

Annexe C: Qualitative Methods and Guides

C.1 Overview

The aim of the qualitative research was to deepen understanding of the knowledge(s), attitudes and behaviours related to domestic burning among current burners and non-burners in order to assist in the identification of drivers for burning and the barriers to changing burning behaviour, and to inform the development of the research questionnaires.

A number of areas were explored in the in-depth interviews with the burning participants (who came from a range of backgrounds across the UK) to facilitate this:

- Their current indoor and outdoor burning behaviours;
- Their reasons for burning and why they burned the way they did;
- Their responses to various scenarios which might lead to changes in their burning behaviour, for example, changes to fuel costs, prevalence of alternative energy sources, or changes in government policy;
- Their attitudes and perceptions in relation to their (and others') burning behaviours, including the values that may inform their behaviour (such as environmental concerns, thrift, etc.);
- Their knowledge of the current regulatory environment and stated good burning practice;
- Their understanding of the health and other impacts that result from burning.

To ensure the interviews went beyond surface-level responses, pre-tasks, calendar mapping, and scenarios/vignettes were used to facilitate discussion. These assisted participants to reflect on actual behaviour, supported recall, and allowed participants to project their views on to others. The researchers also took photographs of burning appliances and fuels (a tool of visual ethnography) where permission was given, recorded observations, for example of fuel storage, and where feasible watched participants tend a fire in their own home to aid understanding of the diversity of practices and contexts.

After the fieldwork, the findings were presented to Defra and used to inform the subsequent quantitative phases.

C.2 More detail on our approach to behavioural insight

Kantar uses a model of behaviour and behaviour change to develop behavioural insight (see Figure 1.1). This model was put together by experts in Kantar's Communications and Behaviour Change practice, drawing on the latest behavioural insight research and theory. It summarises what is known (from a combination of academic work and practical research experience) about the key influences on people's behaviours and what are the most effective methods for leveraging or addressing different kinds of influence to achieve behaviour change. Unlike many other models which seek to be an all-encompassing explanation of behaviour, we

have developed our model specifically to assist as a practical tool to inform policy responses.

We used the model in both designing and analysing the qualitative research – to help us anticipate what to look for, and then to understand what we found. At the design stage, the generic behavioural influences in the model were made specific to the topic in question through creating a hypothetical model of burning behaviour which informed the design of the approach to the burners' interviews and associated materials were designed to explore and understand the various influences on burning behaviours.

During analysis, we used the model 'in reverse': we took what we had discovered about people's decisions and actions, and the wider contexts for these, and mapped these findings onto the model to draw conclusions about which of the identified influences were likely to be driving behaviour and making suggestions for how to leverage or address influences and change burning behaviour.

C.3 In-depth interviews with burners

In total, 35 x 75-minute depth interviews with current domestic burners were held in six locations across the UK from 19 March to 27 April 2018. Participants were selected to achieve a diversity in the sample by location, social grade, rural/urban area and fuel type burned (see achieved primary and secondary quota tables below).

Table C1: Primary variables for qualitative burners interviewees quota sample

	Area	Social grade	Rural / urban
Primary variables	North East England	C1 (1), C2 (2), DE (2)	Urban (3), rural (2)
	Midlands	C1 (1), C2 (5)	Urban (5), rural (1)
	Southern England – London and Surrey	AB (4), C1 (2)	Urban (3), rural (3)
	Mid-Wales	AB (2), C1 (1), C2 (3)	Urban (1), rural (5)
	Gloucestershire	AB (5), C1 (1)	Urban (2), rural (4)
	Scotland	C1 (2), DE (4)	Urban (1), rural (5)

Table C2: Secondary variables for qualitative interviewees quota sample

Secondary variables	Type of fuel burnt	Wood (logs, chips, pellets), coal, smokeless, anthracite – aim for a spread	Wood	Coal	Peat	Turf		
			29	21	1	1		
			Charcoal	Garden waste	Paper waste	Oil		
			11	6	2	1		
	Whether they burn solid fuels as primary or secondary source of heating/hot water	Mix of Solid fuel stove; open fires; biomass boilers; Min 4 x interviews using solid fuel as a primary source Cell specific: Gloucestershire: Min 4 x interviewees burning as a secondary source	Primary source		Secondary source			
			17		18			
	Type of burning activity	ALL TO BE BURNING INDOORS for either heating; cooking; aesthetic SOME TO BE BURNING OUTDOORS for heating; cooking; waste disposal (at least 3 of each)	Heating		Aesthetic			
			17		18			
	Rate of burning	NATURAL FALL OUT Using Amec’s modelling of the 2014 DWUS to achieve a spread of above and below average use per week (eg open fires 17 hours pw, close stoves 27 pw; other, inc boilers 26 hrs pw.	Above average		Below average			
			22		13			
	Age of burning appliance	Pre 2000, 2000-2009, 2010-2013, Post 2014 (Introduction of RHI)	Pre 2000	2000-2009	2010-2013	Post 2014	Unknown	
			14	8	11	1	1	
	Environmental Values <i>e.g. do they have a "green mindset"?</i>	Natural fall out 1 = extremely important to 5 = not important at all	1	2	3	4	5	
			12	8	10	3	2	
Demographics	Age	25-34	35-44	45-54	55-64	65+		
		2	5	14	9	5		
	Gender	Male		Female				
		13		22				

C.4 Discussion guide for interviews with burners

Background

The UK has an obligation to reduce air pollution concentrations under the Ambient Air Quality Directive (2008/50/EC), and reduce pollutant emissions under EU National Emissions Ceilings Directive (2016/2284/EU) and the UNECE Gothenburg Protocol. Furthermore, the Government has announced plans to publish a Clean Air Strategy in 2018 in recognition that poor air quality is harmful to human health, the economy and the environment.

After 20 years of progress in reducing emissions, levels of particulate matter (PM) have recently plateaued. This is mainly due to a large increase in domestic burning which now accounts for almost 40% of UK PM_{2.5} emissions, offsetting reductions realised in other sectors¹. The Renewable Heat Incentive (RHI) and other climate change mitigation strategies have incentivised a significant increase in the take up of domestic wood burning since 2014.

Defra needs to explore policy interventions to reduce emissions from domestic burning and build a robust evidence base to ensure that the interventions are appropriately targeted and the costs and benefits accurately assessed.

Research Aims

The overarching aim of the qualitative element of this research is to develop a detailed understanding of knowledge, attitudes, and behaviours towards domestic burning. Specific objectives are:

- **To explore the variety of current indoor and outdoor burning behaviours across the UK**
 - **Detailed exploration of different “Burning contexts”** e.g. domestic configuration of heating capacity (on/off grid), amount and nature of outdoor spaces; type of burning device, sources of fuel, fuel usage and habitual behaviours (*explored using a mix of conversation and ethnographic techniques*); *local policies for dealing with waste, etc.*
 - **Understanding key drivers of difference in behaviour** e.g. location, SEG
- **Illuminate the needs and drivers underpinning burning behaviour** e.g. why ppl burn - for a primary/secondary source of heat or aesthetic, for dealing with waste etc; when they burn (is it routine? associated with celebrations? Etc.)
- **Explore future burning behaviour:** what are the potential impacts of various scenarios e.g. changes to fuel costs, prevalence of alternative energy sources, changes to Government policy
- **Understand attitudes towards their (and others’) burning behaviour** e.g. the values that support their behaviour (e.g. environmental values; thrift; etc), the perceptions of their (and other’s) actions
- **Explore levels of understanding around the regulatory environment and good burning practice**
- **Explore understanding of health and other impacts**
- Explore barriers to behaviour change

¹http://naei.beis.gov.uk/documents/AQPI_Summary_1990-2013_Issue_v1.1.pdf

- Create “**Burner typologies**” by formatively clustering people by those factors that influence behaviour (to be validated through the quantitative strands)

Note to Moderators

Stimulus & materials list

- Section 3: Calendar mapping exercise
- Section 5: Potential policy changes on A5 stim cards, Persona vignettes, Potential changes to context or government policy, Good practice leaflet, Impacts of PM_{2.5} on health leaflet
- Section 6: Ethnography observation sheet

Please note, this guide is not a script and is intended to be used flexibly, with participant responses guiding the flow of the conversation, topics covered in the order that they naturally arise and probes used only when needed

1. Introduction

(2 minutes)

Objective: Introduce research, reassure about confidentiality, and set tone of discussion

Warm up and introduction

- Introduce moderator and Kantar Public
- Research on behalf of Department of Energy, Food and Rural Affairs
- Aim of the discussion is to understand more about your experiences of burning in your domestic environment
- Interview length – 1 hr 15 mins
- Research is confidential and voluntary (meaning you can stop the interview at any point)
- Permission for recording
- Any questions?
- Confirm consent

2. Participant Background

(3 minutes)

Objective: Warm up participants and establish broad lifestyle context as well as a broad understanding of their attitudes towards health and the environment

- Name, family context, job
*Moderator: Note that **SEG and Rural/Urban location** may be key variables that pull apart different “burner typologies”*

Before we start our conversation about burning let’s talk about the kind of issues in society that are top of mind for you at the moment. Perhaps what you have been reading/watching in the media?

- What sort of **issues are you thinking about now**? What sort of things are you discussing with friends and family?
- What are your **key concerns** about these issues?

Moderator: Note spontaneous mention of health and/or the environment as key areas of interest, as these attitudes may be key variables that pull apart different “burner typologies”

3. Experiences of burning

(35-40 minutes)

Objective: Establish their “burner context”, seasonal variations in burning behaviour, needs and drivers for burning behaviour and explorations in to burning logistics

3.1. Burner context (8 mins)

Intro: Ok, I would now like to talk about your experience of burning at home:

- When you burn, how are you doing this? What appliance(s) do you use (e.g. stove, open fire, biomass boiler)?
 - What about outdoors as well as indoors?

Moderator: Park outdoor burning and revisit after talking about Indoor burning

- **How long** have you been using your burning appliance(s) [use participant’s terminology]
 - Did you **install** or was it an **existing feature** of your property?
 - How old is it / are they (roughly)? If known
 - How long have you been using the appliance?
 - Do you know if it has a particular classification e.g. by Defra or Eco ready design stove?
 - Have you had a different appliance in the past? *Probe on why they moved to this appliance?*

- What **type of fuel** do you typically use? (e.g. wood (logs, chips, pellets), coal, smokeless, anthracite)
 - Is there anything else that you burn?
 - Probe: do they burn rubbish/ waste materials? If so what?

- What is the **main reason** that you burn?

Moderator: Understand whether this is as source heating for space, water, cooking etc.) and/or an aesthetic choice

- Is this your **primary/secondary source** of heating/hot water/cooking?
 - If secondary source, what do you use as your **main source**?
 - **What**, specifically does this secondary source heat?

3.2. Calendar mapping exercise (7 mins)

Intro: OK let's think back over the **last 12 months** and how often you have burnt using your appliance(s). This is just an estimate, so no need for exact figures

First, thinking about this last month (March 2018):

- **How often** did you use your appliance(s) (e.g. daily, weekly)
Moderator note if multiple appliances are mentioned
- **Roughly, how many hours per week** would you say that you were burning?
 - Is this **above average vs. the rest of the previous 12 months? Why** is this?
- How much fuel would you say you used, roughly (Moderator note language used)
- **How many times** would you need to start/restart your burner in a day/week?
Moderator: Note duration and frequency mentioned as both impact emissions (emission concentrations are higher when the appliance is starting up)

Now let's track back over the previous seasons in 2017:

Moderator: Use Calendar mapping sheet [STIM] with seasons model to record answers

- How does what you have described for February differ from **WINTER / AUTUMN / SPRING / SUMMER** of 2017?
- Where are the **higher and lower burning periods** across the last year?
 - **Why** does it differ across these periods? (e.g. differences between needing to heat / desire for warmer aesthetic)
- How does your pattern of burning over the last 12 months compare to previous years (*refer back to length of burning established in section 3.1*)
 - Has your burning behaviour changed over the years; if what way; why
 - Are you burning more / less; why

3.3. Logistics of burning (10 mins)

Let's talk a little more about your appliance and what you burn...

Indoor appliance decisions

You mentioned at the beginning of our conversation that you are using "**X**" (appliance) to burn:

- **IF THEY INSTALLED APPLIANCE:** Why did you **choose** to use this appliance?
 - What was it about this appliance that made you choose it over others?
Moderator: note key factors around price sensitivity, environmental impacts etc.
- What do you think of your appliance(s)? **What works well / not so well?**
- What do you know about the **design specifications** of your appliance(s)?
 - Do you know what fuels it is designed for?
 - Are you aware of its capacity?
 - What **information/guidance** have you had on how to operate it?

Fuel decisions

You mentioned at the beginning of our conversation that you burn “X” (fuel):

- What do you tend to burn?
 - Why do you **choose** to burn this?
 - Do you always burn this? Or are there other things you burn as well?
 - **IF ALWAYS BURN SAME THING:** Have you considered burning other materials? Why/not?
- Where do you **source** your fuel from (e.g. bought, self-gathered)
 - **IF PURCHASED**
 - Where do you purchase it from? Why there?
 - Do you always purchase from the same place? Why? (*Moderator note if sensitivity to price is a factor / drives comparison between retailers*)
 - **How often** are you purchasing?
 - What is your **average spend** in a month/year? Is this what you expect to spend? (*Moderator note price sensitivity*)
 - **IF SELF-GATHERED/SALVAGED**
 - *Moderator: Note any environmental attitudes driving behaviour, breadth of locations they could be getting their fuel from e.g. forests to building sites/skips etc.*
 - **Where** are you getting your fuel from?
 - What do you look for (e.g. type, quality)
 - **How often** are you gathering it?
 - **Why** do you choose this source over purchasing fuel?
 - What **do you do** with the fuel once you get it home and why? (e.g. storage, seasoning, preparation)
 - Do you have **any concerns** about burning this type of fuel?
 - *Moderator: Important to note whether participants are seasoning wood, as emissions can be more than a thousand times higher from unseasoned wood burnt in an open fireplace compared to seasoned wood burnt in a modern closed stove for the equivalent heat*
- **IF COAL BURNERS:** Would you consider changing to an alternative type of fuel?
 - If yes, which fuel would you consider changing to and why? When would you consider making this change?
 - If not, why not? Is there anything that would make you consider switching from coal to an alternative type of fuel?

Mechanics/process of burning

Can you talk me through about the actual process of burning, from starting a fire to maintaining it:

Moderator: If necessary probe on the following:

- Can you describe how you normally **get a fire going**?
- How do you **manage** the fire (e.g. once it's alight)
 - How much fuel do you put on your fire at once? Are you using it to full capacity?
 - How do you control the air flow in your appliance, if at all? Do you alter the air controls to control the air flow? When do you do this and why?
 - Do you **bank fire** at night to allow easier lighting in the morning?

- How do you **maintain** your appliance(s)?
Moderator: Refer to how long they have used appliance/fire in section 3.1 for maintenance context. Note that care and cleaning impact efficiency of appliances and therefore emissions
- Do you ever **notice smoke in the room** due to the burner / fire?
 - **What are your thoughts on this?**

3.4. Motivations for burning (10 mins)

- **Why** did you first start burning at home?
 - Why this appliance over other methods of heating your home / water/ cooking
 - Did you consider other methods; why / why not
- How does burning at home make you feel
 - If necessary – think back to the last time you burnt in your home, what motivated you to start burning; how did you feel
 - What are the benefits of burning at home
 - What are the drawbacks / less good aspects of burning at home
 - In what ways do the benefits / drawbacks affect how much/how often you burn (if at all)
- Do you know other people who burn in similar ways?
 - Has that influenced your choices at all? How?

Moderator: Try to unpick both rational and subconscious drivers of attitudes and behaviours – refer to the behaviour change framework:

- *System 1 (subconscious) drivers: habit, assumptions, environment, morality*
- *System 2 (rational) drivers): cost / benefits, capability, legitimacy, social norms*

IF MENTIONED IN 3.1. THAT THEY ARE ALSO BURNING OUTDOORS, BRIEFLY EXPLORE:

3.5. Outdoor burning(5 mins)

You mentioned that you were also burning outdoors

- **Briefly explore outdoor burning behaviour**
 - **What are you using** to burn outdoors? (E.g. barbeques, chimeneas, garden incinerators and bonfires)
 - What type(s) of material do you burn? (e.g. household / garden waste, purchased / gathered fuel and exact fuel type)
 - **When** are you burning?
 - **How often** are you burning?
 - And for roughly **how long** in each burning session?
- **Why** are you burning outdoors?
 - Why did you first start burning outdoors
 - When was that
 - How does it make you feel
 - What are the benefits of burning outdoors
 - What are the drawbacks of burning outdoors

- Have you ever had any **complaints from neighbours**? What did you do?

4. Future Burning Behaviour

(10 mins)

Objective: Understand likely future behaviour and reaction to potential future scenarios e.g. changes to fuel costs, moves to alternative energy sources, Government policy changes

4.1. Perceptions of future

- How do you think your burning (at home) is likely to change in the future (if at all)
 - In the next 12 months / longer-term
 - Why do you think this; what is likely to influence your burning

Moderator: Note any spontaneous mention of Government policy changes, rises to fuel costs (e.g. gas becomes more expensive and move to burning), growth in popularity of alternative energysources

4.2. Future scenario testing

How would the following impact the way you burn (e.g. more vs. less / primary vs. secondary):

- If there were significant changes to **fuel costs**
- A growth in popularity of **alternative energy sources** (Defra do not mind if we don't go in to detail here RE time)
- Potential changes to government policy (**Moderator** use stim provided)

MODERATOR: ENSURE THAT YOU ARE CLEAR THAT THESE ARE JUST IDEAS AT PRESENT

5. Perceptions of burning

(20 minutes)

Objective: Projective exploration of burning behaviour; and awareness / understanding of broader context of burning e.g. health/environmental impacts, regulatory environment and "good practice"

5.1 Projective technique: Personas (10)

Let's look at some types of people who burn in their homes. We'll read each in turn and talk a bit about their situation (**Moderator:** Use persona stimulus)

Moderator to go through each in turn, probing the following

- **What do you think** about how "X" is burning?
- What do you think is **positive** here in their behaviour?
- What is **negative**?
- How do you think their **neighbours** feel about their actions
- How do you think X should change their behaviour?

5.2 Understanding of impact of burning (10)

Impacts on Health/Environment

- What is your understanding about the **impacts of burning**:

- On people's health?
- On the environment?
- Have you **ever had complaints from neighbours** about smoke from your bonfire or chimney affecting them?
 - How frequently?
 - What was the outcome?
- Have you ever felt bothered about smoke from a neighbour's chimney or bonfire?
 - Have you complained; if so, to whom (e.g. to neighbours, authorities, other); what was the outcome

Moderator: introduce leaflet on PM2.5:

- What are your thoughts on the health impacts of PM 2.5 as outlined here?
 - What is new / stands out
 - How does this make you feel
 - Do you believe what is being said about health impacts?

"Good practice" and behaviour change

- **What do you think is 'good practice'** when it comes to burning?

Moderator: Note comments on appliance, fuel, burning process, maintenance
- Do you feel **you are carrying out "good practice"** with your current burning behaviour?
 - How do you feel about the idea of "Good practice"? **Is this something that you think about / concerns you?**
 - What could be **the risks** of not carrying out good practice? *Moderator note if the spontaneously mention fire, carbon monoxide poisoning etc.*

Moderator: Show "Good Practice" leaflet provided by Defra

- Is there anything new/interesting for you on this leaflet?
- Reading this, **does anything need to change about the way you burn?** *E.g. using seasoned wood, the right kind of appliance?*
- What would **stand in the way of "good practice"** for you?

Moderator: Note key barriers e.g. cost/benefit, inconvenience, challenge to default behaviour/habits, challenge to values

6. Visual Ethnography

(10 minutes)

Objective: Gain a visual perspective of their burning behaviour to contextualise the research

Moderator: Refer to Observation sheet at the end of the Discussion Guide. Record details of appliances and fuel and take photographs (where consent is given)

THANK AND CLOSE

C.5 Ethnographic observation sheet for interviews with burners

ETHNOGRAPHIC OBSERVATION SHEET

Moderator to fill out the below and take relevant pictures to support

QUESTIONS		INDOOR BURNING (All participants)	OUTDOOR BURNING (if applicable)
1	HOUSING TYPE <i>e.g. Detached/Semi-detached/Terraced or on larger site of land e.g. farm with buildings</i>		
2	TYPE OF BURNING APPLIANCE <i>e.g. Solid fuel stove; open fires; biomass boiler</i>		
3	LOCATION <i>e.g. where located indoors/outdoors</i>		
4	TYPE & SOURCE OF FUEL BURNT <i>List all types and details of source (e.g. where self-gathered from or purchased), treated vs. untreated</i>		
5	DESCRIPTION OF CHIMNEY? <i>e.g. logistics, height of flue, efficiency of smoke evacuation</i>		
6	FUEL STORAGE <i>Where and how do they typically store the fuel?</i>		

C.6 Qualitative research with people who do not burn indoors

Four 90-minute focus groups with non-indoor burners were conducted: two groups in Newcastle on 9 May 2018 and two groups in London on 11 May 2018, with a mix of social grades and peoples from rural/urban areas (see sample table below).

<p>Group 1</p> <p>London - high burning area (7)</p> <p>ABC1 (AB x 5, C1 x 2)</p> <p>Urban</p> <p>Non-rejecters of burning</p>	<p>Group 2</p> <p>London - high burning area (8)</p> <p>C2DE (C2 x 4, DE x 4)</p> <p>Urban</p> <p>Mix of non-rejecters (5)</p> <p>rejecters of burning (3)</p>
<p>Group 3</p> <p>Newcastle (9)</p> <p>Smoke controlled area (SCA)</p> <p>ABC1 (AB x 5, C1 x 4)</p> <p>Rural (5), Urban (4)</p> <p>Non-rejecters of burning</p>	<p>Group 4</p> <p>Newcastle (9)</p> <p>Smoke controlled area (SCA)</p> <p>C2DE (C2 x 5, DE x 4)</p> <p>Rural (4), Urban (5)</p> <p>Non-rejecters of burning</p>

C. 7 Discussion guide for non-burner groups

Background

The UK has an obligation to reduce air pollution concentrations under the Ambient Air Quality Directive (2008/50/EC), and reduce pollutant emissions under EU National Emissions Ceilings Directive (2016/2284/EU) and the UNECE Gothenburg Protocol. Furthermore, the Government has announced plans to publish a Clean Air Strategy in 2018 in recognition that poor air quality is harmful to human health, the economy and the environment.

After 20 years of progress in reducing emissions, levels of particulate matter (PM) have recently plateaued. This is mainly due to a large increase in domestic burning which now accounts for almost 40% of UK PM_{2.5} emissions, offsetting reductions realised in other sectors². The Renewable Heat Incentive (RHI) and other climate change mitigation strategies have incentivised a significant increase in the take up of domestic wood burning since 2014.

Defra needs to explore policy interventions to reduce emissions from domestic burning and build a robust evidence base to ensure that the interventions are appropriately targeted and the costs and benefits accurately assessed.

Research Aims

²http://naei.beis.gov.uk/documents/AQPI_Summary_1990-2013_Issue_v1.1.pdf

The overarching aim of the qualitative element of this research is to develop a detailed understanding of knowledge, attitudes, and behaviours towards domestic burning. Specific objectives with Non-Burners are to:

- **Explore perceptions of burning:** to inform policy / provide insight on how burning is perceived
- **Illuminate potential future burning behaviour:** to understand triggers to burning; how to instil good practice
- **Understand why people reject burning (1 group):** to inform policy / provide insight on how burning is perceived (from different perspective)

Note to Moderators

Please ensure that any clients observing the groups sign the Client Observation and Monitoring form

Stimulus & materials list

- Section 3.1: Flipchart to note down spontaneous reactions to phrase ‘domestic burning’ (to be displayed throughout the discussion)
- Section 3.2: Burning personas – to handout and read
- Section 3.3: PM2.5 leaflet (impacts of PM2.5 on health) – to handout and read
- Section 3.4: ‘Good practice’ leaflet – to handout and read (skim headlines)
- Section 4.2: Potential policy changes on A5 stim cards

Please note, this guide is not a script and is intended to be used flexibly, with participant responses guiding the flow of the conversation, topics covered in the order that they naturally arise and probes used only when needed

1. Introduction

(5 minutes)

Objective: Introduce research, reassure about confidentiality, and set tone of discussion

Warm up and introduction

- Introduce moderator and Kantar Public
- Research on behalf of Department of Energy, Food and Rural Affairs
- Aim of the discussion is to understand more about your views on domestic burning
- Discussion length – 90 mins
- Research is confidential and voluntary (meaning you can leave the discussion at any point)
- Permission for recording
- Any questions?
- Confirm consent

2. Background to participants

(10 minutes)

Warm-up participants and establish broad lifestyle context as well as a broad understanding of their societal priorities

- **Self-introductions**

- Name, where they live, family
- What they do – e.g. job or other day-to-day role

To begin with, want to *briefly* talk about the kind of issues in society that are top of mind for you at the moment. Perhaps what you have been reading/watching in the media

- What sort of **issues are you thinking about now**? What sort of things are you discussing with friends and family?
- What are your **key concerns** about these issues?
Moderator: Note spontaneous mention of health and/or the environment as key areas of interest

3. Views about domestic burning

(60 minutes)

Objective: Explore non-burners' awareness, understanding, and views about domestic burning; including what they think drives burning behaviour

3.1 Understanding and awareness of burning (10 mins)

Now thinking about domestic burning (or burning in the home environment):

- **Shout out** anything that comes to mind when you hear the phrase 'domestic burning'?
Moderator: Note key phrases / issues on a flipchart and leave up throughout the discussion
- **What is it**
 - What is domestic burning
 - What different types of domestic burning do you know about
 - Spontaneous, then probe: indoor, outdoor, for heating / cooking / hot water
 - What is involved – different types of appliances, fuel etc
- **Who does it**
 - What types of people burn at home
 - How does that vary by different types of domestic burning (reflect on previous responses)
 - How many people burn; how common is it
 - Again, how does that vary by different types of burning
 - How common do you think it is in your local area

3.2 Perceptions of burning behaviour (25 mins)

- **Views of domestic burning**
 - How do you feel about domestic burning – is it a good / bad / neutral thing to do; why
 - Would you like to burn in your home
 - Why / why not

- If you'd like to burn but don't, what's stopping you – spontaneous, then probe: opportunity (e.g. whether they have facilities they could use), cost, attitude, interest
- Do you have any plans to install an appliance (stove, fireplace etc) or start using an existing appliance (e.g. fireplace) in the future – if so:
 - Why
 - What – e.g. what appliance, fuel etc
 - Why haven't you already done this; what's stopped you; what's likely to encourage you

- **Do you burn outdoors** – if so:

- What are you using to burn (e.g. barbeques, chimeneas, incinerators, bonfires)
- What do you burn, and when / how often
- Why do you burn outdoors
 - How does it make you feel
- What are the benefits / drawbacks of burning outdoors
- Have you ever had any complaints from neighbours; what happened as a result

- In what ways is domestic burning a good / positive thing to do

- Spontaneous, then probe: warmth, comfort, cost, aesthetics, environment
- What do you see / hear / read about that's positive about burning (e.g. magazines, TV, online)

- In what ways is domestic burning a bad / negative thing to do

- Spontaneous, then probe: comfort, cost, health, environment, nuisance
- What do you see / hear / read about that's negative about burning (e.g. magazines, TV, online)

- **Why do people burn at home**

- What are the different reasons for people to burn at home
 - Spontaneous, then probe: cost, comfort, aesthetics, habit
- How does that vary by different types of burning / different people

Moderator: Try to unpick both rational and subconscious drivers of attitudes and behaviours – refer to the behaviour change framework:

- System 1 (subconscious) drivers: habit, assumptions, environment, morality
- System 2 (rational) drivers: cost / benefits, capability, legitimacy, social norms

- **Projective technique – burning personas**

- **Moderator:** Handout and read out each in turn [STIMULUS] and discuss their situation
- **Probe on the following**
 - What do you think about how “X” is burning?
 - What do you think is **positive** here in their behaviour?
 - What is **negative**?

- How do you think their **neighbours** feel about their actions

3.3 Impact of burning (15 min)

- **Personal impact**

- Have you noticed smoke (or the smell of smoke) in your area; if so:
 - How regularly; when / what times of year
 - Do you know what the source(s) is / are – e.g. indoor / outdoor burning
 - What do you think when you see / smell smoke; how does it make you feel
 - Any concerns – spontaneous, then probe: nuisance, health risks, air quality
 - Views of those burning; give examples
 - Any actions taken
 - Why / why not taken action
 - What – e.g. complaints, reporting burning to authorities
 - Outcomes of any action

- **Rules about burning**

- Do you know of any rules about burning in your area
 - What are these; what are/aren't people allowed to burn; on what types of appliance
 - Do you know of any differences in what people are allowed to do indoors vs outdoors
- Do you think rules are followed – why / why not
- Do you think rules are enforced – why / why not
- How do you feel about rules for burning – is this something you care about; why / why not

- What is your understanding about the **impacts of domestic burning**:

- On people's health?
- On the environment?

Moderator: introduce leaflet on Pm2.5:

- What are your thoughts on the health impacts of PM 2.5 as outlined here?
 - What is new / stands out
 - How does this make you feel
 - Do you believe what is being said about health impacts?

3.4 Good practice (5 min)

- What do you think is 'good practice' when it comes to burning?
 - What do you expect people with fires to do
 - What do you think 'bad practice' might be

Moderator: Note comments on appliance, fuel, burning process, installation, maintenance

- What could be **the risks** of not carrying out good practice? *Moderator note if the spontaneously mention fire, carbon monoxide poisoning etc.*

Moderator: Show “Good Practice” leaflet provided by Defra

- Is there anything new/interesting for you on this leaflet?
- Reading this, **does this affect your views about domestic burning at all** – why / why not; in what ways
- What would **stand in the way of “good practice”** for you?

Moderator: Note key barriers

4. Future Burning Behaviour

(15 mins)

Objective: Understand likely future behaviour and reaction to potential future scenarios e.g. changes to fuel costs, moves to alternative energy sources, Government policy changes

4.1 Perceptions of future burning

- [Reflecting on responses given at 3.2] Do they think their attitude towards burning might change in the future – i.e. become more / less open to the idea of domestic burning
 - In the next 12 months / longer-term
 - Why do you think this; what is likely to influence your attitudes / behaviour

Moderator: Note any spontaneous mention of Government policy changes, rises to fuel costs (e.g. gas becomes more expensive and move to burning), growth in popularity of alternative energy sources

4.2. Future scenario testing

- How would the following impact your attitudes to burning (i.e. become more / less open to the idea of domestic burning)
 - If there were significant changes to **fuel costs**
 - A growth in popularity of **alternative energy sources**
 - Potential changes to government policy (*Moderator* use stim provided)

MODERATOR: ENSURE THAT YOU ARE CLEAR THAT THESE ARE JUST IDEAS AT PRESENT

5. Final impressions and close

(5 minutes)

Collect final impressions and close the session

- **Final impressions**
 - Reflect on whether views about domestic burning have changed as a result of the discussion; if so, in what way, why
 - Views about what the role of government (or others) should be in relation to domestic burning
 - Any final message for Defra
 - Reminder of incentive
 - Thanks and close