

## Tap Water Challenge Results

At the 2008 Earth Day Family Fair in Fremont (April 19), Niles Congregational Church, United Church of Christ, hosted a “Tap Water Challenge.” We asked folk who came to our booth to taste test two samples of water. One was bottled water and the other was tap water. The participants and booth staff didn’t know which was which. We asked the taste-testers if they could taste a difference. If they could taste a difference, we asked which one they liked better. 143 people participated. Here are our results:

Could taste no difference: 37

Could taste a difference, but had no preference: 27

Liked the bottled water better: 43

Liked the tap water better: 36

That means that only 30% of the people who participated in the Tap Water Challenge thought the bottled water tasted better than tap water.

What we didn’t ask these people was, “Does it taste 1000 times better?” Bottled water is at least 1000 times more expensive (that’s 100,000% more expensive *or more* – depending on the brand you buy) than tap water.

Add to this the environmental impact of bottled water – the pollution caused by the manufacture and shipping of the bottles and water, the fact that 840 plastic water bottles are trashed (littered, landfilled, or incinerated) EVERY SECOND in the United States, the impact on local water systems, etc. – and you’ve got to wonder if bottled water is worth it.

It’s time to think outside the bottle.