

Understanding the consumer in the delivery of safe drinking water:

- 1. POU products and**
- 2. Water Refill**

1. What influences end-user adoption of POU products in rural western Kenya?

Project collaborators:

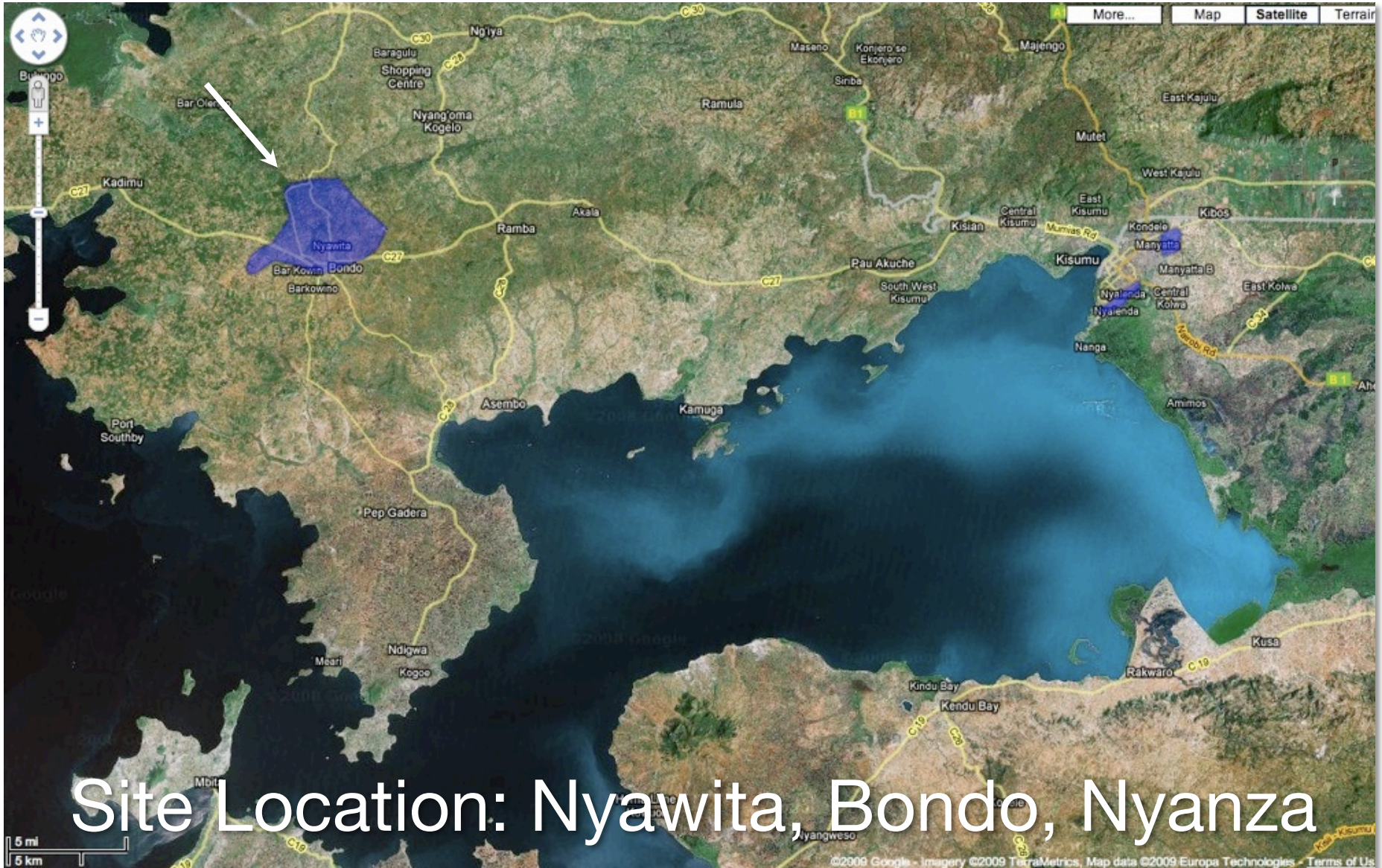
Jill Luoto & David Levine, UC Berkeley

Essential support from:

Bradley Lang, MBA Sam Ombeki
Davis Ochieng Gordon Oluoch

Funded by:

The P&G Fund of the Greater Cincinnati Foundation
Blum Center, University of California, Berkeley



Site and Baseline Characteristics

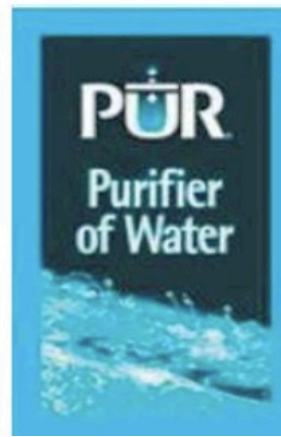


- 28 villages
- Seasonal reliance on surface waters
- Low expressed awareness or concern about diarrhea (46% fail to mention to diarrhea in list of top 3 health threats)
- **BUT:** 45% of HHs report an episode of child diarrhea within previous 2 weeks
- Low POU usage at baseline: ~7% self-reported, <2% objectively verified

Products Tested



Waterguard



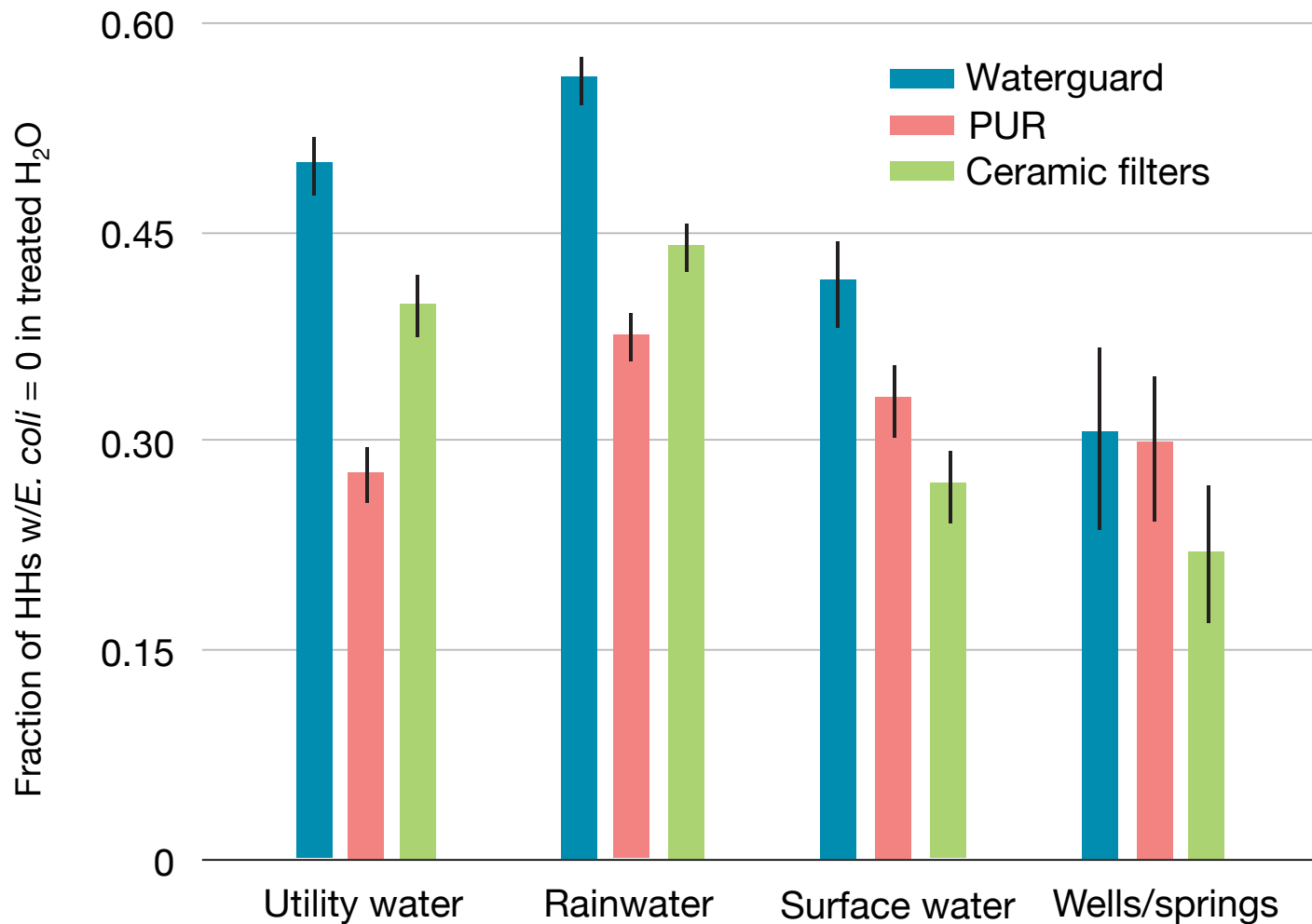
PUR



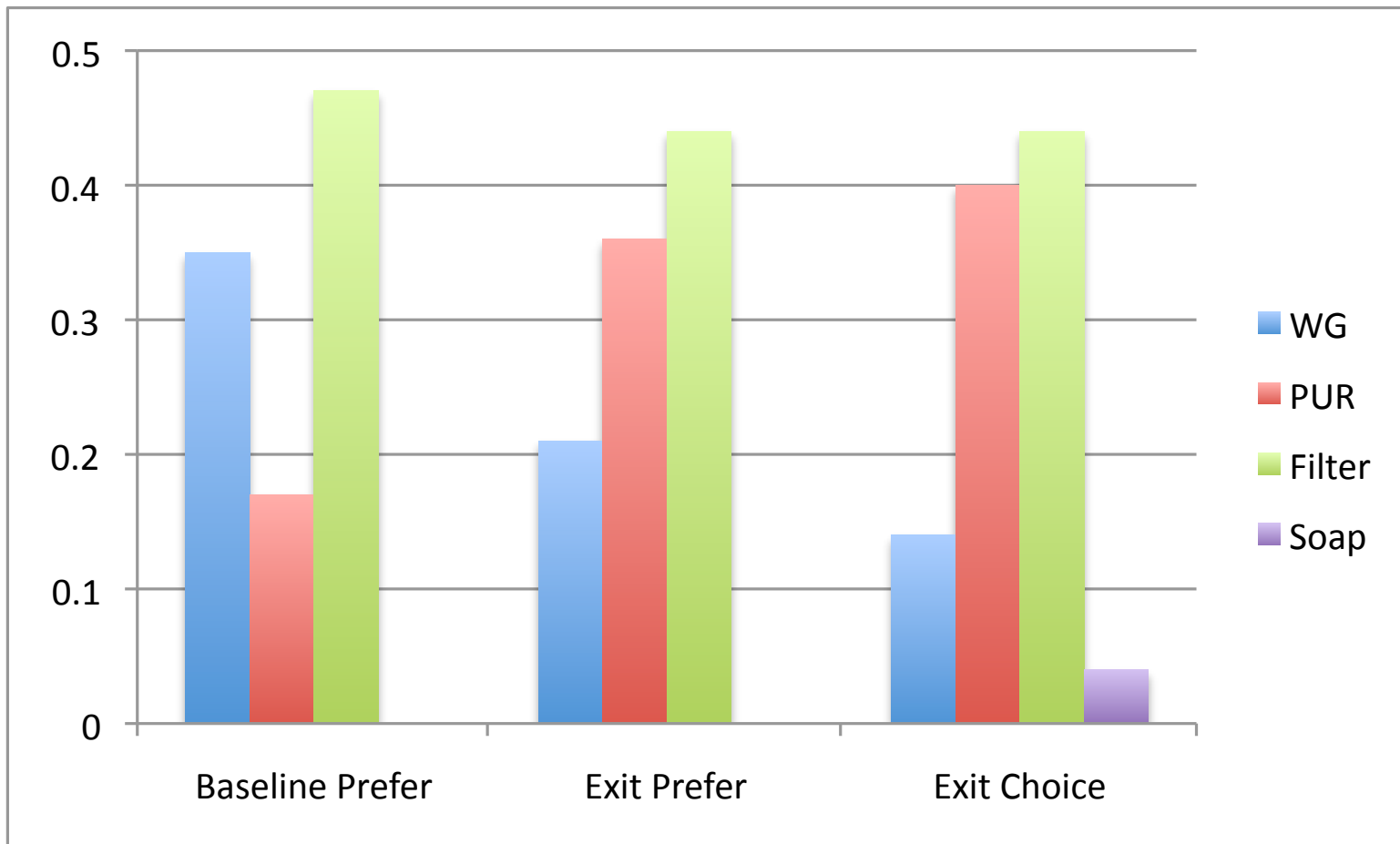
Ceramic
Filtration

Study Design: 400 HHs, 2 month
product rotations

We found that Waterguard significantly outperforms PUR and filters in both low and high-turbidity water



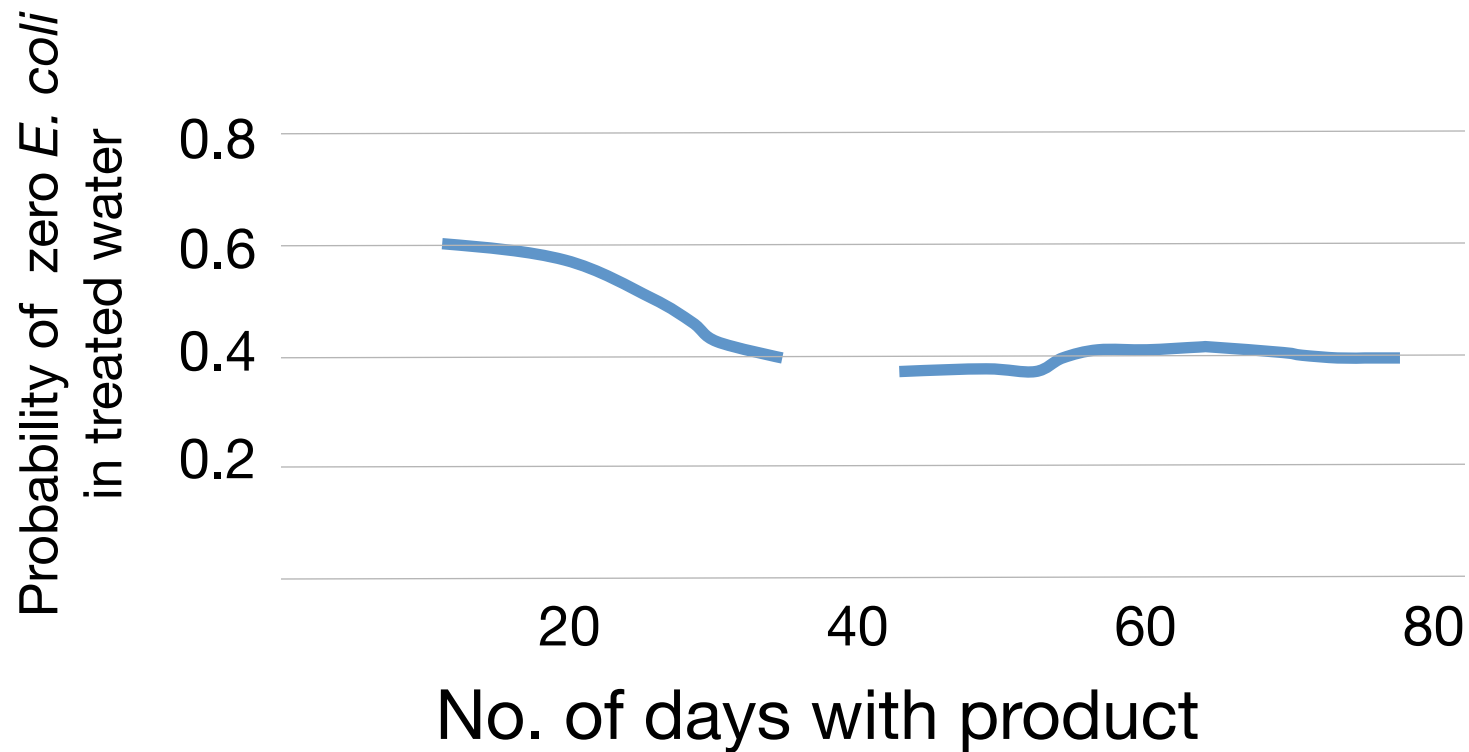
People use Waterguard but say they prefer filters



Knowledge of Source Water Quality May Increase Product Use

- **Sharing of information on source water quality** resulted in an increase in POU product usage by between **13 and 21%**
- This increase in usage is comparable to the difference in usage rates across the POU products we studied

Sustained Usage (across all products)



POU Research Conclusions

- By almost every measure, WaterGuard is the mostly widely used and best performing product, in spite of HH's variable water sourcing behaviors
- BUT: HHs valued filters more highly
- Information on water quality matters
- Sustained usage can be achieved

2. Will consumers switch to treated refill water from their existing source?

Essential Support from:

David Maina, Pureflow

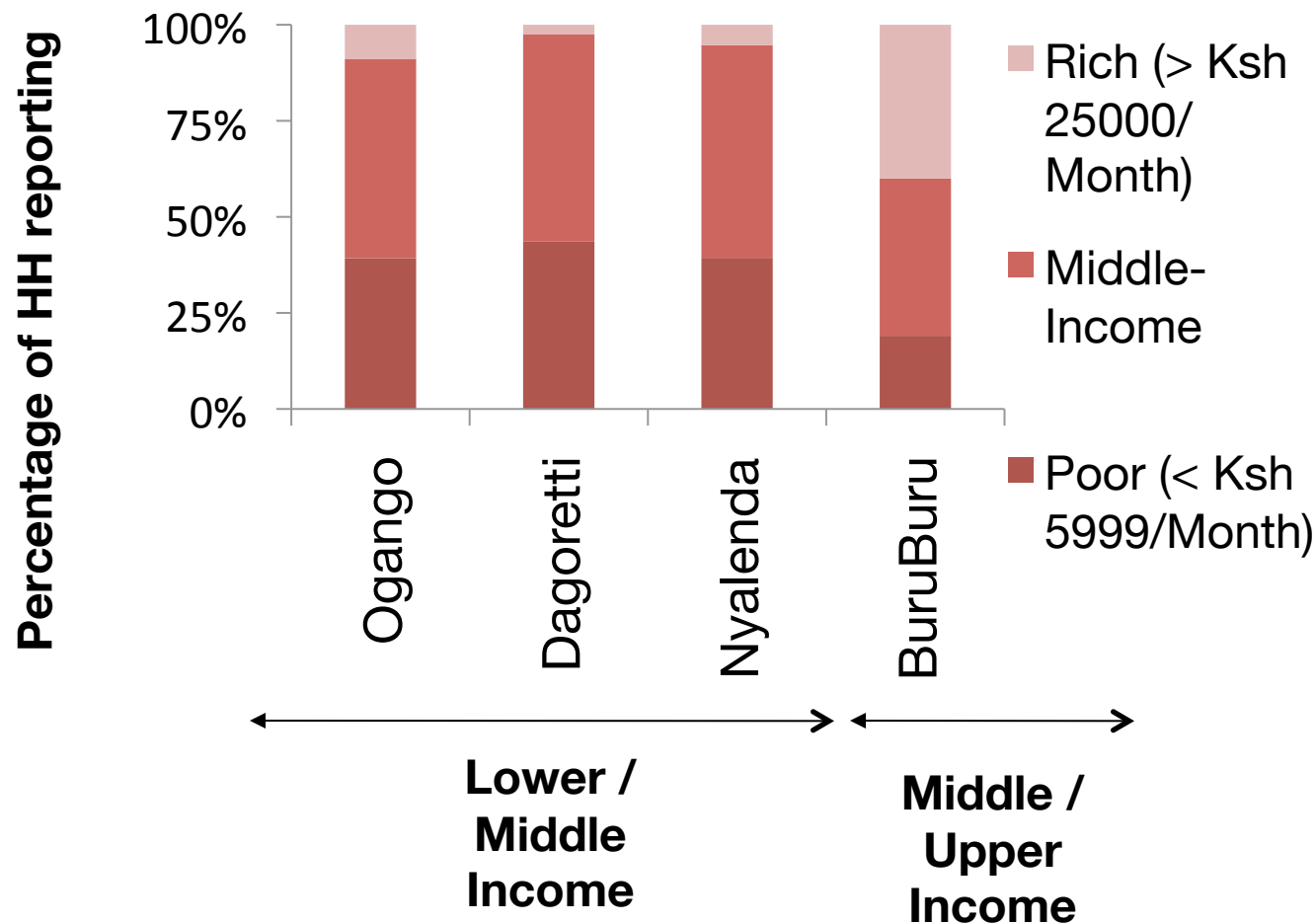
Veena Srinivasan, Stanford University

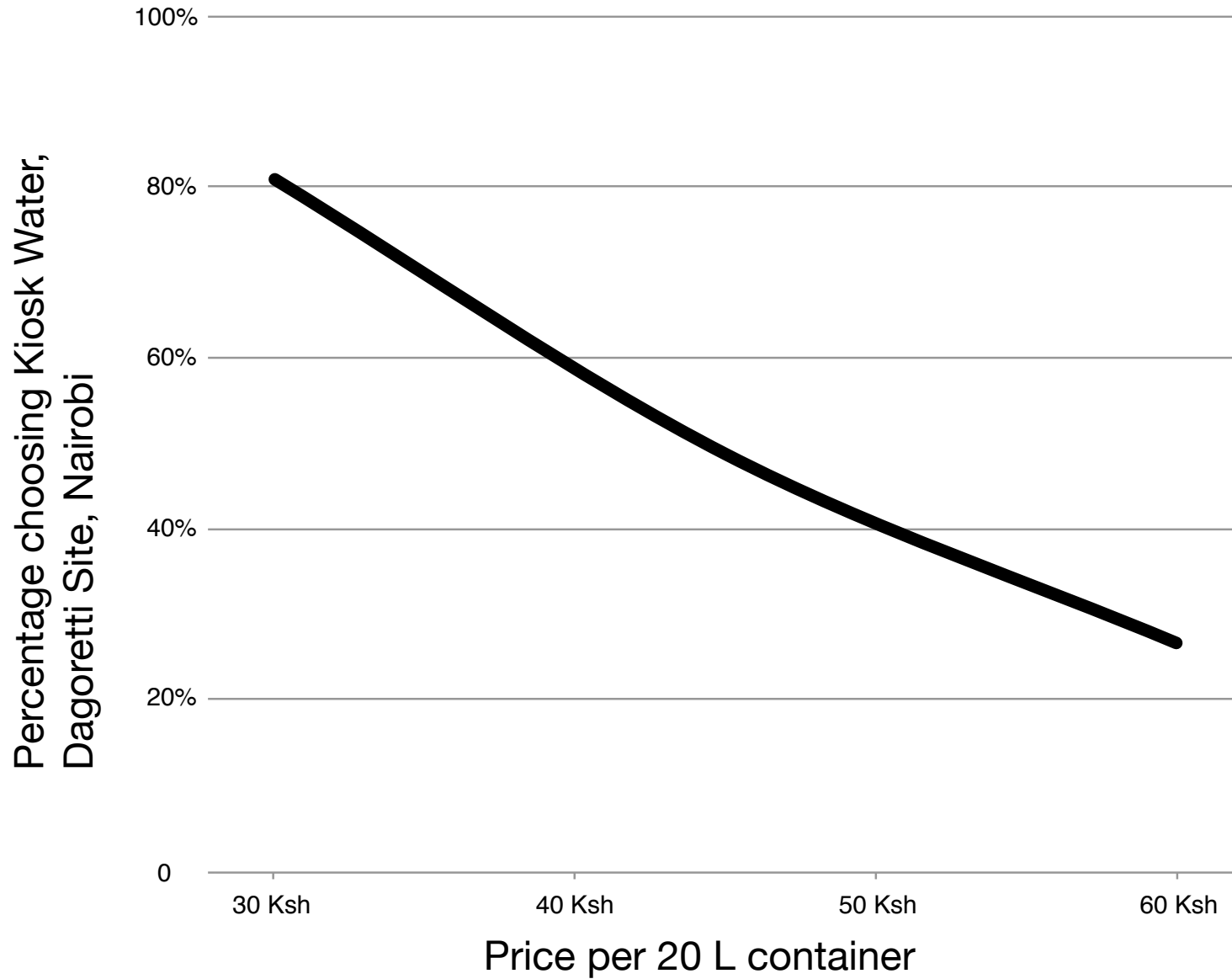
Salim Haji, Sierranna Consulting

David Kariuki, Univ. of Nairobi

David Levine, UC Berkeley

We Studied an Array of Income Distributions





Refill Water Research Conclusion

- There are opportunities for developing small-scale water treatment and vending businesses that will penetrate poor markets in Kenya