

Marketing Assignment 2013

Caledonian Creative on
behalf of GCU Facilities

Craig Anderson, Matteo Donofrio, Graeme
Edment, Rachael Griffin, Pauline Herriot



Contents

Executive Summary	Page 1
Introduction	Page 2
Approach Methods	
PEST	Page 2
Competition	Page 3
SWOT	Page 4
Findings	
Secondary Research	Page 4
Primary research	Page 6
Data capture	Page 6
Questionnaire	Page 6
Focus Group	Page 12
Conclusions	Page 13
Action Plan	Page 13
References	Page 14

Executive Summary

This report examines the water usage at Caledonian Court, and analyses the current trends surrounding attitudes to water conservation in particular shower usage. As GCU Facilities management move to new business tariffs and Scottish Government invest more into the quality of Scottish water, it is vital that awareness of this issue is raised.

Data capture carried out at Caledonian Court, shows a higher than average water consumption when showering, and highlights the lack of awareness, and effect on the environment from its residents. Personal washing accounts for one third of daily water usage per capita, therefore this is an ideal opportunity to target water usage, savings and awareness.

GCU facilities currently absorb any costs related to water usage, and with these costs set to rise during the Scottish Governments regulatory period of 2010-15, the need to raise awareness of this issue is a priority. The report considers recommendations on how to provide water efficiencies, and develop improvements in both attitude and awareness of this issue.

Introduction

Glasgow Caledonian University is a thriving and dynamic University, set in the heart of Glasgow, which caters for over 17,000 students. Caledonian Court sits behind the University, and provides accommodation for both UK students and International students (GCU, 2011). Originally opened in 1995, (second phase built in September 2000), it consists of 660 bedrooms in 100 flats, which are certified HMOs (houses for multiple occupation). Rent is based on full academic year and varies from £83-£96 per week. This includes electricity, heating, internet connection and water.

GCU Facilities Management oversees the running of Caledonian Court, and is aware of the impact of its residents on the environment, and is committed to reducing them. GCU Facilities are obligated to reduce the effect as part of a rolling investment and upgrading programme to improve energy and water efficiency. These upgrades include internal improvements that have been made in the flats, such as, external LED lighting, movement sensors, energy efficient white goods and shower upgrades. These have shown a significant reduction in water usage, but more needs to be done in order to change residents behaviours to water usage. As water from daily showers accounts for a large part of daily consumption, reducing the average duration of showers could result in a reduction of both water and energy usage. This report aims to investigate water usage from showering and provide an action plan to change these behaviours.

Situational Analysis -PEST

Political

The water industry is heavily governed by regulation and Scottish Water is provided by the Government owned industries. As a result, GCU Facilities is required to make sufficient changes due to issues such as taxation or constitutional reforms (Keynote, 2013). Although currently not an issue, if Scotland becomes an independent country as a result of the referendum in 2014, this could change dramatically, and GCU need to remain alert to how political changes could influence their business. In its strategic projections report, Scottish power refers to the Scottish Government plans to develop Scotland as a Hydro Nation. This would allow Scotland to compete in the global market in terms of attracting new business to Scotland, as water was a valuable natural resource. (Scottish Power, 2013)

Scottish Government also has a 2010-15 regulatory period, which is governed by its Climate Change (Scotland) Act 2009 and it's Water Resources (Scotland) Bill, which is its environmental legislation which covers the first 10 years of devolution (Scottish Government, 2011).

Economic factors

Scottish Water delivered an investment of £497 million investment during 2012/ 2013. This is in line with expectations. Glasgow alone received more than half of that investment (£250m) during that time. Scottish water bills are still the lowest in UK with average household paying £334 per year on its water bill. With government borrowing over the next 10-15 years likely to decrease, considerable pressures on Scottish economy are to be expected. This is due to a decline in GDP and deflation as result of recession, (Key Note 2012).

Socio cultural factors

The population in Scotland is expected to grow over the next ten years mainly due to increased birth rates and migration (Keynote, 2013). GCU attracts many students to the University, and with no tuition fees for Scottish and EU students' out with UK, it is cost effective to study at GCU. As a result, Caledonian court is at full occupancy. In addition, with Commonwealth Games and Glasgow being on the world stage, occupancy of the court outwith term time is often at capacity. There is also a move towards a more eco-friendly and green society.

Technological

Weather conditions in Scotland have a significant effect on water industry, and as a result, leakages due to frozen pipes and floods are a major contention (Keynote, 2013). There is a major shift towards encouraging accountability for personal water usage. As a result there are many devices available, which are often free or low cost. These include water flow regulators, hippobags, aerated shower heads etc. In addition many water authorities are moving towards water meters so that individuals are aware of their personal usage. There is also a vast array of communications available through the internet and mobile communications, which encourages engagement with campaigns so that measurements of water usage can be monitored.

Competitors

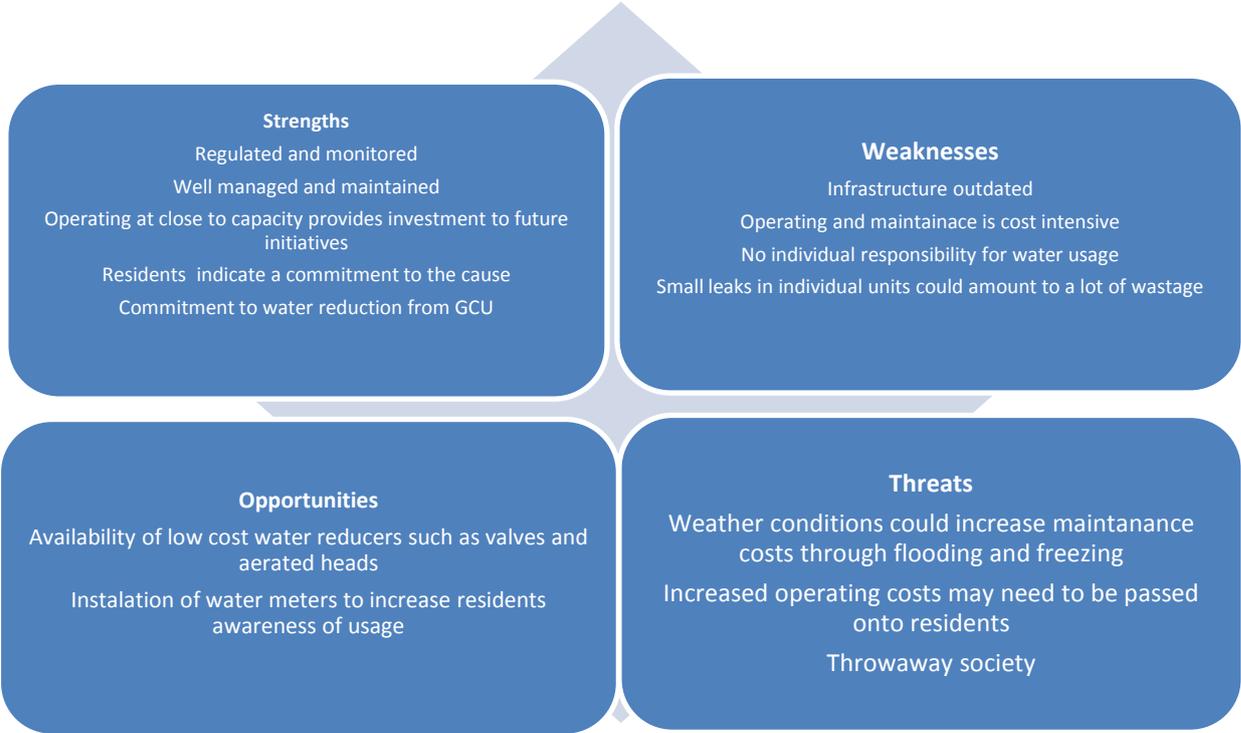
GCU facilities are responsible for the water provision at Caledonian Court and as a result have no direct competitors. Their indirect competitors would come in the form of other water providers and their campaigns. Scottish water provide Caledonian Court with their supply and their website offers information on reducing water consumption, however there is no advice on reducing shower time and average shower water consumption.

Thames water offers advice on shower duration (4 minutes) and allows users to calculate daily water usage, providing awareness and encouraging user accountability. Many of the other regional water and sewage companies such as Anglian, Northumbrian, Yorkshire and South West offer advice and tips on saving water and water saving packs which include valves for reducing flow in showers and hippo bags or similar.

There are also various interesting websites for raising awareness about water usage and conserving water. These are interactive and particularly interesting campaigns can be seen at Water wise (<http://www.waterwise.org.uk>), every last drop (<http://everylastdrop.co.uk/>) save water UK (<http://www.savewater.co.uk/>) and Environment agency (<http://www.environment-agency.gov.uk>).



SWOT



Secondary Research Findings

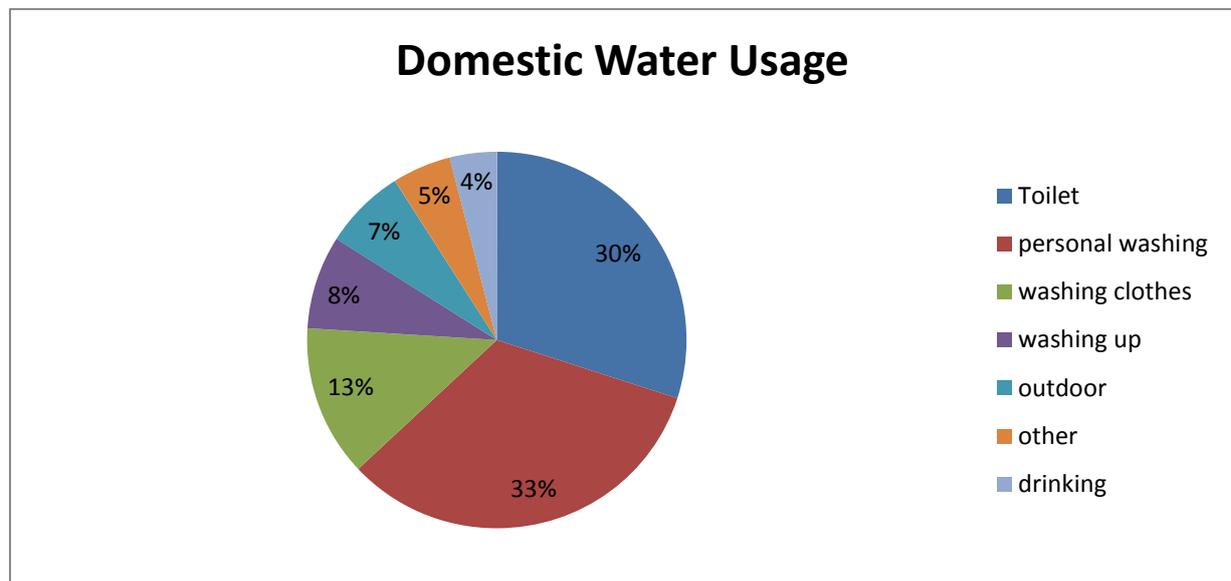
‘Marketing research has existed for as long as marketing has existed’, (Daniel and Gates, 2008). It is important that this is carried out in order to evaluate conditions. The secondary research has been pulled from many different sources and five key themes have been developed. These themes will be used to develop the campaign and have also been considered when designing and developing primary research tools. The five main themes identified were;

- Shower usage
- Environment
- Awareness
- Barriers
- Promotional strategies.

GCU Facilities is highly devoted to its Green Futures initiative and as such has put together a sustainability Strategy for 2015, as part of its environmental policy (GCU,2012). One of the policies main commitments is to ‘Reduce water consumption by 10% by 31st of July 2015 (from a 2011 baseline). This vision is for ‘GCU to be a

socially entrepreneurial institution, committed to contributing to the social and economic regeneration of the communities we serve, by providing learning, teaching and research opportunities (GCU, 2011). This vision promotes 'The Common Weal' which considers 'how we strike the right balance between living in and making virtuous use of our natural resources while protecting them for future generations'. This was produced to reflect the Scottish Governments sustainability strategy, which considers 'sustainability to be a key strategic priority in its economic strategy'.

Water is one of Scotland's greatest natural resources, and the quality of this water is at an all-time high (Scottish Water, 2013). However, it is not as plentiful as we are led to believe, and there are many ways in which it is wasted. The average person in Scotland uses 150 litres of water per day, and a third of this is used in daily washing including showering and bathing. Only 4% of domestic water produced is drunk in Scotland. That means that 96% simply goes down the drain.



Source: Waterwise 2013

Personal washing accounts for almost one third of domestic water used. With the average bath using approximately 80 litres of water and the average shower using 62 litres, it is easy to see how targeting this area could allow for significant savings. However, 'Governance, Sustainable technologies and energy consumption' (Ozaki and Shaw 2013), indicates that showering and bathing are seen as daily rituals, and these practices are also intertwined with social life. As these are learned behaviours, it would be very difficult to change attitudes towards water usage based on these ingrained habits. In addition, these habits were not associated with growing concerns with wasting water or environmental damage.

Scottish Water provides over 1.3 billion litres of high quality drinking water and takes away nearly one billion litres of waste water is every day. They provide the water for Caledonian Court, and a new charging policy being introduced in January 2014, will see Caledonian Court moving from its current domestic tariff to more expensive business tariff. This increased cost will be absorbed by GCU facilities; however other university halls such as Morano Street (Glasgow University) will pass these increases onto their residents by way of increased rents. One criticism of Caledonian Court is that as there is no metering system, residents are billed the same no matter how much water they use. Therefore it costs the same to heat water all day and use as much as they want as to limit the consumption and usage. This takes away the individuals responsibilities to reduce their own water consumption. This is however typical of university residences. 80% people misjudge how much water they use on a daily basis (Irish Examiner 2013). Water is too inexpensive and people need to realise its full value in order to secure a supply for future generations.

Time is the biggest barrier to consideration of environmental issues, however being aware of time would be helpful in reducing waste. 3-4 minute showering is suggested to be the ultimate shower duration, but timing devices do not work as people simply do not feel clean after taking such a short shower (Ozaki and Shaw, 2013). Temperature reduction could be another saver of water and energy, but public showers such as those in Caledonian court need to be regulated, and distributed at 50 degrees Celsius or higher (health and safety executive, 2013) in order to kill off legionella and other bacteria.

Another barrier to consider is the volume of ‘noise’ which any promotional campaign needs to compete with in order to be heard. In the current exponential economy of promotional material surrounding each and every person, it is important that any campaign stands out from the crowd, and is ‘heard’ above others. It must not only stand out but also appeal to all of the senses. Consumer behaviour (Schiffman and Kanuk, 2010) suggests that increasing the sensory input allows the message to attract more attention.

Primary Research Findings

Primary research was conducted in an attempt to get a deeper understanding of the current situation surrounding the client brief. It helped to identify the key problems and opportunities and essentially shape the campaign.

Data Capture

In order to find the amount of water used in Caledonian Court, shower pressure was measured. These measurements were taken from various locations in to give an accurate figure. The table below shows measurements taken in detail from the following residences and shows the water flow measured;

Phase	House name	Floor level	Litres per minute flow
Old (First Phase)	Kelso	Ground	4.4
Old	Kelso	Third	3.7
Old	Kelso	Ground	4.9
Old	Kelso	Third	3.9
New (second Phase)	Portree	Second	5.7
New	Sky	Ground	6.5
Average			4.9

Questionnaire

The themes identified in secondary research were developed using a questionnaire, which was distributed among Caledonian Court Residents. This returned over 200 respondents and findings were as follows;

Shower Use

Consideration is given to how the target market uses the shower so that recommendations can be made. Respondents were asked about the length of time they spend in the shower and whether or not they listen to music whilst showering.

On average, how long do you spend in the shower?

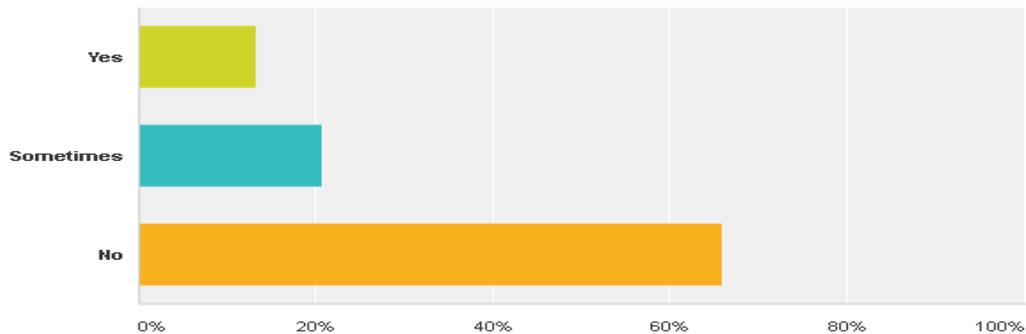
Average Shower Length = 13Minutes 17Seconds

Average Amount of Water Used per Shower = 64.7L*

Awareness

Do you currently listen to music in the shower?

Answered: 202 Skipped: 2



Answer Choices	Responses
Yes	13.37% 27
Sometimes	20.79% 42
No	65.84% 133
Total	202

The questionnaire tackled awareness but it was very important to know how much water the target market think they waste in the shower so that comparisons can be made:

Actual Average = 64.7 Litres of Water (*based on average flow per minute from data capture))

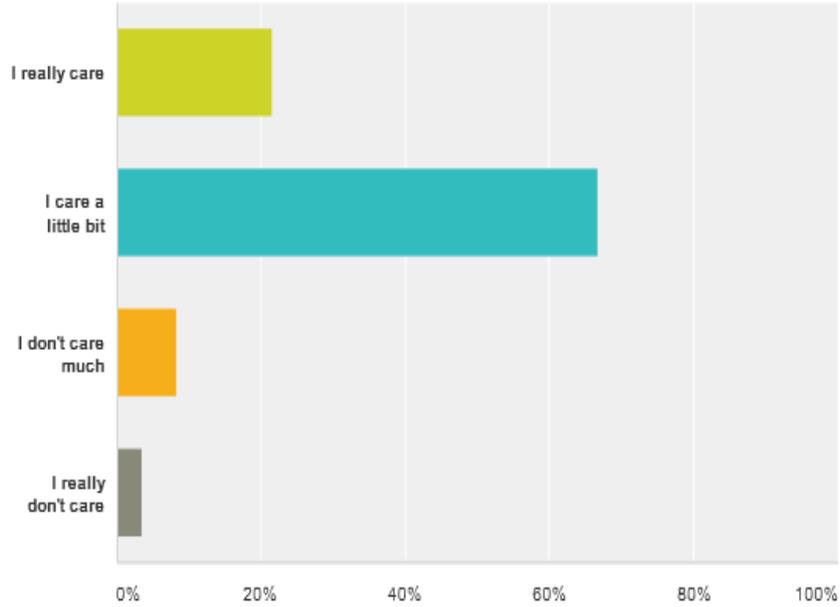
From analysing the answers given, it seems that the majority of answers given were completed guesses and that the level of awareness relating to the actual amount of water used was very low. In conclusion, the answers ranged from 0.5L to 5439L, just over 10% of respondents were unsure, and many of the answer included words like “maybe”, “I think” and “probably”.

Environment

Questions relating to this theme were asked to understand how much the target market cares about the environment, what they do to help the environment currently and whether or not they would be willing to do more. The results were as follows:

Q7 How much do you care about your carbon footprint (how much you personally damage the environment)?

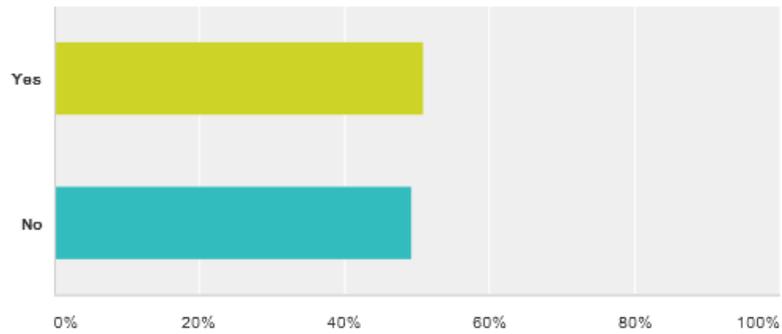
Answered: 204 Skipped: 0



Answer Choices	Responses
I really care	21.57% 44
I care a little bit	66.67% 136
I don't care much	8.33% 17
I really don't care	3.43% 7
Total	204

Q8 Do you do anything to try to improve your carbon footprint at present?

Answered: 203 Skipped: 1

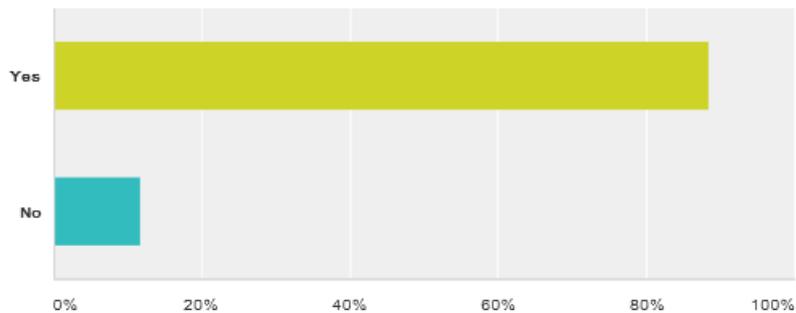


Answer Choices	Responses	Count
Yes	50.74%	103
No	49.26%	100
Total		203

If answered yes, they were asked to provide examples of what they do to try and improve it; popular answers included **Recycling, Walking** and **Saving Energy**

Q9 Would you be willing to do (even) more to improve your carbon footprint?

Answered: 204 Skipped: 0



Answer Choices	Responses	Count
Yes	88.24%	180
No	11.76%	24
Total		204

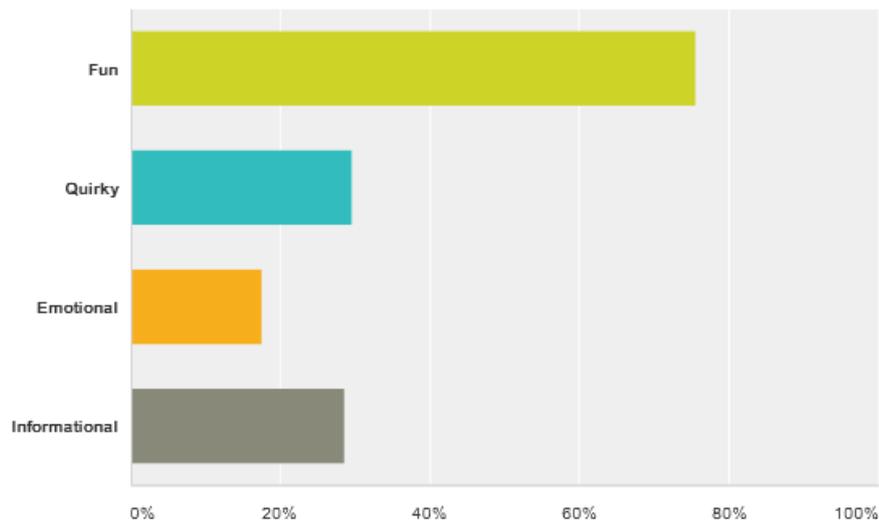
The results of these questions suggest that the majority of the target market do care about the environment but many do nothing or very little to reduce their carbon footprint at present. Most importantly, **88.24% of Respondents are willing to do more** to help their carbon footprint which also suggests that it is just a matter of raising awareness and showing them how.

Campaigns

Respondents were asked which type of campaigns and which types of promotional materials they found most appealing. Previously results have shown that a strong campaign should work so we had to find out which type of campaign and materials would have the biggest impact to ensure our campaign was a strong one. The results are as follows:

Q5 What type of campaigns appeal to you most?

Answered: 199 Skipped: 5



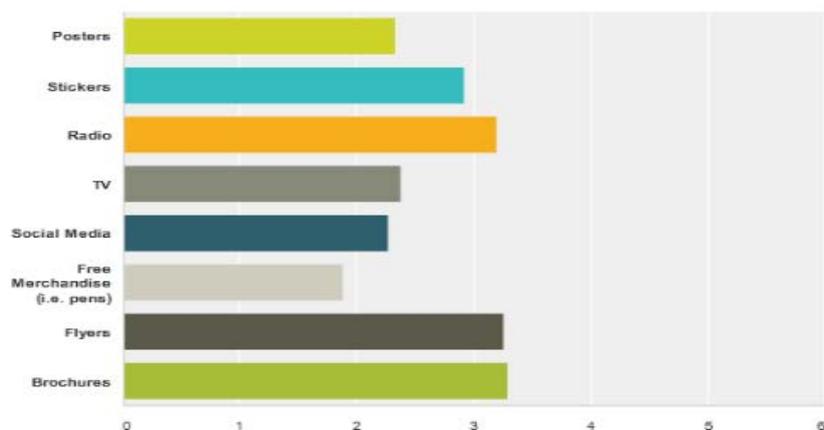
Answer Choices	Responses
Fun	75.38% 150
Quirky	29.65% 59
Emotional	17.59% 35
Informational	28.64% 57
Total Respondents: 199	

#	Other (please specify)	Date
1	Outdoor, salsa	10/15/2013 2:52 PM
2	I don't go for campaigns	10/15/2013 12:47 PM
3	Funny	10/15/2013 8:54 AM
4	none	10/15/2013 6:34 AM

The results for this question suggest that fun and quirky campaigns are by far the most appealing.

Q6 In your opinion, what promotional materials are most appealing?

Answered: 204 Skipped: 0



	Very Appealing	Appealing	Somewhat Appealing	Somewhat Unappealing	Unappealing	Very Unappealing	Total	Average Rating
Posters	17.33% 35	46.04% 93	27.23% 55	6.44% 13	1.98% 4	0.99% 2	202	2.33
Stickers	11.94% 24	26.87% 54	35.32% 71	13.43% 27	9.45% 19	2.99% 6	201	2.91
Radio	7.11% 14	24.87% 49	32.99% 65	19.29% 38	8.12% 16	7.61% 15	197	3.19
TV	23.62% 47	40.20% 80	23.12% 46	4.52% 9	4.52% 9	4.02% 8	199	2.38
Social Media	29.50% 59	38% 76	19.50% 39	5.50% 11	4.50% 9	3% 6	200	2.27
Free Merchandise (i.e. pens)	56.72% 114	20.40% 41	11.94% 24	3.98% 8	3.48% 7	3.48% 7	201	1.88
Flyers	8.50% 17	25% 50	28.00% 56	19% 38	11% 22	8.50% 17	200	3.25
Brochures	5.50% 11	26.50% 53	28.50% 57	19.50% 39	12.50% 25	7.50% 15	200	3.29

These results suggest that free merchandise is by far the most appealing type of campaign with the lowest score of 1.88. Posters and TV fall second and third with scores of 2.33 and 2.38. The least appealing promotional materials are brochures, flyers and radio with scores all above 3.19.

Barriers

One question asked the respondents what they perceived to be the main barriers or preventions from being environmentally friendly. The question was included to give an indication of any threats that would not have been found through any other form of research. The four most popular answers were as follows:

1. Time	Being environmentally friendly takes time and a lot of the target market have a busy schedule and must prioritise other things.
2. Money	It often costs money to be environmentally friendly as alternatives such as organic foods are more expensive and as target market are students on a tight budget.
3. Knowledge	Results suggest that respondents do not always know why to be environmentally friendly and don't understand the impact on the environment and those who do are not aware of ways they can be environmentally friendly.
4. Facilities	Many of the respondents pointed out that they do not have the facilities at Caledonian Court to be environmentally friendly – e.g. only one recycling bin in kitchens and mixed glass bin is taped up.

By identifying the key threats, campaigns can be tailored to help resolve them or at least limit their impact.

Focus Group

This method was chosen so that direct contact with residents of Caledonian court could be made, and links with one of the client's objectives of undertaking Primary research to identify factors that influence shower duration and barriers to taking shorter showers. They were selected through random sampling which gave a non-bias approach to the participants chosen. The only criteria to participate in the focus group were to be a Caledonian court resident. Seven residents participated, which provided enough data to be analysed. The group took place in the social area of the Caledonian court, and lasted for 30 minutes. During which the questions from the proposed transcript were asked and responses were taken a note of through a scribe (appendix 1) and a voice recording. All participants were made aware of the data protection act and that they would be recorded with their consent. Participants were kept anonymous so that no personal details would affect the research. The main findings were as follows.

Shower usage

Participants were not aware of the amount of time they spent in the shower which suggested an average of 10minutes, which varied greatly from questionnaire results. This was also the case with estimated volume used. This highlights the need for a visual representation of volume and time.

Environment

Despite participants wanting to be environmentally friendly, they found that the facilities in Caledonian court limited them in doing so. One participant indicated recycling glass was hindered due to being unable to gain access to the bin. Laziness was also a factor to addressing impact on the environment and carbon foot print.

Awareness

All of the participants were unaware of future water usage and possible impact their rent. The residents are also concerned about the impact on the environment as they felt Caledonian Court lacked essential facilities. This indicates need to raise awareness about the implications of not reducing water usage.

Campaigns

The general consensus was that humorous and quirky campaign would provide a wider response from consumers. They felt that an emotional approach may make them switch off. Incentives for consumers within the campaign were also seen as essential, and would provide a motivation for consumers to engage with the campaign. Consideration was given to the campaigns visual representation of replacing water used in shower with alcohol, which was well received. However themed campaign may offend some cultures and be inappropriate on campus.

Barriers

The lack of knowledge within residents with regards to water usage consumption is concerning, and there were indications that there would be a lack of response to the campaign if there was no incentive provided.

Promotions

Free merchandise was favoured as it would provide a constant reminder of their personal water usage. Posters were also indicated as a good way of raising awareness; however, this needs to be environmentally friendly and sourced appropriately.

Conclusions

This investigation has highlighted many important issues for GCU Facilities in regards to saving water through shower usage. The main themes that have been developed have uncovered some interesting findings.

Shower use/ Awareness and Environment - measures vary dramatically from each individual, and although performed as a daily ritual, little thought given to the impact of showering, and there is no thought given to how this water is produced or what happens to it afterwards. The true value of water and the impact on future generations has no impact on the way that individuals in general run their lives. Considering the recent trend towards greener lifestyles and protecting the environment, there seems to me very little awareness amongst the residents of Caledonian Court.

The main **barriers** appear to be time and lifestyle, which is interesting as these would also be the gains from adopting a conservational approach to water usage. Any **promotional campaign** used needs to reflect these findings, and adopt a humorous, fun approach, but must also be able to raise awareness so that our natural resource exists for future students to enjoy without too many cost implications. In this time of a throwaway society, water should not be a commodity that is thrown away without any thought.

Action Plan

- Raise awareness of water usage by 40% within the residents of Caledonian Court by June 2014.
- Investigate the amount of water that is used on average in the showering facilities within Caledonian Court and reduce this by 20% by June 2014.
- Evaluate barriers that will prevent consumers from reducing water such as not having the facilities or awareness and overcoming them.
- Generate a campaign that will create awareness by 40% and effectively give consumers and incentive to reduce water by December 2014.

References and appendices

- Common weal. (Unknown). *What is the common weal project*. Available: <http://scottishcommonweal.org/what-is-the-common-weal-project/>. Last accessed 02.11.2013.
- Cruz, P. (2013). *Environmental policy*. Available: http://www.gcu.ac.uk/media/gcalwebv2/theuniversity/centresprojects/sustainability/Environmental_Policy_Signed_june_2013.pdf. Last accessed 02.11.2013.
- Cruz, P. (2013). *Green Futures: GCU's Sustainability strategy for 2015*
- O Fatharta, C. (2013). *150 litres of water consumed daily by every person*. Available: <http://www.irishexaminer.com/ireland/150-litres-of-water-consumed-daily-by-every-person-245927.html>. Last accessed 02.11.2013.
- Environment Agency. (2013). *water issues*. Available: <http://www.environment-agency.gov.uk/homeandleisure/waste/109054.aspx>. Last accessed 03.11.2013.
- Every Last Drop. (Unknown). *Every last drop*. Available: <http://everylastdrop.co.uk/>. Last accessed 03.11.2013.
- GCU. (2011). *Vision 2015*. Available: <http://www.gcu.ac.uk/theuniversity/aboutglasgowcaledonian/2015vision/>. Last accessed 02.11.2013
- HSE. (Unknown). *Managing legionella in hot and cold water systems*. Available: <http://www.hse.gov.uk/healthservices/legionella.htm>. Last accessed 02.11.2013.
- Hughes, K. (2013). Water Industry. *Keynote market report 2013*. 8 (3), 21-22.
- McDaniel, C. and Gates, R. (2008). *Marketing research essentials*. New Jersey: John Wiley and sons. 7.
- Ozaki, R, and Shaw, I., (2013). Entangled practices: Governance, sustainable technologies and energy consumption. *Sociology*. 10 (1), 8-14.
- Save water. (2012). *water saving*. Available: <http://www.savewater.co.uk/>. Last accessed 03.11.2013
- Schiffman, L.G and Kanuk, L.L. (2010). *Consumer behaviour*. 10th ed. New Jersey: Prentice Hall. 293-294.
- Scotland Gov. (2011). *The Government Economic Strategy*. Available: <http://www.scotland.gov.uk/Publications/2011/09/13091128/5>. Last accessed 02.11.2013.
- Unknown. (2013). *save water*. Available: <http://www.scottishwater.co.uk/>. Last accessed 2.11.2013
- Unknown. (2012). *Water, The facts*. Available: http://www.waterwise.org.uk/data/resources/25/Water_factsheet_2012.pdf. Last accessed 02.11.2013
- Waterwise. (Unknown). *home*. Available: <http://www.waterwise.org.uk/>. Last accessed 03.11.2013.

Appendix 1

Focus group Transcript-

Focus Group occurred on the 18th of October at 5pm in the recreational area of Caledonian court and lasted for 30 minutes. There were 7 participants who took part in answering questions. This gave a deeper understanding of the subject and what should be done within the campaign. All participants reside in Caledonian court and where from various countries such as Brazil, Spain, Latvia and Holland.

TRANSCRIPT

Question 1- Do you know about water preservation?

Participant 1- Not aware of water preservation.

Participant 2- Not aware through university.

Participant 3- Only own experiences.

Participant 4 – Not aware of water preservation.

Participant 5- Only personal thoughts in relation to preserving water.

Participant 6- Not aware.

Participant 7- Some knowledge from personal experience.

Question 2- Is being eco Friendly accessible within Caledonian Court?

Participant 1-Laziness is a factor within residents not doing any eco-friendly things in Caledonian court.

Participant 2- It is hard as there is not enough ways provided to recycle, students have to sort their rubbish before they go outside to use the recycling bins.

Participant 3- no.

Participant 4 –I tried to recycle glass in the glass bin provided in Caledonian Court and it was welded shut so it was hard to gain access to recycle even if you wanted to.

Participant 5- As my flat mate stated some of the bins are not easy to gain access to.

Participant 6-no

Participant 7- Residents want to but its difficult and some improvements need to be made.

Question 3- What type of campaign would get your attention about water usage?

Participant 1- Emotional campaigns are easy to remember.

Participant 2- Yea like the smoking campaigns with the snakes and the smoke.

Participant 3- I think that campaigns that make you laugh will stick in your head better.

Participant 4 – Laughter towards a campaign means that consumers will remember and be more likely to support the cause of the campaign if they react to it.

Participant 5-a light hearted approach will engage consumers and gain positive feedback.

Participant 6- Funny campaigns work for me.

Participant 7- Emotional campaigns are good at sticking in people's heads however may offend some consumers if they are shocking.

Question 4- Do you do anything to be Eco friendly ?

Participant 1- No.

Participant 2- Yes I try to do my best with paper bins and switching lights off.

Participant 3- Again I try to but the facilities at Caledonian court make it difficult.

Participant 4 – No.

Participant 5- at home yes but there is a lack of facilities at Caledonian court.

Participant 6- No.

Participant 7- No but it's not because i don't want to but because there no way to.

Question 5-Do you do much about reducing your Carbon Footprint?

Participant 1- I try my best.

Participant 2- It's not something I think about.

Participant 3- Most people are lazy so I feel that nobody bothers.

Participant 4 – No.

Participant 5- If it was easier I think I would and more people would reduce their foot print.

Participant 6- No.

Participant 7- I don't think about it.

Question 6- Are you aware of how much water an average shower uses?

Participant 1- 40 litres

Participant 2- most people think showers give less water out than they do.

Participant 3- 30 litres

Participant 4 – 25 litres

Participant 5- I have no idea as it comes out so fast so you think it's not that much.

Participant 6- 57 litres

Participant 7- I don't know.

Question 7- Would an incentive make reducing water usage more appealing?

Participant 1- Yes as without an incentive a campaign will not be successful.

Participant 2- Yes.

Participant 3- No I feel that if people want to change they will without a reason.

Participant 4 – I agree with no incentive the campaign will not be as successful.

Participant 5- An incentive gives people a reason to change.

Participant 6- Yes.

Participant 7-Yes.

Question 8- (continues from question 7) would a representation of how much alcohol is wasted from water usage gain attention or just water?

Participant 1- Will gain attention.

Participant 2- Yes that's a quirky idea.

Participant 3- That's funny and will have a positive response

Participant 4 – That's a good memorable idea.

Participant 5- I feel the idea is good however if people don't drink then it will be unappealing to them

Participant 6- I love the idea.

Participant 7- The campaign may offend some religions.

Question 9-what promotional materials make a campaign successful?

Participant 1- I love stickers.

Participant 2- People love free stuff.

Participant 3- Eye catching posters.

Participant 4 – Free merchandise always works.

Participant 5- Posters work for me.

Participant 6- Free merchandise means that people always have the product with them such as a keyring so that they will.

Participant 7- Posters.

Question 10- Do you know how long you shower for? (roughly)

Participant 1- No idea.

Participant 2- 10/15 mins.

Participant 3- 5 mins tops.

Participant 4 – Too long.

Participant 5- 15 mins.

Participant 6-No idea.

Participant 7-10 mins.

Question 11- Would a campaign encouraging water preservation be effective in reducing water usage?

Participant 1- Will gain awareness towards the cause

Participant 2- Campaign may not have a lasting effect.

Participant 3- People will be aware

Participant 4 – From the campaign people will try to change but it may not be long term.

Participant 5- Some people will cut down some people won't cut down.

Participant 6- I think it will make a difference.

Participant 7- It may not help cutting down.

Themes from Focus Group

Shower usage-Time spent/water usage

People generally were not too aware of the amount of time they spent in the shower and they thought it was a lot less than the average.

Environment –Carbon foot print

People generally thought that they would be more interested in reducing their carbon foot print if it was easier however others didn't think about it at all.

Awareness; of impact on the environment was a concern and generating

Campaigns that will work

There was a positive response

Barriers- what campaigns are suitable etc. will there be a response if no initiative

Promotional materials- the thought was that merchandise that gives the consumer a constant reminder of the issue would be an effective