

STATS: BATTERIES AND BATTERY RECYCLING BY THE NUMBERS

Rechargeable batteries can contain materials such as cadmium, cobalt, nickel-iron and lead that can be harmful to the environment. With more than **322 million wireless devices** (phones, tablets, and e-readers) powered by rechargeable batteries in use in the U.S. alone—a *number that is projected to grow*—responsible recycling of the battery and the device are more important than ever before.

- Since it was started collecting batteries in 1996, Call2Recycle® has diverted more than **75 million pounds** of rechargeable batteries from landfills.

3 billion: Dry-cell batteries purchased by Americans every year to power radios, toys, cell phones, watches, laptop computers and portable power tools. [[EPA](#)]

350 million+: Rechargeable batteries purchased annually in the U.S. [[EPA](#)]

180,000 tons: All types of batteries thrown out each year [[Earth911](#)]

14,000 tons: Rechargeable batteries thrown out each year

- **140 million:** Rechargeable batteries (+ mobile phones) discarded each year in the U.S., or 16,000 every hour [[Sprint](#)]

RECHARGEABLE BATTERIES: WHERE AND HOW MANY

- **322 million:** Wireless devices (phones, tablets and e-readers powered by rechargeable batteries) in use in the U.S. alone [[CTIA](#) and [Washington Post](#)]
- **6:** Average number of wireless products used per consumer that are powered by rechargeable batteries. [[Call2Recycle](#)]
 - [166.9 million:](#) Cell phones sold in the U.S. in 2012
 - [70.7 million:](#) Tablets/iPads sold in the U.S. 2012
 - [31 million:](#) Digital cameras sold in the U.S. in 2011
 - [15.6 million:](#) Laptops sold in the U.S. in 2012
 - [9 million:](#) E-readers sold in the U.S. in 2012
 - [2.1 million:](#) GPS devices sold in the US in Q1 2011

SOCIETAL ATTITUDES [[Call2Recycle: “Green Guilt” Survey](#) and [Ipsos/Call2Recycle](#)]

- **57 percent:** Americans who say they have old electronics that need to be disposed of, many of which use rechargeable batteries, including cellphones (**46 percent**), computers (**33 percent**), cordless phones (19 percent) and rechargeable batteries (**17 percent**)
- **31 percent:** Americans who recycled single-use batteries in 2012
- **26 percent:** American’s who recycled rechargeable batteries 2012
- **27 percent:** Americans who recycled their cell phone in 2012

- **29 percent** of Americans admit to suffering from “green guilt,” defined as the knowledge that you could and should be doing more to help preserve the environment, which is a **17 percent** increase from 2009
- Americans believe manufacturers (**59 percent**), consumers (**54 percent**), and dedicated recycling programs or organizations (**53 percent**) share responsibility for proper product disposal
- Most Americans say they want to recycle their e-waste because it is environmentally responsible (**82 percent**); they can receive money or discounts (**22 percent**); they have done it in the past (**84 percent**)
- Americans find it difficult to recycle e-waste because they don’t know how or where (**44 percent**); local stores don’t offer a program (**19 percent**); lack of municipal recycling programs (**15 percent**)
- People cite several reasons they don’t recycle e-waste more often, including they don’t know what to do (**32 percent**); they don’t have the time (**26 percent**); they can’t afford it (**24 percent**); it won’t make a real difference (**10 percent**)

About Call2Recycle:

Founded in 1994, Call2Recycle—North America’s first and largest battery stewardship program—is a non-profit organization that collects and recycles rechargeable batteries at no cost for municipalities, businesses and consumers. Since 1996, Call2Recycle has diverted over 75 million pounds of rechargeable batteries and cellphones from the solid waste stream and established 30,000 collection sites throughout the U.S. and Canada. It is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification. Learn more at call2recycle.org or 877-723-1297. Follow at facebook.com/call2recycle or twitter.com/call2recycle.