



Environmental Behaviours Report 2026

August 2026

Prepared by
veracity

Summary

Containers for Change continues to provide environmental, social and economic benefits for Queensland.

New research shows that recycling containers has become an established behaviour across Queensland communities, driven by a shared desire to reduce waste, protect the environment and keep local areas clean.

This report brings together findings from recent proprietary research commissioned by Container Exchange (COEX) from Veracity Research, drawing on three studies from November 2025 to July 2026, among over 5,000 Queenslanders.



Why Queenslanders recycle

57%



Of Queenslanders recycle to benefit the environment

The number one reason Queenslanders recycle their containers is to reduce waste and help the environment.

TOP REASONS TO RECYCLE

1

Benefit the environment

Leading motivation

2

Reduce landfill

Second most common reason

Environmental concern is the dominant driver of container recycling in Queensland. It points to a population that recycles out of genuine care for the environment rather than convenience or obligation.

What this means

The success of Containers for Change is driven by more than financial incentives. It reflects the values of Queenslanders who want to reduce waste and contribute positively to the environment.

The scheme is keeping Queensland clean

91%

Agree the scheme helps keep local areas clean

92%

Agree the scheme is helping to reduce landfill

96%

Agree Containers for Change is good for the environment

97%

Agree Containers for Change is a great recycling initiative



Widely recognised: The scheme's benefits show up through recycling outcomes and visible improvements in local communities.

Recycling is now mainstream behaviour

KEY PARTICIPATION INSIGHT

1.9 million Queensland households take part in the scheme, from cities to regional communities.

1.9
million

79%



Of Queenslanders participate in the scheme

Participation in some way is strong across all parts of the state and particularly in regional communities.

What this means

Containers for Change is helping create lasting recycling habits and embedding sustainable behaviours into daily life.

Queenslanders believe the scheme is making a positive difference



Confidence in the scheme is extraordinarily strong.

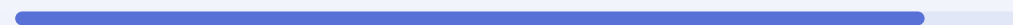
Nearly **nine in 10 Queenslanders** agree that Containers for Change is making a positive difference across the state and most agree it is a fair and effective way to manage recycling.

WHAT THIS MEANS

Containers for Change has grown into more than a recycling program. It is now a widely supported environmental initiative that reflects the values of Queensland communities.

90%

agree it is a fair way to manage recycling



89%

agree it is making a positive difference in Queensland



78%

agree the scheme reflects the values of their community



About the research

This report draws on three independent studies conducted by Veracity Research for COEX.

STUDY 01

Container Consumption Study

November 2025

n=1,665 Queenslanders 18+

14,000+ containers tracked via a disposal diary to understand real-world container usage and disposal behaviour.

STUDY 02

Customer Survey

January 2026

n=2,559 Queenslanders 18+

A biannual longitudinal study tracking attitudes, experiences and participation. Statewide, weighted to population.

STUDY 03

Pulse Survey

July 2026

n=1,103 Queenslanders 18+

Statewide representative sample exploring attitudes, perceptions and environmental motivations.

GET IN TOUCH

For more information

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