



Ipsos Marketing
The Market Understanding and Measurement Specialists

Understanding Consumer Recycling Behavior



call2recycle®

Recharging the planet. Recycling your batteries.™

• OMNIBUS

- 1000 interviews conducted among Gen Pop sample matched to census.

Phase 1



• A&U

- 506 battery/cellphone recyclers in retail.
- 325 general recyclers (non-battery/cellphone recyclers).
- 20-minute Attitude and Usage survey.

Phase 2



• QUALITATIVE

- Two online bulletin boards of 12-15 consumers each who recycle batteries/cells, identified through the A&U study.
- Pre-posted questions with Moderator probing

Phase 3



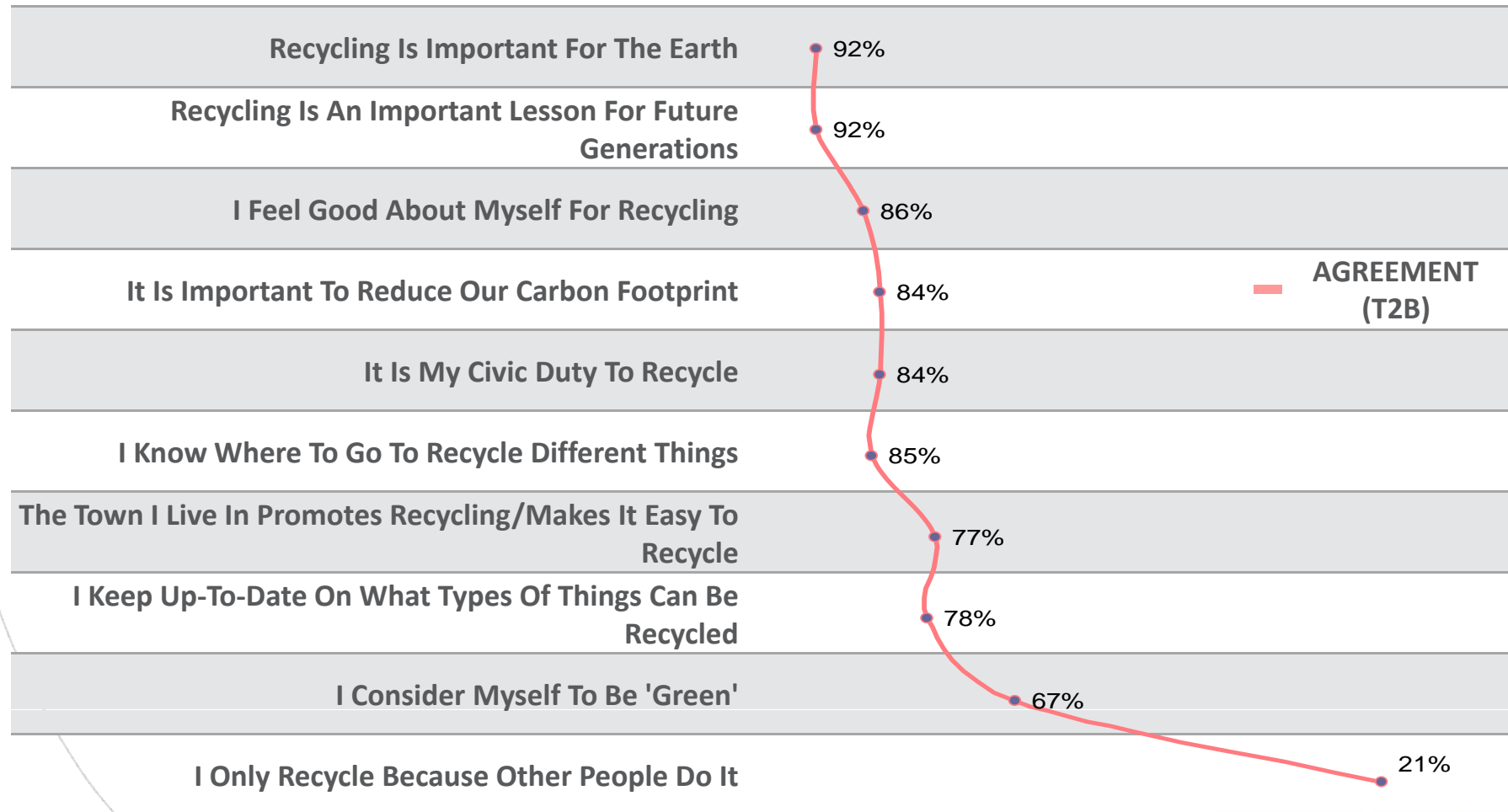


Materials Recycled

	Recycled in Past Year	
Base: Total respondents	(1004)	
Aluminum or Steel Cans	76%	
Plastic bottles or plastic containers	72%	
Paper or cardboard	71%	
NET:	47%	
Single-use batteries	31%	
Cell phones	27%	
Rechargeable batteries	26%	
		Battery/Cell Recyclers
		(Index to Total)
Print cartridges	45%	149
Consumer Electronics	26%	177
Light Bulbs	24%	175
Power tools	10%	190



Agreement with Statements about Recycling

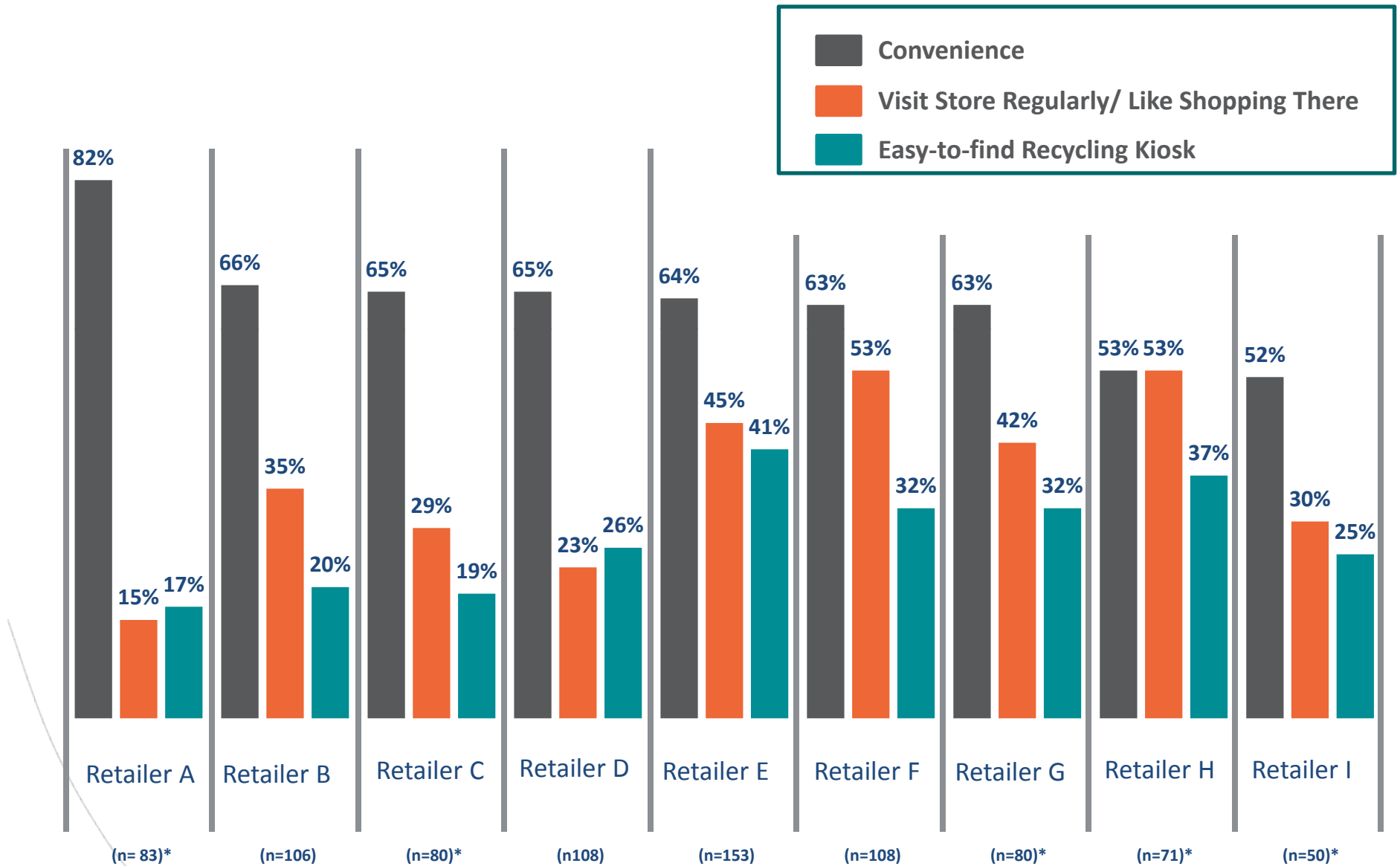


Base size: (n=506) Battery/Cellphone Recyclers

Q3. Please indicate how much you agree or disagree with each of the following statements about recycling in general.



Reasons for Recycling: By Retailer



Base: Battery/cellphone recyclers (at retail). *Small base size
Q6. Why do you recycle batteries/cellphones at this store?



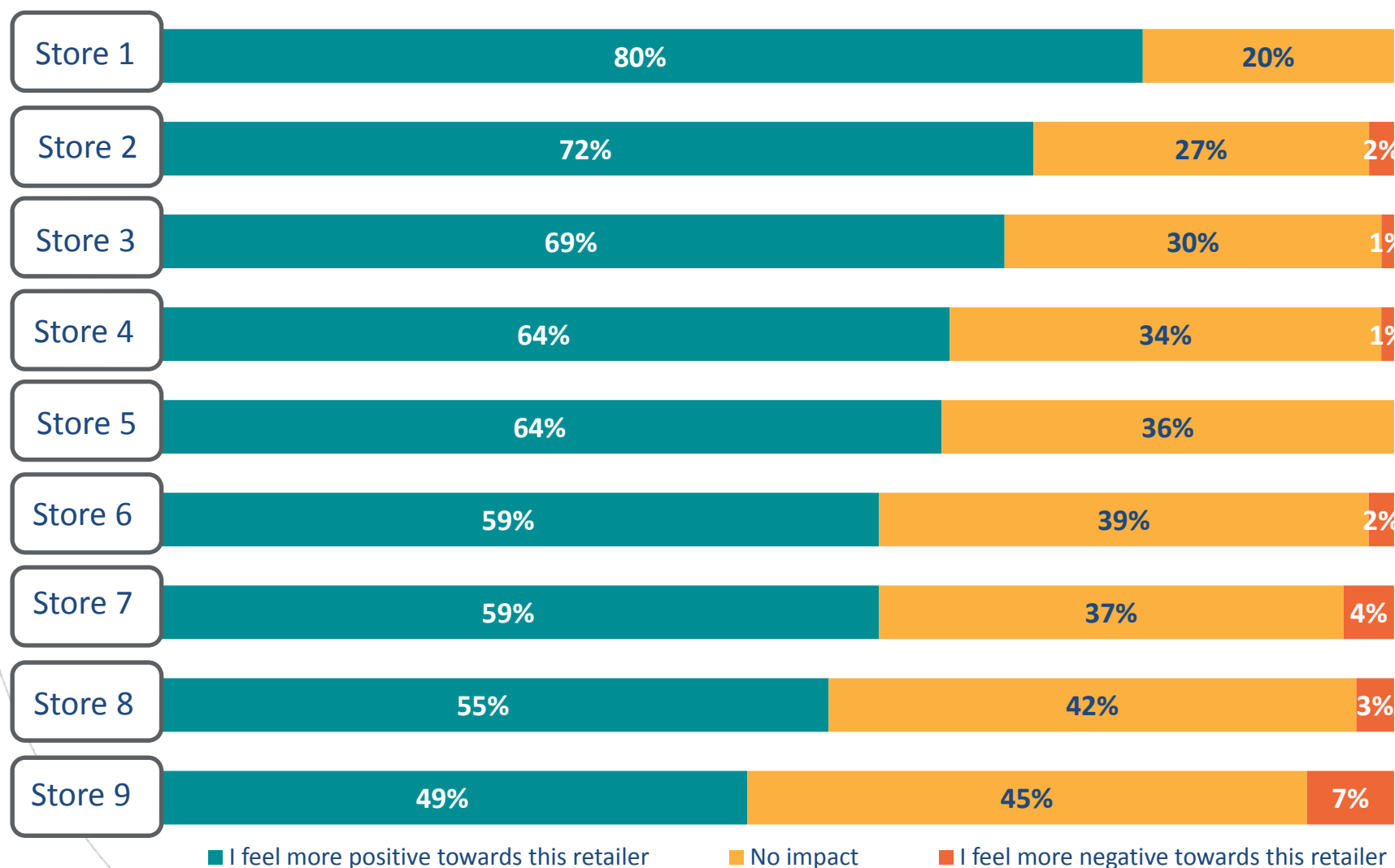
Methods for Learning About Recycling: By Retailer

	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Retailer 5	Retailer 6	Retailer 7	Retailer 8	Retailer 9
Base size:	153	108	108	106	83*	80*	80*	71*	50*
METHODS FOR LEARNING ABOUT RECYCLING AT EACH STORE									
Signs at the store	60%	48%	62%	33%	55%	50%	50%	55%	48%
Flyers/circulars at the store	27%	17%	30%	28%	19%	30%	19%	25%	25%
Store's website	30%	20%	15%	28%	21%	28%	21%	19%	31%
Store associate/employee	18%	38%	16%	34%	36%	22%	31%	19%	23%
E-mail from the store	9%	5%	6%	9%	8%	14%	8%	12%	10%

Base: Battery/cellphone recyclers (at retail) *Small base size
Q8. How did you learn about recycling at each store?



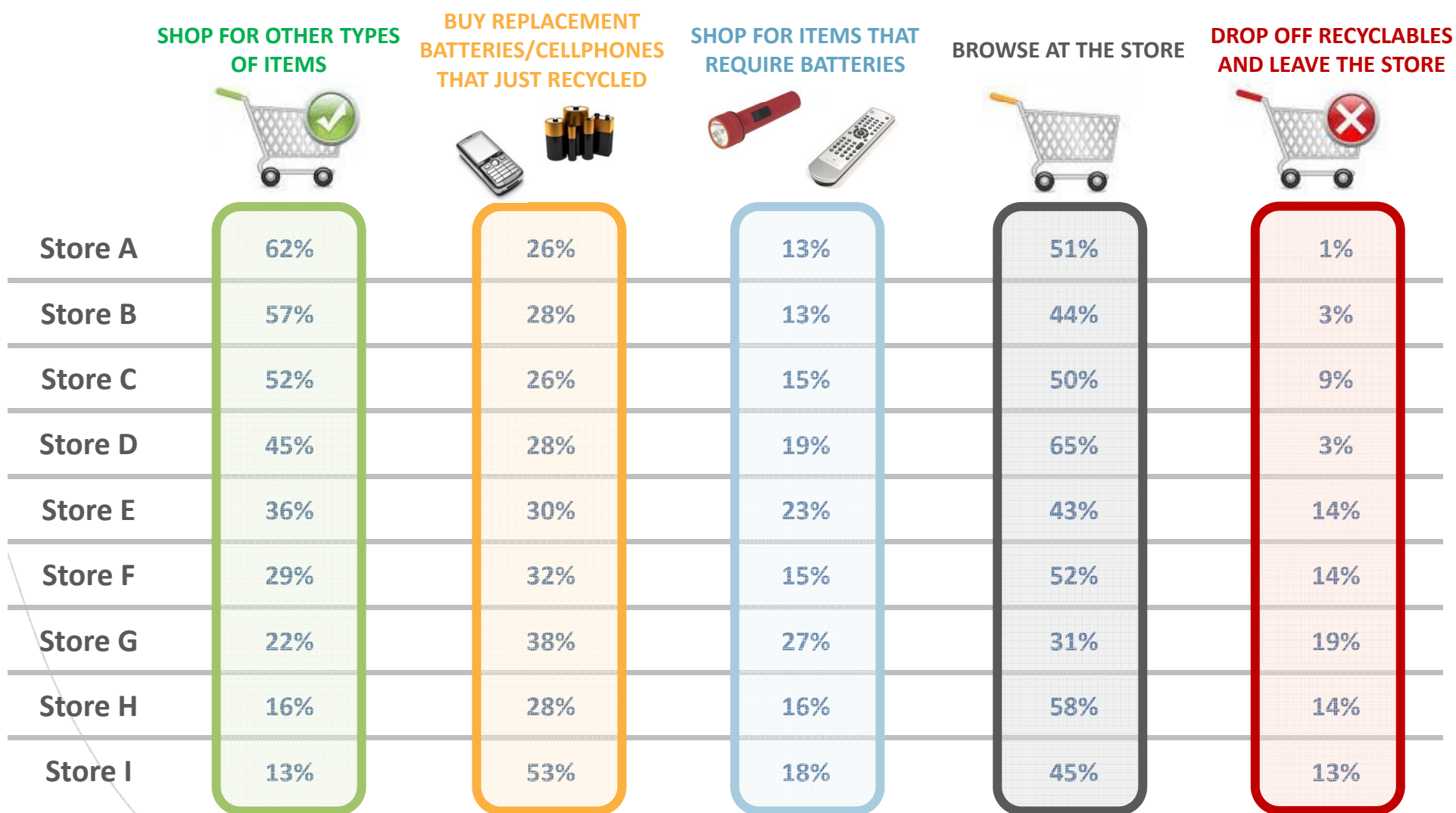
Impact of Recycling Availability: Opinion on Retailer



Base: Battery/cellphone recyclers (at retail)

Q9. How does the ability to recycle batteries/cellphones impact your opinion on each retailer?

Other Activities When Recycling: By Retailer



Base: Battery/cellphone recyclers (at retail).

Q13. Typically, what else do you do at the store when recycling batteries/cellphones?



Reasons for Not Recycling/Alternatives to Recycling

Reasons for not Recycling Batteries/Cellphones

I haven't had the need (43%)

Didn't know where (37%)

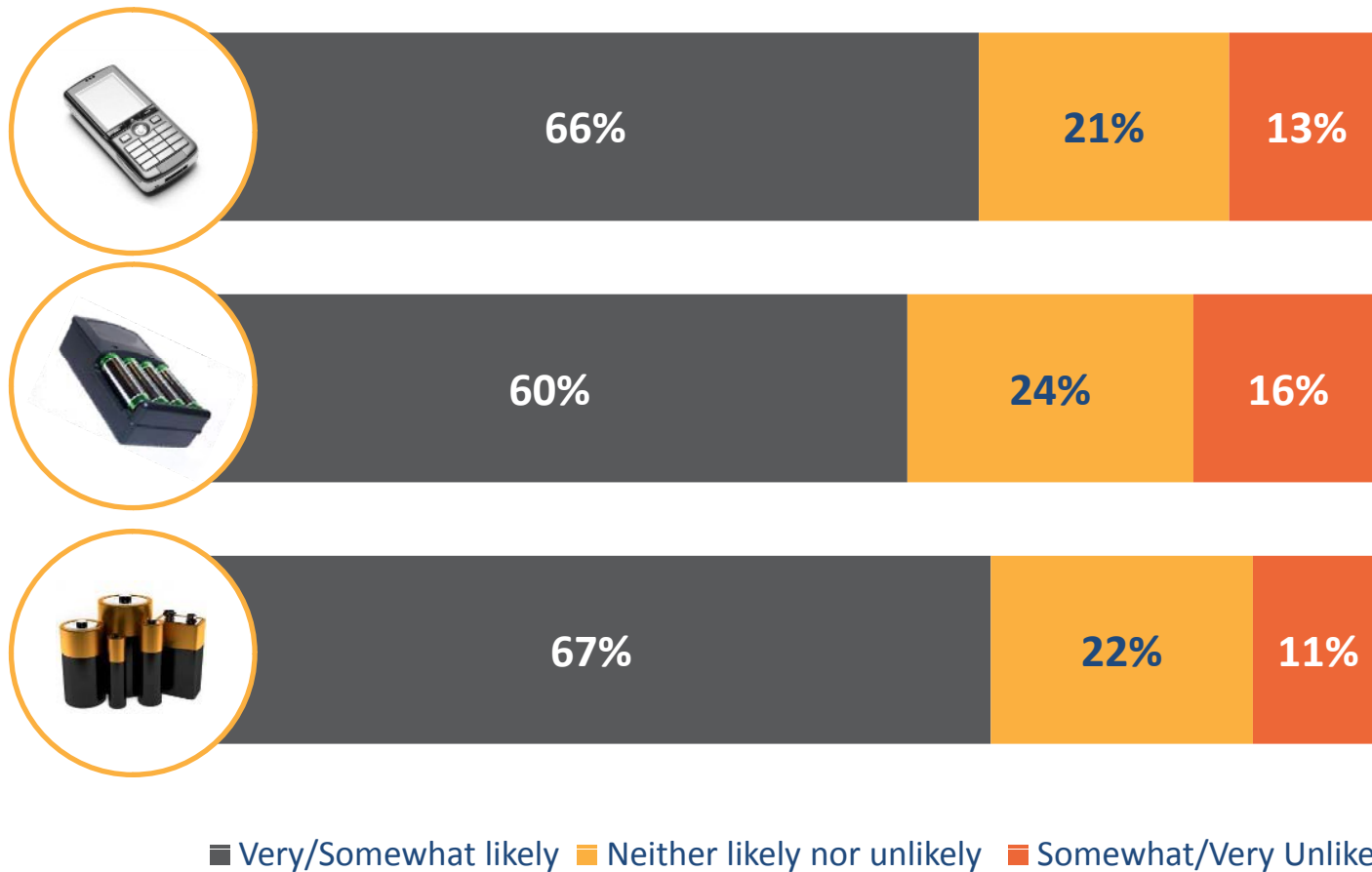
I didn't know I could (24%)

Thought that I have to go to a special place to recycle them (15%)

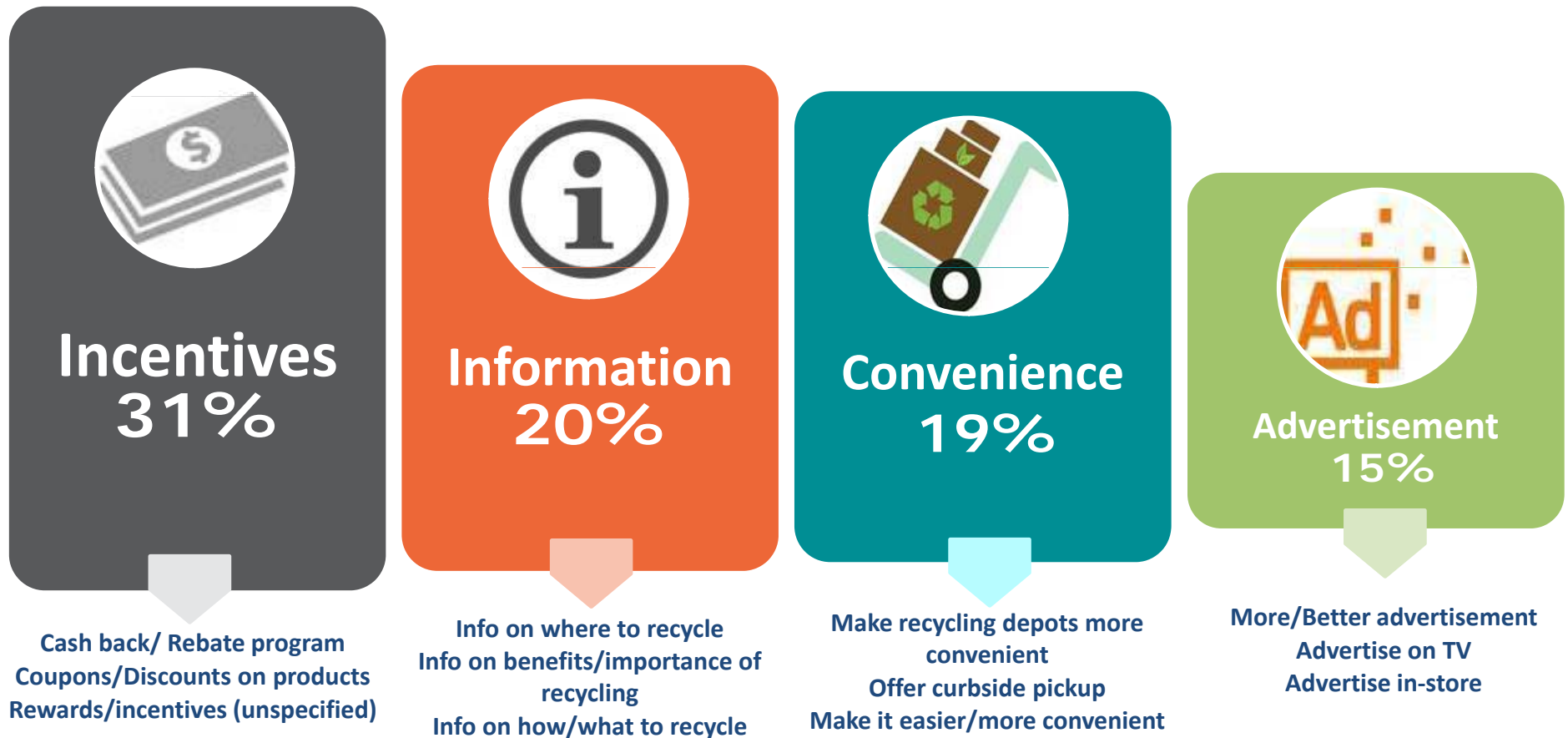
I thought I could only recycle them once a year at a special place (4%)

Other (4%)

Likelihood to Recycle Batteries/Cellphones in the Future



What Could Be Done to Motivate People to Recycle?



Base: Total Respondents

20. What do you think could be done to motivate people to recycle batteries/cellphones?