

The results are in

This is how people feel about e-Recycling.



1/3

of Americans don't know how and/or where to go to properly recycle electronics



70%

of respondents would travel between 0-10 miles to dispose of their electronics/e-waste



66%

of respondents would recycle e-waste if they knew of a place where they could quickly and efficiently go

goTRG Insight:

Americans are all in on e-Recycling, they just want to know where to go.



Retailers and e-Recycling



Less than

45%

of respondents

said that they knew they could take their unwanted electronics to a retailer for recycling or mail them in to be recycled



85%

of respondents

said they'd attend a sponsored e-waste recycling day if it made the process easier



Nearly

75%

of respondents

said that they would be more loyal if they knew that the retailer utilized refurbishment partners to mitigate landfill waste

goTRG Insight:

Retailers should make their e-Recycling initiatives known.



Cell phones top the list for electronic most recycled by consumers



Nearly

60%

of respondents

said that they dispose of old electronics at least once a year



40%

of respondents

said that cell phones were their most recycled electronic

goTRG Insight:

Even though consumers are making an effort to recycle, there's more work to be done.



Reasons for buying recycled/refurbished products



45%

said it was because they could usually find what they wanted for a lower price



35%

said it was because it was better for the environment



23%

said that the products were just as good as new products

goTRG Insight:

Consumers are motivated by access to affordable prices for brands they love.