CUSTOMER BASE / COMMUNITY

Willingness to Pay

Willingness to Forgo

Indifferent/ Unaware

Don't give much thought to water supplies. They take water availability for granted and may not actively engage with water-saving behaviors.

Supportive

Understand the importance of water conservation and are willing to pay for their water usage. They are more likely to take active steps to reduce water consumption, such as fixing leaks, using water-efficient appliances, and adopting water-saving behaviors.

Resistant/ Opposed

Strongly opposed to water conservation/regulation/charges. They may view water as a fundamental right and resist any attempts to control or monetize it.

Cautious/ Skeptical

Open to saving water but are apprehensive about water restrictions and charges. They may be concerned about privatisation/commodification, feeling that water is a basic necessity that should be freely available.

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Julian

Victoria