

2025 Drop Box Survey Results



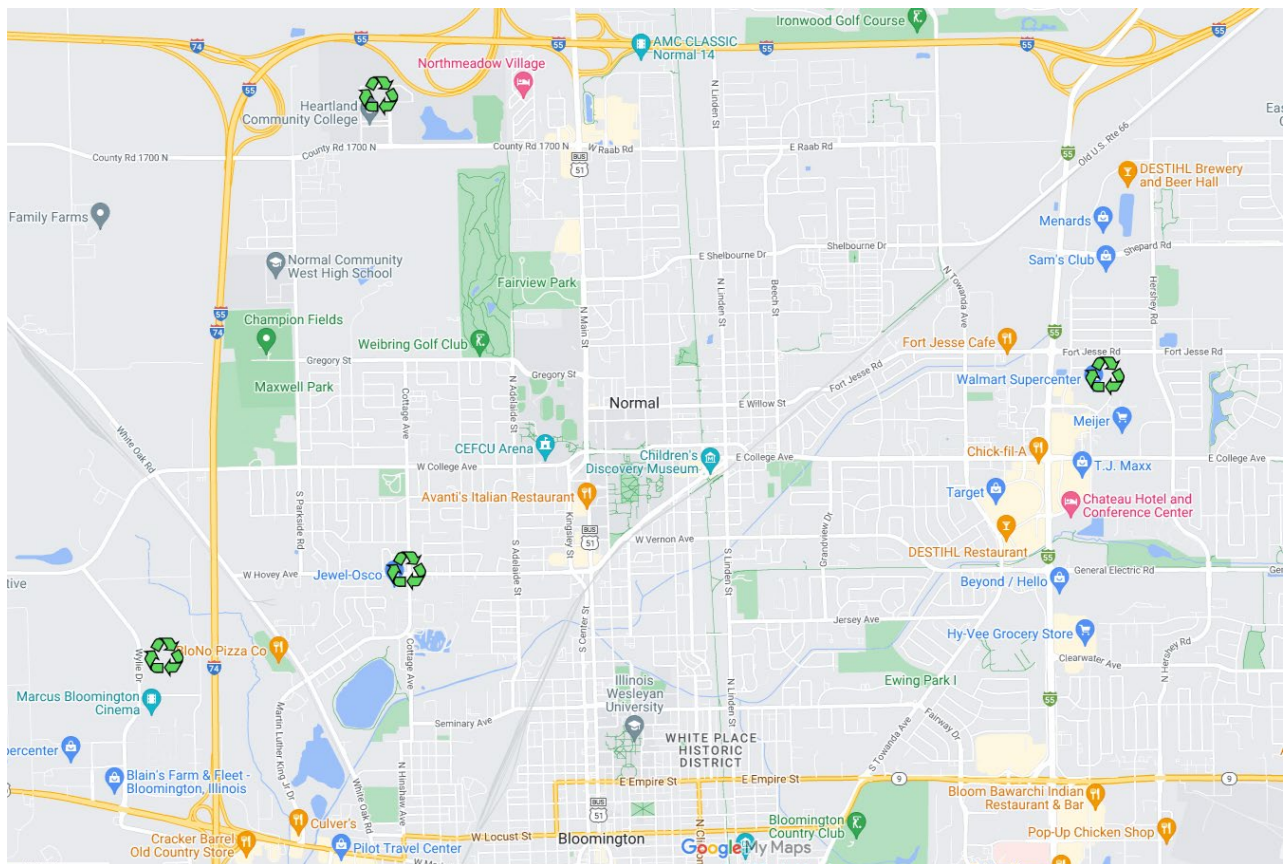
Prepared by the



ECOLOGY
ACTION CENTER

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, Circular Services. 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 annually 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 Crossroads Center.



Results Summary

Two hundred users responded to the 2025 drop box survey. Calculated by weight, Walmart remains the most utilized location. Users over the age of 40 continue to comprise the largest age group, representing 80% of all respondents. Almost all users, 82%, reported they were multitasking while dropping off their recycling, and almost all materials, 95%, came from a home rather than a business. Users that have access to curbside recycling where they live were an even split with 49% having curbside and 50% without (1% unsure). Of that 49%, 80% utilize the available curbside collection in addition to the drop boxes.

A total of 34 central Illinois municipalities from 9 different counties were represented in this year's survey. McLean County accounted for nearly 90% of all users. Within McLean County, 27% of users are from the Town of Normal, 43% from the City of Bloomington, and the remaining 30% from other areas of the county. The municipalities outside of Bloomington-Normal with the most representation this year are Saybrook (10%), Lexington (8%), Hudson (8%), and Towanda (6%). Most users visit the recycling sites twice a month (28%) followed by once a week (28%) and once a month (24%).



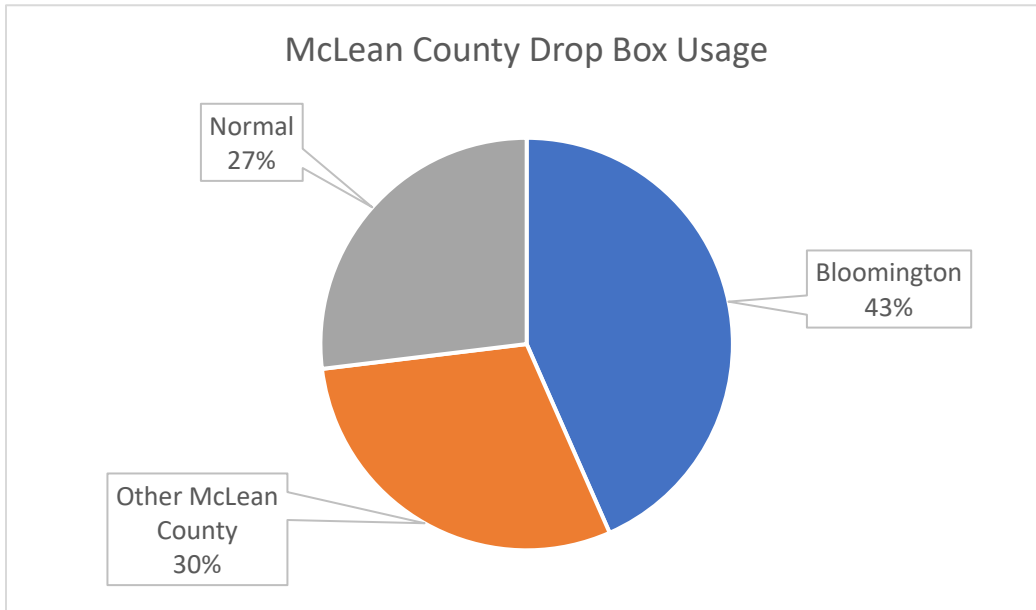
Survey

The 2025 drop box survey was conducted periodically throughout November 2025 at the Walmart recycling drop box. The survey was administered orally, with responses recorded by the surveyor on their cell phone using a Google Form. The time and date were automatically recorded by the Google Form. The following survey questions were asked:

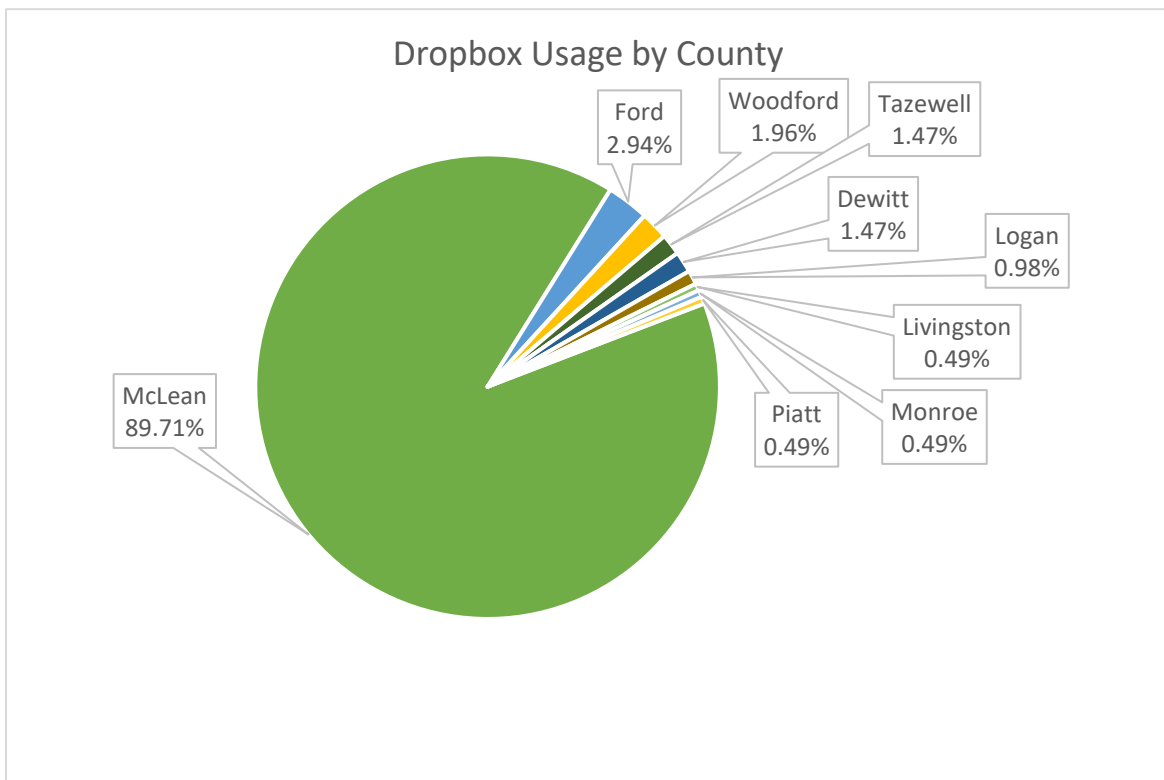
1. What is your zip code?
 - a. If the zip is 61705, do you live within Bloomington city limits?
2. What town do you live in?
3. Do you have curbside recycling where you live?
4. If so, do you utilize that in addition to this drop-off?
5. Does the waste you're recycling today come from a home, business, 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?



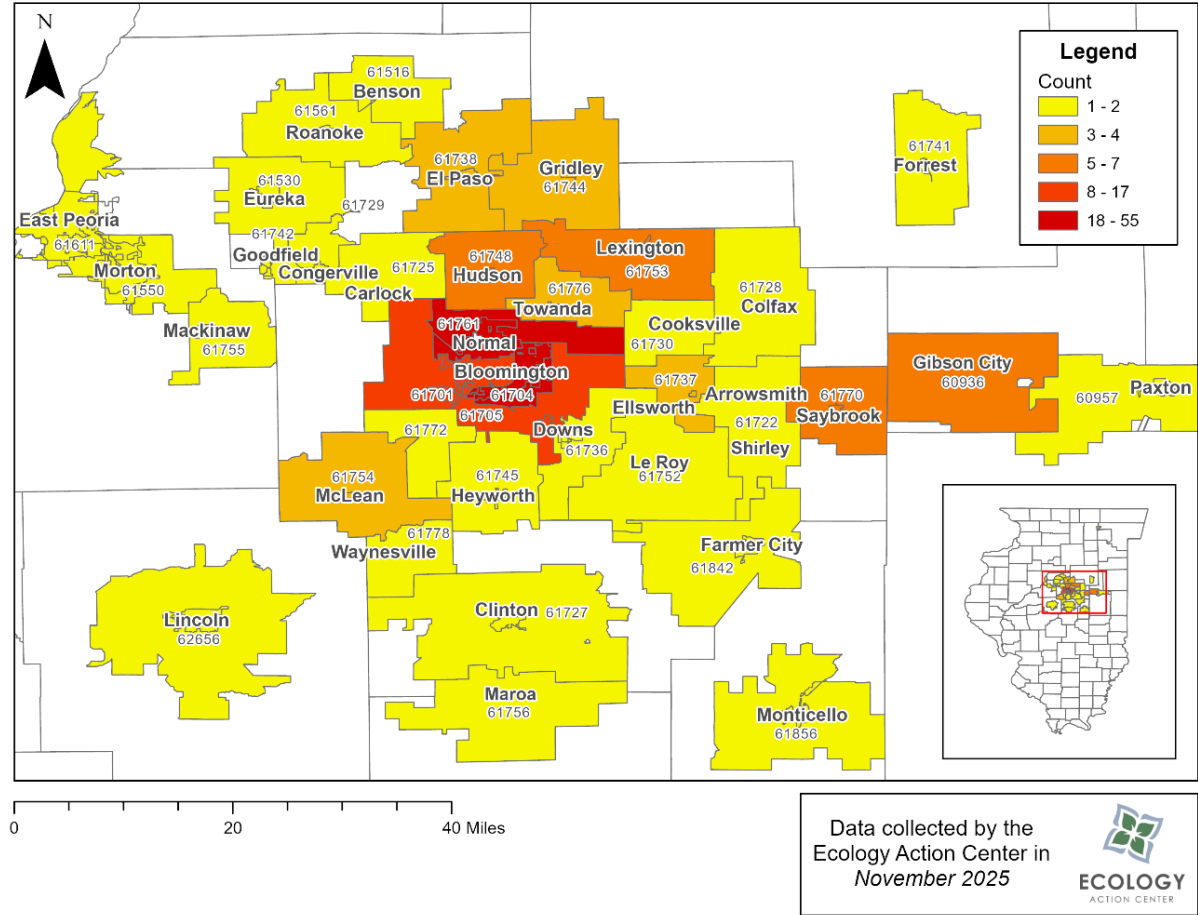
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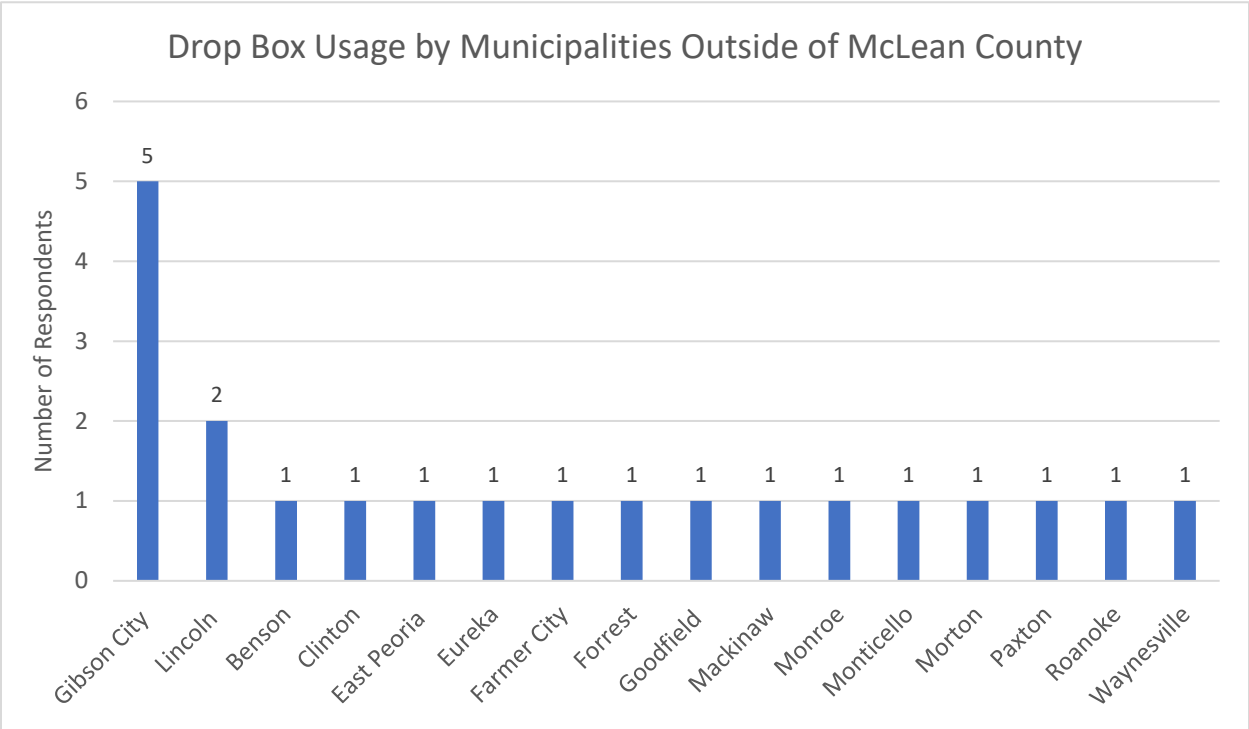
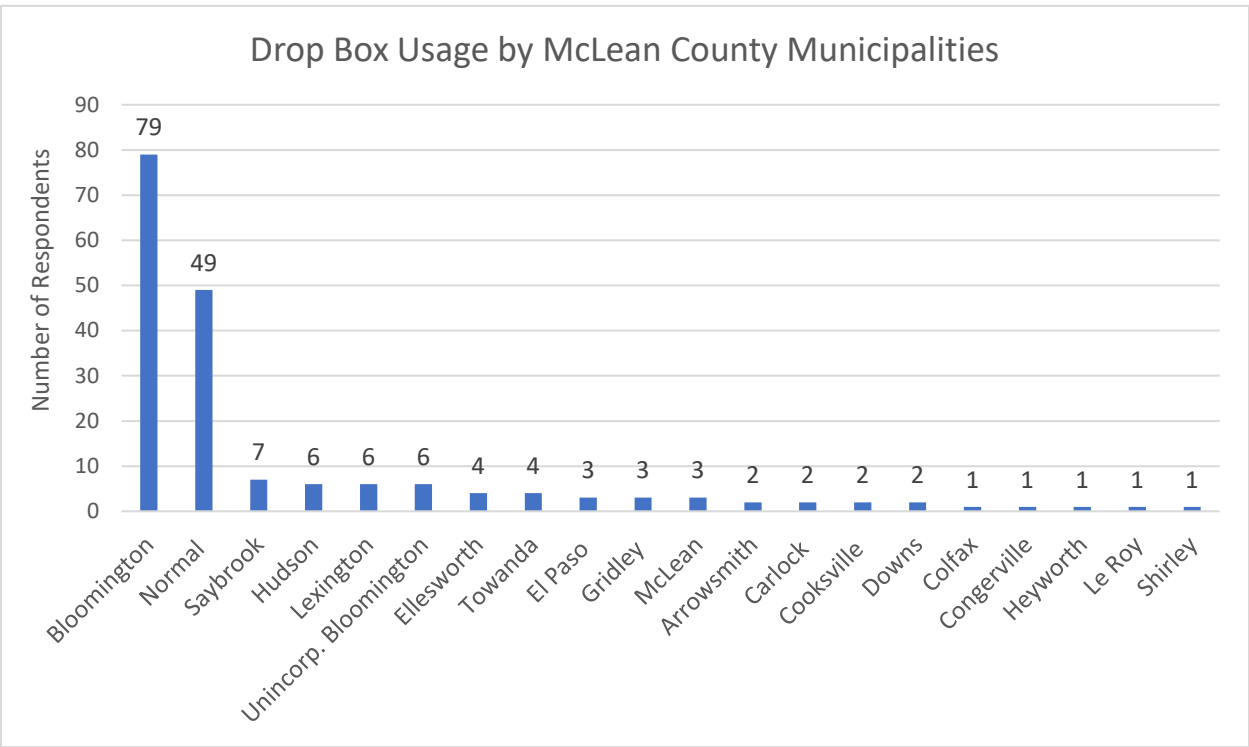


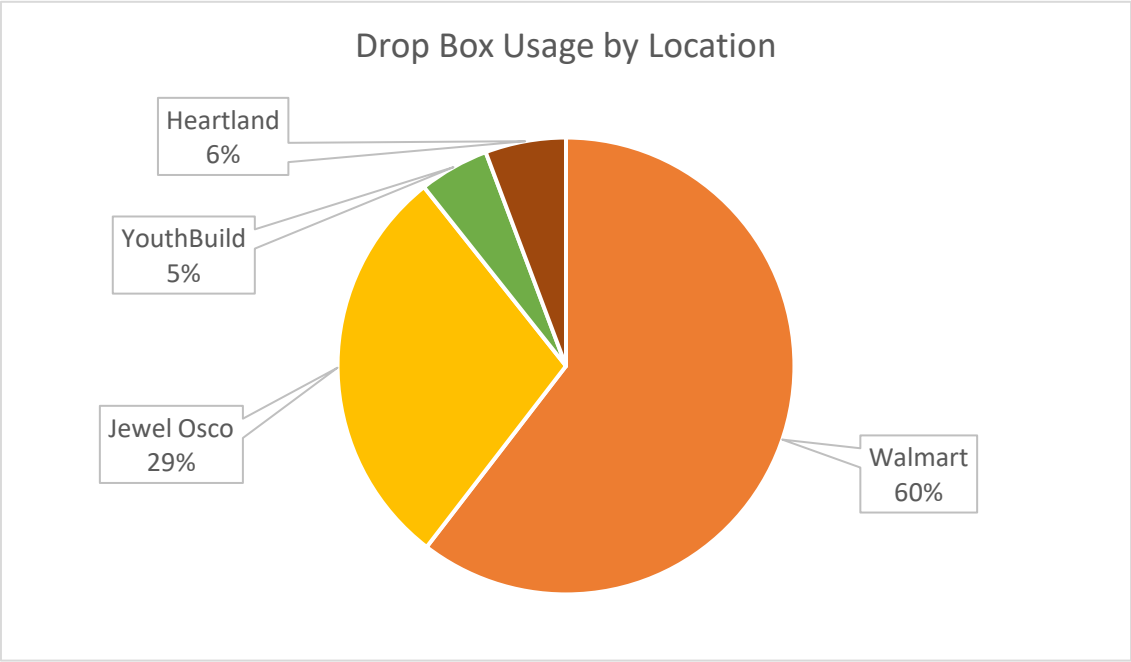
"Other McLean County" includes unincorporated Bloomington (6 respondents).

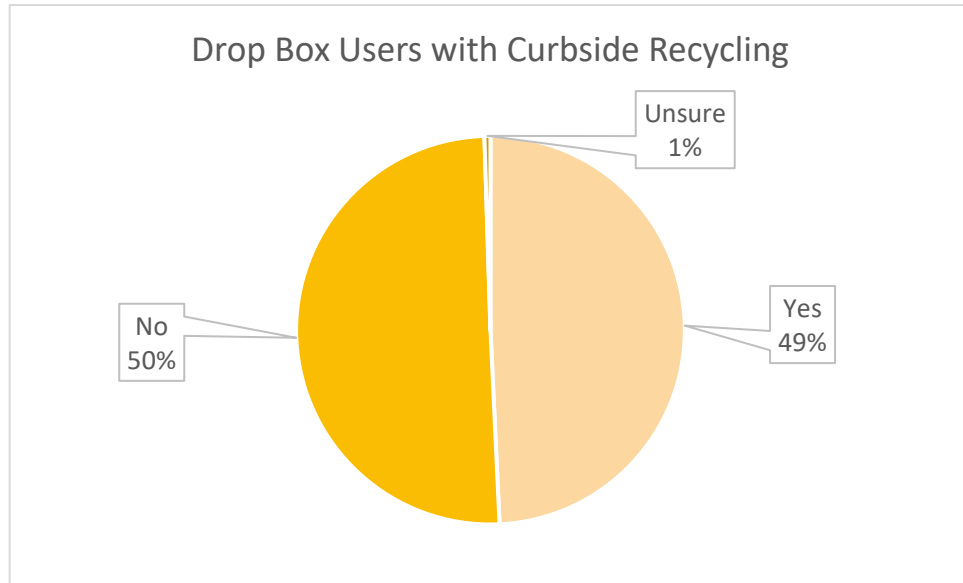


Recycling Dropbox Survey Distribution by Zip Code

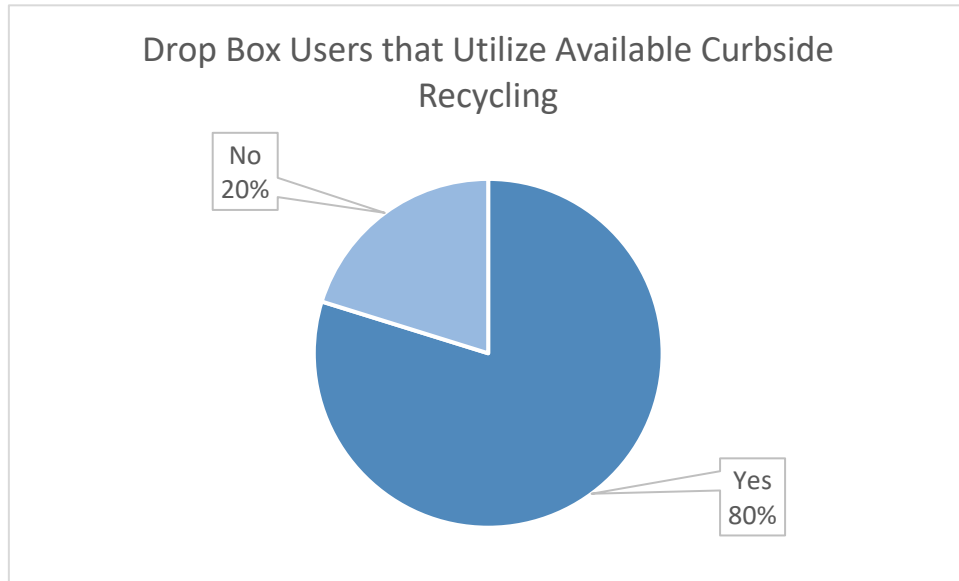






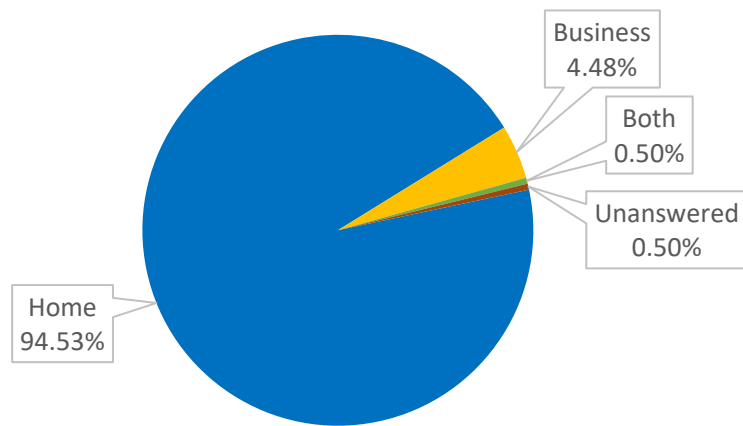


- Many respondents that have curbside recycling at home stated they use the drop box when they have extra-large cardboard boxes from online orders that don't fit in their curbside cart.

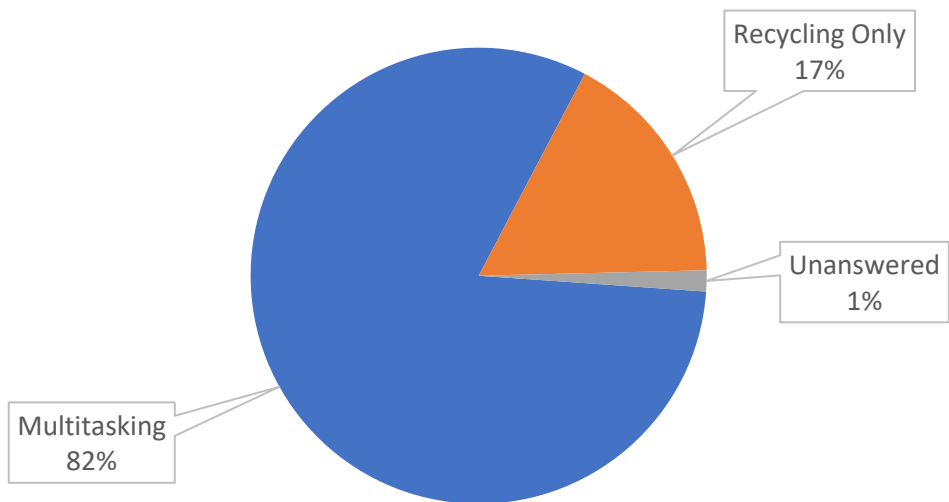


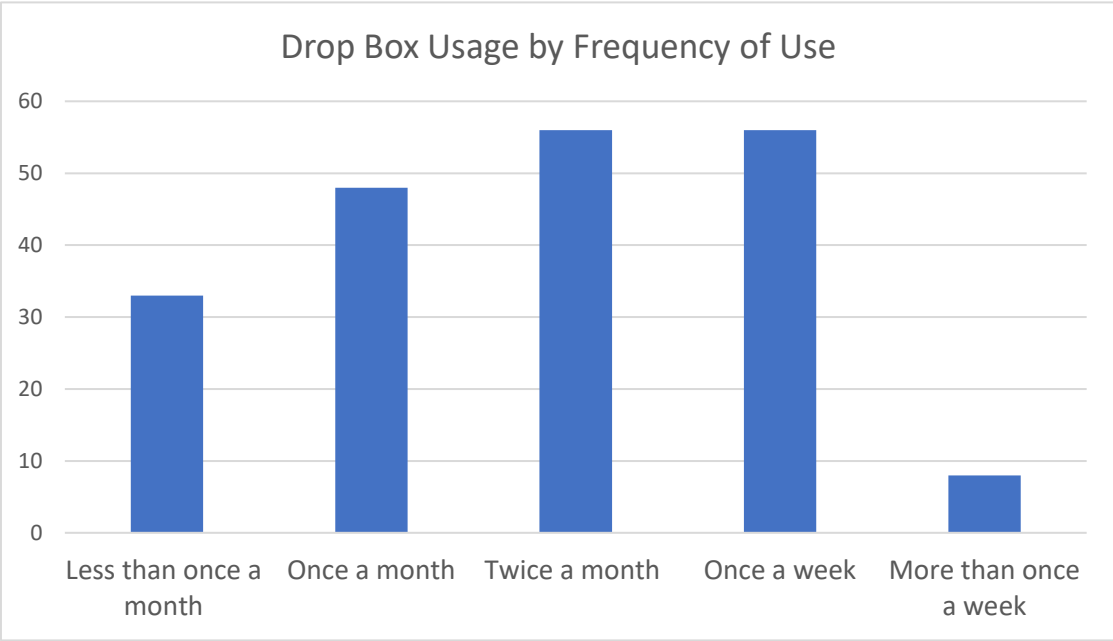
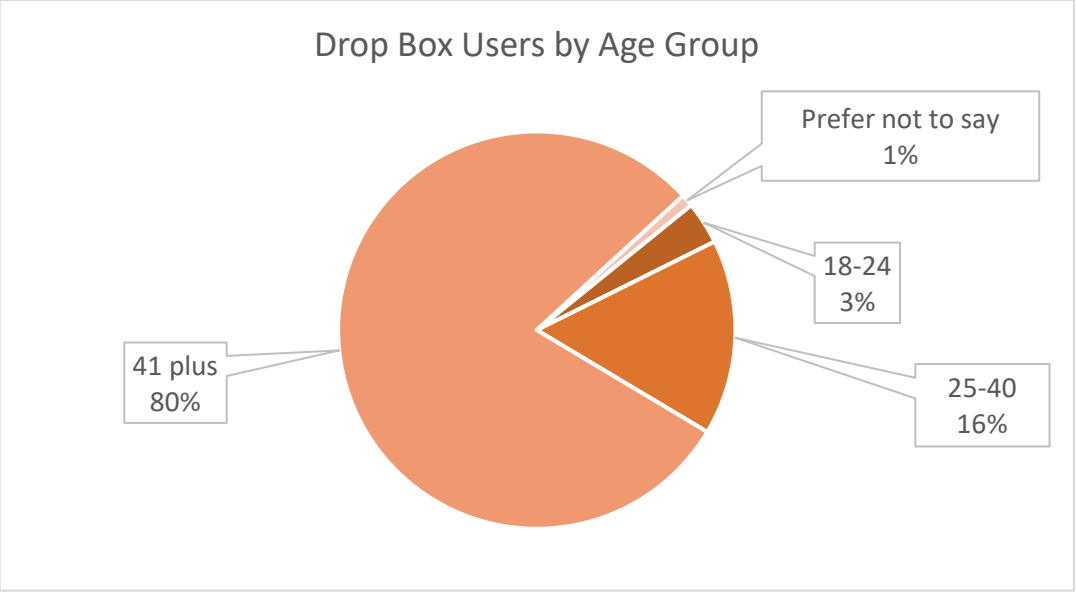
- Some users that have curbside recycling available but don't use it, stated issues with recycling cart size (limited area to store cart) and price.

Drop Box Usage by Waste Source

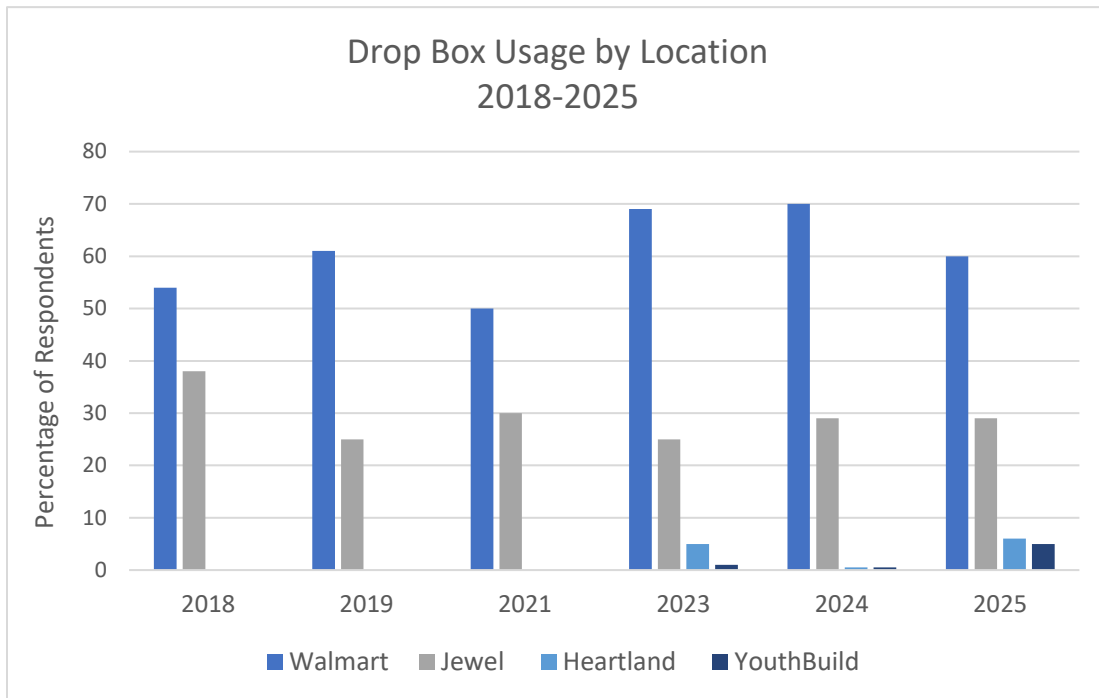
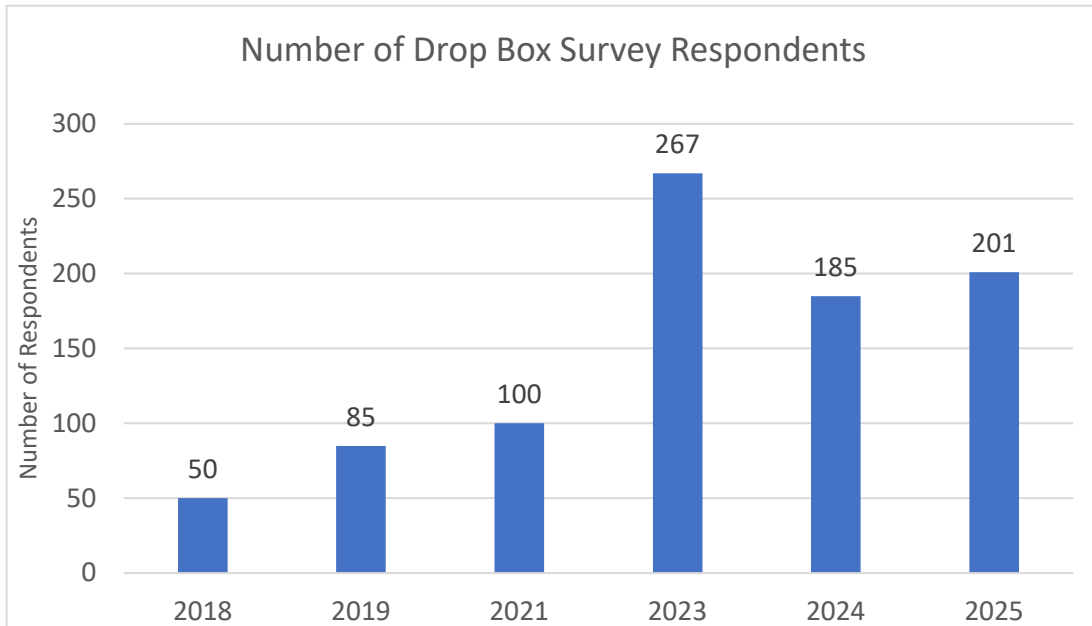


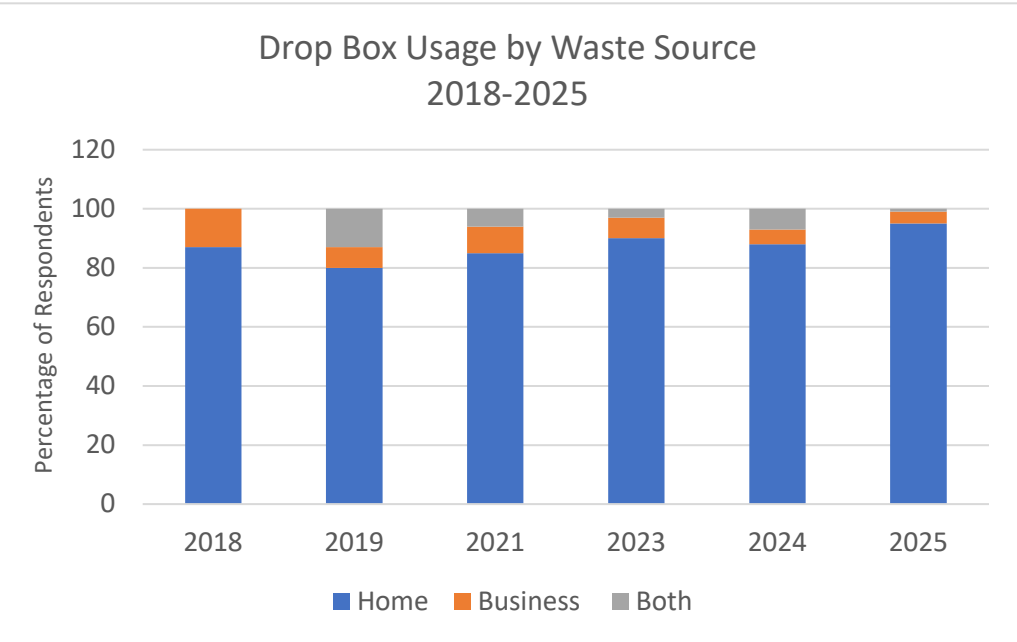
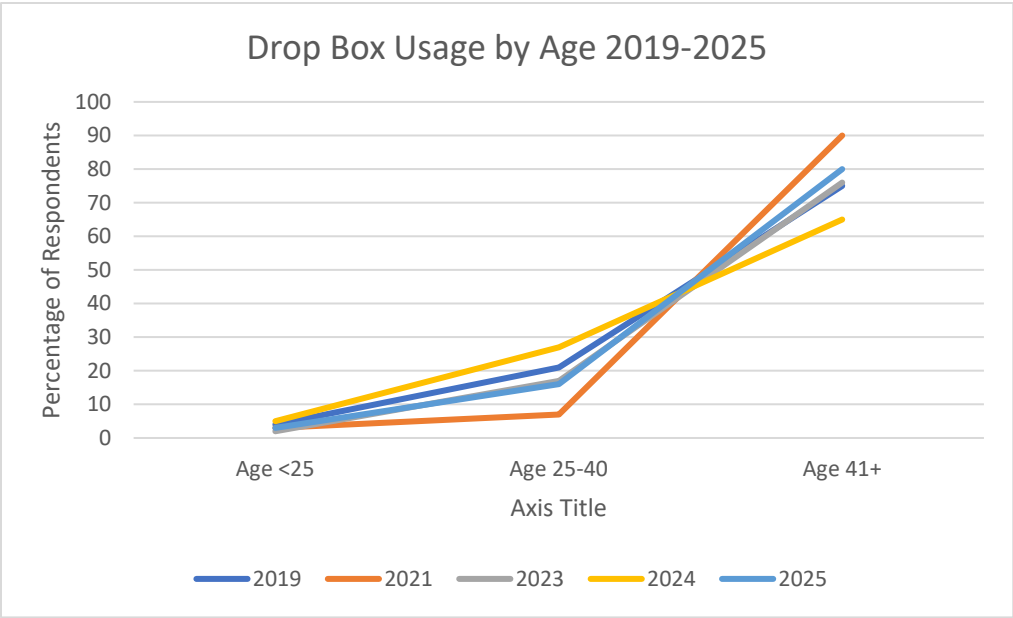
Drop Box Usage by Task

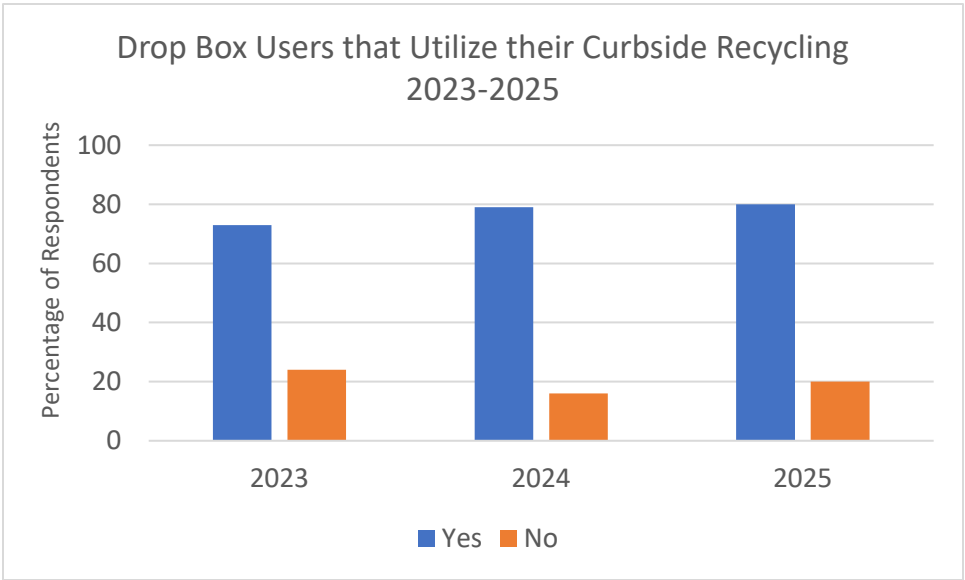
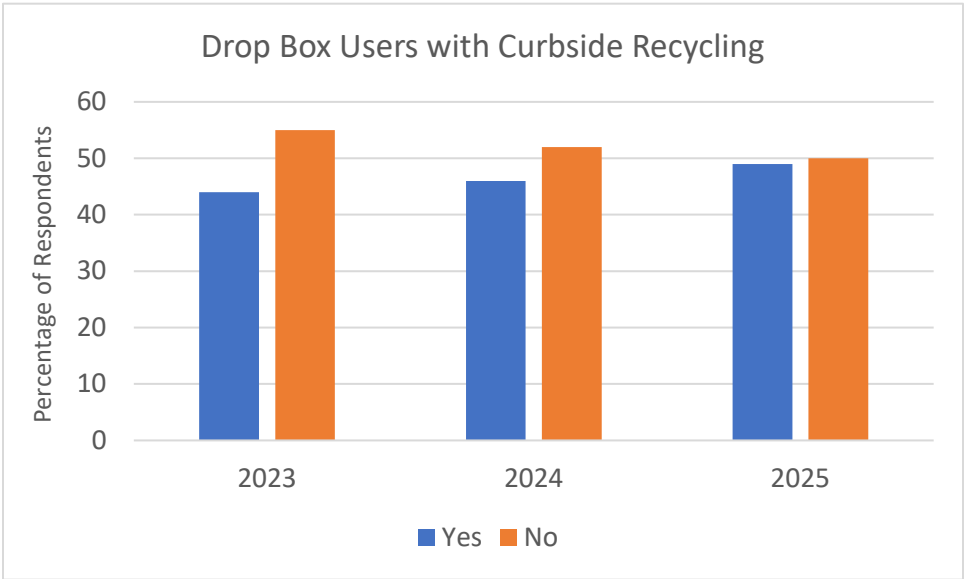


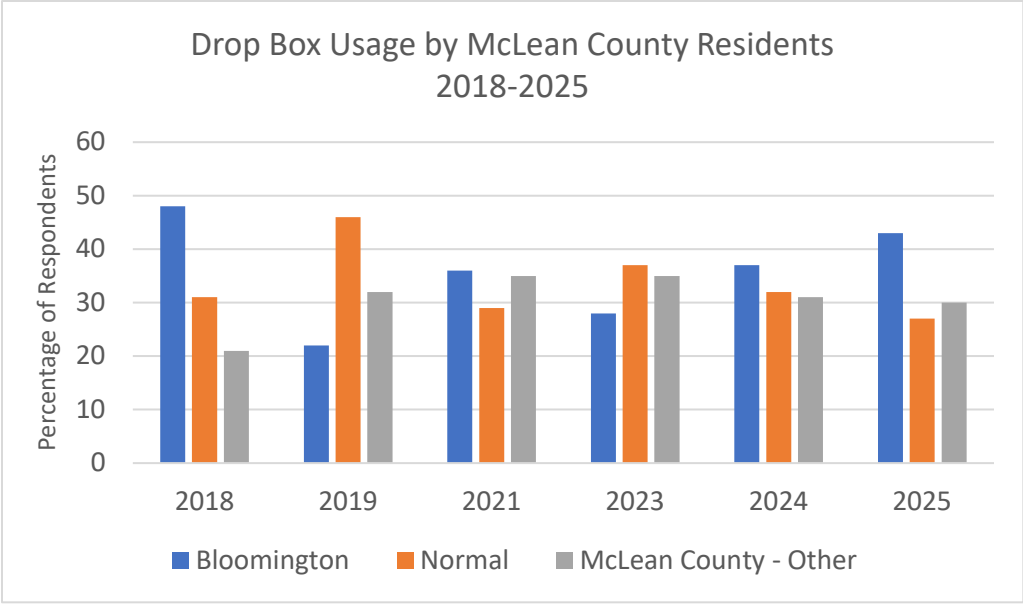


Drop Box Trends 2018-2025









- Beginning in 2024, *Bloomington* includes 61705 residents that live within city limits while *McLean County – other* includes 61705 residents that live in unincorporated Bloomington.

