



Research results:

UK water regulations knowledge gap

In the UK, property owners and installers, not manufacturers, are legally responsible for ensuring water fittings comply with regulations. NSF research reveals most British homeowners are unaware of their water compliance responsibilities.



49% of Brits installed a water fitting such as tap, shower head, piping, under-sink filter or hot water tap in the last five years.

Where we are getting water fittings from:

- The installer purchased on my behalf: 35%
- Plumbing shop/online retailer: 26%
- Specialist DIY shop/online retailer: 23%
- Well-known online retailer: 22% • Bathroom shop/online retailer: 18%
- Kitchen shop/online retailer: 15%
- Low-cost international online retailer: 9%
- Other/don't know: 4%

Knowledge of regulatory responsibility



Only 46% of UK property owners are aware they bear legal responsibility

- 39% of all UK adults wrongly believe its the responsibility of the local water authorities to ensure compliance • 37% think manufacturers are solely
- responsible for compliance
- 17% believe retailers ensure all products are compliant

Regional variations

- Most expected to find noncompliant water fittings in their home (National average 19% think it is unlikely) 1. London 33% 2. Liverpool 25%
 - 3. Belfast 18%
- Least likely to find noncompliant in their home (National average 52% think it's likely)
 - 1. Bristol 63%
 - 2. Edinburgh 61%
 - 3. Leeds 61%
 - Least likely to personally check if water fittings are compliant (National average 80% haven't)
 - 1. Southampton 94%
 - 2. Belfast 92% 3. Nottingham 90%

- The most likely to have installed a water fitting in the last five years. (National average 49% had installed)
 - 1. London 59%
 - 2.Leeds 59%
 - 3. Southampton 56%
 - **Lowest awareness of UK water** regulations governing properties (National average 52% had no knowledge) 1. Sheffield 74%
 - 2. Southampton 65%
 - 3. Brighton 65%

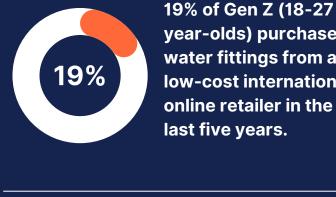
The most aware of UK water regulations (National average 7% has full knowledge)

- 1. Liverpool 18%
- **2.** Bristol 12%
- 3. London 10%
- Most personally checked if water fittings comply (national average 20% has checked)
 - 1. Liverpool 34% 2. London 32%
 - 3. Norwich 26%

Generational variations 53% of Gen Z (18-27



year-olds) believe that non-compliant water fittings are likely or very likely to be found in their home.



year-olds) purchased water fittings from a low-cost international online retailer in the last five years.

of over 55's think non-compliant fittings would be found in their home. Gen Z (18-27 year-olds) and

• Only 21% of 35-54 year-olds and 6%

- Millennials (28-43 year-olds) are twice as likely 48% and 36%, as the national average (20%) to check if water fittings comply with UK regulations. • **42% of 18-34 year-olds** (correctly)
- think homeowners could face charges for non-compliance, compared with 30% or 34-54 year-olds and 15% of over 55 year-olds.

compliance What do UK adults think could be result from **Only 17% of Brits**

The biggest perceived risks resulting from non-

non-compliant water fittings? • Property damage from leaks or floods: 43% Contamination of drinking water: 40%

- Health risks to occupants: 37%
- Increased water bills: 32%
- Invalidation of property insurance: 31% Legal prosecution of installer: 22%
- Legal prosecution of homeowner: 21% Nothing: 6%
- I don't know/not sure: 25%

know how to check if a water fitting is compliant with UK regulations.

Addressing the knowledge gap

What homeowners find most valuable to help

understand about water fitting compliance

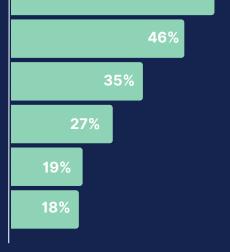
Simple checklist of requirements Visual guide to identifying compliance

Understanding of legal responsibilities Directory of certified

products How to report suspected

non-compliance

Consequences of noncompliance



54%

fitting products from low-cost international on-line retailers.

One in ten are

buying water

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