

2024 Drop Box Survey Results

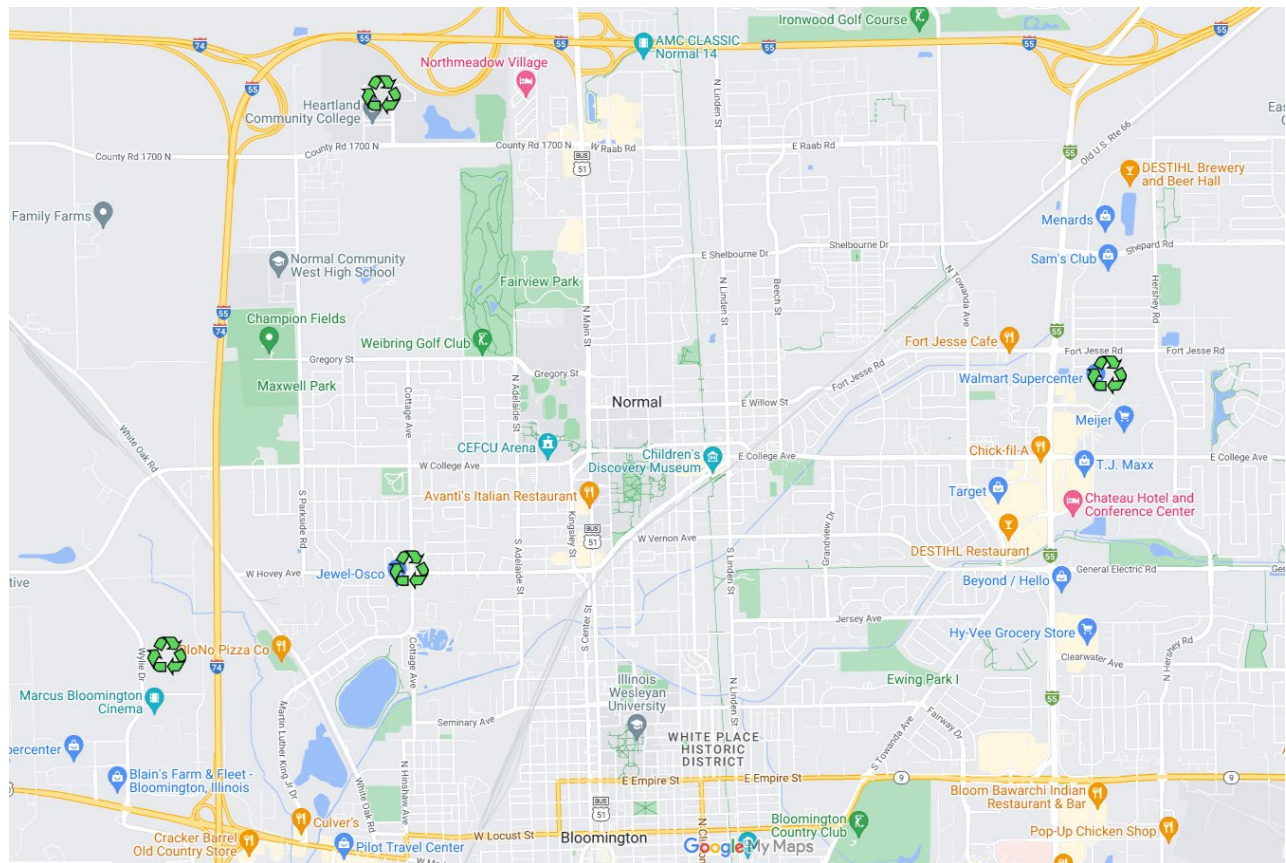


Prepared by the



Background

The Town of Normal hosts four residential drop box recycling locations throughout the Bloomington-Normal community. These locations are designed to improve access to recycling and are funded through an intergovernmental agreement among the Town of Normal, City of Bloomington, and McLean County. Recyclables are collected and processed by local material recovery facility, Midwest Fiber. Each drop box is located outdoors and includes three to four large roll-off dumpsters that accept sorted recyclable metal, glass, plastic, cardboard, and paper. The Ecology Action Center periodically surveys users of the drop box recycling program to better understand their use and to support informed decisions regarding the program. The four recycling drop box locations are located at the Walmart on Greenbriar, the Jewel Osco on Cottage, Heartland Community College, and Youthbuild McLean County at the Cross Roads Center.



Results Summary

One hundred and eighty-five users responded to the 2024 drop box survey. Walmart remains the most utilized location, with 70% of users recycling at that location. Users over the age of 40 continue to comprise the largest age group, representing 65% of all respondents. More than half (66%) of users reported multitasking while dropping off their recycling, and most materials (88%) came from a home rather than a business. This year, the percentage of users with access to curbside recycling dropped slightly from 55% to 46%. Of that 46%, 79% utilize the available curbside collection in addition to the drop boxes.

A total of 29 central Illinois municipalities from 9 different counties were represented in this year's survey. McLean County accounted for nearly 91% of all users. Within in McLean County, 32% of users are from the Town of Normal, 37% from the City of Bloomington, and the remaining 31% from other areas of the county. The municipalities outside of Bloomington-Normal with the most representation this year are El Paso (16%), Hudson (16%), Carlock (11%), and Towanda (11%). Most users visit the recycling sites twice a month (36%) followed by once a month (22%) and once a week (20%).



Survey

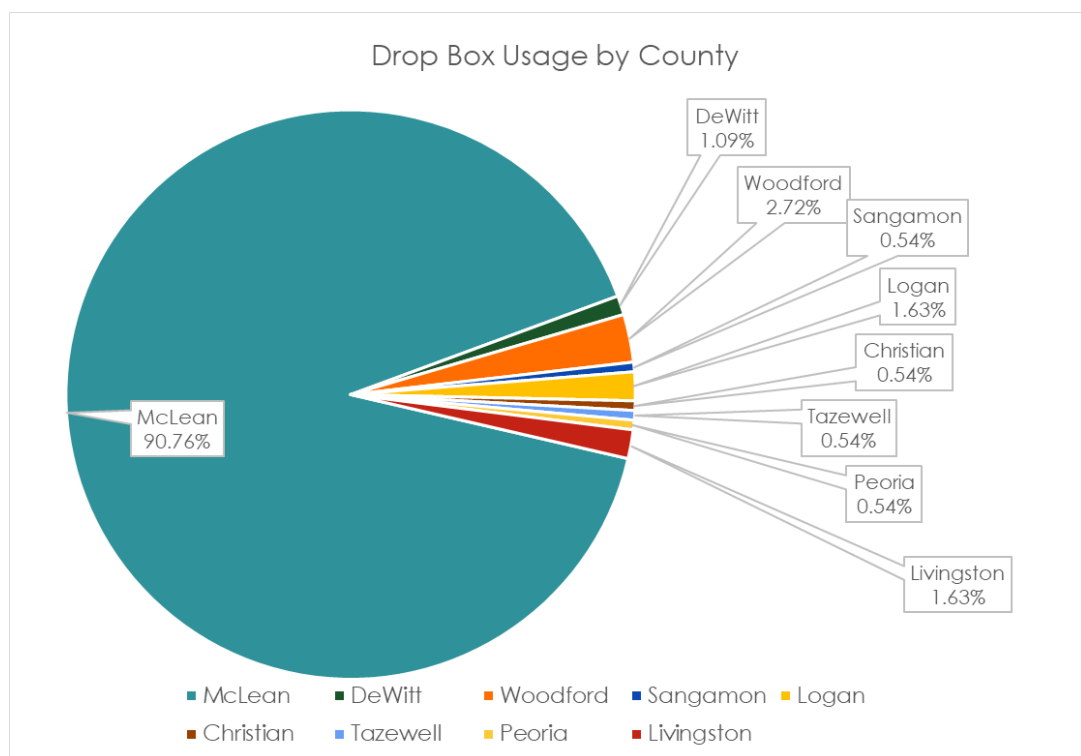
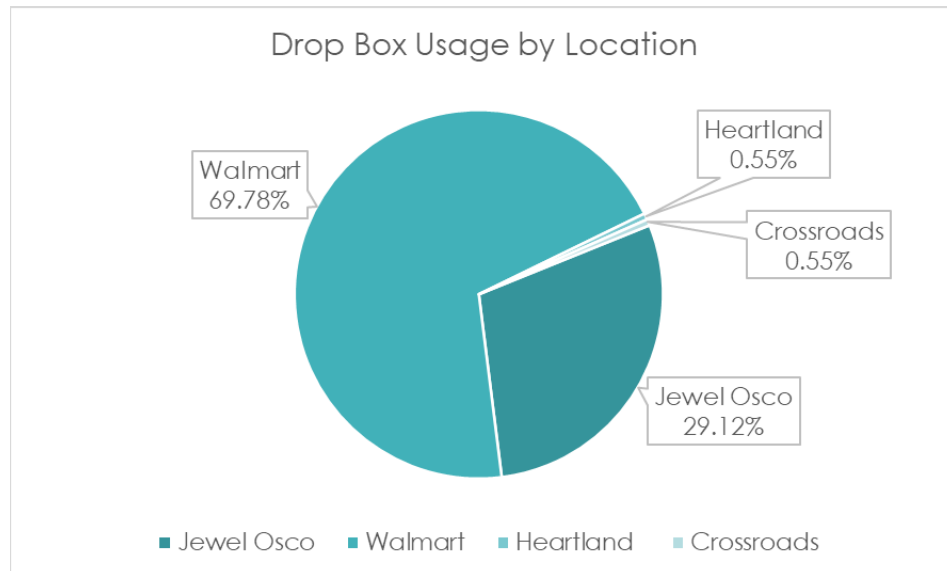
The 2024 drop box survey was conducted over one week in October (10/14-10/19) from 4pm-6pm each weekday and 10am-12pm on Saturday, October 19. The survey was administered orally, with responses recorded by the surveyor on their cell phone using a Google Form. This year, a new survey question was added to determine whether drop box users living in the 61705 ZIP code were located within the City of Bloomington.

The time and date were automatically recorded by the Google Form and the drop box location was recorded. The following survey questions were asked:

1. What is your zip code?
 - a. If the zip is 61705, do you live within Bloomington city limits?
2. What town do you live in?
3. Do you have curbside recycling where you live?
4. If so, do you utilize that in addition to this drop-off?
5. Does the waste you're recycling today come from a home, business, or both?
6. Are you here strictly to recycle or are you multitasking by running other errands?
7. What is your age group?
8. How often do you use this drop-box for your recycling?



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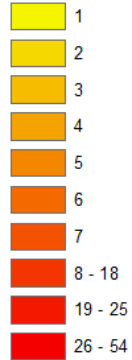


Recycling Dropbox User Distribution 2024



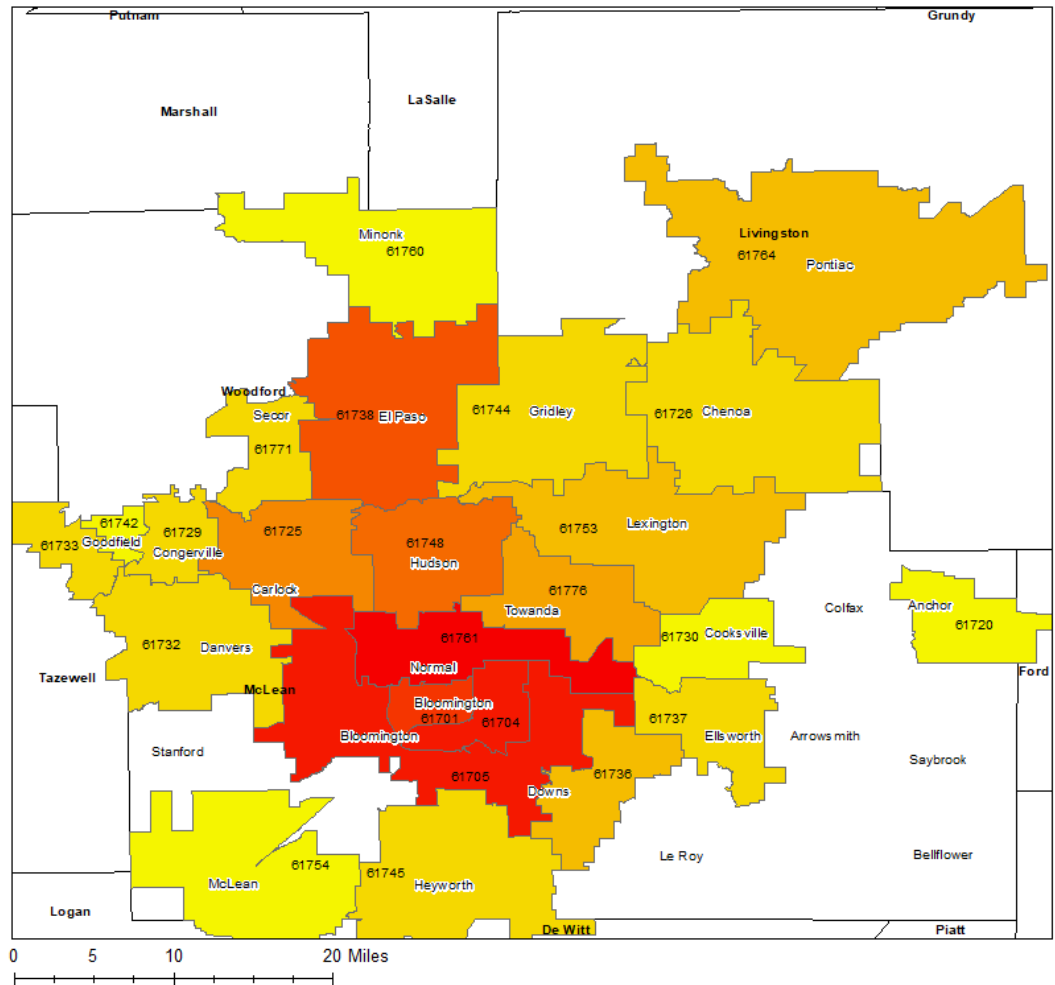
Legend

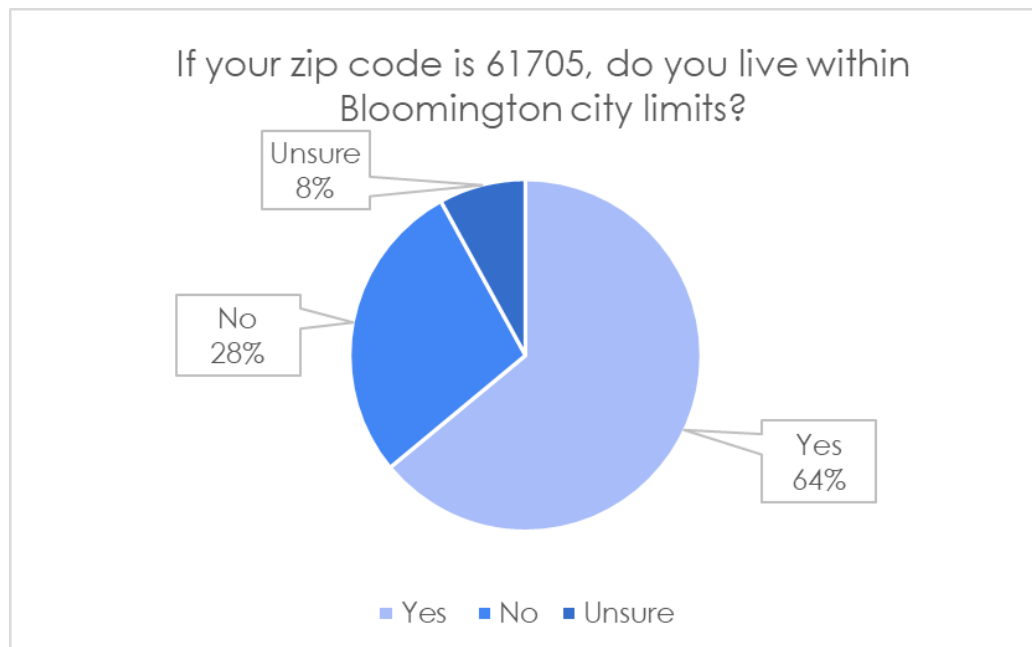
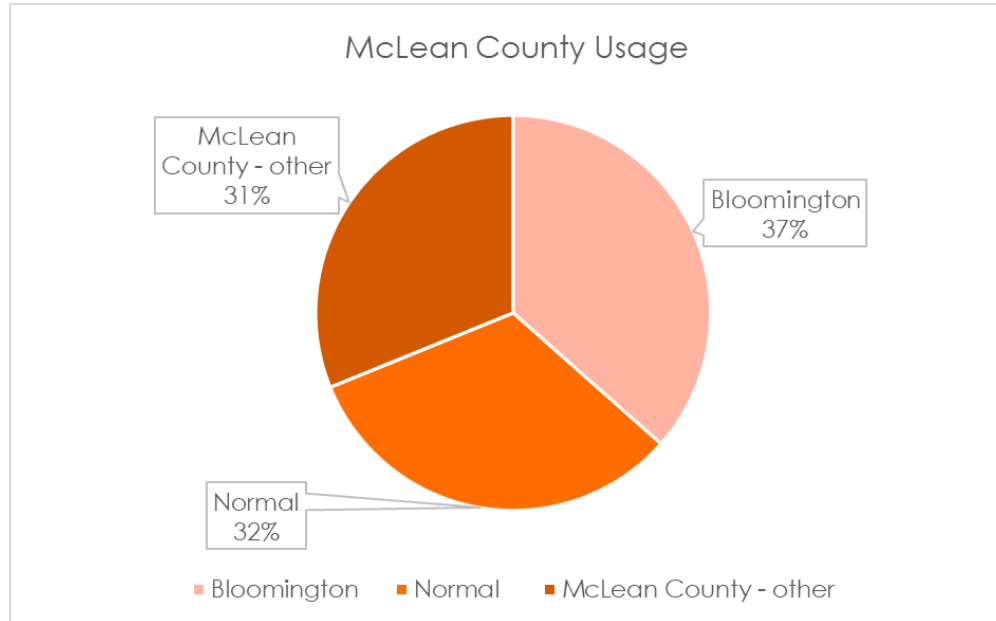
Count



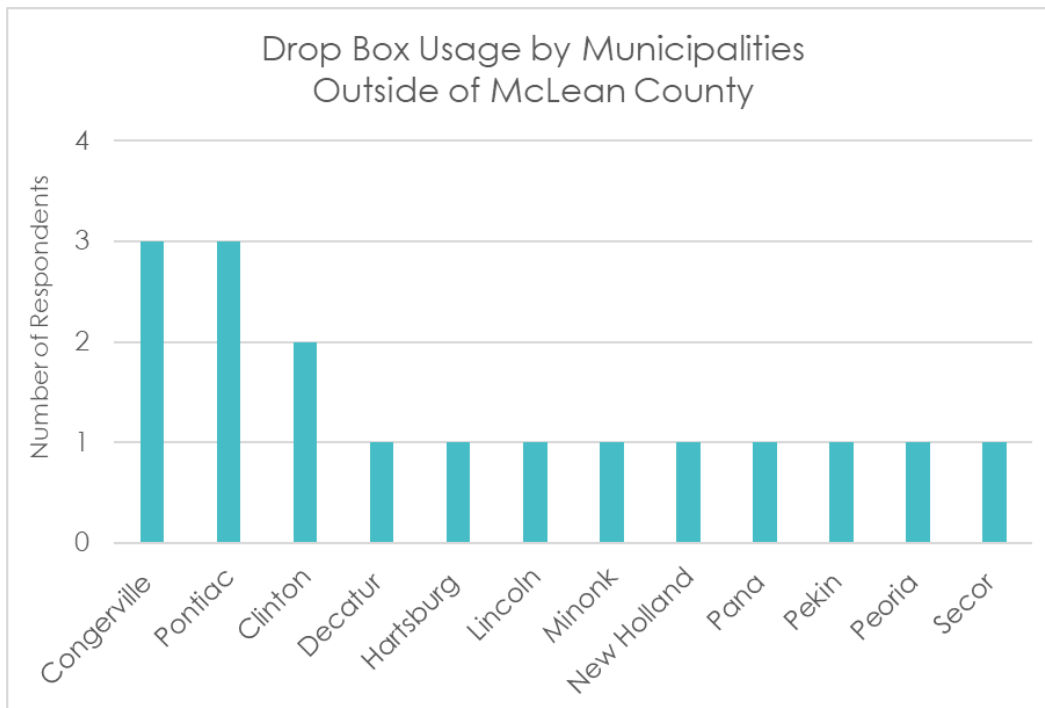
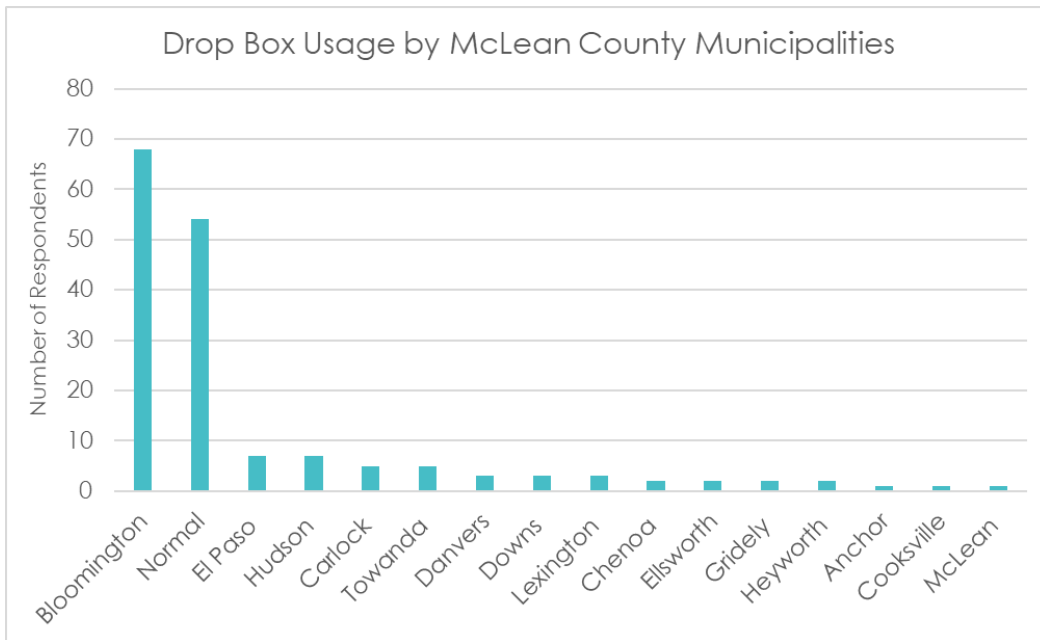
ECOLOGY
ACTION CENTER

2024 Dropbox Survey
Data Collected by the
Ecology Action Center in
October 2024

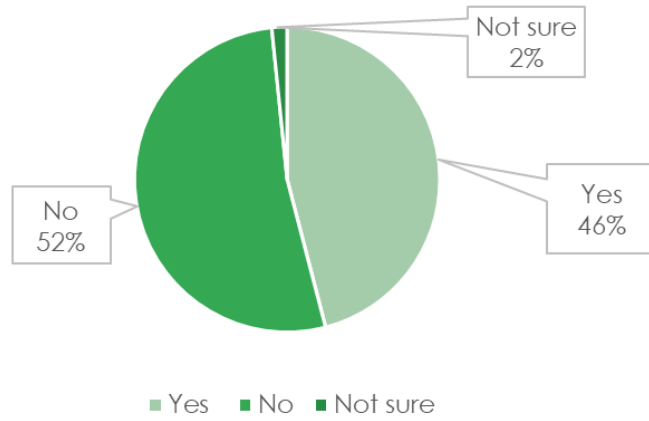




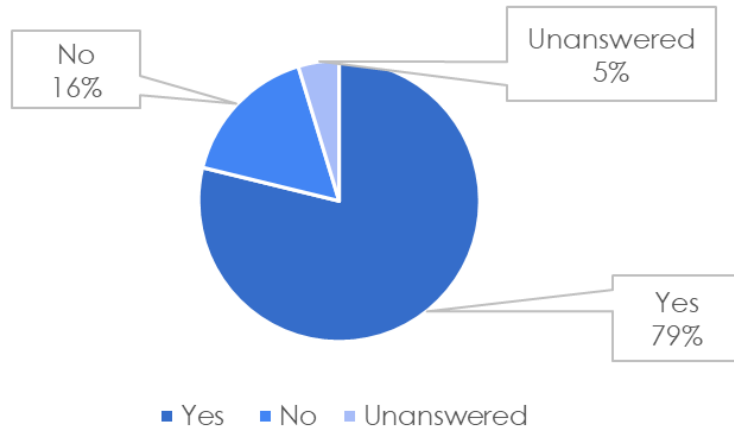
25 respondents reported living within the 61705 area code. 16 live within Bloomington city limits. 7 respondents reported they did not live within Bloomington city limits and were counted as McLean County – other. 2 respondents were unsure were not included in either Bloomington or McLean County.



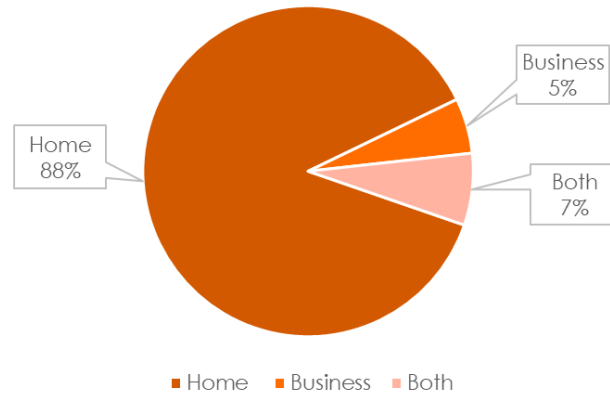
Drop Box Users with Curbside Recycling



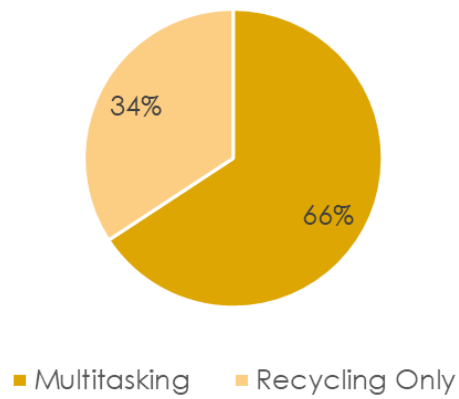
Drop Box Users that Utilize Available Curbside



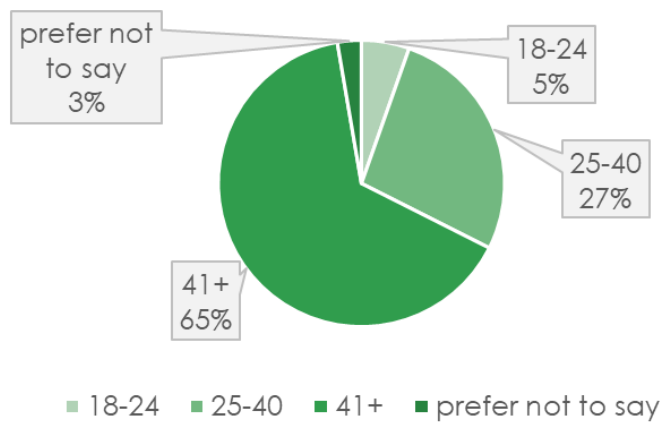
Drop Box Usage by Waste Source

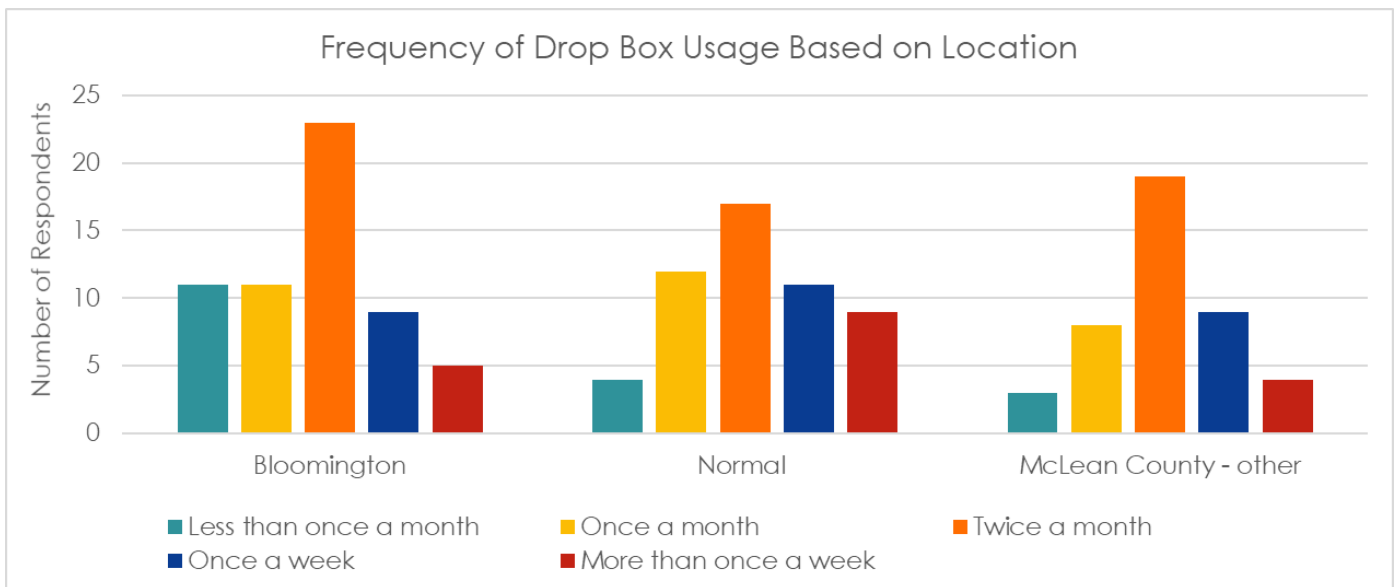
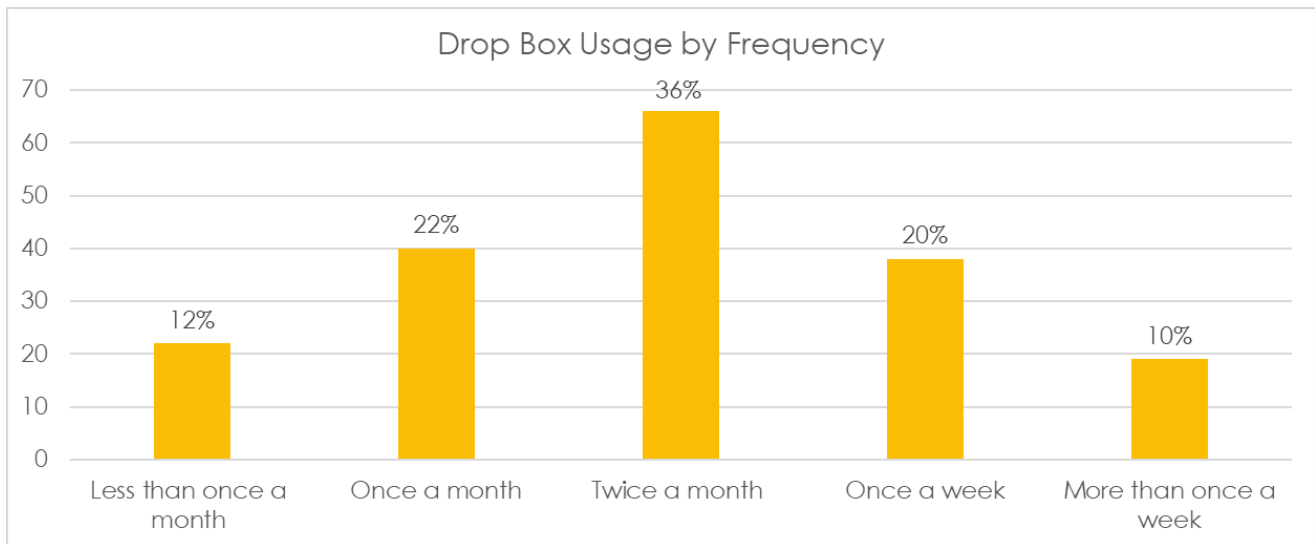


Multitasking vs Strictly Recycling

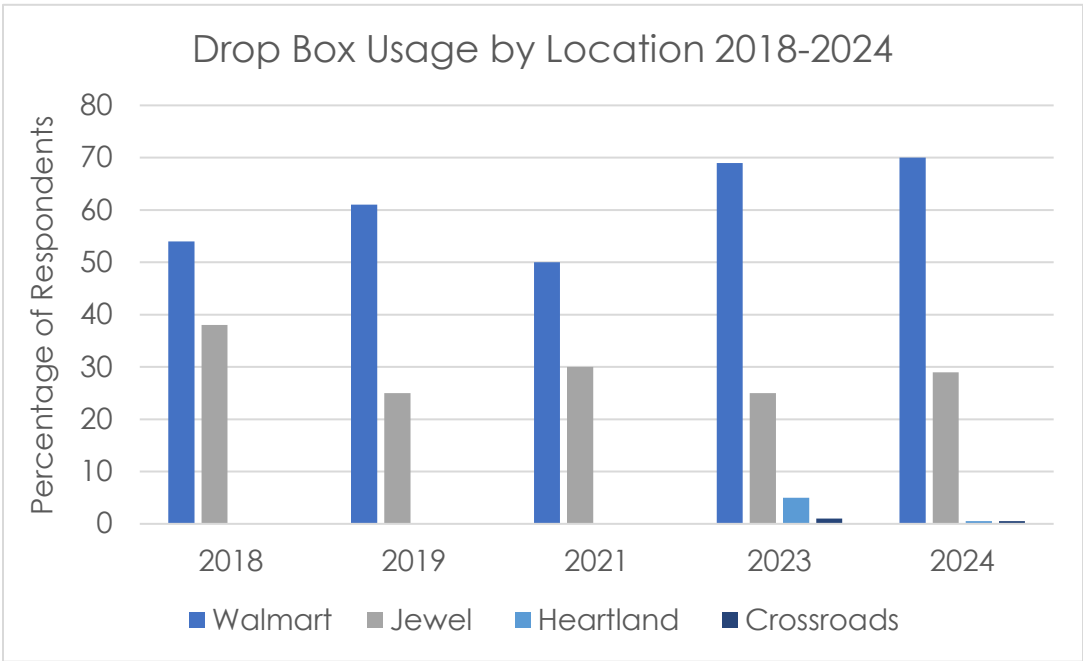
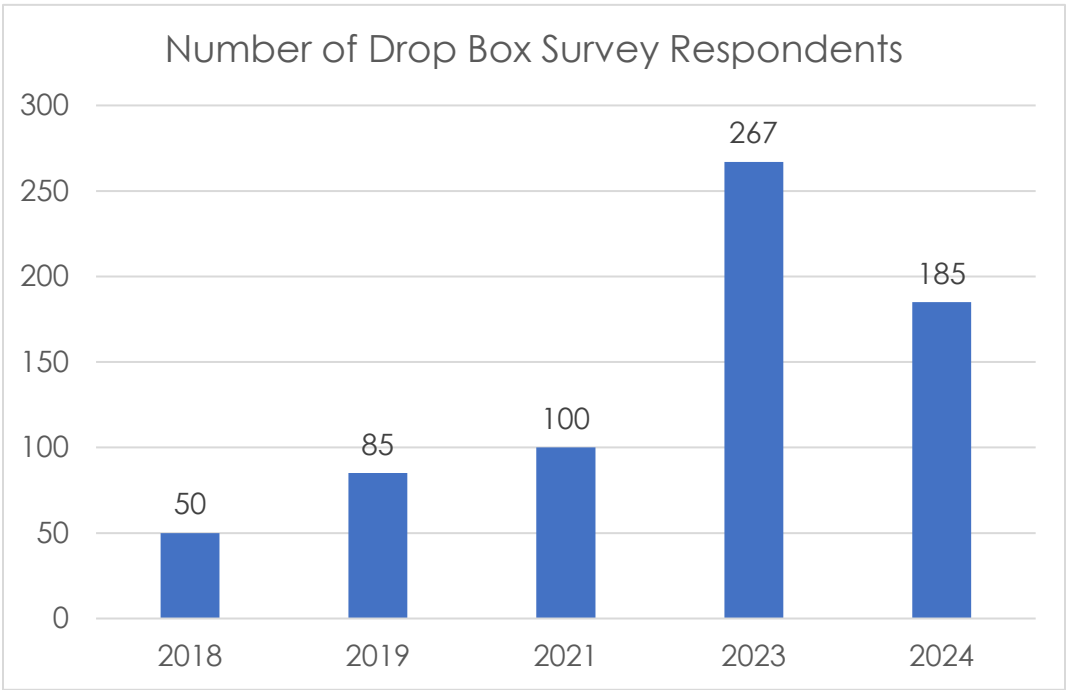


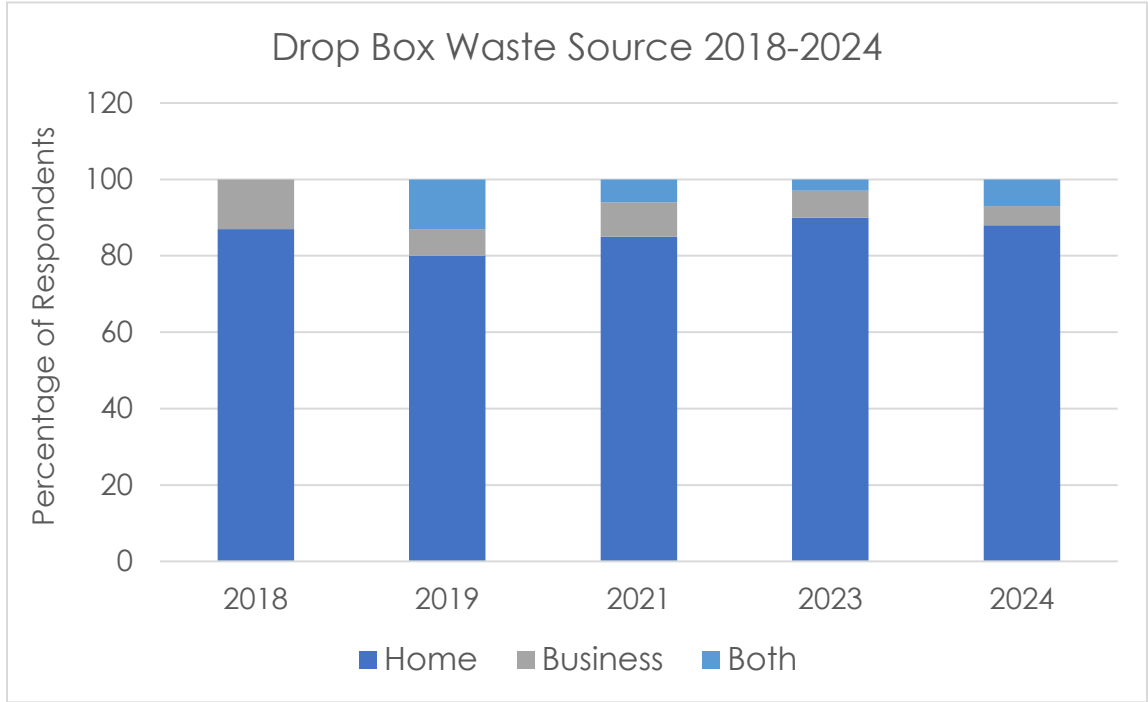
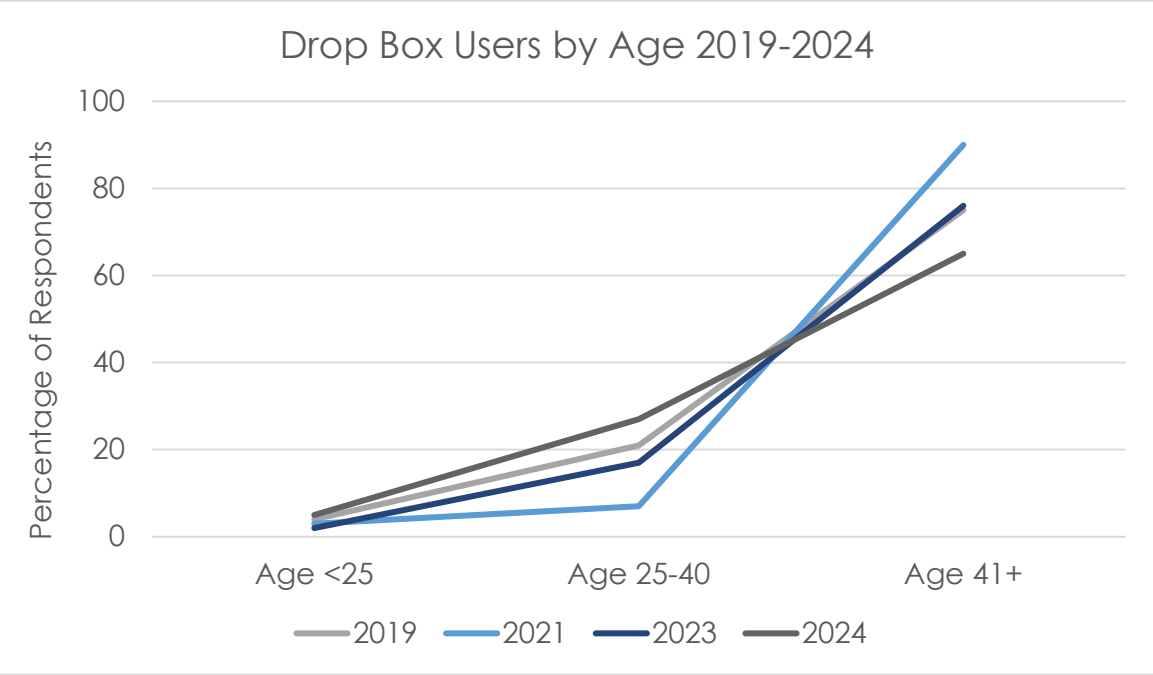
Drop Box Usage by Age Group

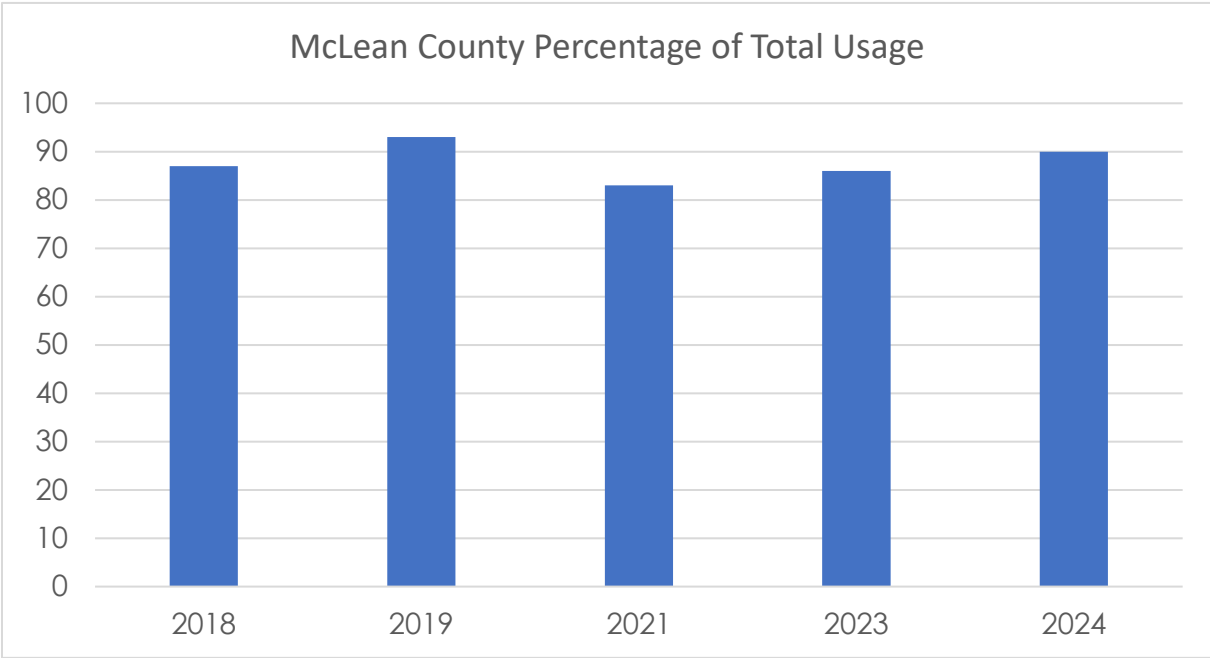
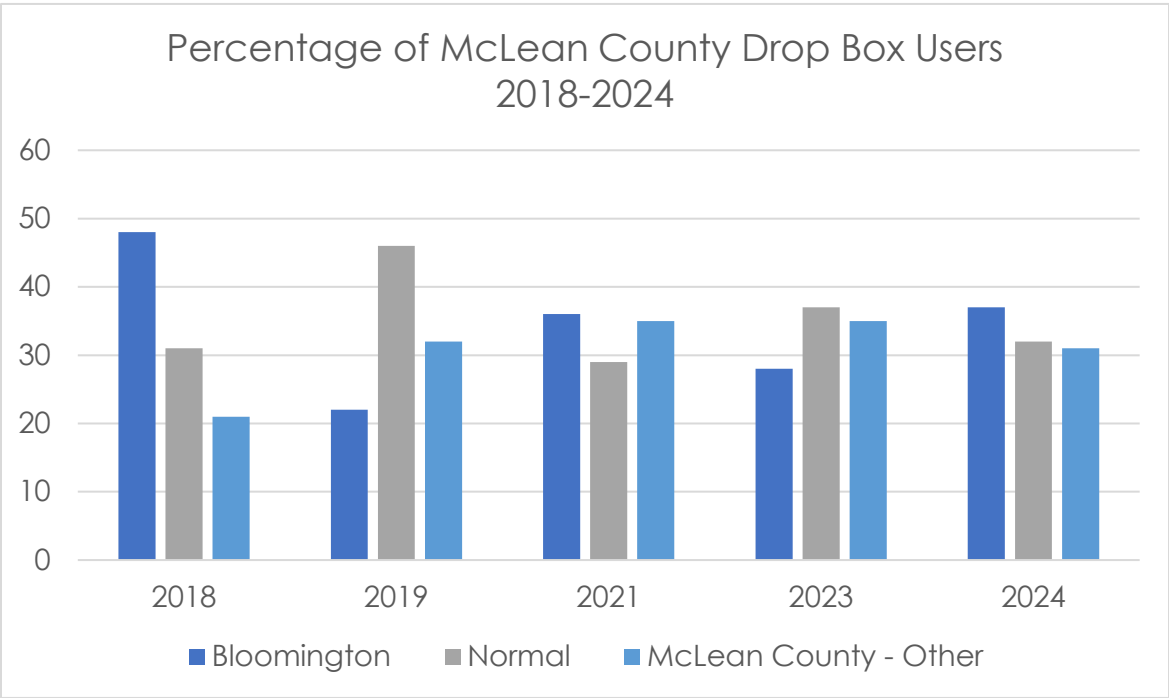




Analysis







McLean County Municipalities Drop Box Usage 2018-2024

