

# Garden water use research materials

Recruitment screener

Interview 1

Interview 2

Interim task instructions

Business plan  
2025-2030



**Wessex Water**  
YTL GROUP

FOR YOU. FOR LIFE.

**PROJECT SCREENER**

**Project Number: 2122 - 0137**

**Project Name: Blue Marble – garden Water Usage**

**Project Contact: Alicia**

**Client: Tom and Ben @ Blue Marble**

**RESEARCH OVERVIEW:**

TYPE: Ethnographic study: Real-life observations of households in their gardens

Respondents and members of their household are filmed via a self-installed, motion-sensor camera (or 2 cameras) over the course of 6 weeks for the clients to learn about real-life lifestyles, habits and behaviours within the home, in particular activity in the garden during the summer period.

We need to ensure that we're capturing real life, so we need people who won't act-up for the camera and ensure that they're as normal and true to themselves and their living situations as possible. The camera(s) will be muted so as not to capture any private or sensitive conversations and potentially embarrassing/sensitive footage (e.g., personal events) will be deleted from any footage. Footage will be shared with the research agency and their end client for the purposes of the research. A selection of this footage will be published in the public domain (in an edited format), on the end clients' websites and via their social media accounts. This footage may also be used for other research-related purposes – e.g., as part of conference presentations.

**METHODOLOGY:**

1. **Respondent posted cameras and emailed a briefing pack:** respondent to set up camera(s) before initial interview
2. **Set up interview** (45 – 60 mins): conducted via Zoom, ideally with entire HH
3. **Observation:** camera to record garden behaviour over the course of 6 weeks
4. **Garden gadget:** 4 weeks through the observation period, households will be asked to complete an online questionnaire and will be sent a garden gadget to install and use. Once installed, they will be asked to complete a few simple tasks using the gadget and report back during the final interview.
5. **Final interview with entire HH** (60 minutes): conducted via Zoom, where the entire HH is asked to be present, this will involve showing video footage on screen and asking HHs about their garden activity
6. **HHs get to keep the cameras:** As cameras will need to be installed/fixe to the outside of the property, participating HHs will be allowed to keep the cameras for their ongoing use.
7. (for a select few) **Re contacted to do some extra filming on mobile phone:** 20-30 mins of time (will be provided small additional incentive for doing so)
8. Allow 3 days between 6-week observation period and final interviews

**CONSENTS:**

We need three types of consent

1. Consent for everyday behaviour in the garden to be recorded and the research interviews to be audio and video recorded
2. Consent for ALL footage (except sensitive footage) to be made publicly available e.g., on social media; on the client's website; at public events/presentations/conferences etc. We will need consent from everyone within the HH and parents' consent for children.
3. Permission to be recontacted for a range of reasons e.g., additional filming as part of the research, follow-on projects.

**INCENTIVE:**

Each household will be issued an incentive of £150 ,and will also be allowed to keep the cameras they are sent, which have a value of £230. Any cash incentive will be paid via BACS by Blue Marble at the end of the research.

**RESPONDENT SPEC:**

HH NO.	Recruiter	Location	HH DEMOGRAPHICS
1	RECRUITER 1	Poole - Urban	Single Household - Over 65 C2DE
2	RECRUITER 1	Weymouth - Urban	Lone Parent C2DE
3	RECRUITER 1	Southampton - Urban	Student / Shared House C2DE
4	RECRUITER 2	Maidstone/Ashford/Canterbury - Urban	Student/Shared House ABC1
5	RECRUITER 2	Diss / Harleston/ Framlingham - Rural	Couple no children ABC1
6	RECRUITER 2	Colchester - Urban	Student / Shared House ABC1
7	RECRUITER 2	Ipswich - Urban	Family with older kids C2DE
8	RECRUITER 2	Norfolk - Rural	Single Household - under 65 ABC1
9	RECRUITER 2	Farnborough - Urban	Family with younger kids C2DE
10	RECRUITER 3	Haywards Heath - Rural	Single Household - Over 65 ABC1
11	RECRUITER 3	Tyneside - Urban	Family with younger kids ABC1
12	RECRUITER 3	Illford - Urban	Couple no children C2DE
13	RECRUITER 4	South Coast Dorset - Rural	Couple no children C2DE
14	RECRUITER 4	Chatham / Medway - Urban	Single Household - under 65 C2DE
15	RECRUITER 4	Billinghust - Rural	Family with older kids ABC1

**SCREENER START:**

Hello, my name is \_\_\_\_\_ and I am from \_\_\_\_\_, a market research company.

We are looking for people and the members of their household to take part in an exciting project on behalf of a group of organisations that are keen to learn about people's actual lifestyles and behaviours around the home, specifically in the garden.

We're looking for households who are happy to install a small motion-sensitive camera (or 2 in the case of larger gardens) into their back garden for a period of around 6 weeks. The cameras will be posted to your home and you will be asked to set them up. The camera will be muted so will not be able to listen in on any discussions /conversations you or your household members have. In addition, you and members of your household will be required to take part in two, 1-hour Zoom calls to discuss your behaviour in detail – so in total, you will be required to be involved for around 8 weeks. Each household that takes part will be paid £150 and will be allowed to keep the cameras after the end of the research (which are worth £230).

Are you interested in taking part? If yes, then to ensure that we get a broad range of people involved we'll be asking about your ethnicity and religion, about the people in your household and the types of things you do in your garden or outside space.

**Firstly**, our discussions with you will be held via ZOOM. During the sessions we will screen-share video footage, which will be easier for you to view on larger devices. We also need you to have a smartphone to complete other parts of the research.

Q1: Please tell us which devices you have available to you

1	I have a laptop computer	<input type="checkbox"/>	ALL MUST HAVE 1 OF THESE DEVICES
2	I have a desktop computer	<input type="checkbox"/>	
3	I have a tablet	<input type="checkbox"/>	
4	I have a smart phone	<input type="checkbox"/>	ALL MUST HAVE A SMART PHONE

As this research is about your household and your use of the garden, I'd first like to ask you a few questions about your garden(s).

Q2 Do you have a garden that has a garden tap within the garden itself?

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- Yes
- No

**Must answer yes, otherwise thank and close**

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Q3 Is your main garden at the back or side of your house?

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- Back
- Side
- Neither

**If back or side proceed, if neither thank and close**

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Q4 Is the main route into your home through this garden?

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- Yes
- No

**If no proceed, if yes thank and close (to avoid unnecessary triggering of motion-sensitive cameras)**

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Q5 Do you plan to be away from home for more than 7 days in the 6-week period between 16 August 2021 and 26 September 2021?

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- Yes
- No

**If no proceed, if yes thank and close**

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Q6 How big is your garden?

- Small – less than 140 m<sup>2</sup> (roughly the size of half a tennis court)
- Medium – between 140 and 280 m<sup>2</sup> (between half and one tennis court)
- Large – greater than 280 m<sup>2</sup> (bigger than the size of a tennis court)

**Check quotas and proceed OR thank and close**

I would now like to ask you about what you do in your garden.

Ask all of the following questions, record every answer, and award the points associated with each answer (in brackets), and total the points at the end.

Q7 Which of the following (if any) do you have and use regularly during the summer months?

Products	Score
Pond, fountain or other water feature	2
Hosepipe	2
Watering can	1
A sprinkler/other irrigation system	2
Hot tub, paddling pool or similar	4
A pressure washer or jet hose	3
Bird bath	1
Water butt	-1
<b>TOTAL SCORE</b>	

Please ensure all respondents score a minimum of 4 i.e. have a moderate / heavy water use

Q8a

	Daily = 2	At least once a week but less than daily = 2	Less than weekly = 0	Never / N/A =0
In summer, how frequently do you water your lawn in your garden?				
In summer, how frequently do you water plants in your garden?				

If yes to water lawn - roughly how long for each time?

Recruit a range across the sample

If yes to water plants - roughly how long for each time?

Recruit a range across the sample

Q8b

	Weekly = 1	At least once a month but less than weekly = 0.5	Less than once a month = 0	Never / N/A = 0
How frequently do you wash your car at home With bucket / sponge				
How frequently do you wash your car at home With hosepipe / pressure washer				
<b>Q8a &amp; Q8b Total Score</b>				

Please ensure all respondents score a minimum of 4 i.e. have a moderate / heavy water use

Are you happy for me to take you through some questions?

**Q9: Contact details**

a) Respondent Name:	
b) Respondent Mobile Number:	
c) Respondent Email Address:	
d) Respondent Postal Address	

To ensure that the participant lives in one of our clients' supply areas, please check their postcode using the water supply checker available here:

<https://www.water.org.uk/advice-for-customers/find-your-supplier/>

**Q10:** Please can I ask you to confirm which gender you identify as?

Male	
Female	
Non-Binary	
Prefer to self-describe	
Prefer not to say	

**RECRUIT A SPREAD FOR LEAD RESPONDENT**

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**Q11:** Age: .....

Check quotas and proceed OR thank and close

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**Q12:** How would you describe your ethnicity?

**White**

1. English / Welsh / Scottish / Northern Irish / British Irish / Irish
2. Gypsy or Irish Traveller
3. Any other White background

**Mixed / multiple ethnic groups**

4. White and Black Caribbean
5. White and Black African
7. White and Asian
8. Any other Mixed / multiple ethnic background

**Asian / Asian British**

8. Indian
9. Pakistani
10. Bangladeshi
11. Chinese
12. Japanese
13. Sri Lankan
14. Filipino
15. Malaysian/Singapore/Korean
16. Any other Asian background

**Black / African / Caribbean / Black British**

17. African
18. Caribbean
19. Any other Black / African / Caribbean background

**Other ethnic group**

16. Arab
17. Any other ethnic group

**Check quotas and proceed OR thank and close**

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**Q13:** What is your religion, if any at all?

	Yes	No
No religion		
Christian (of all denominations)	<input type="checkbox"/>	<input type="checkbox"/>
Buddhist	<input type="checkbox"/>	<input type="checkbox"/>
Hindu	<input type="checkbox"/>	<input type="checkbox"/>
Jewish	<input type="checkbox"/>	<input type="checkbox"/>
Muslim	<input type="checkbox"/>	<input type="checkbox"/>
Sikh	<input type="checkbox"/>	<input type="checkbox"/>
Other religion (Please specify _____)	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>	<input type="checkbox"/>

**No quotas for religion – record for information only**

**Q14:** Thinking about you and the people in your household, please can you tell us about you and who you live with, how old they are and their current employment position (if relevant)

	Relation to lead respondent	Age	Current working status (WS): CHOOSE FROM: - Working FT/PT/SE - Student/in training or education/unemployed/seeking work - Retired/looking after the home or family/LT sick or disabled - Other household member
Lead Respondent			
Household member 2			
Household member 3			
Household member 4			
Household member 5			
Household member 6			

Check quotas and proceed OR thank and close

**ASK THOSE WITH CHILDREN UNDER THE AGE OF 16**

**Q15:** Are you happy for your children to feature in the video footage? Be assured that any sensitive footage will be deleted and not included in the research.

YES  NO

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**ALL MUST CODE YES**


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**Q16:** 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
Full-time carer of other household member	11	E

**Check quotas and proceed OR thank and close**

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**Q17:** Do you or does anyone in your household have a long-term health issue or disability?

YES  NO

**Minimum 3x across sample**

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Check quotas and proceed OR thank and close

**Q18:** And may I ask the type of disability you/they have? Please tell me the name and some of the issues you/they may have within the home environment?

.....  
**Not required for this recruitment**

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**Q19:** 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	
Public Relations or Sales Promotion	CLOSE	
Market Research	CLOSE	
T.V./Radio Station/Media	CLOSE	
Newspaper/Magazine/Journalism	CLOSE	
A company that specializes in the production and sale of kitchen taps	CONTINUE	
Any utilities service provider (e.g. electricity, gas or water company or any of its affiliates e.g. Ofwat, Defra, CCW, DWI, EA or NRW in Wales )	CLOSE	
A company specializes in washing up liquid	CONTINUE	

**Q20:** What is your occupation:.....

**MUST NOT BE ASSOCIATED WITH A HOUSEHOLD UTILITIES PROVIDER E.G. WATER COMPANY OR ANY OF ITS AFFILIATES (OFWAT, DEFRA, CCW, DWI, EA OR NRW IN WALES)**

**Q21:** When was the last time you participated in market research of any kind?  
(IF RESPONDENT HAS NEVER PARTICIPATED IN MARKET RESEARCH, **SKIP TO Q9A**)

\_\_\_\_\_ **CLOSE IF TAKEN PART IN THE LAST 3 MONTHS**

**Note to recruiter:** we are happy to include some respondents who have taken part in research before if you think they would be ideal for this type of project. Across the sample, no more than half to have taken part in past research.

**Q22:** How many times have you ever participated in market research of any kind?

\_\_\_\_\_ **CLOSE IF THREE (4) OR MORE TIMES. IF NONE, SKIP TO Q.3**

**Q23:** I'd like to know which, if any, of the following topics have been discussed during the research in which you have participated. Was the topic about...

Automobiles	<input type="checkbox"/>	CONTINUE
Household renovations	<input type="checkbox"/>	
Food/beverages	<input type="checkbox"/>	
Cooking habits	<input type="checkbox"/>	
Household utilities e.g., gas/electric/water	<input type="checkbox"/>	CLOSE

**CLOSE IF PREVIOUS RESEARCH INVOLVES UTILITY PROVIDERS**

**Q24:** Thinking about where you live, would you class the area in which you live as:

Rural	<input type="checkbox"/>	CONTINUE
Suburban	<input type="checkbox"/>	CONTINUE
Urban	<input type="checkbox"/>	CONTINUE
Coastal	<input type="checkbox"/>	CONTINUE

To ensure that the participant lives in one of our clients' supply areas, please check their postcode using the water supply checker available here:

<https://www.water.org.uk/advice-for-customers/find-your-supplier/>

### CHECK GEOGRAPHIC AND URBAN/RURAL QUOTAS

**Q25:** And do you own/have a mortgage or rent your current home?

I own my home or have a mortgage	<input type="checkbox"/>	CONTINUE
I rent my home	<input type="checkbox"/>	CONTINUE

Check quotas and proceed OR thank and close

**Q25b: If renting...** Will you be permitted to mount a security camera(s) outside of your property to give a view of the entire garden?

- Yes
- No

If yes proceed, if no thank and close.

**Q26:** And which of the following does your home have to help manage your utility usage and bills?

A water meter	YES <input type="checkbox"/>	NO <input type="checkbox"/>	CHECK QUOTAS and proceed or thank and close
An energy smart meter	YES <input type="checkbox"/>	NO <input type="checkbox"/>	NO QUOTA
A smart thermostat (e.g. HIVE)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	NO QUOTA
An Alexa device, or equivalent	YES <input type="checkbox"/>	NO <input type="checkbox"/>	NO QUOTA
A water softener on your kitchen tap	YES <input type="checkbox"/>	NO <input type="checkbox"/>	NO QUOTA
A social tariff for your water supply <i>Some water companies offer some customers a lower bill if the income of the household is not higher than the individual company's threshold. Essentially, it's a subsidised tariff and the plan may be called 'Lite, Essentials, Support or Assist'</i>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	CHECK QUOTAS and proceed or thank and close

(reminder that we are looking for 2x households to be on a 'social water tariff' and have a water meter)

If respondent is unable to find out whether or not they have a water meter OR whether or not they are on a social tariff for water then please close

**Q27:** Thinking generally about how you make decisions about what to buy, how to travel, how to live your day-to-day life; which of these descriptions comes closest to describing you? (SINGLE CODE)

- a) I don't tend to think about my impact on the environment in my day-to-day life.
- b) It's an added bonus if what I'm doing is environmentally friendly but it's not a big issue for me.
- c) I think about my impact on the environment and try to do things to make a difference whenever I can (e.g., I make green choices but ideally this doesn't cost me more in money or effort)
- d) I'm very concerned about my impact on the environment and make considerable effort to reduce it (e.g., I spend more time, effort and/or money in order to make green choices)

Check quotas and proceed OR thank and close

ASK THOSE WHO CODE D AT Q27:

**Q28:** You've said you're very concerned about your impact on the environment and spend more time and effort and/or money to make green choices. Can you tell me which of the following you proactively do:

a) I vote GREEN in local, regional or general elections	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<b>Check quotas and proceed OR thank and close</b>
b) I am a member of an environmental group e.g., community group	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
c) I regularly make charitable donations to causes that support the environment	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
d) I proactively seek out and use companies (e.g. utilities) whose business impacts less on the environment	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
e) I don't eat meat	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
f) I drive a hybrid or fully electric vehicle OR I don't own a car	YES <input type="checkbox"/>	NO <input type="checkbox"/>	

Q29 Do you plan to be at home for the August Bank Holiday weekend? (28-30 August 2021)

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- Yes
- No

**Check quotas and proceed OR thank and close**

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Q30 Would you say you and your household have a keen interest in gardening or not?

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- Yes, there is a keen interest in gardening
- No, there is little or no interest in gardening

**Check quotas and proceed, or thank and close**

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Q31 Do you have a dog in your household?

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- Yes, one dog
- Yes, more than one dog
- No, no dogs

**Check quotas and proceed, or thank and close**

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Q32 Do you have a paddling pool that your household uses regularly during the warm weather?

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- Yes
- No

**Check quotas and proceed, or thank and close**

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Q33 Do you have a hot tub that your household uses regularly?

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- Yes
- No

**Check quotas and proceed, or thank and close**

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Q34 Do you have a pressure washer or jet hose that your household uses regularly?

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- Yes
- No

**Check quotas and proceed, or thank and close**

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Q35 Do you use a water butt in your garden to collect rain water?

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- Yes
- No

**Check quotas and proceed, or thank and close**

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*Based on the answers to the previous questions, you're a good fit for the research. As described earlier, the purpose of the research is to observe your household's behaviour in the garden during 6 weeks of the summer.*

1. ***We will send motion-sensitive cameras to you, along with details of how to set them up and ask you to install them to give a good view of your garden***
2. ***A discussion, on Zoom, which will last 45 – 60 minutes, with you and the rest of your household (if possible)***
3. ***We observe you and your household in the garden over the course of 6 weeks***

4. 4 weeks through the observation period, you will be asked to complete an online questionnaire and will be sent a garden gadget to install and use. Once installed, you will be asked to complete a few simple tasks using the gadget and report back during the final interview...
5. We have a 60 minute Zoom discussion with you and all the other members of your household to discuss footage which we'll share during our call.
6. (for a select few) **You may be contacted to do some extra filming on a mobile phone – this will take 20-30 mins of time (you will be provided a small additional payment for doing so)**

**Q36:** Does your device and smartphone have a working microphone and camera?

No (THANK & CLOSE)

Yes (CONTINUE)

**Q37:** How do you feel about using your device to join a ZOOM meeting?

1	VERY PROFICIENT: I have ZOOM on my device and can log onto it easily	<input type="checkbox"/>	<b>CONTINUE TO QUESTION 12D</b>
2	PROFICIENT: I have ZOOM, but I don't really use it, but I can get it working myself.	<input type="checkbox"/>	<b>CONTINUE TO QUESTION 12D</b>
3	NEED SOME ASSISTANCE: I don't have ZOOM, but I can download it and get it working myself or with some instruction	<input type="checkbox"/>	<b>CONTINUE TO QUESTION 12D</b>
4	NEED ASSISTANCE: I don't have ZOOM and need assistance to get it and use it	<input type="checkbox"/>	<b>CONTINUE TO QUESTION 12D</b>

**IF ANSWER 2,3,4 ADVISE THAT BEAM WILL ORGANISE INSTRUCTIONS AND TECH HELP PRIOR TO THE RESEARCH SESSION.**

**Q38:** On a scale of 1-10 (where 10 means it's excellent, consistently super-fast with zero connection problems and 1 means it's always dropping off or causing problems), how would you describe your home internet / Wi-Fi / broadband? Please bear in mind that cameras will be mounted outside and will need to connect to your home WiFi.

1	2	3	4	5	6	7	8	9	10
<b>Close</b>						<b>Continue</b>			

**ALL RESPONDENTS SHOULD CODE 7+**

**Q39:** You will be sent a motion-activated camera(s) and instructions for you to self-install in your garden. These will need to be installed, ideally at height, to give good overage of your entire garden. The cameras are easy and intuitive to use. On a scale of 1-10 (where 10 means you're comfortable to set these up and 1 means you're uncomfortable to set this up) how proficient would you describe yourself as being able to set the cameras up (possibly with the help of friends, family or neighbours if required)?

1	2	3	4	5	6	7	8	9	10
<b>Close</b>						<b>Continue</b>			

**ALL RESPONDENTS SHOULD CODE 7+**

**Q40:** After stages 1-5, above, we may require you to do some additional filming on your smartphone (20-30 minutes of time which we'll pay you an additional small sum for. Would you be willing to undertake this additional filming?

No

Yes

**ALL MUST CODE YES**

**IF NO, speak to office before closing interview**

*The research will incorporate you and all of the members of your household. As such, we will need to ensure that we obtain the relevant permissions for all those being filmed and interviewed. As the lead in your household, you will be responsible for coordinating these permissions. The permissions will follow once you have been accepted onto the research and will be sent by BEAM Fieldwork via email.*

*Please note that any footage that may be captured will be treated respectfully. All sensitive or unintentional footage (including personal events or potentially embarrassing video) will be removed.*

**Q41:** As part of this research are you and the members of your household willing for your everyday behaviour in garden to be video recorded?

YES  NO

**ALL MUST CODE YES**

**Q42:** As part of this research are you and the members of your household willing for this footage to:

Be shared with the client? YES  NO

Used for the purposes of the research? YES  NO

Used for external publications e.g., social media, client website, at public events/presentations/conferences, reshared by third parties YES  NO

**ALL MUST CODE YES TO ALL THREE STATEMENTS**

**Q43:** Are you happy to be recontacted by BEAM, the research agency Blue Marble or the end client for further filming or for other research opportunities?

YES  NO

**ALL MUST CODE YES**



**Q44:** The dates of the research will be between 16 August and 26 September 2021. Specific times and dates for the Zoom calls will be scheduled by BEAM Fieldwork. Please confirm you're available during these weeks to take part in the research:

YES  NO

**ALL MUST CODE YES**

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***NEXT STEPS: respondent to email images of garden layout in order to check suitability for the research.***

*Thank you so much for answering my questions, you meet all the eligibility requirements so it would be great if you could take part.*

*The answers to the questions I've just been through with you will now be shared with BEAM Fieldwork who will share these with the Research Agency, Blue Marble. BEAM Fieldwork 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 ZOOM 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 BEAM Fieldwork and the Code of Conduct of the Market Research Society.*

***Recruiter Name:***

***Recruiter Signature:***

***Date:***

## Blue Marble Research – Garden Water Consumption Ethnography – interview 1 (set up)

**Method:** 45-60 mins Zoom call

**Sample:** lead respondent plus other HH members where possible

### Overarching project objectives:

- Observe garden water usage to understand how consumption changes during hot and dry weather, and how different HHs use water differently in the garden during the summer period;
- To uncover whether garden/outdoor water consumption behaviour has changed during COVID-19;
- To examine the difference between perceived consumption/behaviour and actual/filmed activity (including probing on the water logger data); and
- To uncover how we can encourage consumers to use less water outside/in the garden through behaviour change campaigns

### Interview 1 objectives:

- Meet the household and ensure HH feels at ease with the research process;
- Ensure informed consent has been obtained and remind HHs about their right to delete any captured footage. Assure that we will delete any footage that is 'not directly relevant to the research'.
- To inform the HH that 4 weeks into the research we will be sending them a short survey to complete and be posting out a garden gadget for them to try out;
- Ensure that the 2 x garden cameras are correctly set up and working properly; and
- Gain contextual understanding of the household's lifestyle and behaviours, engage HH and onboard them to the research.

### N.B.

- *prior to the interview, respondents will have been sent 2 x cameras and asked to set them up to give a view of their garden (to include a view of the garden tap)*
- *this interview will be conducted with the lead respondent who can talk on the HH's behalf and ideally we will ask other HH members to 'pop in' for 10 mins to introduce themselves*
- *although the nature of the research is likely going to be clear to HHs, try not to reveal the specific details of this observational research*
- *all moderators should remain sensitive and objective when asking about personal behaviours and circumstances*

### Introduction (5 minutes)

- 
- **Purpose of the project:** *"Blue Marble is an independent market research agency commissioned by a group of organisations to learn about people's actual lifestyles and behaviours around the home – specifically looking at life in the garden during the summer months. This is a really exciting project, so we are happy to have you on board!"*
  - **Reassurances:** *moderator to explain in detail how the garden footage and interview video footage will be used i.e., intended to be made publicly available on client's website, social media channels, potentially shared at conferences etc. Moderator to reassure that any sensitive, personal, embarrassing footage will not be used. No right or wrong answers or behaviour.*
    - *Moderator to explain that if through the research we have reason to worry for the safety or wellbeing of anyone in the household, we are required to pass this on to the relevant authorities*
  - **Moderator introduction:**

- Moderator to explain that they will be the household's main point of contact throughout the entirety of the project and that HHs are able to contact them if there are any issues or worries whatsoever, including concerns over the technology, footage that may have been captured and its deletion, changes within the HH etc.
- **Purpose of today's discussion** "is to get to know you, learn a bit about your lifestyle, interests and hobbies – and most importantly, get the camera set up and make sure everything is working properly."

### Household introduction (10 minutes)

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Moderator to explain that they would now like to meet the entire household. If possible, other HH members to join the discussion. If not, lead respondent to talk on their behalf. N.B. moderator not to rush this section as it is important to get to know the respondents and make them feel at ease.

- Let's start with you (**lead respondent**)
  - Name
  - Age
  - Location – how long have you lived there, where did you used to live?
  - Working / educational status – type of job/education
- What sort of **home** do you live in?
  - Detached/semi/flat/bungalow etc?
  - Number of bedrooms/bathrooms ?
  - Do you own/rent/housing association?
- And **who else** do you live with....?
  - Moderator to probe who everyone else is in the HH: relationship to one another; length of time living together (if applicable); age; working / educational status.
  - Moderator to understand who is **working from home** and who is not – is this the norm or has Covid-19 affected this? How has this changed what you do at home, and how you spend your time?
- For each HH member: what do you enjoy doing in your spare time? What **interests / hobbies** do you have?
  - What sort of things do you like doing together?
  - What sort of things do you like doing separately?
  - Tell me a bit more about how you use the garden as a household...

Moderator: "Thank you everyone! It's lovely to meet you all. If you need to go off and do other things then you can. But I'm more than happy for you to stay if you'd like."

### Typical lifestyle and behaviours (20 minutes)

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Moderator to explain that we now want to explore the HH's lifestyle and typical behaviours in a bit more detail. Discussion to be predominantly with lead respondents but other HH members can remain involved if they wish. Moderator to listen out for mentions of water usage; garden activity not shared earlier; environmental attitude/views on sustainability of resources, but do not spontaneously probe

### Garden usage and behaviours (10 mins)

- We know you have a **garden**, or garden areas, so tell me a little about it/them.

- Describe your garden to me, giving as much detail as possible
- Do you have more than one garden or outside space?
- How big is it/are they?
- How is it/are they laid out? Is it/are they laid to lawn? Do you have a deck or patio? Are there any trees / veg patches / flowerbeds?
- I'd like you to tell me a little more about how you and your household use the garden.
  - What do you like to do in the garden?
    - How often do you do each of these things?
    - How do others use the garden, what do they like to do?
    - What influences whether/when you use the garden?
  - *Probe for more detail on activities: e.g. whether gardening is for vegetables / flowers / both / other, type of children's play*
  - And how do you feel about your garden? *Probe specific emotional responses – e.g. contentment, peacefulness, stress,*
    - If you could change one thing about your garden, what would it be? *Listen for (but do not prompt) for any water-related changes – e.g. installation of pond or permeable surfaces.*
    - To what extent, if at all, do you intend to change anything in the next year?
- How do you use your garden differently in the summer months compared with the rest of the year?
  - Do you use it more or less often?
  - Do you use it for different reasons/activities?
  - What do you like to do in the garden when the weather is particularly nice (e.g. hot)?

### **Garden water usage checklist (5 mins)**

**Note to moderator:** We will know from recruitment which of the following items the HH has or uses regularly. Cross reference with recruitment information and ask participants to tell us about each applicable feature/item.

- I understand you have an outside tap. What do you use this for?
  - Was it already installed when you moved in, or have you had it installed?

"I know you have a/that you....tell me a little more about it."

- Pond, fountain or other water feature
- Hosepipe
- Watering can
- A sprinkler/other irrigation system
- Hot tub
- Paddling pool
- A pressure washer or jet hose
- Bird bath
- Water butt
- Wash the car(s) at home

### **Summary of HH lifestyle/behaviour and impact of Covid-19 (5 mins)**

- How would you **describe your lifestyle** as a HH in relation to the garden and outside space?
  - Are you an outdoorsy type of person/HH in general?
  - Do you prefer to spend most of your time indoors?
  - Are you a keen gardener? What prompted you to get into gardening?
  - How important is how your property looks/appears for you? *Probe if not mentioned how they feel about appearance of exterior including garden*
- How do you compare to other HH's? What do you think may be different / similar about what you do in the garden compared to others?
  - In each of the following areas, if any, do you think that you spend more, less or about the same as other households?
    - Garden furniture
    - Gardening materials – plants, compost, etc.
    - Water for the garden
    - Toys / games for use in the garden (e.g. for children, if appropriate)
- How has **Covid-19** impacted your typical routine, if at all?
  - What was your lifestyle like before Covid-19?
  - Anything you are doing more or less of, **generally**?
  - Are you more, or less, inclined to use your garden now than pre-Covid? How, if at all, has it changed? Anything you are specifically doing more or less of?

### Technology set-up (15 minutes)

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Moderator to explain that the remainder of the session will be to set-up the garden cameras. N.B. respondents to have been emailed a briefing pack with instructions on how to set-up the cameras. Time has been allocated in this discussion to walk respondents through the process if needed.

1. **Download app and set-up cameras**
  - Ideally the respondent has already downloaded the app and set up the cameras as per the briefing pack – if not, moderator to talk them through the process
  - **Process:** Download the Eufy Security app; set-up account using the respondent's credentials; scan QR code of camera; verification email (check junk); log in; grant various permissions; connect to WiFi; add device; **name the device as the respondent's name/Unique ID; select cloud storage**
2. **Share admin rights**
  - Ideally the respondent has already shared the device with their Blue Marble moderator as per the briefing pack – if not, moderator to walk them through the process
  - Moderator to explain that this will enable the moderator to control the cameras remotely and check it is still operating as needed
  - **Process:** click the top left setting icon; Family & Guests; '+' guest; select 'admin' rights; select camera; add moderator's email address
3. **Find best camera positioning**
  - At this point, the moderator should be able to live view the camera angles to help respondent position them in the best place. The cameras should show as much of the HH's garden as possible, including coverage of the garden tap
4. **Respondent to delete the app** and get on with their lives as normal

5. **Moderator to check and change settings:** mute audio, set up motion detection zone, remove time and logo stamp from video
6. **Ask to change storage settings – Settings – storage – Cloud storage**

### Summary (5 minutes)

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- Any questions, worries or concerns?
- Moderator to advise participants that in 4 weeks' time they will be asked to complete a short online questionnaire
- Moderator to advise that, also at 4 weeks, a 'garden gadget' will be sent out for them to try. Reassure participants that they should contact Blue Marble in case of any difficulties setting up or using the gadget
- **Video post-task:** over the next day or so, please send us a 60 second or so clip of your garden (filmed with your tablet or smartphone)! We want a 360-degree tour with you describing the various parts and elements of your garden, e.g. patio/deck area, plant beds, trees/shrubs, flowers and plant pots, any play equipment, plus any unusual garden features. Tell us what you like about your garden and what you'd like to change or improve. Try and include a reminder for us of how you spend your time in the garden.

### Thank and close

## Blue Marble Research – Garden Water Consumption Ethnography – Interview 2

**Method:** 60 mins Zoom call with entire HH

**Sample:** entire household

### Overarching project objectives:

- Observe garden water usage to understand how consumption changes during hot and dry weather, and how different HHs use water differently in the garden during the summer period;
- To uncover whether garden/outdoor water consumption behaviour has changed during COVID-19;
- To examine the difference between perceived consumption/behaviour and actual/filmed activity (including probing on the water logger data); and
- To uncover how we can encourage consumers to use less water outside/in the garden through behaviour change campaigns

### Interview 2 objectives:

- reconvene with household to explore whether or not there are discrepancies between recalled vs actual behaviour;
- discuss some of the specific water-related activities captured and probe on frequent water-related garden activities;
- probe the impact of the water logger; and
- seek input from HH on how we can make consumers more conscious of their water usage, and how behaviour change might be realised in the context of 'water stress'.

**N.B** prior to discussion, moderator to have reviewed captured video footage and pre-selected 4-5 clips of interest to show and discuss, including examples of 'excessive' water consumption or modest and 'efficient' consumption in the garden.

**N.B** this discussion guide provides a broad structure for the moderator to follow. However, each discussion will be tailored for each household based on their captured behaviours

### Welcome back (5 minutes)

Moderator to welcome everyone back, remind them that the session is being audio and video recorded and explain the purpose of the session: "today, we will be looking at some of the video footage captured over the course of the last 6 weeks and discussing some of your behaviours in detail".

- Firstly, how have the last 6 weeks or so been?
- Were the last 6 weeks typical of how you would normally spend this time in the summer?
- Would you consider the past 6 weeks 'typical' summer weather? Explain...
- How did you find the experience?
  - How aware or conscious were you of the cameras?
  - How natural do you think your behaviour was?
  - How, if at all, do you think the cameras impacted your behaviour over the past 6 weeks? If it changed: to what extent, if at all, would you keep any of the changes?

### Recalled behaviour before revealing research topic (10 minutes)

Moderator to ask lead respondent to answer a series of questions — Read out.

### Recalled behaviour

~~**Note to moderator:** Moderator to review responses to 4-week questionnaire and probe on any difference between answers at that time and observed footage/coded activity.~~

**These questions need to be tailored to each household dependent upon behaviour captured. To be defined once video footage has been reviewed e.g.**

- *Talk me through how you've used water in the garden over the last 6 weeks, particularly paying attention to the techniques that you use for each...*
  - *To water the garden*
  - *To wash the car*
  - *To wash the dogs*
  - *For water play, e.g., paddling pool, hot tub, water fights (especially if children present)*
  - *Etc.*
- *In the last 6 weeks, to the best of your knowledge, have you left the garden tap running unnecessarily?*

### Environmental context

- Generally speaking, how **environmentally conscious** are you? How is that reflected in your/your HH's everyday behaviour, if at all? E.g., probe recycle, use less plastic, eat less meat, green energy tariff, have an electric car, have a water butt
- How does an environmentally conscious household behave – what does / doesn't it do when it comes to typical behaviours around the household? *Allow for spontaneous response before probing water behaviours – establish what they believe to be water conscious behaviours*
- Where does water usage fit into this? *Allow for spontaneous response* How conscious are you of your **water usage**? Please explain
- **How important do you think it is to reduce your water usage?** Why / why not? How important is it compared to other behaviours e.g., saving energy, using less plastic?
- Have you ever installed a **device**, or chosen a product or device, to try to reduce the amount of water you use (before taking part in this research and using the water logger)?
- Have you ever **changed a behaviour or routine** to try to reduce the amount of water you use? What/how (before taking part in this research and using the water logger)?
  - *Probe: use of water butts to utilise rain water (note any mention of refilling with hosepipe)*

**MODERATOR TO REVEAL RESEARCH FOCUS:** *"In case it wasn't clear, this research was particularly interested in your household's water usage in the garden, the types of activities that contribute to outside water consumption, and how much water HHs use."*

- How would you describe your **garden water usage**?
  - How water efficient do you think you are in the garden? How conscious are you of how much you are using?
    - What do you do that's water efficient in the garden, do you think?
    - Conversely, what do you do that is less water efficient outside and in the garden?
  - How do you think your water usage in the garden compares to the average HH? Do you think you are a high, medium or low user of water outside the home?



- How, if at all, do you think you could use water more efficiently in the garden? What could you do differently, do less of, or not do at all?
- Thinking about **Covid-19** and how you now use your garden, is your water use outside different to your pre-pandemic consumption? How?
- Do you feel this will change again/change back once things start to settle on that front?
- **If on a water meter:** how, if at all, does being on a water meter affect the way you use water – generally, but also in the garden specifically?
- **If not on a water meter:** do you think if you had a water meter installed it would affect the way you use water – generally, but also in the garden specifically? If so, in what ways? If not, why not?

### Actual behaviour (20 minutes)

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*Moderator to present (via screen sharing) a series of video clips showing water consumption in the garden. The purpose of the section is to review and explore actual behaviour and begin identifying/exploring discrepancies, if any, between recalled and actual behaviour. Moderator to show around 4-5 different clips, dependent on the data available. Probes tailored for each household.*

#### *For each clip/behaviour of interest (15 mins for all footage)*

**Note to moderator:** *some behaviours of interest may not involve showing a video clip e.g., predicted length of time they run the garden tap for in a day vs actual/recorded length of time they run the tap for*

- What are your initial, spontaneous reactions to this clip?
- What is this clip showing? What's happening here?
- How surprised are you by this?
- Why did you choose to do that/do that in that way?
  - e.g. watering the plants – why did you use the hosepipe and not a watering can, for example?
  - e.g. washing the car with a hosepipe or jet wash – why use the hose/jet rather than buckets of water?
  - e.g. paddling pools – why did you choose to tip out the existing water and refill with fresh water?
- In your view, to what extent do you think this an efficient way of using water?
- How does this compare to what you thought was happening in your garden?
  - How does your recalled behaviour (survey answers) compare to your actual behaviour (video footage)?
  - How accurate is your recall? Why is that?
- *Probe generational difference in behaviour if applicable – explore why this is.*
- *Specific behaviours to look out for/specific probes*
  - **Watering the plants or the garden** - *Why do you choose to water the garden in that way?*
  - **Growing vegetables in the garden**
  - **Filling or refreshing water features, ponds, fountains** – *Why did you refresh the water?*

- **Car washing** – why wash the car in this way?
- **Garden and HH maintenance** – e.g. **spraying the patio/deck, cleaning garden furniture**
- **Rinsing or bathing dogs/pets**
- **Using water for play and leisure** – **water fights, paddling pool use, hot tubs**
- **Use of water from a water butt**

### **Water logger (5 mins)**

Moderator to explain that the water logger measures consumption in litres/gallons, provide HHs with instructions on how to read the data from the logger.

- How do you feel about the amount of water you've used in the garden, according to the logger?
- Were there any activities where your water consumption was interesting or surprising?
- To what extent, if at all, did the information from the water logger make you think differently about your water usage?
- To what extent, if at all, did the logger information actually change how you used water outside?
- What do you think are the advantages/disadvantages of using a logger like this?
  - To what extent, if at all, would you ever be tempted to use a logger in the long term? And do you think other consumers would be tempted?
- *If metered*: before this study, to what extent have you ever considered how your garden water usage affects your water bills?
- To what extent, if at all, would you be interested in water saving devices to use in the garden (e.g. hose gun, swell gel, etc.)? Why / why not?

**Summary:** Moderator to explain that the water sector currently broadly relies on survey data to understand how people are using water and what they put down the drains.

- Thinking about the survey questions we asked you to complete before you installed the water logger (moderator to refresh HHs on their responses), **how accurately do you feel you were you able to answers questions about your garden tap usage?**
  - Would you answer any of these questions differently now, having seen the video footage and discussed the information given by the water logger?
    - Which? Why? How would your answers change?

### **Behaviour change (20 minutes)**

Moderator to explain the notion of 'water stress' and how this means that, in the future, there may not be adequate water resources for everyone to be able to do everything that they want with their water.

### **General behaviour change questions (10 mins)**

- Following your participation in this research, and having looked at some of the footage and information from the logger, what do you think you have learned about your HH's water consumption?
  - Do you think you will change how you use water in the garden in the future?
    - What do you think you might change, and how?

- **If not on a water meter:** If you had a water meter, do you think that your use of water outside the home would change?
  - **How?** What would you do differently?
- Knowing that there is pressure on our water system, what do you think might encourage you to use less water outside/in the garden?
  - What sort of information do you think you would need in order to understand the 'water stress' problem?
  - What information or knowledge would encourage you to reduce your water consumption?
  - What do you think is the best way for the water industry to get this information out to customers like you?
    - How should it be shared?
    - What format should it take?/What should it be like?
    - Where would you want to see it?
    - How do you think we can get this to the largest number of people possible?
  - Given some of the ways you use water in the garden, how do you think you could change things in order to reduce water consumption?
    - What would you say to other people about how we use water outside of the home?

### Summary (5 minutes)

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- Overall, how did you find the **experience of taking part** in this research study and having cameras observe your garden behaviour?
  - What could we do differently if we were to do this research, or something similar, in the future?
    - How could we make things better or easier for you?
- **Next steps**
  - **Incentive payment** to be made in the next 14 days – collect bank details
  - Advise HHs that, in addition to their incentive payment, **they can keep the camera(s) and water logger**
  - May be re-contacted for some **additional filming** (paid a little extra for this)
  - As you're aware, this research will be **published**. Would you like us to keep you informed of when this happens?

### Thank and close

Hi xx,

I hope you're doing well!

Just checking in as it has been approx. 4 weeks since we spoke to you and set up the cameras to observe your garden behaviour. The cameras are still set up perfectly and it has been really interesting observing how people use their gardens.

As discussed in the first chat we had with you, we'll be sending a **garden gadget** to your home in the next few days for you to make use of in your garden over the remaining 2 weeks or so. One of things we're interested in observing is **how people use water in the garden**, so the garden gadget we're going to send you is a water logger.

This can be easily set up on your outside tap and it gives you information about how much water you're using.

What we'd like you to do is **set up the water logger** and check it's working. Then, over the next week or so we'd like you to do **one of the following activities** in the same way you would on a hot day in summer:

- Water your garden via a hose
- Water your garden via a watering can
- Wash/clean your decking
- Wash/clean your fence
- Filling a paddling pool

**Make sure you read the logger and make a note of the reading before you start the activity**

We'd then like you to **film a short video** (approx. 1 min) explaining:

- What your activity was and how you go about it
- What the reading was on your logger **before you started** the activity
- What the reading was on your logger **after you finished** the activity
- Any other questions or comments

Please **WhatsApp that video to your main contact** (Sonali, Elliot or Tom).

And that's it for now! The garden gadget is all yours so feel free to keep that set up or remove it, it's up to you.

We look forward to speaking with you again in a few weeks' time.

Thanks,

Sonali