SURVEY SAYS:

AMERICAN & CANADIAN CONSUMERS ARE RECYCLING*



Consumer support of product recycling is heavily influenced by:

- Mode of product collection
- Accessibility of collection program
- General awareness of take-back programs





up to 80%

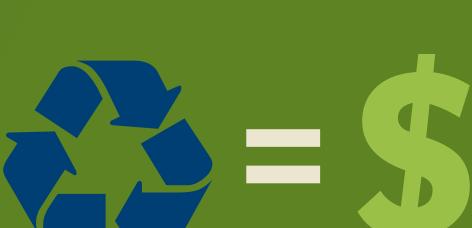
say that they have positive feelings about a store that offers a take-back program

51% 56% shop for a different item

54% 45%

consider retailers to be a key source for learning about recycling programs

31%



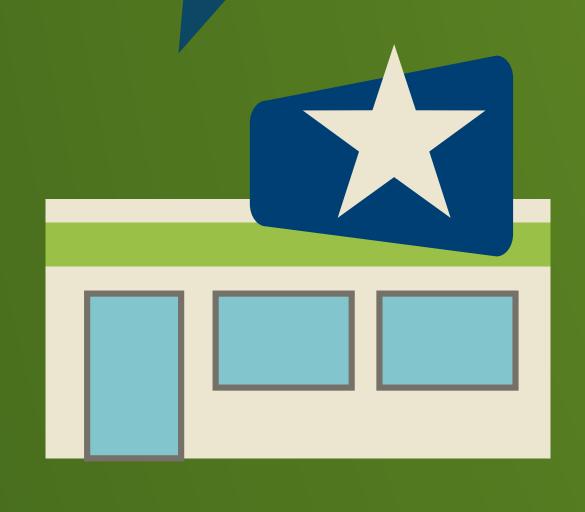
say cash back and rebate programs would motivate them to support recycling by returning eligible products to stores

67% 75% intend to recycle in the future

in the US

in Canada

have recycled batteries and/or cellphones in the past year



18% of consumers have turned in batteries/cellphones at US retailers





Canadian outlets



Americans

Percentage of recycling.

Canadians



CELLPHONES

19%

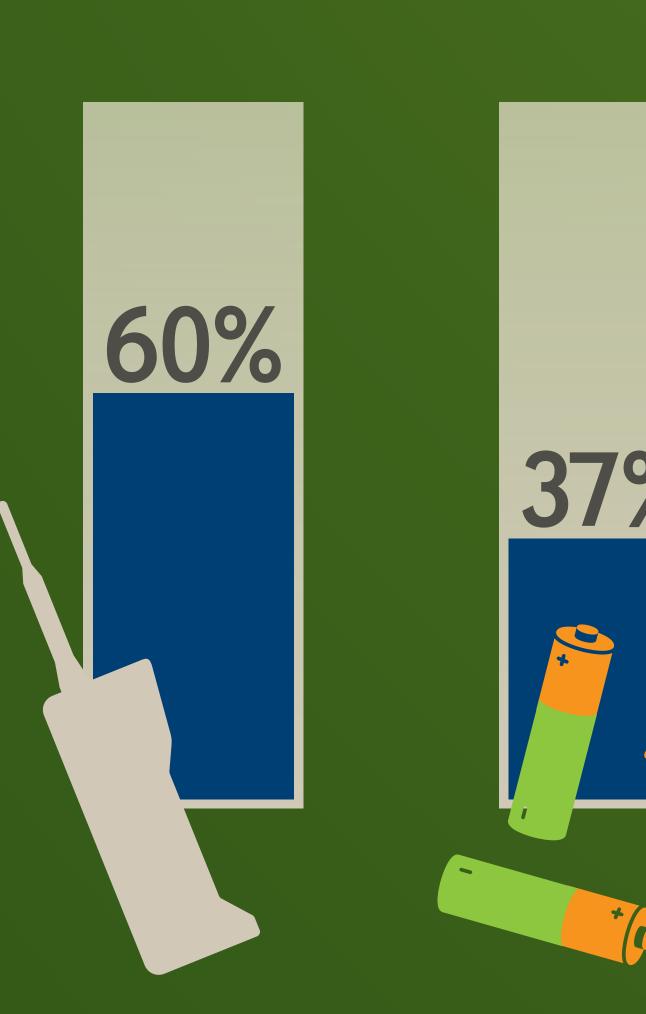
26% RECHARGEABLE 38% BATTERIES

31%

SINGLE-USE

BATTERIES

46%



37%

aware of recycling programs for

cellphones and rechargeable batteries

