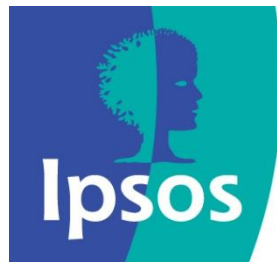


New Study Reveals that Self-Described ‘Eco-Conscious’ Millennials Don’t Regularly Recycle Their Old Electronics

Three in Four Millennials (74%) Identify Barriers Preventing them from Recycling their Obsolete Electronics

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Toronto, ON – A new survey conducted by Ipsos Reid on behalf of Ontario Electronic Stewardship (OES) reveals that while most millennials see themselves as eco-conscious and avid recyclers of most reusable products, few recycle one of their major daily items: their used electronics.

While more than six in ten (62%) consider themselves to be ‘environmentally conscious’, many do not practice this consciousness. Half (50%) of 18-29 year old Ontarians (often coined as ‘millennials’) recognize they should recycle their out-of-use electronics, although fewer than a quarter (22%) have actually recycled these products within the past year.

In fact, when it comes to the likelihood of recycling different items, old electronics is at the bottom of the list. Millennials are more apt to be very likely to recycle plastic water bottles (80%), wine or beer bottles (76%), paper products (76%), and old clothing (51%) compared to old electronics (40%). Out-of-use electronics are more likely to have been stored at home (30%) or reused (39%) by someone who might know how to reuse them.

Among millennials who hang on to their electronics, half (47%) say they’ll need them as a back-up one day, while one in ten (10%) hang onto them for sentimental attachments or memories. Nearly one in four (22%) have no idea why they are holding on to them.



Despite this apparent apathy, a majority (66%) of millennials are in agreement, however, that environmental damage from improper disposal of electronic equipment is a concern to them, mainly because of pollution (34%) and filling up landfills (23%).

Barriers to Recycling...

It's not that all millennials do not want to recycle their old electronics. Rather, they identify many barriers to doing so. Three in four (74%) indicate there is something that prevents them from recycling electronics, while a quarter (26%) say nothing is stopping them. The top three barriers that prevent millennials from recycling their electronics include inconvenient drop off locations (40%), not knowing where to go to get disposal information (28%), and the worry about their stored personal information getting into the wrong hands (25%).

Other Findings...

- Most respondents had a laptop (92%), smartphone (79%), or a printer/scanner (72%)
- Interestingly, when given a choice to give up one or the other for 24 hours, more than one in ten (14%) say they would rather give up food for a full day than give up their phone



These are some of the findings of an Ipsos Reid poll conducted between March 10th to 13th, 2014, on behalf of the Ontario Electronic Stewardship (OES). For this survey, a sample of 500 Ontarians, aged 18-29, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-5.0 percentage points had all millennials in Ontario been surveyed.

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