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Socio-demographics and Domestic Water Conservation Intentions

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ABSTRACT This paper examined the role of socio-demographic factors on water conservation intentions of peri-urban and rural populations to identify the key demographic variables to target in designing policies and communication approaches for engaging individuals to cultivate judicious water use practice. Findings showed that socio-demographic variables play a defining role in individuals' water conservation intentions. Income emerged as the most important determinant for individuals' water-efficient intentions. Rural residents were associated with less water-efficient intentions. It emerged that those with greater intentions to perform water efficiency actions were homeowners with higher incomes and education levels who reside mainly in the peri-urban areas. These findings not only highlight the importance of policies that can motivate the rural populace to acquire and install water-saving appliances but also the need to construct water conservation messages in a way that rural population can easily understand.