

Objectives

To gain qualitative and quantitative insight into under 30s customers views on the taste and quality of their drinking water.

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 was driven by low satisfaction in the under 30s age group about taste and quality of water. The result showed the lowest satisfaction among any age group for any company in the last 3 years.

There is an additional environmental focus in terms of trying to dissuade people from buying bottled water.

We have used festivals such as Glastonbury to talk about this with consumers and have more events planned.

Date	February 2023
Supplier	Blue Marble

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.