

# RECYCLE MY CELL 2016

**NEARLY TWO THIRDS (62%)**  
OF CANADIANS REPORT HAVING  
**AT LEAST 1 CELL PHONE**  
IN STORAGE

WHEN ASKED ABOUT THEIR  
MOST RECENT PHONE...

## CONSUMER DIVERSION FROM LANDFILL (93%)

### • REUSE & RECYCLE (50%)

Half of respondents chose forms of reuse or recycling for their previous device. Top methods included: giving away device; recycling, as a deliberate choice; return or trade-in to carrier; repurposing the device (e.g. using it as an alarm clock); and selling the device.

### • STORED AWAY (43%)

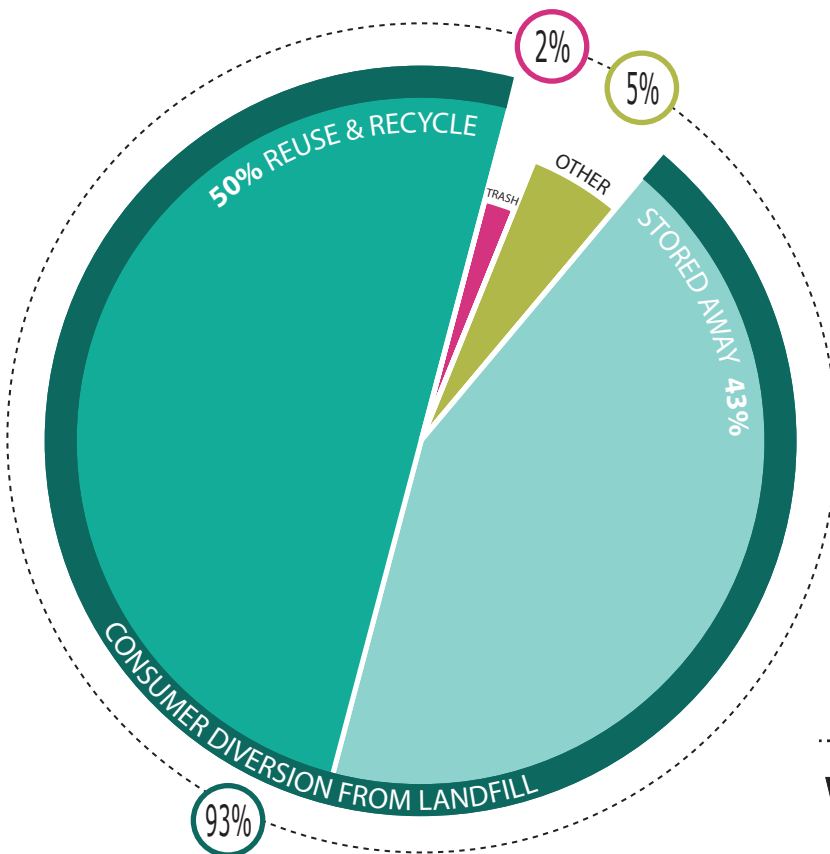
Respondents who reported storing their last device

### OTHER (5%)

Respondents who were unsure and devices that cannot be accounted for

### TRASH (2%)

Respondents who put their last device in the trash



## AWARENESS & SUPPORT

37%

ARE AWARE OF A SPECIFIC CELL PHONE RECYCLING PROGRAM

16%

HAVE HEARD OF THE RECYCLE MY CELL PROGRAM

21%

RECALLED A CARRIER RECYCLING PROGRAM

96%

SUPPORT CELL PHONE RECYCLING

81%

ARE AWARE THAT CELL PHONES CAN BE RECYCLED

## WHERE ARE CONSUMERS GOING WHEN LOOKING FOR INFORMATION ABOUT CELL PHONE RECYCLING?

45% INTERNET

28% SERVICE PROVIDER OR RETAILER

11% MUNICIPAL GOV. OR DEPOT

4% FAMILY OR FRIEND

6% UNSURE

7% OTHER METHODS



**2,493**

DROP-OFF LOCATIONS  
ACROSS CANADA

+ POSTAGE PAID MAIL-BACK

ACCEPTING **ALL WIRELESS DEVICES**, REGARDLESS OF BRAND, AGE OR CONDITION

**649,503**

DEVICES RECOVERED  
IN 2016 \*

**7,068,464**

DEVICES RECOVERED  
SINCE 2005 \*

