

Wet wipe disposal research

Online diary recruitment

Segment quotas

Segment name	Criteria	Quota to aim for
Busy Parents (note, Busy Parents and Cautious Families are not mutually exclusive)	<ul style="list-style-type: none"> • Have a child/children aged 9 or under • No older children • High awareness of water supplier 	9 respondents
Cautious Families	<ul style="list-style-type: none"> • Have a child/children aged 5 to 15 • No children under 4 • Higher awareness of water supplier 	9 respondents
Here & Now	<ul style="list-style-type: none"> • Age 18 to 44 • Have no children under 16 in the household • Low awareness of water supplier 	9 respondents
Able Advocates	<ul style="list-style-type: none"> • Age 45 to 64 • Have no children under 16 in the household • Higher awareness of water supplier 	4 respondents
Resilient Challengers	<ul style="list-style-type: none"> • Age 65+ • Have no children under 16 in the household • Higher awareness of water supplier 	4 respondents
Acute Needs (subset across other segments)	<ul style="list-style-type: none"> • See themselves as having a mental/physical health disability • AND/OR household income under £20k 	4 respondents within any of the above segments

Additional criteria to aim for across all 35 participants

- All to be flushers of 'wet wipe' products (Q1)
- Mix of wet wipe 'flusher' types (Q1)
- Mix of those who do and do not check labels (Q2)
- Mix of household size (Qs 5 & 6)
- Mix of property type (Q7)
- Mix of renting and owned (Q8)
- Even split of households with and without a water meter (can skew towards no water meter if needed) (Q9)
- Mix of household income level (Q10)
- Even urban/rural split (Q11)
- Other demographics (e.g. ethnicity) broadly representative of the areas (Qs 12 & 13)
- Even spread across the five NW counties (Q15)

Screening questionnaire

1. I am going to read out a list of wet wipe products. For each, please can you tell me whether you use these and if so, how you dispose of them once you've finished with them? If you dispose of them in more than one way, please select all that apply.

	I do not use these	I use these and put them in the bin	I use these and flush them down the toilet	I use these and dispose of them in another way	Don't know
Multi-Purpose Cleaning Wipes	1	2	3	4	5
Toilet Cleaning Wipes	1	2	3	4	5
Wet Floor Wipes	1	2	3	4	5
Kitchen cleaning Wipes	1	2	3	4	5
Bathroom cleaning Wipes	1	2	3	4	5
Intimate/Feminine Hygiene Wipes	1	2	3	4	5
Baby Wipes	1	2	3	4	5
Facial Cleansing/Make-up Removal Wipes	1	2	3	4	5
Moist toilet tissue wipes	1	2	3	4	5
Other wipes (e.g. deodorant wipes, glass wipes, furniture polish wipes)	1	2	3	4	5
	Thank & close	Thank & close	Continue	Thank & close	Thank & close

2. Thinking about all/any of the wet wipe products you use, do you choose to buy wipes specifically labelled as any of the following?

Wipe labelling	Code
Biodegradable	1
Environmentally friendly/eco	2
Flushable	3
N/A – I do not look at the labels on wet wipes	4
N/A – I look at the labels on wet wipes but I don't choose to buy any labelled as biodegradable, environmentally friendly/eco, or flushable	5

3. Please can you tell me to what extent you agree or disagree with the following statement?

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
I am aware of who my local water supplier is	1	2	3	4	5	6

4. Which of the following age groups do you fall in to?

Age group	Code
18 – 24	1
25 – 34	2
35 – 44	3
45 – 54	4
55 – 64	5
65+	6

5. How many adults live within your household (aged 16+)?

Number of adults

6. How many children of the following ages, if any, currently live in your household?

Age	Number of children
0-4 years	
5-9 years	
10-15 years	

7. What type of property do you live in?

Property type	Code
House (detached, semi-detached, terraced) or bungalow	1
Flat/apartment/maisonette (in a converted or purpose built block)	2
Other	3

8. Which of the following best describes your home ownership or rental status?

Home ownership/rental status	Code
I own my current home outright/ with a mortgage or loan/ part own (shared ownership)	1
I rent via any of the following: private landlord, letting agent, other individual, housing association, housing co-operative, charitable trust or registered social landlord, the Council (local authority), or live rent-free	2
Other	3

9. Does your property have a water meter?

Yes	1
No	2
Don't know	3

10. Which of the following best describe the approximate annual income of your household? [Single code]

Income	Code
<£20k	1
£20k-£39k	2
£40k-£59k	3
£60k-£99k	4
£100k+	5
Prefer not to say	6

11. Which of the following best describes the area where you live?

Area type	Code
Mainly urban	1
Mainly suburban	2
Mainly rural	3
Don't know	4

12. Which of the following options best describes how you think of your gender identity?

Gender	Code
Male	1
Female	2
Non-binary	3
Prefer not to say	4

13. What is your ethnic group? Choose one option that best describes your ethnic group or background

Employment status	Code
White	
English/Welsh/Scottish/Northern Irish/British	1
Irish	2
Gypsy or Irish Traveller	3
Any other White background, please describe	4
Mixed/Multiple ethnic groups	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other Mixed/Multiple ethnic background, please describe	8
Asian/Asian British	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background, please describe	13
Black/ African/Caribbean/Black British	
African	14
Caribbean	15
Any other Black/African/Caribbean background, please describe	16
Other ethnic group	
Arab	17
Any other ethnic group, please describe	18

14. Which of the following apply to you and your household? Please select all that apply

I or another member of my household is disabled or suffer(s) from a debilitating illness	1	<i>Categorised as 'Acute Needs' if one or more are selected</i>
I or another member of my household have/has a learning difficulty	2	
I or another member of my household relies on water for medical reasons	3	
I or another member of my household is visually impaired (i.e. struggles to read even with glasses)	4	
I or another member of my household am/is over the age of 75 years old	5	
I or another member of my household speaks English as a second language	6	
I/our household often struggle to afford utility bills	7	
I or another member of my household is deaf or hard of hearing	8	
I or another member of my household is a new parent	9	
None of the above	10	

15. Interviewer – please record county

County	Code
Cumbria	1
Lancashire	2
Merseyside	3
Greater Manchester	4
Cheshire	5

<Interviewer – invite respondent to participate in the research if they fit our criteria and quotas>

We are looking for people who would be interested in participating in some research about the types of wet wipes they tend to use. Research participants will be asked to complete a range of online tasks for five days, from Monday 20th September to Friday 24th September. The tasks will be:

- Online diary – one new task per day, estimated to take 20 to 30 minutes each. These will include written activities, as well as taking photos and videos on your mobile phone (e.g. of the types of wet wipes you have at home).
- Online group discussion – contributing to an online written discussion that will take place over the five days, with new questions posted each day. Participants should spend at least 10 to 15 minutes per day writing their responses.

The tasks will be completed on a social media style platform that participants can log on to each day. Your responses will be kept anonymous and will only be used for the purposes of the research. As a way of thanking you for your time, you will receive a cash gift of £70 at the end of the five days, paid by cheque or bank transfer as you prefer.

<Interviewer – Make sure the respondent knows what is expected of them, the type of research this is, and that invitations are not transferable to anyone else.>

16. Do you have regular access to a smart phone/tablet/computer, which you are comfortable using for completing your online diary and online group discussion? On your device, you must be able to take and upload photographs, video and audio content, like you might on social media.

Yes	<i>Continue</i>
No	<i>Thank & close</i>

17. Interviewer – collect contact details to provide further information/log-on instructions

Name:	
Email address:	
Postcode:	
Contact number:	

INTERVIEWER DECLARATION:

I confirm that this interview has been carried out by me and abides by the MRS Code of Conduct and that the respondent is not previously known to me. I have followed the instructions and asked all questions in full as required.

Signed: _____ Date: _____