


# WATER VALUES

**LIFE** was the most common word used to **describe water** and **how it relates to everyday life**

**WASHING + DRINKING** were the **most common ways people use water at home**

**65%** of people rated their **level of water efficiency** a 3 or 4 (on a scale of 1 to 5 where 1 is the least and 5 is the most)



**21%** were motivated to save water **'because water is a scarce resource'**

**89%** of people were living in South East Queensland during the **Millennium Drought**

**64%** of people trust Seqwater to **supply safe drinking water**

**5%** knew about the SEQ Water Grid

Most people think the **COST OF WATER** is made up of a combination of maintenance of water supply infrastructure (20%), construction of infrastructure (19%) and cost to deliver water used (18%)

# ENGAGEMENT ON FUTURE WATER SUPPLY OPTIONS

**46%** wanted to provide feedback

**26%** wanted to be kept up to date

**17%** wanted to provide input to solve problems

**MOST** said they need factual information and communication to feel informed and engaged

# FUTURE WATER SUPPLY OPTIONS

## Positivity to options



**97%**  
Demand management



**78%**  
Desalination



**65%**  
Decentralised schemes



**65%**  
Purified recycled water

## Desalination and purified recycled water

### Key concerns:

- unappealing
- risk of contamination
- costs
- energy use
- environmental impacts
- future locations

### Perceived benefits:

- safety
- water quality
- cost effective
- unlimited supply
- certainty
- less chemicals (desalination)



## LIKELIHOOD OF DROUGHT IN SEQ

**100%** agreed SEQ would experience another drought

**84%** said it's likely to happen in the next 5 years

**65%** said it's likely to happen in the next 2 years

