



Water Taste Test

Introduction

Can you describe your water? Where did your water come from? What does it look like? Feel like? Taste like? What do you want your drinking water to be like?

We all have an opinion about our water. Some people prefer either tap water or bottled water. Do you think it is the taste or does advertising influence peoples' choices?

What we do

One of our core objectives is to protect public health. We treat your drinking water daily every day at our nine water filtration plants. We filter your water, so you don't have to! That's why most people choose to drink tap water over any other water, every day.

Our drinking water is amongst the world's best. We test up to 70 different elements in your drinking water. We meet to some of the strictest guidelines in the world, set by the Australian Drinking Water Guidelines (ADWG).

Australian Drinking Water Guidelines

The ADWG provides guidance on how to manage and supply safe drinking water. They consider both safety and aesthetic (what our water looks like) quality of drinking water for consumers. The aesthetic quality influences people's perceptions and use of drinking water. We apply chemistry to meet people's safety and aesthetic needs.

Research on drinking water perceptions

Research indicates the type of water people choose to drink can be based on their perceptions of water quality not empirical water quality results.

- Many people base their choices on the look, feel or taste of the water rather than evidence such as chemical composition.
- Some people prefer to drink bottled water based on marketing information and brand recognition.



Enjoying a drink of tap water

Did you know?

We add a small amount of chlorine and fluoride meet safety and health guidelines.

Chlorine and fluoride can be found in natural substances such as water, tea, and seafood.



Drinking water straight from the tap

Did you know?

More than 60% of people in Sydney are happy and prefer to drink our tap water!

Want to know more?

Find out more about water quality and filtration on our following webpages:

- [Water quality and filtration](#)
- [Facts about your drinking water](#)
- [Water analysis](#)
- [Brand without a bottle competition](#)



Water taste test

What is it about water that influence peoples' choices? Let's do a blind taste test to work out people's perceptions about water.

Do a risk assessment for safety, hygiene and ethical considerations when examining people's perceptions and personal opinions.

What you'll need

- 250mL of different types of drinking water at room temperature - tap, boiled, bottled and filtered
- labels
- marker pen
- 4 x identical cups, labelled A – D

Activity

1. Pour a sample (about 50mL) of each type of water into the labelled cups.
2. Participant to observe, smell and sip each water sample,
 - describe the taste, look and smell
 - rate samples out of 5.
3. Record results in the data table.
4. Participants to predict the identity of each sample.
5. Reveal what type of water was in each cup.
6. Repeat steps 1 – 6 with different participant(s).
7. Optional
 - Chill the samples in the fridge and conduct the taste test again.
 - Try taste testing other types of water products such as alkaline, mineral, soda water or compare various brands.
 - Investigate people's understanding of the mineral content on the side of the bottle.

Result Table

Water sample	Taste	Look	Smell	Rating (1 to 5)	Prediction
Sample A					
Sample B					
Sample C					
Sample D					

Discussion

- What can a taste test tell you about the perceptions about water sources?
- How to improve the test to ensure reliability and validity of results?