

# Under 30s water quality perception

## Objectives

To gain qualitative and quantitative insight into under 30s customers views on the taste and quality of their drinking water as our insights showed that this customer segment have low satisfaction scores with this.

Format	Focus groups and survey
Households (number)	122
Non households (number)	
Vulnerable customers	
Future customers	✓
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	✓

## Impact on our plan and ways of working

This research has changed our customer strategy with a need to target events and be bolder with our messaging to this customer segment. We are also focusing on the environmental benefit of using less plastic.

We have used festivals such as Glastonbury to do this have more events planned such as freshers week events.

### Topics

Storm overflow	Drinking water quality	✓
Water resources	Net zero/ climate change	✓
Nature	Affordability	✓

## Key messages – what matters most

### What we did

- Held four online focus groups each lasting 90 minutes and then conducted a quantitative survey of 100 young customers
- Four online focus groups captured the views of 22 young customers, all reported being dissatisfied with the taste or quality of their drinking water.

### What matters most

- The majority of under 30s are happy with the water that Bristol Water provides and report no issues
- There are very few reports of any changes to the taste and quality in the last 12 months
- Dissatisfaction with water driven most prominently by taste, followed by appearance and lastly smell
- Almost 90% drink tap water at home but over half also drink bottled water
- In focus groups there was little understanding about hard and soft water. There was a misconception that hard water was of lesser quality
- There were big gaps in knowledge about where the water comes from, how its treated and safety tests that its subject to
- There is a dissatisfied minority who have strong opinions about taste, smell and appearance.

### Are there differing views?

- This research was specific to the under 30’s segment.

### Next steps

- This research feeds into plans for future community engagement and education
- We are using our community outreach events to listen and educate our customers, especially in this age group about the water quality and how to save money by drinking Bristol Water over bottled water.
- This has feed into our plans for Improving water quality In the Bristol area in PR24.

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