

Instructions

Please log on each day for the next five days to see your new daily task. When you are completing each task, please do this with the wet wipe product(s) in mind **that you typically or sometimes flush down the toilet**. If you flush more than one type of wet wipe, please talk about each of these separately, making it clear which types of wet wipes you are referring to.

Please complete your daily task before moving on to contributing to the group questions and discussion. Remember, there are no right or wrong answers, we are just interested in hearing about your thoughts, routines, and experiences. Please get in touch if you have any questions.

Thank you again for taking part, we hope you enjoy participating in the research!

Day one: purchasing

Task: Story from the shopping aisle

Instructions:

1. Imagine you are shopping for the wet wipes that you typically/sometimes flush down the toilet. Please tell us the story of you buying them, writing it under the three headings below. If you would like to attach any photographs to bring your story to life, please do so.

Setting the scene: (Where and when you buy them? Why you want to buy them?)

Making your decision: (How do you decide what types and brands of wipes to buy? What else are you considering at the time?)

Future shopping trips: (When will you buy them again? What would you do if wet wipes used for this purpose were no longer available?)

Day two: packaging and labels

Task: Show and tell: your wet wipe packets

Instructions:

1. Please send us photographs of the wet wipe packet(s) you currently have at home, showing both the front and back of the packaging.
2. Take a look at the packaging and any labels, logos and instructions (e.g. about the type of wipes and how to dispose of them). Please answer the following questions:
 - a. Do you usually look out for any of these logos, labels or instructions when purchasing wet wipes? If so, what do you look out for and why? What do they mean?
 - b. Are there any logos, labels and instructions that you have never noticed or read before? If so, what do you think they mean, and what do they make you think?

- c. Do you have any other thoughts on the packaging and its labels, logos and instructions? (E.g. is anything unclear or confusing? Should anything be changed? Or is there anything you like or think works well?)

Day three: using the wipes

Task: Video guide

Instructions:

Please record a video to show us where in your home you use and dispose of wet wipes. In your video please show and explain the following:

1. When you tend to use the wipes (e.g. what are your routines and habits, what else is going on at home/in your life at the time, what time of day/week is it?)
2. Where exactly the wipes are kept, used and disposed of (e.g. what rooms and areas, how the wipes are used, what else is around you, is there a bin nearby?)

Day four: flushing the wipes

Task: Help me decide how to get rid of wet wipes

Instructions:

I have bought some wet wipes and am unsure on how to get rid of them once I've finished with them. Please talk me through what you do, and how you found this out – here's some things I'd like to know:

1. How do you decide how to get rid of the wet wipes that you use? (e.g. Why did you start flushing them? Did you use anything to figure out how to get rid of them? Was this easy or difficult to decide?)
2. Do you ever dispose of the wipes differently (i.e. in a bin)? (e.g. in different situations or with different types of wipes. Or have you ever done this in the past?)
3. Is this what most other people do? When do other people flush wipes and when do they put them in the bin?

Day five: consequences

Task: A flushed wet wipe's journey

Instructions:

1. Please tell us about the journey that you imagine a wet wipe to take when you flush it down the toilet. Tell us what you think happens to it, where it goes, where it ends up and how long this takes, giving as much detail as possible. Remember, there are no right or wrong answers, we're just interested in what you imagine to happen.
2. Thinking about the journey you have written, please answer the following questions:
 - a. Have you ever thought about this before now? If so, when and why?

- b. Does this journey change at all for different types of wipes (e.g. those labelled as 'flushable/not flushable' or 'biodegradable')? How is it different?
- c. Are there any other consequences or impacts of flushing your wet wipes down the toilet? If so, what are these and how do you feel about this?

Thank you for completing these tasks. Once your final task and contribution to the group discussion have been submitted, someone will be in touch to arrange your thank you payment. We will then be looking at all responses from the research and using these to understand more about the things that encourage people to flush wet wipes down the toilet, and how they can be encouraged to bin all wet wipes they use, in order to prevent blockages and stop them entering the natural environment. Thank you again for taking part in this research.