said they recycled their phone, but this group was included in the base for this question)

Awareness of Specific Cell Recycling Programs

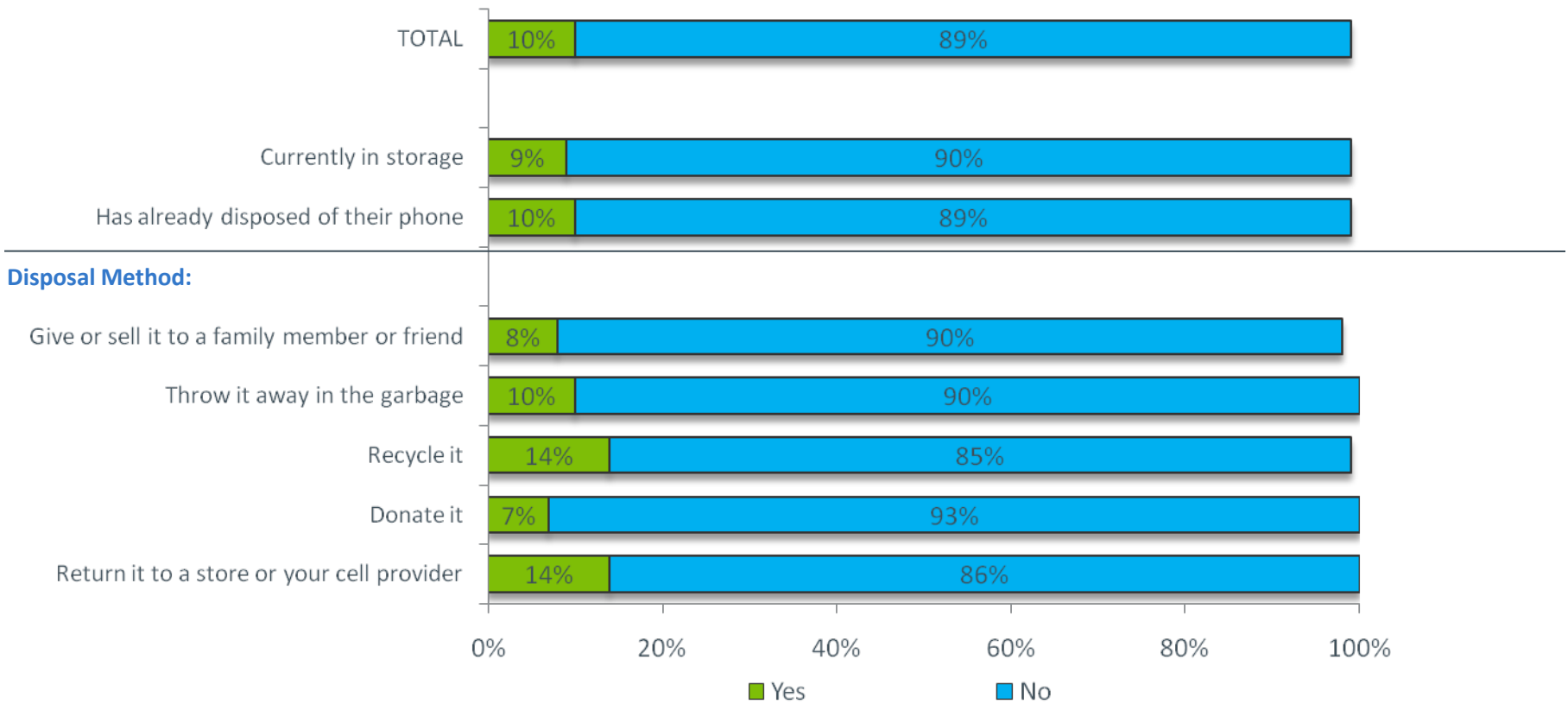


- Cell phone companies are the most recognized for recycling programs (29%), followed by electronic retailers (13%).
- Municipal government programs (7%), charities (6%), and programs through other organizations (4%) are the next most popular recycling programs Canadians are aware of.
- One-third of people who say they are aware of recycling programs could not name a specific one.
- Less than 1% of respondents said “Recycle My Cell” (unprompted awareness).
- Some of the “other” responses (2% or less) included: a provincial government program, a mall or grocery store, women’s shelter, waste management facilities, SARCAN, Zoos, UPS, and MEC.

Question 14 Base What cell phone recycling programs are you aware of in your area?
Respondents who are aware of cell phone recycling programs, n=1,895

Awareness of Recycle My Cell Program

- National awareness of the Recycle My Cell program is low (10%), however this number jumps to 17% in Quebec.
- Those who bought their current cell phone new have a higher awareness of this program than those who bought second hand phones (10% vs. 6%), as do those who previously recycled or returned old cell phones.



Question 15 Have you heard about the Recycle My Cell program?
 Base All Respondents, n=4,061 (question was not asked to those who previously said the were aware of this program, but were included in the base for this question)

Awareness of Recycling Programs

- The following tables summarize overall awareness of recycling programs and the Recycle My Cell program specifically.
- It is interesting to note that most Canadians who returned their old cell phones through a service provider did not realize it was part of the Recycle My Cell program (76%), potentially lowering the unprompted awareness level of the Recycle My Cell program.

% AWARE	Total	Region		Age			Gender	
		Urban	Non-Urban	18-34	35-54	55+	M	F
Recycling programs in general	46%	47%	44%	44%	49%	46%	47%	45%
Recycle My Cell - unprompted	1%	1%	<1%	1%	1%	1%	1%	1%
Recycle My Cell – prompted + unprompted	10%	10%	11%	8%	10%	11%	10%	10%

% AWARE	Total	Province									
		NFLD	PEI	NS	NB	QC	ON	MN	SK	AB	BC
Recycling programs in general	46%	39%	45%	54%	39%	43%	46%	44%	59%	54%	46%
Recycle My Cell - unprompted	1%	<1%	---	1%	1%	1%	1%	2%	2%	1%	1%
Recycle My Cell – prompted + unprompted	10%	12%	7%	7%	10%	17%	7%	8%	12%	5%	9%



Conclusions and Recommendations



Conclusions

- ***Use of recycling programs is fairly low*** – only 11% of previous cell owners recycled their old handset and another 10% returned it to a service provider to be reused or recycled. However, satisfaction with recycling programs is very high amongst those who have used them.
 - The most commonly used cell recycling programs are those established by cellular service providers and retail stores.
- ***The potential for cell phone recycling is great:*** Two-thirds of Canadians who have old cell phones in storage are unaware of any recycling programs, and when asked if they would recycle or return their old handsets in the future the majority said they would (66%). Furthermore, some of the most cited reasons for not recycling or returning an old handset were a lack of awareness or availability of programs.
- It is also interesting to highlight that cell phone donation may be perceived as a good alternative to recycling; 4% donated their old handset to various charitable organizations.
- ***General awareness of cell phone recycling programs is moderate*** amongst Canadians, at approximately 46%
 - Awareness is highest in Nova Scotia, Saskatchewan, and Alberta
 - The most commonly cited recycling programs include those established through specific cell phone providers or electronics retailers
- ***When specifically asked about the Recycle My Cell program only 10% of Canadians said they were aware. This includes 1% of the population that mentioned the program without being prompted.*** Awareness is highest in Quebec, at 17%.

Recommendations

- Rates of cell phone recycling could be noticeably increased if Canadians were more aware of specific programs available in their areas and more familiar with how to recycle their phones. Also, many Canadians just need a push, or a reminder, to recycle their phones. Many Canadians have phones in storage and would be willing to recycle them if they knew how, or if they “got around to it”.
- Communications design to encourage cell recycling should focus on when/where/how consumers can do so, and also highlight the environmental benefits of doing so. A small proportion of Canadians, only 1 in 10, said they would need to be motivated by a monetary incentive or rebate to recycle or return their old handsets.
- Many Canadians are not familiar with the availability of second hand/refurbished phones and do not realize there is a market for these products. Involving service providers could go a long way to increase consumer uptake of used phone, as many consumers automatically receive new handsets with service contracts (either new contracts or renewals).



Appendix A: Demographic Profile of Respondents



	Unweighted base size	Weighted base size
NFLD	402	72
PEI	401	19
NS	400	127
NB	401	98
QC	400	982
ON	402	1,544
MN	400	146
SK	401	123
AB	402	413
BC	452	536
TOTAL	4,061	4,061

		Unweighted base size	Weighted base size	% of total (weighted)
Region	Urban	3,034	3,038	75%
	Non-Urban	1,027	1,023	25%
Age	18-34	1,017	1,124	28%
	35-54	1,562	1,594	39%
	55+	1,444	1,305	32%
Gender	Male	2,031	1,962	48%
	Female	2,030	2,099	52%
Income*	Less than \$40K	783	803	20%
	\$40K - <\$80K	1,213	1,170	29%
	\$80K +	863	1,050	26%

*25% of participants did not provide household income information



Appendix B: Final Questionnaire



Final Questionnaire

CWTA
Cell Phone Recycling
2009 National Study

Final Questionnaire
November 4, 2009

INTRODUCTION

Good morning/afternoon/evening. My name is _____ and I am calling from Harris/Decima, on behalf of the Canadian Wireless Telecommunications Association. We are conducting a short survey about cell phones with Canadians.

S1. I would like to speak to the person in your household who is 18 years of age or older, and who had their birthday most recently. Would that be you?

Yes that would be me	1	Continue
No	2	Ask to speak with that person, repeat intro
Not available	3	Schedule call-back
Don't know / Refused	9	Thank & terminate

S2. Is now a convenient time to ask you some questions?

[IF NECESSARY: Participation in this survey is voluntary and all your answers will remain confidential. This survey will only take about 6 minutes to complete.]

Yes	1	Continue
No	2	Schedule call-back
Don't know / Refused	9	Thank & terminate

[READ: Please be advised that this call may be monitored for quality control purposes.]

S3. In the last 12 months have you completed another telephone survey about cell phones?

Yes	1	Thank & terminate
No	2	Continue
Don't know / Refused	9	Thank & terminate

S4. Before we begin with the survey I would like to ask you what year you were born in.

[RECORD 4-DIGIT YEAR OF BIRTH]

[ENTER 4-DIGIT YEAR]	1
Don't know / Refused	9999

[IF REFUSED AGE ABOVE] Then can you tell me which age group you fall into?

18-34 years	1
35-54 years	2
55 years+	3
Don't know / Refused	9

[RECORD GENDER, DO NOT ASK]

Male	1
Female	2

SURVEY QUESTIONS

INTRO: I would now like to ask you a few questions about cell phones. This includes all handheld cellular devices such as cell phones, smart phones and pagers. This also includes devices like blackberries and the iPhone.

Q1. Which of the following best applies to you:

You currently own your own cell phone.	1	Continue
You currently own your own cell phone, and have a cell phone provided by your employer.	2	Continue
You do not own your own cell phone but plan to eventually	3	Skip to Q13
You will never own your own cell phone	4	Terminate
You only have a cell phone provided by your employer	5	Terminate
Don't know / Refused	9	Terminate

[If participant chooses "the both personal and employer cell phone" option-READ: For the purpose of this study, please consider only your personal cell phone and not your employer provided cell phone.]

Final Questionnaire – Cont'd

CWTA – Cell Phone Recycling – 2008 National Study – Draft Questionnaire



Q2. How did you obtain your current phone? Did you... [READ LIST]

Buy or receive it new	1	Continue
Buy or receive it second-hand	2	Skip to Q 4
Don't know / Refused	9	

Q3. [If Q2 = 1] Why did you not buy a second hand or refurbished cell phone? [Open-end, but use pre-code list below; allow multiple responses if appropriate]

I upgraded to a smart phone / iPhone	1
I wanted a newer model / new capabilities / features	2
I didn't know that was an option	3
That was not an option where I bought my phone	4
Wanted a new one because it is less likely to break	5
I only ever buy new electronics	6
The provider offered a new cell phone with the offer / subscription / package / contract	7
Other – please specify	77
Don't know / Refused	99

Q4. Approximately how many cell phones have you personally owned prior to your current phone? [IF UNSURE, PROBE FOR BEST ESTIMATE]

Enter # of phones _____	1	Continue
Zero/None/ This is my first phone	2	Skip to Q13
Don't know / Refused	99	Continue

Q5. [Ask if Q4 >0 or DK/NA] After receiving your current phone what did you do with your old one? Did you... [READ LIST]

[IF NECESSARY: Please only consider the last cell phone you owned]

a. Store it away	1
b. Give or sell it to a friend or family member	2
c. Throw it away in the garbage	3
d. Recycle it	4
e. Donate it to a charity	5
f. Return it to a store or your cell phone company	6
Or did you do anything else with it? IF YES - Please specify	77
[DO NOT READ] Don't know/Refused / Can't remember	99

3

CWTA – Cell Phone Recycling – 2008 National Study – Draft Questionnaire



Q6. a) [If answered a in Q5 – “Store it away”] Why did you keep your old phone? [DO NOT READ LIST – ACCEPT ALL THAT APPLY]

For the phone numbers/information on it	1
As a backup/extra	2
I don't know what else to do with it	3
Keep it for a future need (real or potential)	4
Sentimental Value	5
It still have value/it's worth something	6
Unable/Not sure how to delete personal info on the phone (contact list, pictures, messages)	7
Other – please specify	77
Don't know/Refused / Can't remember	99

Q6. b) [If answered d in Q5 – “Recycle it”] How did you recycle your old phone? [DO NOT READ LIST – ACCEPT ONLY ONE]

Curbside recycling box (e.g. blue box or green box)	1
Cell phone recycling program with a cellular service provider (e.g. Bell, Rogers, TELUS, SaskTel, MTS, Solo, Virgin, Videotron, TBayTel)	2
Recycle My Cell	3
Cell phone recycling program through a retail store, e.g. Staples, Future Shop, etc. (This does not include cell phone service provider stores)	4
Took it to a municipal depot for special/hazardous waste	5
“Call 2 Recycle” or “Rechargeable Battery Recycling Corporation”	6
Used a mail back program	7
Other – please specify	77
Don't know/Refused / Can't remember	99

Q6. c) [If answered e in Q5 – “Donate it to a charity”] Which charity did you donate your cell phone to? [DO NOT READ LIST – ACCEPT ONLY ONE]

Phones For Food (or local Food bank)	1
World Wildlife Fund	2
Tree Canada	3
YMCA	4
Woman's Shelter	5
Canadian Diabetes Association	6
PhoneBack	7
Other – please specify	77
[Record as much detail as possible including any program or store names referred to]	
Don't know/Refused / Can't remember	99

4

Final Questionnaire – Cont'd

Q7. a. [If answered a in Q5 – “Store it away”] For how long have you been storing your old cell phone?

[Record months] _____	1
I never stored it	998
Don't know/Refused / Can't remember	999

[IF RESPONDENT MENTIONS THAT THEY DID NOT STORE THEIR STORE, ENTER '998' – “I never stored it”. WILL SKIP TO Q7ax]

Q7AX. You previously mentioned that you stored your old cell phone away. Was that in fact the case?

IF YES - SKIP BACK AND RE-ASK Q7 (# MONTHS PHONE WAS STORED)	1
IF NO – SKIP BACK AND RE-ASK Q5 (WHAT THEY DID WITH THEIR OLD PHONE)	2

b. [If answered anything else in Q5] How long, if at all, was your previous cell phone kept in storage [INSERT IF ANSWER Q4 IF Q5 = b-f: *before you [INSERT]]?

[RECORD LENGTH OF TIME IN # MONTHS, E.G. 2 YEARS = 24 MONTHS]

[Record months] _____	1
I never stored it	998
Don't know/Refused / Can't remember	999

[IF RESPONDENT MENTIONS THAT THEY DID NOT STORE THEIR STORE, ENTER '998' – “I never stored it”; CODE “ZERO” AS “I NEVER STORED IT”]

Q8. [If answered a in Q5 – “Store it away”] Do you think you would ever recycle or return it?

Yes	1
No	2
Don't know/Refused	9

Q9. [If answered a in Q5 – “Store it away”] What would encourage you to recycle or return it? [Open-end]

[RECORD ANSWER]	77
Don't know/Refused	99

Q10. [If Q6b = 2 or 3] How did you return your cell phone? [READ LIST]

Mail back option	1
Drop off Locations (e.g. Rogers, Bell, TELUS... etc)	2
Other: please specify	77
[DON'T READ] Don't know/Refused / Can't remember	99

Q11.a) [If Q6b = 2 or 3] How satisfied were you with your cell phone recycling experience? Please use a scale from 1 to 7, where 1 is extremely dissatisfied and 7 is extremely satisfied.

1 – Extremely dissatisfied	1
2	2
3	3
4	4
5	5
6	6
7 – Extremely satisfied	7
Don't know/Refused	9

Q11.b) [If Q6b = 2 or 3] Can you please explain this rating? [Open-end; referring to Q11a]

[RECORD ANSWER]	77
Don't know/Refused	99

Q12. [If Q6b = 2] Did you know that the cellular carrier program you recycled your cell phone through is part of the national Recycle My Cell program?

Yes	1
No	2
Don't know/Refused	9

Final Questionnaire – Cont'd

Q13.[Don't ask if responded d in Q5] Are you aware of any recycling programs for unused cell phones?

Yes	1
No	2
Don't know/Refused	9

Q14.[ASK IF Q13 = 1] What cell phone recycling programs are you aware of in your area? **[DO NOT READ LIST – CHECK ALL THAT APPLY]**

a) Recycle My Cell	1
b) A cell phone company (e.g. Bell, TELUS, Rogers, etc.)	2
c) An electronics retailer (e.g. Staples, Future Shop, Best Buy, etc.)	3
d) A Municipal government program	4
e) A provincial Government Program	5
f) A charity (focus on donating electronics to those in need)	6
Other – please specify	77
Don't know/Refused	99

Q15.[If Q6b does not = 3; if Q12 does not = 1; if Q14 does not = 1] Have you heard about the Recycle My Cell program?

Yes	1
No	3
Don't know/Refused	9

DEMOGRAPHICS

I'd now like to ask you some demographic questions that will help us to analyze the results...

D1. What are the first three digits of your postal code?

[Record]	1
Don't know/Refused	999

D2. [READ LIST – CHOOSE ONE] Which of the following best describes your current job status?

Working on your own business within your home	1
Working on your own business outside of your home	2
Working on an employer's business full-time	3
Working on an employer's business part-time	4
Currently unemployed	5
Student	6
Retired	7
Homemaker	8
Don't know/Refused	9

D3. [DO NOT READ LIST, CHOOSE ONE] What is the highest level of schooling that you have completed?

Public/Elementary (Grade 1-8)	1
Some High School (12 OR 13)	2
Graduated High School	3
Some Vocational/Technical/College/CEGEP	4
Completed Vocational/Technical/College/CEGEP	5
Some University	6
Graduated University	7
Post Graduate	8
Don't know/Refused	9

Final Questionnaire – Cont'd

CWTA – Call Phone Registering – 2008 National Study – Draft Questionnaire



D4. How many people, including yourself, live in the household?

One	1
Two	2
Three	3
Four	4
Five or more	5
Don't know/Refused	9

D5. a) Was your total household income for 2008 under or over \$40,000?

UNDER \$40,000	1	Skip to D5b
OVER \$40,000	2	Skip to D5c
Don't know/Refused	9	Skip to END

b) [READ LIST] And would that be...?

Under \$20,000	1
\$20,000 to under \$30,000	2
\$30,000 to under \$40,000	3
UNDER \$40,000 UNSPECIFIED (DO NOT READ)	4
Don't know/Refused	99

c) [READ LIST] And would that be...?

\$40,000 to under \$50,000	5
\$50,000 to under \$60,000	6
\$60,000 to under \$70,000	7
\$70,000 to under \$80,000	8
\$80,000 to under \$100,000	9
\$100,000 to under \$120,000	10
\$120,000 or more	11
OVER \$40,000 UNSPECIFIED (DO NOT READ)	12
Don't know/Refused	99

This concludes the interview. Thank you for taking the time to complete this survey.