

Pure Freude  
an Wasser

GROHE

MORE  
THAN JUST  
**A DROP**



– GROHE WATER SECURITY SURVEY –

# MORE THAN JUST A DROP



Everyday, you enjoy water when quenching your thirst, enjoying a refreshing shower or cooking a delicious meal for family and friends. At GROHE, we want our customers to enjoy water throughout their home safely and securely.

Water can be a more serious problem than many people realize. In fact, water damage is the most frequent hazard for European households. In 2017, GROHE conducted the Water Security Survey in ten European countries, focusing on water related damages not caused by extreme weather. The survey revealed a considerable gap between our perception of water damage, and the actual problems it can cause.

With pipe leaks, leaking washing machines, flooded cellars or rooftop leaks, there are many dangers that can cause substantial damage to a home.

The survey showed that whilst participants believe water damage has occurred in 37% of households, actually more than half (54%) of European households have suffered from water damage.

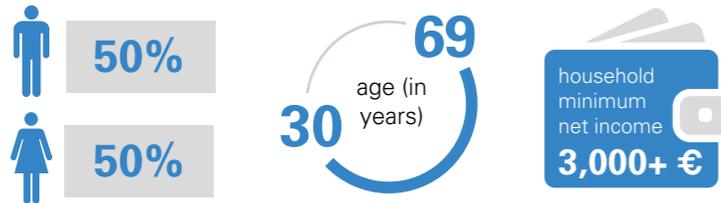
Statistics provided by the German Insurance Association (GDV) offers further supporting evidence. Water was a problem in 56% of residential home insurance cases in 2015, whilst 50% of the total residential damage is due to mains related water damages. These figures show that water damage is indeed a big issue and an underestimated risk.

We think everyone should understand the risk and potential damage water can cause anywhere in their home: in the cellar, the bathroom, the kitchen or other rooms with water outlets. As with other potential domestic risks like burglary or fire, the latest smart home technologies make it possible to minimize the residential water damage. This means people can enjoy peace of mind, and of course enjoy water, always.

**Michael Rauterkus**  
CEO GROHE AG

# ABOUT THE SURVEY FACTS & FIGURES

## TARGET GROUP:



## RECRUITMENT:



residential environment



mix of pre-family, family or post-family phase of household



interviewees did not participate in any water damage protection research project during the last three months



owners of own house/apartment/flat; living in their own property; decision makers/paying for the home insurance

## REGION: Europe

### COUNTRIES COVERED:

Germany, Austria, Belgium, Netherlands, France, Spain, Italy, UK, Denmark, Poland



### SURVEY PERIOD:

January 2017

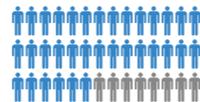
### FIELDING INSTITUTE:

TheConsumerView GmbH



### METHOD: CAWI-Method

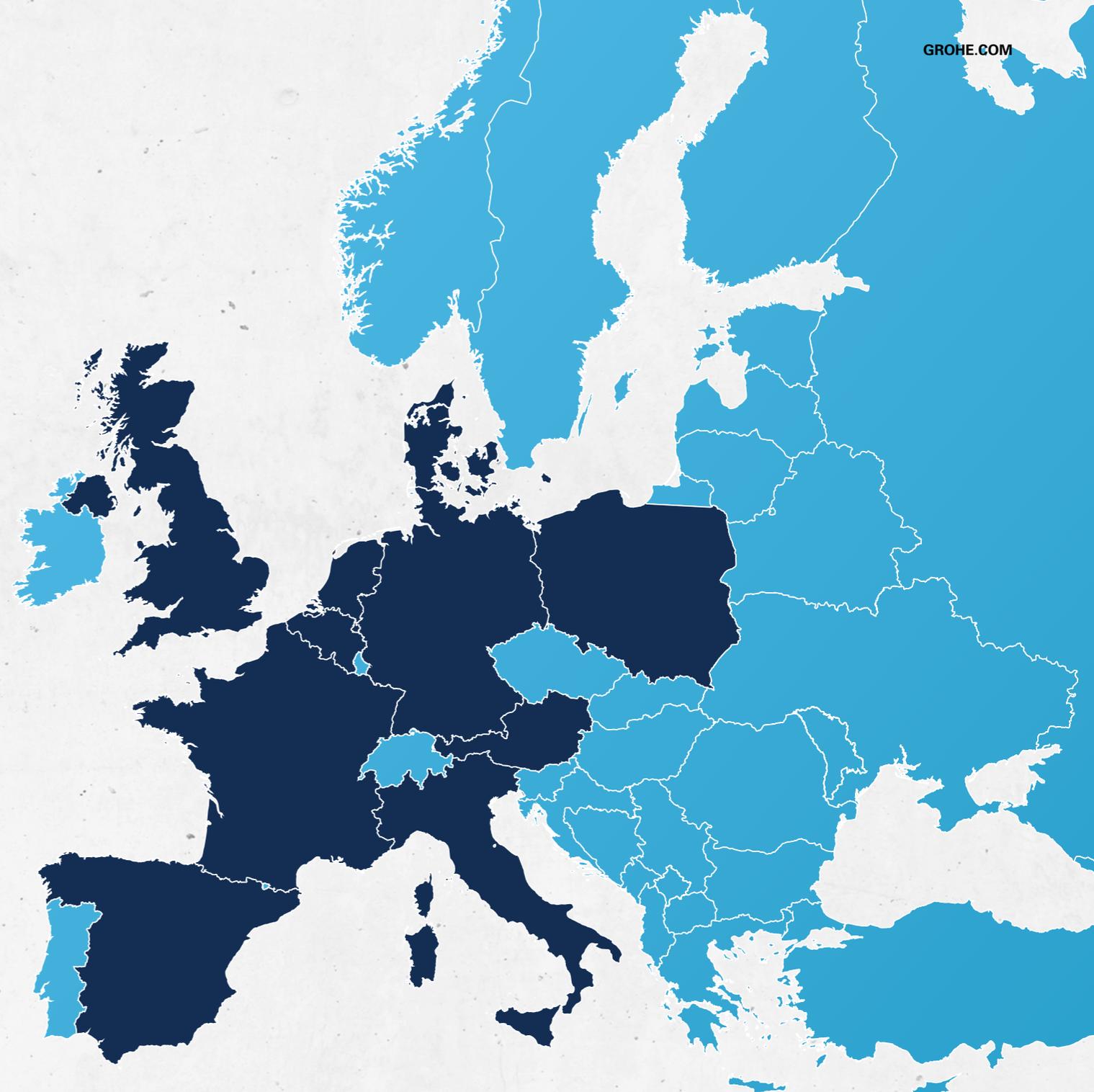
(Computer-Aided-Web-based Interviews)



### SAMPLE SIZE:

n=2,011 participants

(GER: n=200; ITA: n=203; ES: n=203; AT: n=200; NL: n=201; PL: n=200; F: n=201; DK: n=202; BE: n=200; UK: n=201)



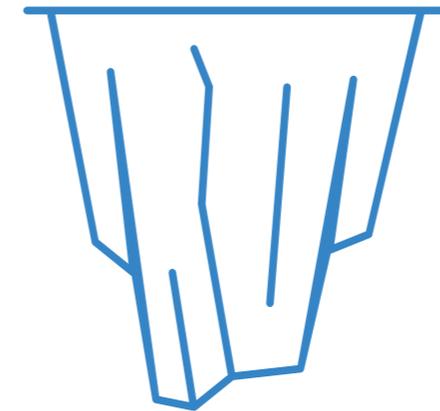
# DOMESTIC WATER DAMAGE – AN UNDERESTIMATED RISK

When small leaks become a flood, the damage to your home can be substantial. Throughout Europe, the number of people who have already experienced water damage is significantly higher than expected. On average in Europe, people believe that only 37% of households have suffered from water damage. The reality is different: 54% have already experienced water damage in their homes.

*How many families do you believe have experienced a mains related water damage?*



**37%**  
ESTIMATED  
WATER DAMAGES



**54%**  
ACTUAL DAMAGE  
EXPERIENCE

*Did you/your family experience a mains related water damage in your home?*

# FIRE, BURGLARY & WATER – THE 3 TOP HAZARDS TO THE HOME

NO 1 FIRE

62%

When asked what the greatest danger to their house/flat or furnishing was, participants in our survey suggested burglary, water-related issues and fire. However, there is a noticeably different perception of water damage in different countries. Italy places the greatest emphasis on water-related damage in the home, whilst this causes the least concern in the Netherlands and Denmark. Statistics from insurance associations, such as the German Insurance Association (GDV), show drinking water related incidents are the most frequent insurance cases for home damage.

NO 3 BURST PIPES

44%

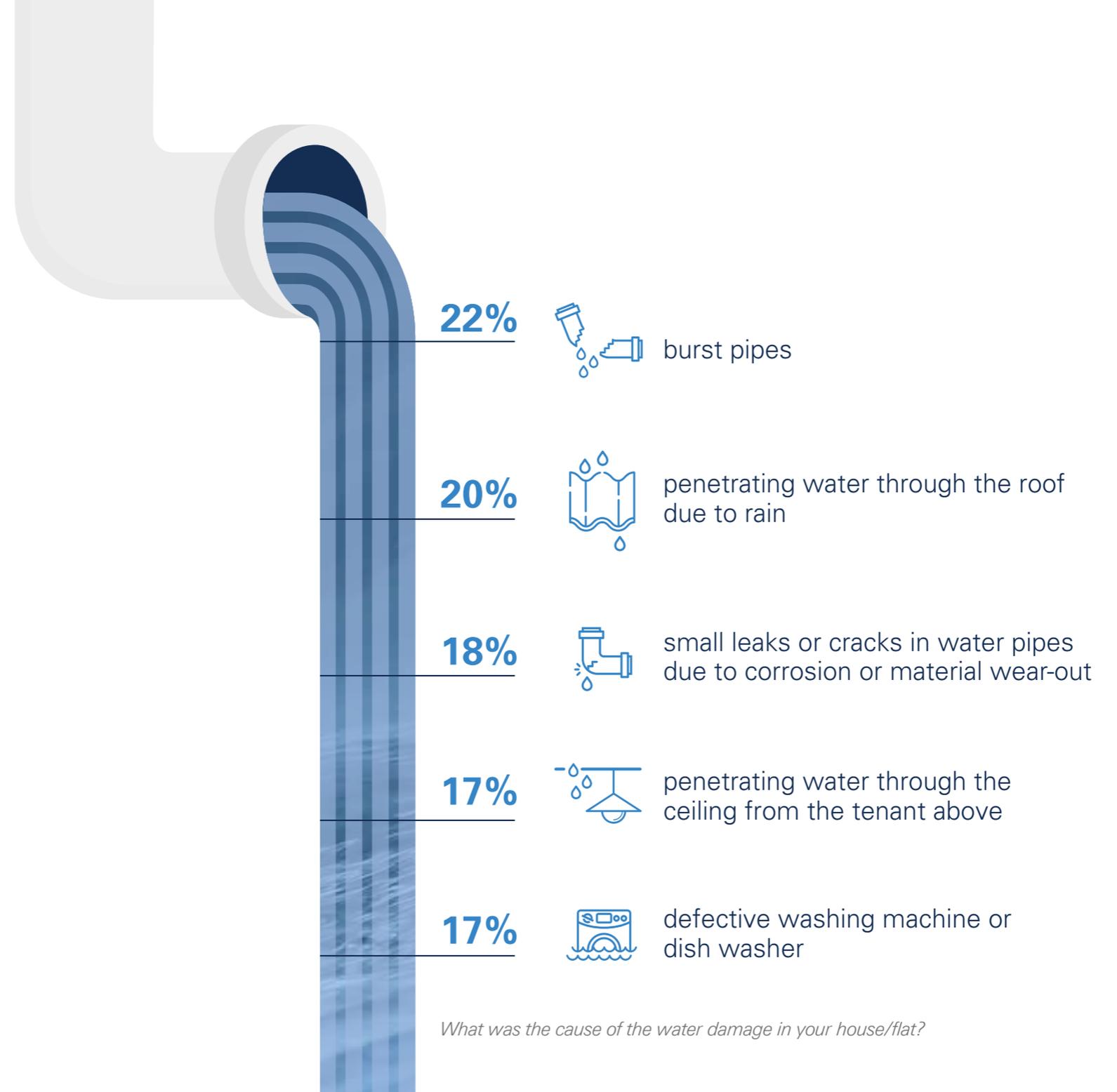
47%

NO 2 BURGLARY

*How do you personally estimate the potential size of the damage that can occur to your house/flat or the furnishing in case of a damage caused by the following hazards?*

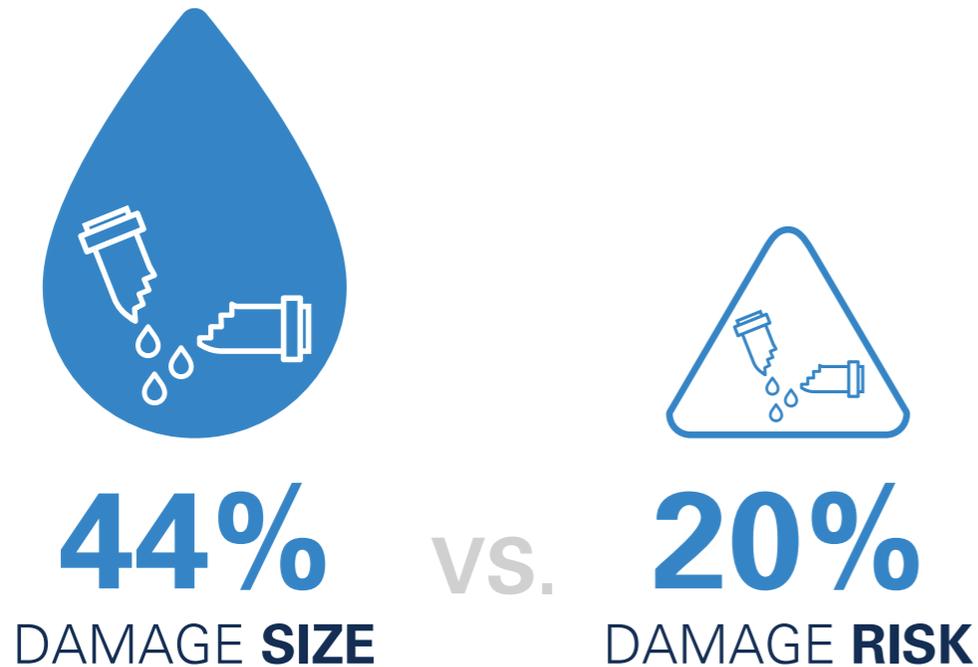
# BURST PIPES – THE MOST COMMON CAUSE FOR DAMAGE

Across Europe, burst pipes and water penetrating through the roof are the most common causes of water damage. However, the most prevalent causes of water pipes breaking are different in each country. Small leaks or cracks in water pipes due to corrosion or material wear-out occur most often in Germany and Denmark, and least often in the UK and the Netherlands. Bathrooms are most often affected by water damage, affected in about 30% of cases, followed by kitchens and living rooms, affected in about 25% of cases.



# DAMAGE SIZE VS. RISK – DAMAGE SIZE IS PERCEIVED HIGHER

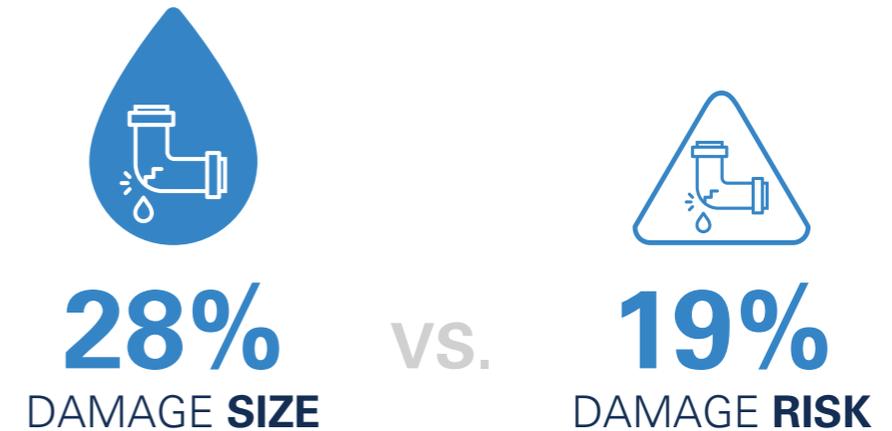
## BURST PIPES



There are lots of ways water damage can happen. The participants in our survey believe there are three primary risks that can cause water damage in the home: burst pipes, small leaks or cracks in water pipes due to corrosion,

material wear-out or frost, and defective washing machines or dishwashers. They also believe the greatest damage would be caused by burst pipes.

## SMALL LEAKS/CRACKS IN PIPES DUE TO CORROSION/MATERIAL WEAR-OUT



## SMALL LEAKS OR CRACKS IN WATER PIPES DUE TO FROST DAMAGE



*How big do you personally consider the risk that a damage caused by the following hazards occurs to your house/flat or the furnishing?  
How do you personally estimate the potential size of the damage that can occur to your house/flat or the furnishing in case of a damage caused by the following hazards?  
Figures represent big/very big size and high/very high risk respectively.*

# MANY DAMAGES STAY UNDETECTED FOR A LONGER PERIOD – WITH SEVERE CONSEQUENCES

## BURST PIPES

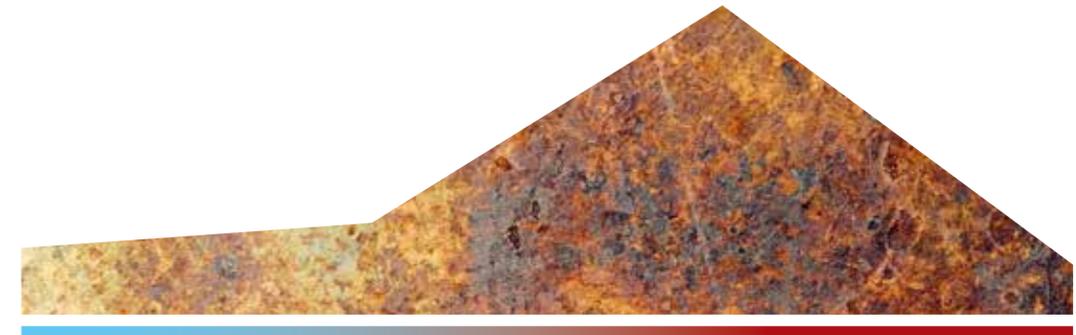


<b>59%</b>	<b>19%</b>	<b>16%</b>	<b>6%</b>
immediately	after a few days	between a week and 4 months	after 4 months or more ...

One of the reasons that water damage is often so substantial is that it can remain undetected for a considerable amount of time. In 16% to 22% of cases it takes a few days to detect damages. On average, only 50% of damages are detected immediately. The greatest cause of damage detected after four months or more

in the home is water emersion, usually due to small leaks and cracks caused by corrosion, material wear-out or frost damage. This can have severe consequences, as small water issues that remain undetected for a long period of time can lead to mould and damage to the building structure itself.

## SMALL LEAKS OR CRACKS IN WATER PIPES DUE TO CORROSION OR MATERIAL WEAR-OUT



<b>18%</b>	<b>21%</b>	<b>45%</b>	<b>16%</b>
immediately	after a few days	between a week and 4 months	after 4 months or more ...

## OCCURRENCE OF EXCESSIVE HUMIDITY WITH MOULD FORMATION AS A RESULT

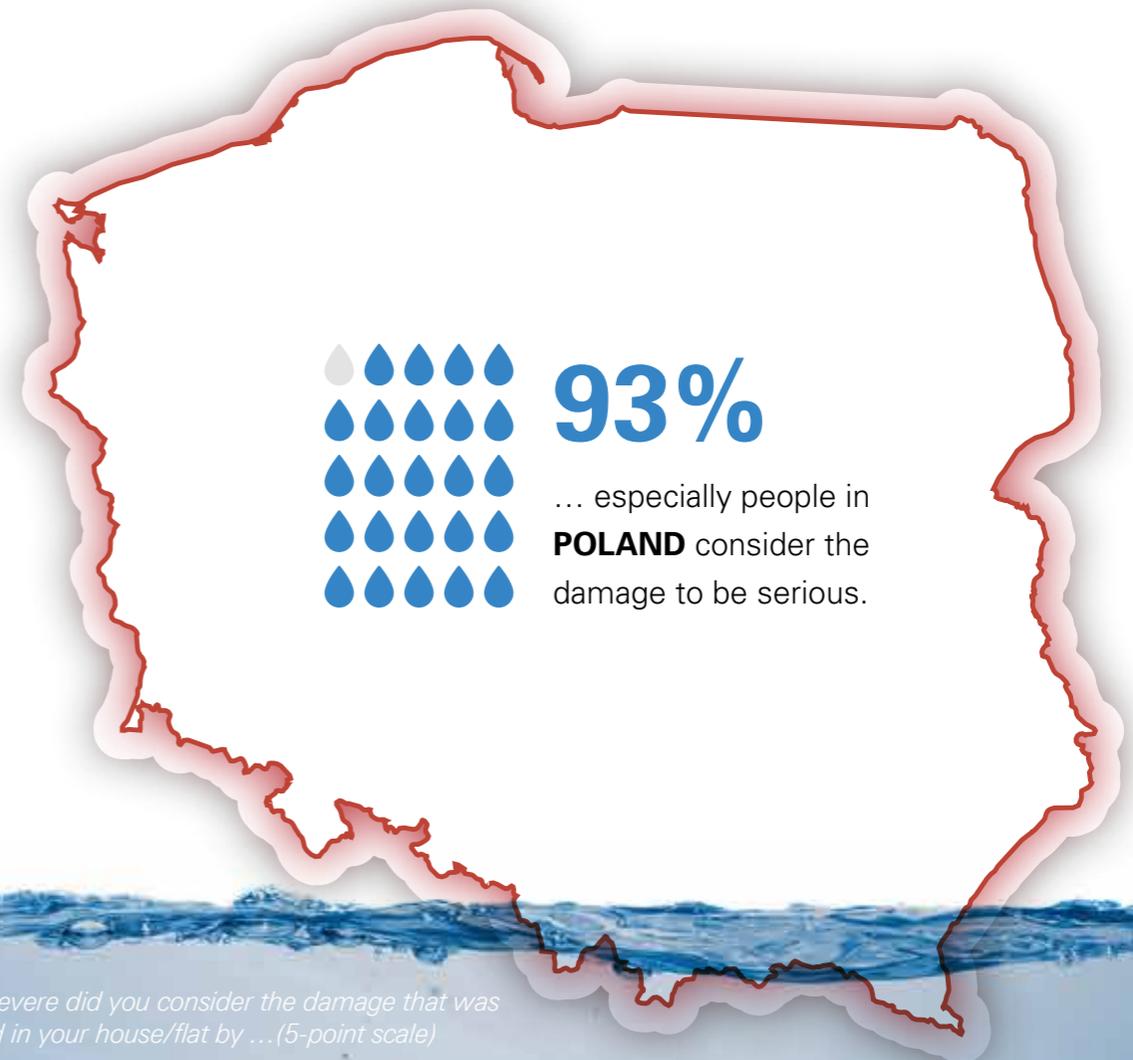
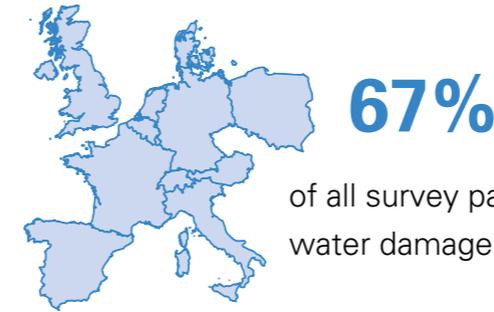


<b>15%</b>	<b>22%</b>	<b>54%</b>	<b>10%</b>
immediately	after a few days	between a week and 4 months	after 4 months or more ...

# WATER DAMAGES – A LONG AND COSTLY ANNOYANCE

Water damage can severely affect your everyday comfort. In our survey, 88% of people stated that water security and avoiding water damages in their house/flat are very important to them. 86% agreed that the financial consequences of water damages can be quite significant.

Moreover, it also usually takes a considerable amount of time to fix the damage caused by water. In two thirds of cases, damage repair takes minimum one week or more. Of those cases, approximately half take a month or even longer to be fixed.



*How severe did you consider the damage that was caused in your house/flat by ... (5-point scale)*

# WATER DAMAGE INSURANCE – 39% OF DAMAGE NOT REIMBURSED

## EUROPEAN AVERAGE

**2,300** euros  
damage costs



**900** euros  
not reimbursed

If water damage occurs, the cost of repair can add up fast. However, insurance may not cover the total sum. On average in Europe, water damage costs – including detection, repair and replacement of damaged goods – can add up to around 2,300 euros, but there is a gap of nearly 900 euros between that figure and the

average amount reimbursed by insurance companies. The most striking gap is in Denmark, where the average sum not reimbursed equates to roughly 2,100 euros. The smallest gap is in Spain, where approximately only 220 euros are not reimbursed.

### Gap (in euros) between damage cost and reimbursement

	damage	reimbursed	gap
Denmark	4,802	2,685	<b>2,117</b>
UK	3,291	1,562	<b>1,729</b>
Belgium	3,287	1,400	<b>1,887</b>
Germany	3,257	2,977	<b>280</b>
France	2,196	1,706	<b>490</b>
Netherlands	2,871	2,176	<b>695</b>
Austria	2,857	1,800	<b>1,057</b>
Italy	1,188	755	<b>433</b>
Spain	712	490	<b>222</b>
Poland	698	441	<b>257</b>

*What was the financial effort or damage that was caused in your house/flat?*

# PEOPLE TRUST TRADITIONAL PREVENTION MEASURES MOST ...



leave key with another person to look after house/apartment



close the water inflow to the washing machine



close the main water pipe

When it comes to safety at home, most people still rely on traditional measures like leaving their keys with their neighbours, especially in Germany and the Netherlands. However, only about half of those interviewed close the main water pipe of their home or the water inflow to the washing machine.

*Which of the following things do you do when going on holiday?*

# ... BUT MORE THAN HALF WOULD POTENTIALLY BUY A WARNING SYSTEM



are aware of availability of early warning systems



would be interested in acquiring such a system



already own a warning system

With a growing number of people using smart-home devices, there are new intelligent solutions for water security. Our survey shows that 67% of people would consider buying an early detection system for their homes, but currently only one in four are aware that water damage warning systems exist. Only 3% own such a product.

*Are you aware of or have you heard of early warning systems for the detection of water damage that can be installed in the house/flat?  
To what extent would you be interested in acquiring such an early detection system for your house/flat, if it was available at an appropriate price?*

# FACTS AND FIGURES – EVERY COUNTRY IS DIFFERENT

## Austria



**61%** of those interviewed have experienced one or more incidents of water damage. 🇪🇺 **54%**

**52%** of respondents consider burst pipes to offer a big, or very big, potential for damage in their home, second only to fire with **73%**. 🇪🇺 **44%** resp. **62%**

**58%** of areas in the house damaged by water incidents were walls. 🇪🇺 **50%**

In Austria, the room most affected by water damage is the cellar. It is impacted in **39%** of cases. 🇪🇺 **16%**

The average damage cost was **2,857 euros** of which **1,800 euros** were reimbursed by insurance companies. 🇪🇺 **2,297 euros** resp. **1,404 euros**

## Belgium



**44%** of households interviewed have experienced one or more water damage incidents. 🇪🇺 **54%**

**80%** give their keys to a neighbour or another person to look after their home from time to time, but only **29%** close the main water pipe when going on holiday. 🇪🇺 **73%** resp. **45%**

In **33%** of water damage incidents cited by those surveyed, the cause of water damage was penetrating water through the roof due to rain. 🇪🇺 **20%**

In **25%** of cases, the damages were reimbursed after one to three months by insurance companies. 🇪🇺 **22%**

## Denmark



Denmark has one of the lowest predicted risks regarding water related damage in Europe. Small leaks/cracks occur in only **9%** of cases, whilst burst pipes occur in only **7%** of cases. 🇪🇺 **26%** resp. **21%**

Water damage was detected immediately in only **40%** of cases in Denmark. This is one of the lowest rates of all the countries surveyed. 🇪🇺 **48%**

Only **15%** of participants close the main water pipe, and **19%** the water inflow to the washing machine, when going on holiday. This is the lowest percentage of all countries. 🇪🇺 **45%** resp. **49%**

At **31%**, burst pipes is the most common cause of domestic water damage in Denmark. 🇪🇺 **22%**

## France



With **57%**, France has one of the highest rates of immediate water damage detection. 🇪🇺 **48%**

**90%** of people interviewed in France agreed that "a water damage warning system should be paid for by the insurance companies altogether". 🇪🇺 **77%**

**87%** agreed that "the removal of water damages is a very unpleasant thing and quite a mess". 🇪🇺 **86%**

**54%** close the water inflow to the washing machine when they go on holiday. 🇪🇺 **49%**

The average total financial cost of fixing water damage in France is more than **3,000 euros**, among the highest rates of the countries surveyed. 🇪🇺 **2,300 euros**

## Germany



**39%** of households surveyed have experienced one or more water damage incidents. 🇪🇺 **54%**

**82%** give their keys to a neighbour or another person to look after their home when on holiday. However, only **35%** close the main water pipe. 🇪🇺 **73%** resp. **45%**

In Germany, the room most affected by water damage is the cellar. It is impacted in **38%** of cases. 🇪🇺 **16%**

**33%** of those interviewed are aware of early warning systems for damage detection while **75%** would be interested in acquiring such a system. 🇪🇺 **24%** resp. **67%**

= European average

Italy



**71%** of households in Italy have experienced water damage. This is the highest incidence level found in the survey. 🇪🇺 **54%**

What's more, people interviewed in Italy believe only **39%** of households in their country have suffered from water damage. Actually, it is **71%**. 🇪🇺 **37%** resp. **54%**

**76%** of the respondents in Italy are interested in a water damage warning system if they know about the risk. 🇪🇺 **64%**

In **46%** of households water damage occurs in bathrooms. 🇪🇺 **34%**

Netherlands



In the Netherlands – like in the UK – only **21%** of people close the main water pipe when they go on holiday. 🇪🇺 **45%**

**86%** of people interviewed in the Netherlands leave their key with a neighbour as a preventative measure when going on holiday. 🇪🇺 **73%**

Burst pipes are one of the least common causes of water damage in the Netherlands, causing only **9%** of water damage. 🇪🇺 **22%**

At **29%**, water penetrating through the roof is the most common cause of water damage in the Netherlands. 🇪🇺 **20%**

At **35%**, there is a high rate of water damage to living rooms in the Netherlands. 🇪🇺 **24%**

Poland



**57%** of households interviewed have experienced one or more water damage incidents. 🇪🇺 **54%**

For Polish households, burst pipes offer the greatest potential damage to their home (**45%**). Meanwhile, the most likely problem is with a defective washing machine or dishwasher (**39%**). 🇪🇺 **32%** resp. **21%**

**66%** of those households that have already experienced water damage, say they felt either disturbed or very disturbed by the incident. 🇪🇺 **59%**

**57%** of the incidents occurred in the bathroom and **34%** in the kitchen. 🇪🇺 **34%** resp. **26%**

Spain



**69%** of households interviewed have experienced one or more water damage incidents. 🇪🇺 **54%**

In **31%** of cases, the damage was caused by water coming through the ceiling from the tenants above. 🇪🇺 **17%**

In **43%** of the incidents, insurance companies paid damages directly. 🇪🇺 **20%**

**27%** of those interviewed have heard of early warning systems and have also thought about acquiring one. 🇪🇺 **15%**

The average damage cost was **712 euros** of which **490 euros** were reimbursed by insurance companies. 🇪🇺 **2,297 euros** resp. **1,404 euros**

UK



Only **18%** of those interviewed close the main water pipe and the water inflow to the washing machine when they go on holiday. 🇪🇺 **49%**

At more than **3,000 euros** on average, the total financial cost of fixing water damage in the UK is among the highest in Europe. 🇪🇺 **2,300 euros**

In **20%** of cases, it took about a month until water damage was repaired. 🇪🇺 **15%**

**48%** of people were not reimbursed for the water damage they incurred. 🇪🇺 **28%**

With a rate of **11%**, awareness of water damage warning systems is lowest compared to the other countries. 🇪🇺 **24%**

🇪🇺 = European average

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