



## TechReset: End-of-Life IT Equipment Survey

February 24, 2017



## QUANTITATIVE RESEARCH INSTRUMENT

A survey of 301 IT professionals was completed online between Jan. 27 and Feb. 12, 2017, using Leger's online panel, [LegerWeb](#). A probability sample of the same size would yield a margin of error of approximately +/- 6.0%, 19 times out of 20.

In order to qualify, respondents had to:

1. work in IT and be aware of or involved in the decisions and processes within the department;
2. work for a company that (a) employs 100 or more employees, and (b) made at least \$10M in revenue last year; and
3. be aware of the company's policy on end-of-life IT equipment.

## ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

## QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

## Key Findings

---

## DATA SECURITY IS PARAMOUNT

When disposing of end-of-life IT equipment, **data security (i.e. proof that all data was erased) is paramount**: 93% deem this important, with seven-in-ten stating it's very important, especially decision makers (75%) **and those who have thought about the data security of their end-of-life equipment (87%)**. Cost effectiveness and environmental stewardship, though important in their own right, are secondary to this.

## ONLY 21% OF RESPONDENTS HIRED A SPECIALIZED COMPANY TO DEAL WITH THEIR END-OF-LIFE IT EQUIPMENT

There does not appear to be an agreed-upon or standard way of dealing with a company's end-of-life IT equipment. Many (roughly four-in-ten) sell it, while just as many give the equipment away to employees. **Others (30%) do something different each time. Only two-in-ten (21%) hire a specialized company to take their expired equipment away.** This option is more popular in Quebec (37%), as well as among larger, more established companies.

## THIS IS AN ENVIRONMENTALLY CONSCIENTIOUS GROUP

Environmental stewardship is important with the vast majority of respondents: **84% are passionate about the environment and 89% believe it's important that end-of-life IT equipment disposal be done in an environmentally friendly manner.**

## AN ITAD SERVICE IS APPEALING TO RESPONDENTS

More than 75% of respondents find the idea of and a company that takes end-of-life equipment away for recycling and provides documented proof of erasure on all data, as well as an audit tracking all equipment, appealing.

## Detailed Results

---

### The End-of-Life IT Equipment Policy

## Detailed Results: The End-of-Life IT Equipment Policy

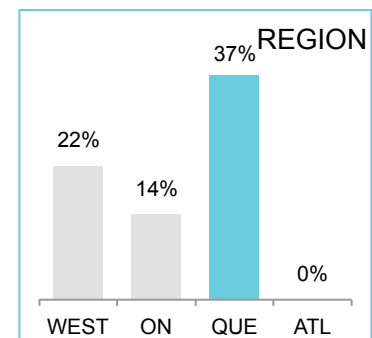
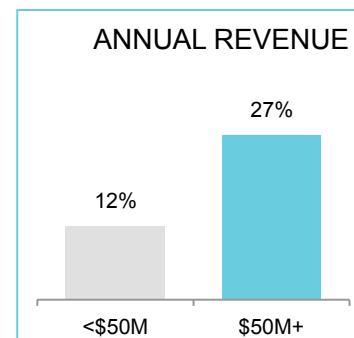
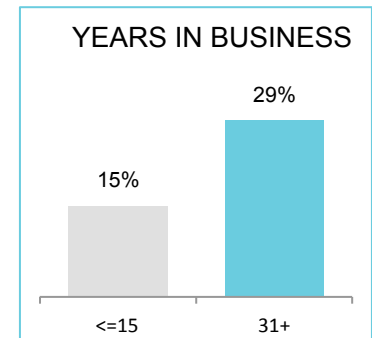
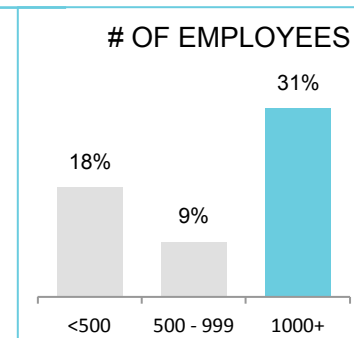
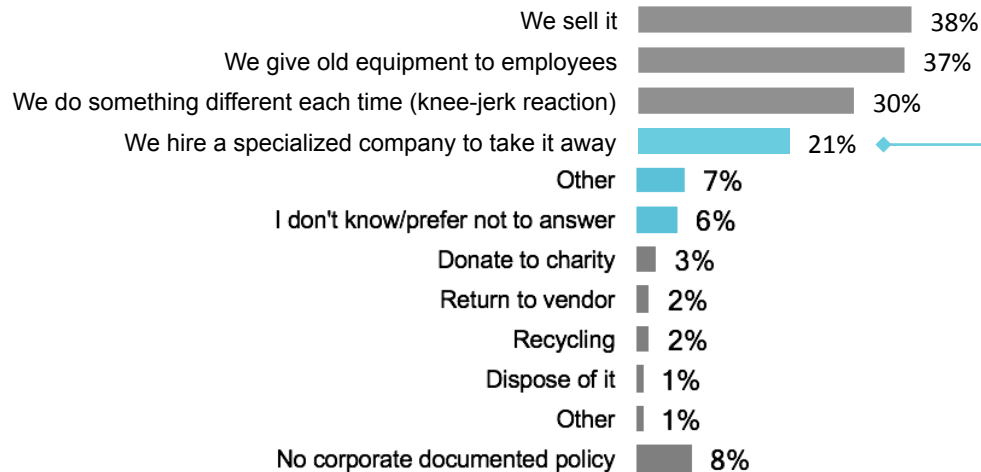
Within the IT sector, there **does not** appear to be an agreed-upon or standard way of dealing with a company's end-of-life IT equipment. Many (roughly four-in-ten) sell it, while just as many give the equipment away to employees. Others (30%) do something different each time.

**“ 21% hire a specialized company to take care of their end-of-life IT equipment. ”**

Two-in-ten (21%) hire a specialized company to take their expired equipment away. This option is much more popular in Quebec (37%), as well as among larger, more established companies.

# Detailed Results: The End-of-Life IT Equipment Policy

## What is your company's policy on end-of-life IT equipment?



## Detailed Results

---

### Disposing of End-of-Life IT Equipment



# Detailed Results: Disposing of End-of-Life IT Equipment

## DATA SECURITY IS PARAMOUNT

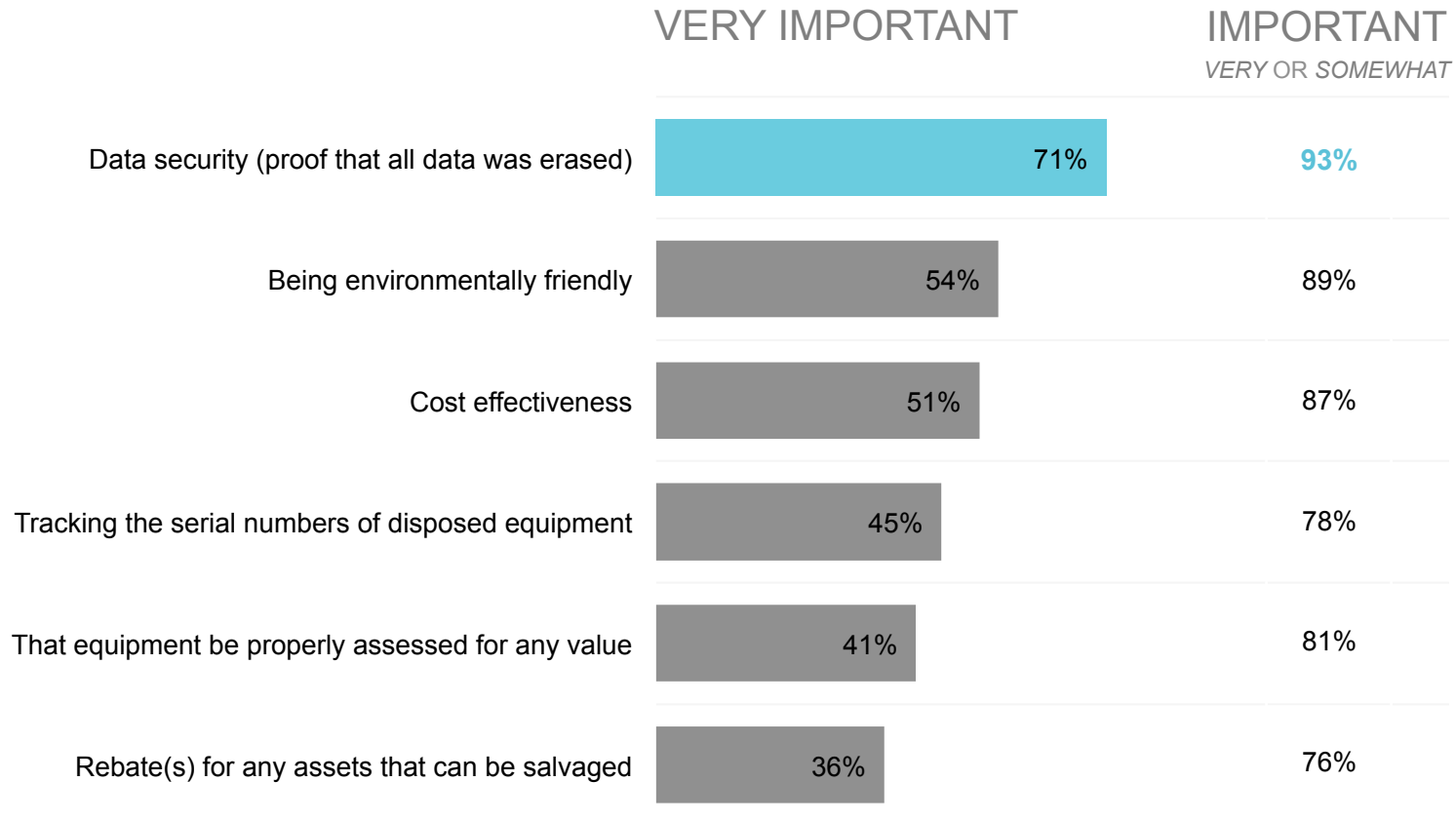
When disposing of end-of-life IT equipment, data security (i.e. proof that all data was erased) is paramount: 93% deem this important, with seven-in-ten stating it's *very important*, especially decision makers (75%) and those who have thought about the data security of their end-of-life equipment (87%).

“ **93% deem this important, with seven-in-ten stating it's *very important*, especially decision makers.** ”

The remaining five metrics (environmental stewardship and cost effectiveness, in particular) are important, overall, as well (all importance scores are above the 75% mark).

# Detailed Results: Disposing of End-of-Life IT Equipment

How important are each of the following when disposing end-of-life IT equipment?



# Detailed Results: Disposing of End-of-Life IT Equipment

## DATA SECURITY IS PARAMOUNT

Those who indicated more than one metric as important were then asked which of them was most important. Not surprisingly, data security was selected as most important far more frequently than any other metric (58%).

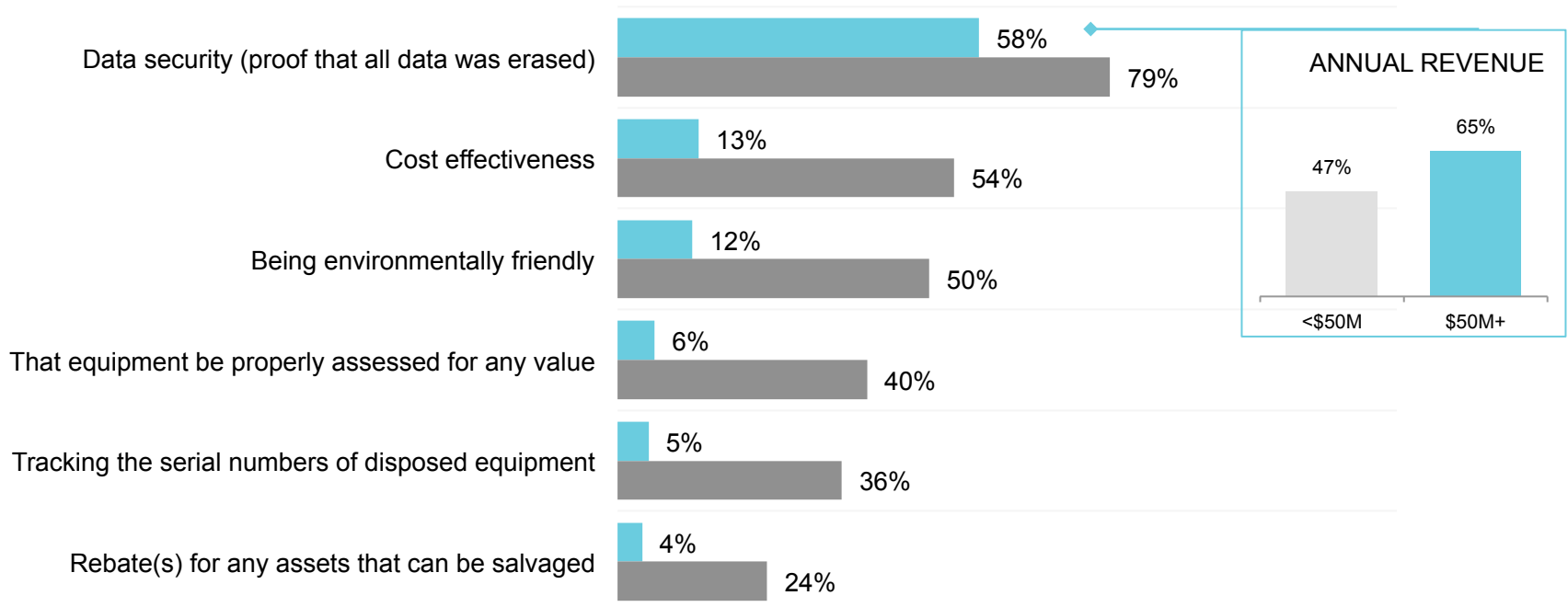
“ **Eight-in-ten (79%) placed data security within their top three.** ”

This was especially true for those working in companies with annual revenues of \$50M+ (65%) and those working in companies that have a specialized company take away their expired IT equipment (69%). Those who have thought about the data security of their end-of-life IT equipment were also significantly more likely to place data security on top (72% vs. 43% among those who haven't given it much thought). Eight-in-ten (79%) placed data security within their top three.

# Detailed Results: Disposing of End-of-Life IT Equipment

## Which is the most important?

- Most important
- Within the top three mentions



The response rate for "I don't know / I prefer not to answer " was <1%.

# Detailed Results: Disposing of End-of-Life IT Equipment

## AN ITAD SERVICE IS APPEALING TO RESPONDENTS

If the cost was the same, and they had a choice between a company that took end-of-life IT equipment away for recycling and did not provide proof of data erasure or any equipment audits, and a company that took the equipment away for recycling and **provided documented proof of erasure on all data, as well as an audit tracking all equipment**, respondents overwhelmingly chose the latter option (i.e. the option resembling an ITAD's service offering).

This is especially true among those:

- working in a more established company (see next page);
- those working in companies that already have a specialized company take away their end-of-life IT equipment (88%), and
- those who have thought about the data security of their end-of-life IT equipment (90% vs. 64% among those who haven't given it much thought).

# Detailed Results: Disposing of End-of-Life IT Equipment

## Which would you choose?

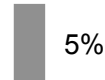
The company that took the equipment away for recycling and **provided** documented proof of erasure on all data, as well as an audit tracking all equipment



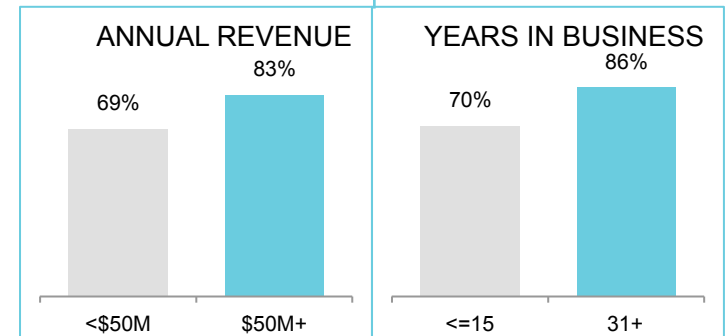
The company that took the equipment away for recycling and **did not provide** proof of data erasure or any equipment audits



It doesn't make a difference to me



I don't know / I prefer not to answer



# Detailed Results: Disposing of End-of-Life IT Equipment

## THIS IS AN ENVIRONMENTALLY CONSCIENTIOUS GROUP

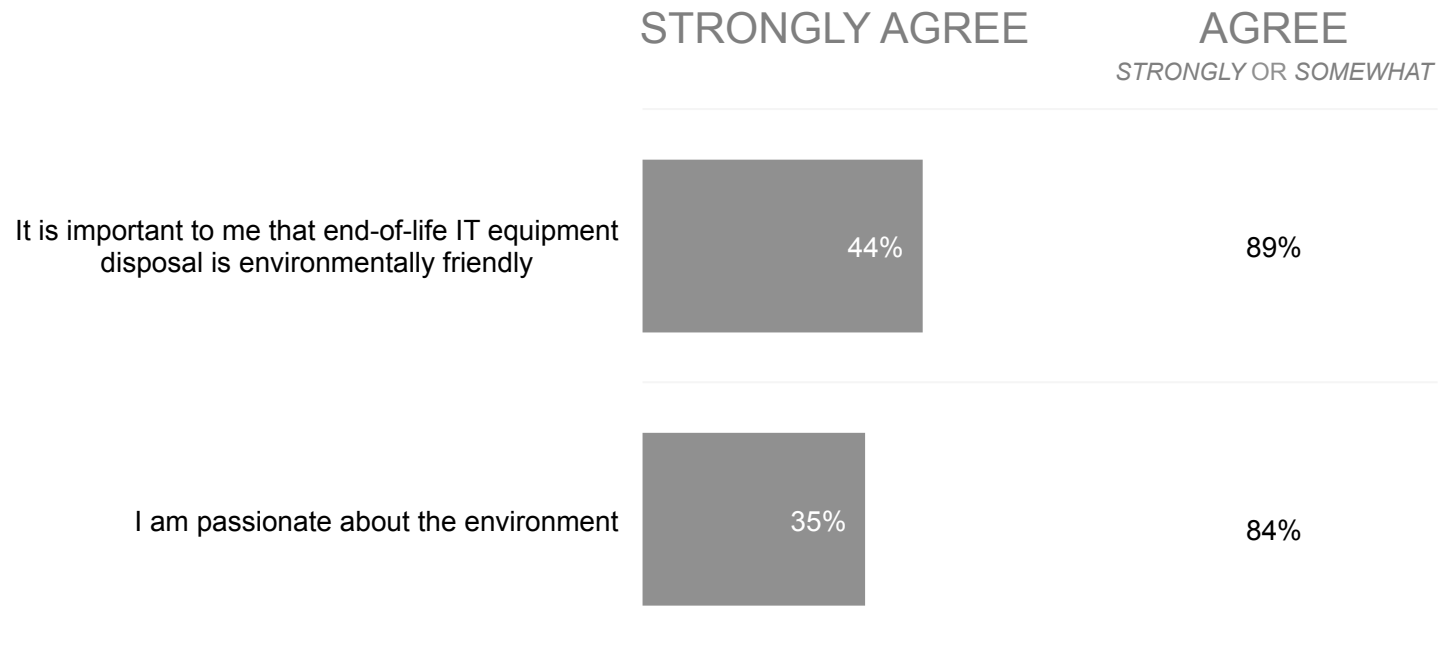
Overall, environmental stewardship is important to the vast majority of respondents: 84% are passionate about the environment, and 89% believe it's important that end-of-life IT equipment disposal is done in an environmentally friendly manner.

No demographic differences are apparent for overall agreement levels, though respondents working for a company that already has a specialized company take away their expired IT equipment are statistically more likely to strongly agree with the first statement (58% vs. 40% among those working for a company that does not do this).

**“ 89% believe it's important that end-of-life IT equipment disposal is done in an environmentally friendly manner. ”**

# Detailed Results: Disposing of End-of-Life IT Equipment

To what extent do you agree or disagree with each of the following statements?





# Detailed Results: Disposing of End-of-Life IT Equipment

## GETTING A TAX RECEIPT FOR DONATING END-OF-LIFE EQUIPMENT TO CHARITY IS MOTIVATING

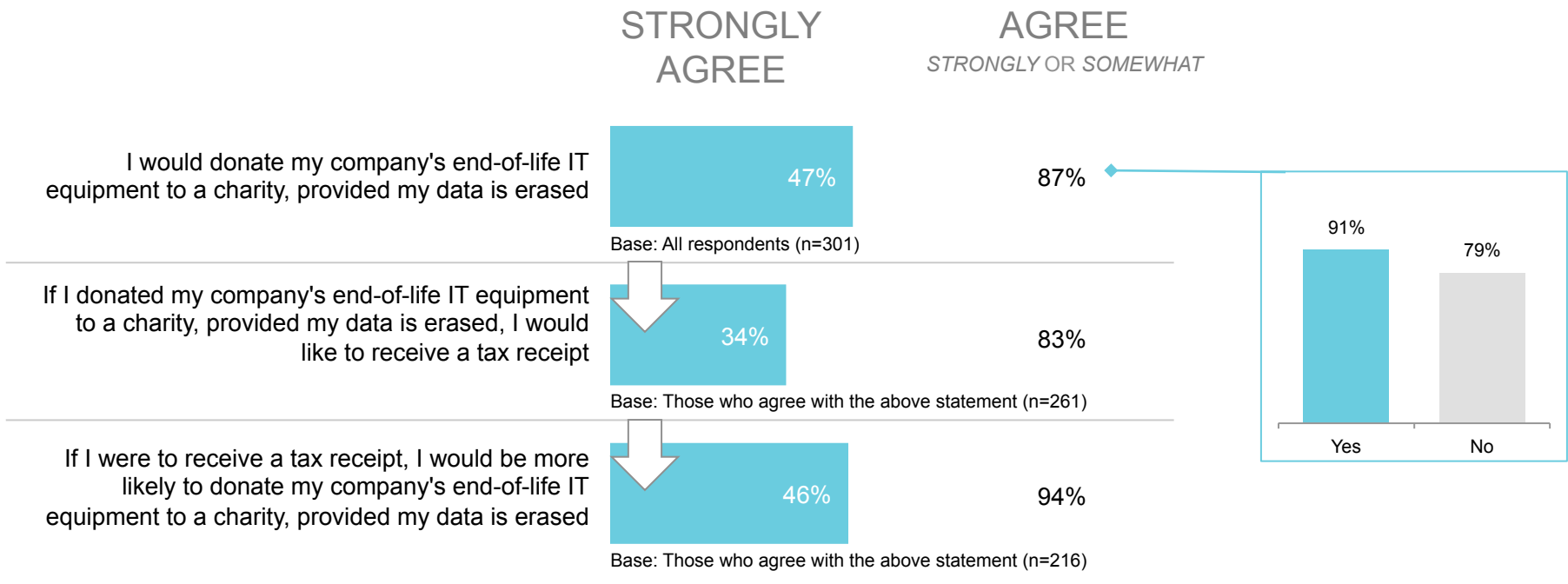
Provided all data was erased, the vast majority of respondents (87%) would donate their company's end-of-life IT equipment to charity, especially decision makers. Interestingly, those working for a company that already has a specialized company take away their expired IT equipment are more likely to strongly agree with this statement (61% vs. 43% among those working for a company that does not).

**“ 87% would donate their company's end-of-life IT equipment to charity. ”**

Most of those who would like to see their equipment go to charity (83%) would like to receive a tax receipt for doing so. If they were able to get a tax receipt, nine-in-ten (94%) indicate that this would make them more likely to donate their equipment to charity in the first place.

# Detailed Results: Disposing of End-of-Life IT Equipment

To what extent do you agree or disagree with each of the following statements?



# Detailed Results: Disposing of End-of-Life IT Equipment

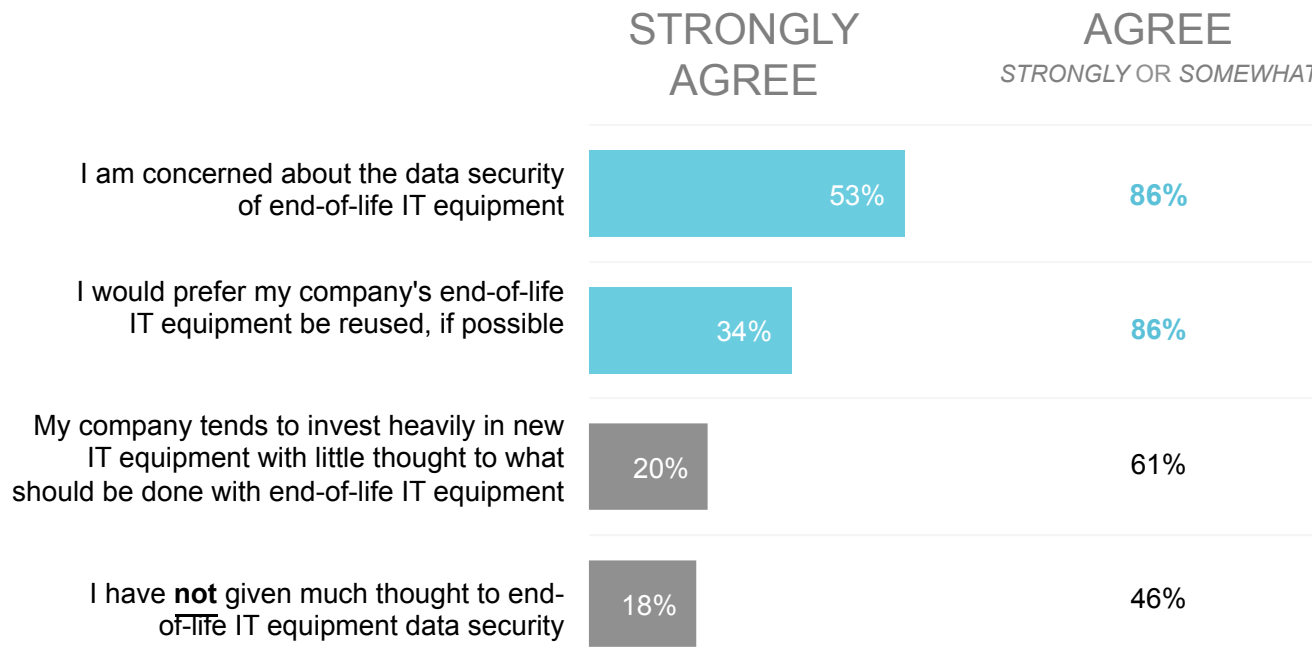
## UNSURPRISINGLY, DATA SECURITY IS A CONCERN

Since data security is important to respondents when a company is disposing of its end-of-life IT equipment (see pages 9 - 12), it is therefore not surprising that levels of concern for it are so high (86%, with 53% indicating that they're *very concerned* – especially those working in companies that already have a specialized company take away their expired IT equipment [66%], and those who have thought about the data security of their end-of-life IT equipment [63%]).

“ Despite this concern, most (86%) would still prefer that such equipment get re-used somehow. ”

# Detailed Results: Disposing of End-of-Life IT Equipment

To what extent do you agree or disagree with each of the following statements?



# Detailed Results: Disposing of End-of-Life IT Equipment

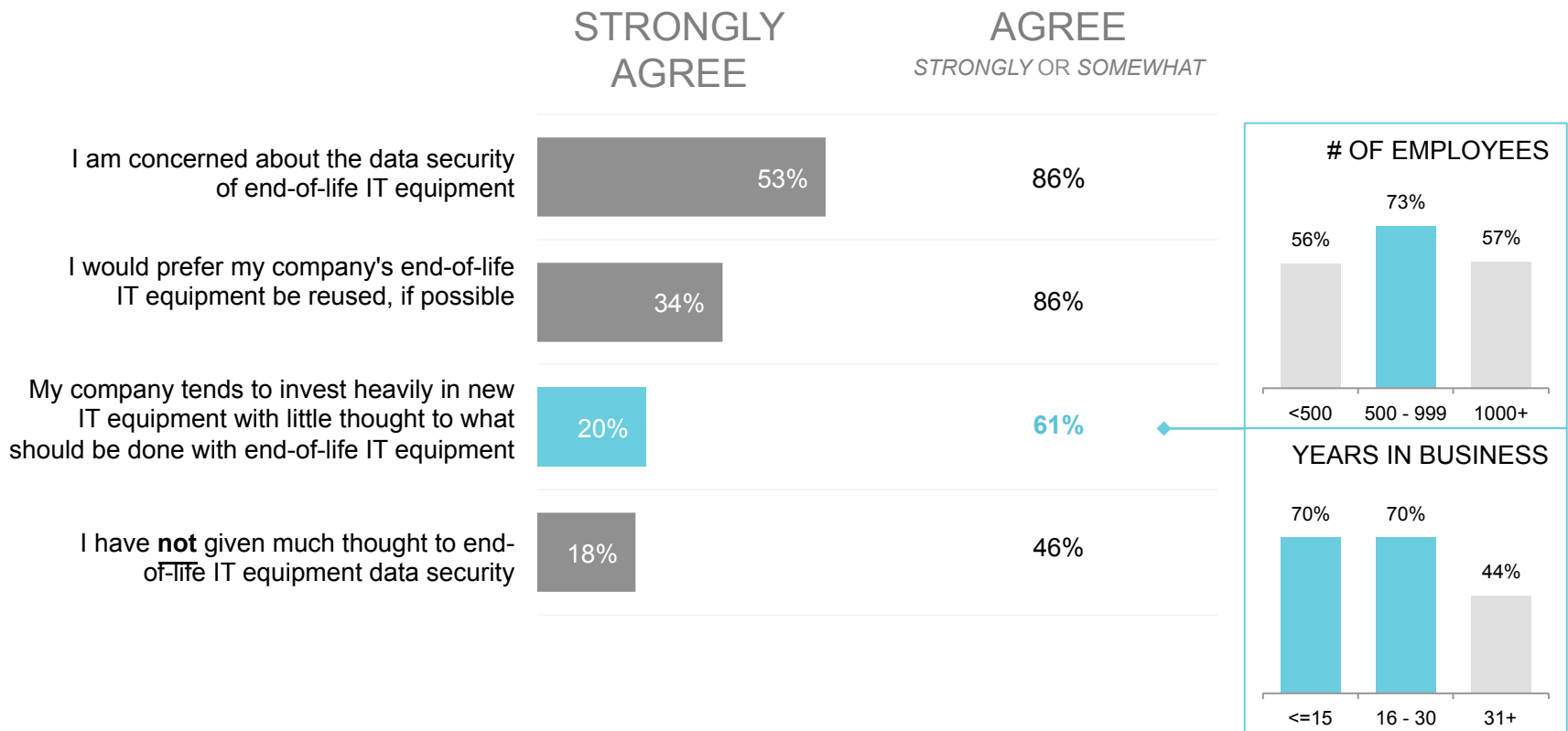
## MANY BELIEVE THERE IS LITTLE REGARD FOR ANY END-OF-LIFE IT EQUIPMENT

Six-in-ten (61%) believe their company tends to invest heavily in new IT equipment with little thought to what should be done with any end-of-life IT equipment.

This is particularly true among employees hailing from more mid-sized, less-established companies (see next page), as well as among those who haven't given end-of-life IT equipment data security much thought (84% vs. half that [42%] among those who have).

# Detailed Results: Disposing of End-of-Life IT Equipment

To what extent do you agree or disagree with each of the following statements?



# Detailed Results: Disposing of End-of-Life IT Equipment

46% HAVE NOT GIVEN END-OF-LIFE IT EQUIPMENT DATA SECURITY MUCH THOUGHT

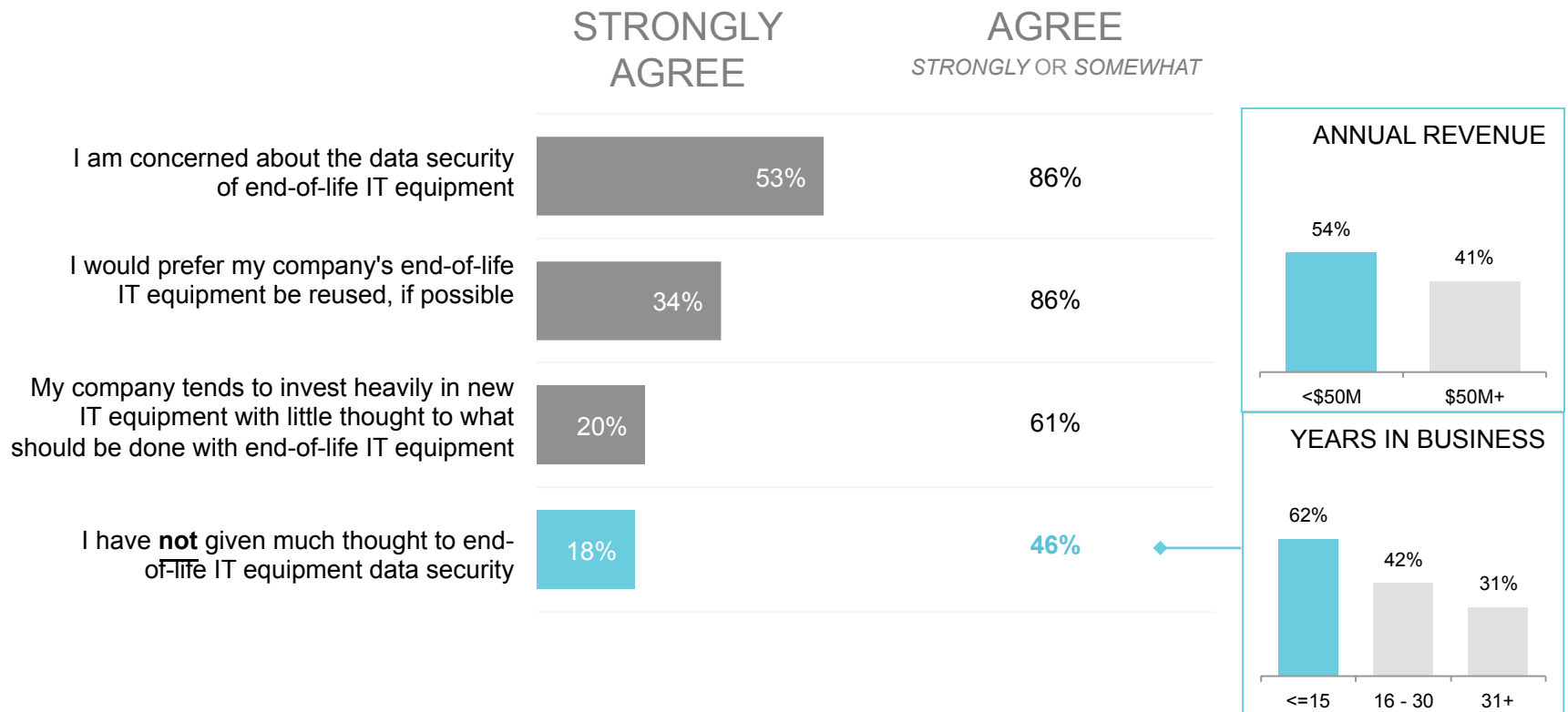
“ Nearly half indicate that they haven’t given much thought to end-of-life IT equipment data security. ”

Demographically, these respondents are more likely to be:

- working for fairly new companies (i.e. 62% come from a company that’s been in business for 15 years or less) with annual revenues below \$50M (54%), and
- aware of the decisions and processes within their department, but take no part in any decision-making (55% vs. 40% among decision makers).

# Detailed Results: Disposing of End-of-Life IT Equipment

To what extent do you agree or disagree with each of the following statements?



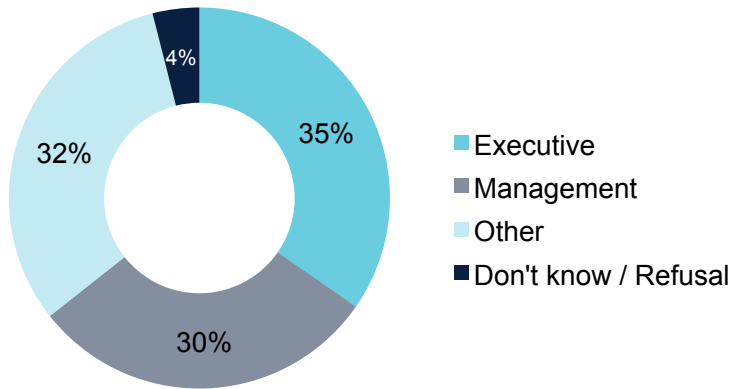


## Respondent Profile

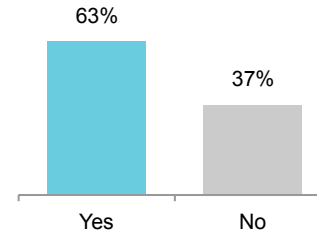
---

# Respondent Profile: A Snapshot

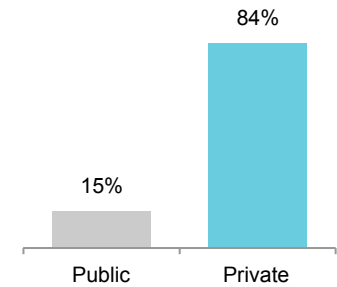
## JOB TITLE



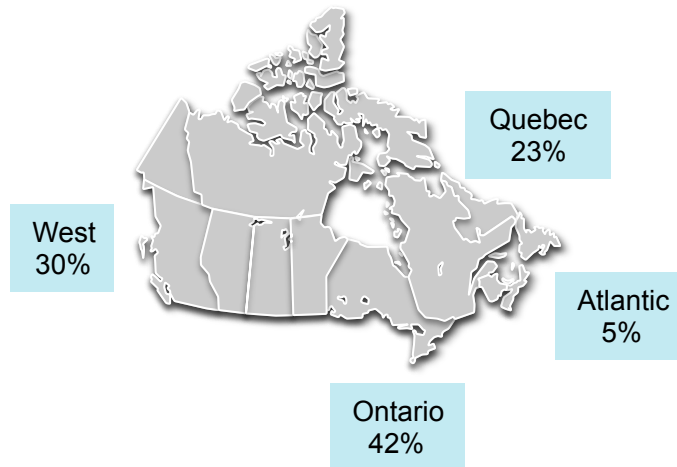
## DECISION MAKER?



## SECTOR

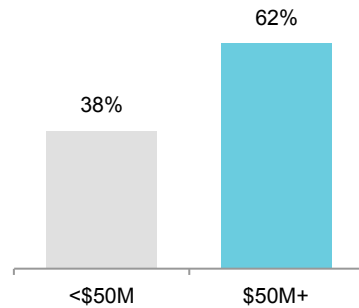


## REGION

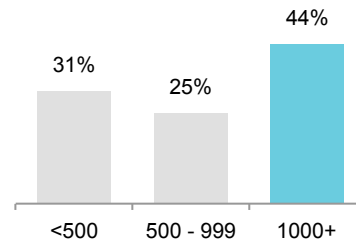


# Respondent Profile: A Snapshot

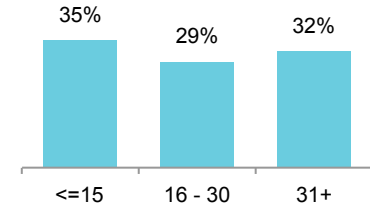
## ANNUAL REVENUE



## # OF EMPLOYEES



## YEARS IN BUSINESS



# Respondent Profile: A Snapshot

	All n= 301
<b>JOB TITLE</b>	
<b>EXECUTIVE</b>	<b>35%</b>
<b>C-LEVEL</b>	<b>15%</b>
Chief Information Officer (CIO)	8%
Chief Executive Officer (CEO)	4%
Chief Technology Officer (CTO)	2%
Chief Operating Officer (COO)	1%
Chief Financial Officer (CFO)	1%
<b>PRESIDENT</b>	<b>7%</b>
Vice President	3%
President / Owner	1%
Vice President IT	1%
Assistant VP	1%
Vice President Corporate Strategy	1%
<b>DIRECTOR</b>	<b>13%</b>
IT director	8%
Director	5%
Finance Director	1%
<b>MANAGEMENT</b>	<b>30%</b>
IT Manager	11%
Manager	11%
Project Manager	2%
General Manager	2%
IT Department Manager	1%
Senior Manager	1%
Field manager	1%
Production Manager	1%
Senior Development Manager	1%

	All n= 301
(continued . . .)	
<b>OTHER</b>	<b>32%</b>
<b>ANALYST</b>	<b>7%</b>
Analyst	2%
Systems Analyst	2%
Senior Systems Analyst	1%
Business analyst	1%
IT Analyst	1%
Team Leader	1%
Information Technology (IT)	4%
Engineer	1%
Systems Administrator	1%
Technical Support	1%
Senior Architect	1%
IT Consultant	1%
Programmer	1%
Software Developer	1%
Other	15%
I don't know / I prefer not to answer	4%

# Respondent Profile: A Snapshot

	All n= 301
<b>INVOLVEMENT</b>	
<b>DECISION MAKER</b>	63%
I work in IT and am the sole decision-maker within the department	20%
I work in IT and am a shared decision-maker within the department	20%
I oversee the IT department and am involved in decisions made	14%
I am the CIO	7%
I work in Procurement as a decision maker	2%
I work in IT and am aware of the decisions and processes within the department	37%
<b>REGION</b>	
<b>WEST</b>	30%
British Columbia	13%
Alberta	11%
Saskatchewan	2%
Manitoba	4%
Ontario	42%
Quebec	23%
<b>ATLANTIC</b>	5%
New Brunswick	2%
Nova Scotia	3%
<b># OF EMPLOYEES</b>	
100-249	14%
250-499	17%
500-999	25%
1000+	44%
<b>ANNUAL REVENUE</b>	
\$10M - <\$20M	15%
\$20M - <\$50M	23%
\$50M - <\$100M	20%
\$100M+	42%

# Respondent Profile: A Snapshot

	All n= 301
<b>YEARS IN BUSINESS</b>	
<b>15 OR LESS</b>	<b>35%</b>
5 or less	10%
6-10	10%
11-15	14%
<b>16-30</b>	<b>29%</b>
16-20	12%
21-30	16%
<b>OVER 30</b>	<b>32%</b>
31-40	7%
Over 40 years	25%
Don't know/prefer not to answer	5%
<b>MEAN</b>	<b>36.2</b>
<b>MEDIAN</b>	<b>21.0</b>
<b>TYPE OF BUSINESS</b>	
<b>PRIVATE SECTOR</b>	<b>84%</b>
Manufacturing	21%
Business	15%
Financial services	14%
Service industry	14%
Retail	7%
Other private sector	14%
<b>PUBLIC SECTOR</b>	<b>15%</b>
Provincial	5%
Federal	4%
Education	3%
Municipal	2%
Hospital	1%
Other public sector	1%
Don't know/prefer not to answer	1%

## Research conducted by

---



**Lisa Covens**, Vice President  
Communications and Public Affairs  
O: 416-964-4107  
lcovens@leger360.com

**Patrick Ryan**, Research Analyst  
Communications and Public Affairs  
O: 416-964-4117  
pryan@leger360.com

## Rethink Recycling Your IT.

### **TechReset**

2301 Royal Windsor Dr., Unit #2, Mississauga, ON, Canada L5J 1K5

Toll free: 1-800-403-3610 | Local: 905-510-8969

[techreset.com](http://techreset.com)

