

SURVEY REVEALS U.S. CONSUMER BATTERY RECYCLING HABITS NEED RECHARGING

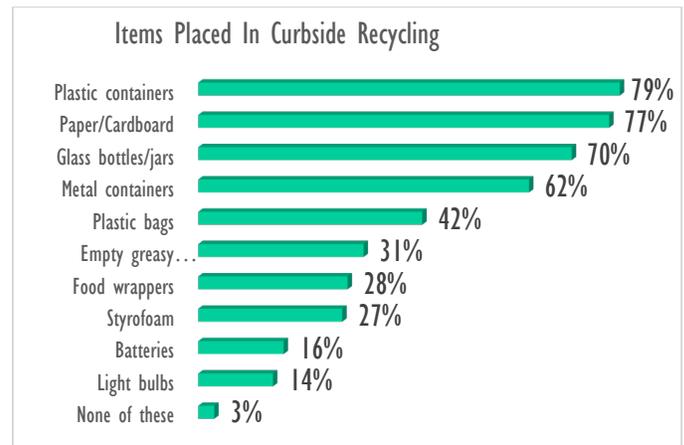
INTRODUCTION

Can this go in the trash? Should this be recycled? Every day Americans are trying to figure out the best way to handle household items once they've reached their end-of-life. Consumer batteries are a part of that puzzle.

A recent survey conducted online within the United States by The Harris Poll on behalf of [Call2Recycle](http://Call2Recycle.com) from March 28 - April 1, 2019 among 2,020 adults ages 18 and older aimed to understand consumer recycling behaviors. The survey showed that a majority of Americans may be 'wishful recyclers' and that many who have curbside recycling are putting items that won't get recycled into their receptacles. This report offers insights into these behaviors, underscoring the need for continued consumer battery recycling education.

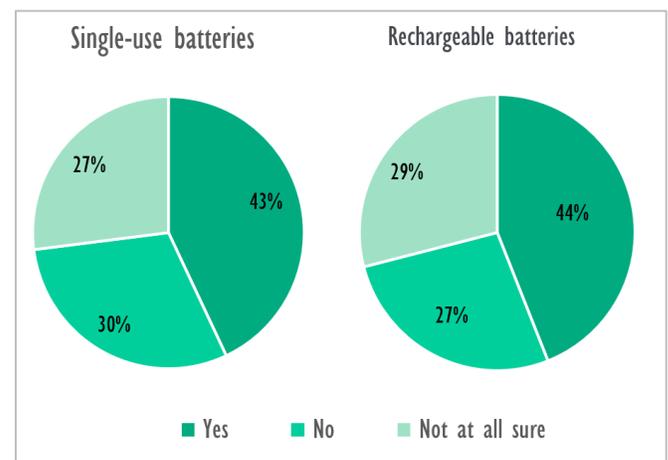
WISHFUL RECYCLING

Consumers who place items into their curbside bins that won't be recycled are unknowingly creating more harm than good. The research showed more than 2 in 5 Americans who have curbside recycling (42%) have put plastics bags in, about 1 in 3 (31%) placed empty greasy pizza boxes in, and close to 1 in 5 (16%) have put batteries in curbside recycling receptacles. While motivated to help the planet, these non-accepted materials end up contaminating other recyclables, which can lead to safety hazards at Material Recovery Facilities (MRF). As a result, people and property can be at risk.



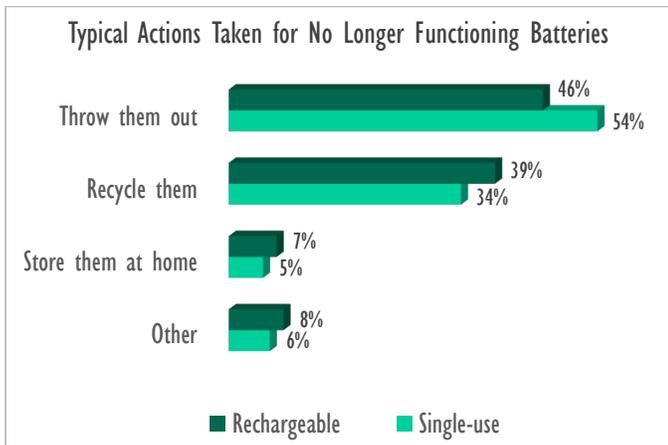
BATTERY RECYCLING AWARENESS

About 3 in 10 Americans don't believe single-use (30%) or rechargeable batteries (27%) are recyclable and another roughly 3 in 10 are not sure at all (27% and 29%, respectively). These results spotlight a gap between consumer education and battery recycling. With more battery recycling awareness, the goal is for consumers to be informed and change behaviors.



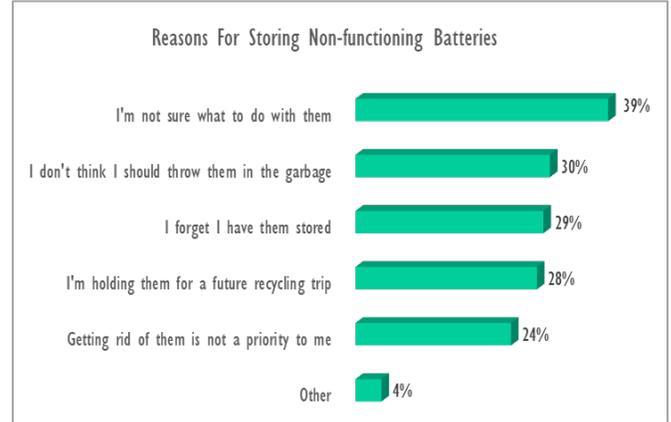
BATTERY RECYCLING BEHAVIOR

Knowledge is a powerful driver of behavior, especially when it comes to adopting new habits. According to the survey, only about a third of Americans who've owned no longer functioning single-use (34%) and rechargeable (39%) batteries typically recycle them, and those aged 18-34 are more likely to hoard them (8% store single-use vs. 3% ages 65+; 11% store rechargeable vs. 4% ages 45+). These results highlight the need to break the battery hoarder habit and in particular, engage specific generations.



BATTERY HOARDING & STORING

Based on survey feedback, the leading reason no longer functioning batteries get stored is lack of knowledge on proper disposal. Nearly 2 in 5 Americans who store no longer working batteries (39%) do so because they are unsure of what to do with them; only about a quarter (28%) are holding them for a future recycling trip. This is another example of needing to break the battery hoarder habit, especially as it relates to how those battery types are stored. Batteries should be kept in non-metal containers with their positive terminals covered by non-conductive tape or individually bagged. They shouldn't be stored for more than a year.



CONCLUSION

The findings reveal that there is still much work to be done to move the needle on consumer battery recycling. Engaging 'wishful recyclers' and increasing educational outreach efforts can help consumers become responsible recyclers. With additional knowledge, consumers can make more informed decisions on their battery habits and impact on the planet.

Find a convenient drop-off location:

www.call2recycle.org/locator

This survey was conducted online within the United States by The Harris Poll on behalf of Call2Recycle from March 28-April 1, 2019 among 2,020 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact communicate@call2recycle.org.