Customer Insights and Experience Report

Summer 2025

Awareness is maxed and goodwill is strong, but the value equation is weakening - enthusiasm is slipping and friction is winning.

Wave 6

Fieldwork: 19th January to 11th February 2026

11th March 2026

Version 1

Prepared by veracity

Contents

COEX Container Exchange

Containers for Change

Additional Reporting Available:
- Detailed Regional Findings - Biannual
- Member Insights and Experience Report - Annual
- Detailed Crosstabs – Biannual
- Key Metrics Interactive Dashboard

Prepared by veracity

How to Read This Report

Customer Insights and Experience Report

Wave 6

Fieldwork: 19th January to 11th February 2026

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Research methodology, sample and reporting

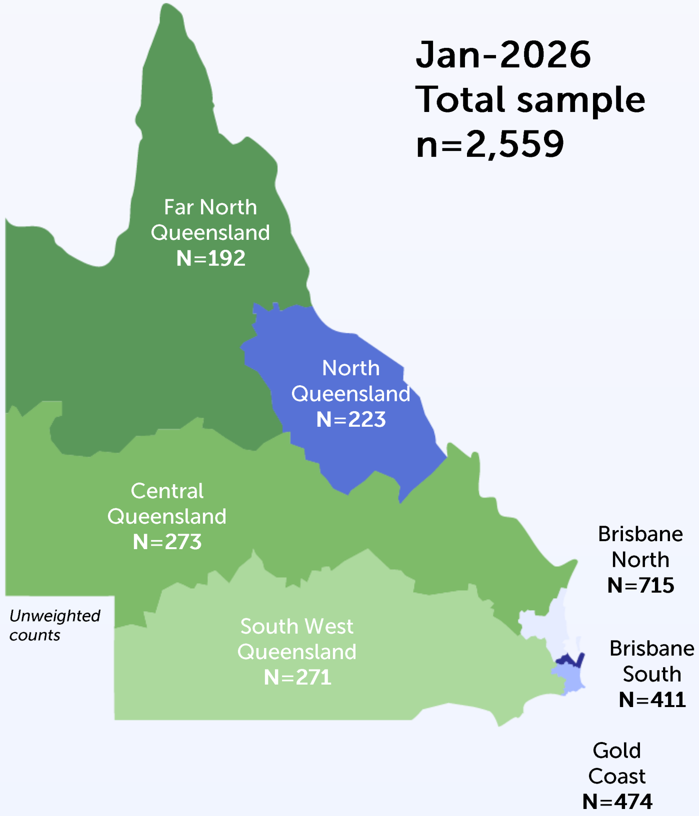
Fieldwork

From 19th January to 11th February 2026 we surveyed n=2,559 Queenslanders
aged 18 and above to explore their views on recycling and Containers for Change.

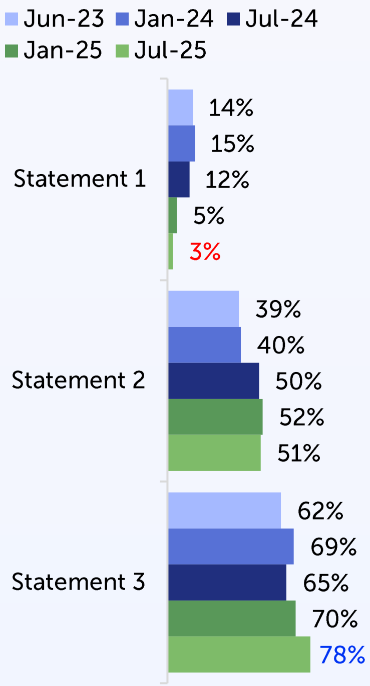
Fieldwork and sampling was sourced via Dynata, as per all previous tracking surveys.

Data weighting: "QLD-wide age x gender" post-weighting to the data, so it fairly represents the views of Queenslanders.

Sample by Region



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.

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Customer segments

	Containerless Crusaders	Rubbish Rationalisers	Community Contributor	Cashie Kings	Small Change Makers	Moneymakers	Environ-mentalists
Segment size	13%	15%	14%	17%	12%	21%	9%
	Less Engaged						More Engaged
Description	*Feel strongly about recycling and helping the environment, but use few containers*	*Know recycling's right for the environment, but everything's an obstacle or an excuse*	*Recycling sceptics who are keen to participate when others benefit, but are likely to use the yellow bin on their own*	*Young kings who are down for a bit of extra cash to play with, but are inconsistent recyclers*	*Everyday Queensland households, habitually seeking small ways to ease the costs of living*	*Families who make big returns for big money*	*Helping the environment is an essential part of their identity and activities – it's just the right thing to do*
Motivation	For the environment and to reduce landfill	Help the environment: it feels good and is the right thing to do	For charity and the community	Pocket money (for themselves) and the financial incentive	Get money for doing the right thing	For the money	To help the environment and doing the right thig
Barriers	Very low container use and yellow top bin usage	Lack of convenience, yellow top bin usage and lacking space	Someone else returns for me and yellow top bin usage	It takes a while to collect and inconsistent recycling habits	It takes a while to collect and lower container usage	**None**	**None**

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Executive Summary: What Matters This Wave

Customer Insights and Experience Report

Wave 6

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Summer 2025: Awareness is maxed and goodwill is strong, but the value equation is weakening - enthusiasm is slipping and friction is winning.

How are we tracking?

Metric	Jan-26	Change last 6 months
Prompted Brand Awareness	92%	▲ +1%
Total Participation	79%	0%
At-home Participation	73%	▼ -1%
Group Participation	23%	▼ -3%
Customer Satisfaction	88%	▼ -1%
NPS (Likelihood to Recommend)	45	▼ -6
Ease	82%	▼ -1%
Trust	79%	0%

What's changed?

Awareness is high, participation is stable, but enthusiasm is slipping – an early warning of future drop-off.

- People are less likely to recommend the scheme (NPS dropped beyond the expected summer dip), find collecting a little harder than returning, and increased summer volume brings niggles to the experience (mess, queues, full bins) that add friction.
- The total number of people participating is stable, but fewer of them are participating in multiple contexts - more are participating only at home.
- More containers are ending up in landfill, particularly from under 30s and from containers used out and about.
- With the scheme more mature, it is known by everyone, seen in most places and trusted by most – but because of that maturity, it is losing some of its shine, becoming more of a background chore and vulnerable to friction in the experience.

What's holding back growth?

Inconsistency, not opposition, is holding back volume growth - containers leak into landfill when collection habits break. Growth is no longer limited by awareness, trust or understanding - it is limited by moment-level friction.

- A key issue lies in inconsistent container collection. Even with high participation rates, a significant portion of containers still end up in general waste from the less engaged and inconsistent current participants. Queenslanders feel very positively about the scheme – but still fail at the moment of collection and disposal.
- Container return challenges include queues and overflowing bins, exacerbated by seasonal summer demand.
- The perceived value equation is softening; for many, the effort does not match the reward (emotional/ transactional).
- Amongst group participants, we're lacking clear recycling leaders taking charge at the group – there is a reluctance to take responsibility.
- Across the network return points, preference doesn't always match the available CRP types.

What's new and surprising?

Knowledge is up, but actions are down. Groups can be the multiplier – but they are declining.

- Knowledge of how to participate has reached its highest level to date, yet actions related to the scheme have declined.
- Both the number of people involved in any groups, and the number of people participating at a group, are down. Groups act as a multiplier, capturing containers from more contexts, and giving people a community motivation to be involved.
- Enquiry intent improved among people who don't participate; but it has not translated to actions among non- or existing participants.
- Advertising was very visible and memorable, with ad recall significantly increased – 2 in 3 Queenslanders saw the ads. "Bincoin" was successfully established as a new brand association, however, we saw declines in almost all other brand associations. Actions taken after seeing the ads was lower than last summer.
- News recall was low, and the inquiry did not significantly affect overall sentiment.

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What tensions do we see in the data?

Awareness is high, but enthusiasm is slipping

Brand awareness remained stable and advertising recall jumped sharply. Yet NPS dropped 6 points and post-ad action declined.

This suggests the system is doing a great job at being seen, but a weaker job at converting attention into conviction and behaviour. People know CfC, see it everywhere - but are increasingly unsure it's worth the effort.

Growth isn't a recruitment problem, it's a collection problem

Despite high awareness and stable participation, a third of containers still go to landfill. Among existing participants, we see inconsistency in their collection habits, especially when out and about.

This reframes the challenge from participation growth to 'how do we stop containers leaking out of an already-trusted system?' – a more operational and design-led problem than a marketing one.

Group participation is shrinking, even though it's the multiplier

This wave, group participation fell whilst at-home only participation rose.

Groups are the engine for normalising behaviour, ensuring workplace participation and creating community scale. People want to help, but don't want to be the organiser. They need social permission, not motivation. Group decline directly undermines long-term growth, even if overall participation levels look healthy.

So where do we focus?

Habit
Address containers lost to landfill

There is significant opportunity to develop more consistent habits among existing participants, supporting and reminding them to collect and return more containers, in more places, and more contexts.

People who participate in the scheme, but don't collect every container, are more likely to put their non-collected containers in the red bin than non-participants are (who usually use the yellow bin).

Among the more engaged participants, habits break when they're away from home. Among the less engaged, their habits aren't yet as solid – many forget to collect containers.

The problem is not attitudinal resistance, its situational failure.

Friction
Make it easier

Participants are generally very satisfied with their scheme experiences, but they do still find that collecting is a little harder than returning, and we're seeing that friction in the whole experience is starting to add up to more containers in landfill.

Participating consists of both collecting **and** returning. Summer exacerbates existing challenges: collection mess, smell and storage of increased volume; and returning suffers under increased volume with longer queues and overflowing bins.

It's more effortful to participate in summer, despite higher refunds from more containers collected.

Purpose
Make it feel worth it

A renewed focus on the purpose of participating – remind Queenslanders of their 'why' and what the outcomes of participating are - will support a stronger emotional reward in the perceived value equation.

The reasons people participate are consistently spread across three things: the environment, their community and for money, with the less consistent segments more motivated by the environment and community benefits.

It's the mix of the emotional reward with the transactional reward that fuels the value equation.

Top 5 Opportunity Areas

Strategy and Product

Focus on more containers, instead of more people

Look for volume growth amongst light participants and group advocates. Growth from those who are aware and open to the scheme but not participating is hard won (but possible in the long run). There is container loss to landfill amongst many cohorts with inconsistent collection habits.

Re-energise group participation

Provide tools or support that reduce the organisational burden for group organisers. Fix ownership issues so groups don't disappear through fatigue and unclear responsibility.

Network

Enable easier low value returns

Smaller, more frequent returns are seen as more difficult. Adding high convenience, hyper-local, small volume returns at retail return points will appeal to MUDs and will catch those containers currently lost when participants are out and about. But – remember that people prefer cash refunds.

Reduce friction points during seasonal peaks

Cleanliness improved, but queues and full machines continue to add friction during the higher-volume summer period.

Continue network planning to match CRP preference with supply

Customers know that depots provide a great experience and overwhelmingly prefer them (with much stronger appetite than supply in Far North QLD and Gold Coast). There's generally a desire for more RVMs and retail refund points – bag drops and donation bins are less preferred.

Communication

Increase emotional reward (recognition, pride, community and environmental impact) so effort feels worth it

Boost emotional resonance and strike the right balance between environmental and financial motivators to improve the emotional reward in the value equation.

Where Are We Now? Salience & Participation

Customer Insights and Experience Report

Wave 6

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COEX Container Exchange

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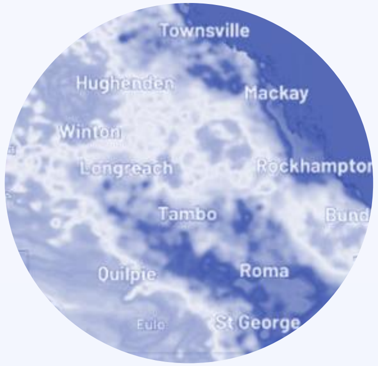
The wider context over summer 25/26.

The summer of 25/26 combined extreme heat (driving higher drink consumption) with widespread rain events that disrupted storage and returns, while rising living costs and fuel price spikes altered the value equation of a container return - alongside the long school holidays that shifted consumption habits and increased time spent out of home.



Heat lifts drink consumption, rain disrupts storage and returns

Elevated inflation and higher festive grocery prices (notably in food and soft drink)

Fuel price spikes in December and January

Holidays shift habits and contexts for consumption

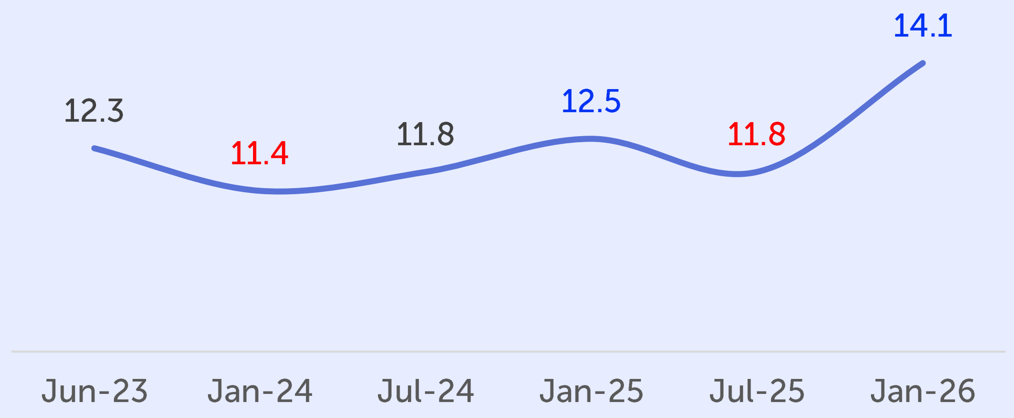
Container usage reached a new summer peak – especially among the less engaged participants.

Aligning with increases in beverage sales data, customers report having used more containers than ever this past summer.

The scheme's less engaged segments (Cashie Kings and Community Contributors) were responsible for some of the largest increases in container consumption.

YOY container consumption has remained consistent amongst **members**, at 18 containers per week.

Average Weekly Container Usage



Container Usage Change by Segment	Change since Jul-25
Containerless Crusaders	▲1.7
Rubbish Rationalisers	▲1.5
Community Contributors	▲2.4
Cashie Kings	▲3.2
Small Change Makers	▲1.8
Moneymakers	▲2.4
Environmentalists	▲1.6

Container Usage Change by Age	Change since Jul-25
Under 45s	▲3.4
Over 45s	▲1.1

Container Usage Change by Participation	Change since Jul-25
Participants	▲3.1
Non-Participants	▲2.8

COEX Container Exchange

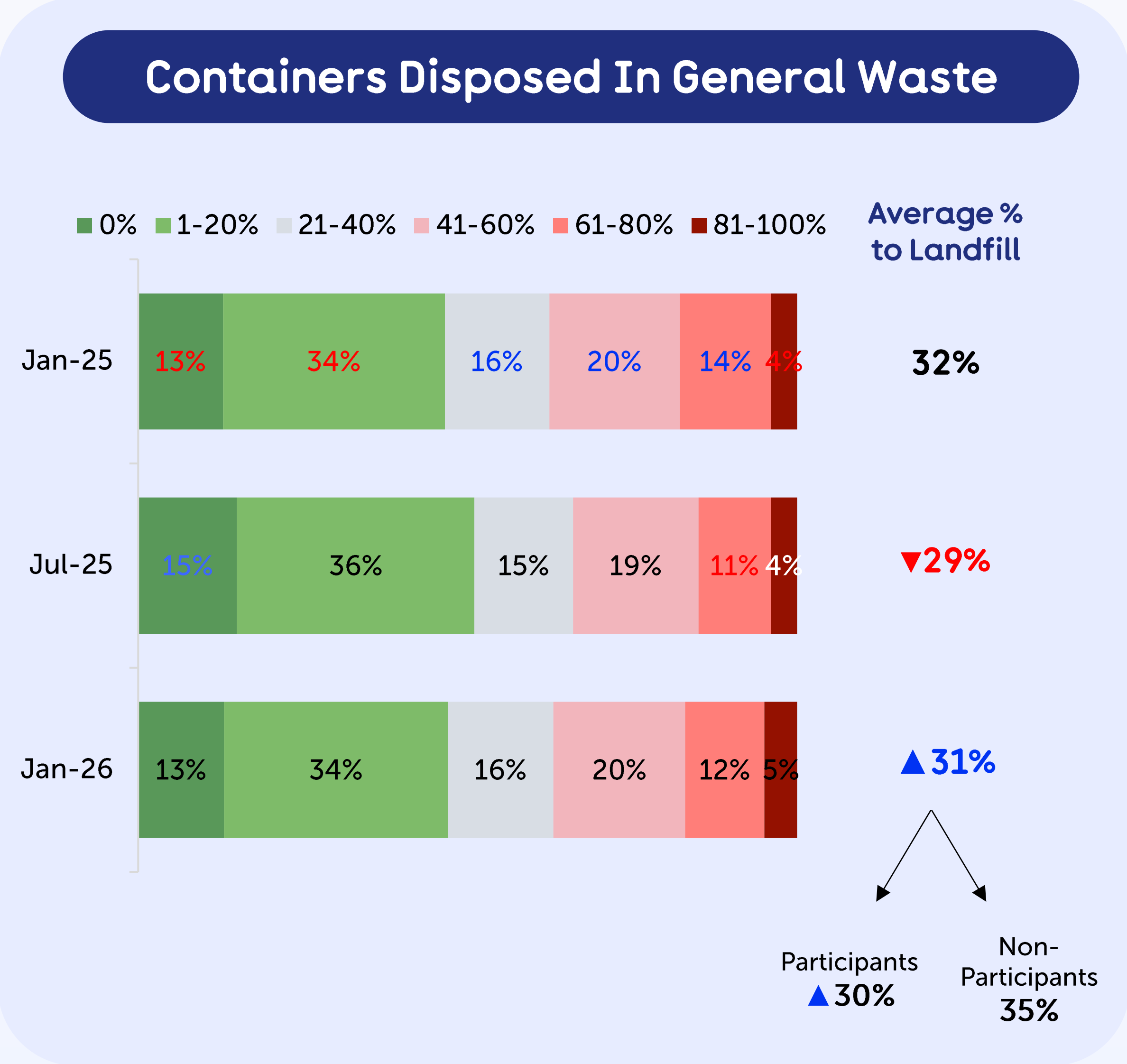
Containers for Change

Q8 How many drink containers does your household use in an average week?
Base: Jun 23 n=2,539, Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jan 26 n=2,548
Members 2025 n=5,511, 2026 n=4,055

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

Prepared by veracity

More containers ended up in landfill.



As summer holidays broke household habits, and with the less consistent recyclers drinking more, we see that more containers went to landfill than they did in winter.

In particular, we see more containers going to landfill among **under 45s**, **Community Contributors**, residents of **Brisbane South**, and **current participants**.

When comparing year on year, the levels remain stable, suggesting that recycling habits in these groups are more affected by seasonal changes. This seasonal increase suggests the network is still not meeting demands for a streamlined customer experience when volumes are high.

Q16a Think about all the eligible drink containers you use at home and on the go (e.g. in cafes, parks, commuting, at work or school etc.). Approximately what percentage are not recycled (via yellow bin or containers for change Containers for Change) and end up as general waste or in the red bin? IMAGE OF RED BIN INCLUDED
Base Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jan 25 n=2,548

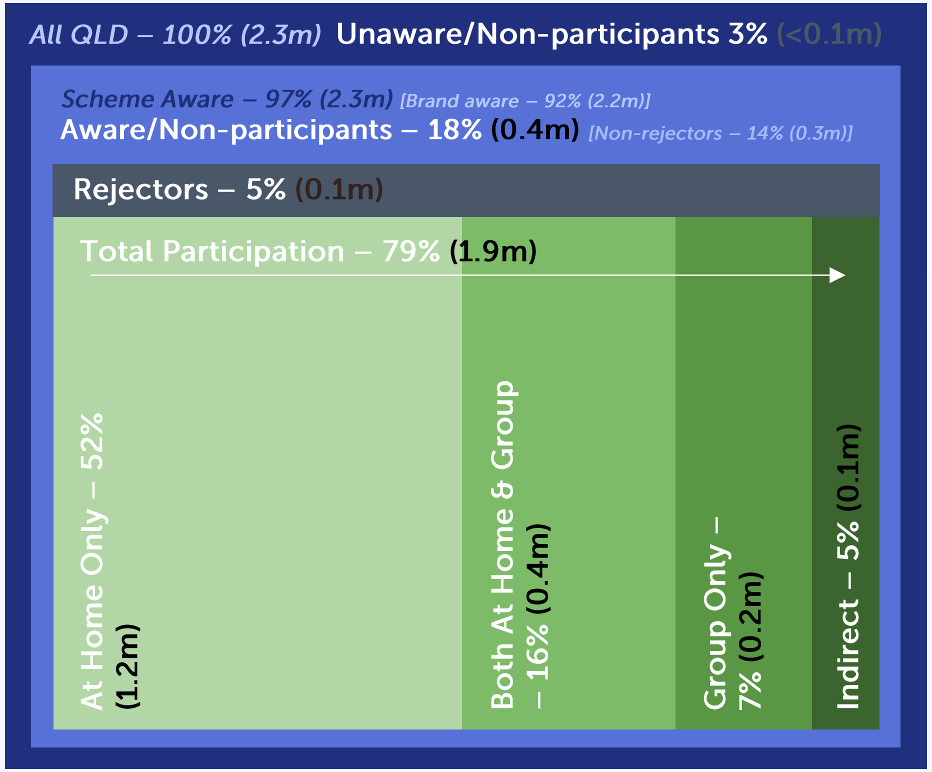
▲▼ Significantly more than or less than previous wave at 95% CI

Overall participation levels have remained stable, with close to 2m households participating.

With the scheme in a more mature phase, we see a flattening in participation growth. The majority are participating at home only, although we see over half a million households participating as part of a group.

Unawareness is relatively low, but there's a pool of over 400,000 households that are not currently participating, with around 300,000 of these not active rejectors of the scheme.

Volumes: Households in QLD



AT HOME
People who collect and return at home

AT HOME & GROUP
People who collect and return at home AND as part of a group

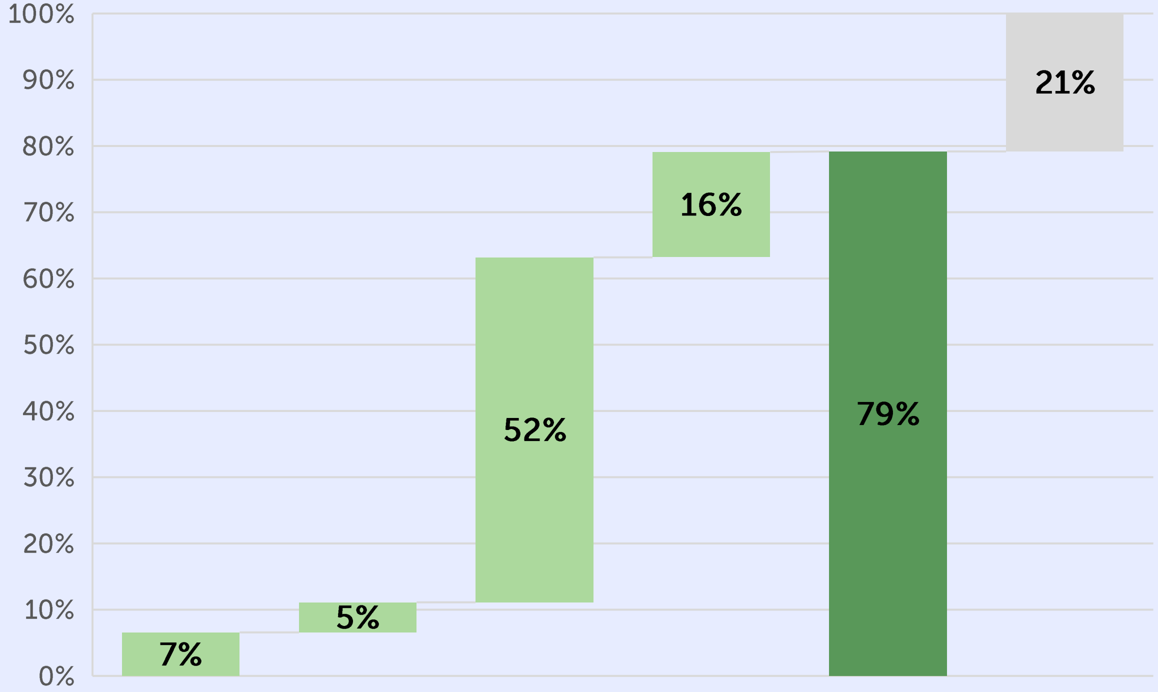
GROUP
People who collect and return as part of a group ONLY

INDIRECT
People who collect containers but give them to someone else to return

Questions used: Q6a, Q12, Q5. ABS: Households in QLD, 2026 Projection= 2,349,372

Prepared by veracity

Participation Breakdown: Jan-26



Type of Participation *	GROUP People who collect and return as part of a group ONLY	INDIRECT People who collect containers but give them to someone else to return	AT HOME People who collect and return at home ONLY	AT HOME & GROUP People who collect and return at home AND as part of a group	TOTAL All people participating in Queensland	NON-PARTICI PANTS Do not collect or return
Change since last wave	▲ +2%	0%	▲ +3%	▼ -4%	▲ +1%	▼ -1%
Change YoY	▼ -1%	0%	▲ +9%	▼ -9%	▼ -1%	▲ +1%

▲▼ Significantly more than or less than previous waves at 95% CI

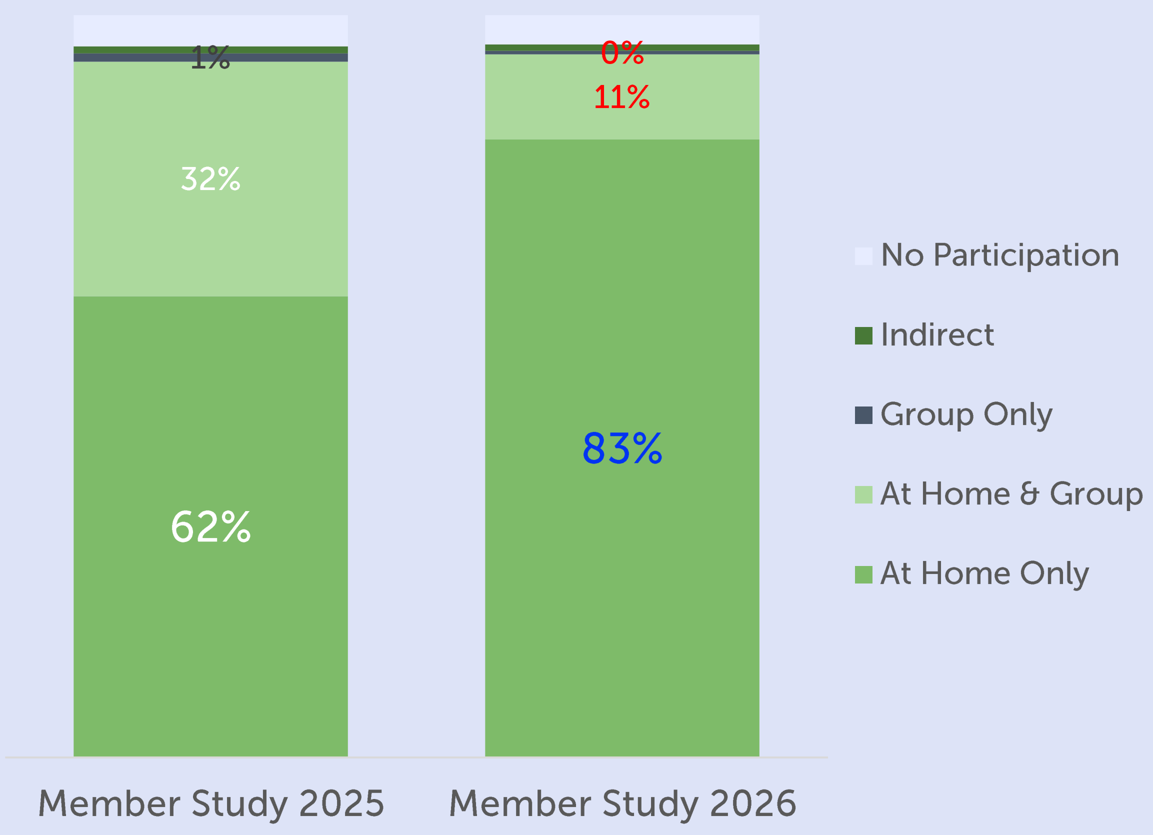
Participation stability hides risk: group participation is shrinking (fewer 'organisers') as people shift to only home participation, which weakens future volume potential.

An increase in those participating only at home or only as part of a group is coupled with a decrease in those participating in both ways.

At home participation overshadows group participation considerably.

Q12: Which of the following best describes your community, sporting, workplace, school, business, charity or other groups in relation to the Containers for Change scheme? by Q6a Which of the following best describes you or your household in relation to the Containers for Change scheme?
Base: Jun 23 n=2,539, Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jan 26 n=2,548
*Slight recategorization since 2025 – applied to all waves

Prepared by



Group membership declined strongly amongst CfC members.

There was a 30pp increase in members who are **not involved in any groups** this wave, resulting in a huge decline in group participation (lowest in Gold Coast).

	Members 2026	Difference vs 2025
Total Participation	96%	0%
At Home Participation	96%	▲+1%
Group Participation	12%	▼-21%

Q12: Which of the following best describes your community, sporting, workplace, school, business, charity or other groups in relation to the Containers for Change scheme? by Q6a Which of the following best describes you or your household in relation to the Containers for Change scheme?
Base: Members 2025 n=5,511, 2026 n=4,055

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

A key barrier to group involvement is the reluctance to take ownership, followed by low perceived return for the effort.

Group Participation Effort

Ease of Managing Group Participation

79%

(Base: n=101)

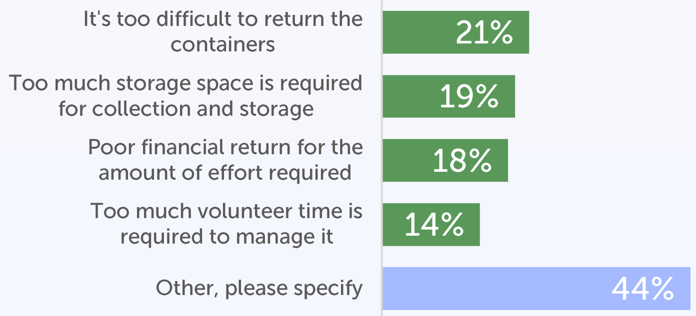
Group Participants

Collection Ease	Return Ease
80%	89%

"There are minor coordination challenges, but overall the process runs smoothly with minimal effort."

"Requires constant supervision to ensure the correct bins are used, then a volunteer has to take the bags for recycling"

Why stop taking part?



(Base: n=17)

"Other" reasons

I don't know

Don't know why... it just fell away

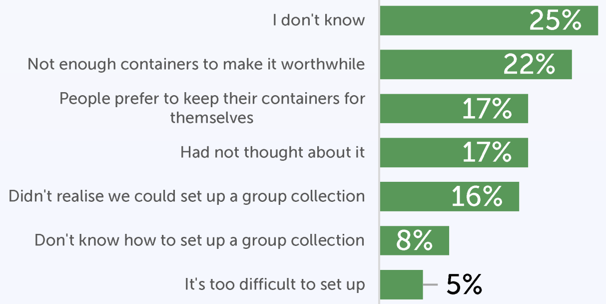
Work reasons

I left school which is where the group was.

Don't use disposables

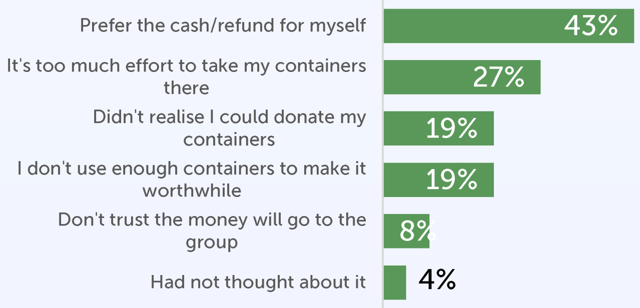
My group ended

Why the group doesn't take part?



(Base: n=156)

Why not contribute containers to the group?



(Base: n=84)

COEX Container Exchange

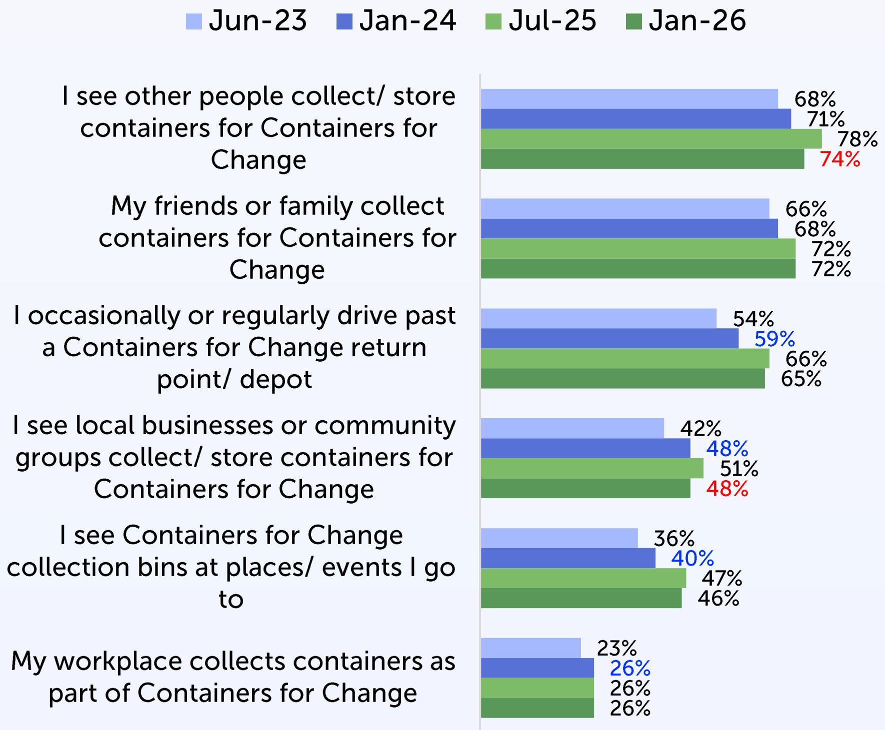
Containers for Change

Q32: How easy do you usually find the process of managing your group's participation in Containers for Change?
Q33: What are your main reasons for giving a score of X?
Q34: What were the main reasons your group decided to stop participating in Containers for Change?
Q35: Why do your groups not participate in Containers for Change?
Q36: Why do you not contribute containers to your group's Containers for Change collection?

Prepared by veracity

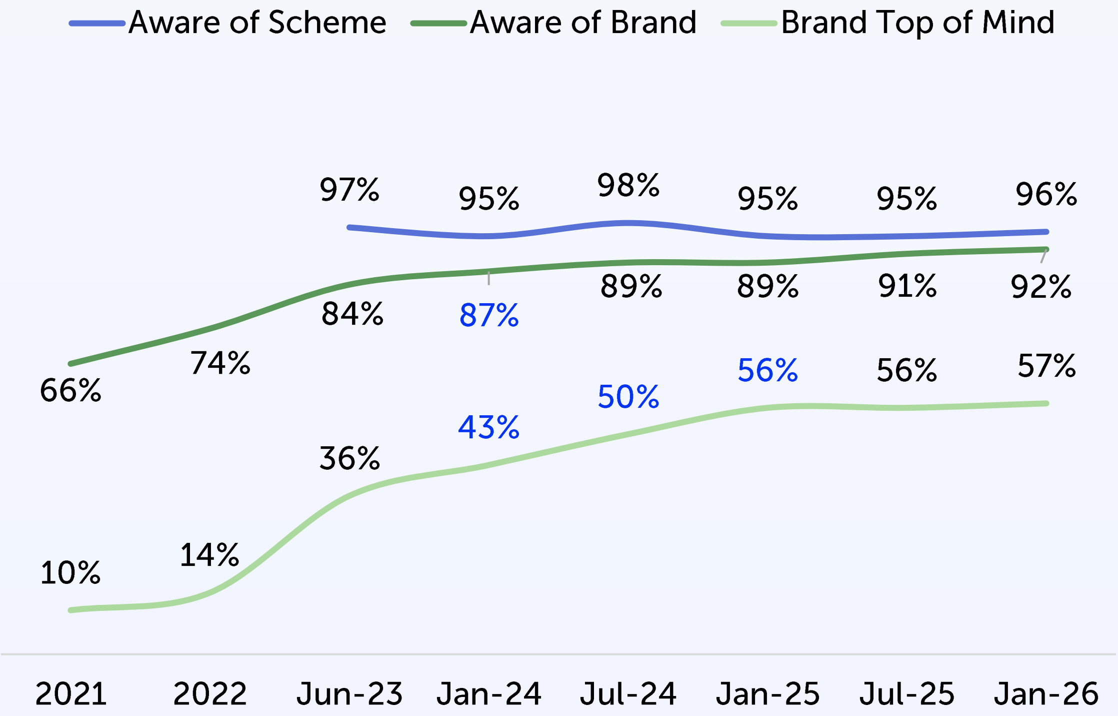
Scheme salience declined slightly this wave, whilst awareness remains high and stable at saturation levels.

Scheme Salience



Less 'seen in the wild' moments = fewer habit prompts = higher risk of container loss

Brand Awareness



Container Exchange

Q4. What recycling or container refund schemes do you know of that operate in Queensland?
Q5. Which of the following recycling and container refund schemes have you heard of before today?
Q12: Which of the following best describes your community, sporting, workplace, school, business, charity or other groups in relation to the Containers for Change scheme? by Q6a Which of the following best describes you or your household in relation to the Containers for Change scheme?
Base: Jun 23 n=2,539, Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jan 26 n=2,548

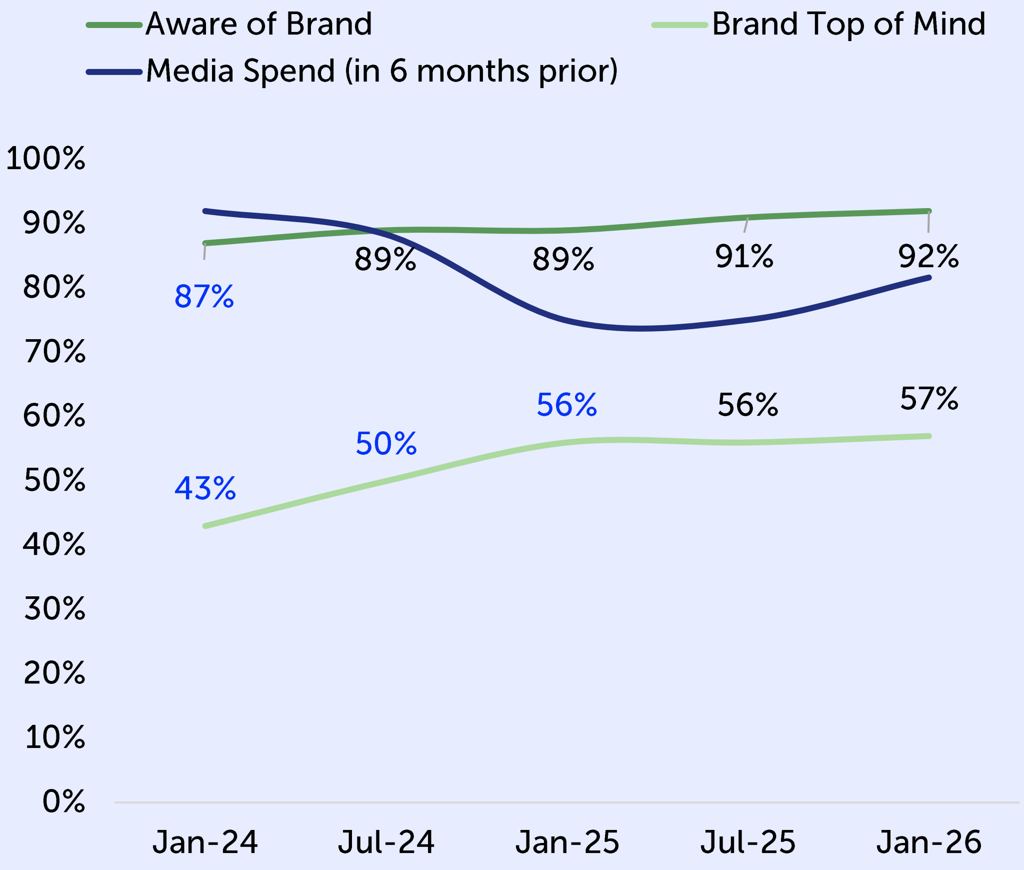
Significantly more than or less than previous wave at 95% CI

Prepared by veracity

Awareness is resilient despite a lower media spend across 2025, suggesting efficient carryover effects.

People aware of the Containers for Change brand has held stable over the past 18 months, even with lower media spend compared to 2024. With the brand firmly established in minds, the next gains won't come from reach; they will come from experience and habit reinforcement.

Media Spend vs Awareness



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

COEX Container Exchange

Containers for Change

Q4. What recycling or container refund schemes do you know of that operate in Queensland? Q5. Which of the following recycling and container refund schemes have you heard of before today?
Base: Jun 23 n=2,539, Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jan 26 n=2,548
Media spend supplied by COEX

Salience & Participation Summary: Awareness saturation, but more containers lost to landfill from existing scheme users.

Stable brand awareness and total participation

Awareness of the scheme and brand is resilient, with carryover effects from media spend over the past few years.

Participation at a total level has also remained steady.

"My family and I, as well as friends, have done it for years."

Decline in group participation

Group participation has come to feel onerous; no one wants to take responsibility for encouraging others and actually managing the returns process. Therefore, home participation is taking the lead.

"It can be difficult to corral everyone into putting their refund containers into a communal bin. Someone has to take them to the refund point as well"

More containers lost to landfill

Container usage has peaked this summer, but lower salience and seasonal pressures at CRPs mean around a third of containers are being lost to the red bin.

"There have been lines at the Myer Centre popup, haven't bothered to go after lunch."

Customer Experience, Friction & Trust

Customer Insights and Experience Report

Wave 6

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COEX Container Exchange

CONTAINERS FOR CHANGE

Prepared by veracity

Although still very high - scheme recommendation (NPS) declined, with neutrality rising.

Net Promotor Score (NPS) measures how likely someone is to recommend the scheme to others.

We expect to see a summer dip in this metric, but this decline was greater than we have seen in past years. The biggest decreases were seen in Central Queensland and amongst Light Participants.

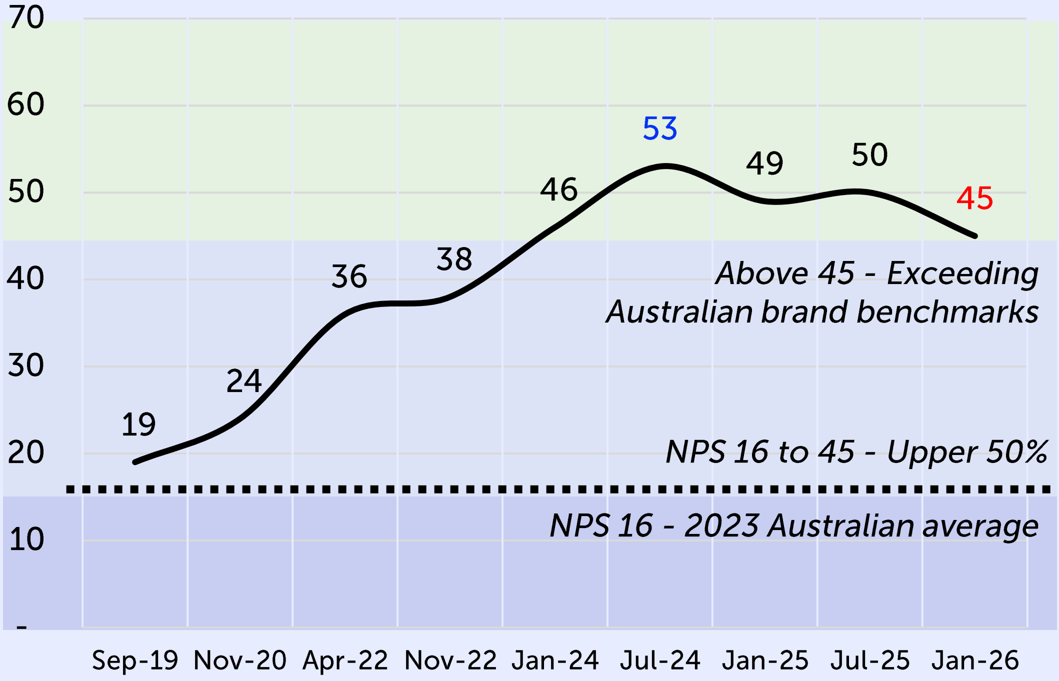
Overall this change is due to a decrease in promoters, and an increase in passives; strong positive recommendation is slipping into neutrality.

This is an early warning sign: behaviour stable, sentiment weakening.

Likelihood to Recommend (0-10 scale)	
0-6	Detractor
7-8	Passive
9-10	Promoter
NPS Score = %Promoters - %Detractors	

45
Overall NPS
▼ -6% since Jul-25

Benchmarks
Compared to a 2023 Australian study by Qualtrics and SAP, including a panel survey of 3150 adult consumers and 123 brands across 21 industries. Across all brands the highest individual NPS was 45, while the lowest was -25



NPS (Net Promotor Score)

P10c How likely are you to recommend the Containers for Change to family and friends? (Code to segments)
Base: Nov 20 n=1,009, Apr 22 (2021) n=1,023, Nov 22 n=1,007, Jan 24 n=1,627, Jul 24 n=1,779, Jan 25 n=1,792, Jul 25 n=1,801, Jan 26 n=1,793
NPS Benchmarks: 2023 Survey by Qualtrics and SAP of 123 brands, 21 industries and n=3150 Australian consumers. Accessed at: https://www.mi-3.com.au/27-06-2023/australias-insurance-sector-delivers-best-nps-scores-except-health-insurance-which

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

COEX Container Exchange

Containers for Change

Prepared by veracity

Satisfaction is stable, just less enthusiastic.

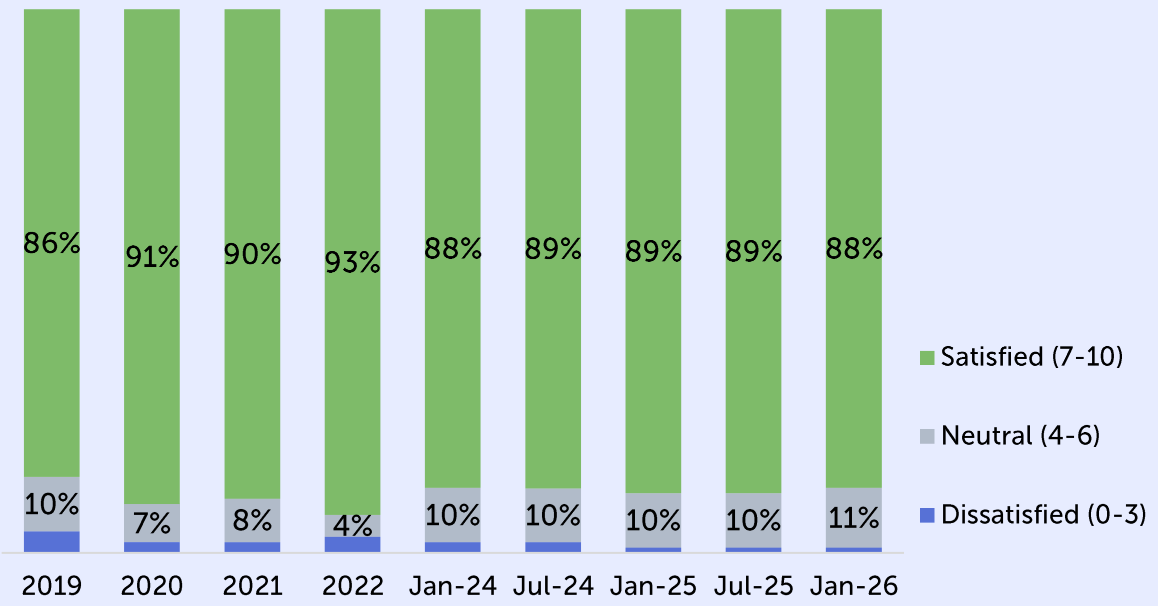
We see less seasonality in satisfaction – customers are still happy with the experience on the whole, but are less likely to recommend the scheme (as demonstrated by NPS).

That said, the number of people giving a 10 (extremely satisfied) has decreased significantly year on year – with a shift towards a score of 9.

This is not dissatisfaction - it's fading delight.

Satisfaction	Jan-25	Jul-25	Jan-26	YOY change
10 (out of 10)	34%	31%	29%	▼-4%
9 (out of 10)	17%	19%	20%	▲+3%

88%
Overall CSAT
▼-1% since Jul-25



COEX Container Exchange

Containers for Change

P10a: Taking into account all your experiences with Containers for Change to date, how satisfied are you?
Base: Nov 20 n=535, Apr 22 (2021) n=1,023, Nov 22 n= 531, Jan 24 n=1,627, Jul 24, n=1,779, Jan 25 n=1,792, Jul 25 n=1,801, Jan 26 n=1,793

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

Prepared by veracity

Member NPS has improved.

This improvement is driven by a big increase amongst **active** members, as well as amongst those who are lapsed or have never used the scheme and who represent a big part of the member base.

NPS is lowest amongst members in Gold Coast (55) and highest amongst members in North Queensland (71).

Member satisfaction has remained stable: 91% in 2026 vs 92% in 2025.

	2026	Change since 2025	*Proportion of Members*
All Members	65	▲+4	*100%*
Active	75	▲+10	*21%*
Engaged	62	-1	*5%*
Lapsing	54	-11	*3%*
Lapsed	66	+6	*36%*
Never	61	+1	*35%*

NPS (Net Promotor Score)

COEX Container Exchange

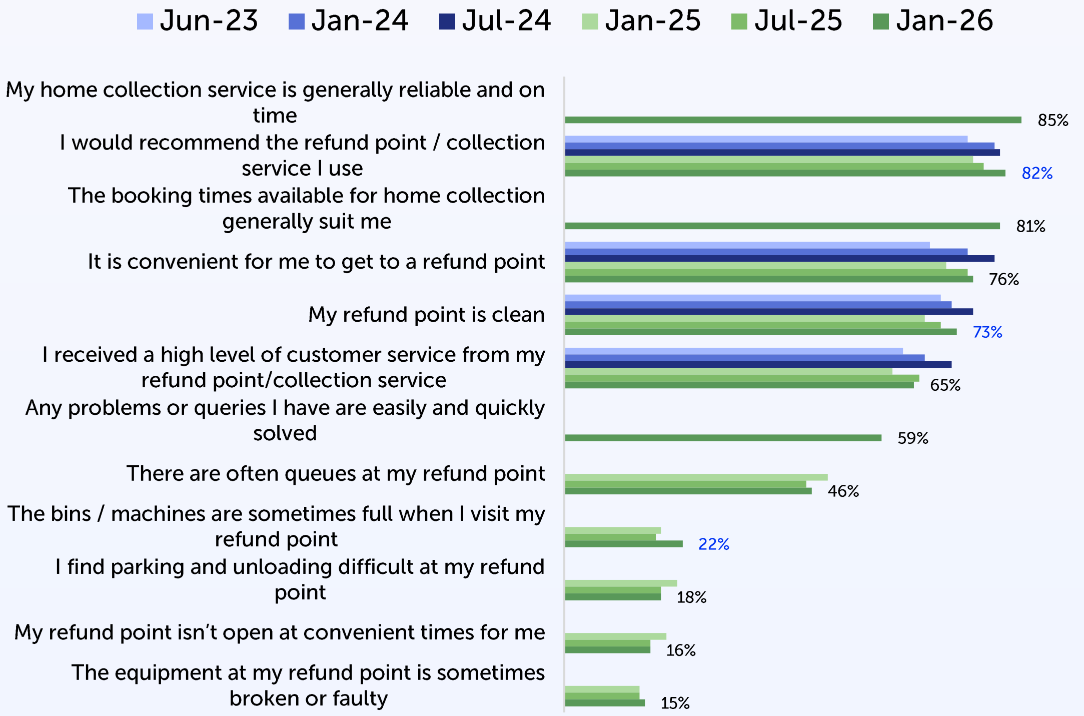
Containers for Change

P10c How likely are you to recommend the Containers for Change to family and friends? (Code to segments)
P10a: Taking into account all your experiences with Containers for Change to date, how satisfied are you?
Base: 2026 Members n=4,055, Engaged n=287, Active n=2,168, Lapsing n=144, Lapsed n=708, Never n=748
▲▼ Significantly more than or less than previous wave at 95% CI

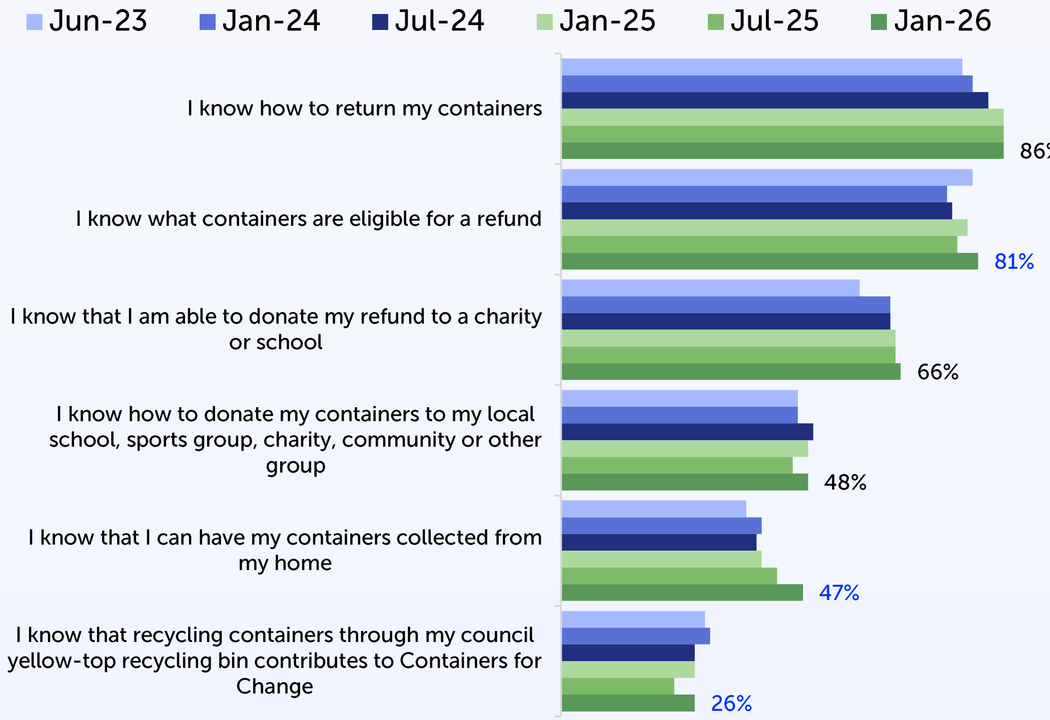
Prepared by veracity

At a CRP level, experiences are mostly positive, with improved cleanliness and recommendation of local CRPs. Knowledge of the scheme is at its highest level yet.

Customer Experience



Knowledge



COEX Container Exchange

CONTAINERS FOR CHANGE

P11: Thinking about all your experiences returning containers at Containers for Change, to what extent do you agree or disagree with the following statements? (Agree- those who rated 7-10)
Q9: Do you agree or disagree with these statements about the Containers for Change scheme? (Agree)
Base Jun 23 n=2,406, Jan 24 n= 2,400 Jul 24 n=2,511, Jan 25 n=2,492, Jul 25 n=2,427, Jan 26 n=2,469

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

Prepared by veracity

Collecting is a bigger challenge than returning.

82%
Overall Ease Score
▼ -1% since Jul-25

Shift system support from 'where to return' to 'how to collect' (at home + on the go).

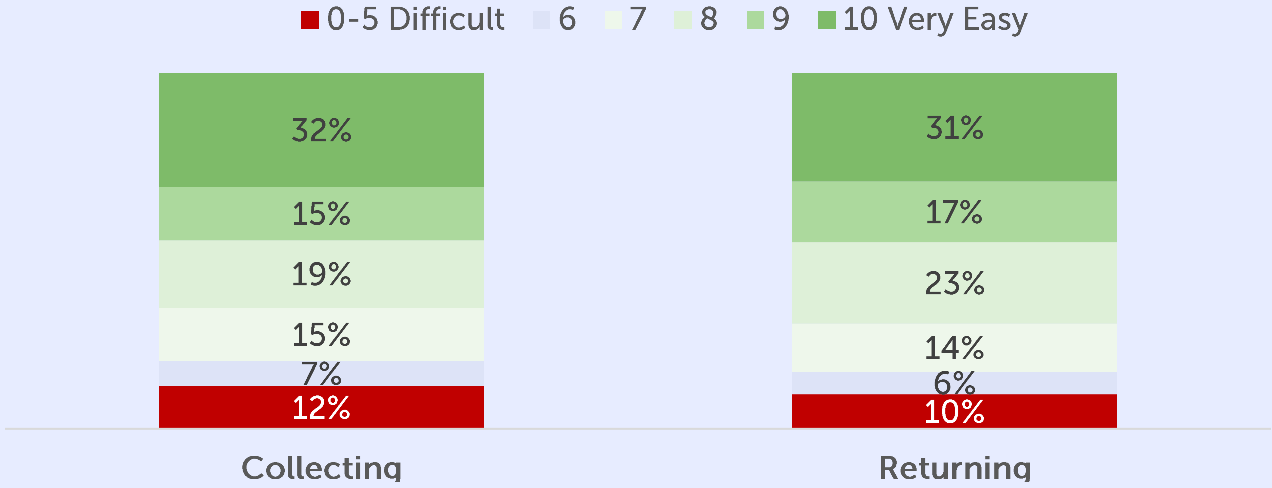
Those who use less than 5 containers per week find it significantly ***less easy*** to collect and return containers.

This indicates that effort is relatively fixed, but the value exchange is variable and does not stack up for just a few containers; **making a return with few containers is not worth the effort.**

This helps demonstrate the importance of group participation and reinforces the case for high-convenience, hyper-local return options that lower the effort threshold for small volumes.

80%
Ease of Collecting
▼ -1% since Jul-25

84%
Ease of Returning
▼ -2% since Jul-25



Ease of Collecting vs Ease of Returning

87%
Ease of Collecting Amongst Members

89%
Ease of Returning Amongst Members

COEX Container Exchange

CONTAINERS FOR CHANGE

P10e How easy do you usually find the process of collecting your containers (i.e. gathering, sorting, cleaning, and storing)?
P10g How easy do you usually find returning your containers through Containers for Change?
Base: Jan 26 n=1,793, Members 2026 n=4,055
▲▼ Significantly more than or less than previous wave at 95% CI

Prepared by veracity

Expected seasonal declines in customer experience are most pronounced at depots as queues slow the process.

Depot

Ease of Returning	Customer Satisfaction	Reasons why
87%	91%	✓ Help from staff ✓ Immediate payment ✓ Easy process ➢ Long queues ➢ Inconvenient locations
▼-3% since Jul-25	▼-2% since Jul-25	

RVM

Ease of Returning	Customer Satisfaction	Reasons why
83%	87%	✓ Convenient locations ✓ Simple & fast ✓ Self-service, no need to rely on anyone else ➢ Slow process
▼-2% since Jul-25	▼-3% since Jul-25	

Home Collection

Ease of Returning	Customer Satisfaction	Reasons why
89%	91%	✓ No need to sort ✓ Most convenient option ➢ Bag labelling challenges
▼-2% since Jul-25	0% since Jul-25	

Bag Drop

Ease of Returning	Customer Satisfaction	Reasons why
86%	90%	✓ Direct bank payments ✓ Low hassle ✓ No need to deal with individual containers ➢ Bag labelling challenges
0% since Jul-25	▲+5% since Jul-25	

Donation Bin

Ease of Returning	Customer Satisfaction	Reasons why
78%	88%	✓ Low hassle ✓ Easy process ➢ Inconvenient locations
▼-5% since Jul-25	▲+5% since Jul-25	

"Some of the collection points are very efficient and clean. However I've been to others where it was really unorganized and there was a very long wait."

"Its easy, just book on the app and they are taken away. I haven't found a great way to label the bags though, that is the annoying part."

COEX Container Exchange

CONTAINERS FOR CHANGE

P10g How easy do you usually find returning your containers through Containers for Change?
P10h What are your main reasons for giving a score of x?
P10a Taking into account all your experiences with Containers for Change to date, how satisfied are you?
Base: Jan 26 Depots n=1,232, RVMs n=380, Home collection n=148, Bag drops n=194, Donation bins n=130

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

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

Prepared by veracity

Across the regions, customer experience perceptions are relatively consistent.

Brisbane North

Ease of Returning	Customer Satisfaction	Reasons why
84%	89%	✓ Convenient locations ➢ Some locations get extremely busy
▲+3% since Jul-25 ±0% vs QLD	▲+3% since Jul-25 ▲+1% vs QLD	

Gold Coast

Ease of Returning	Customer Satisfaction	Reasons why
83%	90%	✓ Good home collection service ➢ Wait time can be long, but staff work to make it efficient
▼-3% since Jul-25 ▼-1% vs QLD	▲+1% since Jul-25 ▲+1% vs QLD	

Central Queensland

Ease of Returning	Customer Satisfaction	Reasons why
86%	88%	✓ Helpful staff ➢ Distance can be off-putting
▼-5% since Jul-25 ▲+2% vs QLD	▼-3% since Jul-25 ±0% vs QLD	

North Queensland

Ease of Returning	Customer Satisfaction	Reasons why
89%	91%	✓ Easy & quick ✓ Convenient locations
▼-3% since Jul-25 ▲+5% vs QLD	▼-2% since Jul-25 ▲+3% vs QLD	

Brisbane South

Ease of Returning	Customer Satisfaction	Reasons why
80%	84%	❖ Mixed – locations and wait time vary considerably
▼-3% since Jul-25 ▼-4% vs QLD	▼-3% since Jul-25 ▼-4% vs QLD	

South West Queensland

Ease of Returning	Customer Satisfaction	Reasons why
86%	89%	✓ No queues (mostly) ✓ Helpful staff
▼-3% since Jul-25 ▲+2% vs QLD	▲+1% since Jul-25 ▲+1% vs QLD	

Far North Queensland

Ease of Returning	Customer Satisfaction	Reasons why
82%	85%	❖ Locations – convenient for some far for others
▼ -4% since Jul-25 ▼-2% vs QLD	▼-8% since Jul-25 ▼-3% vs QLD	

COEX Container Exchange

CONTAINERS FOR CHANGE

P10g How easy do you usually find returning your containers through Containers for Change?
P10h What are your main reasons for giving a score of x?
P10a Taking into account all your experiences with Containers for Change to date, how satisfied are you?
Base: Jan 26 FNQ n=141, NQ n=158, CQ n=208, SWQ n=205, BN n=471, BS n=284, GC n=326

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

Prepared by veracity

Seasonal volume amplifies friction in the experience – but good service satisfies.

Collection Friction

Indicator	% Agree	Change since Jul-25	More among
I do not have the space to store containers to return	16%	+1%	MUDs, Brisbane South, Under 45s
It takes a while to collect enough containers to be worth returning	31%	-2%	Females, 18-30s
It's not worth the time or money	8%	+1%	Males, MUDs, Brisbane South, 18-30s
I recycle containers through the yellow-top bin	16%	-1%	MUDs, Brisbane North
I don't have/ use many containers that need recycling	14%	▼-3%	Over 60s
I consider drink containers **not at all** or **slightly valuable**	39%	0%	Males, 18-30s
It's messy/ dirty/ smelly	12%	+1%	SEQ, Under 60s
There are too many exceptions to the rule (re: eligibility)	34%	n/a	-

Return Friction

Indicator	% Agree	Change since Jul-25	More among
There are no convenient refund points	10%	0%	MUDs
There are often queues at my refund point	46%	0%	FNQ, 31-45s
The bins / machines are sometimes full	22%	▲+5%	MUDs, Brisbane North, Under 45s
The refund point is clean	73%	▲+4%	Females, Over 60s
I received a high level of customer service at my refund point	65%	-1%	North & Central Queensland, Over 60s
Customer Satisfaction	88%	-1%	Over 60s
NPS (likelihood to recommend)	45	▼-6	Females, Houses, North Queensland, Over 60s
Monthly return frequency	45%	+2%	Males, MUDs, 31-45s

COEX Container Exchange

CONTAINERS FOR CHANGE

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

Prepared by veracity

Value of a Container

Very or Extremely Valuable

35%

0% change since Jul-25

Participants	Non-Participants	Light Participants	Group Advocates	Aware & Open
39%	19%	45%	57%	19%
0% change since Jul-25	▼ -1% since Jul-25	▲ +3% since Jul-25	0% change since Jul-25	▼ -2% since Jul-25

Recycling with CfC is not worth the time and money

8%

▲ +1% since Jul-25

Participants	Non-Participants	Light Participants	Group Advocates	Aware & Open
6%	15%	9%	4%	11%
▲ +1% since Jul-25	▲ +2% since Jul-25	▲ +3% since Jul-25	▲ +1% change since Jul-25	0% change since Jul-25

C4: How valuable do you consider a recyclable drink container (such as a plastic bottle, aluminum can, or glass bottle) after you've finished the drink?
Q15 What prevents you from participating in Containers for Change / participating more frequently?
Base: Jan-26 Participants n=2,013, Non-Participants n=535, Light Participants n=762, Group Advocates n=209, Aware & Open n=360

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

The perceived value of a container has remained constant.

Light participants and group advocates see containers as notably more valuable than non-participants.

But the value equation is weakening, particularly amongst light participants.

When costs rise, the scheme risks becoming a chore unless the experience gets easier and feels more rewarding.

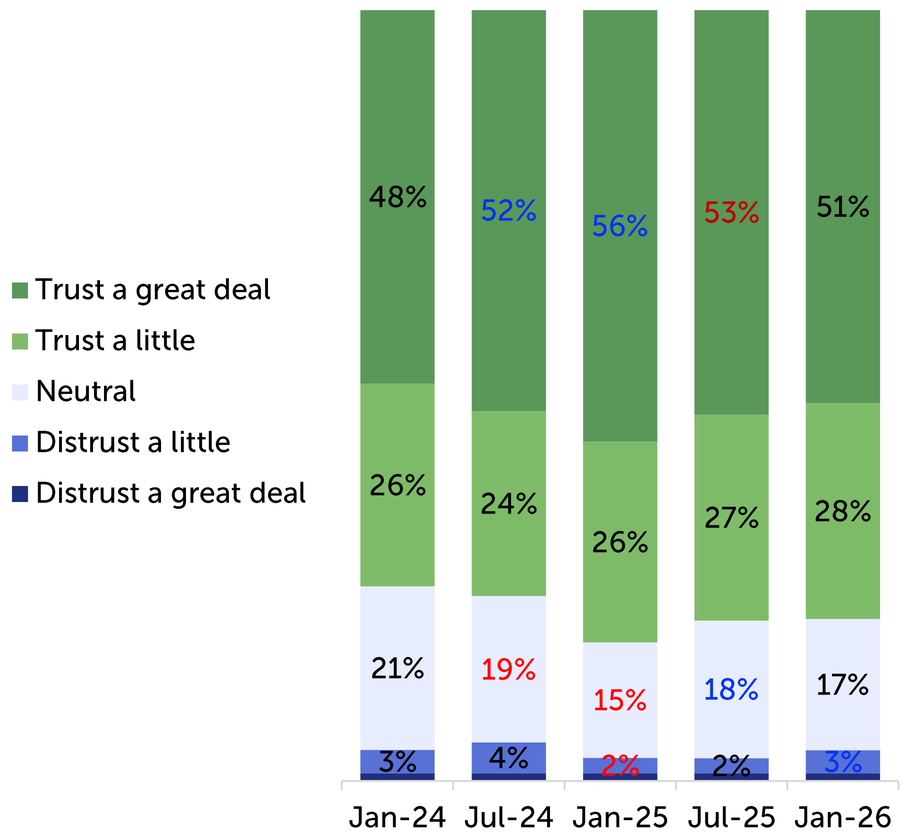
Amongst **members**, the value equation is more balanced – with 40% seeing containers as very or extremely valuable, but only 2% saying recycling with CfC is not worth the time and money. This value equation is weakest amongst the **lapsing** member segment.

Prepared by veracity

Steady levels of trust among all customers.

Trust has remained consistently high, with no significant changes across any key audience group since last wave.

Year on year trust is down a little, from a high of 82% in January 2025.



79% Trust

the Containers for Change recycling scheme

(no wave on wave change)

Scheme Trust

Q19: Taking into account all of the things you think are important, how much do you trust or distrust the Containers for Change recycling scheme?
Base: Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jan 26 n=2,548

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

Member trust is high, but slipping into neutrality.

This is due to a decrease in the highest level of trust, and an increase in neutrality – not increased distrust.

There is a small increase in concerns around count accuracy.

"At times my count is different to the machine, but it could be my error afterall...."

"We don't distrust the scheme but we have had issues in the past of incorrect counts. Out by 100s of containers. This has so far been rectified but we keep an eye out for mistakes."

	2026	Change since 2025
All Members	80%	▼-7%
Active	83%	▼-6%
Engaged	78%	▼-6%
Lapsing	80%	-3%
Lapsed	79%	▼-6%
Never	78%	▼-9%

Member Scheme Trust

COEX Container Exchange

CONTAINERS FOR CHANGE

Q19: Taking into account all of the things you think are important, how much do you trust or distrust the Containers for Change recycling scheme?
Base: 2026 Members n=4,055, Engaged n=287, Active n=2,168, Lapsing n=144, Lapsed n=708, Never n=748

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

Prepared by veracity

Member enthusiasm is still high – but waning.

Analysis of the member survey shows that while overt dissatisfaction is limited, enthusiasm is waning. The majority of people have a fairly neutral sentiment compared to the strong positive comments we've had in past surveys.

As habits among members become entrenched, member engagement has become more practical and transactional rather than something that gets people particularly excited – the emotional reward is diminishing.

Early warnings of future stoppage appear in verbatims.

Container Exchange

Source: Member Survey 2026
Q19 – Reasons for trust score
P10f and h – Reasons for effort score

Participating is more of a chore

"It's not something important that I have time to think about"
"I leave it too long because it's annoying"
"I only do it when I have to"

The value equation has shifted

"The very small amount of money for the inconvenience and time taken"
"The resources needed to participate by the individual makes a mockery of the scheme... as the petrol taken does more damage to the environment than it helps by the scheme."

The individual financial benefit has lessened

"I now take my bottles into work for charity instead of cashing in for my benefit."
"Don't see any real benefit personally, although its important to have something like this for the community."

Customers are giving us an early warning.

"I recently gave up collecting my cans to give to Containers for Change because the amount of money I received wasn't worth the time and effort I put into it.

I am now working with some locals who use the program to find a way that I can give them my cans so they can collect the money and I don't have to do the work.

So far our ideas have included putting a large box in my front garden, so they can collect the cans at their convenience. However, my dog won't like this and I don't like the look of it in my garden.

We are still thinking of ideas."

News coverage recall was minimal and caused no adverse effects.

On the whole, those who did see news about Containers for Change felt it **either improved their view, or it made no difference**. Only a very small number of people commented on the ill effects of the parliamentary inquiry.

"Given the recent news about the misappropriation of funds intended for charities my trust has dipped a bit"

"The recent news about bullying and not paying some people was disheartening"

Saw news in past 6 months

Yes	No	Don't Know
15%	73%	12%

Impact on sentiment

Positive *It improved my view of CfC*	Negative *It worsened my view of CfC*	No Change *It didn't make a difference*
56%	4%	40%

COEX Container Exchange

Containers for Change

B14: Have you seen any news coverage on Containers for Change Queensland in the past 6 months?
Base: Jan 26 n=2,548, Yes n=692

Prepared by veracity

Experience Summary: Routine replacing enthusiasm; effort starting to outweigh reward.

Softening of NPS

A decline in NPS (likelihood to recommend) is mainly attributed to an increase in neutral recommendation scores.

The process is feeling increasingly transactional and routine for participants.

"Its neither here nor there, I get some money occasionally and I assume they actually recycle the stuff"

Value exchange gap

Although the value of a container is understood by most, the effort of both collecting and returning is seen as a little less worthwhile, increasingly so for light participants.

"The reward is not worth the effort. Keeping cans in a tub encourages bugs and driving to location and putting cans/bottles into the machine takes more time than it's worth"

Seasonal return friction

Collecting continues to remain slightly more effortful than returning. But the seasonal demands on the scheme have meant more points of friction, particularly at depots.

"People don't understand the process at the depot and it takes longer than it should"

Opportunity Audiences: Who Growth Will Come From

Customer Insights and Experience Report

Wave 6

Fieldwork: 19th January to 11th February 2026

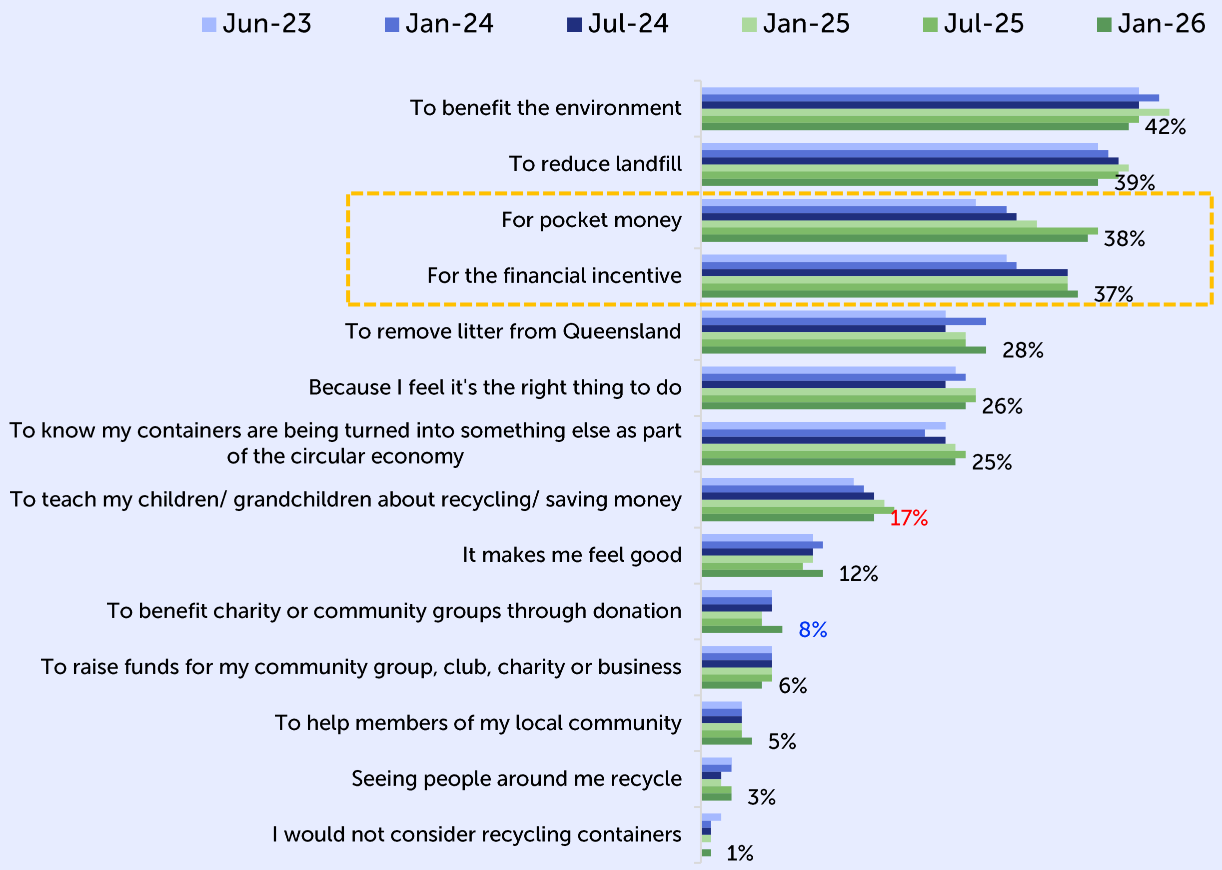
Container Exchange

Prepared by veracity

Financial motivation is up after summer Bincoin messaging.

But this is not enough to overcome summer collection friction and translate to action.

More people now say they're motivated to participate for the money, switching from being motivated to participate for environmental reasons.



Motivators

Q13: Why would you consider recycling containers?
Base: Jun 23 n=2,539, Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jul 25 n=2,527, Jan 26 n=2,548

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

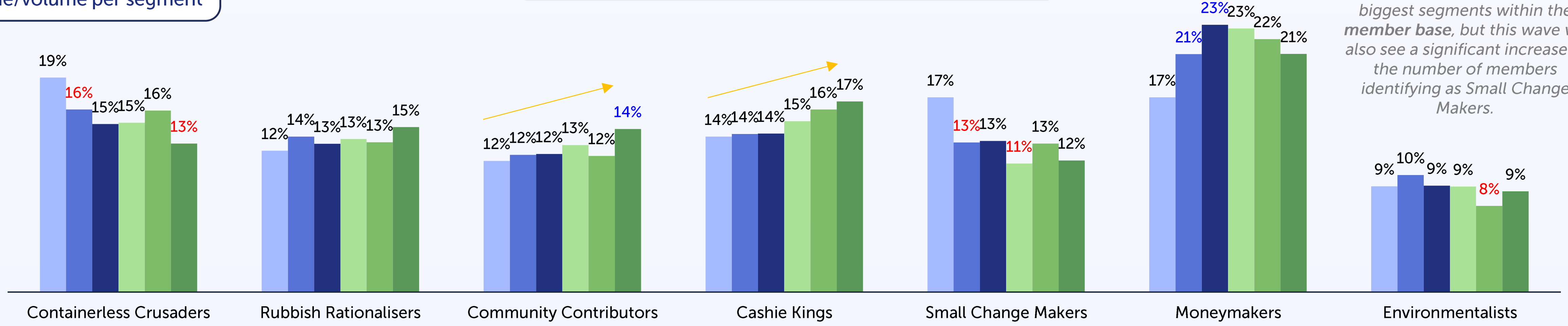
Container Exchange

Prepared by veracity

Barriers are stacking up: over time, we see a small increase in the size of the attitudinal segments who are less engaged with the scheme.

Note – no significant changes in return value/volume per segment

Customer Segment Sizes



Members
As our most engaged, Moneymakers and Environmentalists remain the biggest segments within the ***member base****, but this wave we also see a significant increase in the number of members identifying as Small Change Makers.*

Containerless Crusaders	Rubbish Rationalisers	Community Contributors	Cashie Kings	Small Change Makers	Moneymakers	Environmentalists
Feel strongly about recycling and helping the environment, but use few containers	***Know recycling's right for the environment, but everything's an obstacle or an excuse***	***Recycling sceptics who are keen to participate when others benefit, but are likely to use the yellow bin on their own***	***Young kings who are down for a bit of extra cash to play with, but are inconsistent recyclers***	***Everyday Queensland households, habitually seeking small ways to ease the costs of living***	***Families who make big returns for big money***	***Helping the environment is an essential part of their identity and activities – it's just the right thing to do***

Less Engaged — More Engaged

Jul 23 | Jan 24 | Jul 24 | Jan 25 | Jul 25 | Jan 26

Base: Jun 23 n=2,539, Jan 24 n=2,529, Jul 24 n=2,597, Jan 25 n=2,585, Jul 25 n=2,527, Jul 25 n=2,527, Jan 26 n=2,548

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

COEX Container Exchange

Containers for Change

Prepared by veracity

Environmental benefits and outcomes support the emotional reward of participation.

"Recycling is very important for the environment.

Recycling is very important for keeping the community clean and tidy

Recycling is a way to help those who need extra cash by collecting refundable items.

I personally have seen how some of the products returned have been converted into board walks, park benches etc. , all because of Recycling!"

Considering behaviors, three different audiences emerge as growth opportunities.

Light Participants

People who:

- identify as participants of any type
- But self-report that 40% or more of their eligible containers still go into the red bin

Why this audience matters

This is the single largest, least contested growth pool. They already trust the scheme, know how it works, but forget to collect their containers, instead sending them to landfill.

Group Advocates

People who:

- Are highly motivated by environmental and community reasons
- Show high trust and advocacy
- Are over-represented in group, workplace, school and community participation

This closely aligns with the Environmentalists segment in existing segmentation.

Why this audience matters

This is not about their own volume. Their value is that they initiate and sustain group participation, normalise participation in workplaces and communities and act as multipliers, not just participants.

Aware & Open

People who:

- Aware of the scheme
- Not currently participating – contemplators and pre-contemplators
- But express intent or openness – not rejectors

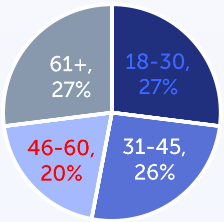
Why this audience matters

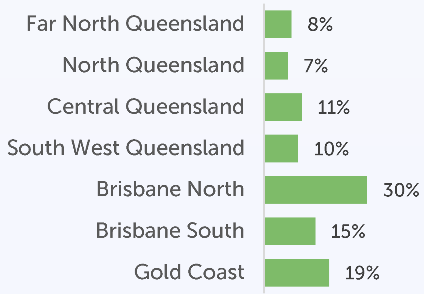
This group is smaller. Growth is possible, but slower and more conditional than Light Participants. Many of the remaining people here already recycle containers in the yellow bin, have low perceived payoff and have storage friction.

Light Participants – 30% of Queenslanders (694k households)

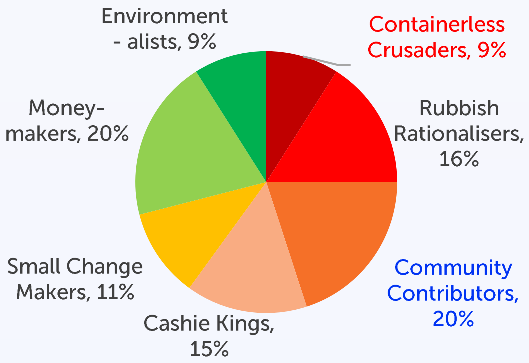
HABIT is the unlock: solve 'forgetting' over a long period of time and out-of-home capture.

Age + Region





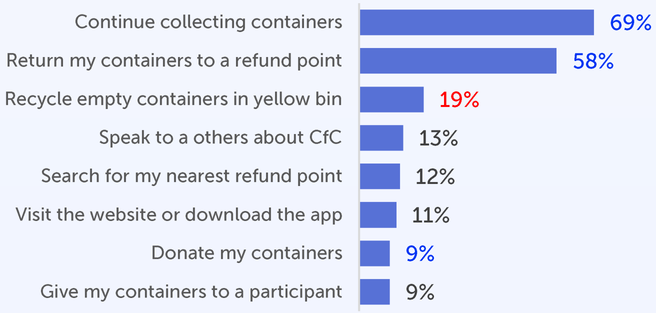
Customer Segment + Size



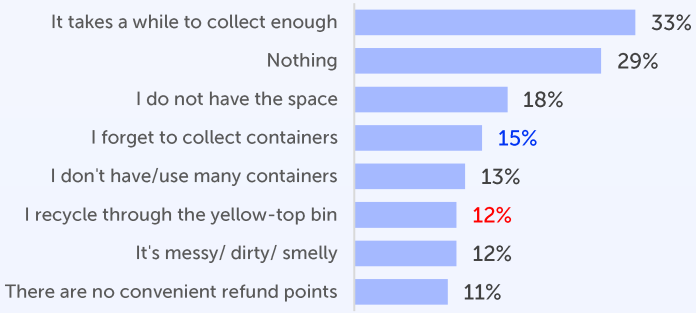
Average containers to landfill

61% ▲

Intent



Barriers



Ease – Collect + Return

Collection Ease Score (7-10): 77%▼

Return Ease Score (7-10): 84%

Overall Ease Score (Avg. Collection & Return): 81%

COEX Container Exchange

Containers for Change

Light participants n=762

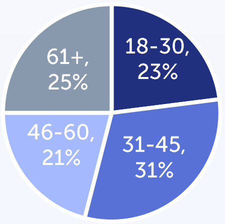
▲▼ Significantly more than or less than previous wave at 95% CI

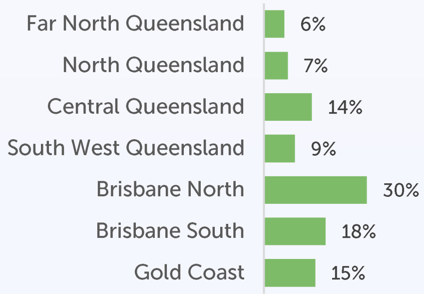
Prepared by veracity

Group Advocates – 8% of Queenslanders (191k households)

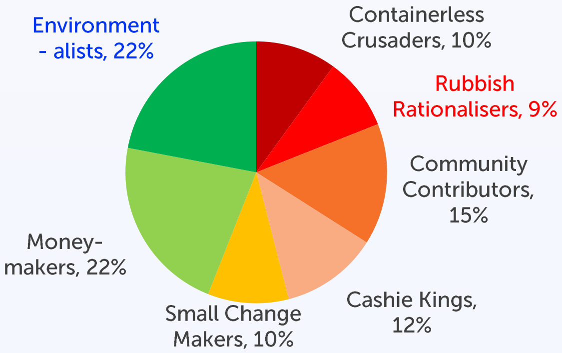
Enable Group Advocates to recruit organisers (templates, roles, simple systems).

Age + Region





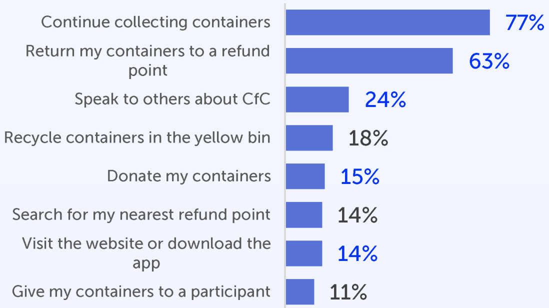
Customer Segment + Size



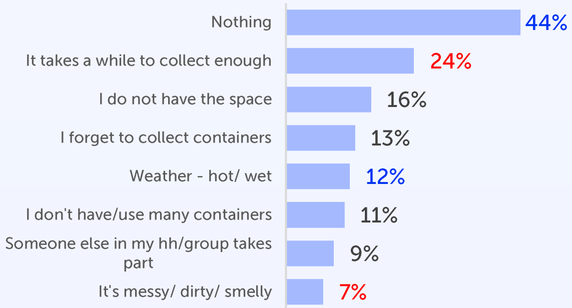
Average containers to landfill

31%

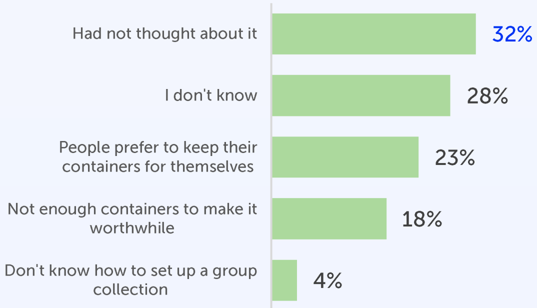
Intent



Barriers



Group Barriers



(n=24)

Ease – Collect + Return

Collection Ease (7-10): 93%▲

Return Ease (7-10): 95%▲

Overall Ease Score (Avg. Collection & Return): 94%

COEX Container Exchange

Containers for Change

Group Advocates n=209

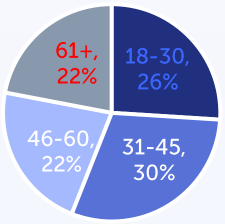
▲▼ Significantly more than or less than previous wave at 95% CI

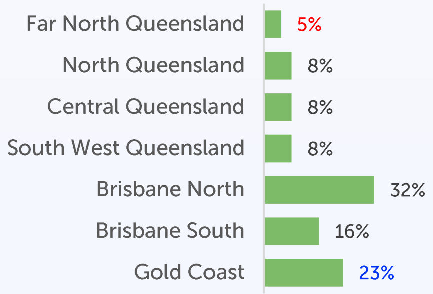
Prepared by veracity

Aware & Open – 14% of Queenslanders (326k households)

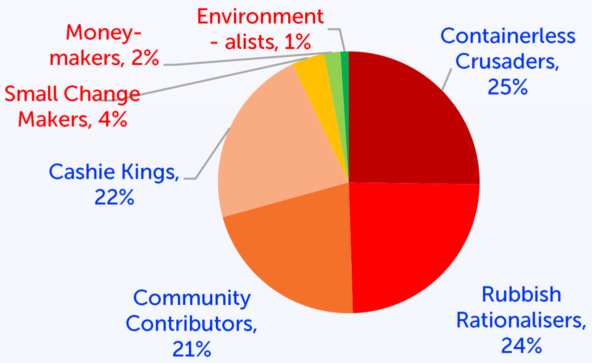
Purpose-first comms + low-friction trial (one easy step or a kickstart occasion).

Age + Region





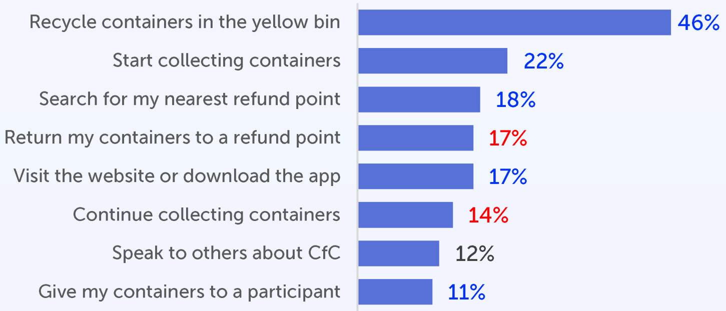
Customer Segment + Size



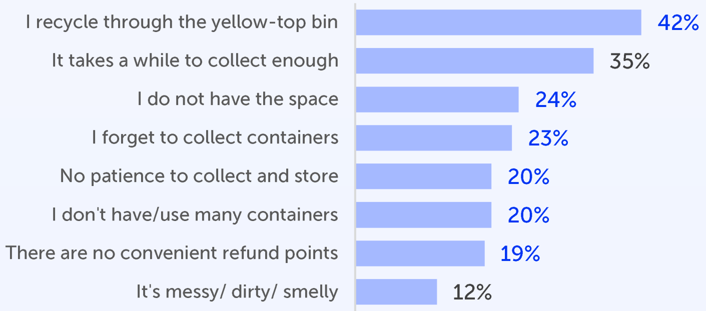
Average containers to landfill

34% ▲

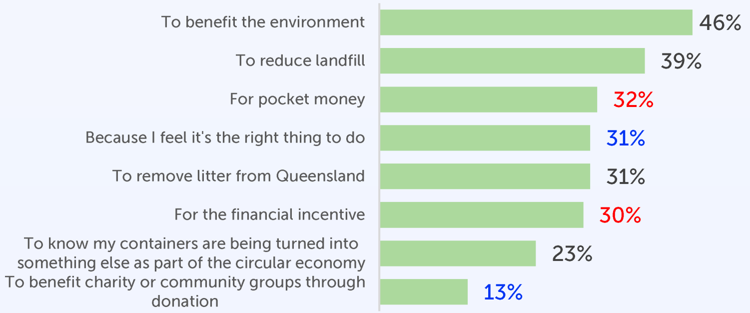
Intent



Barriers



Motivations



COEX Container Exchange

CONTAINERS FOR CHANGE

Aware & Open n=360

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

Prepared by veracity

There are different points of friction for each group; light participants and those aware & open need help with the value equation.

Light Participants

Indicator	% Agree	Change since Jul-25	Difference vs. All QLD
I consider drink containers **not at all** or **slightly valuable**	30%	-1%	▼-9%
The bins / machines are sometimes full when I visit my refund point	26%	+4%	▲+4%
I do not have the space to store containers to return	18%	+3%	+2%
I forget to collect containers	15%	+1%	▲+2%
There are no convenient refund points	11%	+2%	+1%
It's not worth the time or money	9%	▲+3%	+1%
NPS (likelihood to recommend)	41	-9	-4
Customer Satisfaction	88%	-2%	0%

Group Advocates

Indicator	% Agree	Change since Jul-25	Difference vs. All QLD
There are often queues at my refund point	43%	+1%	-3%
Group barrier: had not thought about it	32%	n/a	▲+15%
The bins / machines are sometimes full when I visit my refund point	24%	▲+10%	+2%
Group barrier: people prefer to keep containers for themselves	23%	n/a	+6%
I consider drink containers **not at all** or **slightly valuable**	22%	-1%	▼-17%
Weather – hot/wet	12%	▲+7%	▲+4%

Aware & Open

Indicator	% Agree	Change since Jul-25	Difference vs. All QLD
I consider drink containers **not at all** or **slightly valuable**	56%	-2%	▲+17%
I recycle through the yellow-top bin	42%	+1%	▲+26%
There are too many exceptions to the rule (re: eligibility)	41%	n/a	▲+7%
I do not have the space to store containers to return	24%	-3%	▲+8%
I don't have the patience	20%	+2%	▲+13%
No convenient refund points	19%	-4%	▲+10%
It's not worth the time or money	11%	0%	▲+3%
I don't understand how to participate	10%	+3%	▲+7%

COEX Container Exchange

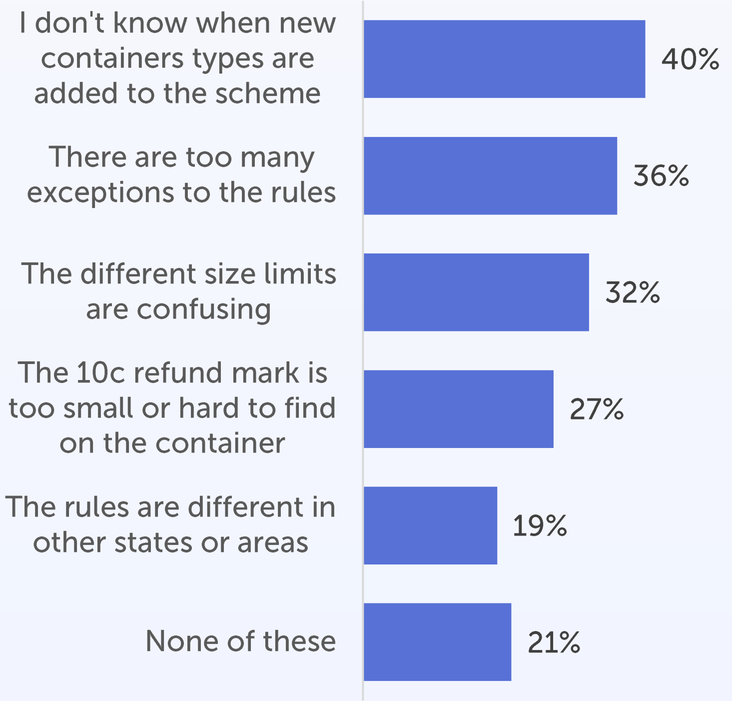
CONTAINERS FOR CHANGE

Significantly more than or less than previous wave (or exception) at 95% CI

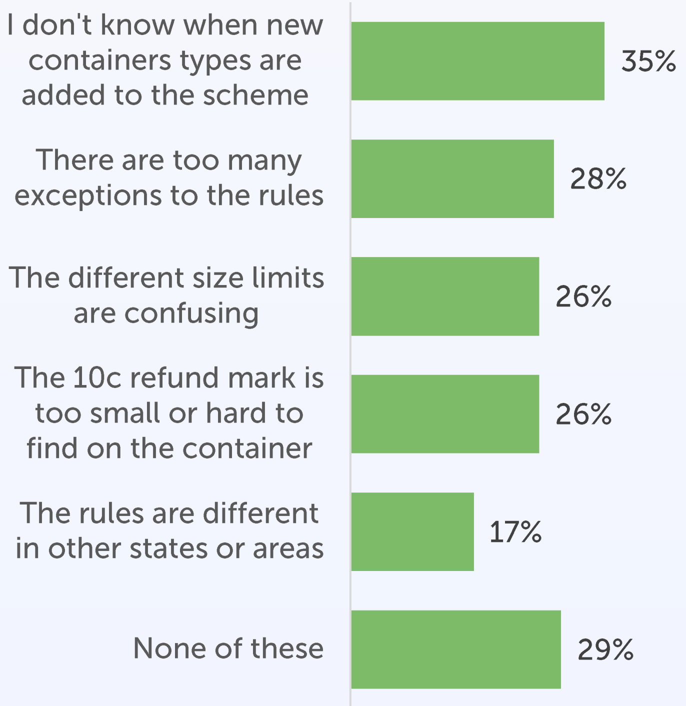
Prepared by veracity

Group Advocates don't need support in building their eligibility awareness, but the other growth audiences could be better educated.

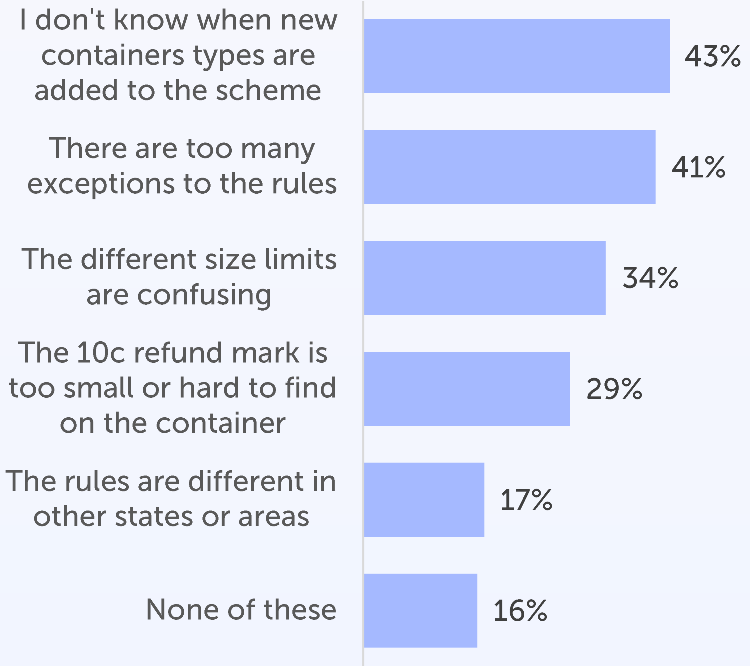
Light Participants



Group Advocates



Aware & Open



Container Exchange

Q9a: Which, if any, of the following makes it harder for you to know which drink containers can be returned?
Base: Light Participants n=762, Group Advocates n=209, Open & Aware n=360

Prepared by

How to grow participation

Light Participants

Opportunity: More containers, more often

What's stopping them

Habit. They have good intentions but inconsistent habits, find collection harder and are much more likely to use the red bin than the yellow bin.

What they need to grow

They need:

- Reminders to collect + improved scheme salience
- Storage solutions
- Out of home or low-volume return solutions
- Improved emotional reward, such as community or environmental benefit

Group Advocates

Opportunity: Multiply contexts for participation

What's stopping them

Friction and Group Awareness. They recognize that collection and returning are not objectively difficult, but they haven't taken that first step to setting up a group collection, often saying they simply haven't thought of it.

What they need to grow

They need:

- Social permission to set up group participation
- Low-friction group and workplace set-up
- Visible proof that their effort matters
- Protection from being "the only one doing the work"

Aware & Open

Opportunity: New, clean containers

What's stopping them

Purpose. They already recycle in the yellow bin, and for them, the scheme has low perceived value for the effort.

What they need to start

They need:

- First-step behaviours (like a kickstart occasion or partial collection)
- Trial
- Indirect participation
- Improved emotional reward, such as community or environmental benefit

Preference vs Current Experience: Planning for the Future

Customer Insights and Experience Report

Wave 6

Fieldwork: 19th January to 11th February 2026

COEX Container Exchange

CONTAINERS FOR CHANGE

Prepared by veracity

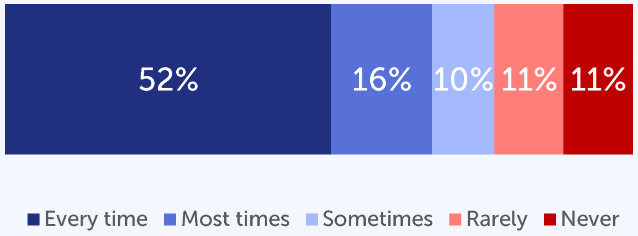
Less than half of all participants are members, and only half of the members use their member card every time.

Participants signed up for a member number

44%

▼ -2% since Jul-25

How often use member number



This means: CfC is only capturing member data on around 20% of all participant transactions.

Why sign up for a member number

I want to receive my refund electronically
58%

I want an easy way to track my returns
32%

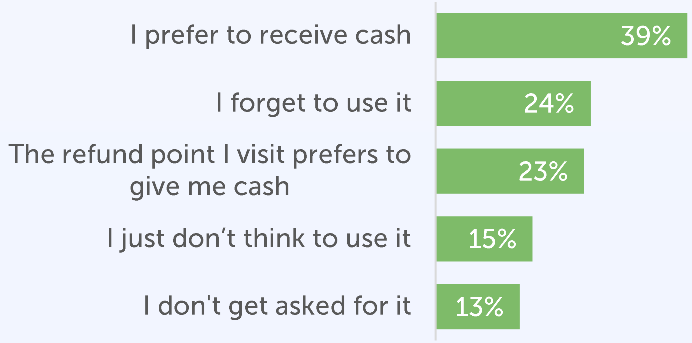
I thought signing up was a requirement
24%

I want access to the app
22%

I want access to bag drop
17%

I want to track my donations
17%

Why not all the time?



COEX Container Exchange

CONTAINERS FOR CHANGE

P1: Have you, or someone in your household, signed up for a member number with Containers for Change? Jan 26 n=1,793
P1d: How often do you use your member number when you return your containers? Jan 26 n=810
P1c: What are all the reasons you decided to sign up for a Containers for Change member number? Jan 26 n=810
P14a: When you don't use your member number, why is that? Jan 26 n=390

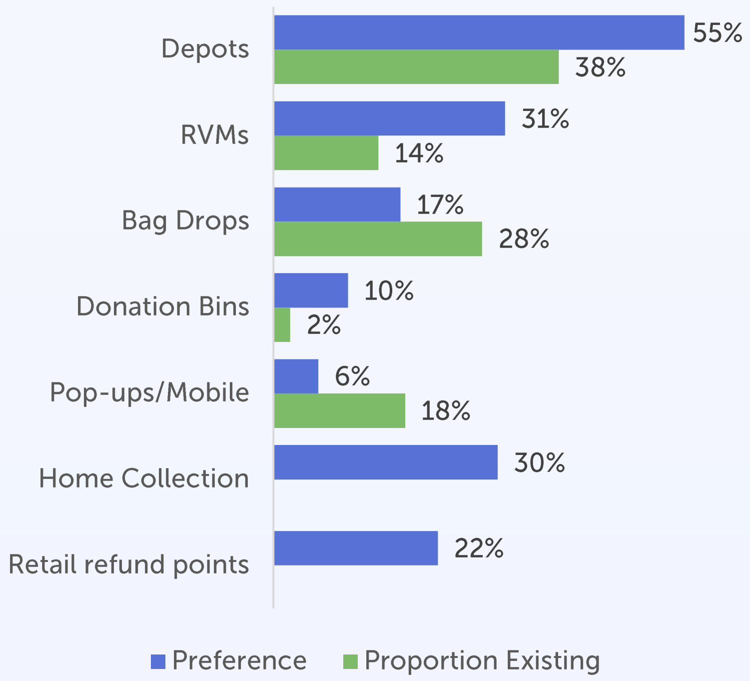
Prepared by veracity

Depots, RVMs and home collection are the most preferred of the current CRP types – but if available, supermarket and retail refund points would be strongly preferred.

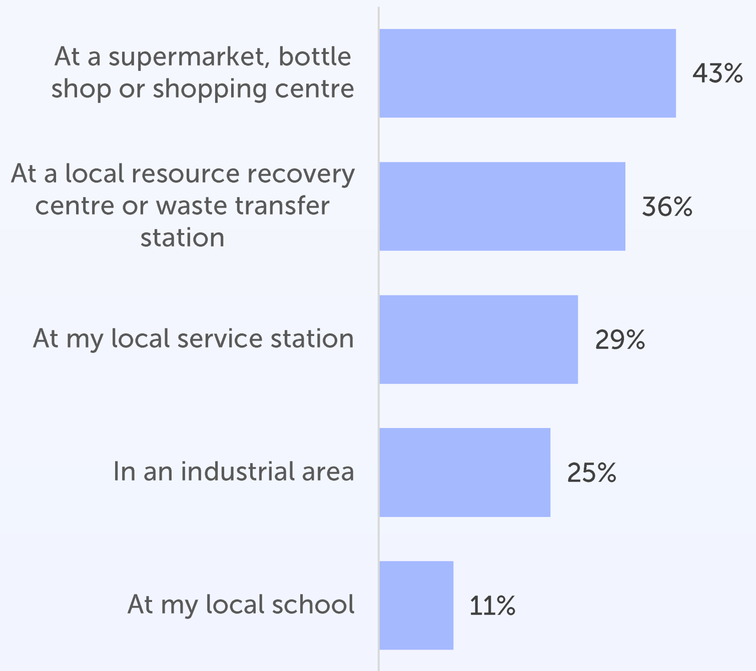
Customers know that depots provide good experiences and show a strong preference for this type of CRP. Compared to the proportion available, they would prefer more RVMs and fewer bag drops.

Supermarkets remain the most preferred location for a CRP.

Preferred vs Available CRPs



Preferred type of location for a CRP



COEX Container Exchange

Containers for Change

P10. In an ideal world, which of the following ways of returning containers, if any, would you prefer to use? n=1,793
Q17: Of these types of places, which are/would be your preferred type of location to return or donate empty beverage containers for 10 cents each? n=2,548

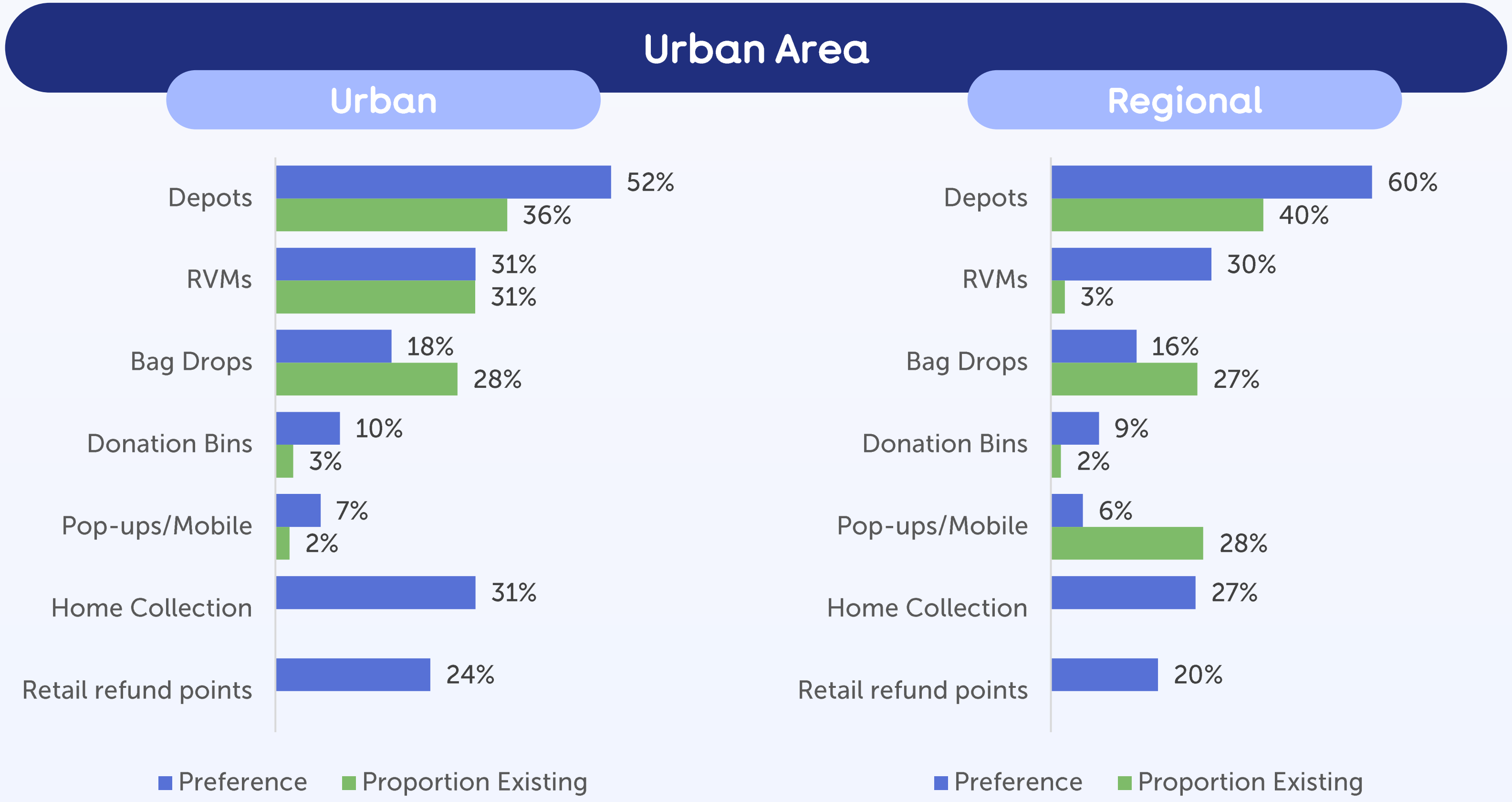
Prepared by veracity

Urban and regional areas show similar CRP preferences, which don't necessarily match what exists in their area.

People in urban Queensland area prefer a mix of depots, RVMs, home collection, bag drops and retail refund points. They'd prefer more depots and less bag drops than exist.

People in regional Queensland have a strong preference for depots, but would like a lot more RVMs than they have, and would also prefer home collection and retail refund points as options.

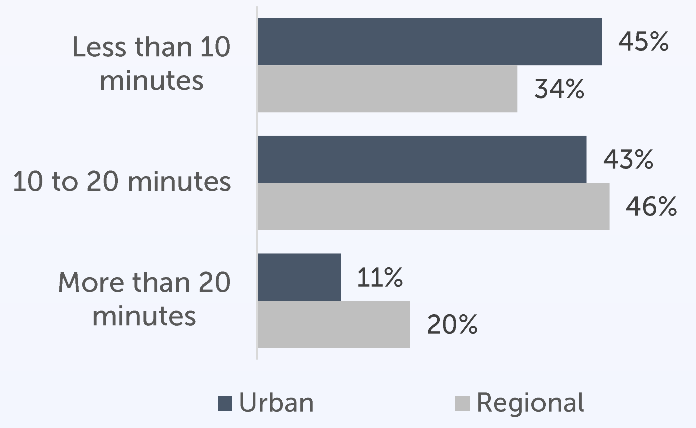
Gold Coast and Far North Queensland, in particular, would prefer more depots than they currently have available.



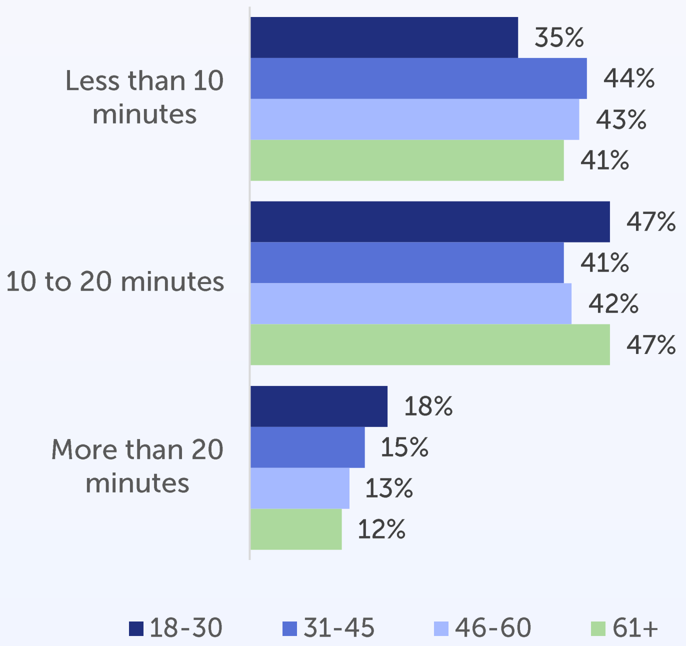
P10. In an ideal world, which of the following ways of returning containers, if any, would you prefer to use?
Base: Urban n=1,117, Regional n=672

Urban and MUD residents have less tolerance for travelling over 10 minutes to a CRP. Under 30s are happiest to travel more than 20 minutes.

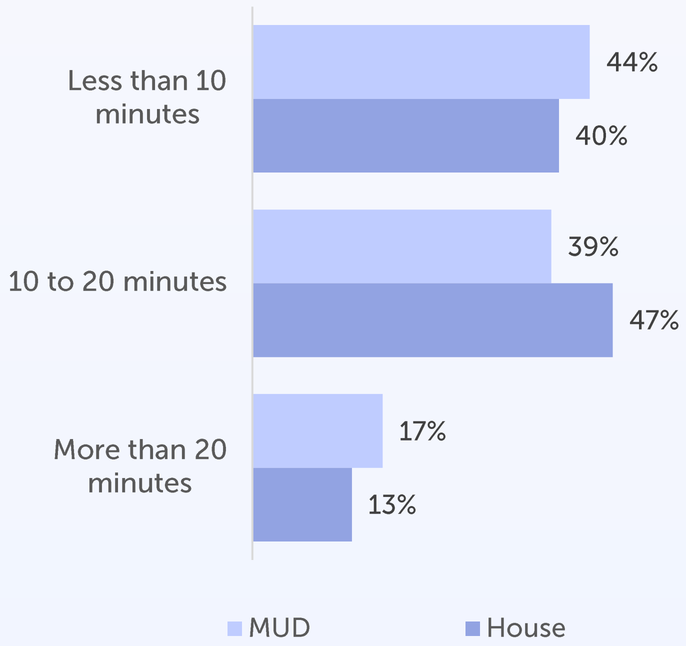
Urban Area



Age



Dwelling



"It is an hour to the recycle point so I have to plan my trip with other errands because I spend more in petrol just going to the recycle location"
Central Queensland

"My local collection point is 5 min drive away"
Brisbane South

"Sometimes I got to drive 20 mins if I want cash instead of supermarket voucher"
Brisbane North

Majority (47%) of **members**, happy to travel 10-20 minutes.

COEX Container Exchange

Containers for Change

Q23: Considering your preferred return location, how long would you be willing to travel to drop off your containers?
Base: Urban n=1,645, Regional n=899, 18-30 n=551, 31-45 n=900, 46-60 n=579, 60+ n=518, MUD n=861, House n= 1664

Prepared by veracity

Cash is still king for most. Those using channels for convenience (bag drops or home collection) are happy for bank transfers.

Channel

Depot	RVM	Bag Drops
Preference: Cash 69%	*Preference:* Cash 35%	*Preference:* Bank 35%
0% since Jul-25	▼-14% since Jul-25 (▲ for vouchers - 16% & PayPal - 9%)	▼-11% since Jul-25 (▲ for donation - 7%)

Donation Bin	Home Collection	Retail Refund Point	Pop-Ups
Preference: Cash 69%	*Preference:* Bank 57%	*Preference:* Cash 48%	*Preference:* Cash 46%
▼-9% since Jul-25	▲+5% since Jul-25		

Age

18-30	31-45
Preference: Cash 58%	*Preference:* Cash 54%
▲+6% since Jul-25	▼-2% since Jul-25

46-60	60+
Preference: Cash 62%	*Preference:* Cash 58%
▲+3% since Jul-25	▼-4% since Jul-25

Urban Area

Urban	Regional
Preference: Cash 49%	*Preference:* Cash 73%
0% since Jul-25	▲+3% since Jul-25

"I prefer cash, money that goes into the bank seems to be spent quicker"

"I'm not giving them my bank details"

"It's very convenient to have the money deposited into a bank account rather than having cash"

Amongst **members**, cash has a lower level of preference at 51% (▼ from 54% in 2025)

COEX Container Exchange

Containers for Change

P6: How do you prefer to receive your container refund?
Base: 18-30 n=551, 31-45 n=900, 46-60 n=579, 60+ n=518, MUD n=861, House n= 1664
▲▼ Significantly more than or less than previous wave at 95% CI

Prepared by veracity

What This Means & What To Do Next

Customer Insights and Experience Report

Wave 6

Fieldwork: 19th January to 11th February 2026

COEX Container Exchange

Containers for Change

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So where do we focus?

Habit
Address containers lost to landfill

There is significant opportunity to develop more consistent habits among existing participants, supporting and reminding them to collect and return more containers, in more places, and more contexts.

People who participate in the scheme, but don't collect every container, are more likely to put their non-collected containers in the red bin than non-participants are (who usually use the yellow bin).

Among the more engaged participants, habits break when they're away from home. Among the less engaged, their habits aren't yet as solid – many forget to collect containers.

The problem is not attitudinal resistance, its situational failure.

Friction
Make it easier

Participants are generally very satisfied with their scheme experiences, but they do still find that collecting is a little harder than returning, and we're seeing that friction in the whole experience is starting to add up to more containers in landfill.

Participating consists of both collecting **and** returning. Summer exacerbates existing challenges: collection mess, smell and storage of increased volume; and returning suffers under increased volume with longer queues and overflowing bins.

It's more effortful to participate in summer, despite higher refunds from more containers collected.

Purpose
Make it feel worth it

A renewed focus on the purpose of participating – remind Queenslanders of their 'why' and what the outcomes of participating are - will support a stronger emotional reward in the perceived value equation.

The reasons people participate are consistently spread across three things: the environment, their community and for money, with the less consistent segments more motivated by the environment and community benefits.

It's the mix of the emotional reward with the transactional reward that fuels the value equation.

Top 5 Opportunity Areas

Strategy and Product

Focus on more containers, instead of more people

Look for volume growth amongst light participants and group advocates. Growth from those who are aware and open to the scheme but not participating is hard won (but possible in the long run). There is container loss to landfill amongst many cohorts with inconsistent collection habits.

Re-energise group participation

Provide tools or support that reduce the organisational burden for group organisers. Fix ownership issues so groups don't disappear through fatigue and unclear responsibility.

Network

Enable easier low value returns

Smaller, more frequency returns are seen as more difficult. Adding high convenience, hyper-local, small volume returns at retail return points will appeal to MUDs and will catch those containers currently lost when participants are out and about. But – remember that people prefer cash refunds.

Reduce friction points during seasonal peaks

Cleanliness improved, but queues and full machines continue to add friction during the higher-volume summer period.

Continue network planning to match CRP preference with supply

Customers know that depots provide a great experience and overwhelmingly prefer them (with much stronger appetite than supply in Far North QLD and Gold Coast). There's generally a desire for more RVMs and retail refund points – bag drops and donation bins are less preferred.

Communication

Increase emotional reward (recognition, pride, community and environmental impact) so effort feels worth it

Boost emotional resonance and strike the right balance between environmental and financial motivators to improve the emotional reward in the value equation.

Priority Actions

Habit
Address containers lost to landfill

1. Out of home reminders to save for home
2. Out of home infrastructure for on-the-go return/ swap
3. General reminders to collect every container (or least use the yellow bin)

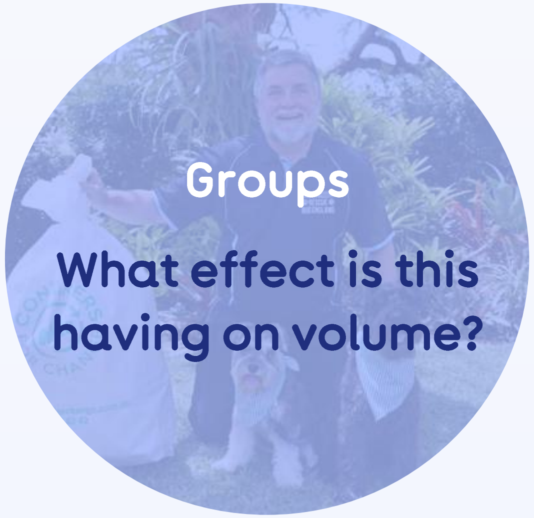
Friction
Make it easier

1. Address collection friction – which depends on dwelling type, lifestyle and urban area
2. Plan for improving experience at the next summer volume peak, with more frequent bin emptying and ways to manage return queues
3. Look at group participation opportunity - provide tools for advocacy and group establishment

Purpose
Make it feel worth it

1. Improve the emotional reward of participating and change the value equation (ideas exist from previous co-design research)
2. Rebalance purpose comms beyond financial reward – the mix includes environmental benefit, community benefit and containers out of landfill

What to watch next wave



Further Reading

Additional Reporting Available:

- Marketing Report – Biannual
- Detailed Regional Findings - Biannual
- Member Insights and Experience Report - Annual
- Detailed Crosstabs – Biannual
- Key Metrics Interactive Dashboard

COEX Container Exchange

CONTAINERS FOR CHANGE

Prepared by veracity

Appendix

Further reporting sections

Wave 6

Fieldwork: 19th January to 11th February 2026

11th March 2026

Version 1

Prepared by veracity

Marketing Impact & Planning

Customer Insights and Experience Report

Wave 6

Fieldwork: 19th January to 11th February 2026

COEX Container Exchange

Containers for Change

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Marketing Funnel - Total

Brand Awareness	**92%**	+1% vs 91% in July 2025	*Prompted brand awareness* When shown a range of logos and asked, *Which of the following recycling and container refund schemes have you heard of before today?*, this is the percentage of people who selected the Containers for Change logo.
Spontaneous Brand Recall	**57%**	+1% vs 56% in July 2025	*Spontaneous brand awareness* When asked to type an answer to *What recycling or refund schemes do you know of that operate in Queensland?*, this is the percentage of people who named Containers for Change exactly.
Intent	**80%**	+1% vs 79% in July 2025	*Intent* When asked *Which actions do you intend to take in the next month?*, this is the percentage of people who said they would be collecting, returning or donating their containers in any way; or enquiring about the scheme in some way.
Action	**76%**	-1% vs 77% in July 2025	*Action* When asked *Which of the following best describes you or your household in relation to the Containers for Change scheme?* this is the percentage of people who said they have taken part in some way, including giving containers to someone else.
Advocacy	**73%**	+2% vs 71% in July 2025	*Advocacy* When asked *When speaking with others, how would you describe Containers for Change?* this is the percentage of people who said they would speak highly about Containers for Change (top 2 box).

Base: Jan 26 n=2,548.
A sample of n=2,548 has a margin of error of +/- 1.94% at a 95% confidence level.

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

COEX Container Exchange

CONTAINERS FOR CHANGE

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How we framed the campaign evaluation

Tasks for advertising

Task 1: Take Notice

1. Reframe the value of a container
2. Normalize container recycling
3. Take notice of the advertising

Task 2: Take part

1. Prompt with a CTA: Trade, Donate or Share
2. Identify early indicators of behavior change

Target audiences

Acquisition
23%
of QLD homes

Contemplators: I/we have thought about taking part but haven't yet & I/we intend on taking part
Pre-contemplators: I/we have never thought about taking part
Unaware: I/we have never heard of it

Retention
73%
of QLD homes

At-home Participants: I/we have taken part and will continue to
At-home Indirect Participants: I/we don't take part but we collect containers and give them to someone else

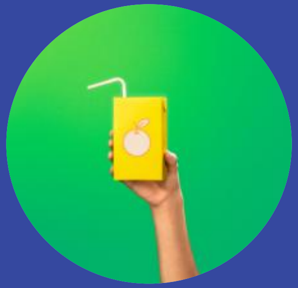
2 in 3 Queenslanders recall seeing the ads

1 in 4 Queenslanders now associate 'Bincoin' with Containers for Change

Non-participants

10% lift in Intent

Planning on speaking to a friend or booking a home collection



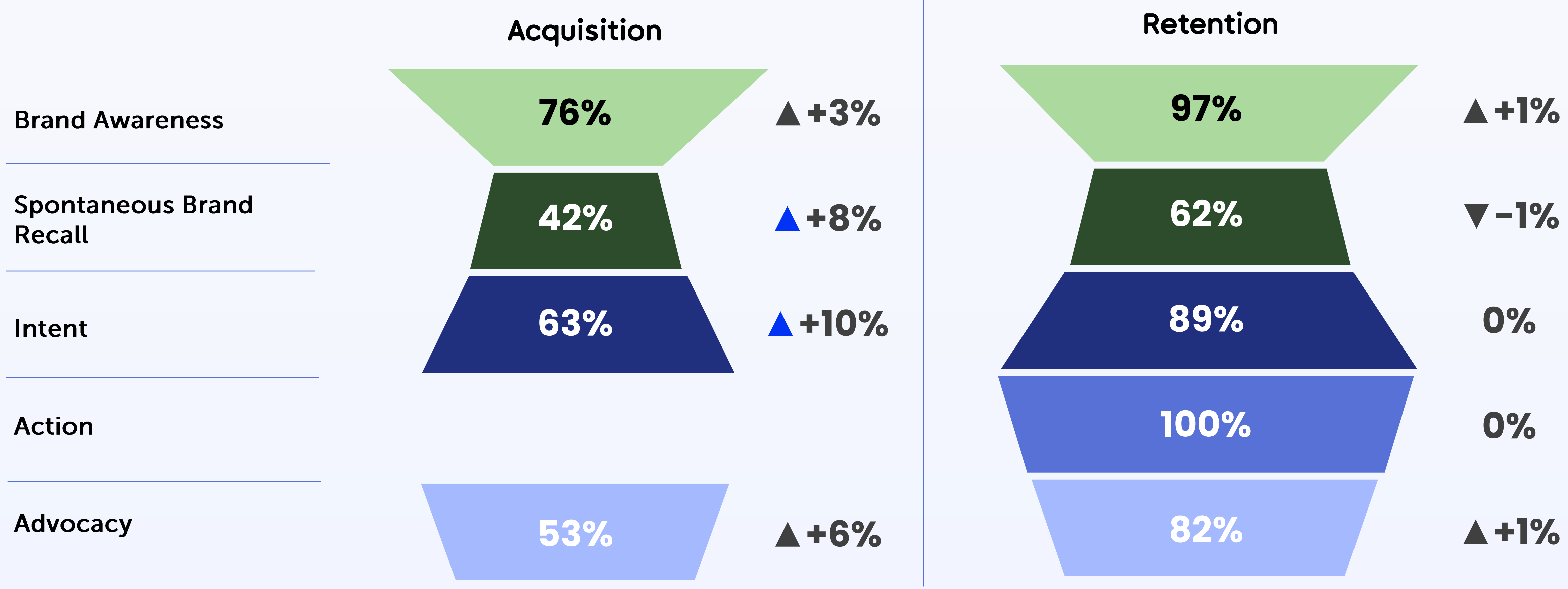
Overall campaign response

- High level of recall
- Clear and catchy creative – “Bincoin” cut through
- Obvious link to financial reward of participation
- But fewer post-view actions vs. previous years

Who the campaign worked best for

- Acquisition audience – higher intention to book a home collection or talk to someone about CfC.

Amongst the acquisition audience, we saw improved top of mind brand recall and intent to speak to a friend or book a home collection.



Base: Jan 26 Acquisition n=602, Retention n=1,832

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

Prepared by veracity

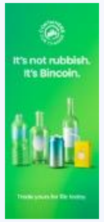
Bincoin ad recall surged to 63% in Queensland - well ahead of the past two summers - with video emerging as the standout driver.

53% recall

Audio

30% recall

43% recall



34% recall

Any Ad: 63%

▲ *vs 47% in January 2025 and* ▲ *vs 48% in January 2024*

COEX Container Exchange

Containers for Change

B1a-d: Before today, have you seen/heard this ad? Jan 26 n=2,548
B3: Where did you see or hear the advertising for Containers for Change? Jan 26 n=1,576
▲▼ Significantly more than or less than previous waves at 95% CI

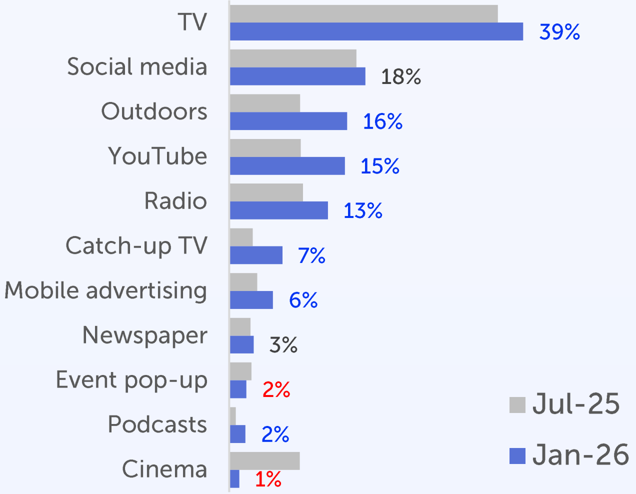
Prepared by veracity

Video formats were most recalled, followed by OOH and radio.

Saw advertising – All QLD

63%
Any ad

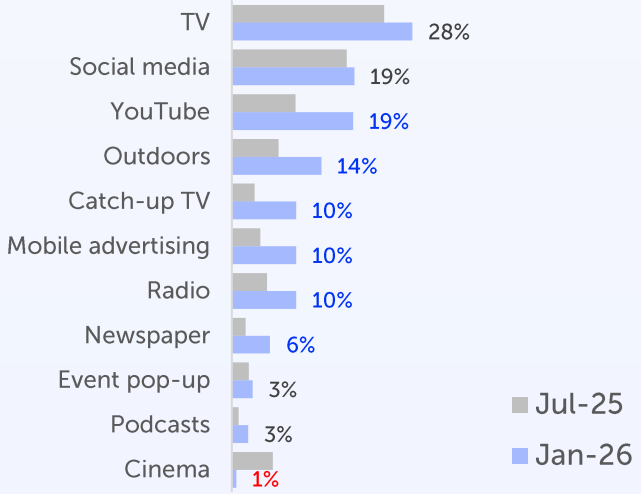
▲ *vs 47% in January 2025 and* ▲ *vs 48% in January 2024*



Acquisition audience

58%
Any ad

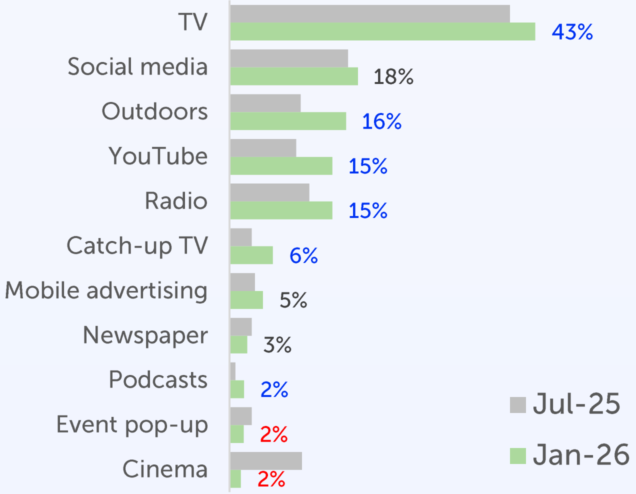
▲ *vs 40% in January 2025 and* ▲ *vs 38% in January 2024*



Retention audience

65%
Any ad

▲ *vs 50% in January 2025 and* ▲ *vs 51% in January 2024*



COEX Container Exchange

B1a-d: Before today, have you seen/heard this ad? Jan 26 n=2,548, Acq n=602, Ret n=1,832
B3: Where did you see or hear the advertising for Containers for Change? Jul 25 n=2,527, Jan 26 n= 2,548. Acq Jul 25 n=543, Jan 26 n= 602, Ret Jul 25 n=1,871, Jan 26 n= 1,832
▲▼ Significantly more than or less than previous wave at 95% CI

Prepared by veracity

How did people respond to the ads?

Highlighted of the financial value of a container

"Thought it was great way to have people connect to the idea of rubbish being valuable."

"Clever I like the use of bincoin ... it makes me remember it. Delivers a clear message that you can make money when recycling your bottles"

Catchy - a clever reminder

"Good reminder to recycle and get paid."

"Bincoin is a good catchphrase. It reminds me that I can cash in containers for coins."

Clear, inclusive, visually educational and attention grabbing

"Clear message and love the colours used, very green and a feeling of doing good! Also like the way different containers are shown so that in case people didn't know what could be recycled this helps clear it up a bit. And showing all ages getting involved."

"Cheesy & corny way to grab attention, but the message is clear - trade recycling containers for cash."

"It also shows a range of demographics using the program to remove stigmas of cash for containers programs being a povo program from low income people, it is a good initiative to encourage recycling."

Home collection sparks interest

"A very clever mimic of bitcoin. Catchy tune. Linking the 'bincoin' to bitcoin is also a clever advertising strategy. However I feel that I'd engage more with the ad if there was information about the pick from home option."

"A lot of what is said in the ads I already knew, however having the containers collected from Home sounds good. I didn't know that they did this. I don't know if I would use it but it does sound like a good option."

Financial reward is low compared to effort

"Doesn't seem worth the effort required."

"Appreciate the play on words however it's a little cringey and misleading. Bitcoin is worth so much money where as the cans/ bottles don't get you much money back."

"A bit cringe, hardly a bit currency when they are only 10c each. But its catchy."

Some brand confusion

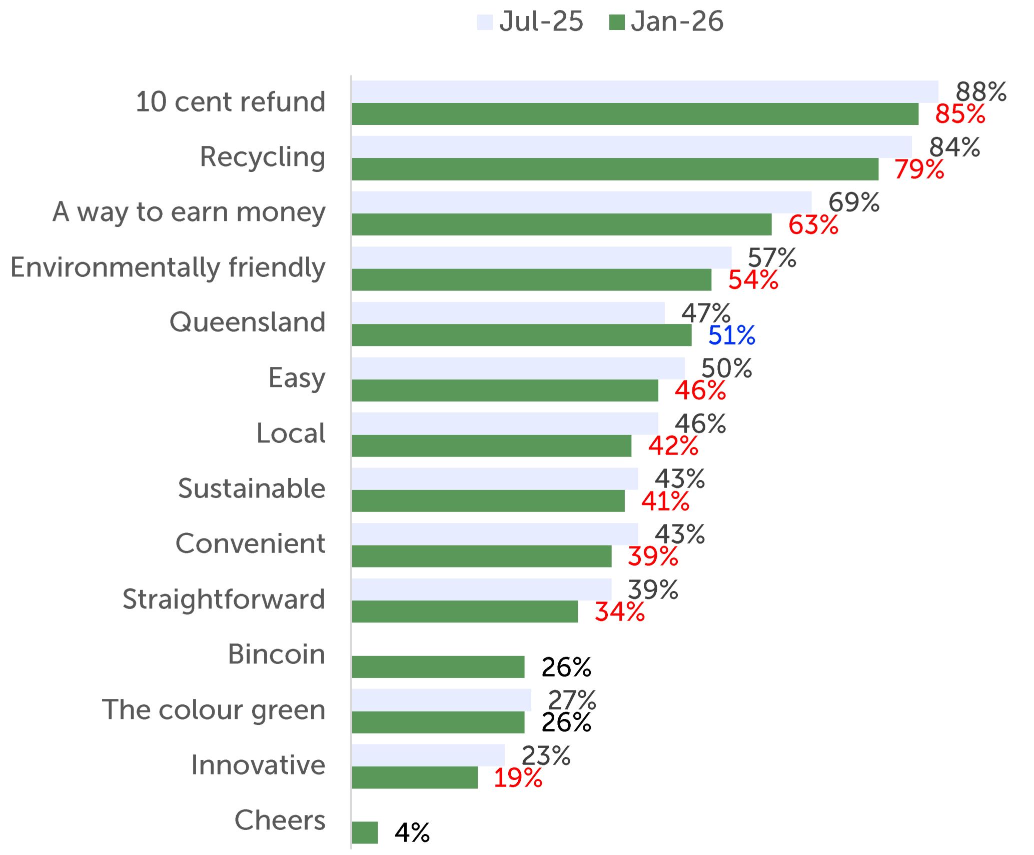
"I didn't realise that Bincoin was Containers for Change. I take my kids to the movies often so I have seen the ads quite a bit."

"Confusing. It makes me think the company is called Bincoin not Containers for Change."

"At first I thought it was introducing a digital currency, however on many viewings of this advertisement on streaming services I now understand that it is a clever play on digital currency where rubbish is convertible to cash."

Bincoin has been newly established as a brand association (26%) – but at the cost of almost all existing associations except 'Queensland'.

The decline in the other brand associations was seen across all segments.



Brand Associations – All QLD

Q5a: Which of the following words and phrases do you associate with the Containers for Change brand? Jul 25 n=2,314, Jan 26 n=2,353

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

COEX Container Exchange

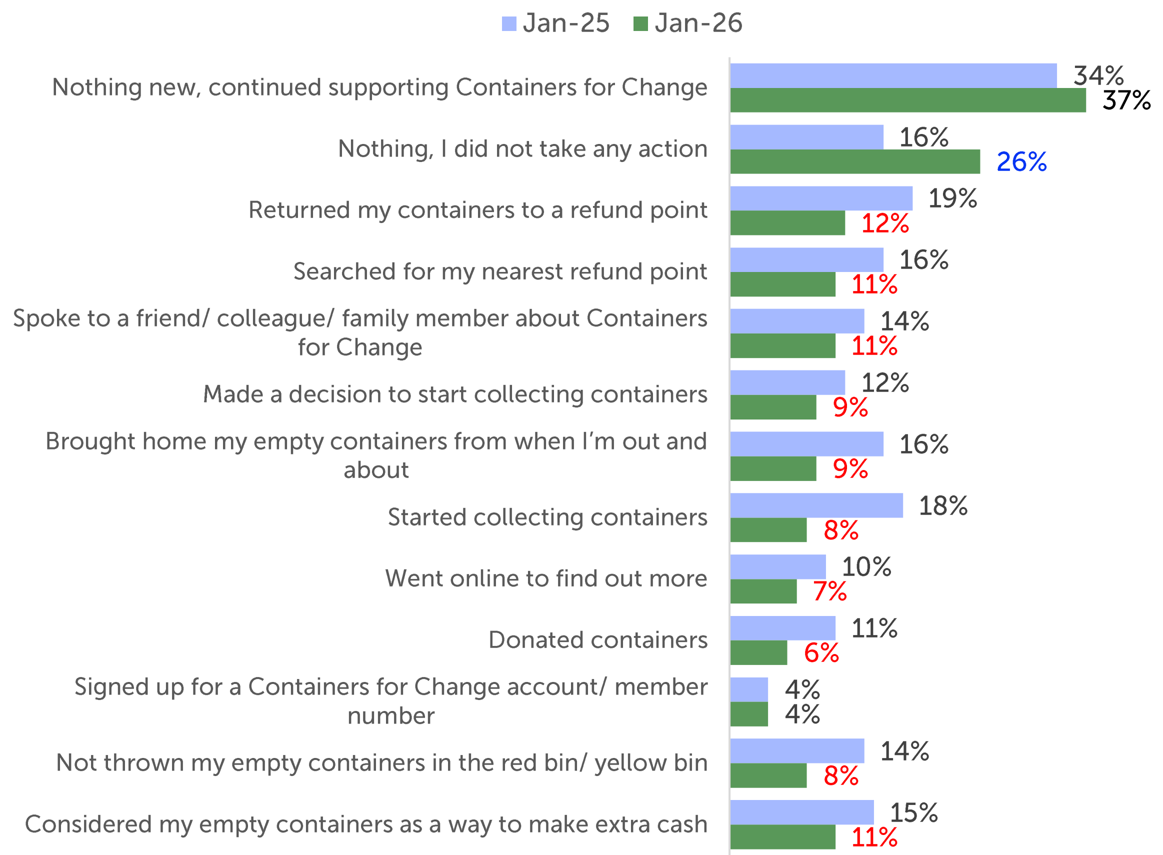
Containers for Change

Prepared by veracity

Fewer Queenslanders took action after seeing the ads this summer.

▼38% of Queenslanders undertook an action after seeing the ads, down from 51% who undertook any action last summer.

This pattern was consistent across segments, regions and cohorts.



Action taken after seeing advertising – All QLD

COEX Container Exchange

Containers for Change

B12:After seeing this advertising, did you take any of the following actions? Jan 25 n=1,129, Jan 26 n=1,562

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

Prepared by veracity

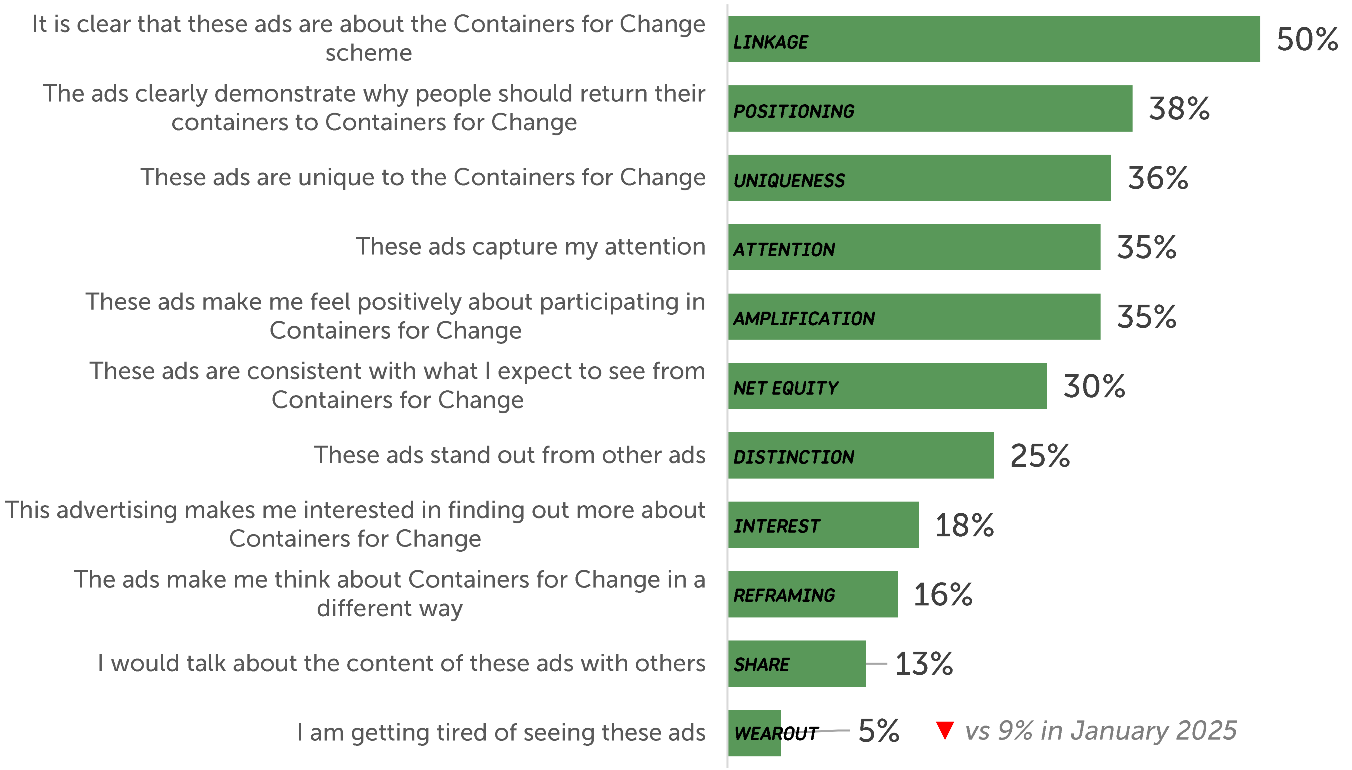
Impact Lens
Advertising Diagnostics

People more engaged with the scheme responded more positively to the advertising:

- Brand Linkage was much clearer for Retention (53%) than Acquisition (43%).
- With a new campaign, wear-out was about half of what we saw after last summer. However - people saying *they are tired of seeing the ads* was twice as high in the Acquisition audience (8%) compared to the Retention audience (4%).

Verbatims indicate that the video streaming was driving the wear-out
"Very clever but was annoying seeing it multiple times when watching streaming services."
"I have been exposed to this ad a few time and after a while it starts to become annoying, that same ad over and over again."

Note: We have applied a new methodology of evaluating campaign impact this year, so can only compare wear-out year-on-year.



Impact Lens

COEX Container Exchange | Containers for Change

B13: Thinking about the ads you just viewed, even if today is your first time seeing them, which of the following statements do you agree with? Jan 26 n=2,548

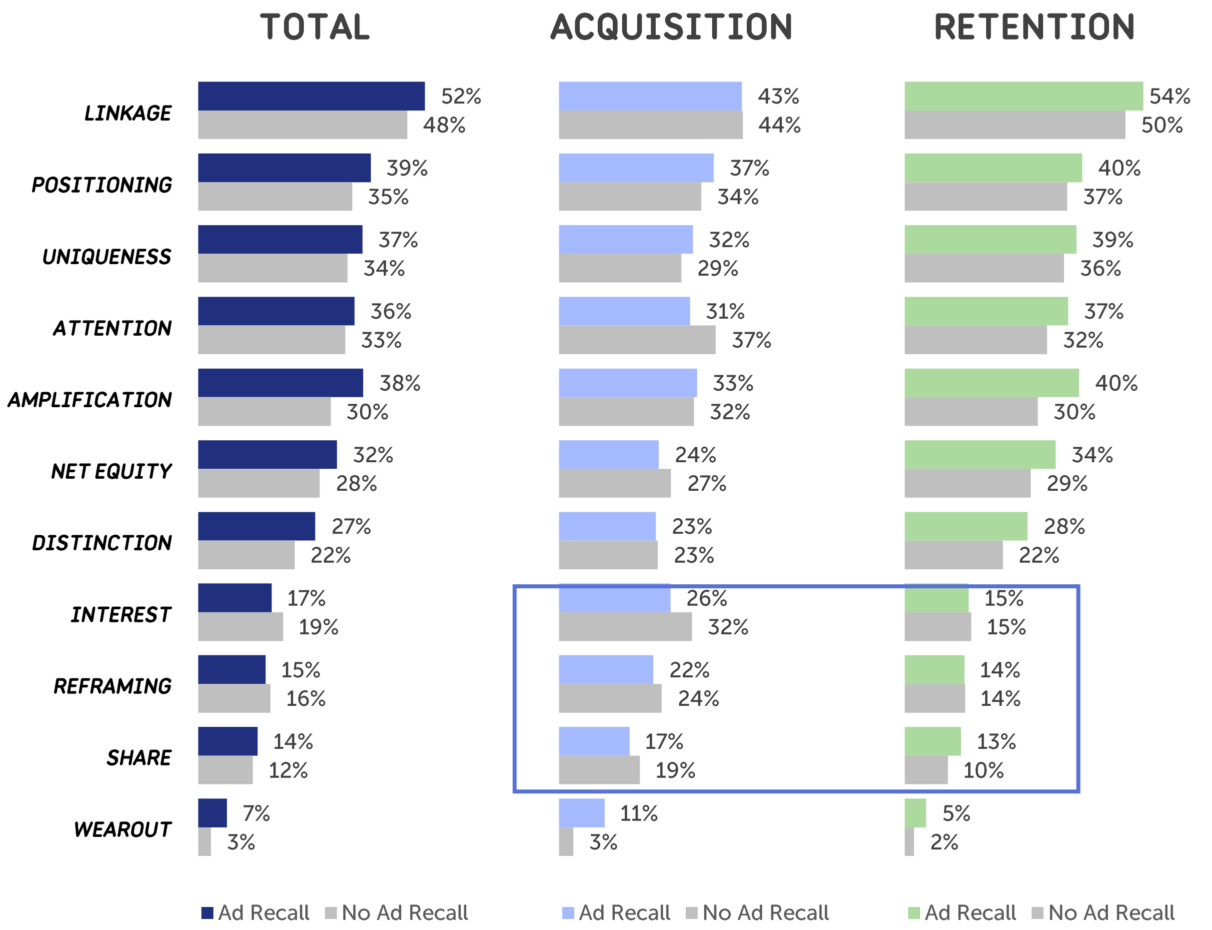
▲▼ Significantly more than or less than previous wave at 95% CI

Prepared by veracity

The Acquisition audience found the ads more interesting, share-worthy and more of a reframe than the Retention audience.

Ad response was naturally a little stronger among those who had **seen** the ads.

Linkage and positioning are stronger for the Retention audience who had seen the ads, as they know the brand already and therefore have a point of reference.



Impact Lens among those who have seen the ads

B13: Thinking about the ads you just viewed, even if today is your first time seeing them, which of the following statements do you agree with? Jan 26 n=2,548, Acquisition n=602, Retention n=1,832

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CONTAINERS FOR CHANGE

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Seen, understood, liked, remembered – but familiar message weakens impact.

While the ads are noticed, trusted, liked, and generally linked to Containers for Change, they fall short on distinctiveness and impact, with the 'container = money' message landing as a reminder rather than a reason to participate.

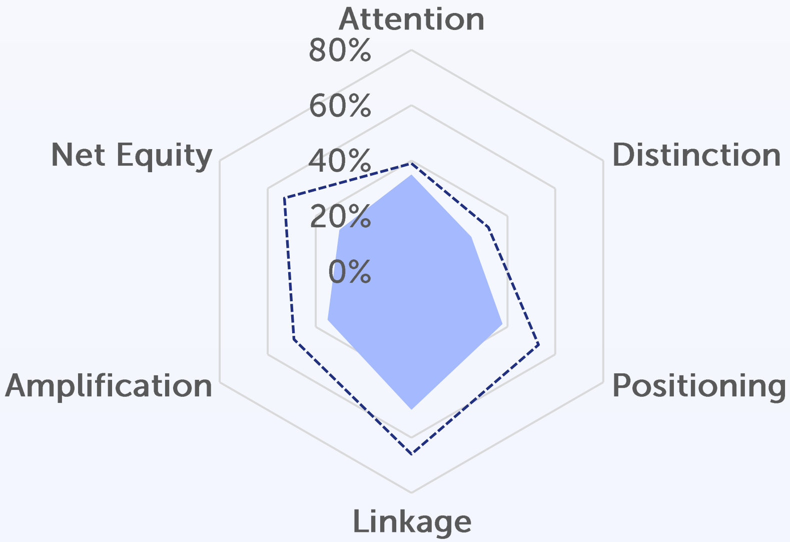
Rebuild purpose + pride to increase emotional payoff.

Attention (35%) – how does the ad engage the audience?

- The ads capture attention by being clear, familiar, and easy to process, engaging viewers through straightforward explanation and repeated exposure with a catchy line, but little emotional impact.

Net Equity (30%) - is the ad consistent with the brand's history and reputation?

- The ads are consistent with Containers for Change's established reputation as a clear, credible, scheme, reinforcing trust and familiarity, but doing little to deepen emotional connection or expand brand equity.



Distinction (25%) – is the execution unique in its delivery?

- Distinction is the weakest metric, linked more to the message than the execution. The green is perceived as strong and the visuals reinforce container eligibility.
- Comments include both ends of the spectrum: *catchy, clever* – and *cringe, cheesy*.

Amplification (35%) – do the ads make the viewers thoughts favourable towards participating in the scheme?

- The ads confirm pre-existing favourable sentiment towards participating in Containers for Change, and improve some intent to talk to others or book home collection among non-participants; but fall short of meaningfully increasing the desire to start participating because the value exchange does not outweigh the effort.

Positioning (38%) - is the appropriate category represented and a strong benefit featured?

- The ads successfully communicate that containers are worth money rather than rubbish, but this benefit is largely perceived as familiar and informational.

Linkage (50%) – will the brand and benefit be remembered?

- Linkage is the strongest impact of the ad, with respondents explicitly referencing "Containers for Change", linking the green with recycling, and recognising the ad as a reminder of the monetary value of containers.
- However, the verbatims also show people were confused by Bincoin vs Bitcoin; and thought it was something new rather than linking it to Containers for Change.

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Containers for Change

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Compared to last summer, the ads inspired few new actions.

For both audience groups, the most common response after viewing the ad was **taking no further action.**

In particular within the Retention audience, the level of activity decreased compared to the previous summer.

	Acquisition		Retention	
	Jan-25	Jan-26	Jan-25	Jan-26
Nothing new, continued supporting Containers for Change	10%	6%	41%	47%
Nothing, I did not take any action	21%	28%	14%	24%
Searched for my nearest refund point	24%	24%	14%	7%
Made a decision to start collecting containers	26%	23%	9%	5%
Spoke to a friend/ colleague/ family member about CfC	21%	22%	13%	8%
Considered my empty containers as a way to make extra cash	21%	16%	14%	10%
Returned my containers to a refund point	17%	15%	20%	11%
Went online to find out more	21%	14%	7%	6%
Started collecting containers	20%	12%	18%	7%
Donated containers	15%	12%	10%	5%
Brought home my empty containers from when I'm out and about	14%	9%	17%	9%
Signed up for a Containers for Change account/ member number	5%	9%	4%	3%
Not thrown my empty containers in the red bin/ yellow bin	17%	8%	13%	8%

Action taken after seeing advertising

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CONTAINERS FOR CHANGE

B12:After seeing this advertising, did you take any of the following actions? Jan 26 n=1,562, Acquisition n=348, Retention n=1,156

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

Prepared by veracity

Task 1: Take Notice – Campaign Impact

Lower salience amongst Retention audience, with lower perceived container value and higher feeling of the exchange not being worth it.

Reframe the value of a container

Metric	Metric Detail	Acquisition		Retention	
		Jul-25	Jan-26	Jul-25	Jan-26
Not worth it	*Recycling with Containers for Change is not worth the time and money I earn/donate*	12%	14%	3%	▲5%
Perceived value of a container	I consider *a recyclable empty drink container to be* ***very*** *or* ***extremely*** *valuable [T2B]*	22%	24%	40%	39%
	I consider *a recyclable empty drink container to be* ***moderately*** *valuable*	24%	27%	27%	26%
	After seeing the ads, I considered my empty containers as a way to make extra cash	21% (Jan-25)	16%	14% (Jan-25)	▼10%

Normalize container recycling

Metric	Metric Detail	Acquisition		Retention	
		Jul-25	Jan-26	Jul-25	Jan-26
Salience	*I occasionally or regularly drive past a Containers for Change return point/ depot*	47%	45%	72%	71%
	I see other people collect/ store containers for Containers for Change	68%	64%	81%	▼78%
	I see local businesses or community groups collect/ store containers for Containers for Change	39%	39%	54%	▼50%
	I see Containers for Change collection bins at places/ events I go to	38%	42%	50%	47%
Norms	*My friends or family collect containers for Containers for Change*	48%	50%	80%	80%
	My workplace collects containers as part of Containers for Change	21%	23%	27%	27%
	Seeing people around me recycle [motivates me to participate]	4%	6%	2%	3%

Base: Jul 25 Acquisition n=443/543, Retention n=1,871.
Jan 26 Acquisition n=523/602, Retention n=1,832.

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

Task 2: Take Part – Campaign Impact

Acquisition audience more likely to book a home collection and show some enquiry intent.

Prompt action with CTA: Trade, Donate or Share

Metric	Metric Detail	Acquisition		Retention	
		Jul-25	Jan-26	Jul-25	Jan-26
Partici-pation Intent	In next month, intend to: • *Book a home collection*	2%	▲7%	4%	5%
	• *Return my containers to a refund point*	19%	20%	67%	66%
	• ***Start** collecting containers*	26%	23%	5%	▼1%
	• ***Continue** collecting containers*	20%	16%	81%	80%
Donation Intent	In next month, intend to: • *Donate my containers to a charity or group*	7%	8%	5%	6%
Share Intent	• In next month, intend to: *Give my containers to someone else who participates*	13%	14%	6%	6%
Intent to use yellow bin	In next month, intend to: • *Recycle my empty containers in the yellow bin*	44%	41%	17%	15%

Identify early indicators of behavior change

Metric	Metric Detail	Acquisition		Retention	
		Jul-25	Jan-26	Jul-25	Jan-26
Yellow bin use	*I recycle my containers through the yellow-top bin*	39%	37%	10%	▼7%
Recency	Returned within last 2 months	N/A		76%	▲81%
Tenure	Been participating 6 months or less	N/A		3%	2%
Enquiry Intent	In next month, intend to: • *Sign up for a CFC account/ member number*	9%	11%	3%	3%
	• *Visit the Containers for Change website or download the app*	13%	▲18%	6%	8%
	• *Search for nearest refund point*	18%	19%	9%	9%
	• *Speak to friend/ colleague/ family member about CFC*	9%	▲14%	9%	10%
Reject after trial	*I/we have taken part but probably won't again*	Total Jul-25 : 4%	Total Jan-26: 4%		

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Base: Jul-25 Acquisition n=443/543, Retention n=1,688/1871.
Jan-26 Acquisition n=523/602, Retention n=1,677/1832.

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

Prepared by veracity

▲▼ Sig. differences vs the exception at 95% CI

Acquisition audience

Campaign impact summary

Intent Lift

The campaign nudged more "next-step" consideration, even if behaviour hasn't followed yet. Acquisition funnel metrics show intent at 63% (+10pp vs last wave) alongside improved spontaneous brand recall (42%, +8pp), indicating the campaign is landing mentally and increasing openness to act.

Home Collection

Home collection was the clearest "new" behaviour signal the campaign generated for acquisition. Intent to book a home collection jumped from 2% to 7% among the acquisition audience.

High Visibility, Low Immediate Conversion

58% of the acquisition audience recalled seeing at least one ad, yet the broader "action after seeing ads" pattern has softened year-on-year (more "no action" responses and fewer tangible steps like starting/returning).

Enquiry Improvements

The campaign worked better at prompting curiosity and conversation than immediate action. Acquisition audiences were more likely to intend to visit the website/download the app (18%, +5pp) and intend to speak to a friend (14%, +5pp) than previously, signaling that the creative is prompting exploration and social spread rather than instant habit change.

Retention audience

Campaign impact summary

High Awareness & Strong Visibility

The campaign maintained broad visibility among people already in the scheme. Retention audiences sit at 97% brand awareness and 65% recall seeing any ad, meaning the campaign successfully reached the core base at scale.

Reminder, Not Motivator

The ads functioned more as a reinforcement cue than a driver of new behaviour. Post-exposure actions declined versus last summer, with increases in "nothing new" and "did not take any action," and drops in concrete behaviours like returning containers or searching for refund points.

Value Equation Pressure

Even among participants, perceptions that the exchange may not be worth it are edging up. The proportion agreeing that recycling with CfC is "not worth the time and money" increased within retention (from 3% to 5%), while perceived container value stayed broadly flat/slightly down, suggesting a growing vulnerability to friction during peak-volume periods.

Salience Cues Weakened

Retention audiences are seeing fewer real-world prompts that sustain habitual participation. Key salience indicators declined, which matters because fewer "in-the-wild" cues can translate into more container leakage when habits break.

Implications for marketing strategy

Funnel impact

Highly visible, the campaign improved upper funnel metrics amongst the Acquisition audience, but had little impact on the Retention audience. Future growth will come from building the gap between intent and behaviour.

Audience opportunity

The biggest opportunity is amongst existing and light participants where more containers lost to landfill and inconsistency are constraints. New actions among Acquisition audiences will be slower; more containers from the Retention audiences represent the fastest path to volume growth.

Message diagnostics

The “Bincoin” campaign delivered cut-through and memorability but the “container=money” message felt familiar, acting more as a reminder than a motivator, and weakening overall impact. Rebalancing the core message towards purpose is needed to improve the emotional reward in the value equation and make the effort feel worthwhile.

Channel signals

Video remains the strongest driver of recall, with OOH and radio playing an increasingly supportive role. Channel mix can be built upon with contextual prompts and in-the-moment reminders of collection.

Regional Snapshot & Key Differences

Customer Insights and Experience Report

Wave 6

Fieldwork: 19th January to 11th February 2026

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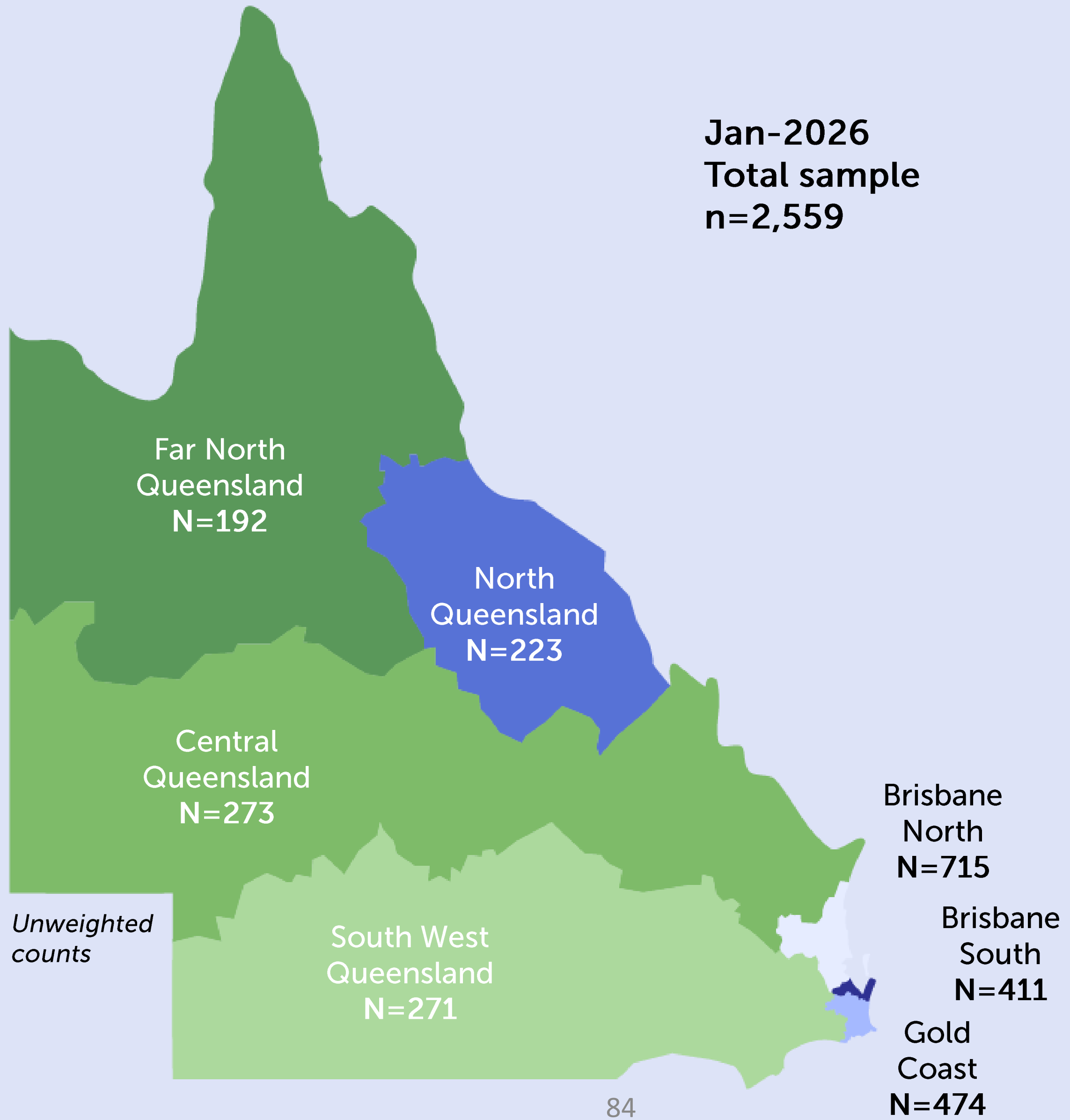
How to understand the results

Significance is tested wave on wave.

Red or ▼ = Significantly less vs previous wave

Blue or ▲ = Significantly more vs previous wave



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CONTAINERS FOR CHANGE

Key Regional Differences and Changes this Wave

North Queensland demonstrates high salience & high experience

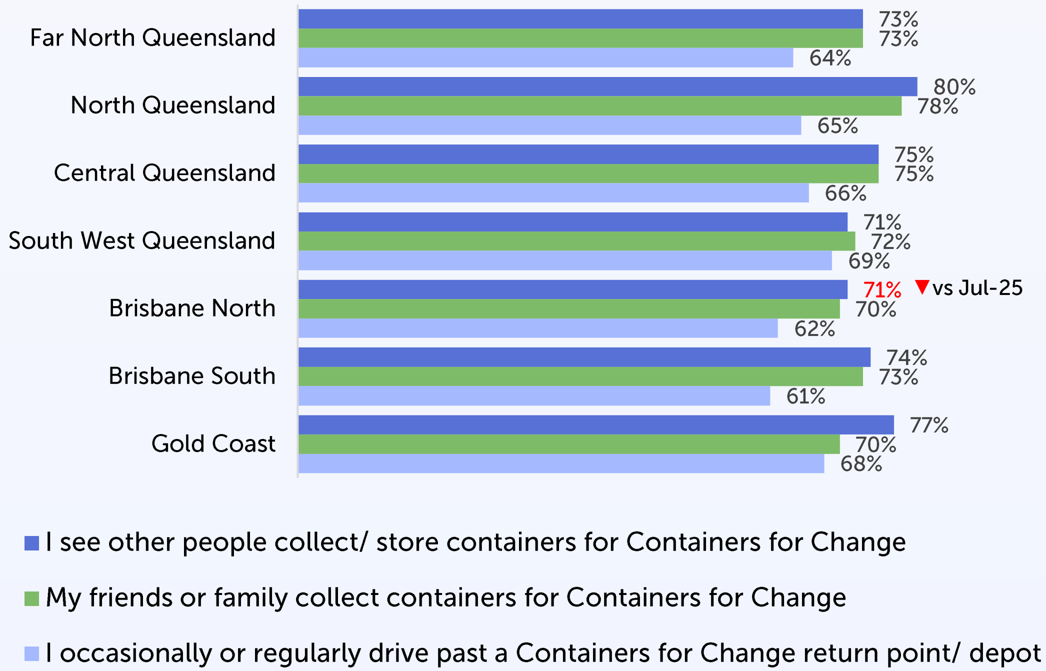
Biggest pain points are in Brisbane South; lowest ease & satisfaction

Biggest drops in NPS & CSAT in Far North and Central Queensland

Decline in ease across all regions except Brisbane North

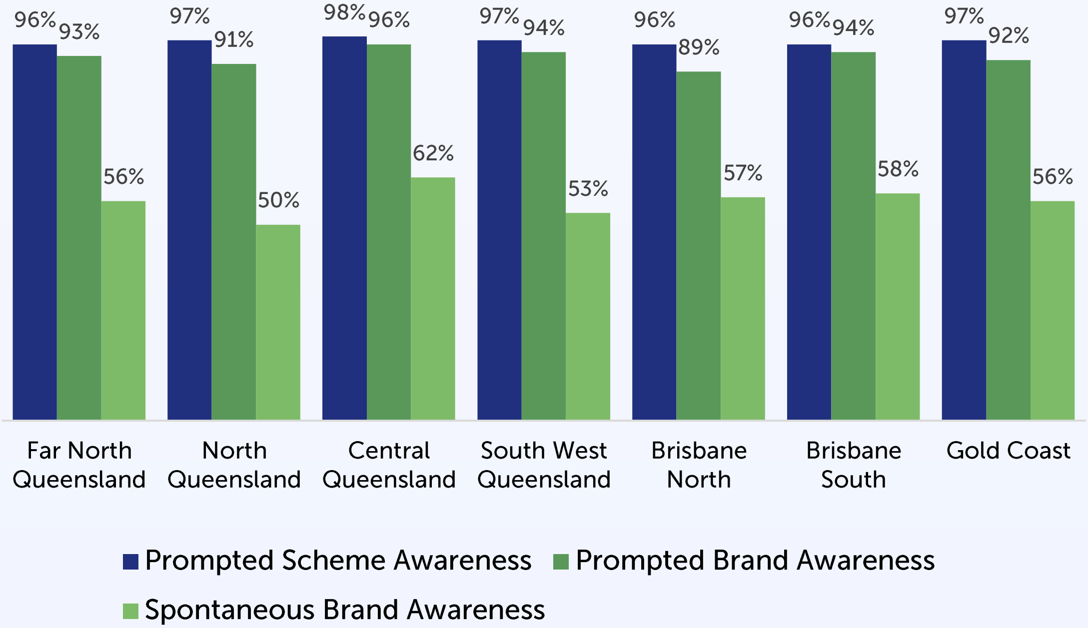
Wave on wave salience and awareness have remained relatively flat across the regions.

Scheme Salience by Region



Brand Awareness by Region

No wave on wave changes

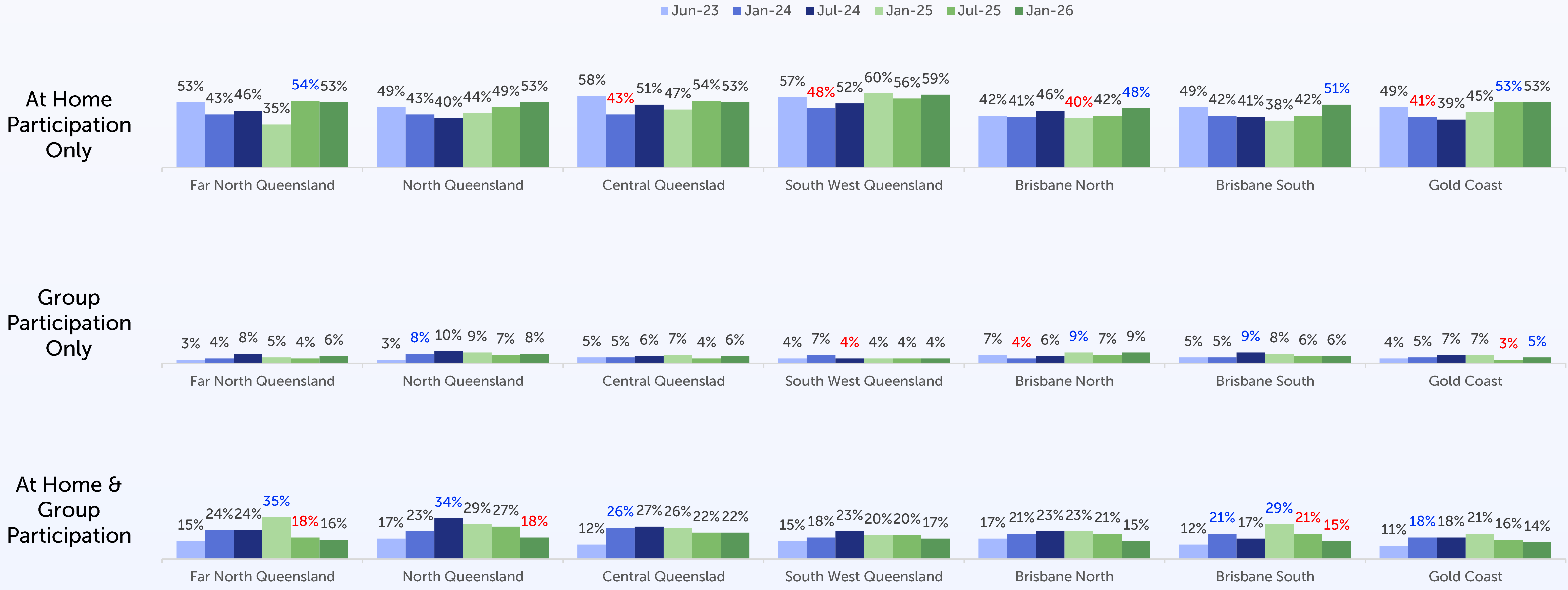


Q4. What recycling or container refund schemes do you know of that operate in Queensland?
Q5. Which of the following recycling and container refund schemes have you heard of before today?
Q12: Which of the following best describes your community, sporting, workplace, school, business, charity or other groups in relation to the Containers for Change scheme? by Q6a Which of the following best describes you or your household in relation to the Containers for Change scheme?
Base: FNQ n=191, NQ n=223, CQ n=273, SWQ n=268, BN n=712, BS n=408, GC n=473

▲▼ Sig. differences vs Last wave at 95% CI

Prepared by veracity

The trend of lower, or at least steady, participation across groups is evident in most regions, particularly North Queensland and Brisbane South.



COEX Container Exchange

Containers for Change

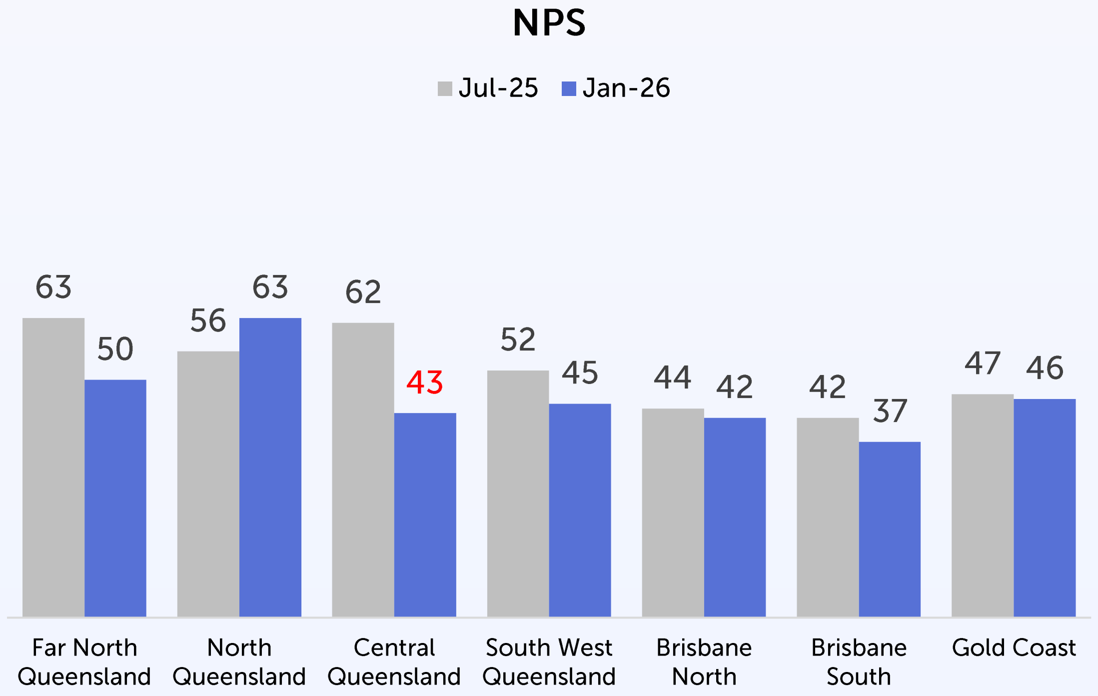
Questions used: Q6a, Q12, Q5.
Base: FNQ n=191, NQ n=223, CQ n=273, SWQ n=268, BN n=712, BS n=408, GC n=473

▲▼ Sig. differences vs Last wave at 95% CI

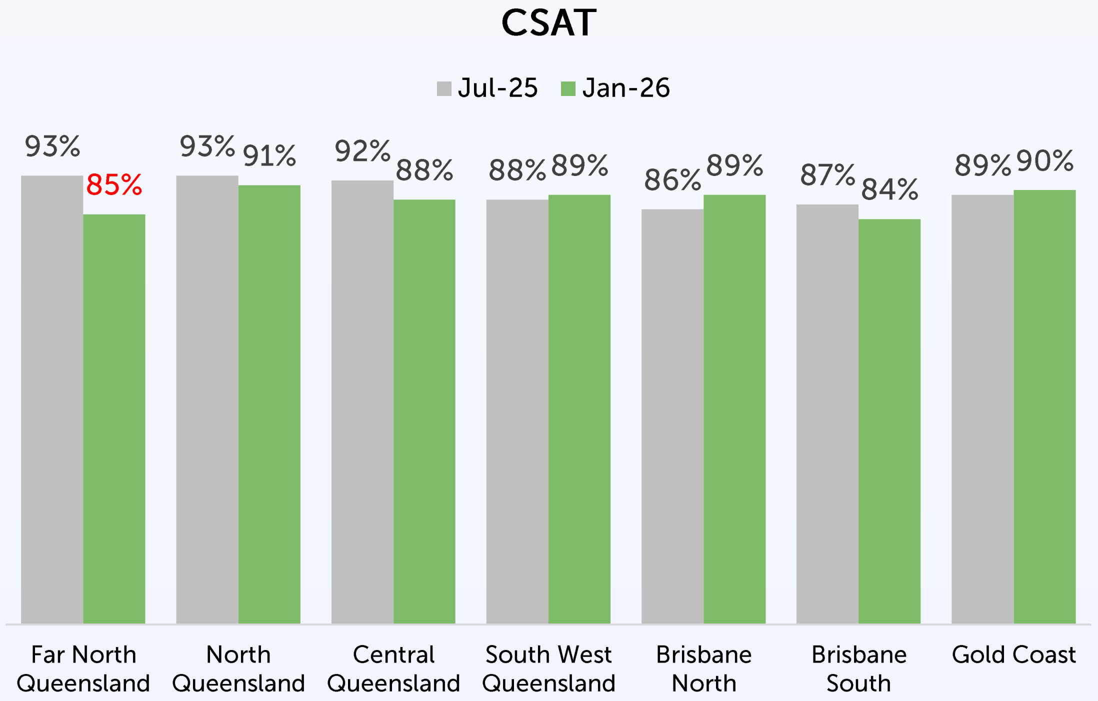
Prepared by veracity

North Queensland is leading the way when it comes to NPS and satisfaction, with the lowest levels in Brisbane South.

NPS by Region



CSAT by Region



COEX Container Exchange

CONTAINERS FOR CHANGE

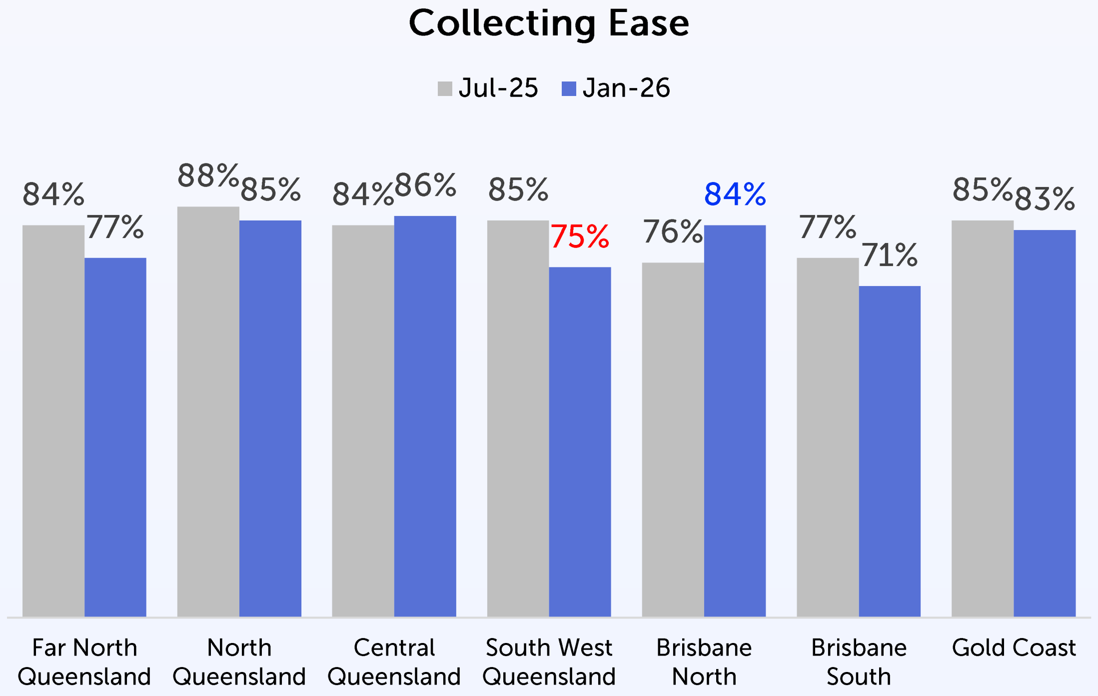
P10c How likely are you to recommend the Containers for Change to family and friends?
P10a: Taking into account all your experiences with Containers for Change to date, how satisfied are you?
Base: FNQ n=141, NQ n=158, CQ n=208, SWQ n=205, BN n=471, BS n=284, GC n=326

▲▼ Sig. differences vs Last wave at 95% CI

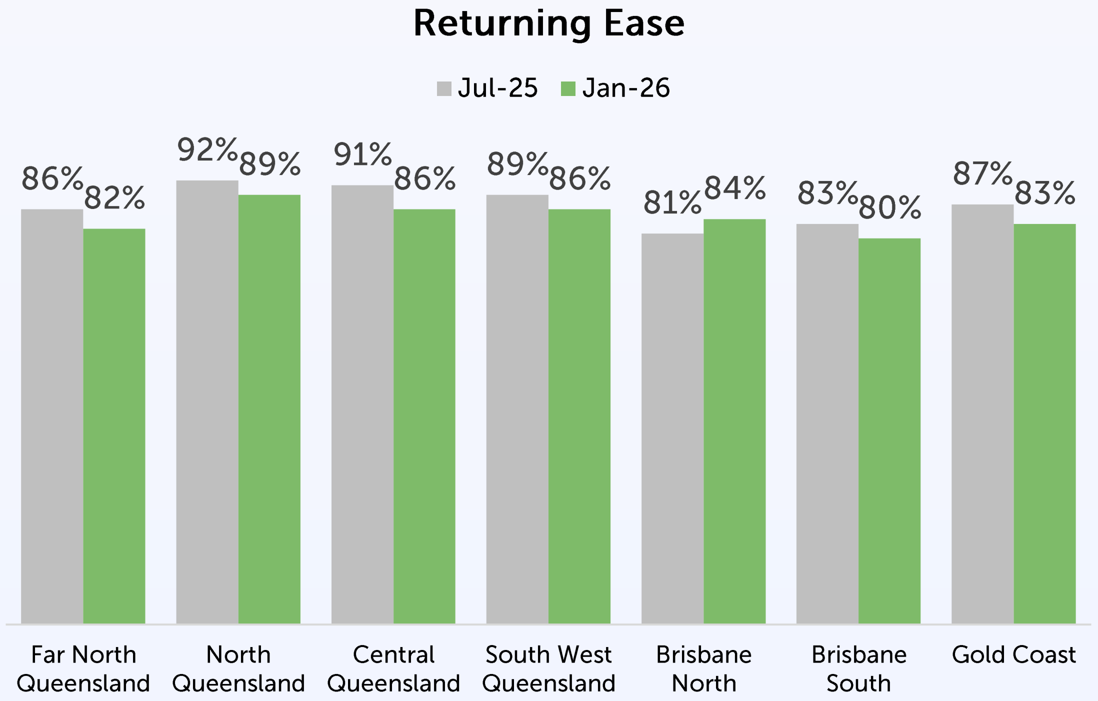
Prepared by veracity

Collection ease is notably lower in SWQ and Brisbane South, and scores are on a slight downward trajectory in most regions.

Ease of collecting by Region



Ease of Returning by Region



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CONTAINERS FOR CHANGE

P10e How easy do you usually find the process of collecting your containers (i.e. gathering, sorting, cleaning, and storing)?
P10g How easy do you usually find returning your containers through Containers for Change?
Base: FNQ n=141, NQ n=158, CQ n=208, SWQ n=205, BN n=471, BS n=284, GC n=326

▲▼ Sig. differences vs Last wave at 95% CI

Prepared by veracity

Further Reading

Additional Reporting Available:

- Detailed findings by region

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Prepared by veracity

No container

goes to waste

COEX
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