



Below appears the executive summary report for the ISRI study, conducted by Harris Interactive® via its QuickQuerySM online omnibus from November 4-6, 2013. Methodology and detailed findings are included.

Background/Objectives

ISRI is interested in understanding the attitudes and behaviors of U.S. adults regarding recycling small electronics.

ISRI specifically looked at each of the following among U.S. adults:

- Which small electronics they've ever recycled
- Among those who haven't recycled any small electronics, reasons why
- Reasons why Americans would recycle their small electronics

ISRI commissioned a 3 question omnibus study to explore these issues.

QuickQuery Survey Methodology

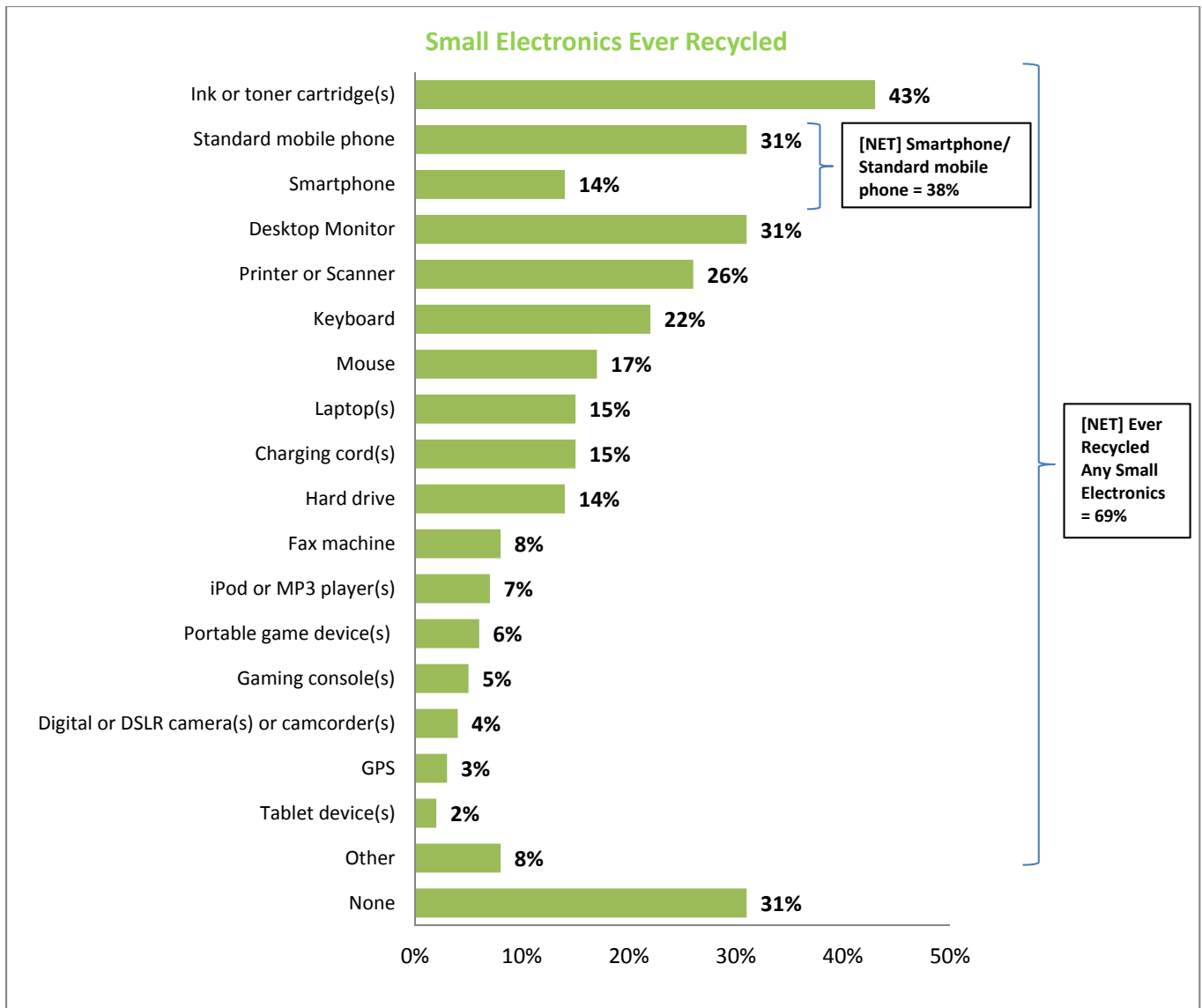
This survey was conducted online within the United States between November 4-6, 2013 among 2,003 adults (aged 18 and over) by Harris Interactive via its QuickQuery omnibus product on behalf of ISRI. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population.

Propensity score weighting was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

DETAILED FINDINGS – SMALL ELECTRONICS THEY’VE EVER RECYCLED



Question: Which of the following small electronics, if any, have you ever recycled? Please include those that may have been outdated, broken, or you no longer needed. Please select all that apply.
 Base: U.S. Adults (n=2,003)

69% of U.S. adults have ever recycled any small electronics.

- Just over two in five (43%) have recycled **ink or toner cartridge(s)**
- Close to two in five (38%) have recycled a **smartphone or standard mobile phone**
 - Close to one third (31%) have recycled a **standard mobile phone (e.g., a phone mainly for calls and/or texting, not a smartphone)**
 - Only 14% have ever recycled a **smartphone (e.g., Apple iPhone, Android phone, Blackberry)**
- 31% have ever recycled a **desktop monitor**
- More than one in four (26%) have ever recycled a **printer or scanner**
- More than one in five (22%) have ever recycled a **keyboard**
- 17% have ever recycled a **mouse**
- 15% have ever recycled **laptop(s)** and the same percentage has recycled **charging cord(s)**

- 14% indicate they've ever recycled a **hard drive**
- 8% have ever recycled a **fax machine**
- Only 7% have ever recycled any **iPod or MP3 player(s)**
- 6% have ever recycled any **portable gaming device(s) (e.g., PSP, Nintendo DS, etc.)**
- 5% have ever recycled any **gaming console(s)**
- 4% have ever recycled any **digital or DSLR camera(s) or camcorder(s)**
- 3% have ever recycled a **GPS**
- Only 2% have ever recycled any **tablet device(s)**
- 8% indicate they've ever recycled **some other type of small electronics**

Just under one third (31%) say they've **never recycled any small electronics**.

Gender differences

- Men are significantly more likely than women to have recycled any of the following small electronics:
 - **Desktop monitor** (34% of men vs. 28% of women)
 - **Laptop(s)** (18% of men vs. 13% of women)
 - **Other device** (10% of men vs. 6% of women)

Age differences

- Older adults were significantly more likely to indicate that they've ever recycled each of the following small electronics than their younger counterparts:
 - **Ink or toner cartridge(s)** (54% of adults ages 55+ vs. 37% of adults ages 18-54)
 - **Standard mobile phone** (37% of adults ages 65+ vs. 27% of adults ages 35-44)
 - **Desktop monitor** (42% of adults ages 55+ vs. 23% of adults ages 18-54)
 - **Printer or scanner** (38% of adults ages 55+ vs. 19% of adults ages 18-54)
 - **Keyboard** (32% of adults ages 55+ vs. 16% of adults ages 18-54)
 - **Mouse** (24% of adults ages 65+ vs. 14% of adults ages 18-54); (22% of adults ages 55+ vs. 13% of adults ages 18-34 and 13% of adults ages 45-54)
 - **Hard drive** (20% of adults ages 55+ vs. 11% of adults ages 18-54)
 - **Fax machine** (11% of adults ages 55+ vs. 5% of adults ages 35-44)
- Younger adults were significantly more likely to indicate that they've ever recycled each of the following small electronics than their older counterparts:
 - **Smartphone** (19% of adults ages 18-54 vs. 6% of adults ages 55+)
 - **iPod or MP3 player(s)** (13% of adults ages 18-34 vs. 7% of adults ages 35-44, 5% of adults ages 45-54, 3% of adults ages 55-64 and 2% of adults ages 65+); (7% of adults ages 35-44 vs. 2% of adults ages 65+)
 - **Portable game device(s)** (11% of adults ages 18-34 vs. 5% of adults ages 35-44, 4% of adults ages 45-54, 3% of adults ages 55-64 and 4% of adults ages 65+)
 - **Gaming console(s)** (10% of adults ages 18-34 vs. 4% of adults ages 35-44 and 3% of adults ages 55+)
- Adults ages 55-64 (20%) are significantly more likely to have ever recycled **charging cord(s)** than adults ages 65+ (12%).
- Young adults ages 18-34 (6%) and older adults ages 65+ (5%) are significantly more likely to have ever recycled **digital or DSLR camera(s) or camcorder(s)** than adults ages 45-54 (1%). Adults ages 18-34 are also more likely to have recycled this than adults ages 55-64 (2%).
- Younger adults ages 18-44 (37%) are significantly more likely to have **never recycled any small electronics** than adults ages 65+ (24%). Adults ages 18-34 (39%) are also more likely to have never recycled any small electronics than adults ages 45+ (27%).

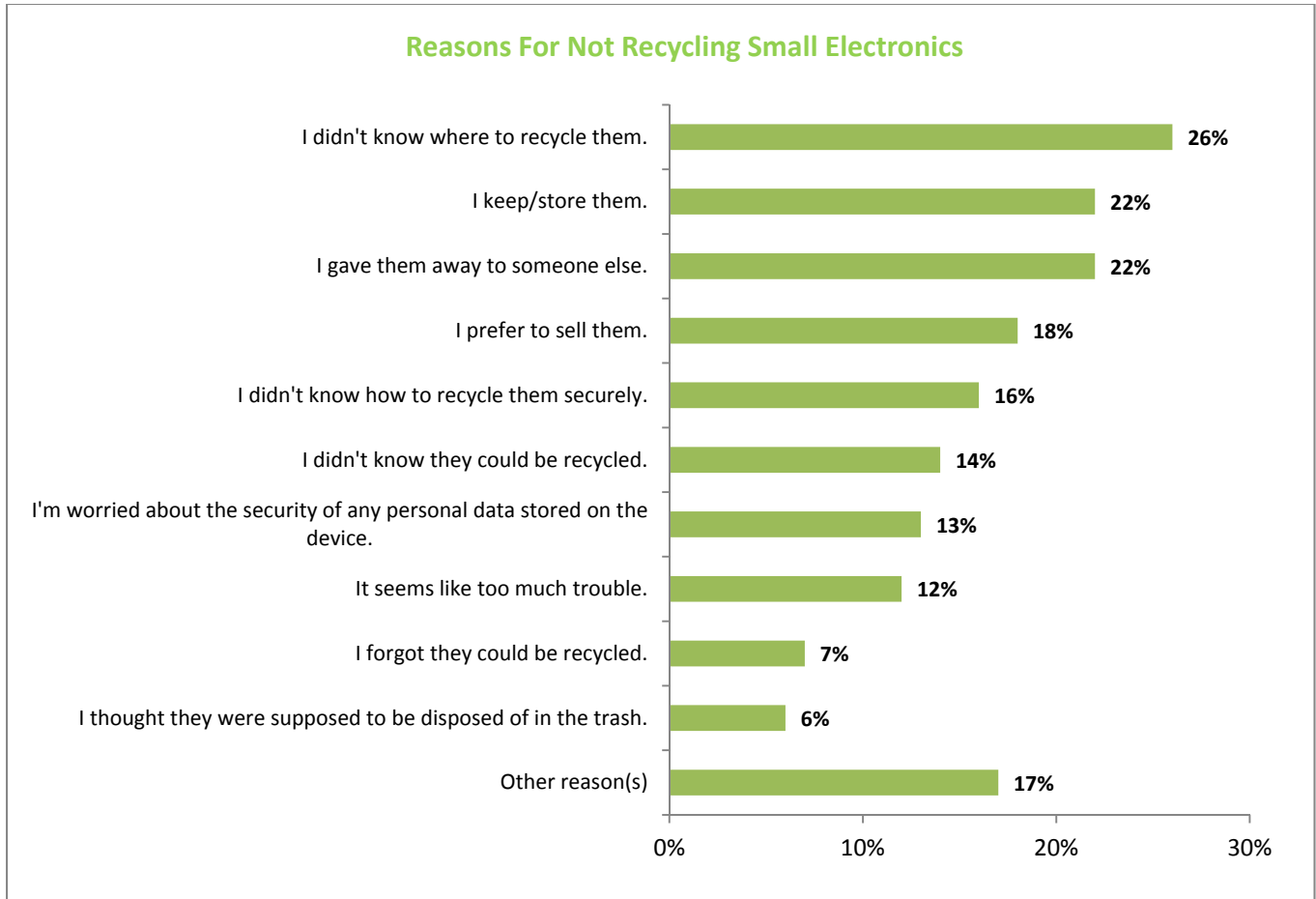
Regional differences

- Those who live in the West are significantly more likely to indicate they've recycled each of the following types of small electronics:
 - **Ink or toner cartridge(s)** (48% of adults who live in the West vs. 39% of adults who live in the South)
 - **Standard mobile phone** (37% of adults who live in the West vs. 28% of those who live in the Northeast and 29% of those who live in the South)
 - **Desktop monitor** (36% of those who live in the West vs. 28% of those who live in the South)
 - **Keyboard** (27% of those who live in the West vs. 19% of those who live in the Northeast and 20% of those who live in the South)
- Those who live in the South (35%) are significantly more likely to indicate they've **never recycled any small electronics** than those who live in the West (27%).

Household Income differences

- Those adults with a higher HHI are significantly more likely to indicate they've ever recycled any of the following small electronics than those with a lower HHI:
 - **Ink or toner cartridge(s)** (51% of those with a HHI of \$50k or higher vs. 34% of those with a HHI of less than \$50k); (57% of those with a HHI of \$100k+ vs. 38% of those with a HHI of less than \$75k)
 - **Standard mobile phone** (39% of those with a HHI of \$50k+ vs. 23% of those with a HHI of less than \$50k); (44% of those with a HHI of \$100k+ vs. 26% of those with a HHI of less than \$75k)
 - **Smartphone** (19% of those with a HHI of \$75k+ vs. 11% of those with a HHI of less than \$50k)
 - **Desktop monitor** (37% of those with a HHI of \$100k+ and 37% of those with a HHI of \$50-\$74.9k vs. 24% of those with a HHI of less than \$50k)
 - **Printer or scanner** (31% of those with a HHI of \$50k+ vs. 20% of those with a HHI of less than \$50k)
 - **Keyboard** (27% of those with a HHI of \$100k+ and 27% of those with a HHI of \$50-\$74.9k vs. 16% of those with a HHI of less than \$50k)
 - **Mouse** (21% of those with a HHI of \$50-\$74.9k vs. 14% of those with a HHI of less than \$50k)
 - **Laptop(s)** (23% of those with a HHI of \$75k+ vs. 10% of those with a HHI of less than \$50k); (26% of those with a HHI of \$100k+ vs. 10% of those with a HHI of less than \$75k)
 - **Charging cord(s)** (19% of those with a HHI of \$75k+ vs. 12% of those with a HHI of less than \$75k)
 - **Hard drive** (18% of those with a HHI of \$50-\$99.9k vs. 12% of those with a HHI of less than \$50k)
 - **iPod or MP3 player(s)** (10% of those with a HHI of \$100k+ vs. 6% of those with a HHI of less than \$75k)
 - **Tablet device(s)** (5% of those with a HHI of \$75-\$99.9k vs. 2% of those with a HHI of less than \$50k)
- Those with a HHI of less than \$50k (7%) or \$75-\$99.9k (9%) are significantly more likely to have ever recycled any **portable game device(s)** than those with a HHI of \$50-\$74.9k (3%).
- Those with a HHI of less than \$100k (35%) are significantly more likely to have **never recycled any small electronics** than those with a HHI of \$100k+ (19%). Those with a HHI of less than \$50k (40%) are also more likely to have never recycled any small electronics than those with a HHI of \$50k+ (24%).

DETAILED FINDINGS – REASONS FOR NOT RECYCLING SMALL ELECTRONICS



Question: Which of the following reasons explain why you didn't recycle your small electronics? Please select all that apply.

Base: Have not recycled any small electronics (n=643)

31% of Americans have never recycled any of their small electronics. When asked why...

- More than one in four (26%) said they **didn't know where to recycle them**
- More than one in five (22%) said they **keep/store them** and the same percentage said they **gave them to someone else**
- 18% **prefer to sell them**
- 16% **didn't know how to recycle them securely**, while 13% were **worried about the security of any personal data stored on the device**
- 14% **didn't know their device(s) could be recycled**, while 7% said they **forgot that they could be recycled**
- 12% said it **seems like too much trouble**
- 6% **thought they were supposed to be disposed of in the trash**
- 17% indicated they did not recycle their small electronics **for some other reason(s)**.

Among those who have not recycled any small electronics...

Gender differences

- Men are significantly more likely than women to indicate they didn't recycle any of their small electronics because it **seems like too much trouble** (16% vs. 8%, respectively).

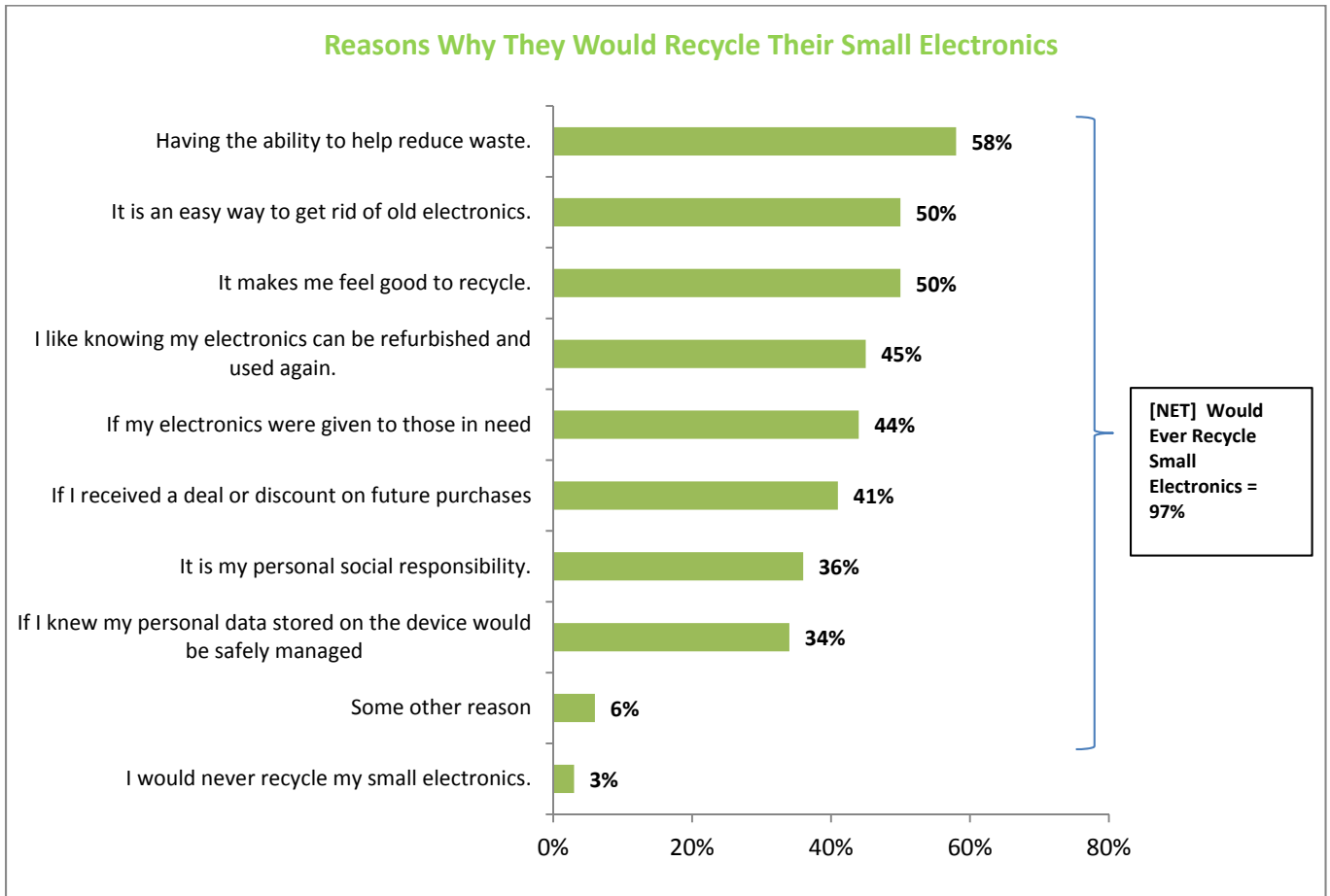
Age differences

- Younger adults who didn't recycle any of their small electronics are more likely to give each of the following reasons for not recycling than their older counterparts:
 - **They keep/store them** (31% of adults ages 18-34 vs. 14% of adults ages 55-64)
 - **They prefer to sell them** (23% of adults ages 18-34 vs. 9% of adults ages 55+)
 - **They didn't know how to recycle them securely** (25% of adults ages 18-34 vs. 7% of adults ages 35-44)
 - **They forgot they could be recycled** (14% of adults ages 18-34 vs. 4% of adults ages 35+)
 - **They thought they were supposed to be disposed of in the trash** (9% of adults ages 18-34 vs. 1% of adults ages 35-44)
- Older adults ages 55-64 (36%) are more likely to indicate they didn't recycle any of their small electronics because they **gave them away to someone else** than adults ages 18-54 (18%).

Regional differences

- Those who live in the West are more likely to indicate they didn't recycle any of their small electronics for each of the following reasons:
 - **They didn't know how to recycle them securely** (26% of those who live in the West vs. 12% of those who live in the Midwest)
 - **It seems like too much trouble** (18% of those who live in the West vs. 5% of those who live in the Midwest)

DETAILED FINDINGS – REASONS WHY THEY WOULD RECYCLE THEIR SMALL ELECTRONICS



Question: Which of the following, if any, are reasons why you would recycle your small electronics? Please select all that apply.

Base: U.S. Adults (n=2,003)

The vast majority (97%) of Americans indicate they would ever recycle their small electronics. When asked why...

- Close to three in five (58%) said a reason why they would recycle their small electronics is **having the ability to help reduce waste**
- Half of U.S. adults indicate they would recycle because **it's an easy way to get rid of electronics**, the same percentage said they would do so because **it makes them feel good to recycle**
- 45% of U.S. adults say they **like knowing their electronics can be refurbished and used again**
- 44% indicate a reason they would recycle their small electronics is **if their electronics were given to those in need**
- 41% indicate they would recycle their small electronics **if they received a deal or discount on future purchases**
- More than one third (36%) said they would do so because **it's their personal social responsibility**
- 34% said they would do so **if they knew their personal data stored on the device would be safely managed**
- 6% said they would do so for **some other reason**

Only 3% of U.S. adults said they **would never recycle their small electronics**.

Gender differences

- Women are more likely than men to indicate they would recycle any of their small electronics for each of the following reasons:
 - **It makes me feel good to recycle** (54% of women vs. 45% of men)
 - **If my electronics were given to those in need** (48% of women vs. 41% of men)
- Men are significantly more likely than women to indicate they would recycle any of their small electronics for each of the following reasons:
 - **If I received a deal or discount on future purchases** (44% of men vs. 38% of women)
 - **Other reason** (8% of men vs. 4% of women)

Age differences

- Older adults are more likely to indicate they would recycle their small electronics for each of the following reasons than their younger counterparts:
 - **Having the ability to help reduce waste** (66% of adults ages 55+ vs. 53% of adults ages 18-54)
 - **It is an easy way to get rid of old electronics** (60% of adults ages 65+ vs. 47% of adults ages 18-54)
 - **It makes me feel good to recycle** (56% of adults ages 55+ vs. 44% of adults ages 18-34)
 - **I like knowing my electronics can be refurbished and used again** (52% of adults ages 55+ vs. 41% of adults ages 18-44)
 - **If my electronics were given to those in need** (55% of those ages 65+ vs. 40% of those ages 18-44 and 42% of those ages 55-64); (49% of those ages 45-54 vs. 37% of those ages 35-44)
 - **It is my personal social responsibility** (41% of those ages 55+ vs. 30% of those ages 18-34)
 - **If I knew my personal data stored on the device would be safely managed** (41% of those ages 65+ vs. 31% of those ages 18-44)
- Younger adults are more likely to indicate they would recycle their small electronics for each of the following reasons than their older counterparts:
 - **If I received a deal or discount on future purchases** (47% of those ages 18-54 vs. 32% of those ages 55+)
 - **Some other reason** (8% of those ages 45-54 vs. 3% of those ages 65+)
- Those ages 18-34 (5%) are significantly more likely than those ages 65+ (1%) to indicate they would **never recycle their small electronics**.

Regional differences

- Those who live in the Midwest (46%) are more likely to indicate they would recycle any of their small electronics if they **received a deal or discount on future purchases** compared to those who live in the West (36%).

Household Income differences

- Those with a higher HHI are significantly more likely to indicate they would recycle their small electronics for any of the following reasons than those with a lower HHI:
 - **Having the ability to help reduce waste** (65% of those with a HHI of \$100k+ vs. 54% of those with a HHI of less than \$50k)
 - **It is an easy way to get rid of old electronics** (56% of those with a HHI of \$100k+ vs. 47% of those with a HHI of less than \$50k)
 - **It makes me feel good to recycle** (56% of those with a HHI of \$50-\$74.9k vs. 47% of those with a HHI of less than \$50k)

- **I like knowing my electronics can be refurbished and used again** (50% of those with a HHI of \$50k+ vs. 40% of those with a HHI of less than \$50k)
 - **If my electronics were given to those in need** (50% of those with a HHI of \$50-\$74.9k vs. 41% of those with a HHI of less than \$50k)
 - **It is my personal social responsibility** (43% of those with a HHI of \$50k+ vs. 28% of those with a HHI of less than \$50k)
 - **If I knew my personal data stored on the device would be safely managed** (40% of those with a HHI of \$75-\$99.9k vs. 31% of those with a HHI of less than \$50k)
- Those with a HHI of less than \$50k (7%) are more likely to indicate they would recycle their small electronics for some other reason than those with a HHI of \$50-\$99.9k (3%).