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Media Release

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LOWEST PER CAPITA DOMESTIC WATER CONSUMPTION FIGURE IN PENANG IN 24 YEARS

- **261 litres/capita/day (LCD) in 2024, 23 LCD (8.1%) lower than 284 LCD in 2023.**

PENANG, Wednesday, 22.1.2025: In 2024, PBAPP recorded the lowest per capita domestic consumption statistic in Penang in 24 years.

Last year, Penangites consumed 261 litres/capita/day (LCD) of treated water as compared to 284 LCD in 2023. This represents a 23 LCD or 8.1% drop year-on-year.

261 LCD is the lowest figure for Penang since 2000 (255 LCD).

However, please note that the population of Penang was 1.3 million people in 2000 as compared to 1.8 million people in 2024. As such, overall domestic water consumption had increased by 39.8%, from about 123 million m³ in 2000 to 172 million m³ in 2024.

Nevertheless, the 261 LCD figure represents a positive step forward in domestic water conservation.

In 10 years from 2014 to 2023, domestic water consumption in Penang had hovered between 276 LCD and 308 LCD. In comparison, the national average was 237 LCD in 2022 while Singapore reported 141 LCD for 2023.

During Penang's World Water Day 2024 (WWD 2024) commemoration in May 2024, Penang Chief Minister YAB Tuan Chow Kon Yeow and PBAPP appealed to Penang domestic consumers to reduce household water consumption by 10%, from 284 LCD to 256 LCD.

Although Penang did not hit the target of 256 LCD for 2024, we still managed to achieve 261 LCD, which is only 1.9% short of the mark.

As such, PBAPP thanks all Penangites for conserving water at home in 2024, which helps to reduce the pressure on existing water supply infrastructure.

Primary factors

The 3 primary factors for the reduction in domestic water consumption are likely to be as follows:

- 1. Penang water rates review 2024**
PBAPP implemented new domestic water rates in Penang from 1.2.2024, in compliance with Federal Government regulations. Although the Penang State Executive Council directed PBAPP to provide a 6-month rebate for the first 10m³ of domestic consumption, the revised water rates have motivated Penang households to consume less water so as to pay less for their water bills.
- 2. Enhanced public awareness**
Water supply has become a key public topic in Penang due to the low effective capacities of the Air Itam Dam and Teluk Bahang Dam, arising from the hot and dry El Niño phenomena in 2023 and 2024. Moreover, the mass media has highlighted issues related to the Air Itam Dam Action Plan 2024 (AIDAP 2024), as well as mishaps at Sungai Perai, Sungai Muda and Permatang Pauh. Accordingly, more Penangites have become more aware of Penang's water-stress status and they are responding positively by consciously making an effort to consume less water.
- 3. PBAPP's "Minus 10%" campaign 2024**
Since the announcement of its "Minus 10%" water conservation campaign in 2024, PBAPP issued 7 more mass media releases encouraging Penangites to "save water" and "use water wisely" in 2024, due to the less than optimal effective capacities of the Air Itam Dam and Teluk Bahang Dam. These mass media releases point the way towards "water saving tips" listed on the www.pba.com.my website, such as washing vehicles less often and not using water hoses to clean households or water plants.

Looking ahead

PBAPP will set and announce a new per capita domestic consumption target for Penang in 2025 soon.

After all, if the national average for Malaysia was 237 LCD and Singaporeans can make do with 141 LCD, there appears to be no reason why Penangites cannot further reduce their household water consumption.



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As at 20.1.2025, the effective capacities of the Air Itam Dam and Teluk Bahang Dam are 78.3% and 60.1% respectively. Although international weather forecasters are predicting that 2025 will be a neutral El Niño Southern Oscillation (ENSO) or mild La Niña year, our water supply status is “not safe” until these dams are refilled by rainfall to higher capacities.

I would like to take this opportunity to wish our Chinese customers an early “Gong Xi Fa Cai”.

Please continue to use water wisely during the Chinese New Year 2025 festive period. For water saving tips, please visit www.pba.com.my.

Thank You.

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