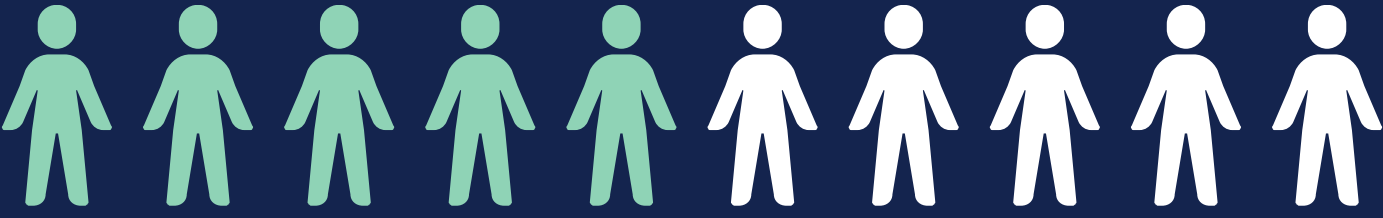


Research results:

UK water regulations knowledge gap

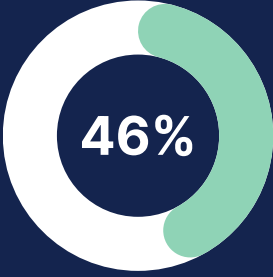
In the UK, property owners and installers, not manufacturers, are legally responsible for ensuring water fittings comply with regulations. NSF research reveals most British homeowners are unaware of their water compliance responsibilities.



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%

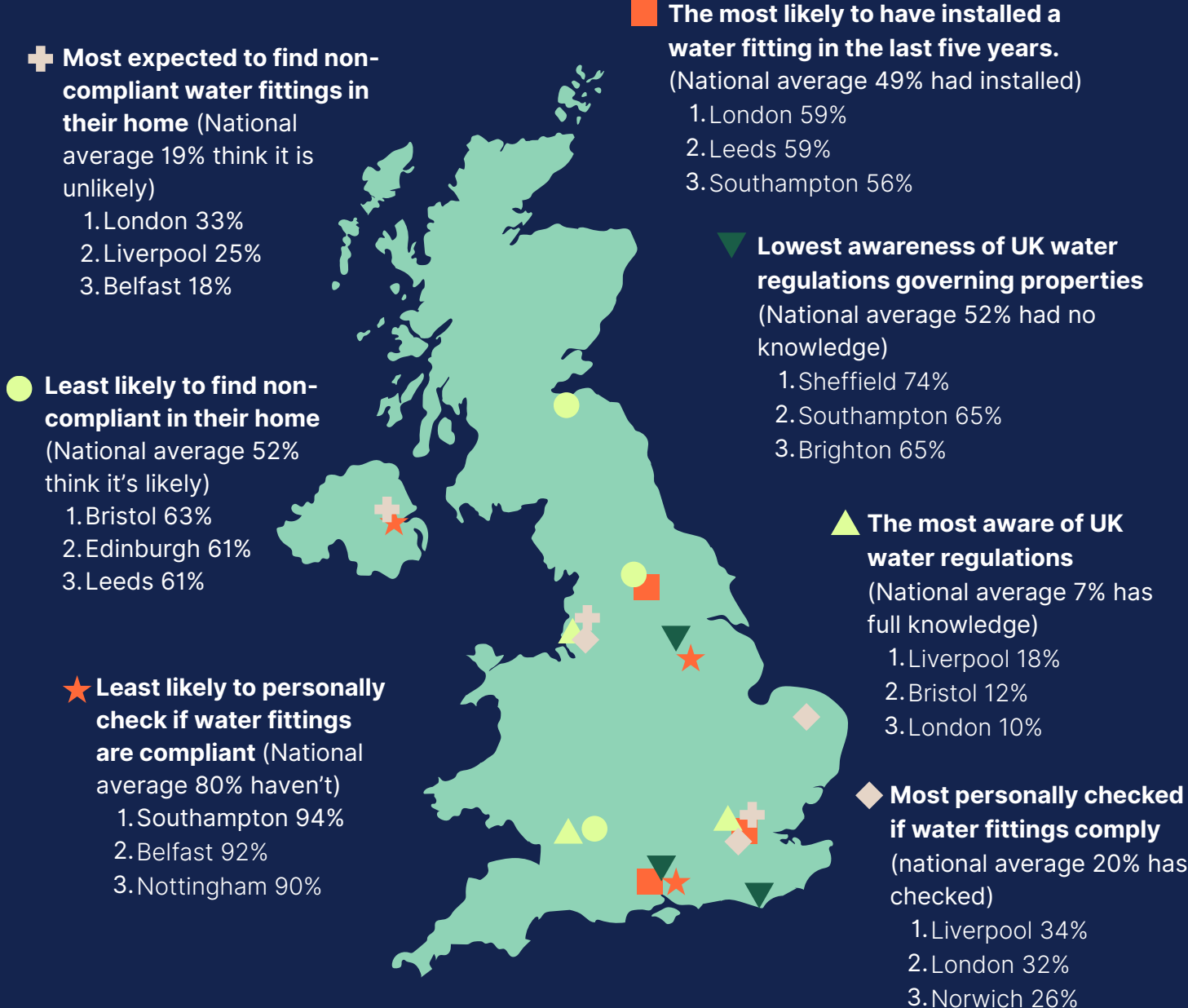
Knowledge of regulatory responsibility



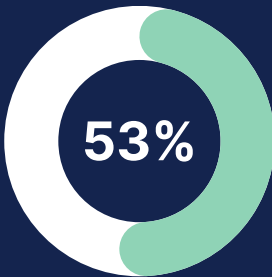
Only 46% of UK property owners are aware they bear legal responsibility

- **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

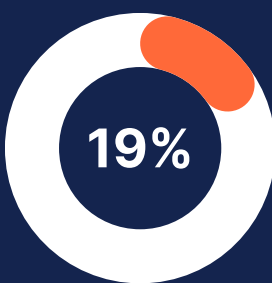
Regional variations



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.



19% of Gen Z (18-27 year-olds) purchased water fittings from a low-cost international online retailer in the last five years.

- **Only 21% of 35-54 year-olds** and 6% of over 55's think non-compliant fittings would be found in their home.
- **Gen Z (18-27 year-olds) and 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.

The biggest perceived risks resulting from non-compliance

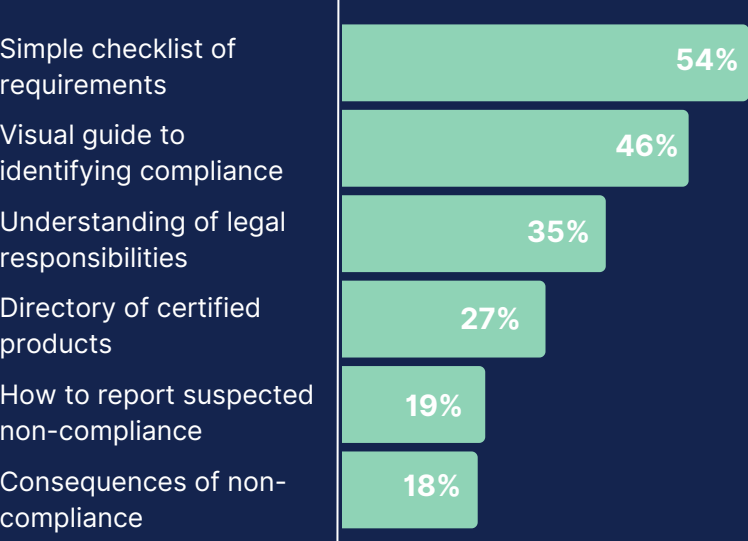
What do UK adults think could be result from non-compliant water fittings?

- 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%

Only 17% of Brits 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



One in ten are buying water fitting products from low-cost international on-line retailers.