Default Question Block

Hello! We are students conducting a survey for our Marketing Research Class at the University of Illinois at Urbana-Champaign. The purpose of this survey is to understand students' perceptions on recycling batteries and lightbulbs on campus and what design/strategies would increase involvement. This survey will take approximately 5 minutes to complete. Your responses will remain strictly confidential and anonymous. Thank you for participating in our survey!

Q1. How often do you recycle?

	Never	Sometimes	About half the time	Most of the time	Always
On campus	○	○	○	○	○
At home	○	○	○	○	○

Q2. What items do you typically recycle?

	Never	Sometimes	About half the time	Most of the time	Always
Paper	○	○	○	○	○
Plastic	○	○	○	○	○
Metal	○	○	○	○	○
Glass	○	○	○	○	○
Lightbulbs	○	○	○	○	○
Batteries	○	○	○	○	○
Other (specify)	○	○	○	○	○

Q3. How much do you agree with the follow statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I am aware of current recycling facilities at UIUC	○	○	○	○	○
I feel UIUC provides adequate information on how to recycle properly	○	○	○	○	○
More should be done to promote recycling at UIUC	○	○	○	○	○

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Sustainability and caring for the environment are important and a priorities of mine	○	○	○	○	○
I am interested in learning more about sustainable practices at UIUC	○	○	○	○	○

Q4. How would you rate your current knowledge about recycling (e.g., what can be recycled and where)?

- ○ Terrible
- ○ Poor
- ○ Average
- ○ Good
- ○ Excellent

Q5. What factors influence your decision to recycle?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Convenience	○	○	○	○	○
Availability of Bins	○	○	○	○	○
Environmental Concerns	○	○	○	○	○
Peer Influences	○	○	○	○	○

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Lack of Knowledge about Recyclings	○	○	○	○	○
Other (specify)	○	○	○	○	○

Q6. Which of the following locations would make you more likely to recycle?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
On campus recycling (dorm, libraries, academic buildings)	○	○	○	○	○
Nearby grocery or connivence stores	○	○	○	○	○
Off campus housing complexes	○	○	○	○	○
Local coffee shops or cafes	○	○	○	○	○
Dedicated recycling drop-off sites within walking distance	○	○	○	○	○

Q7. Have you ever recycled these items before?

	Never	Sometimes	About half the time	Most of the time	Always
Lightbulbs	○	○	○	○	○
Batteries	○	○	○	○	○

Q8. Do you currently know where to recycle for the following items?

	Definitely not	Probably not	Might or might not	Probably yes	Definitely yes
Batteries	○	○	○	○	○
Lightbulbs	○	○	○	○	○

Q9. How interested would you be in recycling on campus if facilities were available?

	Not interested at all	Slightly interesting	Moderately interesting	Very interesting	Extremely interesting
Batteries	○	○	○	○	○
Lightbulbs	○	○	○	○	○

Q10. How likely are you to use on-campus recycling stations for the following items?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Batteries	○	○	○	○	○
Lightbulbs	○	○	○	○	○

Q11. What would motivate you to recycle batteries or lightbulbs?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Ease of Access to Bins	○	○	○	○	○
Environmental Impact	○	○	○	○	○
Incentives (Rewards, Discounts, etc)	○	○	○	○	○
I don't think I would recycle these items	○	○	○	○	○

Interactive Design and Recycling

Utilize Images 1-3 to answer questions

Image 1- Lightbulb recycling bin that includes a LED progress counter of the number of bulbs recycled up to date.

Image 2- Battery recycling bin that has easy-to-read labels along with a QR code that would direct users to a mobile app to find locations to recycle, partake in informative recycling news, and much more.

Image 3- Battery recycling bin that has an eye-catching design with bright colors to get users attention.

Q12. Based off of the three proposed recycling bin, how likely would you be to recycle batteries and lightbulbs?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Image 1	○	○	○	○	○
Image 2	○	○	○	○	○
Image 3	○	○	○	○	○

Q13. What design elements influenced your decision?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Easy to understand labels (images of what goes in specific bins)	○	○	○	○	○
Progress counter (visual displays showing how many batteries or bulbs have been recycled)	○	○	○	○	○
Bright colors and eye-catching design	○	○	○	○	○
QR Code connected to mobile app	○	○	○	○	○
Other (specify)	○	○	○	○	○

Q14. How effective do you think both of these incentives would be in encouraging more recycling batteries and lightbulbs?

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
LED lights on bin that change color when you recycle	○	○	○	○	○
Recycling rewards point systems- receive points for every battery/lightbulb recycled and redeem points for discount on food in the Union, free entry into sports game, discounted merch from the bookstore, etc.	○	○	○	○	○
Mobile app including bin locator, reminders and notifications, educational information, and rewards	○	○	○	○	○
Targeted educational campaigns and training sessions	○	○	○	○	○

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
Dorm vs. dorm competition- semester-long recycling competition where winners can collect prizes such as a pizza party or catered dinner	○	○	○	○	○
VIP exclusive access- offers recyclers the chance to win VIP access to special campus events, such as Spring Jam and more	○	○	○	○	○
Social media challenge- students post on social media with specific recycling, each post is an entry for a prize raffle	○	○	○	○	○
Recycling quest- recycling turned into a scavenger hunt with checkpoints across campus. Students who recycle at different bins can collect virtual stamps or tokens, leading to a prize at the end of the semester.	○	○	○	○	○
Surprise boxes- "mystery boxes" will be placed randomly at recycling bins for students to win when they recycle. Prizes can range from small items like snacks or a drink to larger items such as a free ticket to a football gam	○	○	○	○	○
Other (specify)	○	○	○	○	○

Q15. How likely would you be to recycle the following items if recycling stations were more prominent or included technology like interactive designs?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Batteries	○	○	○	○	○
Lightbulbs	○	○	○	○	○

Q16. How likely would you be to participate in a campus-wide recycling competition for the following items if one were organized?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Batteries	○	○	○	○	○
Lightbulbs	○	○	○	○	○

Q17. What improvements would you suggest to increase the effectiveness of recycling participation on campus?

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
Regular collection and maintenance	○	○	○	○	○
Feedback and suggestions	○	○	○	○	○
Increased awareness campaigns	○	○	○	○	○

Q18. What is your year in school?

- ◯ Freshman
- ◯ Sophomore
- ◯ Junior
- ◯ Senior

Q19. What is your gender?

- ◯ Male
- ◯ Female
- ◯ Other

Q20. What college do you attend?

- ◯ Gies College of Business
- ◯ Grainger College of Engineering
- ◯ Fine and Applied Arts
- ◯ College of Media
- ◯ School of Social Work
- ◯ ACES
- ◯ Applied Health Sciences
- ◯ LAS
- ◯ iSchool
- ◯ College of Education
- ◯ Other