



2009 Annual Recycling Search Report

February 2010



Our Story

Founded in 1991 as a hot line for recycling, Earth911 continues its almost two-decade legacy as a leader in providing recycling information by offering the nation's most comprehensive Recycling Location and Program Directory.

Through detailed and mapped recycling locations, product-specific material resource information and green news and lifestyle stories found on Earth911.com, Earth911 empowers its visitors to take action at a local level by connecting them with municipal, private and manufacture-based solutions encompassing recycling and disposal.

The Earth911 Database

Earth911's Recycling Location and Program Directory has grown into **the leading** national recycling and proper disposal database over the past 19 years.

With more than 117,000 locations and programs for more than 240 materials, it is the only recommended consumer labeling solution for recycling and proper disposal information by the Environmental Protection Agency and the Department of Energy.

Education about *where* to recycle is only part of the process

Part of our mission is to not only provide the *why* of recycling, but more importantly, the *how* and *where*.

Through the foundation of the Directory, Earth911 collects and stewards information about recycling facility locations and provides consumers easy access to this information through innovative portals such as our toll-free, bilingual hotline, 1-800-CLEANUP; Earth911.com; our free iPhone app, iRecycle; and partner Web sites featuring our Database.

This multimedia approach provides an opportunity to garner a real-time snapshot of what consumers are looking to recycle across the country.

2009 Highlights:

- **Electronics dominated the recycling scene as the #1 Category.**
- **Computers were the most-searched product.**
 - **California & Texas searched the most for recycling information on Earth911.com.**
 - **Recycling is still a "mystery."**
- **75% of Earth911.com's readers recycle their plastic bags.**
- **Money is the top factor preventing people from being more "green."**

What We Found

Recycling searches grew by 12% in 2009 versus 2008, averaging almost 7,000 daily inquiries.

With a heavier focus on the environment in national and international media, it's no surprise that recycling inquiries were up, as recycling is one of the most accessible, environmentally friendly actions available.

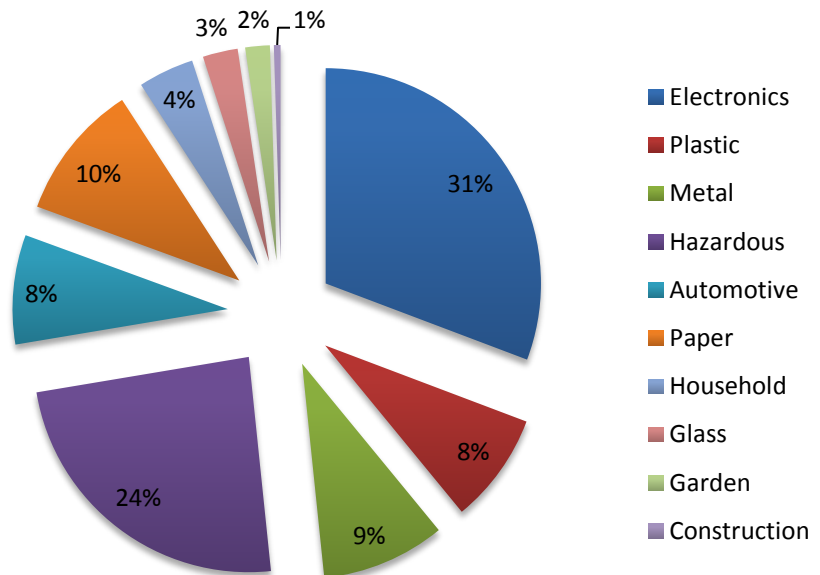
Hosting recycling information for more than 240 products is no easy task, but Earth911 has developed a proprietary system to keep this information organized via Categories and Products. "Categories" are families of products, such as "Electronics," like televisions, computers, mp3 players, cell phones and more. "Products" are the specific commodities that make up a family. Categories are more general, with products being more specific.

What were consumers looking to recycle most in 2009?

2009 Top 10 Categories:

1. Electronics
2. Hazardous
3. Paper
4. Metal
5. Plastic
6. Automotive
7. Household
8. Glass
9. Garden
10. Construction

2009 Top 10 Categories



2009 Top 10 Products:

1. Computers
2. Batteries
3. Televisions
4. Paint
5. Aluminum Cans
6. Used Motor Oil
7. CFLs
8. Glass
9. Fluorescent Lamps
10. Christmas Trees

Recycling is Local

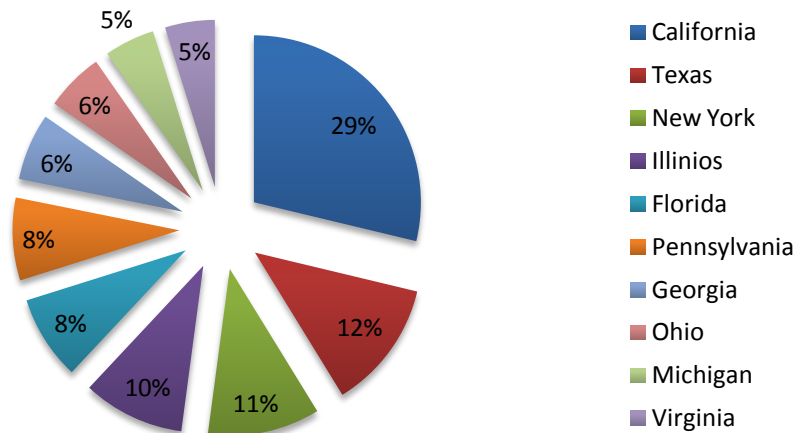
Recycling is an extremely localized concept. Programs vary city by city and state by state, but one thing remains the same: Consumers across the country are looking to recycle more in their communities each year using Earth911.com.

So, who were the heavy hitters? Here are the top states that searched for recycling information using our Directory:

2009 Top 10 States:

1. California
2. Texas
3. New York
4. Illinois
5. Florida
6. Pennsylvania
7. Georgia
8. Ohio
9. Michigan
10. Virginia

2009 Top 10 States



2009 Top Searches by State

California	New York	Florida	Georgia	Michigan
<ol style="list-style-type: none"> 1. Electronics 2. Aluminum Cans 3. Plastic 	<ol style="list-style-type: none"> 1. Electronics 2. Plastic 3. Single-Use Batteries 	<ol style="list-style-type: none"> 1. Electronics 2. Aluminum Cans 3. Plastic 	<ol style="list-style-type: none"> 1. Electronics 2. Christmas Trees 3. Aluminum Cans 	<ol style="list-style-type: none"> 1. Electronics 2. Plastic 3. Paper
Texas	Illinois	Pennsylvania	Ohio	Virginia
<ol style="list-style-type: none"> 1. Electronics 2. Aluminum Cans 3. Plastic 	<ol style="list-style-type: none"> 1. Electronics 2. Paint 3. Aluminum Cans 	<ol style="list-style-type: none"> 1. Electronics 2. Used Motor Oil 3. Plastic 	<ol style="list-style-type: none"> 1. Electronics 2. Aluminum Cans 3. Plastic 	<ol style="list-style-type: none"> 1. Electronics 2. Aluminum Cans 3. Plastic

What It Means

2009 In Review

Earth911 writes hundreds of stories every year as part of our goal to keep readers up-to-date on the latest news, ideas and innovations in recycling.

Our top 10 stories of 2009 reflect an evolving interest in the public to learn more about the mysteries of recycling. People cared about improving their recycling at home, learning new DIY skills and handling oddities, innovations and new legislation.

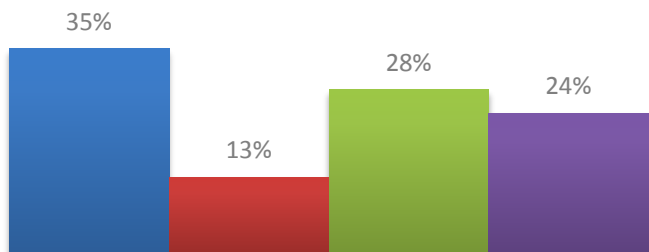
Top 10 Stories:

1. The Pizza Box Mystery
2. Recycling Mysteries: Polystyrene
3. Want to Know Where to Recycle Your Bottle Caps?
4. Recycling Mysteries: Batteries
5. Staples Ink Cartridge Recycling Puts Rewards In Your Wallet
6. 8 Ways to Green Your Trash
7. Plastic #5 Recycling Got You Feeling Blue?
8. NC Law to Ban Plastic Bottles From Landfills?
9. New Tires Made of Oil From Orange Peels
10. Reuse Challenge: The Cardboard Chair

Top 3 Polls:

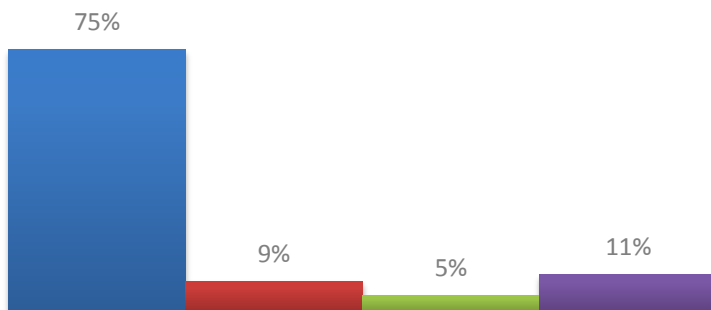
As part of our real-time assessment of recycling across the country, reader feedback is vital to identifying key issues. Out of the hundreds of polls on Earth911.com, here are the most popular featured on our homepage:

The one thing holding me back from being more green is...



■ Money ■ Time ■ Accessibility ■ Know-how

Do you recycle your plastic bags?



■ Yes, whenever I can. ■ No, there's no recycling near me
■ No, it's not important to me. ■ I only use reusables.

When I buy something, the green factor I'm most concerned about is:

■ Green factors aren't important to me ■ If it's biodegradable ■ If it's fair trade
■ Whether or not it's organic ■ Its recyclability

