# Mid-2025 Customer Survey

## Operator Pack – Far North QLD

COMMERCIAL IN CONFIDENCE

October 2025

# Far North Queensland
# Key Metrics


**77%**

**Participate at home**

+3% vs 74% Queensland NET

69% collect & return

8% collect but give to others to return

**22%**

**Participate with a group**

-3% vs 25% Queensland NET

2% are responsible for the group's participation

21% give containers to the group in some way

**90%**

**Aware of the brand**

-1%vs 91% Queensland NET

**90%**

**Would recommend the scheme**

+2% vs 88% Queensland NET

COEX Container Exchange

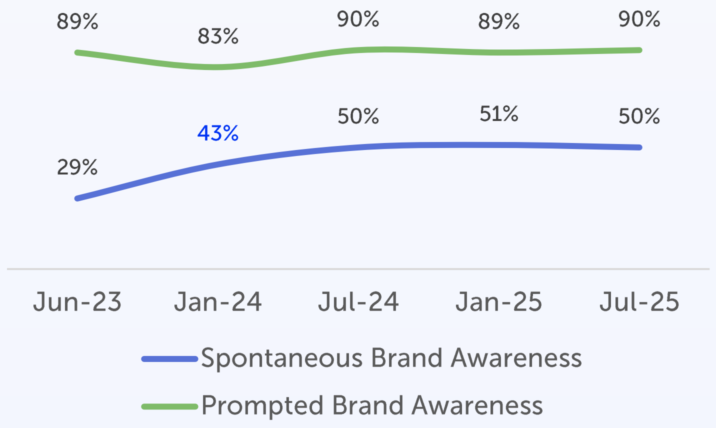
Containers for Change

Significantly more than or less than Other Regions at 95% CI

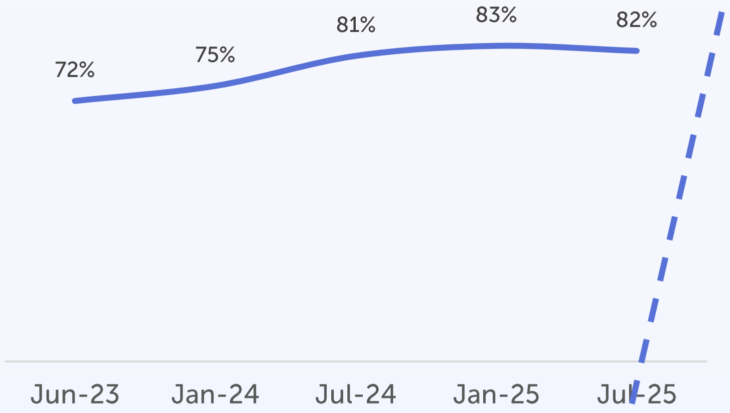
# Far North Queensland
# Key Metrics Longitudinal Trends

Far North customers gave **higher Net Promoter Score (NPS)** and **Customer Satisfaction Score** (CSAT) than QLD Net. **Group participation fell significantly** this wave, but was largely offset by more people participating *'At Home Only'*, keeping total participation steady.

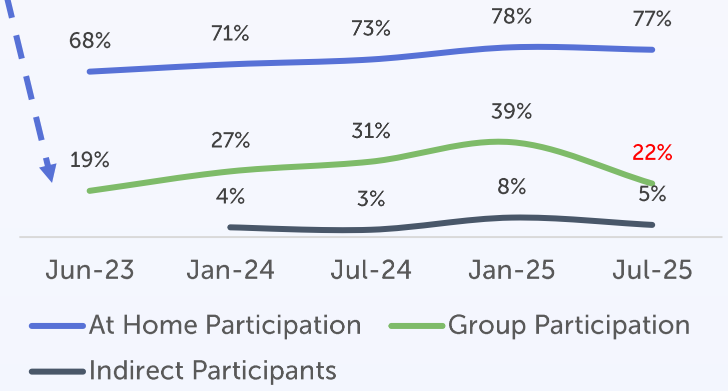

## Awareness



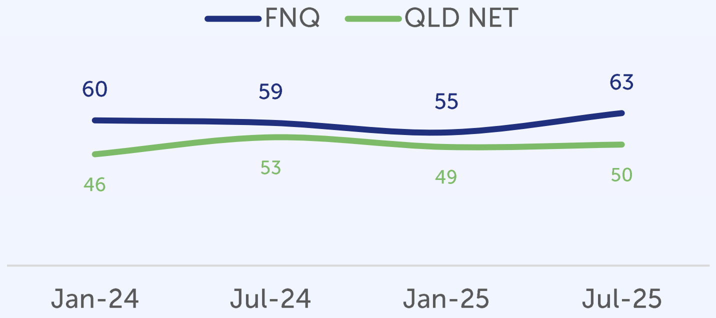

## Total Participation



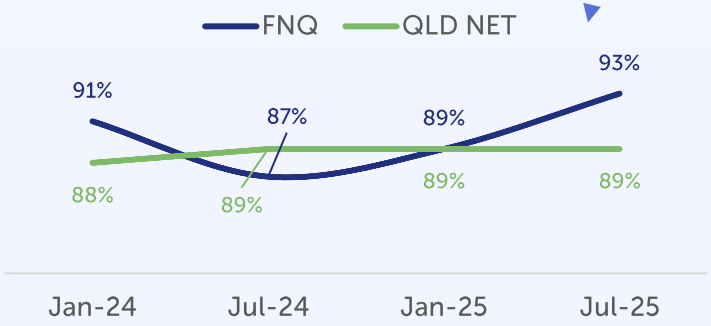

## Participation Types



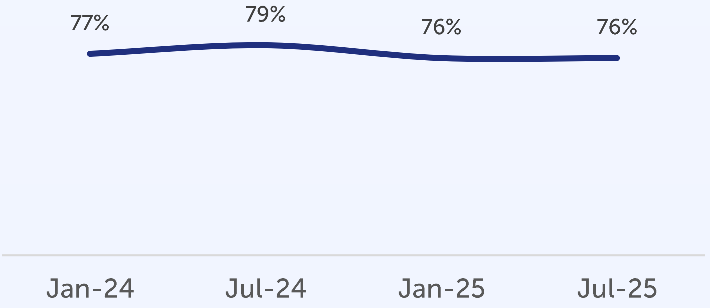

## NPS




## CSAT




## Trust




Significantly more than or less than previous wave at 95% CI

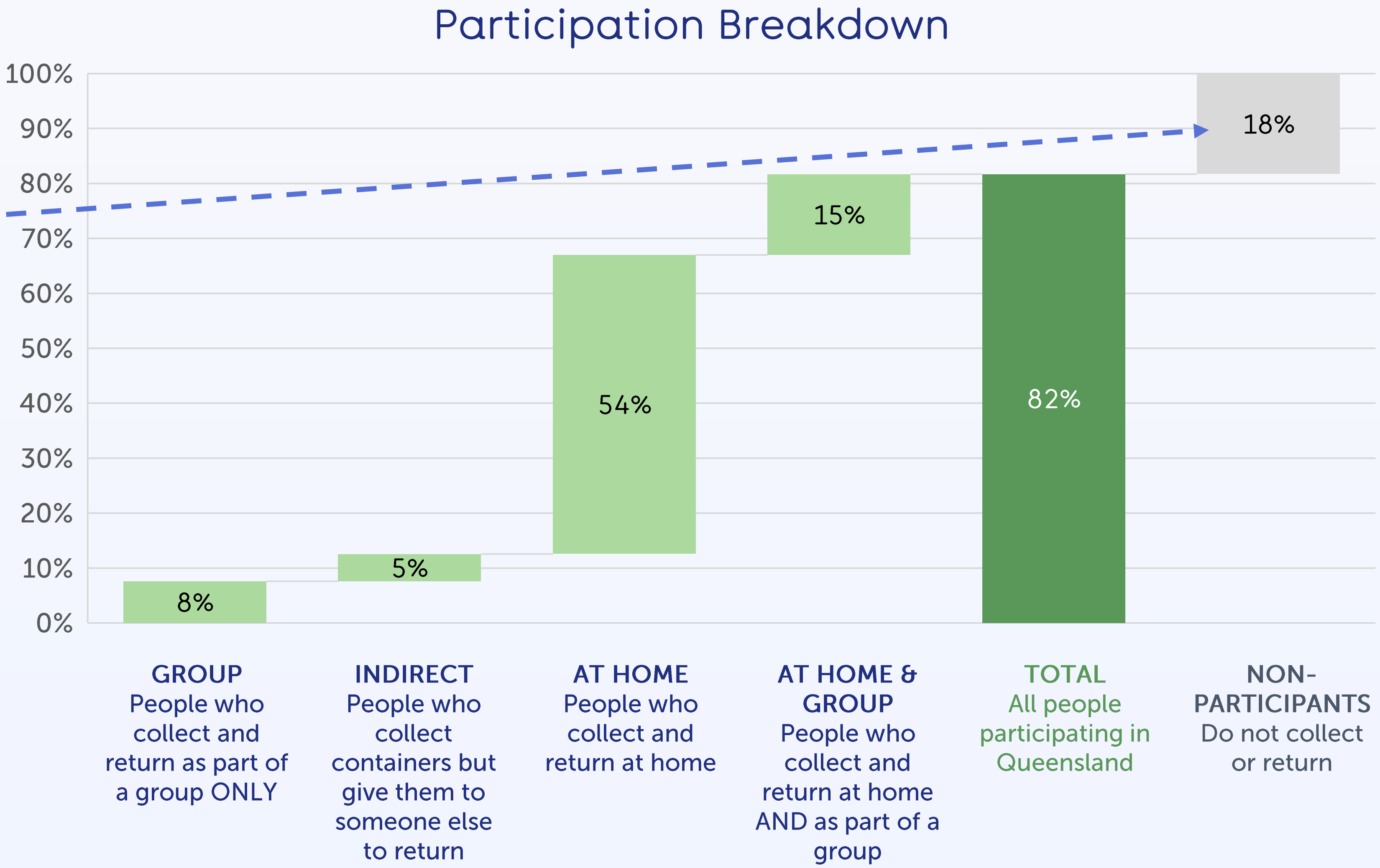
# Far North Queensland

## Participation Breakdown

**Opportunity size**: ~15% of people are either unaware of the scheme or open to participating but haven't yet. Within Far North QLD, only 3% are firm rejectors.

**Far North participation**: Significantly more people are participating *At Home Only* this wave (from 35% in Jan). Significantly less people are participating in groups like workplaces, sporting clubs or schools.

**Indirect participation** (e.g. giving containers to someone else) has also dropped slightly this wave.

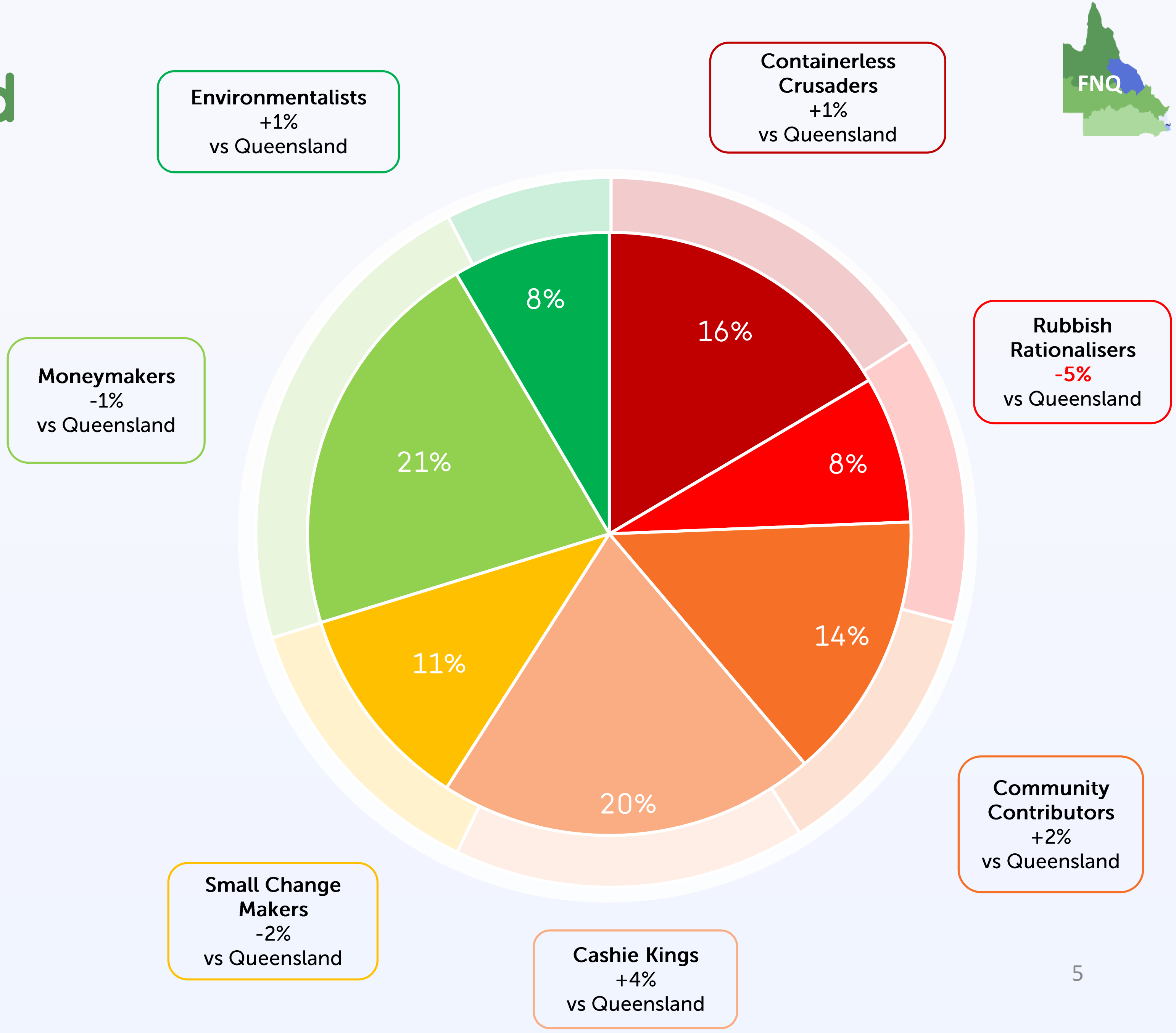

Significantly more than or less than Other Regions at 95% CI

# Far North Queensland Segments

The two largest segments for Far North QLD customers are *Moneymakers* and *Cashie Kings* — both financially motivated, though *Cashie Kings* are less consistent in participation.

We see significantly fewer *Rubbish Rationalisers* in Far North QLD, indicating convenience and storage are less commonly seen as barriers.

Around 1 in 3 have no barriers to participating (*Environmentalist* and *Moneymakers*).

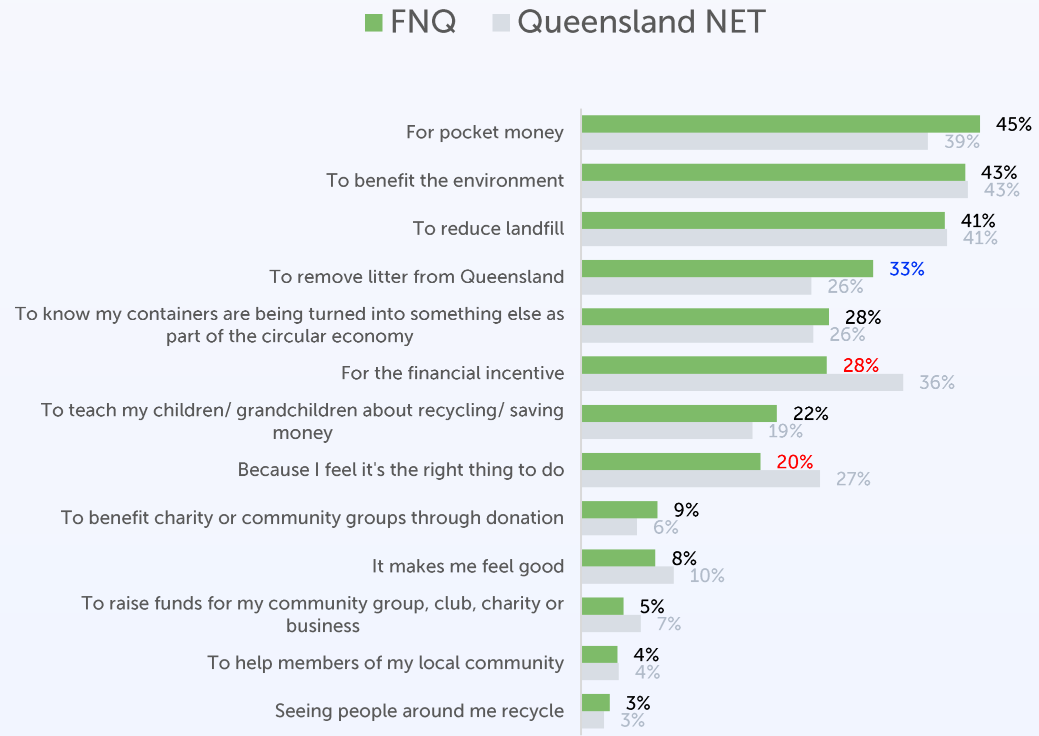



Significantly more than or less than Other Regions at 95% CI

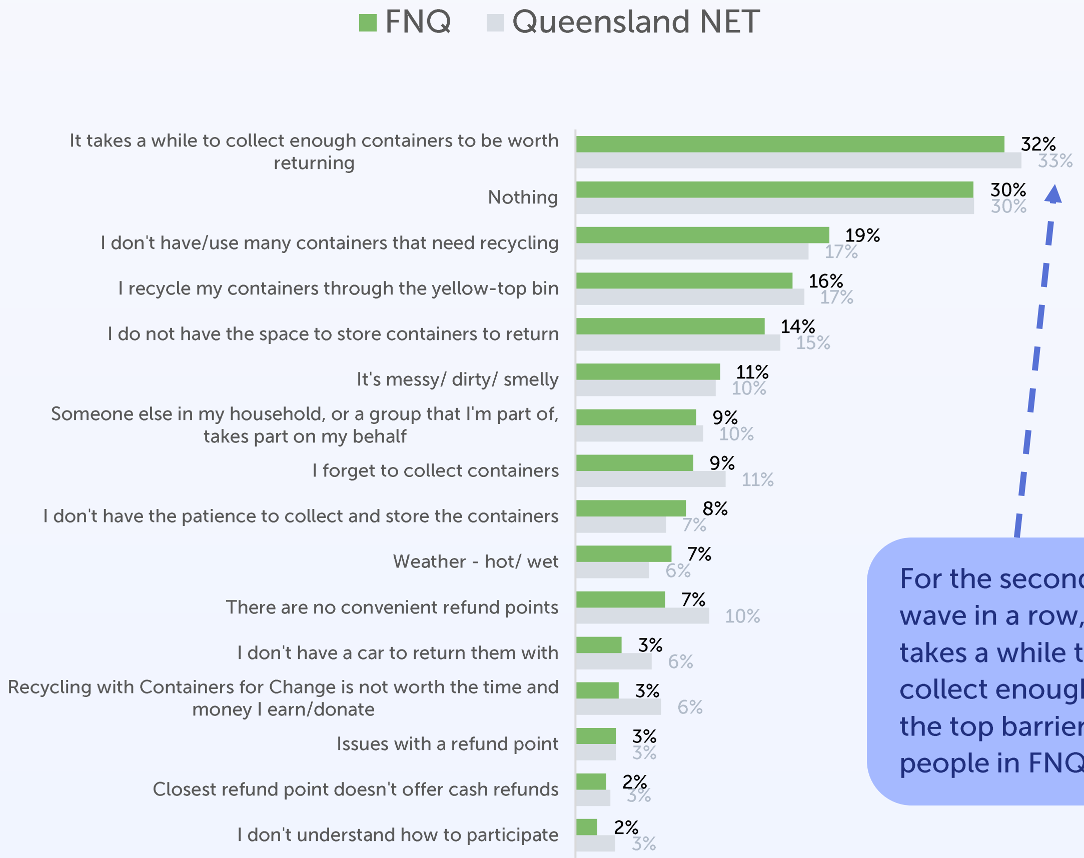
# Far North Queensland
# Why do/ don't people participate?


Compared to other regions, Far North Queenslanders are more likely to be motivated by pocket money specifically, rather than general 'financial incentives'. They're also more likely to be motivated by reducing litter, and less likely to do it because it's the 'right thing to do'.

## Motivations




## Barriers




For the second wave in a row, 'it takes a while to collect enough' is the top barrier for people in FNQ.

COEX Container Exchange

CONTAINERS FOR CHANGE

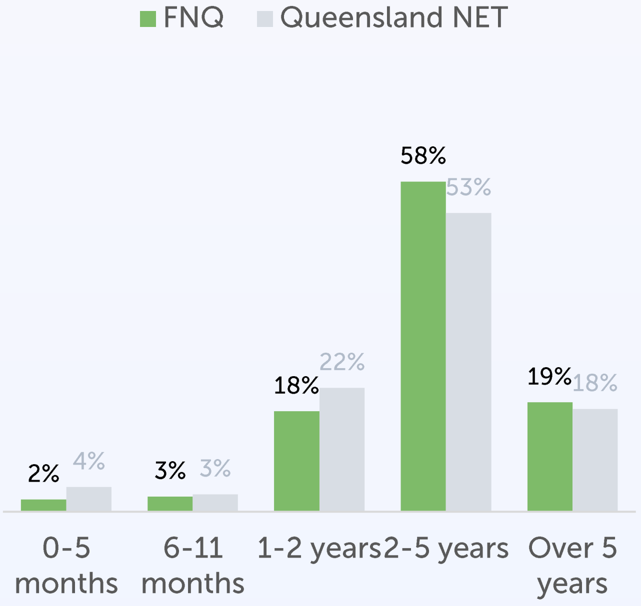


Significantly more than or less than Other Regions at 95% CI

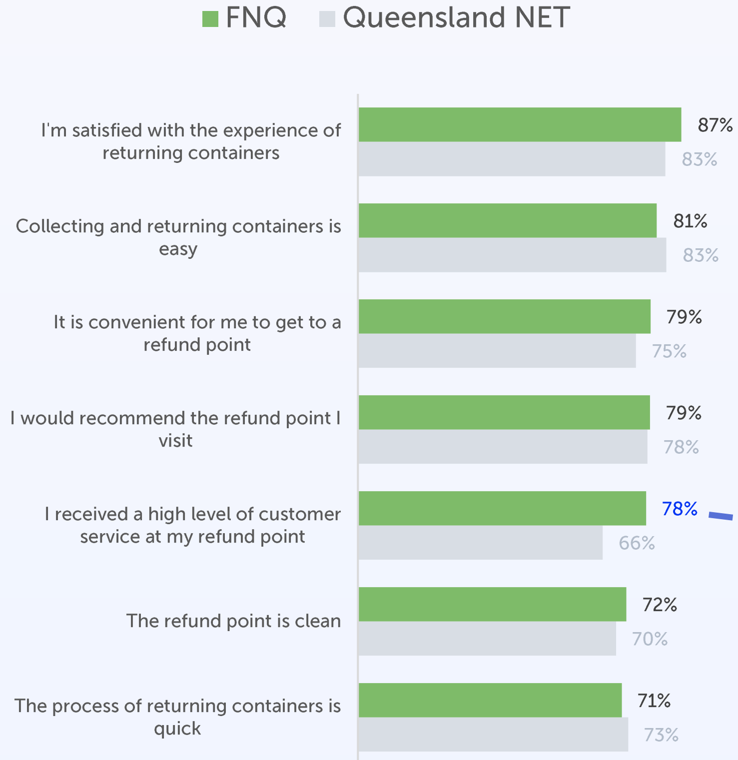
# Far North Queensland
# How is the experience?

Far North Queenslanders are more likely than other regions to say they've received a high level of customer service at their local refund point, aligning to the regions stronger than average CSAT and NPS scores.


## Tenure



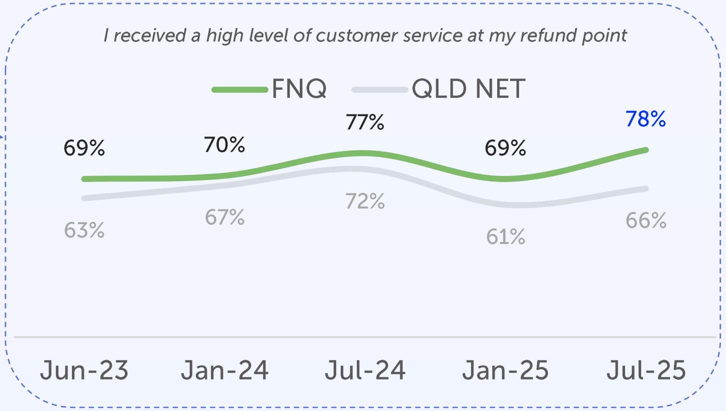

## Experience




## Feedback

*"I think it's run efficiently, sometimes we turn up on a Saturday afternoon and it's closed, updating this on Facebook would be appreciated"*

*"I have experienced good customer service every time I have visited and it includes a smile and a cheery hello, any questions answered, help if needed for anything and I have seen a team member help an elderly person reverse their car in safely. Not rushing people to get their recycling done but also quickly getting each station clean and ready for the next drop off is always great to see."*




COEX Container Exchange

Containers for Change

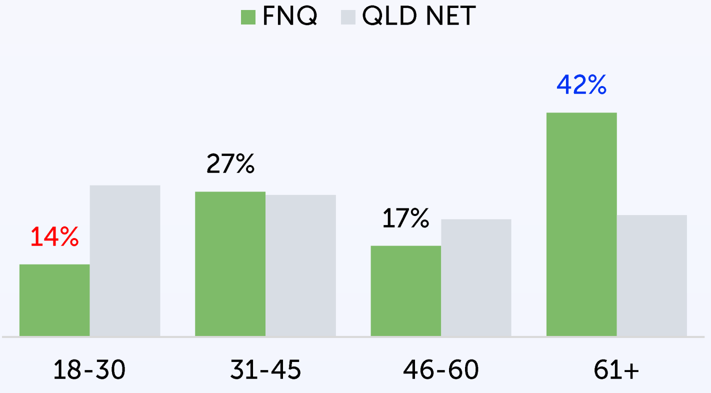


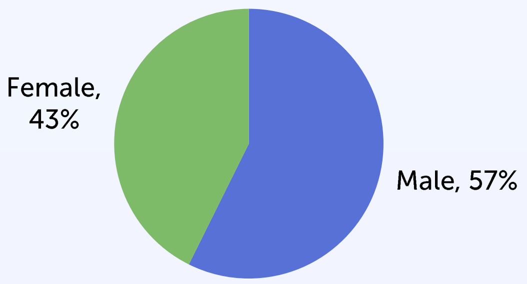
Significantly more than or less than Jan 25 Other Regions at 95% CI

# Far North Queensland
# Not yet participating, but open to it

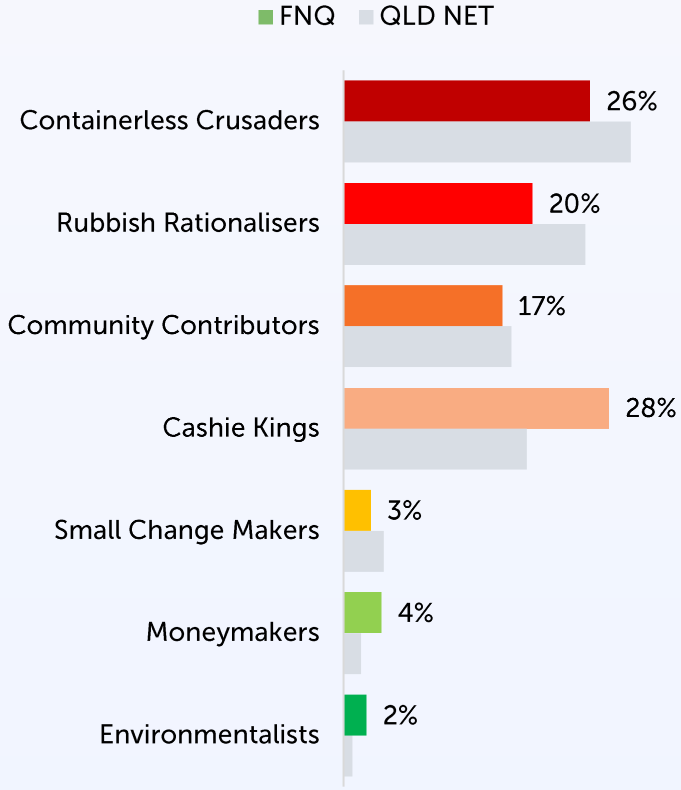
Potential customers in FNQ are more likely to be Men aged 61+, whose biggest barrier is the convenience of the yellow bin. Interestingly, they're significantly less likely than other regions to view *'it takes a while to collect enough to be worth it'* as a barrier.


## Age & Gender

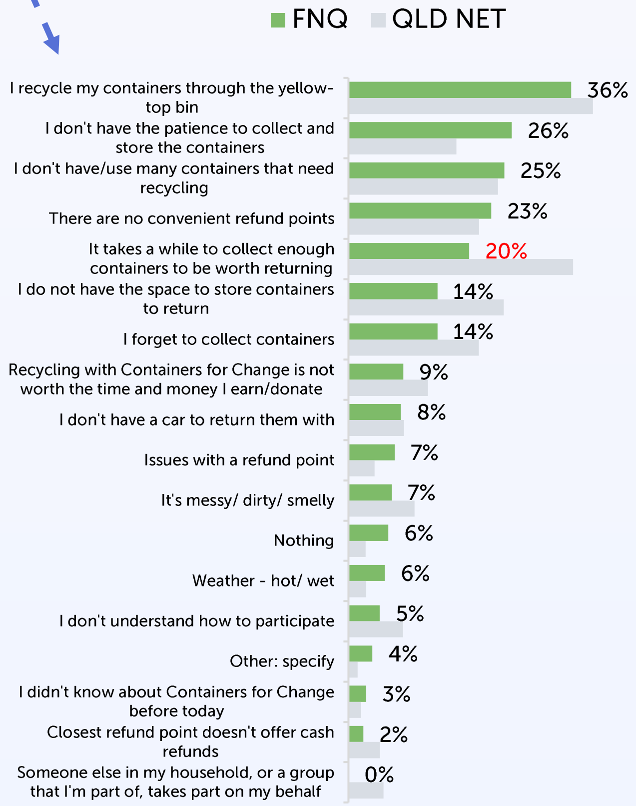



## Segment




## Barriers



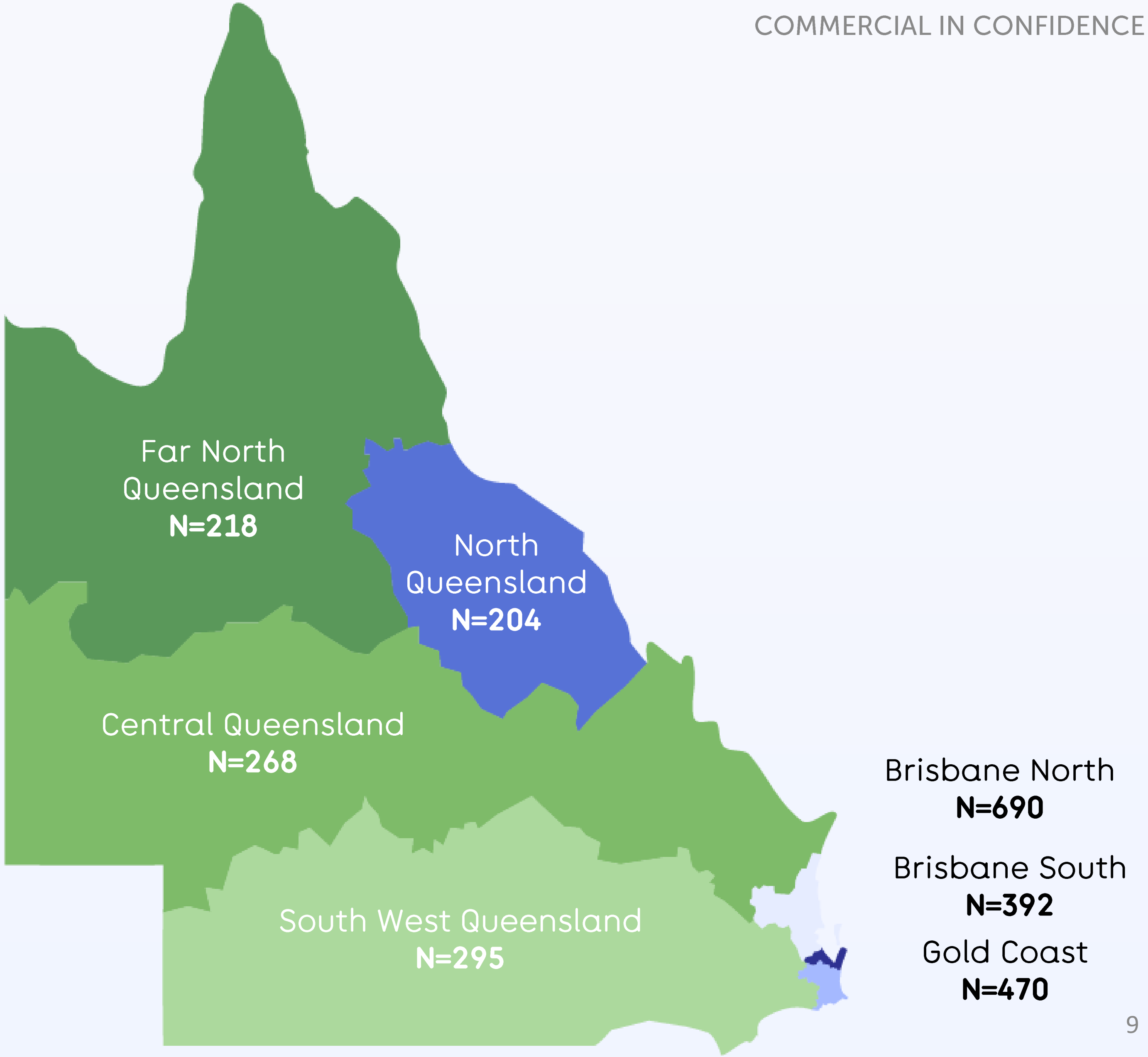



Significantly more than or less than Jan 25 Other Regions at 95% CI

# About the research

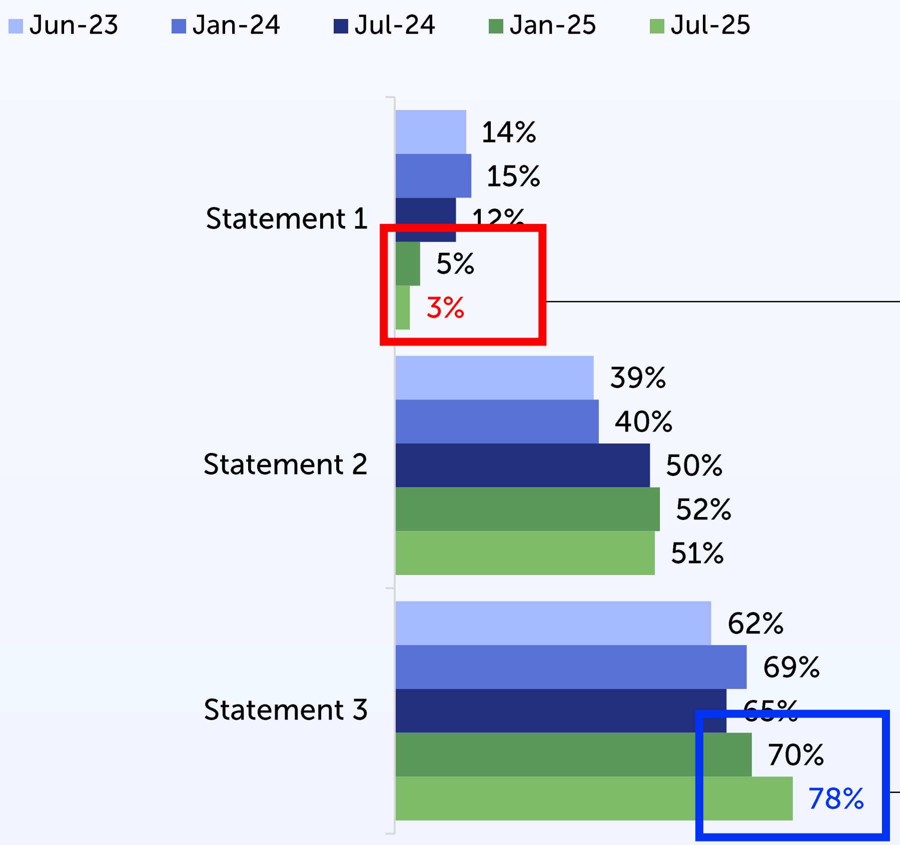
**From 16th July to 11th August 2025, we surveyed 2,537 Queenslanders aged 18 and above to explore their views on recycling and Containers for Change.**

**We achieved a robust sample across region, gender, age group, weekly container consumption, household types and income levels.**




Container Exchange

# Understanding statistically significant differences




Red or ▼ = **Significantly less**

In this case, significantly less people agree with Statement 1 in Jul-25 as compared to Jan-25.

Blue or ▲ = **Significantly more**

In this example, significantly more people agree with Statement 3 in Jul-25 as compared to Jan-25.

Container Exchange

# Got further questions?

# Connect with the CX team!

**Gemma Boucher**

Customer Experience Manager

**Jennifer Haig**

Research & Insights Lead

COEX Container Exchange

CONTAINERS FOR CHANGE

COEX
Container Exchange

Containers for Change