

Table S1. Detailed characteristics of interview respondents.

Respondents	Gender	Age	Education	Family situation	Born in Belgium	Owner	Water utility	'Special relationship' with water
Monique	Female	57	Secondary degree	Living alone	Yes	No	De Watergroep	Garden with rainwater barrel
Sarah	Female	41	PhD	Couple with 1 child	Yes	Yes	De Watergroep	Garden with rainwater cistern
Marc	Male	54	Higher education	Couple with 2 children	Yes	Yes	De Watergroep	Garden with swimming pool
Thomas	Male	43	Secondary degree	Living alone	Yes	Yes	De Watergroep	Garden with groundwater well
Jonathan	Male	32	Secondary degree	Couple with 1 child	Yes	Yes	De Watergroep	Garden with groundwater well
Patrice	Female	44	Secondary degree	Couple with 2 children, living with parents	No	Yes	De Watergroep	Garden with swimming pool & groundwater well
Cindy & Johan	Female & male	65	Higher education	Couple	Yes	Yes	Farys	Garden with rainwater cistern, brown water
Tom	Male	42	Secondary degree	Couple with 2 children	Yes	Yes	De Watergroep	Garden with rainwater cistern, water softener & osmosis device
Mila	Female	22	Higher education	Couple	Yes	No	Waterlink	/
Christine	Female	62	Secondary degree	Couple	Yes	Yes	Farys	Garden with rainwater cistern & groundwater well, brown water
Max	Male	26	Higher education	Living alone	No	No	Waterlink	/
Florence	Female	28	Higher education	Multiple adults	Yes	Yes	Not connected	Garden with groundwater well, not connected to the mains
Nala	Female	52	Secondary degree	Grandmother, mother and 2 children	No	Yes	Waterlink	/
Kenneth	Male	32	Higher education	Couple	Yes	No	De Watergroep	/
Oscar & Marie	Female & male	65	Higher education	Couple	Yes	Yes	Not connected	Garden with groundwater well, not connected to the mains

Semi-structured questionnaire interviews

1. Introduction
 - a. Do you often come into contact with water in your daily life?
 - b. What do you understand by the value of tap water? What is the first thing that comes to mind?
2. Knowledge of tap water
 - a. What is the name of your water company?
 - i. On a scale of 1 to 10: How much do you trust your water company?
 - ii. What do you think is the role of your water company?
 - b. Do you know the total bill of your water consumption?
 - c. Do you know all the services you pay for and how your bill is structured?
 - d. How much do you think a bucket of tap water costs?
 - i. Do you think that is a good/fair price?
 - e. On average, how much water do you use per day?
 - f. Do you pay attention to your water consumption?
 - g. Do you think people who use more water should pay more?
3. Quality of tap water
 - a. What do you think about the quality of your tap water?
 - b. Do you think all activities require the same quality of tap water?
4. Private values of water?
 - a. For which daily activities do you use tap water?
 - b. I have brought along photographs of the different activities in which you use water at home. I would like to ask you to arrange these photographs according to the importance / meaning these activities have in your life.
 - i. How have you arranged the different pictures? Why?
 - ii. Which activity has the most meaning to you? Why?
5. Shortage of water
 - a. Have you ever experienced a period of time when you had no (clean) water available?
 - i. How did this affect your life and your water usage?
 - b. What would you miss most if you did not have clean tap water available?
 - i. How would you deal with this?
 - c. If there is a shortage of water, in which activity would you conserve water first?
6. Societal values of water
 - a. What would be the consequence of not having tap water for the community/society?
 - b. What do you think tap water means for the community / society?
7. Closing
 - a. What is the value of tap water for you now?
 - b. Research shows that a lot of people think the price of tap water is too high. However, it also appears that many people do not know what they are paying for tap water exactly. How do you think this can be explained?
 - c. Are there any other things you would like to say or that you think were not covered during the interview?