

The U.S. Water Filtration System Market 2002 TABLE OF CONTENTS

SOURCES OF INFORMATION	1
QUANTITATIVE CONSUMER RESEARCH METHODOLOGY	2
PUBLISHER	3
A BRIEF HISTORY OF THE CATEGORY	4
MARKET SIZE AND GROWTH TRENDS, 1999 – 2002	6
Bar Chart: Category Size 1999-2002 Est. (In \$MM)	
CHANNELS OF DISTRIBUTION	7
Pie Chart: Channels of Distribution (% of Total Unit Sales), 2000	
RETAIL DYNAMICS	9
Table: Snapshot of What's at Retail (Number of SKUs (by Brand) and Number of Facings (by Brand) by Retail Outlet)	
STYLES OF WATER FILTRATION SYSTEMS	11
PRODUCT SEGMENTATION: DEVICE TYPE	13
Pie Chart: Unit Share by Type	
Pie Chart: Dollar Share by Type	
KEY PLAYERS	14
NEW PRODUCT TRENDS	15
BRAND OWNERSHIP	16
Bar Chart: Brand Ownership, 2000	
HOUSEHOLD PENETRATION	17
Bar Chart: Percent of U.S. Households Who Own Water Filtration Systems	
HOUSEHOLD PENETRATION, BY DEVICE TYPE	18
Table: What type(s) of water filtration system does your household own?	
INSTALLATION OF WATER FILTRATION SYSTEM	19
Pie Chart: Installation of Water Filtration System (Installed by self, installed by someone else)	

MARKET MATURITY 20

Table: Which of the following best describes why you purchased a water filtration system?

ANNUAL PURCHASE INCIDENCE 21

Bar Chart: Percent of U.S. Households that Purchased a Water Filtration System within the Past 12 Months (2002 vs. 2000)

PURCHASE LIKELIHOOD 22

Pie Chart: % of U.S. Households that Are Planning to Buy a Water Filtration System the Next 12 Months

TARGET MARKET FOR WATER FILTRATION SYSTEMS 23

Table: Owner Demographics

REASON FOR USING A WATER FILTRATION SYSTEM 25

Table: What is the most important reason for using a water filtration system?"

WHAT THE FILTER HAS TO REMOVE FROM THE WATER 26

Bar Chart: If you were to buy a new water filtration system today, please indicate how important each of the following would be to you in making your decision as to which one to buy

PURCHASE INFLUENCES 27

Bar Chart: Most Influential Factor When Purchasing a Water Filtration System

TIME NEEDED TO MAKE THE PURCHASE DECISION 28

Bar Chart: Amount of Time Between Decision to Buy and Actual Purchase