



## Uppu family

Head of house: **Himu**  
Spouse (Respondent): **Hema**

Marketing segmentation:

- ♦ SEC C/D (Seekers / Mainstreamers)
- ♦ Middle majority who seek security and value social acceptance

*"I always desire to have a healthy family, and I think people who treat their water have good knowledge about health and have good habits."*

The Uppu family seeks security and highly value social acceptance. While they have a relatively good understanding about what causes contamination in water, and the problems contamination can cause, they cannot always afford the time or money to properly treat their drinking water.

## Water source

High Awareness groups who are very satisfied with their preferred source:



The Uppu's use a **private water connection** from a tap **inside their house**

- ♦ The family uses approximately 94 liters a day
- ♦ They pay about 20 Rupees a month for their water
- ♦ They also pay, on average, 6 Rupees a month to repair and maintain the tap

**KEY** contamination concerns for Private Water Connection (PWC):

- ♦ Reddish/brackish water - (9.3% of those with PWC available)
- ♦ Fluoride - (6.3% of those with PWC available)
- ♦ Salinity - (3.3% of those with PWC available)



## Water storage

Main storage vessels are 10-12 liter clay pots

- ♦ They partially cover the vessels
- ♦ They store the water vessels on the floor; two vessels are typically full in the dry season
- ♦ They access the water by dipping with their hands using a cup, but do not use the cup for drinking

The Uppu's chose this storage vessel because **"the material keeps the water cool."**

## Water storage cleaning

- ♦ They clean the vessels daily
- ♦ They use **ONLY** water to clean

## Current water treatment behavior

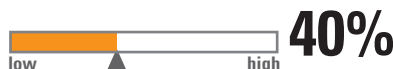
Urban + High Awareness group's likelihood to treat water:



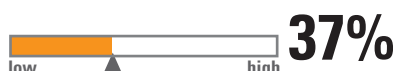
- ♦ Uses plastic sieve filter
- ♦ Will treat in both the wet & dry seasons
- ♦ Bought the plastic sieve filter from a mobile sales person

## Health Messages Received

Total number of health messages received by Urban + High Awareness groups:



Number of water related health messages received by Urban + High Awareness groups:



Water Awareness: **48%**

low high

Key persona segmentations differences:

- ♦ Lives in an urban (not metro) location
- ♦ Has a high understanding about water contamination



**Personal: Hema**

Age: 33

Education: Completed higher secondary school

Newspapers: Yes, can read

## Employment

Respondent: Does not work

Head of house: Works as a maintenance worker at the Nagarjunasagar Dam

## Identification

Religion: Hindu

Caste: OBC

## Living situation

Where: Nagarjunasagar (Urban /not metro)

Husband: Himu, age 38

Daughter: Himaja, age 13

Son: Hasith, age 11



## Home

Ownership: Owns

Rooms: Two rooms

Pucca house

Roof: Slate

Walls: Stone

## Kitchen

Location: Inside home with partition

Stove: Gas

## Sanitation

Defecation: Toilet

Waste disposal: Solid Waste Pit

## Key Assets

Average: 9 Items

Highest value: Refrigerator

**What is the most important improvement you would like to see over the next 10 years?**

1. Irrigation (63%)
2. Electricity (26%)
3. Roads (23%)

URBAN High Awareness

Urban + High Awareness respondents (Uppu family) are primary targets representing about **7%** of the survey population

# Uppa Family Detail

**Names:** The “Uppa” name corresponds to the family’s urban location. The first names start with H to correspond to their “high awareness” classification. Hema is Telugu for gold, Himu is Telugu for snow.

**Marketing segmentation:** SEC C/D are segments previously identified by PATH. The Mainstreamer category is derived from Rama Bijapurkar’s model described in his book, “Winning in the Indian Market: Understanding the Transformation of Consumer India.” The Seeker category is derived from the McKinsey’s Global Institute’s model in the May 2007 report.

This quote is paraphrased from two participants in the Rapid Assessment Process (RAP) focus groups study; the participants are identified as Female, SEC R3 from Vavilathuta and Female, SEC R2 from Nachupally.

**Family description:** the first sentence is from the Bijapurkar’s description of mainstreamers. The second sentence captures their status as a high awareness family, and reflects a finding from the RAP study, that participants expressed a desire to filter water but identified time and costs as primary obstacles.

45% of those in the high awareness group reported being ‘very satisfied’ with their source, regardless of the source. This is significantly lower than any other awareness group.

58% use a PWC with an inside tap in this group - the highest of any group.

Usage is based on mean for a family of four using a PWC.

The mean cost for an urban family with an inside tap was 20 Rs a month, mean for maintenance was 6.37 Rs. These describe the key contaminations reported by those who had a PWC available to them

While 92% covered in this persona group - 8% only partially covered which was the most of any group.

59% of this persona group and 51% of users of this type of vessel store them on the floor.

80% of bhinda/pot storage vessel users accessed water this way. While 75% also used the cup for drinking, the high awareness groups were the least likely to do so.

Clay pots were chosen for this family because they were the most likely to identify water coolness as their primary reason to choose a storage vessel (47%); clay is associated with water coolness.

58% of this persona group (high awareness + urban) use a filter in the wet season; 35% use a filter in the dry season. 56% of the filter users use a plastic sieve type and 54% purchased from a mobile sales person.

83% of this group clean their vessels daily; 54% clean with ONLY water.

60% of High awareness group + urban + PWC users treated their water in some way; 50% of the high awareness group in general did - the total of 55% is the split between the two.

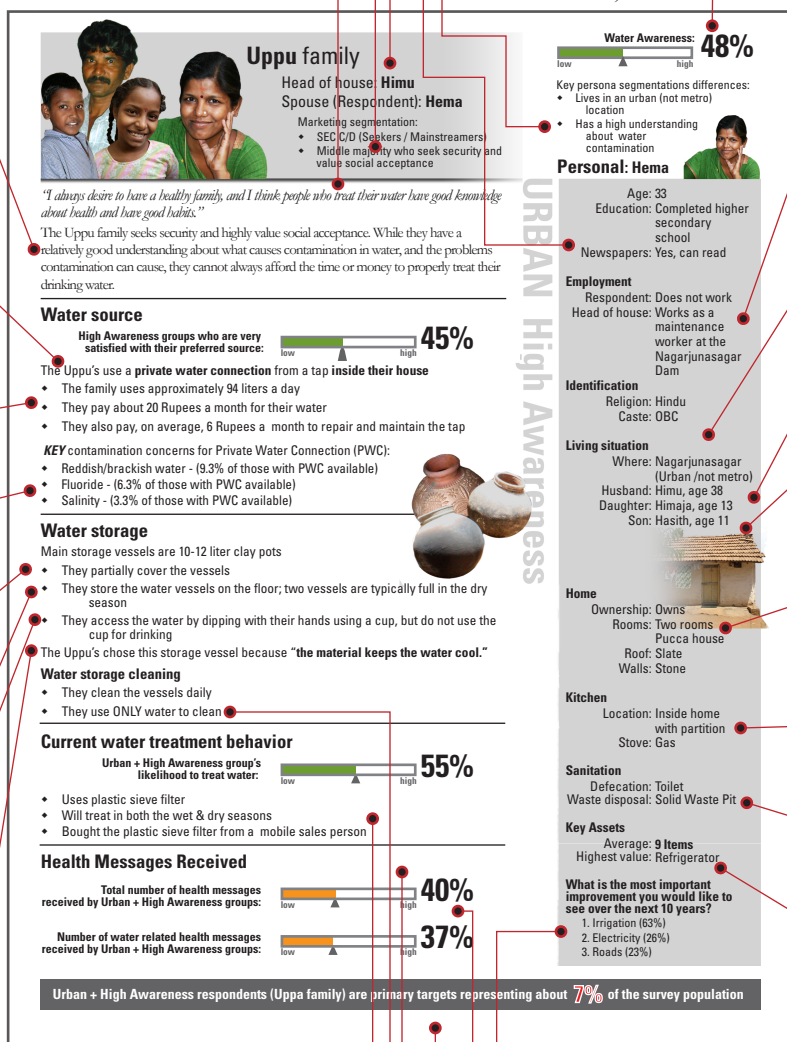
Spouse mean age for this persona group (high awareness + urban) was 34.2 - high awareness families represent the two youngest groups.

In this persona group, 39% have no education, 41% have some or completed primary school, and 17% have some or completed secondary school. Hema’s education is inflated here to emphasize that this is the group with the least amount of respondents with no education.

61% of head of households in this persona group can read a newspaper, at least a little; this represents the highest percentage of any group.

While 63% of high awareness families live in rural environments, 29% live in urban (the most of any group), 3% live in peri-urban, and 4% live in metro environments. (The breakdown of the sample is 72% rural, 18% urban, 2% peri-urban and 8% metro).

**Water Awareness:** this reflects the number of correct identification of the causes and effects of water contamination. As a high awareness group, this persona group scored very high compared to the survey population with a mean of 10.5 out of 23 possible correct. (Rounded up to 11/23 = 48%).



83% of spouses do not work in this persona group  
Head of house: 37% worked as factory workers, 17% as skilled artisans. This job is fiction based on the location.

85% of this persona group are Hindu-69% are classified as OBC caste.

Location was chosen to represent an urban but not metro area.

Average family size was 4.2 in this persona group. 46% of households in this group have at least one child age 6-12 and 44% have one age 4-5.

58% of this persona group own their home. Mean size is 2.4 rooms. Materials were chosen as common for pucca houses.

77% of this persona group had kitchens inside their homes, 73% had gas stoves.

87% of this persona group had private toilets, 56% used solid waste pits.

9 items is the highest number of reported durable goods by any persona group. While only 14% in this group own refrigerators, this is the highest of any group.

NOTE that durable goods were counted by type, for example, if the respondent owned 30 books and one television, this would be counted as 2 durable good items by type.

These are the top three areas for improvement reported by this persona group (high awareness + urban); percentages indicated number of those who identified the area for improvement.

Of a total of 12 possible health messages, this persona group reported receiving a mean of 4.82 messages (40%), and of five water related health messages they received a mean of 1.86 (37%).

The combination of urban + high awareness comprises 7% of the survey population. High awareness respondents comprise 18% of the survey population; urban residents also comprise 18%.



## Raju family

Head of house: **Harshal**  
Spouse (Respondent): **Hasini**

Marketing segmentation:

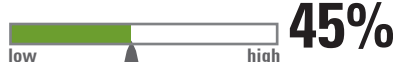
- ♦ SEC R2 (Seekers / Mainstreamers)
- ♦ Middle majority who seek security and value social acceptance

*We can avoid germs by purifying water. So we filter the water, mostly in the wet season or when people in the family are sick."*

The Raju's highly value family responsibility. They feel it is very important to garner respect from their friends and neighbors. They report receiving more messages about health related information from family and friends compared to other persona families.

### Water source

High Awareness groups who are very satisfied with their preferred source:



45%

The Raju's use a **public well** located 14 minutes from their house

- ♦ The family typically uses approximately 68 liters a day
- ♦ Hasini and her older daughter collect the water twice a day using 10-12 liter plastic or metal bhindas
- ♦ The family is not required to pay for the public well water

**KEY** contamination concerns for Public Wells (PubW):

- ♦ Salinity - (36.9% of those with PubW available)
- ♦ Fluoride - (2.5% of those with PubW available)
- ♦ Reddish/brackish water - (2.4% of those with PubW available)

### Water storage

Main storage vessels are 10-12 liter wide mouth copper bhindas

- ♦ They cover the vessels
- ♦ Stored slightly elevated, but below 3 feet off the ground; typically three storage vessels are full in the dry season
- ♦ They access the water by dipping with their hands and a cup AND use the cup for drinking

The Raju's chose this storage vessel because **"the material keeps the water cool."**

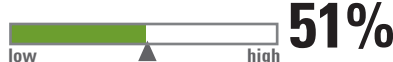


### Water storage cleaning

- ♦ They clean the vessels daily
- ♦ They use **ONLY** water to clean

### Current water treatment behavior

Rural + High Awareness group's likelihood to treat water:



51%

- ♦ Use simple cloth filter
- ♦ Will treat in the wet season **ONLY**
- ♦ Bought the cloth filter from a mobile sales person

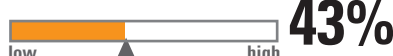
### Health Messages Received

Total number of health messages received by Rural + High Awareness groups:



45%

Number of water related health messages received by Rural + High Awareness groups:



43%

Water Awareness: **48%**

low high

Key persona segmentations differences:

- ♦ Live in an rural location
- ♦ Has a high understanding about water contamination



**Personal: Hasini**

Age: 33

Education: Some primary school

Newspapers: Yes, can read with difficulty

### Employment

Respondent: Does not work

Head of house: Works on his own small farm

### Identification

Religion: Hindu

Caste: OBC

### Living situation

Where: Nachupally

Husband: Harshal, age 42

Son: Hemal, age 14

Daughter: Hita, age 9

Daughter: Himantha, age 5



### Home

Ownership: Owns

Rooms: Two rooms

Pucca house

Roof: Concrete

Walls: Concrete

### Kitchen

Location: Outside the house in open air

Stove: Traditional Wood Burning

### Sanitation

Defecation: Toilet

Waste disposal: Solid Waste Pit

### Key Assets

Average: **8 Items**

Highest value: Bicycle

**What is the most important improvement you would like to see over the next 10 years?**

1. Irrigation (42%)
2. Better water supply (34%)
3. Electricity (18%)

RURAL High Awareness

Rural + High Awareness respondents (Raju family) are primary targets representing about **11%** of the survey population



# Raju Family Detail

**Names:** The “Raju” name corresponds to the family’s rural location. The first names start with H to correspond to their “high awareness” classification. Hasini is Telugu for joyful, Harshal is Telugu for lover.

**Marketing segmentation:** SEC R2 is a segment previously identified by PATH. The Mainstreamer category is derived from Rama Bijapurkar’s model described in his book, “Winning in the Indian Market: Understanding the Transformation of Consumer India.” The Seeker category is derived from the McKinsey’s Global Institute’s model in the May 2007 report.

This quote is paraphrased from two participants in the Rapid Assessment Process (RAP) focus groups study; the participants are identified as Female, SEC R3 from Vavilathuta and Male, SEC D/E from Varigupally.

**Family description:** the first sentence is from the Bijapurkar’s description of mainstreamers which describes the segment motivation as family responsibility and conformity. This persona group reported the highest incidence of receiving health messages from family and friends.

45% of those in the high awareness group reported being ‘very satisfied’ with their source, regardless of the source. This is significantly lower than any other awareness group.

Only 13% of this persona group (high awareness + rural) use a public well (PubW) - mean distance for PubW was 14 min; however the most common water source was a public tap (39%) for this group. This family is representing PubW well users because high awareness groups were the most likely to use a PubW if available.

Usage is based on mean for a family of five using a PubW. Respondents using a public well did not report an associated cost. These are the key contamination concerns for PubW users.

65% of this persona group uses 10-12 liter bhindas. Higher awareness groups were more likely to give their reason for vessel choice as water coolness. 93% of this group covered their vessels. Most in this persona group (55%) actually store their vessels on the floor, 40% elevate them which is the highest of any persona group.

80% of bhinda/pot storage vessel users accessed water this way, 73% in this persona group (high awareness + rural) accessed their water this way, and 75% also used the cup for drinking.

41% of this persona group use a filter in the wet season; (Most, 54%, never treat), 34% use a filter in the dry season. 56% of the filter users use a plastic sieve type and 54% purchased from a mobile sales person.

92% of this persona group clean their vessels daily; 54% clean with ONLY water.

52% of High awareness group + rural + PubW respondents treated their water in some way; 50% of the high awareness group in general did - the total of 51% is the split between the two.

Spouse mean age for this persona group (high awareness + rural) was 33.6- high awareness families represent the two youngest groups.

In the high awareness + rural group, 48% have no education, 35% have some or completed primary school, and 11% have some or completed secondary school.

49% of head of households in this persona group can read a newspaper.

63% of high awareness families live in rural environments, 29% live in urban, 3% live in peri-urban, and 4% live in metro environments. (The breakdown of the sample is 72% rural, 18% urban, 2% peri-urban and 8% metro).

**Water Awareness:** this reflects the number of correct identification of the causes and effects of water contamination. As a high awareness group, this persona group scored very high compared to the survey population with a mean of 10.5 out of 23 possible correct. (Rounded up to 11/23 = 48%).

49% of spouses do not work in this persona group. Head of house: 19% worked on others farms, 19% worked as skilled artisans, 15% worked on own small farm.

82% of this persona group are Hindu-65% are classified as OBC caste.

Nachupally was the only SEC R2 location from the RTI study.

Average family size was 4.5 in this persona group. 47% of households in this group have at least one child age 13-18, 42% have at least one child age 6-12 and 14% have one age 4-5.

86% of this group own their home. Mean size is 2.4 rooms. Materials were chosen as common for pucca houses.

36% of this persona group had kitchens outside in open air, 62% of this persona group used a wood burning stove (common for wood-burning stove).

50% of this persona group had private toilets, 44% used solid waste pits.

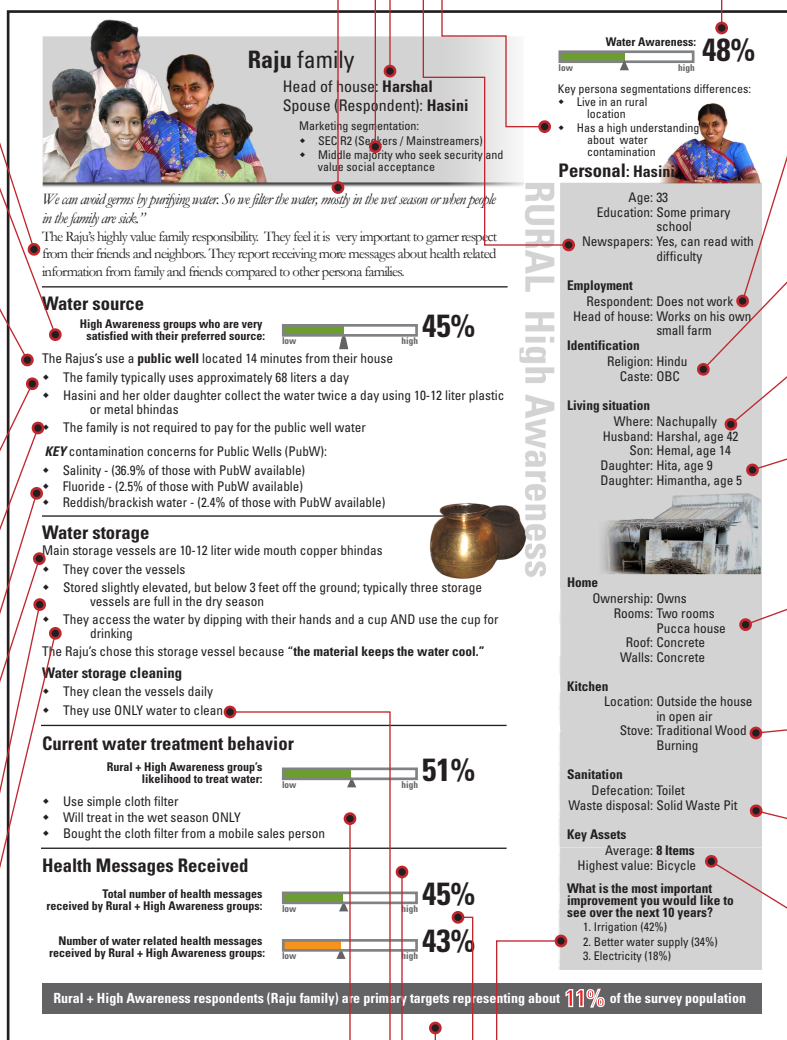
Televisions and bicycles were the top two valued items. 71% owned a bicycle, 91% owned a television.

NOTE that durable goods were counted by type, for example, if the respondent owned 30 books and one television, this would be counted as 2 durable good items by type.

These are the top three areas for improvement reported by rural + high awareness groups; percentages indicated number of those who identified the area for improvement.

Of a total of 12 possible health messages, the rural high awareness groups reported receiving a mean of 5.35 messages (45%), and of five water related health messages they received a mean of 2.13 (43%).

The combination of rural + high awareness comprises 11% of the survey population. High awareness respondents comprise 18% of the survey population; rural residents comprise 72%.







## Rangan family

Head of house: **Adi**

Spouse (Respondent): **Aditi**

Marketing segmentation:

- ♦ SEC R2 (Seekers / Mainstreamers)
- ♦ Middle majority who seek security and value social acceptance

*"We will definitely purify water when our children are sick, but cannot do it all year."*

The Rangan family is working hard to so they can afford to send all their children to school. Recently, both Aditi and her son Aman were sick for four days and had to go into the doctor where they were told the illness could be due to bad water. She would like to convince Adi to buy a ceramic filter for their drinking water.

## Water source

Average Awareness groups who are very satisfied with their preferred source:



The Rangans's use a **public tap** located 4 minutes from their house

- ♦ The family uses approximately 150 liters a day
- ♦ Aditi collects the water once a day using the storage jerricans which requires several trips
- ♦ The family is not required to pay for the public water tap

**KEY** contamination concerns for Public Tap (PubT):

- ♦ Reddish/brackish water - (10.4% of those with PubT available)
- ♦ Fluoride - (5.8% of those with PubT available)
- ♦ Salinity - (4.5% of those with PubT available)

## Water storage

Main storage vessels are 10-12 liter narrow mouth plastic jerricans

- ♦ They cover the vessels
- ♦ They store the water vessels on the floor
- ♦ Three storage vessels are typically full in the dry season
- ♦ They access the water by pouring

The Rangan's chose this storage vessel because **"they are easy to clean"**



## Water storage cleaning

- ♦ They clean the vessels daily
- ♦ They use **ONLY** water to clean

## Current water treatment behavior

Average Awareness group's likelihood to treat water:



- ♦ Boil water
- ♦ Will treat only in the wet seasons or when people in the family are sick
- ♦ On average they boil for 15 minutes, and use the water for everyone in the family

## Health Messages Received

Total number of health messages received by Average Awareness groups:



Number of water related health messages received by Average Awareness groups:



Water Awareness: **37%**

low high

Key persona segmentations differences:

- ♦ Lives in an rural location
- ♦ Has an average understanding about water contamination



## Personal: Aditi

Age: 34

Education: Completed some primary school

Newspapers: Yes, can read with difficulty

## Employment

Respondent: Does not work

Head of house: Works as a wage laborer on other's farm

## Identification

Religion: Hindu

Caste: OBC

## Living situation

Where: Nachupally

Husband: Adi, age 43

Son: Aman, age 8

Daughter: Aakriti, age 7

Daughter: Aasrita, age 4

Daughter: Aasha, age 0



## Home

Ownership: Owns

Rooms: Two rooms

Pucca house

Roof: Slate

Walls: Stone

## Kitchen

Location: Inside home with partition

Stove: Gas

## Sanitation

Defecation: Toilet

Waste disposal: Solid Waste Pit

## Key Assets

Average: **8 Items**

Highest value: Television

**What is the most important improvement you would like to see over the next 10 years?**

1. Irrigation (30%)
2. Roads (17%)
3. Sanitation and Hygiene (14%)

RURAL Average Awareness

Average Awareness respondents (Rangan family) are primary targets representing about **27%** of the survey population

# Rangan Family Detail

**Names:** The “Rangan” name corresponds to the family’s rural location; however the family represents all locations for those in the average awareness classification. The first names start with A to correspond to their “average awareness” classification. Aditi is Telugu for mother of the Gods, Adi is Telugu for first.

**Marketing segmentation:** SEC R2 is a segment previously identified by PATH. See Raju family detail for more information.

This quote is paraphrased from two participants in the Rapid Assessment Process (RAP) focus groups study; the participants are identified as Male, SEC D/E from Mangasumudram and Female, SEC R2 from Nachupally.

**Family description:** this family was chosen to represent recent water-borne illness; however, only 7% of the survey population had been sick in the last 2 weeks. The RTI report indicated that treatment was triggered most often by sickness. 46% of those in the average awareness group reported being ‘very satisfied’ with their source, regardless of the source.

27% of this persona group (average awareness) used a Public Tap (PubT) - mean distance to PubT was 4 min; however the most common water source for this persona group was a PWC (48%).

Usage is based on mean for a family of six using a PubT. Respondents using a PubT did not report an associated cost. These are the key contamination concerns for PubT users.

63% of this persona group (average awareness) uses 10-12 liter bhindas; 31% use 10-12 liter jerricans. However, if looking at the combination of average awareness + PubT user + rural location, 35% used jerricans which represents the highest percentage of a combination group.

96% of this persona group covered their vessels. Jerricans were most often stored on the floor (66%). Three storage vessels was the mean for a family of six.

While only 11% of jerrican storage vessel users accessed water this way; mouth type (narrow mouth) was positively associated pouring.

In reality, 76% in this persona group (average awareness) accessed their by dipping with hands and a cup.

While only 13% of this persona group boil wet season - this family was chosen to represent boiling to emphasize the RTI finding of illness triggering treatment. (Most, 60%, never treat), 32% use a filter in the wet season, and 26% use a filter in the dry season. 89% of this persona group (average awareness) clean their vessels daily; 54% clean with ONLY water. Jerricans were positively associated with being easy to clean.

39% of Average awareness group + rural + PubT respondents treated their water in some way; 40% of the average awareness group in general did - the total of 39% is the lower number.

Spouse mean age for this persona group (average awareness) was 35.8-skewed down to emphasize that higher awareness is associated with youth.

In the average awareness group, 47% have no education, 30% have some or completed primary school, and 19% have some or completed secondary school.

51% of head of households in this persona group can read a newspaper.

71% of average awareness families live in rural environments, 18% live in urban, 2% live in peri-urban, and 9% live in metro environments.

(The breakdown of the sample is almost identical - 72% rural, 18% urban, 2% peri-urban and 8% metro).

**Water Awareness:** this reflects the number of correct identification of the causes and effects of water contamination. As the average awareness group, this persona group scored a mean of 8.6 out of 23 possible correct. (8.6/23 = 37%).

56% of spouses do not work in this persona group. Head of house: 19% worked as skilled artisans, 15% worked on other’s farm as wage labor.

88% of this persona group are Hindu-65% are classified as OBC caste.

Nachupally was the only SEC R2 location from the RTI study.

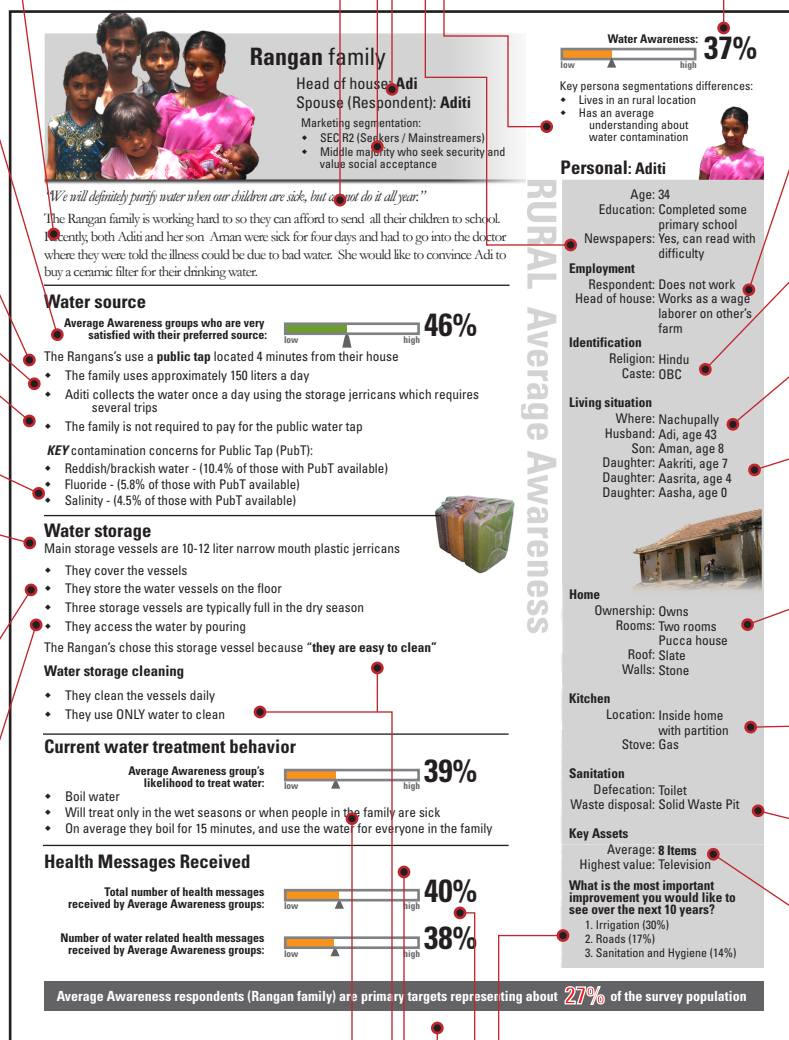
Average family size was 4.6 in this persona group (the largest of any persona groups). 22% of households in this group have at least one child age 0-3, 20% have at least one child age 4-5, and 55% have at least one age 6-12.

78% of this group owns their home. Mean size is 2.5 rooms. Materials were chosen as common for pucca houses.

63% of this persona group had kitchens inside with a partition. 75% had a gas stove.

65% of this persona group had private toilets, 43% used solid waste pits.

Televisions and bicycles were the top two valued items. 74% owned a bicycle, 91% owned a television.



NOTE that durable goods were counted by type, for example, if the respondent owned 30 books and one television, this would be counted as 2 durable good items by type.

These are the top three areas for improvement reported by average awareness groups in all locations; percentages indicated number of those who identified the area for improvement.

Of a total of 12 possible health messages, the average awareness groups reported receiving a mean of 4.83 messages (40%), and of five water related health messages they received a mean of 1.88 (38%).

Average awareness respondents (in all locations) comprise 27% of the survey population.



## Murty family

Head of house: **Lalit**

Spouse: **Lasya**

Marketing segmentation:

- ♦ SEC E1 (Aspirers/strivers)
- ♦ New consumers who value hope, trying to offer their children a better life

*"We need more money if we want to buy good products which purify water. Right now, we do not have the money to buy them."*

The Murty's main goal is to provide a better life for their children. To help attain this goal they send their children to English-medium schools, spending more on education than any of the other four persona families.

## Water source

Low Awareness groups who are very satisfied with their preferred source:



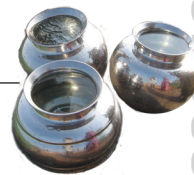
**56%**

The Murty's use a **private water connection** located in their yard

- ♦ The family uses approximately 115 liters a day
- ♦ Lasya collects the water once a day (requiring several trips) using 10 liter broad mouth plastic and stainless steel bhindas
- ♦ The family pays 125 Rupees a month, plus an average of 36 Rupees a month for repair and maintenance of the private water connection

**KEY** contamination concerns for Private Water Connection (PWC):

- ♦ Reddish/brackish water - (9.3% of those with PWC available)
- ♦ Fluoride - (6.3% of those with PWC available)
- ♦ Salinity - (3.3% of those with PWC available)



## Water storage

Main storage vessels are 10-12 liter wide mouth steel bhindas

- ♦ They cover the vessels
- ♦ They store the water vessels on the floor; two vessels are typically full in the dry season
- ♦ They access the water by dipping with their hands and a cup AND use the cup for drinking

The Murty's chose this storage vessel because **"they are easy to clean"**

## Water storage cleaning

- ♦ They clean the vessels daily
- ♦ They use soap AND water

## Current water treatment behavior

Low Awareness group's likelihood to treat water:

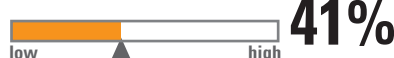


**32%**

- ♦ The Murty's are unlikely to treat their water; however, if they did treat, low awareness groups usually choose boiling in the wet season

## Health Messages Received

Total number of health messages received by Low Awareness groups:



**41%**

Number of water related health messages received by Low Awareness groups:



**38%**

Water Awareness: **28%**

low high

Key persona segmentations differences:

- ♦ Lives in a metro location
- ♦ Has an low understanding about water contamination



**Personal: Laxman (son)**

Age: 19

Education: In his first year of college

Newspapers: Yes, can read

## Employment

Respondent: College student

Head of house: Non-farm construction worker

Spouse: Hotel housekeeper

## Identification

Religion: Hindu

Caste: OBC

## Living situation

Where: Hyderabad (metro)

Father: Lalit age 44

Mother: Lasya, age 37

Sister Latha, age 15



## Home

Ownership: Owns

Rooms: Two rooms

Pucca house

Roof: Concrete

Walls: Concrete and Brick

## Kitchen

Location: Inside home with partition

Stove: Gas

## Sanitation

Defecation: Toilet

Waste disposal: Solid Waste Pit

## Key Assets

Average: **8 Items**

Highest value: Television

**What is the most important improvement you would like to see over the next 10 years?**

1. Roads (25%)
2. Irrigation (19%)
3. Household water supply (14%)

Low awareness respondents (Murty family) are secondary targets representing about **37%** of the survey population



# Murty Family Detail

**Names:** The “Murty” name corresponds to the family’s metro location; however the family represents all locations for those in the low awareness classification. The first names start with L to correspond to their “low awareness” classification. Lasya is Telugu for smile/laugh, Lalit is Telugu for handsome.

**Marketing segmentation:** SEC E1 is a segment previously identified by PATH. The Striver category is derived from Rama Bijapurkar’s model described in his book, “Winning in the Indian Market: Understanding the Transformation of Consumer India.” The Aspirer category is derived from the McKinsey’s Global Institute’s model in the May 2007 report.

This quote is paraphrased from one participants in the Rapid Assessment Process (RAP) focus groups study identified as Male, SEC D/E from Mangasumudram. The quote reflects a common sentiment of the financial obstacles to treating water.

**Family description:** the description is from Bijapurkar’s depiction of this market segmentation. The metro + low awareness combination did spend a larger percentage of expenditures on education compared to other groups.

56% of those in the low awareness group reported being ‘very satisfied’ with their source, regardless of the source.

38% of this persona group (low awareness) used a private water connection (PWC) - which was the most common for this persona group. 81% of metro dwellers used PWC.

Usage is based on mean for a family of four using a PWC.

Costs reflect those reported by metro inhabitants using a PWC for a yard tap.

These are the key contamination concerns for PWC users.

73% of this persona group (low awareness) uses 10-12 liter bhindas.

99% of this persona group covered their vessels. 51% of bhinda users stored on the floor. Two vessels was the mean for a family of four.

79% of this persona group access the water by dipping with their hands and a cup; 76% in this persona group also used the cup to drink.

68% of this persona group (low awareness) never treat their water. This is the lowest of all awareness groups.

The number one reason lower awareness groups choose their storage vessels is that they are easier to clean. 89% of this persona group (low awareness) clean their vessels daily; 50% clean soap and water water.

31% of Low awareness group + metro + PWC respondents treated their water in some way; 32% of the low awareness group in general did - the total of 32% is the higher number.

Mean age for this a child acting as the respondent for the survey was actually 30.1, 15% were 20 or under. Laxman was chosen to be the respondent because it was more common for children to be respondents in metro versus other areas. Laxman is a college student because 50% of the 19 year old children answering the survey were in college.

In the average awareness group, 49% have no education, 31% have some or completed primary school, and 12% have some or completed secondary school. 48% of head of households in this persona group can read a newspaper.

75% of low awareness families live in rural environments, 13% live in urban, 2% live in peri-urban, and 10% live in metro environments. (The breakdown of the sample is almost identical - 72% rural, 18% urban, 2% peri-urban and 8% metro).

**Water Awareness:** this reflects the number of correct identification of the causes and effects of water contamination. As the average awareness group, this persona group scored a mean of 6.5 out of 23 possible correct. (6.5/23 = 28%).

Head of house work: 22% worked on other’s farm as wage labor, 13% work as skilled artisan, 16% of metro dwellers worked in construction. 50% of spouses worked in this persona group - housekeeper was the most common metro job.

79% of this persona group are Hindu-65% are classified as OBC caste.

Hyderabad was chosen because it is a metro location.

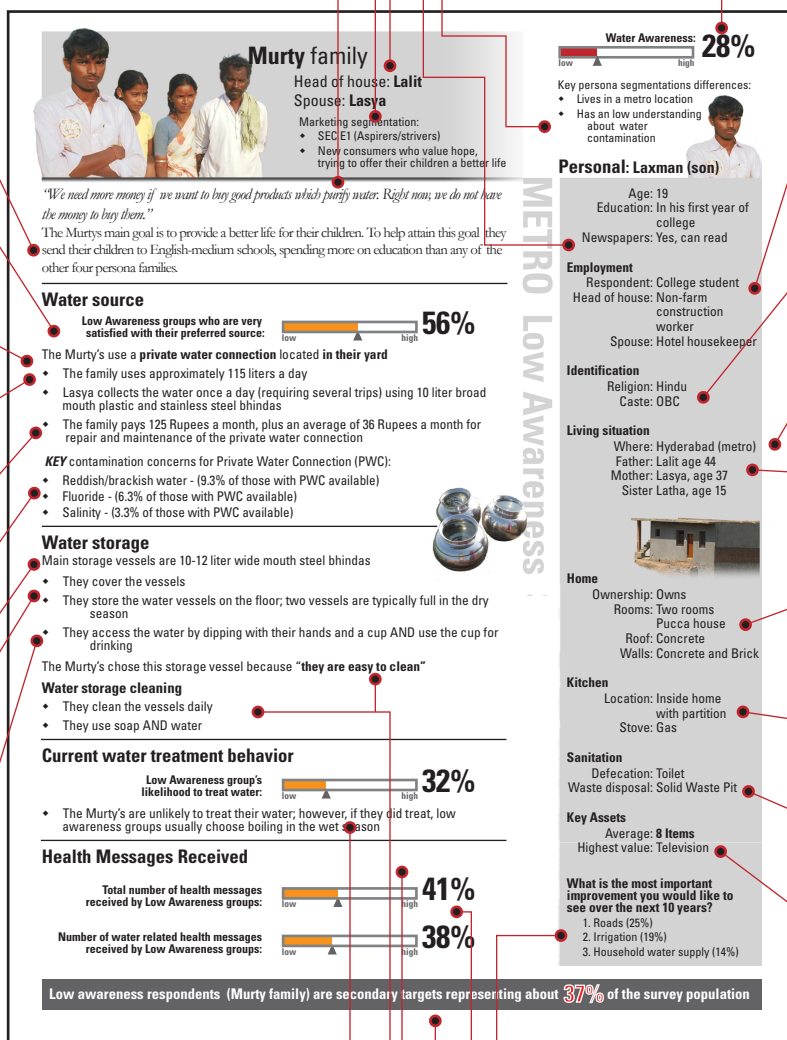
Average family size was 4.4 in this persona group. 53% of households in this group have at least one child age 13-18.

81% of this group owns their home. Mean size is 2.2 rooms. Materials were chosen as common for pucca houses.

45% of this persona group had kitchens inside with a partition. 49% had a gas stove.

58% of this persona group had private toilets, 45% used solid waste pits.

Televisions and bicycles were the top two valued items. 73% owned a bicycle, 84% owned a television.



NOTE that durable goods were counted by type, for example, if the respondent owned 30 books and one television, this would be counted as 2 durable good items by type.

These are the top three areas for improvement reported by low awareness groups in all locations; percentages indicated number of those who identified the area for improvement.

Of a total of 12 possible health messages, the low awareness groups reported receiving a mean of 4.86 messages (41%), and of five water related health messages they received a mean of 1.88 (38%).

Low awareness respondents (in all locations) comprise 37% of the survey population.



## Rudraraju family

Head of house: **Mahesh**(Respondent)

Spouse: **Meghna**

Marketing segmentation:

- ♦ SEC R3 (Aspirers/strivers)
- ♦ New consumers who value hope, trying to offer their children a better life

*"Whenever our son in law visits us, he insists on drinking only hot water. I boil the water as soon as I get a phone call that he is visiting us."*

The Rudraraju's only daughter recently married and moved away. The family worked hard to make sure she got an education. Meghna's mother, Manta, lives with them now, after the death of her husband two years ago. Manta firmly believes that water treatment is a waste of time.

### Water source

Minimal Awareness groups who are very satisfied with their preferred source:



The Rudraraju's use a **private well** located 11 minutes from their house

- ♦ The family uses approximately 68 liters a day
- ♦ Meghna collects the water once a day (requiring several trips) using 10 liter broad mouth plastic bhindas
- ♦ The family does not pay for the use of the private well

**KEY** contamination concerns for Private Well(PrivW):

- ♦ Salinity - (17.5% of those with PrivW available)
- ♦ Germs, worms & insects (4.7% of those with PrivW available)
- ♦ Chlorine smell - (1.7% of those with PrivW available)

### Water storage

Main storage vessels are 10-12 liter wide mouth aluminum bhindas

- ♦ They cover the vessels
- ♦ They store the water vessels on the floor
- ♦ Two storage vessels are typically full in the dry season
- ♦ They access the water by dipping with their hands and a cup AND use the cup for drinking



The Rudraraju's chose this storage vessel because it **"is easy to keep clean"**

### Water storage cleaning

- ♦ They clean the vessels daily
- ♦ They use soap AND water

### Current water treatment behavior

Minimal Awareness group's likelihood to treat water:



- ♦ The Rudraraju's are unlikely to treat their water; however, if they did treat, minimal awareness groups usually choose to use a filter in the wet season

### Health Messages Received

Total number of health messages received by Minimal Awareness groups:



Number of water related health messages received by Minimal Awareness groups:



Water Awareness: **13%**

Key persona segmentations differences:

- ♦ Lives in a rural location
- ♦ Has a minimal understanding about water contamination

**Personal: Mahesh**



Age: 55

Education: No formal education

Newspapers: No, cannot read

#### Employment

Respondent: Works on other's

Spouse: farm as wage labor

Does not work

#### Identification

Religion: Hindu

Caste: OBC

#### Living situation

Where: Ramaswamypalli

Wife: Meghna, age 44

Mother-in-law: Manta, age 72



#### Home

Ownership: Owns

Rooms: Two rooms

Semi-pucca house

Roof: Grass thatch

Walls: Brick

#### Kitchen

Location: Outside the house in open air

Stove: Traditional wood burning stove

#### Sanitation

Defecation: In the open

Waste disposal: Compost or bury

#### Key Assets

Average: **8 Items**

Highest value: Television

**What is the most important improvement you would like to see over the next 10 years?**

1. Irrigation (23%)
2. Roads (19%)
3. Sanitation and Hygiene (10%)

RURAL Minimal Awareness

Minimal awareness respondents (Rudraraju family) are secondary targets representing about **18%** of the survey population

# Rudraraju Family Detail

**Names:** The “Rudraraju” name corresponds to the family’s rural location; however the family represents all locations for those in the minimal awareness classification. The first names start with M to correspond to their “minimal awareness” classification. Meghna is Telugu for cloud, Mahesh is Telugu for Lord Siva.

**Marketing segmentation:** SEC R3 is a segment previously identified by PATH. The Striver category is derived from Rama Bijapurkar’s model described in his book, “Winning in the Indian Market: Understanding the Transformation of Consumer India.” The Aspirer category is derived from the McKinsey’s Global Institute’s model in the May 2007 report.

This quote is paraphrased from one participants in the Rapid Assessment Process (RAP) focus groups study identified as Female, SEC R2 from Nachupally.

**Family description:** the description emphasizes the RTI study finding that older respondents were less likely to see a need for water treatment.

71% of those in the minimal awareness group reported being ‘very satisfied’ with their source, regardless of the source. This is the highest of all persona groups.

While only 3% of the minimal awareness group use a private well (PrivW), as one of the top four sources (7% of the survey population) one family needed to represent the source. Actually, 39% of this persona group uses PWC and 35% use a Public Tap.

Distance is the mean distance for a private well. Usage is based on mean for a family of three using a PrivW. No costs were associated with the use of a private well. These are the key contamination concerns for PrivW users.

68% of this persona group (minimal awareness) uses 10-12 liter bhindas for storage.

97% of this persona group covered their vessels. 51% of bhinda users stored on the floor. Two vessels was the mean for a family of three.

81% of this persona group access the water by dipping with their hands and a cup; 77% in this persona group also used the cup to drink.

62% of this persona group (minimal awareness) never treat their water.

The number one reason lower awareness groups choose their storage vessels is that they are easier to clean. 83% of this persona group (minimal awareness) clean their vessels daily; 60% clean soap and water water (the highest use of soap AND water).

38% of Minimal awareness group + rural + PrivW respondents treated their water in some way; 39% of the minimal awareness group in general did - the total of 30% is skewed lower to correspond to the trend that higher awareness is significantly positively associated with more treatment.

Mean age head of house for this persona group (minimal awareness) is 47.0 - skewed higher here to emphasize that this is the oldest group.

In the minimal awareness group, 53% have no education (the most of any group), 33% have some or completed primary school, and 9% have some or completed secondary school.

47% of head of households in this persona group can read a newspaper - the lowest of any persona groups.

76% of low awareness families live in rural environments, 17% live in urban, 1% live in peri-urban, and 7% live in metro environments. (The breakdown of the sample is almost identical - 72% rural, 18% urban, 2% peri-urban and 8% metro).

**Water Awareness:** this reflects the number of correct identification of the causes and effects of water contamination. As the average awareness group, this persona group scored a mean of 2.9 out of 23 possible correct. (2.9/23 = 13%).

Head of house work: 23% worked on other’s farm as wage labor, 19% work as skilled artisan. 50% of spouses did not work in this persona group.

88% of this persona group are Hindu-70% are classified as OBC caste (the highest of any group).

Ramaswamypalli was chosen because the RTI report had SEC R3 respondents from this location.

Average family size was 4.4 in this persona group - but this group had the highest percentage of three person households (22%) compared to other persona groups.

87% of this group owns their home. Mean size is 2.4 rooms. Materials were chosen as common for a semi-pucca houses. The persona group was much more likely to own a pucca house; however 10% of the survey population owned semi-pucca houses so one family was chosen to represent.

34% of this persona group had kitchens outside (highest of any group) - 88% of homes with outdoor kitchens had traditional stoves.

42% of this persona group had no facilities (highest of any group) - 28% composted. This group had the lowest rate of using a solid waste pit.

Televisions and bicycles were the top two valued items. 76% owned a bicycle, 82% owned a television. See NOTE on other detail sheets of durable good calculation.

These are the top three areas for improvement reported by minimal awareness groups in all locations; percentages indicated number of those who identified the area for improvement.

Of a total of 12 possible health messages, the minimal awareness groups reported receiving a mean of 4.24 messages (35%), and of five water related health messages they received a mean of 1.53 (38%).

Minimal awareness respondents (in all locations) comprise 18% of the survey population.

