

Purity User Survey

2005

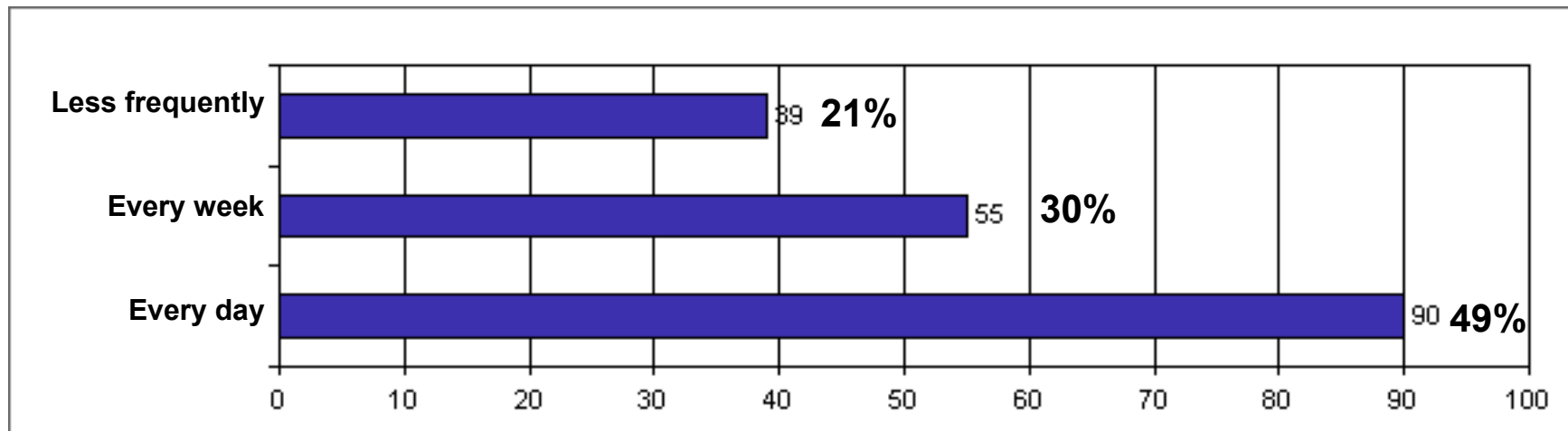
Result and summary

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Survey conducted on 186 Purity users in July 2005, Stockholm, Sweden

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1. How often do you use your Purity?

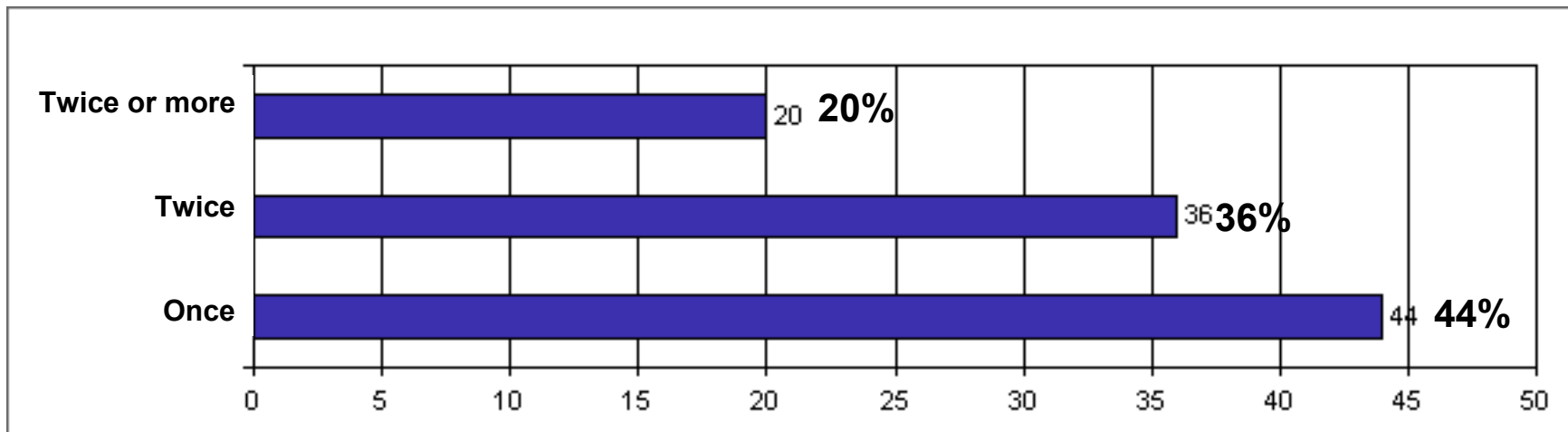


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2. If you use Purity daily, how many times a day do you use it?

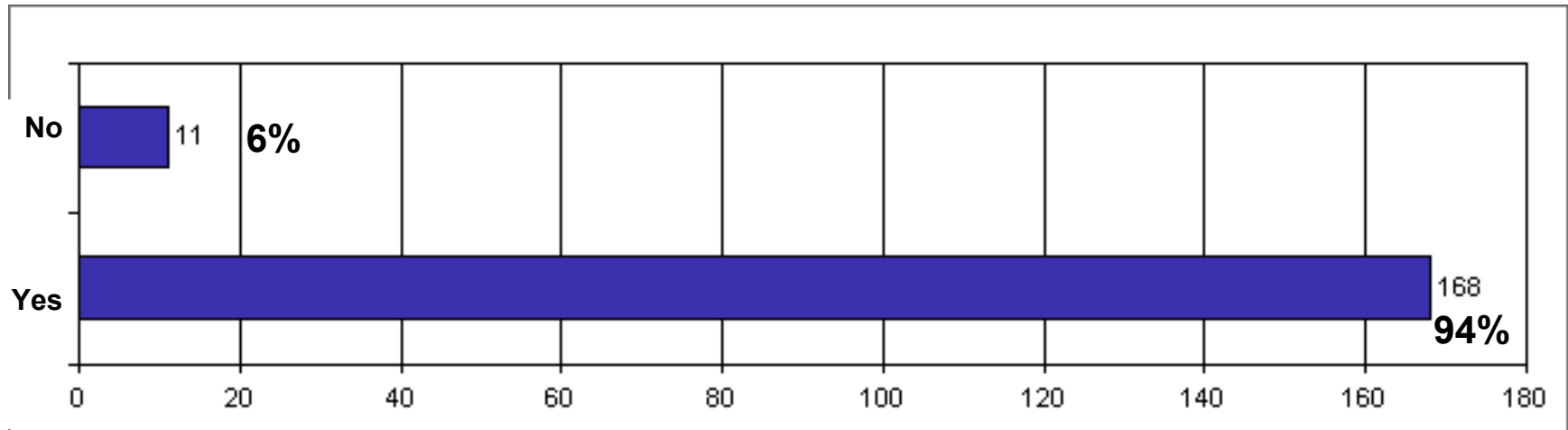


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3. Do you think Purity is easy to use?

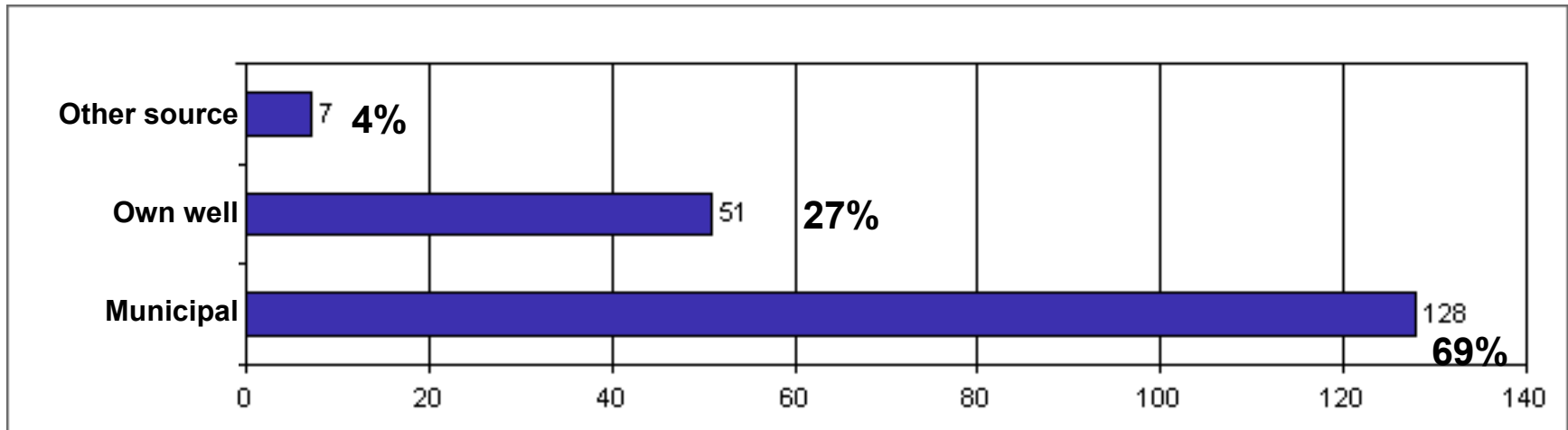


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4. Where does your tap water come from?

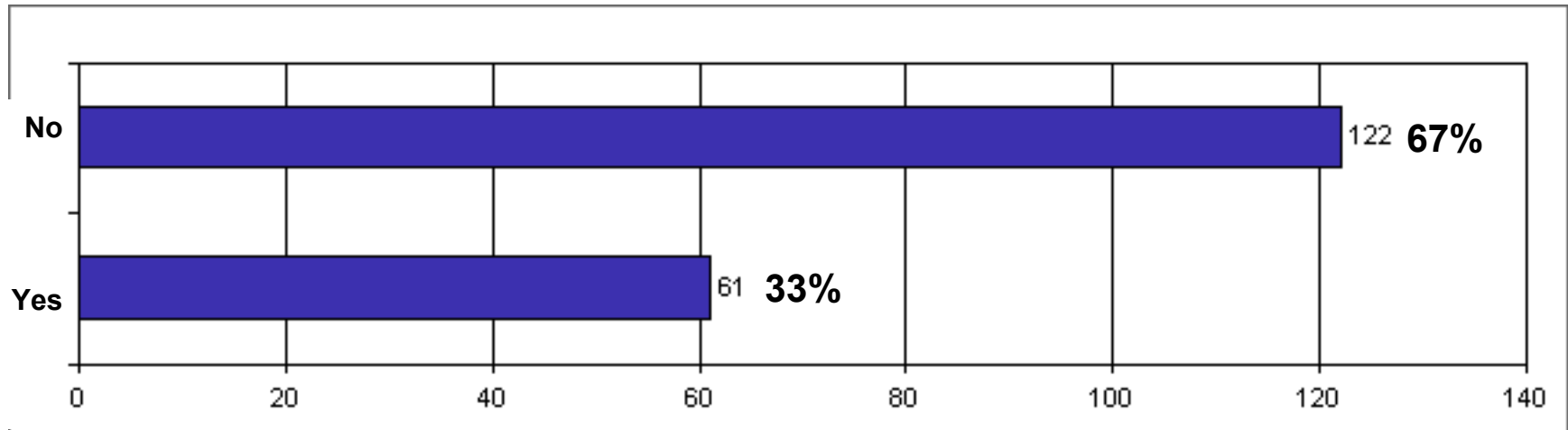


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5. Do you experience any problem with your drinking water?



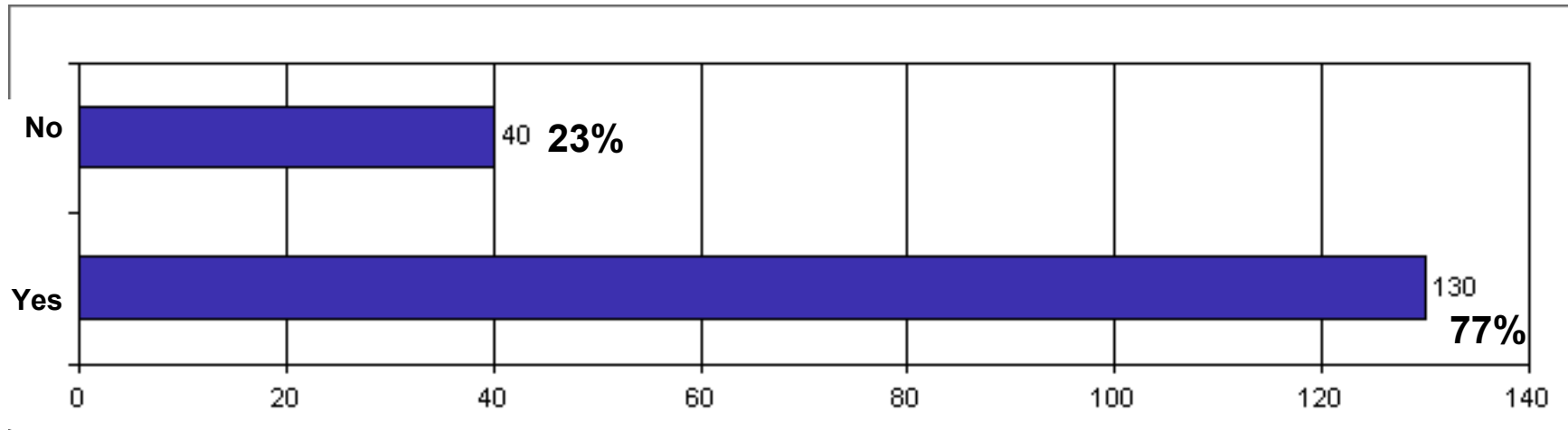
55% of those with well water experience problem with their drinking water.
24% of those with municipal water experience problem with their drinking water.

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6. Do you think the quality of your water has improved with Purity?



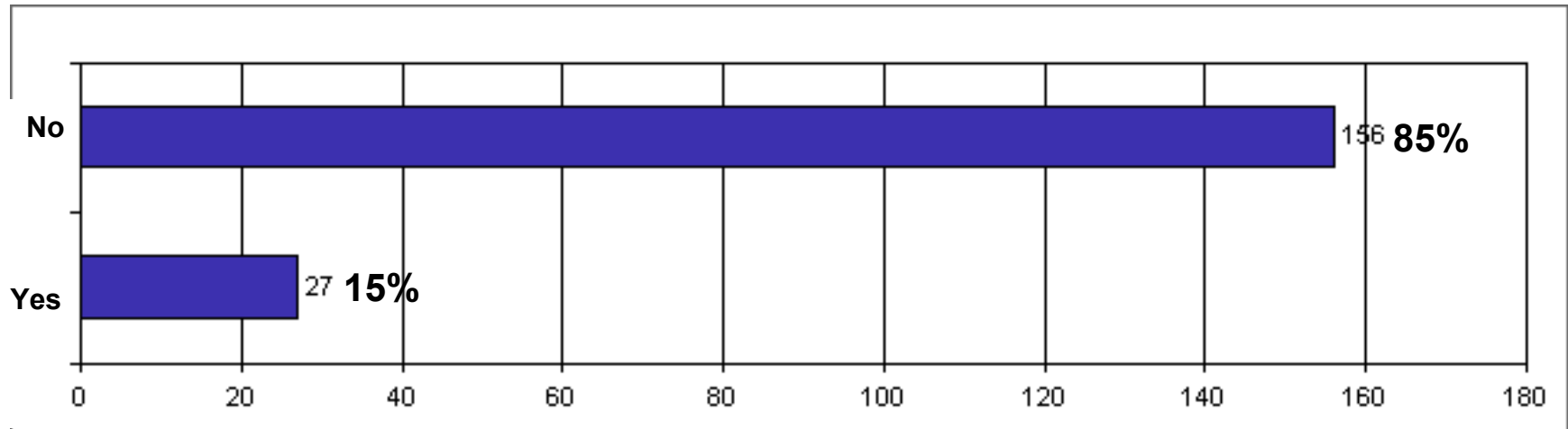
93% of those who experience problems with their drinking water think the quality of their water has improved with Purity.

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7. Do you have any other water treatment equipments?

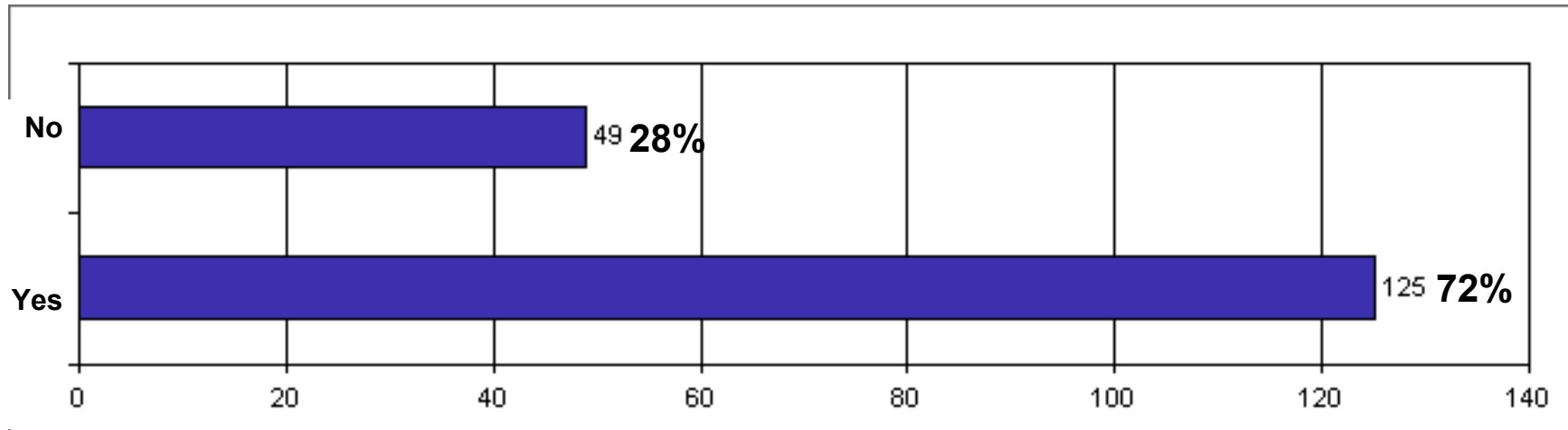


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8. Do you notice a change in taste of the water after using Purity?



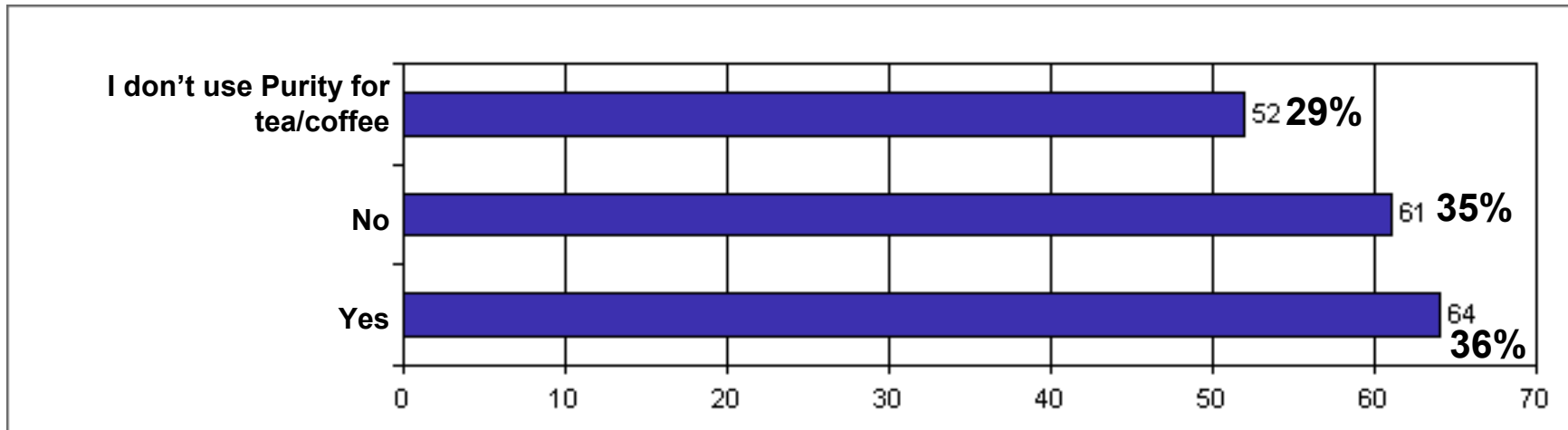
90% of those who experience problems with their drinking water notice a change in taste using Purity.

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9. Do you notice a change in taste of tea/coffee after using Purity for hot drinks?

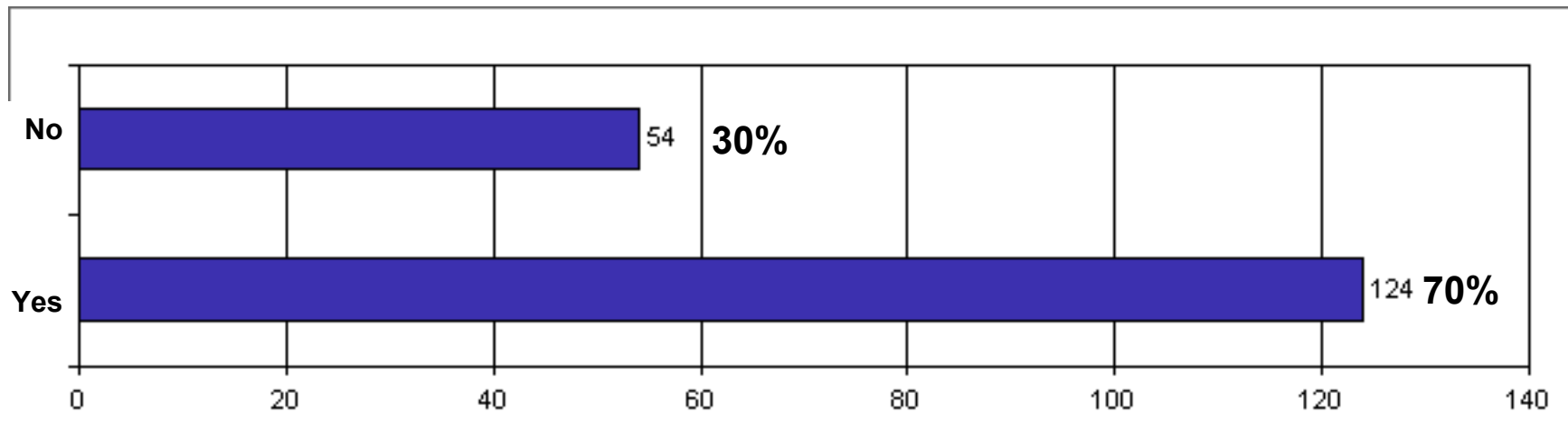


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10. After using Purity, do you cool the boiled water before drinking it?

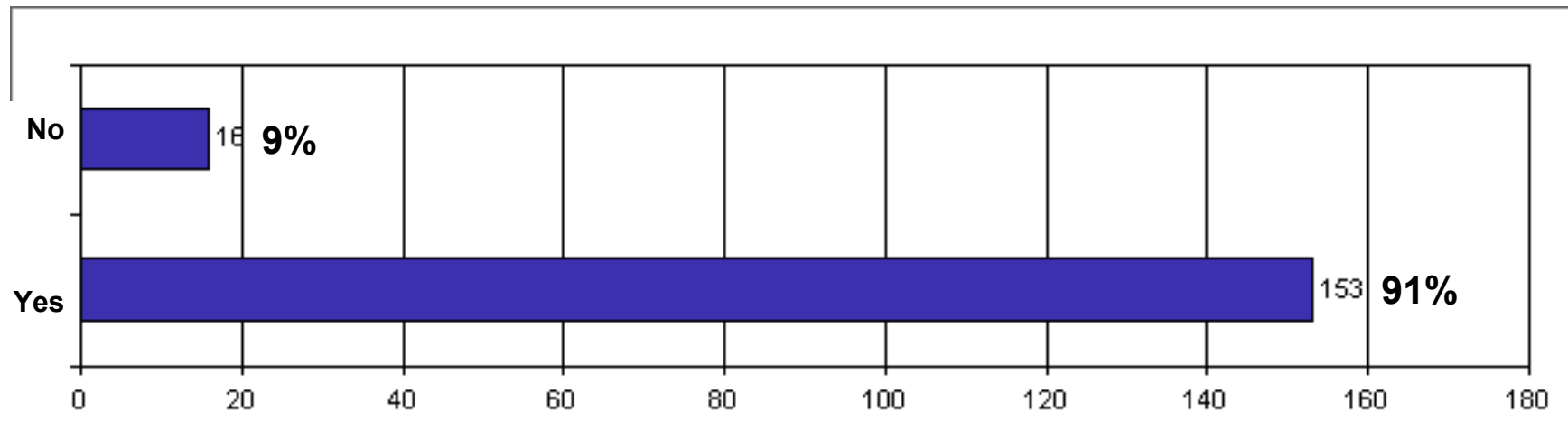


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11. Is Purity easy to clean?



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Summary

- 94% think Purity is easy to use
- 33% experience problems with their drinking water
- 77% think the quality of their water has improved with Purity
- 70% cool the boiled water before drinking
- 91% think Purity is easy to clean
- 29% do not use Purity for tea or coffee
- 15% also use other water treatment products

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