

Wet wipe research research materials 2025

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Recruitment screener

RECRUITMENT PARTNER: Firebird

Overview of the sample

Participation:

- All to take part in an **onboarding webinar w/c 3 February** (30 minutes)
- All to complete a **5-day online community w/c 10 February** (30 minutes per day)
- Carers (n=4) and hotspot participants (n=8) to take part in **additional depth interviews w/c 17 February** (45 minutes)
- Selected participants (n=8) to take part in follow-up **longitudinal study w/c 16 March – 27 April** (approx. 2 hours over 6-8 weeks)

Sample spec:

	Younger Males and Females (n=4)	35-45 years (n=4)	New parents (n=4)	Parents of toddlers (n=4)	Carers (n=4)
Age	18-24 years	35-45 years			
Gender	2 x male 2 x female	2 x male 2 x female			
Wipe usage	Using wipes in the bathroom or to remove makeup	Using wipes regularly	Using wipes for baby and other uses	Using wipes for toddlers and other uses	Using wipes for care
Household			Baby <12 months old	Toddlers aged 1-3 years	
<i>Across the sample</i>	50% metered and 50% unmetered Mix of homeowners (min. 6) and renters (min. 6, min. 3 to be in shared house) Mix of household sizes and mix of SEG (min. 8 A/B/C1, min. 8 C2/D/E)				

Carers	
Private / agency / charity	2
NHS	2

Wipe Usage	
Using wipes regularly	All
Disposal through flushing	50% participants
Make-up removal	Min. 2 x younger females
Personal hygiene	Min. 2 x younger males

To be recruited via Customer Lists:

Hotspot participants (n=8)
Those who live in sewage blockage hotspot areas who have undergone interventions related to said blockage

Research overview:

Wessex Water has been running a sewerage blockage prevention programme and needs to evaluate its effectiveness.

A contributing factor to major blockages is the flushing of wet wipes by customers. To address this, Wessex Water is conducting research to better understand the behaviour behind this practice, including when and where it began and what factors might encourage customers to change their habits.

Incentives:

- **Attendance of webinar: £25**
- **Completion of online community: £100**
- **Completion of additional depths: £30**
- **Completion of longitudinal study: £150**

Introduction

Example: Hello, my name is _____ and I'm calling from _____, a market research company.

We are looking for people to take part in an exciting project about household products.

HOUSEHOLD SCREENER

Are you interested in taking part? If yes, then to ensure that we get a broad range of people involved we need to ask you a few additional questions about your life and attitudes. Are you happy for me to take you through some questions?

GENERAL QUESTIONS

G1) How many times have you ever participated in market research of any kind?

Number of times participated:	_____
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CLOSE if more than 3 times

G2) When was the last time you participated in market research of any kind?

NB: *SKIP if answered never participated in G1*

Approx. date of last participation:	_____
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CLOSE if in the last 3 months

G3) What were the topics discussed during the market research you participated in?

NB: *SKIP if answered never participated in G1*

Topics:	_____
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CLOSE if topic related to water use or bathroom products.

DEMOGRAPHIC QUESTIONS

D1) Please can you provide me with the following contact details:

Name:	_____
Mobile Number:	_____
Email Address:	_____
Postal Address	_____

RECORD FOR INFO

D2: Please can I ask you to confirm which gender you identify as:

Male	1	
Female	2	
Non-binary	3	
Prefer to self-describe	4	
Prefer not to say	99	

SEE QUOTA

D3) Please can you tell me your age:

Age:	_____
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RECORD FOR INFO, CLOSE IF UNDER 18

D4a) Please can I record your postcode and the town / village you live in? This is just to ensure we are representing a good spread of regions for this project.

Residence:	_____
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ENSURE LIVING IN THE WESSEX REGION

D4b) Thinking about where you live, would you class the area in which you live as:

Rural	1	
Suburban	2	
Urban	3	
Coastal	4	

RECORD FOR INFO

D4c) And do you own/have a mortgage or rent your current home?

I own my home / have a mortgage	1	
I rent my home	2	
I live in a shared rental (i.e. with housemates)	3	
Other, please specify: _____	99	

SEE QUOTA, 3x MUST CODE 3

D5) Do you have a water meter installed in your home?

Yes, I have a water meter	1	CONTINUE
No, I do not have a water meter	2	CONTINUE
Don't know	3	CLOSE

SEE QUOTA, 50% METERED, 50% UNMETERED

D6i) What is your occupation?

Occupation:	_____
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SEE QUOTA – MUST RECRUIT 4 CARERS

D6ii) ASK ONLY CARERS

Which of the following best describes your employer?

NHS	1	
Private Sector	2	
Charity/voluntary	3	

Agency	4	
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SEE QUOTA – 50% MUST CODE 1, 50% MUST CODE 2, 3, OR 4.

D7) For classification purposes, which of the following best describes the profession of the person in your household with the largest income:

Higher managerial/ professional/ administrative (e.g., Doctor, Solicitor, Board Director)	1	A
Intermediate managerial/ professional/ administrative (e.g., trainee Doctor or Solicitor, Director of small company, middle management)	2	B
Supervisory / junior managerial/ professional/ administrative (e.g., Office worker, Foreman, Salesperson)	3	C1
Student	4	C1
Skilled manual worker (e.g., Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker)	5	C2
Semi or unskilled manual work (e.g., Manual workers, apprentice, Caretaker, van driver, shop assistant)	6	D
Casual worker – not in permanent employment	7	E
Housewife/ Homemaker	8	E
Retired and living on state pension	9	E
Unemployed or not working due to long-term sickness	10	E

SEE QUOTA, MIN. 8 A/B/C1, MIN. 8 C2/D/E

D8) Do you or does anyone in your household work for any of the following, or have worked at the following within the past 5 years?

	YES	NO
Advertising/Marketing/Branding	CLOSE	
Market Research	CLOSE	
TV/Radio station/media	CLOSE	
Newspaper/Magazine/Journalism	CLOSE	
Public relations (PR)	CLOSE	
Any work related to household products	CLOSE	
Working in the utilities industries (water, gas, electric, broadband)	CLOSE	

NONE TO CODE YES FOR ANY INDUSTRY LISTED

D9) Which of the following best describes your family makeup?

I am single and have no children	1	CLOSE IF OVER 46+ YEARS AND NOT A CARER
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I am in a long-term relationship but we do not live together or have children	2	
I am in a long-term relationship / married and cohabit with my partner but we have no children	3	
I am single/married/have a partner and have children aged between 0-1 at home living with me/us	4	
I am single/married/have a partner and have children aged between 1-3 at home living with me/us	5	
I am single/married/have a partner and have children aged between 4+ at home living with me/us		
I am single/married/have a partner and have children but they are adults and no longer live with me/us	6	
I am divorced / widowed and currently live alone	7	
I am retired/ part of a retired couple	8	

SEE QUOTA, MIX OF HOUSEHOLD SIZES AND DYNAMICS

COMMON QUESTIONS

C1) Which of the following best describes your responsibility for buying household goods (e.g., groceries)?

I am solely responsible	1	CONTINUE
I am jointly responsible	2	CONTINUE
Someone else is responsible	3	CONTINUE

C2i) Which of the following products do you use regularly? **FOR CARERS ONLY - ASK ABOUT PERSONAL/WORK USE**

Kitchen Items		HOME	WORK (CARERS ONLY)
Cleaning tools: Sponges, scrub brushes, microfiber cloths, kitchen roll	1		
Food storage: Plastic wrap (cling film), aluminium foil, sandwich bags, freezer bags, food storage containers	2		

Bin liners: Standard, compostable, or recycling bin liners	3		
Bathroom Items			
Cleaning tools: Toilet brush, microfiber cloths, bathroom sponges	4		
Wipes: Baby wipes, makeup remover wipes, wet wipes, flushable wet wipes, cleaning wipes	5	CONTINUE	CONTINUE
Personal hygiene: Sanitary products (tampons, pads, liners), razors, shaving foam, cotton pads, cotton buds	6		
General Household			
Air fresheners: Plug-ins, sprays, or reed diffusers	7		
Surface cleaning products: Dusting sprays, furniture polish, glass cleaner	8		
Pest control: Fly spray, ant traps, insect repellent	9		

ALL MUST CODE 5 (CARERS MUST CODE 5 FOR WORK USE).

C2ii) ASK FOR EACH THEY ANSWERED YES TO IN C1)

For each of the items you use, please tell us what you do after you use them. Please select all that apply - you may do different things in different circumstances.

Wash and reuse	1	CONTINUE
Wash and dispose	2	CONTINUE
Dispose – put in bin	3	CONTINUE
Dispose – flush down toilet	4	CONTINUE
Dispose – other	5	CONTINUE

ALL MUST CODE 1, 2 OR 3 FOR WIPES. 50% OF SAMPLE TO CODE 4.

C2iii) Which best describes your **wet wipes usage? Select all that apply.**

Make-up removal	1	
Cleaning - bathroom	2	
Cleaning - other	3	
Caring for baby	4	
Caring for others	5	

Personal hygiene	6	
Other – please specify	99	

SEE QUOTA – PLEASE NOTE DOWN OTHER WET WIPE USAGE (CODE 99)

YOUNGER FEMALES MUST CODE 1

YOUNGER MALES MUST CODE 6

DIGITAL/TECH QUESTIONS

T1) Thinking about your life and how you use digital channels such as email, websites, Apps, text messaging etc., which of the below would you say relates to you?

I am able to use digital channels and prefer to do so	1	
I am able to use digital channels, even if it is not my preference	2	
I would always choose not to use digital channels if an alternative is available	3	
I don't use digital channels	4	

RECORD FOR INFO

IF CODE 3 OR 4 – OFFER ARRANGEMENTS FOR INSTRUCTIONS AND TECH HELP PRIOR TO THE RESEARCH SESSION

SUPPORT QUESTIONS

S1) Will you need any additional support when taking part in this research?

YES	1	CONTINUE
NO	2	CONTINUE

IF YES, PLEASE RECORD WHAT SUPPORT IS NEEDED. FOR EXAMPLE, TIPS ON HOW TO USE ZOOM / HAVING A FRIEND, CARER, OR FAMILY MEMBER ATTEND WITH YOU?

CONFIDENTIALITY QUESTIONS

Finally, I need to ask your permission for Firebird Research and our client Blue Marble to securely store and process your data.

Any and all information provided to Firebird, our client or any other company or persons working on our behalf on this market research project, is strictly confidential and bound to us in accordance with the Data Protection Act 1998/ GDPR 2018.

Your details will not be passed on to any third-party company and anything you say or do will be strictly confidential and anonymised in post-research reporting. A report will be made publicly available containing the research findings.

You can withdraw from the research at any time and ask for your data to be deleted, without needing to supply a reason.

C1) Do you consent to Firebird storing and processing your data securely for 3 months? We will never pass your data to any third parties without your permission.

YES	1	CONTINUE
NO	2	CLOSE

C2) Do you consent to Blue Marble storing and processing your data securely for the purposes and duration of this project only? Your data will never be sold or shared with any third parties.

YES	1	CONTINUE
NO	2	CLOSE

C3) ONLY FOR PARTICIPANTS TAKING PART IN DEPTHS (CARERS AND HOTSPOT PARTICIPANTS)

The sessions will be recorded to support analysis and preparation of a report. Do you consent to video and audio recordings during the depths being stored for these purposes until the end of the project? The end client will not have access to your personal data:

YES	1	CONTINUE
NO	2	CLOSE

C4) Are you happy to be recontacted by Firebird/Blue Marble for further research opportunities/filming?

YES	1	CONTINUE
NO	2	CLOSE

Declaration:

I, the undersigned, confirm that (please tick box as appropriate):

1.	I have understood the information about the project and what's involved.	
2.	I have been given the opportunity to ask questions about the project and my participation.	
3.	I voluntarily agree to participate in the project.	

4.	I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor will I be questioned on why I have withdrawn.	
5.	The procedures regarding confidentiality have been clearly explained (e.g. anonymisation of data, etc.) to me.	
6.	If applicable, separate terms of consent for interviews, audio, video or other forms of data collection have been explained and provided to me.	
7.	The use of the data in research, publications, sharing and archiving has been explained to me.	
8.	I understand that researchers and the end client will have access to this data only if they agree to preserve the confidentiality of the data.	
9.	I consent to the use of artificial intelligence (AI) technologies to assist in the analysis of the data obtained from my responses	
10.	I, agree to sign and date this informed consent form.	

Participant:

Name of Participant

Signature

Date

The answers to the questions I've just been through with you will now be shared by Firebird who will share these with the research agency, Blue Marble. Firebird will be in touch to confirm you for the research via email, chat to you further about the research on the phone and schedule in your meetings with Blue Marble.

Recruiter Declaration

I confirm that this recruitment screener has been carried out with the respondent named, and that it was done in accordance with the instructions of Firebird Research and the Code of Conduct of the Market Research Society.

Recruiter Name:

Recruiter Signature:

Date:

Phase 1: Engagement webinar stimulus

Everyday habits research 2025

Introductory Webinar

18th February



Photo by [Towfiq barbhuiya](#) on [Unsplash](#)

Recording



Who's in the room?

You

Around 28 people from across Wessex Water's supply region

Blue Marble

Sonali, Evie & Matahana
Independent researchers, who will guide your online discussions

The purpose of today is to tell you more about the research project you're taking part in, and what it's for



Credit: Centre for Ageing Better

What's this project about?

1

Exploring the usage of everyday items

- Understand which products are used in the kitchen, bathroom, and everyday household items for different purposes
- Explore why these products are chosen

2

Understanding how these items are disposed of

- Find how everyday products are disposed of in different situations at home, and why this is

3

Testing communications from Wessex Water

- Get your views on the best way for the company to engage its customers



How are we going to do this?



Tips for taking part

1

Speak your mind freely – there's no right or wrong answers

2

Be as honest as you can, everything you say is confidential

3

Ask us if you're unsure about anything, or are having tech issues



Matahana@bluemarbleresearch.co.uk
07776 194 024



What happens next?

- Look out for an email this week asking you to **set up your Incling account**
- The online community will start next week, and run Monday to Friday (24th – 28th).
- There will be a **new activity to complete every day**, including:
 - Surveys and questions
 - Uploading photos/videos
 - Discussing topics with friends and family
- The Blue Marble team will leave **comments** on your posts – **reply when you can**
- You'll be **notified via email** when a new activity is live



**Thinking about
buying everyday
household items
(like bin bags,
razors, wet wipes or
cleaning cloths),
which of these best
describes you?**



Value for money is very important to me, and I purchase the cheapest products I can



I balance value with quality when making purchases



I buy high quality products, regardless of the price point

**Which of these
statements best
describes your
attitude towards
everyday
household items
made from plastic?**



I buy plastic products when I need to – avoiding buying them isn't high on my agenda



I avoid buying plastic products when there's an alternative for a similar price



I deliberately buy alternatives to plastic products, even if they are more expensive or harder to find

**Thinking about how
you live your day-
to-day life, which
of these best
describes you?**



I don't tend to think about my impact on the environment



It's a bonus if what I'm doing is environmentally friendly, but it's not a big issue for me



I try to be environmentally friendly without spending too much time or money



I spend considerable time or money to reduce my environmental impact

Q&A





BLUE MARBLE

www.bluemarbleresearch.co.uk



Phase 2: Community task guide

Objectives:

- To improve understanding of customer attitudes and behaviours towards wet wipes/flushing behaviours, including usage, disposal and alternative products.
- To understand the above attitudes and behaviour across a range of key audience types, exploring their personal experiences and learned and adapted behaviours.
- Evaluate the current blockage prevention programme, highlighting key areas of success where behaviour is changing in the long-term and where it is not working well.
- Identify ways to improve the impact of the blockage prevention programme to reduce the volume of wet wipes entering sewers.

Link to online community:

Overview – 5 day online community (24 th -28 th February)	
Day 1	
Task 1: Getting to know you	
<i>Introductions and warm up</i>	
Task 2: My wet wipe usage	
<i>Short survey to understand wet wipe usage</i>	
Day 2	
Task 1: My household tasks	
<i>Video upload and written questions</i>	
Task 2: What does clean mean to you?	
<i>Video upload and written questions</i>	
Day 3	
Task 1: Diary task	
<i>A week in the life – wet wipe usage diary</i>	
Task 2: Exploration task	
<i>Wet wipe packet exploration and written questions</i>	
Day 4	

Task 1: Wet wipe disposal <i>Written questions</i>	
Task 2: Tell us more about your attitudes towards flushing wipes <i>Video upload and written questions</i>	
Day 5	
Task 1: What's the purpose of this research? <i>Written questions in response to an informative video clip</i>	
Task 2: Comms testing <i>Written questions in response to social media clips</i>	

Day one	
Task description	Moderator notes
<p>Welcome! It was great to meet you all at the introductory webinar – thank you for taking time out of your days to participate in this project</p> <p>As a quick reminder, this project is being run by us here at Blue Marble (an independent research agency) for Wessex Water. Project goals are:</p> <ul style="list-style-type: none"> • Exploring the usage of everyday items • Testing communications from Wessex Water <p>You'll find out more about the purpose of the project later in the week</p> <p>You'll be set a different 30-minute task to complete every day of this week (Monday to Friday) on this online platform</p> <p>Everything you post is private (so it can't be seen by other participants) and confidential. We won't share anything you post with Wessex Water, or more widely, if it could make you identifiable.</p> <p>If you're having tech help, or have any questions, reach out to: Matahana@bluemarbleresearch.co.uk 07776 194 024</p>	
<p>Task 1: Getting to know you</p> <p>Here's a few questions to help us get to know you and your household a bit more</p>	<p><i>Like and/or comment on each post</i></p>

<p>Q1. Please introduce yourself. Where do you live, and who do you live with? [OPEN TEXT BOX]</p> <p>Q2. What does an everyday weekday look like for you? What are your typical daily activities? [OPEN TEXT BOX]</p> <p>Q3. What does a usual Saturday or Sunday look like for you? What are your typical daily activities? [OPEN TEXT BOX]</p>	
<p>Task 2: My usage: wet wipes</p> <p>Q1. Thinking about buying everyday household items (like bin bags, razors, wet wipes or cleaning cloths), which of these statements best describes you?</p> <ul style="list-style-type: none"> • Value for money is very important to me, and I purchase the cheapest products I can • I balance value with quality when making purchases • I buy high quality products, regardless of the price point • Don't know/not sure <p>Q2. Which of these statements best describes your attitude towards everyday household items and packaging made out of plastic?</p> <ul style="list-style-type: none"> • I buy plastic products and items with plastic packaging when I need to – avoiding buying them isn't high on my agenda • I avoid buying plastic products and items with plastic packaging when there's an alternative for a similar price • I deliberately buy alternatives to plastic products and items with plastic packaging, even if they are more expensive or harder to find • Don't know/not sure <p>Q3. Thinking about how you live your day-to-day life, which of these best describes you?</p> <ul style="list-style-type: none"> • I don't tend to think about my impact on the environment • It's a bonus if what I'm doing is environmentally friendly, but it's not a big issue for me • I try to be environmentally friendly without spending too much time or money • I spend considerable time or money to reduce my environmental impact • Don't know/not sure <p>Q4. Which of the following types of wet wipes do you use in your household? Please tick all the options that apply [MULTICODE]</p> <ul style="list-style-type: none"> • Surface cleaning wipes • Disinfectant wipes 	

<ul style="list-style-type: none"> • Antibacterial wipes • Antiseptic wipes • Baby wipes • Makeup remover/cleansing wipes • Wet wipes • Flushable wet wipes • Glasses cleaning wipes • Mirror cleaning wipes • Stain removal wipes • Other type of wipes (please write in) <p>Q5. What do you use wipes for in your household? Please tick all the options that apply. [MULTICODE]</p> <ul style="list-style-type: none"> • Removing make-up/cleansing my face • To sanitise my hands • To wash myself • For medical reasons • To clean my glasses • After using the toilet • During nappy changes • Cleaning childrens' faces and hands • Cleaning children after toilet use • To clean surfaces in the kitchen • To clean toilets and sinks • To clean mirrors • To clean my car • To remove stains • Something else (please write in) 	
Day two	
Task 1: My household tasks	
<p>Please write a paragraph answering the following questions, or upload a video clip with your answers</p> <p>Q1. What does having a clean home mean to you? What does it involve?</p> <p>Q2. How important is it to you? Is it easy/difficult to stay on top of, and why?</p> <p>Q3. Who is responsible for each of these activities (related to keeping your home clean)? How easy/difficult is it to stay on top of them, and why?</p>	
Task 2: What does 'clean' mean to you?	

<p>Please write a paragraph answering the following questions, or upload a video clip with your answers (please keep videos to less than 3 minutes)</p> <p>Cleanliness and hygiene</p> <p>Q1. What does being clean mean to you personally (from a personal hygiene perspective)? What does it involve?</p> <p>Q2. How important is it to you?</p> <p>Please answer the questions below if you have children living at home with you [OPTIONAL]</p> <p>Q3. What about keeping your children clean? What does that mean to you? What does it involve?</p> <p>Q4. How important is it to you?</p> <p>Q5. Who is responsible for how you keep your children clean? How easy/difficult is it to stay on top of this, and why?</p>	
<p>Day 3</p>	
<p>Task 1: Diary task</p>	
<p>Q1. Please think about a typical week in your household, and everything you use wipes for (you can refer back to your answers on day 1 if you need to jog your memory)</p> <p>Please list out:</p> <ul style="list-style-type: none"> • The different brands/type of wipe you use • What you use them for • Why you use wipes for this activity, rather than using something else • Why you use this particular brand, over other brands • If the wipe is flushable or not, and why you think this • If the wipe contains plastic or not, and why you think this <p>Now let's sum up your thoughts about using wipes:</p> <p>Q2. How do you feel about using wipes overall? What are the key benefits/drawbacks? (please write in or upload a video clip)</p> <p>Q3. What do you prioritise when deciding which wipes to buy? (please write in or upload a video clip)</p>	
<p>Task 2: Packet exploration task</p>	
<p>Please collect one packet of each of the different types of wipes you use in a typical week, so that you have them all in front of you</p>	

<p>Then take a look at the packet for each one (front and back)</p> <ul style="list-style-type: none"> • Are they marked as flushable? • Are they marked as plastic free? <p>Q1. What's your response to this? Did you know this information already or not? How easy it to find? [OPEN TEXT BOX]</p>	
<p>Task 3: Wet wipe disposal</p>	
<p>Previous research shows that some people dispose of wipes by flushing them down the toilet.</p> <p>Q1. Does this, or has this ever, happened in your household? (just a quick reminder that your answers are confidential, please feel free to be honest)</p> <ul style="list-style-type: none"> • Yes • No • Not sure/don't know <p>Q2. How often does this happen, on a scale of 0-10, where 0 is never, and 10 is every time you use a wipe?</p> <p>Q3. In what kinds of situations does this happen? [OPEN TEXT BOX]</p> <p>Q4. Why does it happen? [OPEN TEXT BOX]</p> <p>Q5. If flushing wipes does not happen in your household, can you think of any times when this might be/have been tempting? Why? [OPEN TEXT BOX]</p>	
<p>Task 2: Tell us more about your attitudes towards flushing wipes</p>	
<p>Please write a paragraph answering the following questions, or upload a video clip with your answers</p> <p>Q6. Do you know of any family members or friends that flush wipes? If, you do, in what situations, and how often do they do this? (If they happen to be in the house, and you can ask them for more information about this, then please do) [OPTIONAL]</p> <p>Q1. Please describe a time when you've had to flush a wipe/been tempted to do so</p> <p>Q2. Can you think of any negative consequences that can happen from flushing wipes? If so, what are they? Where did you find out about them?</p>	
<p>Day five</p>	
<p>Task 1: What's the purpose of this research?</p>	

Thanks for all of your contributions on the online community so far. As today is the final day of online activities, we can now share some more information with you about the purpose of the project.

Wessex Water have commissioned us to help them to gain a better, more in-depth understanding of wet wipe usage and disposal, so that they can effectively support their consumers to 'bin the wipe' rather than flushing.

There are various reasons why water companies encourage their customers to bin wipes. Here's a short video with some information about this.

https://www.youtube.com/watch?v=ymHjYt_AIRM (cut down to first 45 secs)

Q1. What's your initial response to this video? How does it make you feel?

Q2. What information, if any, from the video, is new to you?

Q3a. To what extent, if at all to you agree with the following statement "this information has changed my attitude towards how wipes should be disposed of".

- Strongly agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Strongly disagree
- Don't know/not sure
- Not applicable - I already bin the wipes I use

Q3b. Why/why not? [OPEN TEXT BOX]

Q4a. To what extent, if at all do you agree with the following statement "this information will change the way I dispose of wipes in the future"

- Somewhat agree
- Strongly agree
- Somewhat disagree
- Strongly disagree
- Don't know/not sure
- Not applicable - I already bin the wipes I use

Q4b. Why/why not? [OPEN TEXT BOX]

Q5. Wessex Water want to support their consumers to bin wipes instead of flushing them. How do you think they should do this? [OPEN TEXT BOX]

Communications testing

Wessex Water posts on social media to offer their customers advice on how to prevent blockages by binning wipes instead of flushing them.

Q1. Do you use social media at all? To what extent, if it all, does it seem like a good way to support customers to bin their wipes rather than flushing them? [OPEN TEXT BOX]

Here's three examples of social media posts on this topic.

Post 1:



Q2a. What's your initial response to this post? [OPEN TEXT BOX]

Q2b. Who do you think it's aimed at, and why do you think this? [OPEN TEXT BOX]

Q2c. What works well about it? [OPEN TEXT BOX]

Q2d. What doesn't work so well about it? [OPEN TEXT BOX]

<https://www.facebook.com/share/v/15R2zTyJ1Y/?mibextid=wwXlfr> (wet wipe vs loo roll 'shake' test)

Post 2

Q3a. What's your initial response to this post? [OPEN TEXT BOX]

Q3b. Who do you think it's aimed at, and why do you think this? [OPEN TEXT BOX]

Q3c. What works well about it? [OPEN TEXT BOX]

Q3d. What doesn't work so well about it? [OPEN TEXT BOX]

Post 3

<https://www.facebook.com/share/v/1A6VRoCWDT/?mibextid=wwXlfr>
(Valentines day themed post)

Q4a. What's your initial response to this post? [OPEN TEXT BOX]

Q4b. Who do you think it's aimed at, and why do you think this? [OPEN TEXT BOX]

Q4c. What works well about it? [OPEN TEXT BOX]

Q4d. What doesn't work so well about it? [OPEN TEXT BOX]

Now let's summarise your views about the posts overall

Q5a. Which social media post do you think is most effective?

- Post 1 (free reusable devices)
- Post 2 (wet wipe vs loo roll shake test)
- Post 3 (Valentines day post)

Q5b. Why do you think this? [OPEN TEXT BOX]

Q6a. Which social media post do you think is the least effective, and why?

- Post 1 (free reusable devices)
- Post 2 (wet wipe vs loo roll shake test)
- Post 3 (Valentines day post)

Q6b. Why do you think this? [OPEN TEXT BOX]

Q7. If you had to give Wessex Water one piece of advice on communicating with its customers on social media about how to dispose of their wipes, what would it be? [OPEN TEXT BOX]

Thank you for taking part in the online community.

Phase 3: Depth interviews

Hotspot participants

Objectives:

- To deepen understanding of customers in hotspot areas' attitudes and behaviours towards wet wipes/flushing behaviours, including usage, disposal and alternative products.
- To better understand the unique experiences/challenges of hotspot participants.
- Evaluate the current blockage prevention programme, including a deep dive into home-visits and/or waste packs, highlighting key areas of success where behaviour is changing in the long-term and where it is not working well.
- Identify ways to improve the impact of the blockage prevention programme to reduce the volume of wet wipes entering sewers.

Moderator notes:

To ensure the follow-up depths build on the findings from the online community, please review the respondent's responses prior to interview.

Please check profile sheets prior to interview to know what interventions this participant has received (waste pack/visits/both).

Discussion outline	
1. Introductions	5 mins
2. Household usage	10 mins
3. Deep dive into interventions	15 mins
4. Support	10 mins
5. Wrap-up	5 mins

Discussion guide

Introduction (5 mins)

Moderator introduction to Blue Marble:

- **START RECORDING**
- **Purpose of session:** Thank you for all your contribution to this research so far. As you know, we are interested in hearing about your usage of wet wipes.
- **Introduction to Blue Marble:** As you know, we are an independent research agency, running this research on behalf of Wessex Water, but we are not a part of their organisation.

- **Data protection:** This session will be audio and video recorded for analysis purposes. Researchers from Blue Marble and the project team from Wessex Water may listen to this recording, but it won't be shared beyond the research teams and won't be made public.
- **Encouragement:** There are no right or wrong answers. This is a safe space for you to be honest, so please share as much as you feel comfortable doing so.

[Brief researcher introduction]

I know we've been getting to know each other through the online community, but if you could please quickly introduce yourself to get started that would be great.

- How did you find the tasks?
 - Easy/difficult? Engaging/boring?

Household usage (10 mins)

We started to explore this on the online community, so we're going to start with discussing the usage of wet wipes in your household in more detail.

Moderator to probe on any specifics about usage shared during the diary task throughout this section E.g.,

- The different brands/type of wipe you use
- Why you use wipes for this activity, rather than using something else
- If the wipe is flushable or not, and why you think this
- If the wipe contains plastic or not, and why you think this
- Can you walk me through a typical scenario where you use wet wipes?
 - What specific tasks do you use them for?
 - E.g., childcare, cleaning, personal hygiene, makeup removal
 - Do other members of your household also use wet wipes?
 - If yes, what do they use them for?
 - What types of wipes do you use?
 - E.g., baby wipes, makeup wipes, cleaning wipes, 'flushable' wipes, antibacterial wipes
- How frequently are you using wet wipes?
 - Daily/weekly/monthly?
- What's appealing about using wet wipes, over other products?
 - Probe: Convenience
 - Hygiene

- *Specific needs*
- *Habit or routine*
- Does this change in different contexts or scenarios?
 - *Do they feel more hygienic or effective?*

Now, let's talk about disposal.

- How do you usually dispose of wet wipes after using them?
 - *[PROBE for each usage previously mentioned]*
 - *Where do you usually dispose of them?*
 - *Do you ever flush wet wipes? If so, in what situations?*
- Are there certain places or scenarios where you're more likely to flush vs. bin?
 - *Probe: home/work/public spaces.*
- What about certain types of wipes, are there some you would flush and others you would bin?
 - *Why?*
- What influences your decision to flush or bin wet wipes?
 - *Do you have a bin in your bathroom?*
 - *Probe:*
 - *Convenience*
 - *Hygiene concerns about putting used wipes in bin*
 - *Habit*
 - *Influence of others in household*
- Would you treat wipes labelled as flushable differently from regular wet wipes?
 - *If yes, what makes you confident in flushing them?*
 - *If no, why wouldn't you flush them, even if they're labelled 'flushable'?*

Deep dive into interventions (15 mins)

Have you ever received any information or guidance about wet wipe disposal?

- *If yes: Where did you get this information?*
 - *E.g., Leaflets, social media, public campaigns, word of mouth*
- *If no: Were you aware of these initiatives in your area?*
- *Probe if not mentioned: Blockage Prevention Programme*

How familiar are you/were you (prior to the research) about this programme?

- What do you think about it?

Moderator to check prior to interview which is applicable

You were part of an initiative that meant you've received [a visit from an engagement officer] / [a waste pack]/ [or both].

- Do you remember receiving the visit/the pack?
- What were your first impressions?
 - *E.g., positive, sceptical, uninterested*

Can you please walk me through your experience with this initiative?

[HOME VISITS]

- What was discussed?
- What did you think about someone coming to talk to you about this issue?
- What stood out to you about the conversation?
- Did they leave any leaflets / literature etc.?
- Did the visit encourage behaviour change?
- Was anything particularly persuasive or memorable?
- Did the visit feel relevant, or unnecessary/intrusive?

[RECEIVING WASTE PACK]

- Did you order the pack yourself, or was it someone else in your household?
- How did you hear about the waste pack? (*E.g., social media, word of mouth, Wessex Water website etc.*)
- Which products did you order and why?
- Did you use any of the alternative products provided?
 - *Why/why not?*
 - *Which items were the most useful? (e.g., leaflet, toilet tissue spritz, gunk pot, reusable cleansing pads, sink strainer, hair catcher)*
 - *Are there any other products that you think would be useful?*

How did the intervention make you feel?

- Did it feel relevant to you?
- Was it useful, informative, unnecessary?
- Was it easy to understand?

Did the information provided change anything about how you dispose of wet wipes?

- *If yes, what changed?*
- *If no, why not?*
 - *Probe: Already binning*
 - *Too inconvenient to change/forget*
- What would have made it more effective?
 - *Different format/approach?*
 - *More/different types of alternative products*

Support (10 mins)

Have you or anyone in your household been affected by a blocked drain, overflow or flooding due to a sewage issue?

[IF YES]

- Can you describe what happened?
- How did you find out about the blockage?
- How did it impact you/your household/daily life?
 - *Did it change how you think about what gets flushed?*

[IF NO]

- If you haven't personally experienced a blockage, do you think it's a common issue in your area?
 - *Why/why not?*
- Have you heard about other people dealing with it?
- Do you think it's something you need to worry about?

Before today, had you ever heard that your area has experienced a high number of sewer blockages?

- *If yes: Where did you first hear about it?*
- *If no: Does that surprise you? Why/why not?*

Thinking now to the people that live in your local area, what kind of messages work best to encourage people to change their behaviours?

- *Probe:*
 - *Facts/statistics/research*
 - *Stories from people affected*
 - *Visuals/graphics*
 - *Fines/penalties*
 - *Messaging (bin the wipe, stop the block etc.)*

On the online community, we showed you some examples of communications that Wessex Water posts about wet wipe disposal.

- What did you think about the posts?
- Prior to this research:
 - *What was your understanding about the impact of flushing wet wipes?*
- Do you think wet wipe disposal is an important issue?
 - *Why/why not?*

Wrap-up (5 mins)

Thanks for your contribution so far, we're almost at the end of our interview.

Thinking about everything we've spoken about today...

- What do you see as the biggest challenges for people in households like yours to bin wipes?
- And what's the main thing that would best support people in households like yours to bin wipes or use reusable alternatives?

That's everything! Fieldmouse will be in touch about your incentive.

Carer participants

Objectives:

- To deepen understanding of carers' attitudes and behaviours towards wet wipes/flushing behaviours within their professional contexts, including usage, disposal and alternative products.
- To understand how they came to their behaviours, including any training, advice or guidance provided by colleagues or organisations.
- To better understand the unique experiences/challenges that carers face.
- To understand how to best encourage or support carers going forward.

Moderator notes:

Please check profile grids prior to interview to know what type of carer you're interviewing.

Use guide flexibly to suit individual.

To ensure the follow-up depths build on the findings from the online community, please review the respondent's diary responses (Day 3, Task 1) prior to interview.

Discussion outline	
6. Introductions	5 mins
7. Context setting	10 mins
8. Deep dive into behaviours	15 mins
9. Support	10 mins
10. Wrap-up	5 mins

Discussion guide

Introduction (5 mins)

Moderator introduction to Blue Marble:

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- **Encouragement:** There are no right or wrong answers, we're just interested to hear your views and experiences. This is a safe space for you to be honest, so please share as much as you feel comfortable doing so.

[Brief researcher introduction]

It's been great getting to know more about you through the online community, but to get started today, please quickly introduce yourself.

- Name, role, experience in care work
- How did you find the tasks?
 - Easy/difficult? Engaging/boring?

Context setting (10 mins)

Great, let's get started talking more about the nature of your work.

Can you please tell me about the type of care work you do? Walk me through a typical day (if there is one!)

- What settings do you work in?
 - E.g., Care home, private home, hospital
 - Are you frequently visiting other people's homes?
- Who do you typically provide care for?
 - E.g., elderly, disabled, children
 - Do you primarily work with one or multiple people?
 - How independent are the people you care for?
- What kinds of tasks are involved in your daily routine?
 - Personal care, e.g., washing/dressing/toileting
- What types of hygiene or cleaning products do you use at work?
 - What products do you consider to be essential?

- How do you decide which products to use?
- Are there any products provided by your workplace, or do you buy your own? Are there ever clients that prefer to purchase their own?
- Does your workplace provide any guidance on which products to use and how to dispose them?
 - Is there training on which products to use for different tasks?
 - Are there clear disposal instructions or is it left up to you to decide?
 - Do you feel you have enough resources to follow best practices?

Deep dive into behaviours (15 mins)

Thanks for sharing more about your work. Now, let's talk about your usage of wet wipes.

Moderator to probe on any specifics that were shared during the diary task throughout this section, especially comparing their personal vs. work use E.g.,

- The different brands/type of wipe you use
- Why you use wipes for this activity, rather than using something else
- Why you use this particular brand, over other brands
- If the wipe is flushable or not, and why you think this

Can you walk me through a typical scenario where you use wet wipes at work?

- What specific tasks do you use them for?
 - E.g., cleaning patients, wiping surfaces, spills etc.
- How many wipes do you think you would use in a day?
- Where do you get your wet wipes from?
 - Are they supplied by your workplace/client/patient?
 - Do you have to buy them yourself? If so, how do you decide which to purchase?
- How often do you reach for a wipe instead of another cleaning method?
 - How essential would you say wet wipes are to carrying out your role?
- How does your wet wipe usage at work differ from the usage in your personal life, or at home?
 - Probe: frequency of use at home, what tasks they use wipes for
- Are some wipes more effective than others? Which do you prefer?
 - Probe: brands, labels on packaging, 'flushable' vs. non-flushable, biodegradable, fragrance etc.
- Why do you choose wet wipes over other products?
 - Does this change in different contexts or scenarios?
 - Do they feel more hygienic or effective?
 - Probe: Convenience
 - Probe: Workplace policies or expectations
 - What about within the home?

Now, let's talk about disposal.

- After using a wet wipe, what do you typically do with it?
 - *Does this change by scenario or task?*
 - *[PROBE for each usage previously mentioned]*
 - *E.g., carrying out personal care in bedroom, or bathroom*
 - *Where do you usually dispose of them?*
 - *Do you ever flush wet wipes? If so, in what situations?*
 - *What influences your decision on how to dispose of them?*
 - *Probe: room/environment*
 - *Probe: task or scenario*
- What factors affect how you dispose of wet wipes?
 - *Are bins always available where you work?*
 - *Are there specific hygiene concerns that affect disposal choices?*
 - *Probe: bins available in the correct place*
 - *Probe: bins with bin liners/bags in*
 - *Probe: availability of sanitary/nappy bags*
 - *Does your workplace have rules or guidance about disposal?*
- Have you ever been in a situation where you weren't sure where or how to dispose of a wipe?
 - *What did you do in that situation?*
 - *What would have helped you?*

Thinking more broadly now about carers, or people in roles like yours now.

- Are there any challenges you face when using or disposing of hygiene products at work?
 - *Does it change by scenario or location?*
 - *Access to bins*
- What do you think are the main reasons carers might flush wet wipes?
 - *Probe around the following areas:*
 - *Convenience*
 - *Lack of accessible bins*
 - *Workplace guidance*
 - *Habit or lack of awareness*

Support (10 mins)

Let's wrap up now looking at support.

- What kind of support would help you/others stop flushing wet wipes?
 - *Probe around the following areas:*
 - *Workplace changes:*
 - *Clearer rules, more visible or accessible disposal options*

- *Conversations with colleagues/managers*
 - *Personal motivation, more awareness of impact*
 - *Product changes, sustainable alternatives*
- Have you ever used or considered using alternatives to wet wipes?
 - *Would you use alternatives if you had the choice within your workplace/work environment?*
 - *What alternatives have you tried? E.g., cloths, paper towels, sprays*
 - *What worked well/didn't work?*
 - *Would you consider switching?*
 - *Why? Why not?*

On the online community, we showed you some examples of communications that Wessex Water share about wet wipe disposal.

- What did you think about the posts?
- Prior to this research:
 - *Had you seen any campaigns about wet wipe disposal?*
 - *What was your understanding about the impact of flushing wet wipes?*
- Do you think wet wipe disposal is an important issue?
 - *Why/why not?*
 - *Do you think workplaces should do more to help with proper disposal?*

Wrap-up (5 mins)

Thanks for your contribution so far, we're almost at the end of our interview.

Thinking about everything we've spoken about today...

- What do you see as the biggest challenges for people in roles like yours to bin wipes?
- And what's the main thing that would best support people in roles like yours to bin wipes or use reusable alternatives?
- Any final thoughts or questions?

That's everything! Fieldmouse will be in touch about your incentive.

Collaboration workshop & interim findings

Wessex Water – Wet wipe research

Collaborative workshop: March 2025



Photo by [Towfiq barbhuiya](#) on [Unsplash](#)

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Suggestions for longitudinal phase

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Review case studies to select participants



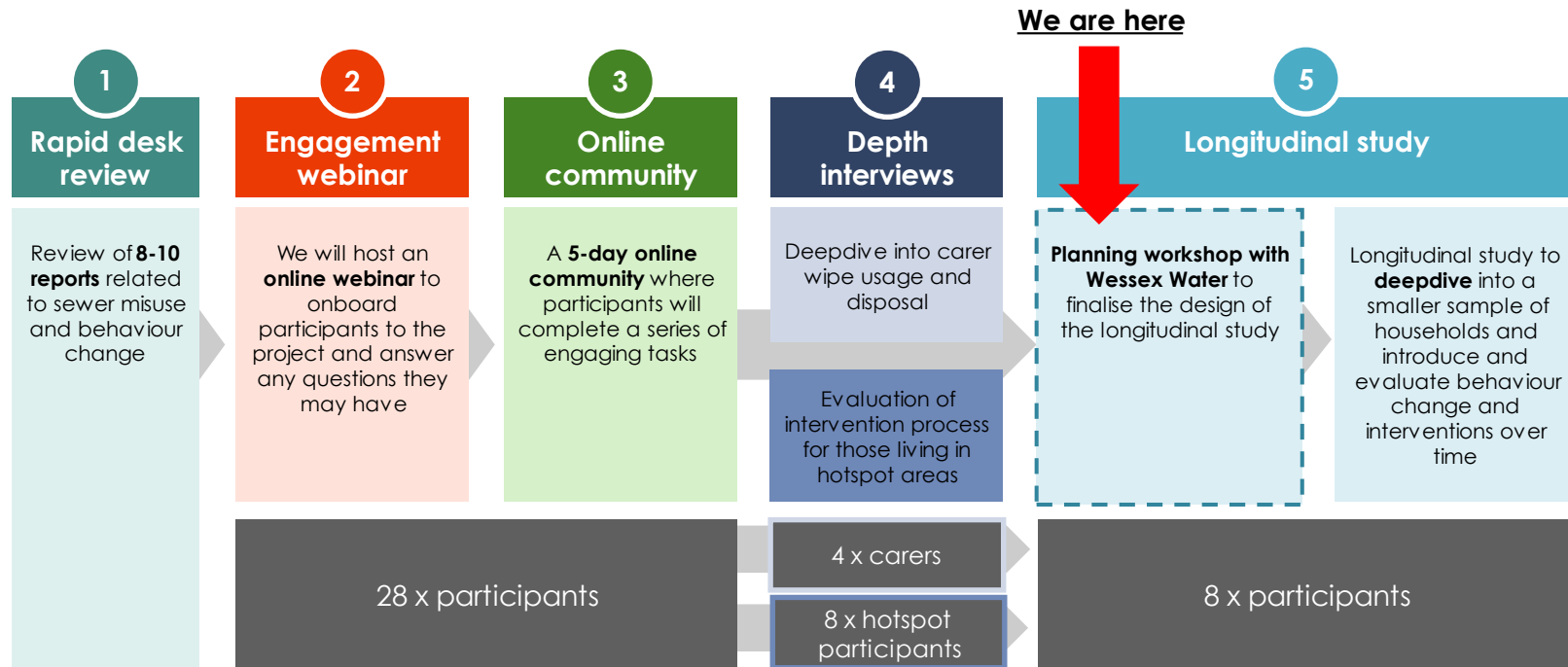
Photo by [Christine Sandu](#) on [Unsplash](#)



Recap of methodology

Methodology

4



Recap of objectives

5

What are we looking to get out of the longitudinal phase?

A deeper understanding of behaviours and attitudes surrounding wet wipe usage and disposal

moving beyond surface answers and getting to the core motivations and root of learned behaviours

Trial wet wipe usage behaviours and swaps:

- Over long and short term
- Understand appeal of alternative options
- Trial maintenance of new behaviours over time
- Breakdown barriers to behaviour change using COM-B model

Opportunity to test communications or interventions in real time

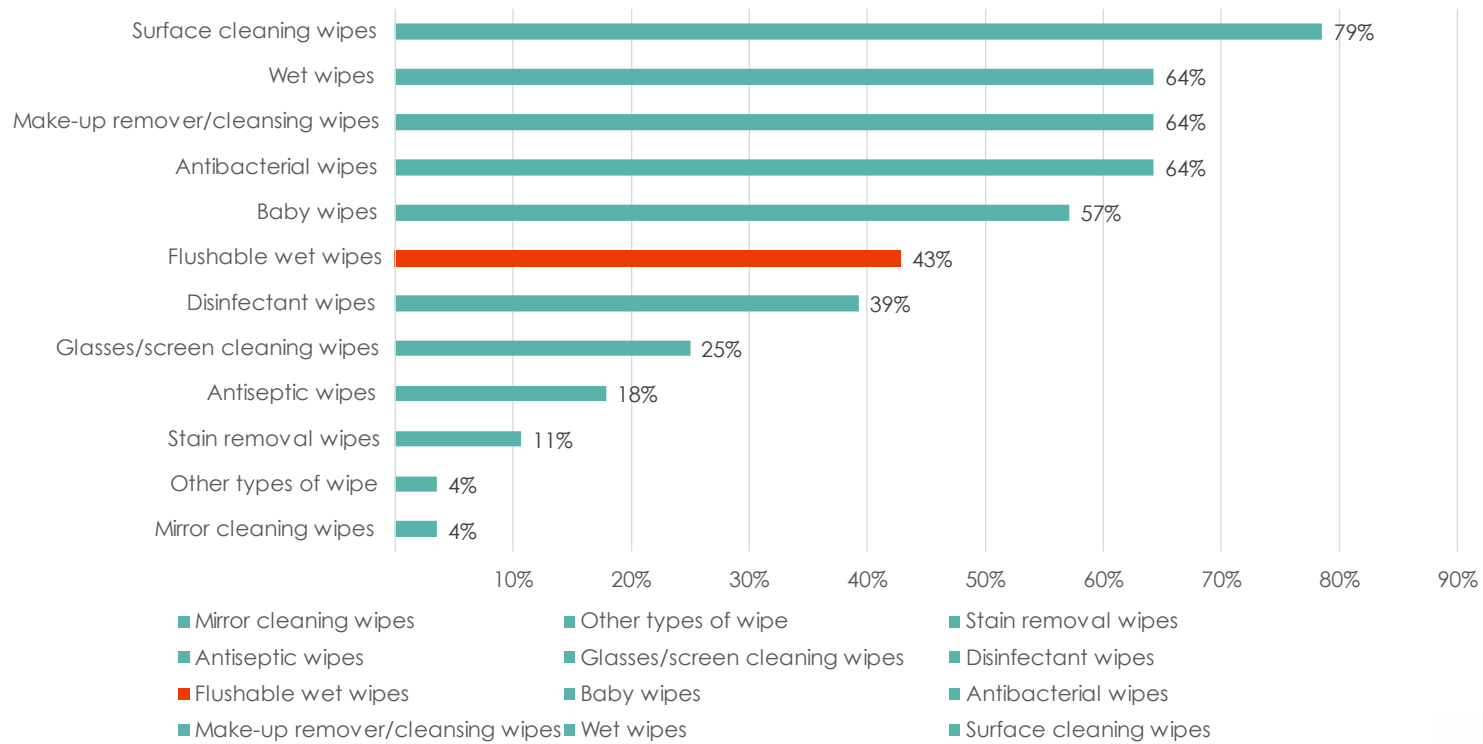
gathering a more detailed understanding and putting them to practice

Interim findings

Photo by Giorgio Trovato on Unsplash

Types of wipe used: 43% of our sample were using 'flushable' wet wipes





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Q: Which of the following types of wet wipes do you use in your household? Please tick all the options that apply (Base=28)

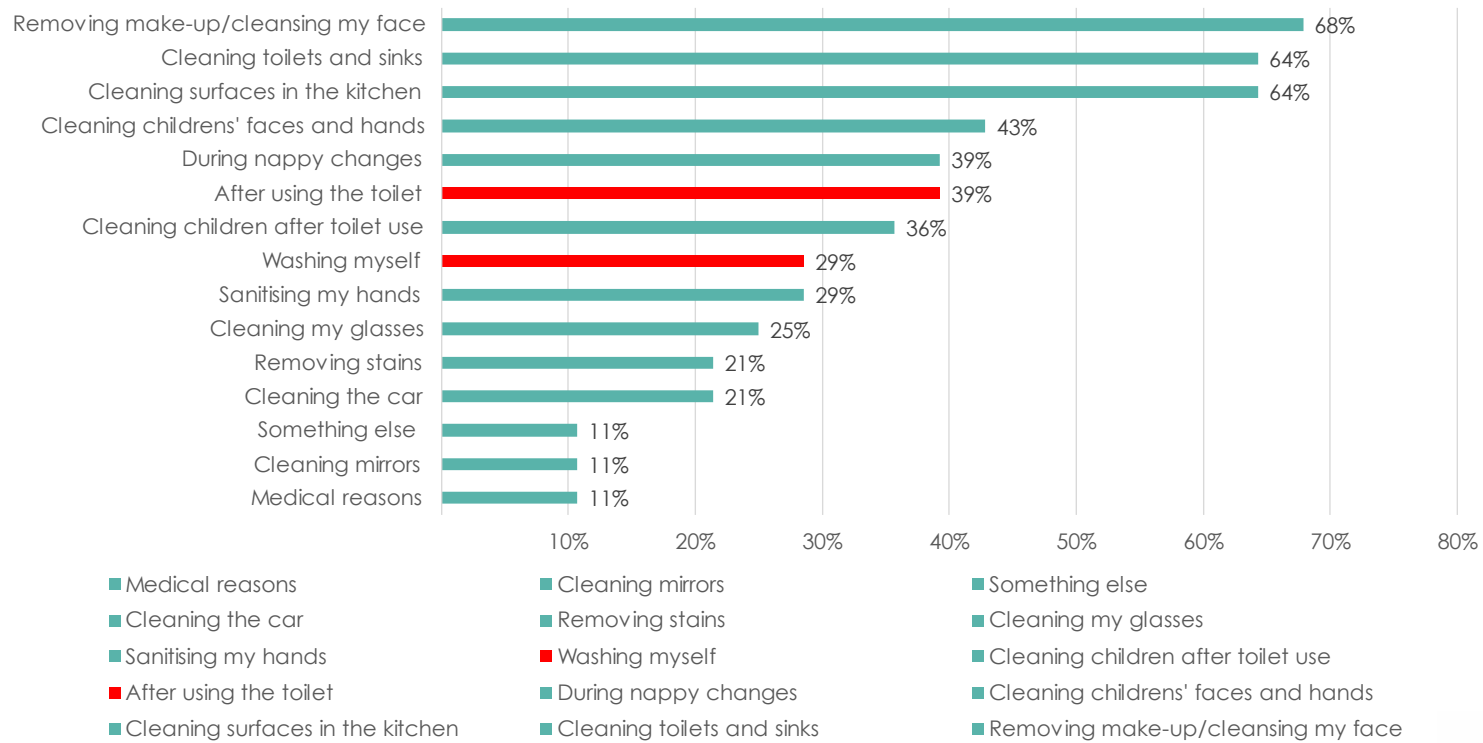
What are the benefits of using wet wipes?

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	Usage / behaviours	Key benefits
	Cleaning Especially used for 'top up cleaning' day to day, to keep the house clean between deep cleans that typically occur on the weekends (once per week or less).	<ul style="list-style-type: none"> • Antibacterial properties – ensuring house is hygienic; Covid has pushed hygiene up the agenda • Easy to use compared with a reusable cloth and spray • Feels more convenient • Wipes are often multi-purpose
	Kids Used for wiping hands and faces throughout the day, but especially after eating. Wiping bottoms after toilet use or when changing nappies. Wiping surfaces, chairs, any other item if they get mucky or sticky.	<ul style="list-style-type: none"> • Helps keep kids clean between washes • Keeps kids looking presentable • Easy, gentle, effective • Can have them around the home and also easy to transport
	Cleansing Used for removing make up and cleaning face at the end of the day. Used after using the toilet to clean self.	<ul style="list-style-type: none"> • For make up removal: easy, good value, effective, doesn't irritate skin • For post toilet use: feels more hygienic and refreshing, and is more effective at cleaning than toilet paper
	Specific usage Antihistamine wipes, glasses cleaning wipes, floor wipes.	<ul style="list-style-type: none"> • Driven to purchase as they are specifically designed for the job so must be effective when using them for that purpose

Wipe usage: wipes are being used in a variety of ways

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Q: What do you use wipes for in your household? Please tick all the options that apply (Base=28)

Purchasing behaviours for household items are often driven by quality vs. value, but for wipes other factors are also considered 10

For household items in general

"Thinking about buying everyday household items (like bin bags, razors, wet wipes or cleaning cloths), which of these statements best describes you?"



Answered: **I balance value with quality when making purchases**



Answered: **value for money is very important to me, and I purchase the cheapest products I can**



Answered: **I buy high quality products, regardless of the price point**

For wet wipes

Role of brand

Majority aren't looking at specific brands and will focus more on other things, primarily what's on offer. However, a minority do use specific brands as they perceive them to be better quality.

"I use name brand like Andrex and Huggies for the quality of the wipes, I hate cheaper brand where the wipes breaks apart during use or worse when trying to pull from the packet."

Parent of toddlers

Some look out for:

Specific smells, antibacterial or kills 99% of bacteria, offers. Some will always opt for own brand for best value.

Environmental factors

Many do not notice or are unaware of plastic in wipes or biodegradability – not commonly thought of or considered. For those who do take note, they look out for low plastic content or 'biodegradable' on packaging.

For kids/babies

Some will opt for specific brands that they deem more effective and better quality (e.g. strong, stay moist). Water wipes chosen for less chemicals, alongside unscented, chemical free, paraben free.

Flushable

One participant mentioned looking for 'flushable' wipes as they believe there's a higher chance of them breaking down (they bin either way). A few noted that some wipes say flushable but are aware that they aren't in reality, so do not flush them. The majority we spoke to did not take note.

When it comes to wet wipe alternatives, hygiene is a key consideration

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Hygiene	Whilst often mentioned, participants struggle to pinpoint exactly what makes wipes feel more hygienic. There's a hesitance to use products that then need to go into washing machine with other items or be washed by hand (ineffective).
Old fashioned	There's a sense that wipes were developed to be quick, convenient and more effective than traditional cleaning products.
Effort and convenience	Having to wash reusable cloths adds to laundry pile and is generally considered less convenient. Some consider them to be hard to clean. You also need to have many to ensure you always have a clean one available. Reusable items also perceived to take up more space.
Eco factor	Overall view that ecofriendly products are more expensive— always advertised as an 'investment'. With busy lifestyles, wipes can feel like a shortcut.
Alternatives	Aside from using a cloth, participants were not sure what else could replace wipes and be as effective.

"I think they just seem cleaner than using cloth as cloths soak up dirt and it's hard to get rid off so using the wipes helps to keep stuff clean every use."

Younger people

"It's a case of I wish I had the extra energy to, and the will to kind of use like a reusable cloth or something like that or whatever, you know, whatever it would be for wiping and stuff like that. Any things that I can take off my day to day...is a pretty big thing for me because my energy only goes so far"

Hotspot participant

"The, like the makeup wipes, we do have a few like, of the, the reusable pad things. The. Yeah, yeah, we do have some of those, but it's with a teen. Unless I have like an unlimited supply of them, they don't get washed, they don't appear in the washing."

Hotspot participant

Wet wipe disposal – why do people flush?

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Has flushing of wipes down the toilet ever happened in their household



"I have only ever flushed flushable toilet wipes. As mentioned, I only ever have been tempted to flush non-flushable wipes after cleaning around the bathroom if a bin isn't near."

Younger people

"If I ever use a wipe to remove my make up, I ensure that I buy flushable ones. This is because I travel a lot and I can't always be promised that there will be a bin to hand, so having flushable wipes is very convenient."

Younger people

Reasons to flush

Convenience

General perception amongst those flushing that putting the wipe down the toilet is easier than bagging it up or putting in the bin.

In instances where there is no bin available, flushing is the obvious option.

Habit

Some do this out of force of habit, having not really considered why they do this before.

Common flushing 'moments':

- Using the wipes near the toilet.
- Using the wipes for something toilet related – personal hygiene, cleaning toilet.

Flushable packaging

Minority do think flushable means it's OK to dispose of wipes down the toilet and use the labelling on the packaging as 'permission' to do so.

Hygiene

Reluctance to throw used wipes in bin due to hygiene risk, feeling it's dirty or smell. This is especially (and mostly) true for toilet related wipe behaviours.

Ease for kids

When potty training or teaching kids to use the toilet, it can be easier for them to just drop the wipe in the toilet rather than binning (an additional step to teach them).

Q: We know that some people dispose of wipes by flushing them down the toilet. Previous research shows that some people dispose of wipes by flushing them down the toilet. Does this, or has this ever, happened in your household? (Base=28)

Wet wipe disposal – why do people bin?

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Reasons to bin

Right thing

Some simply understand this to be the correct way to dispose of wipes. For these people, often flushing wouldn't have crossed their minds.

Consequences to home:

Awareness that flushing wet wipes could be bad for plumbing within their homes.

Don't want to cause blockages or flooding, and don't want to incur costs of calling out a plumber.

Consequences in general:

A few aware that flushing non-flushable items down the toilet could cause problems for the pipe network more generally.

Convenience:

Using a nappy bag/folding wipes into nappies is the most convenient behaviour for that task.

Helps with barriers around bin smells that can occur elsewhere.

Participant case study:

We had one participant who grew up in Portugal who explained that this was engrained behaviour from her upbringing, and certainly the societal norm in Portugal.

For many, it is hard to pinpoint exactly where this behaviour or attitude came from, where it started etc.

Some mentioned:

- **Documentary on fatbergs**
- **Experience with blocked drains at home**
- **Upbringing or word of mouth**

"The only time it would be tempting is if I get the kids to clean but I've always instilled in them that it's not ok to do this. I have a bin in the bathroom to reduce the temptation."

Carer

"I don't know people who flush wipes, I think it's well known that flushing wipes can block your pipes so most people I know don't want the expense of having to get their drains unblocked."

Carer

Audience-specific findings

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Parents of infants and toddlers

- For many, **dealing with household mess** and keeping their little ones clean can be seen as **a never-ending challenge**.
- **Wet wipes are seen as an effective and appealing option** for both cleaning and keeping children clean throughout the day – both in and outside of the home.
- While many parents are the typical users, some also report **wipes are easy for children to use themselves**, particularly during toilet training, as previously mentioned.
- There is an **assumption that 'toilet' or 'hygiene' wipes can go down the toilet** as that is what they're for.
- For some, **flushing habits formed during infant stage are continued** as their children grow.

Middle aged (35-45)

- When purchasing wipes, it is all about **balancing value with quality** for this audience.
- There is a **conflict** between the **convenience of wipes** and the **environmental impact** they cause, although most disregard this.
- Most participants avoid flushing wipes, although some admit **there are still situations where flushing is tempting**, e.g., if the bin is overflowing or having used a wipe after the toilet.

"The priority for us is quality and environmental factors, unless there is a really good offer on an alternative brand. We are conscious not all wipes are biodegradable and feel the flushable ones have more chance of breaking down quickly."
Middle aged

Younger people (18-25 years)

- They tend to be **living in shared houses**, where household responsibilities are split.
- This audience are **slightly more conscious of the environmental impacts**, although this isn't necessarily impacting their usage or disposal of wipes.
- This audience **will trust what is advertised** on wipe packaging.
- Those who bin wipes can **appreciate the appeal in the moment to flush**.

"My family are very environmentally friendly, so I don't think wipes are ever flushed down the toilet, unless they say they're flushable."
Younger people

Hotspot interventions...

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Waste packs

- The effectiveness of the waste packs were mixed across the hotspot audience.
 - The **sink strainer** was mentioned as being a **most used** product by both keeping the drain clear and visualising how much would normally go into waterways.
 - Of the participants who had received waste packs, **none had heard of the toilet tissue spray**.
- One person participant felt that the items included were **poor in quality** and didn't end up using or keeping any of them.
- Some participants **found out about the waste packs through friends or family**, rather than directly through Wessex.
- Participants would have liked to have received **more information or leaflets**, other suggestions included being able to order a small bathroom bin.

"We didn't find [the waste pack] through Wessex Water. We found out that out through a friend who then told us about it."
Hotspot participant

"I get annoyed now ...if I forgot to pop [the sink strainer] back in after I've washed up. When you look at what it catches, you think, oh god, all that's been going down the plug and through the pipe work."
Hotspot participant

Home visit

- Some participants found the visits helpful in reinforcing existing knowledge about proper disposal practices.
 - For one participant, the visit **led to a significant change** in behaviour and purchasing habits.
 - While several participants felt that the visits were **too brief, focused mainly on raising awareness** without providing much detailed information.
- Having an engagement officer in the area signified to other participants the **severity of the issue**.
 - While some participants are **unsure about the door-to-door approach** and would be wary to engage.
- Participants suggested that visits could be more effective if they included **practical demonstrations or visual aids** to show the impact of improper disposal.

"You're thinking, am I gonna get fined? ... The thing that blew me away was [wipes] that say they're flushable and consumers are buying them and they're not. But, yeah, [since the visit] I seem to have just done a whole 360. I've gone from, like, not doing much to just recycling everything."
Hotspot participant

Wipes are seen as essential to the roles and responsibilities of carers

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Usage

- Wet wipes are **core to many of the responsibilities** carried out by carers, including personal care and hygiene, as well as keeping patients and their spaces clean.
- They are considered **effective** and hygienic, as well as quick and **convenient**.
- This is key when some visits or shifts are time sensitive, or if you have multiple patients under your care.
- Using wipes also **gives the carer peace of mind** that their patient feels cleaner, as opposed to other cleaning methods.
- Wipes are often provided** by the care home or hospital, however, for carers in domiciliary care they are provided by the patient or family.

"I think we've always just found it easier with wipes ... It gets [patients] feeling a bit more clean and definitely more refreshed as well... We end up giving them a nice clean maybe with the dry wipes, a bit of soap and just go over it with a wet wipe."

Carer

Training

- Many carers felt **they know not to flush wipes**, but correct disposal behaviours are not always included in formal training.
- New joiners are **often learning on the job** and therefore learn behaviours from whoever happens to be showing them—so routine behaviours can be inconsistent, even within the same organisation.
- Other challenges exist for those in domiciliary care as they may feel they **must follow the protocol of the patient's home**, sometimes being advised by the family.

"I think it's just common sense. Everyone at work, they just said like, oh, once you're done with [a wipe], then we put it in like the bag and obviously the bag goes into the bin."

Carer

Disposal

- Most care homes or hospitals have **specific bins or bags** for any items used for personal care, e.g., wipes, pads etc.
- These are **generally easy to find** and in all necessary rooms, encouraging proper disposal.
- Domiciliary care is very **dependent on the patient's household**, often presenting challenges such as locations and number of bins.
- Overflowing bins** in both settings can also present challenges.

"So, [I would only flush wipes] if the family have got them for wiping Betty's bum after she's used the toilet."

Carer

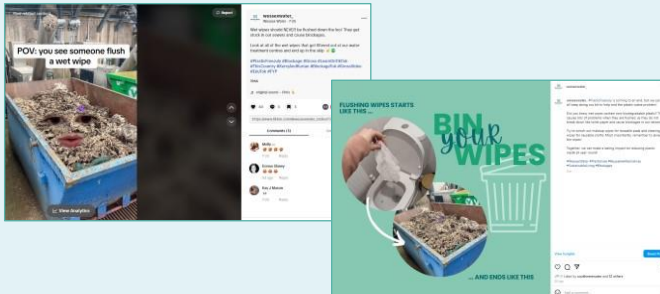
The following examples were shared to give participants a taster of Wessex Water's communications...

17

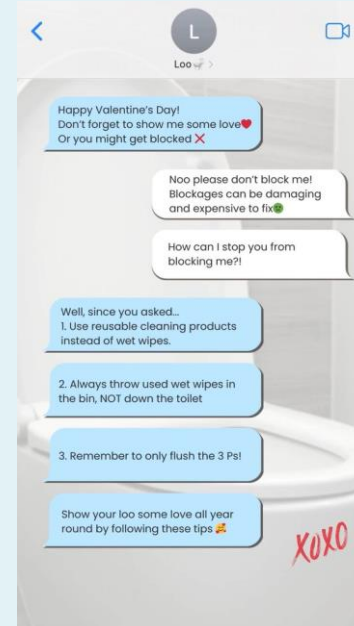
'How to avoid blockages in your home' YouTube Video



Social Media Posts



Valentines Reel



Halloween TikTok



Overall, the responses to the communications were very mixed and varied by audience type

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More effective (overall)

YouTube Video

- ✓ Informative and insightful
- ✓ Highlights the seriousness of the issue by showing the impact visually
- ✓ Clear message (flush 3Ps only)
- × 'Old school' format to some

"Quite an eye opener. I have always assumed flushable wipes were in fact 'flushable' and quite surprised to find out how much of a problem they cause ... Made me feel like I have been quite naive."

Parent of toddler

More effective (younger people)

Halloween TikTok

- ✓ Highlights the issue in a light-hearted way
- ✓ The short and snappy format is preferred by young people
- × Some from other audiences found the tone inappropriate/childish

"This video cleverly incorporates a trending sound, instantly making it more appealing and engaging ... Using humour to highlight a serious issue is an effective way to capture attention and encourage people to reflect on their habits."

Younger people

Less effective (overall)

Social Media Posts

- ✓ Clear messages (promoting waste packs and blockage visuals)
- × Not engaging, too much text
- × Sceptical about reach on platforms like Facebook and Instagram

"Advertising other alternatives to use rather than wipes is a very good message, however, the way that it was captured in the post did not interest me and I found it slightly dull to look at."

Young people

Valentines Day Reel

- × Only applies one day a year, not good for encouraging long-term change
- × Text-based format not engaging
- × Some found the tone corporate

"At a glance you may think it's ad for toilet roll. It's a bit wordy, and not everybody finds text messages exciting ... Why would you relate wipes to romance?"

Hotspot

When prompted, many participants believe improper wipe disposal is an important issue

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What participants want to see more of...

Social media campaigns

- While most participants have limited recall of campaigns related to wipe disposal, it is seen by many as an important channel for sharing information.
- Audience is likely to be younger through these channels, so opportunity to make content more targeted – generic messages for wider audiences could fall flat.
- Don't shy away from the seriousness of the issue, middle aged audience in particular want the visuals to drive home the reason why it is bad to flush wipes.
- Leverage the environmental factor, as well as the reality of blocked pipes and blockages.

Continue to offer reuseable products

- To help mitigate barriers to binning soiled wipes, some participants suggested offering nappy bags or other odour-free solutions as part of the waste pack offering.

Cost and consequences

- Some participants highlighted the need for stricter measures to encourage behaviour change in the form of fines or warnings.
- However, there were mixed views on fines, as it was thought to be difficult to find out who's to blame or if it was caused deliberately.
- It could be that this intervention is reserved for 'repeat offenders'.

Regulations around packaging

- Many participants were in disbelief that companies can continue to advertise their products as 'flushable'.
- This is important as many participants don't see a problem with flushing these wipes but will bin other types of wipes.
- Clearer packaging, especially preventing companies from advertising their wipes as 'flushable', would support a wider educational campaign.

"A more targeted campaign would be beneficial ... I always found news around 'fat bergs' was a stark reminder of how incorrectly flushed waste was affecting drainage systems."

Middle aged

"[Fines] would stop people doing it, obviously, because they're not going to want to pay a fine or anything. But then good luck to Wessex Water tracking where it's coming from."

Hotspot

"I trusted [the packaging] so I would think many consumers would... They don't then inform you that they can cause issues within the sewage systems."

Hotspot

"[They could] supply a bin? As lazy as it sounds people won't go out and buy their own bin for the bathroom."

Parent of toddler

Suggestions for longitudinal phase

Photo by [Towfiq barbhuiya](#) on [Unsplash](#)

Example outline from proposal

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Longitudinal study: a study to track behaviours over time and test and evaluate behaviour change interventions in real time

Example outline for tasks and ideas:



Interview 1 30 mins

- Deepdive into HH context and wipe usage behaviours
- Reflections from online community

Interim tasks 20 mins per week

- Set behaviour changes for household to trial
- Updates on how they're going

Interview 2 30 mins

- Mid-point check in
- Briefing on new task or testing out communications
- Briefing on trialling new products

Interim tasks 20 mins per week

- Ongoing communications and updates continue
- Trial current free product pack

Interview 3 30 mins

- Summary and wrap up

6-8 weeks

Suggested areas to explore

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Breaking down the convenience of wipes

Ask participants to carry out one specific task that they'd typically do using wet wipes and repeat the task (perhaps a week apart) using alternative methods e.g. clean their bathroom

Tell us: what did they use, how did they find it, would they do the alternative again, relative pros and cons

Behaviour swaps

Identify specific behaviours that use wipes and ask participants to use alternatives for a period of 4-6 weeks.

E.g. asking those who use wipes with kids when using the toilet to bin their wipes or use alternative methods (toilet roll, toilet spray)

Intervention testing

Gain a deeper understanding of waste packs – send one out and ask household to use it for duration of the period, telling us weekly how they're getting on with each product

Suggested areas to explore

23

Investigation

Ask participants to go away and research a specific topic e.g. impact of flushing wet wipes and tell us which sources they went to, what stuck out, how much information is out there etc.

Existing comms testing

We don't see much value in testing more existing comms in this format

Unpacking the 'flushable' myth

We could develop key messaging/wording to test around educating on 'flushability' of wipes

Influencing others in household

If any have household members or visitors who are flushing wipes, ask them to talk to this person about changing behaviours and report back on the conversation:

- Could they persuade them to change behaviour
- Was there pushback? What was it?

Suggested areas to explore

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Nudge testing

Ask participants that 'flush without thinking' to put apost-it note opposite the toilet or on top of a packet of wet wipes to remind them to bin instead

Test different images or messages – which are more effective?

Providing infrastructure

Providing participants that flush wipes for hygiene/smell reasons with nappy bags to put them inside

Providing participants with bathroom bins (for those that don't have these)

Hands-on learning

Ask participants to do the 'shake test' with toilet paper and a wet wipe marketed as flushable and compare the results

This activity could also be carried out with children as a teaching exercise

Timetable

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	17-Mar	24-Mar	31-Mar	07-Apr	14-Apr	21-Apr	28-Apr	05-May	12-May	19-May	26-May	02-Jun
Collaborative workshop												
Finalise longitudinal study materials												
Longitudinal study												
Analysis and reporting												
Final report												



Case studies to select participants for longitudinal

Photo by Reuben Juarez on Unsplash

Case studies*

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Sally (hotspot)

Background: Sally lives in Weymouth with 2 of her young adult children. She has two other grown kids who live away from home, and 6 grandkids who visit regularly.

Wet wipe usage: her cleaning routine is quick touch ups in the week and deeper cleans on the weekend. She uses disposable wipes/pads on her mop and regularly uses anti-bac wipes which she considers essential as she has pets. When her grandkids visit, they use toilet wipes as they're young and find it's easier to keep them clean. She uses make up removal wipes and has trialled waste pack alternatives.

Wet wipe disposal: she personally bins wipes, but knows that her daughter doesn't, as she feels it's unnecessary and they can be flushed.

What we could explore: asking her to try and convince her daughter to change behaviours. Trialling various alternatives to make up wipes and unpicking relative pros and cons.

Jake (parent of newborn and toddler)

Background: Jake lives in Bristol with his wife and newborn. He is 30 and is an investment banker. Their household is currently quite busy.

Wet wipe usage: he uses two different kinds of wipes – water wipes for his baby, used for cleaning and nappy changes. He also uses multi-surface wipes that kill 99% of bacteria and chooses ones that are biodegradable.

Wet wipe disposal: he doesn't flush wipes, he is aware that this is not something people should do and fears it will clog pipes.

What we could explore: swapping out his multi-purpose wipes and cleaning without wipes. Ask him to complete both specific, isolated cleaning tasks and swap the behaviour in the long-term.

*We have used pseudonyms to maintain anonymity

Case studies

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Alice (younger)

Background: Alice is a 24-year-old barista living outside of Bristol in a shared house with close friends.

Wet wipe usage: she uses wet wipes for a range of usages, mainly make-up removal and cleaning wipes.

Wet wipe disposal: Alice mentioned that if wipes are labelled as "flushable," she sometimes flushes them.

What we could explore: it would be worthwhile to understand more about her habits through the length of the longitudinal study and unpack more about young peoples' attitudes and opportunities for change.

Kelly (middle aged)

Background: Kelly is 41 years old and has three children. Her weekdays are busy, juggling work, school runs, and ferrying her kids to their hobbies, also whilst maintaining the household (food shops, cleaning etc.)

Wet wipe usage: Kelly uses wipes for a range of usages around the house including makeup removal, cleaning surfaces, and using 'flushable' toilet wipes.

Wet wipe disposal: she will always flush a wipe after using for toilet purposes, as she perceives it to be more hygienic than putting in the household bin.

What we could explore: we could explore swapping out this behaviour with other solutions e.g., using nappy bags.

Case studies

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Diana (new parent)

Background: Diana is a new mum living in Bath with her partner and 10-month-old. She works part time and is juggling her job with new responsibilities as a parent.

Wet wipe usage: Diana uses wipes for a range of tasks around the house, including nappy changes, makeup removal, as well as cleaning surfaces in the kitchen and bathroom.

Wet wipe disposal: baby wipes and makeup wipes go in the bin, but cleaning wipes used in the bathroom are often flushed because of concerns about germs. Wipes used after the toilet are also flushed. Even if wipes are labelled not flushable, this does not deter her from flushing them.

What we could explore: trial interventions specific to wipe use in the bathroom (for both toilet and cleaning purposes). Could send a waste pack and trial the toilet tissue spray, and or implementing a nappy bag for future disposal.

Bradley (parent of newborn)

Background: Bradley lives in Bristol with his partner and 6-month-old baby. It's very important for him to have a clean home but finds it hard to stay on top of as life gets so busy.

Wet wipe usage: Bradley uses wipes for a wide range of things, from baby to cleaning counters, to stain removal to walls and blinds, to birdcage cleaning. Him and his partner use toilet wipes as they feel they're more effective than toilet paper.

Wet wipe disposal: he had assumed that most wipes were flushable and had never thought to check packaging for this information. He has had a few blockages before.

What we could explore: a variety of things, but perfect contender for disposal behaviour swap over short and long term to see how it goes.

Case studies

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Denise (parent of toddlers)

Background: Denise is 33 and lives just outside of Bristol with her husband and 2 daughters. Her house has 3 bathrooms, so keeping on top of the cleaning can be a challenge.

Wet wipe usage: she uses wipes around the house on surfaces and mostly for the children. She's aware they're not brilliant for the environment but uses them for convenience. Her kids use flushable wipes when using the toilet.

Wet wipe disposal: she sometimes bins wipes but on occasion she will flush them for convenience.

What we could explore: a variety of things, but perfect contender for disposal behaviour swap over short and long term to see how it goes.

Arabella (hotspot)

Background: Arabella lives in Wiltshire with her 10year-old son. She is currently unable to work due to her disability, so her day to day can vary depending on how she is on a given day. Having a clean home is important to her, but she sometimes needs help from her son or her dad as it can be difficult to keep up with.

Wet wipe usage: she uses Andrex toilet wipes and face wipes, and on occasion she uses floor wipes.

Wet wipe disposal: she had an effective visit from Wessex Water where she learned that the 'flushable' wipes she was buying were not flushable and changed behaviour – reduced wipe usage and stopped flushing.

What we could explore: any activities we'd want to explore with someone who has already been through the behaviour change process.

Case studies

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Timmy (hotspot)

Background: Timmy lives alone in Bristol. He is currently out of work due to illness and spends his days around the house, balancing chores and his hobbies. On the weekends he spends time with his daughter, playing games and activities together.

Wet wipe usage: he uses wipes primarily for post-toilet needs and antibacterial cleaning purposes. He also carries wipes when going out of the house for when handwashing facilities are unavailable. Both he and his daughter regularly use wipes.

Wet wipe disposal: Timmy admits that flushing wipes can happen accidentally, often due to absentmindedness. Most of the time, wipes are disposed of in the bin.

What we could explore: Timmy would be an ideal candidate to test other intervention strategies, as he has already begun doing this himself, including writing 'don't flush me' on wipe packaging.



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Phase 4: Longitudinal study materials

Discussion guide

Objectives:

- A deeper understanding of behaviours and attitudes surrounding wet wipe usage and disposal
- Trial wet wipe usage behaviours
- Opportunity to test interventions in real time

Moderator notes:

- We will give respondents a personalised list of activities to pick from – aiming for c. 4 to be completed in total
- Individual discussion guides will then be worked up for each respondent, integrating relevant briefing, prompts and wrap ups for each activity they complete
- We will moderate flexibility according to our previous knowledge of the respondent (which we will remind ourselves of by rereading participant profile slides)/what they tell us

Week	Task	Time	Format
W/c 31 March	Initial check in	Approx. 30 mins	Zoom/phone
	Starting tasks are set	Approx. 10 mins	WhatsApp
W/c 7 April	Continue with tasks	Approx. 10-20 mins	WhatsApp
W/c 14 April	Continue with tasks	Approx. 10-20 mins	WhatsApp
W/c 21 April	Mid-point check in	Approx. 30 mins	Zoom/phone
	Tasks are revisited and either continue or new tasks set	Approx. 10 mins	WhatsApp
W/c 28 April	Continue with tasks	Approx. 10-20 mins	WhatsApp
W/c 5 May	Continue with tasks	Approx. 10-20 mins	WhatsApp
W/c 12 May	Final check in	Approx. 30 mins	Zoom/phone
	Tasks are completed and evaluated	Approx. 10-20 mins	WhatsApp

Discussion guide

Interview 1

Introduction to Blue Marble and longitudinal phase of research

Moderator introduction to Blue Marble:

- **START RECORDING**
- **Purpose of session:** Thank you for all your contribution to this research so far. As you know, we are interested in hearing about your usage of wet wipes.
- **Introduction to Blue Marble:** As you know, we are an independent research agency, running this research on behalf of Wessex Water, but we are not a part of their organisation.
- **Data protection:** This session will be audio and video recorded for analysis purposes. Researchers from Blue Marble and the project team from Wessex Water may listen to this recording, but it won't be shared beyond the research teams and won't be made public.
- **Encouragement:** There are no right or wrong answers. This is a safe space for you to be honest, so please share as much as you feel comfortable doing so.

Moderator to show stim with week by week timeline and overview of expectations, then talk respondent through this, and answer any questions

Activity options (10 mins)

Moderator to show stim with list of activities (personalised for each respondent) and talk it through

- Which activities would you like to do and why?
- Which activities would you prefer not to do and why?
 - Probe for any barriers and enablers

Moderator to explain that options will be sent via WhatsApp by EOD, and when their choices are needed by

1. Deep-dive into areas of interest from community (10 mins)

Thanks for all of your answers on the online community, they've been really helpful for us. I'm just quickly going to explore a few questions with you that link to the answers you gave on the community.

- Insert relevant discussion guide questions and prompts for each respondent

2. Wrap up (5 mins)

Thanks for your time today, that's all the questions I have for you today

Just to remind you, I'll send through the activity choices after this call, and it would be great if you could confirm what you prefer by the end of the day

We will also have another half an hour call in w/c 21st April. Firebird recruitment will be in touch to arrange a date/time that works best for you

Interim tasks – phase 1

1. Briefing

Insert relevant activity description for each respondent

Check in

Insert relevant prompts for each respondent

Summary

Insert relevant summary for each respondent

Interview 2

1. Explore experiences of activity 1

- Probe for more detail of experiences based on participant answers to WhatsApp questions

2. Explore experiences of activity 2

- Probe for more detail of experiences based on participant answers to WhatsApp questions

3. Briefing on activities 3 and 4

Interim tasks – phase 2

1. Briefing message

Insert relevant activity description for each respondent

Check in

Insert relevant prompts for each respondent

Summary

Insert relevant summary questions for each respondent

Interview 3

1. Explore activity 1

- Probe for more detail of experiences based on participant answers to WhatsApp questions

2. Explore activity 2

- Probe for more detail of experiences based on participant answers to WhatsApp questions

3. Wrap up – summary of project participation

- Explore which activity was their most favourite and why
- Explore which activity was their last favourite and why
- What behaviours/products, if any, will they continue with after the project?

If time (and not already covered in hotspot interview)

- Explore how they found participating in the project overall – what were the high/low points? What's the one piece of information that stuck out to them the most?
- Probe for further detail on the tips they would give to Wessex Water to support binning wipes (from their community answers)

Stimulus

Wessex Water – Wet wipe research

Stimulus for longitudinal phase



Photo by [Towfiq barbhuiya](#) on [Unsplash](#)

Timetable

2











7-week process



	W/c 31 March	W/c 7 th April	W/c 14 th April	W/c 21 st April	W/c 28 th April	W/c 5 th May	W/c 12 th May
Interviews (30 mins, Zoom/tel)	Interview 1: pick your activities, tell us more about your online community answers			Mid point check in on how you found the first phase of tasks, then explain second phase			Final check in on how you found phase 2, and share your thoughts about the project overall
At home activities (10 mins per day)	First phase of tasks (explained via WhatsApp) – we will ask you questions tell us how you get on via WhatsApp			Second phase of tasks – tell us how you get on via WhatsApp			

Activities to choose from (to be personalised for each respondent)

3

	Activity	Description
	'Shake test'	An interactive experiment which will help you understand what happens to wipes after you flush them (works especially well with kids)
	Swap wipes for reusables	Replace wipes with reusable products for 1 or 2 household activities of your choice- keep us updated with how you find the swap
	Create a wipe disposal campaign	Think of the ideal campaign encouraging people to bin wipes and tell us what this would look like (or draw an example yourself, if you prefer): <ul style="list-style-type: none"> What information does it need to contain? What format should it have? E.g. visual, video, radio etc. How is it disseminated?
	Compare bathroom cleaning products	Comparing cleaning the bathroom in a different way (cloth/loo roll) to your normal routine (using wipes)
	Compare products for post-toilet use	Testing toilet tissue spray and comparing it to your normal routine (using toilet wipes)
	Testing free waste devices	Receive and test free waste devices of your choice (kitchen sink strainer, haircatcher for shower/bath and gunkpot for disposing waste fats in the kitchen)
	Post-it reminder exercise	Try putting post-it notes encouraging you to bin wipes on top of your packet of toilet wipes/opposite your toilet
	Peer research	Talk to someone in your household about why they flush wipes and test out different arguments persuading them to change their habits
	Binning wipes (with products to assist you)	Try binning toilet wipes instead of flushing them. We'll send you a bin and/or fragranced bin liners and nappy sacks to help with this (if needed)
	Testing reusable facial cleansing products	Try using a microfibre cloth to cleanse your face instead of makeup wipes

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Activity briefing and prompts to insert into the personalised discussion guide

4

Compare bathroom cleaning activities

Briefing 1: over the next week, please try cleaning your bathroom using the reusable cloth and spray provided instead of wipes. This includes both deep cleaning and top up cleans (whatever you normally do). You could also try using spray and toilet paper for activities like cleaning the underside of the toilet seat – these can be flushed as normal.

Initial response: How do you feel about using these products instead of wipes? Probe on any fears or barriers to behaviour change

Check in: Tell me more about what activities you did in detail (what did you clean and how). How did you find each activity? What did you like about using these products? What didn't you like about using these products?

Briefing 2: Now please go back to using the wipes for cleaning the bathroom as before for the following week.

Initial response: Tell me how this compares to your cleaning experience using reusable products last week. How did you find each activity? What did you like about using these products? What didn't you like about using these products?

Wrap up: Which products do you prefer and why?

Activity briefing and prompts to insert into the personalised discussion guide

5

Compare products for post toilet usage

Briefing 1: over the next week, please try using the toilet tissue spray and loo roll whenever you would usually have used wipes. These don't need to be binned – just flush the loo roll after you've used it as you normally would.

Initial response: How do you feel about using the spray instead of wipes? Probe on any fears or barriers to behaviour change

Check in: Tell me more about your experience of using the spray. Probe on use with children and by the rest of the household as well as personal use if relevant. What did you like about using this product? What didn't you like?

Briefing 2: Now please go back to using the wipes for after toilet use, as you did before

Initial response: Tell me how this compares to your experience using the spray last week.

Wrap up: Which product do you prefer and why?

Activity briefing and prompts to insert into the personalised discussion guide

6

Testing reusable facial cleansers

Briefing: over the next 6 weeks, please try using a microfibre cloth instead of makeup wipes to cleanse your face. Where possible, please encourage the rest of your household to do the same as well.

Initial response: How do you feel about using these products instead of wipes? Probe on any fears or barriers to behaviour change for themselves and for any other household members

Check in: Tell me more about your experience of using the wipes to cleanse your face . Probe on how the rest of the household have been finding it as well as personal use if relevant.
What did you like about using these products?
What didn't you like?

Wrap up: Which product do you prefer and why?

Testing free waste devices

Briefing: List each waste pack item available, and what they are used for. Establish which items the respondent wants and why – then send out

Initial response: Questions around unboxing and first impressions of product – how useful do they think it will be?

Check ins: Test products for duration of longitudinal phase. Probe: what do they like/dislike? Anything they would improve? Any impacts on behaviours? Why/why not?

Activity briefing and prompts to insert into the personalised discussion guide

7

Post it reminder exercise

Testing blank post-it notes : Please put a post-it note from the pack you've been sent on top of the packet/s of wipes you normally use in the bathroom

Check in: How, if at all, does this affect how easy/difficult it is for you to bin the wipes instead of flushing them and why?

Now put a similar post-it opposite your toilet (if possible)
– what impact, if any, does this have?

Testing messages: Now we're going to test out writing different messages on the post-it notes. Test one message per week, probe for any impact on ease/difficulty of flushing and why this is:

- Flushing = unwanted plumbing bills
- Flushing = harming marine wildlife
- Flushing = sewage flooding in local homes

Testing images : Which message was the most effective? Now try adding a picture to the most effective message – can you please send us a photo of what it looks like?

Check in: Probe for any impact on ease/difficulty of flushing and why this is:

Activity briefing and prompts to insert into the personalised discussion guide

8

The shake test

Briefing: Set out an experiment with two plastic bottles, both filled with water. In one bottle place a single wet wipe that you would typically flush, in the other, a couple of squares of toilet paper. Vigorously shake the bottles and see what happens.

Check in: Let us know with how you found the experiment. What, if anything, does it tell you about what happens to a wipe once it's been flushed? What do you think the impacts of that might be? What impact, if any, does this have on your likelihood to flush wipes?

Campaigner task

Briefing 1: Thinking back to before you knew to not flush wipes. You have the opportunity to create a campaign encouraging people to bin wipes. You have one week to have a think and tell us what this campaign would include:

Who is it aimed at and why?
What information does it need to contain?
What format does it have? E.g. visual, video, radio etc.
How is it disseminated?

Briefing 2: Now do the same activity again, and create a campaign which would work best for you specifically

Activity briefing and prompts to insert into the personalised discussion guide

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Peer research

Briefing 1: Talk to someone in your household about why they flush wipes and tell us via WhatsApp or short videos what you found out.

We can also call to discuss this topic with you as a duo/trio if you prefer – a small incentive is available to repay the other household members for their time

Briefing 2: Test out different arguments persuading them to change their habits, then tell us which, if any of these worked best and why?

Flushing = unwanted plumbing bills
Flushing = harming marine wildlife
Flushing = sewage flooding in local homes

Discussion topics to integrate into interview 1 if relevant

Explore:

- Tension between being environmentally minded and using/flushing wipes – what does it mean to be 'environmental'?
- Why biodegradable wipes are preferred/seen as more flushable than non biodegradable wipes
- Fines to deter wipe flushing – how desirable are they? What would the ideal penalty system look like?
- Best ways of engaging young people – what should the ideal social media campaign on wipe disposal look like?
- Whether participant has changed behaviours after taking part in the project, and what convinced them/would convince them to do so
- Previous understanding/experience of blockages, and any connections with flushing wipes



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[END]