

STATE OF THE INDUSTRY 2010

An assessment of the water treatment industry

For more information on this subject write in 1001 on the reader service card or visit www.wqpmag.com/lm.cfm/wq121001.

Water Quality Products understands the importance of keeping up to date with current industry trends and information. We are pleased to bring you our fourth annual State of the Industry Report, which includes valuable current information regarding the water treatment industry and its trends.

Research for this report was conducted and compiled by ABR Research Inc., a nationwide independent research company specializing in custom research for clients in the business-to-business publishing and marketing industries.

A random sample of 5,984 *Water Quality Products* subscribers received an invitation to the survey site, and 429 surveys were completed. The project was completed entirely over the Internet. A margin of error based on the 429 returned surveys is calculated to be no greater than ± 4.7 percentage points at a confidence level of 95%.

The 2010 State of the Industry survey provides a detailed assessment of the water quality industry. Different market dynamics were studied, including professional and business demographics, budgeting and purchasing involvement and expenditure, industry resources utilized and importance of industry topics.

More than four in 10 (45%) of the respondents stated they have a primary job function of executive management at their companies; an additional 21% have a marketing and sales function, followed by engineering with 14% and service with 6%.

Water Quality Products is committed to keeping our readers informed and up to date with current industry issues, and we will continue to research and report on the current state of the industry throughout the year. *wqp*

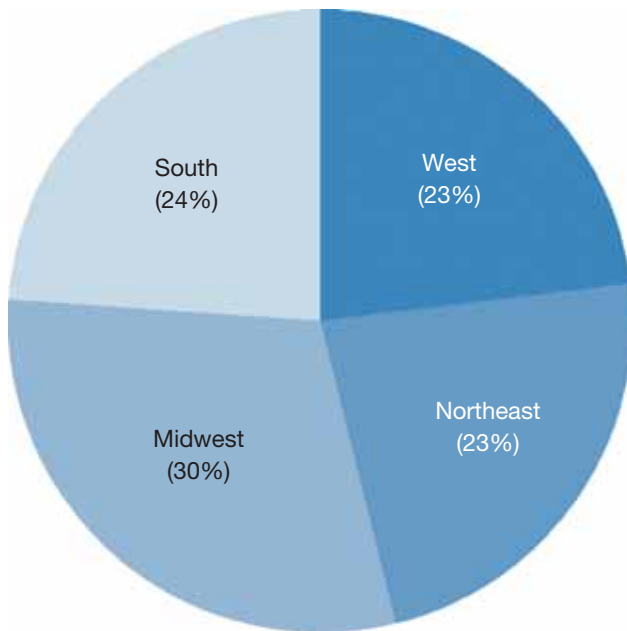
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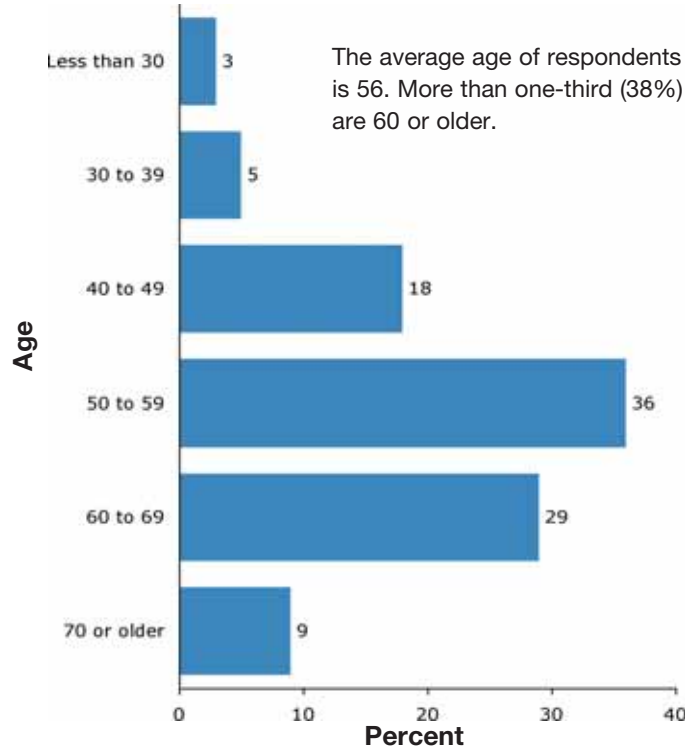


In what state is your company located?

Collapsed into regions



In which of the following ranges does your age fall?



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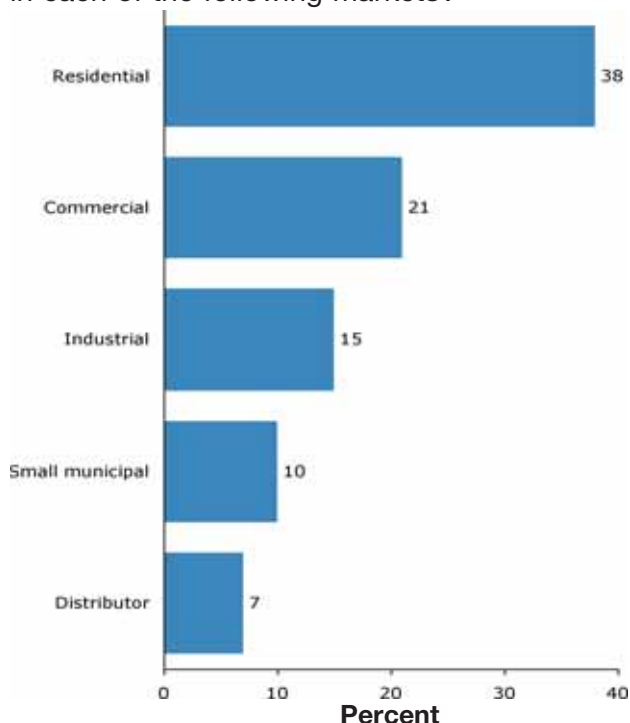
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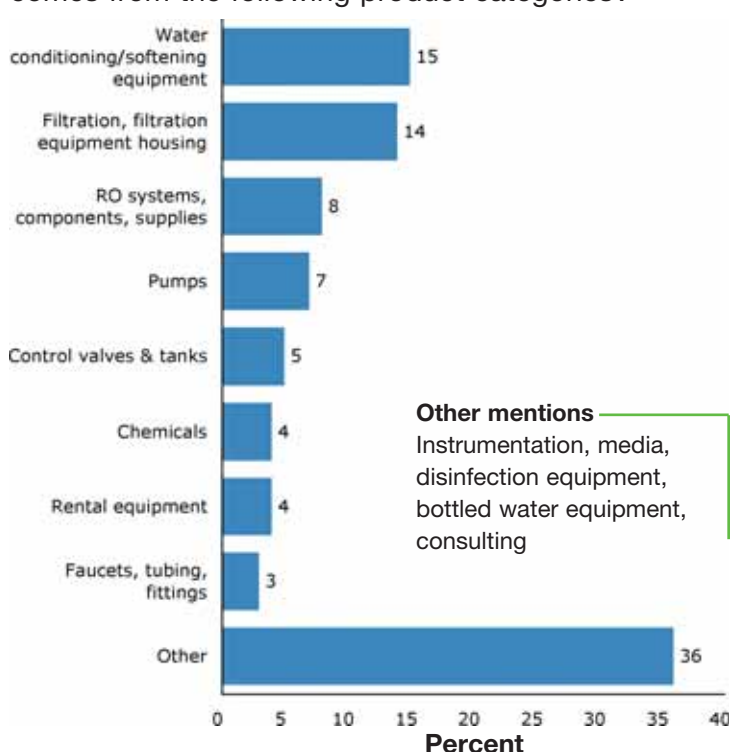
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What percentage of your sales are in each of the following markets?



What percentage of your annual revenue comes from the following product categories?



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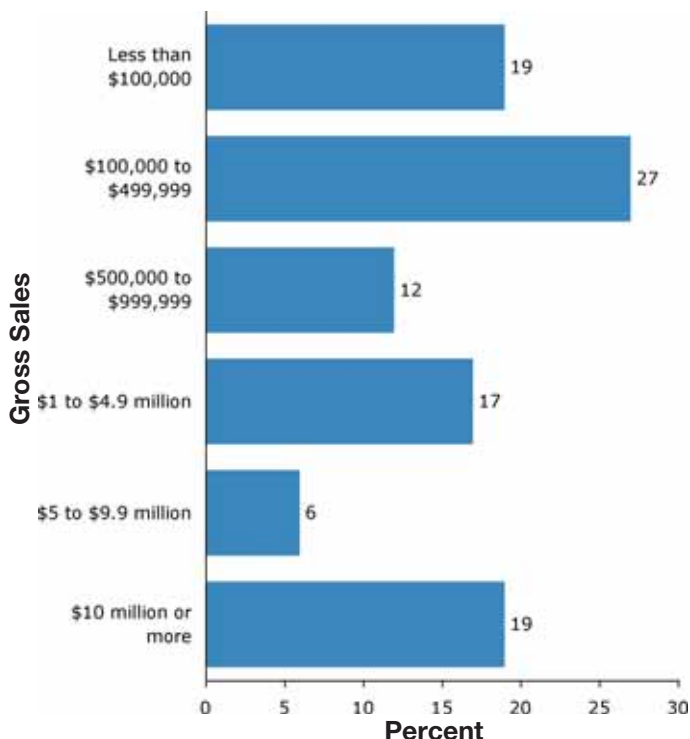
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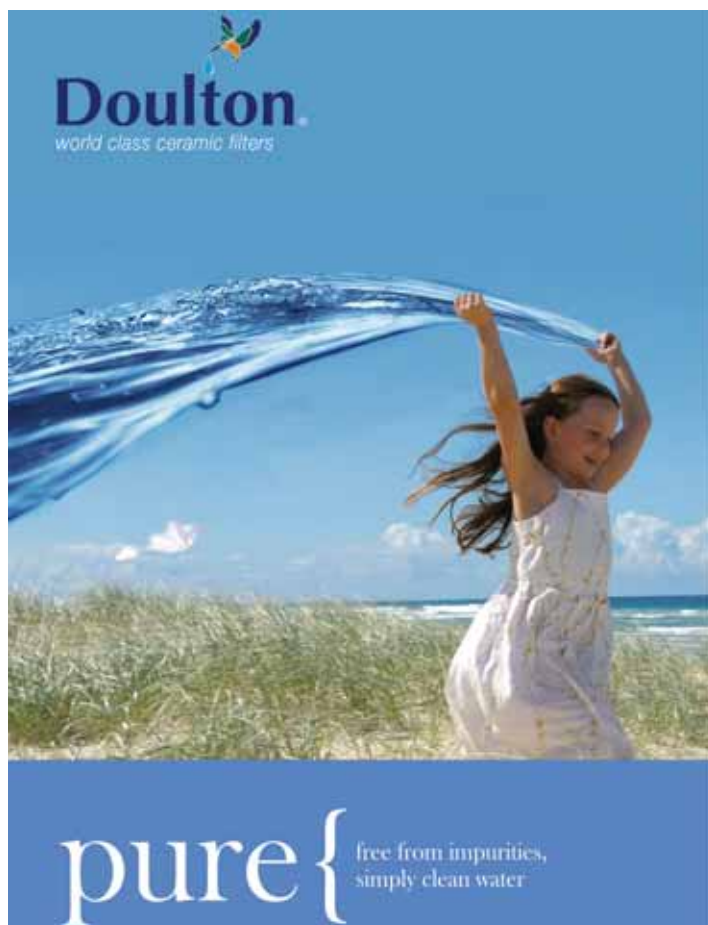
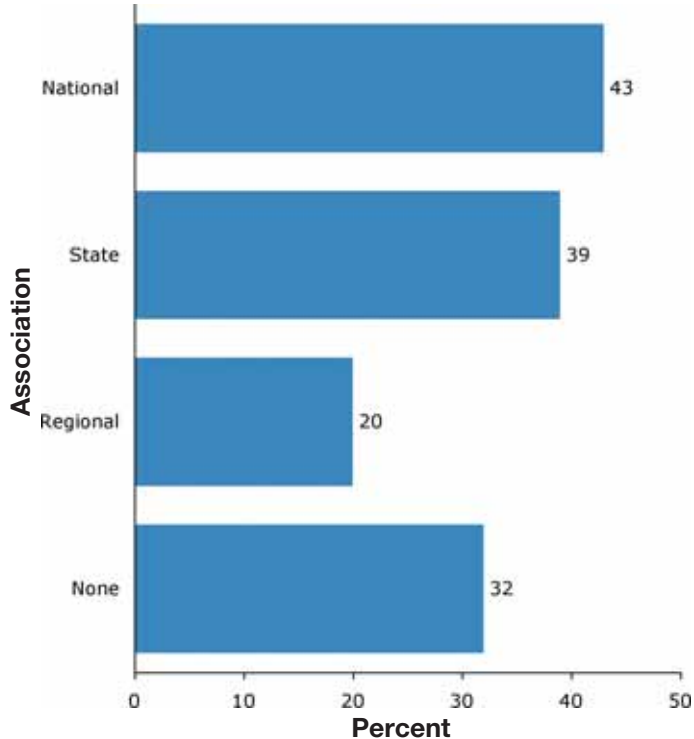
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What was your company's estimated gross sales in 2010?



Do you belong to any state and/or regional trade associations within the industry?



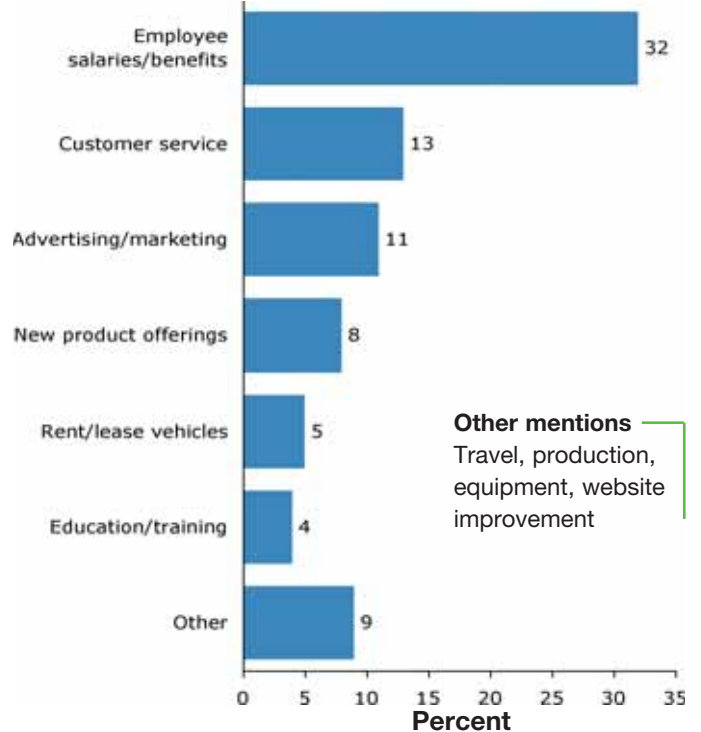
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Which resources do you use for continuing education?



What percentage of your budget over the next 24 months will be allocated to the following categories?



Are you offering products within the reach of your customers?



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Our range of under the sink systems are available in different types and sizes all with varying capacities and made to fit even the tightest space under the sink.

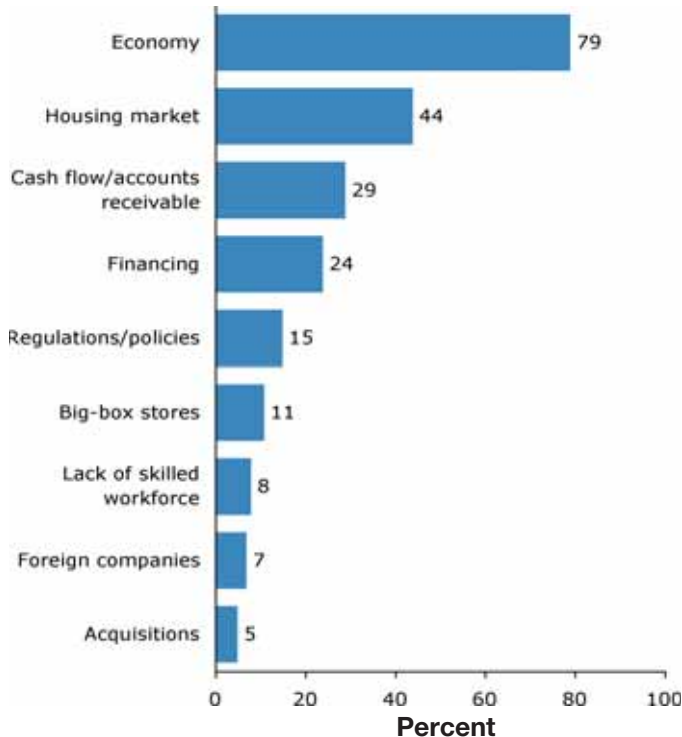
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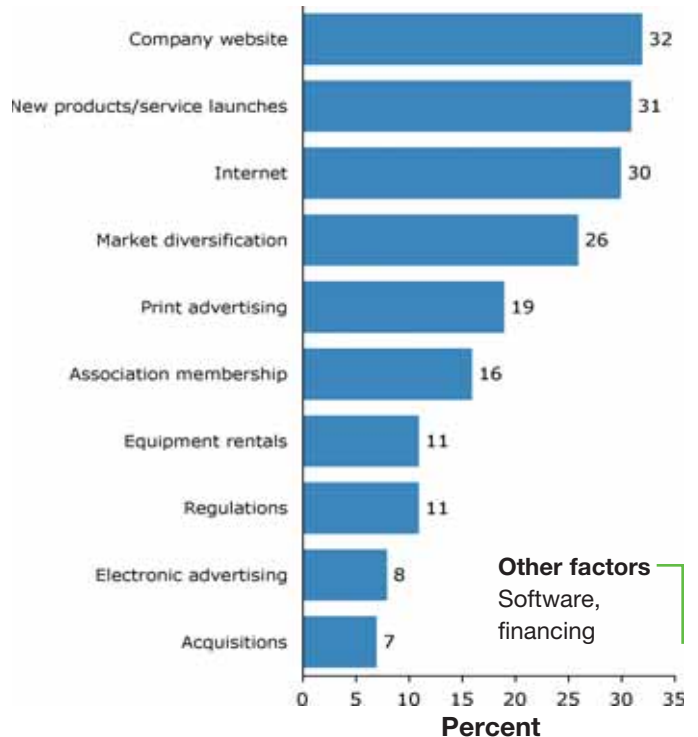
MEMBER Water Quality ASSOCIATION

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Which of the following factors have had a negative impact on your sales in the last 12 months?



Which of the following factors have had a positive impact on your sales in the last 12 months?



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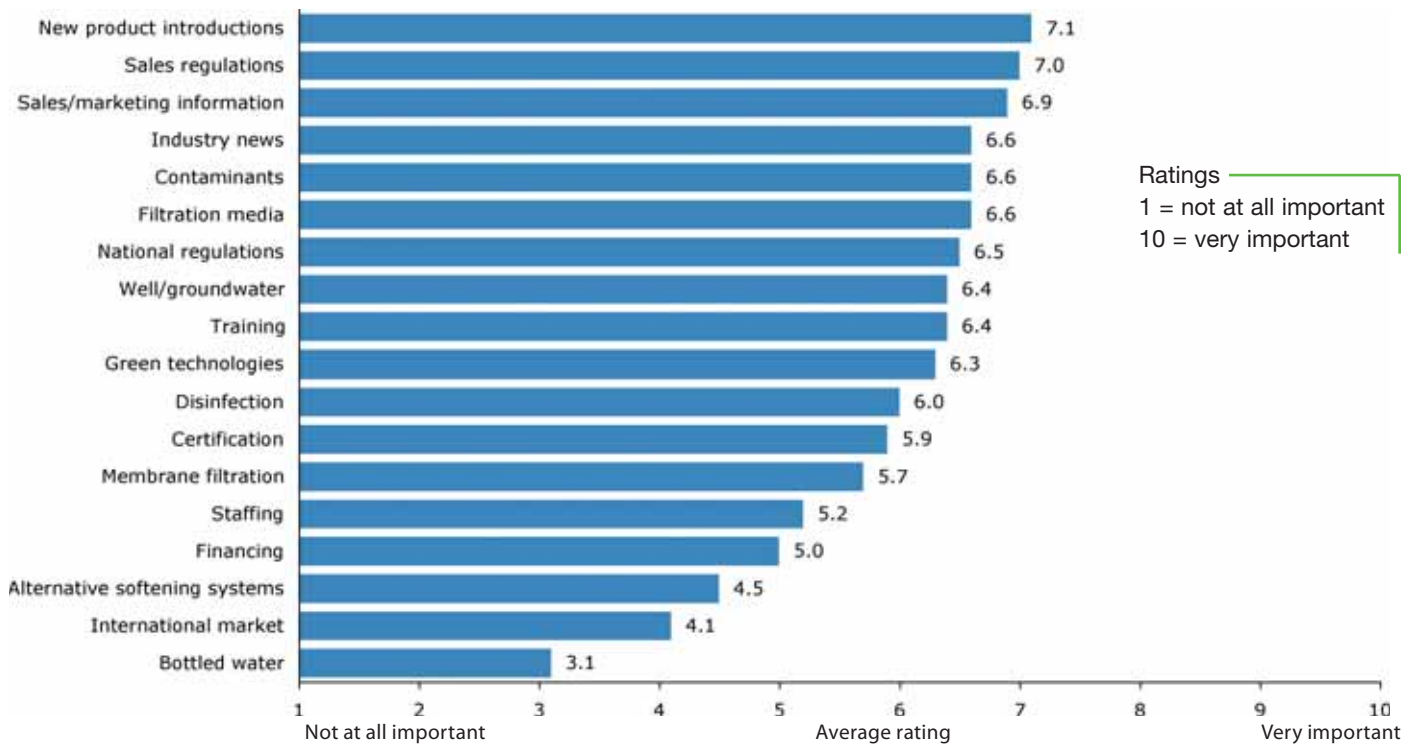
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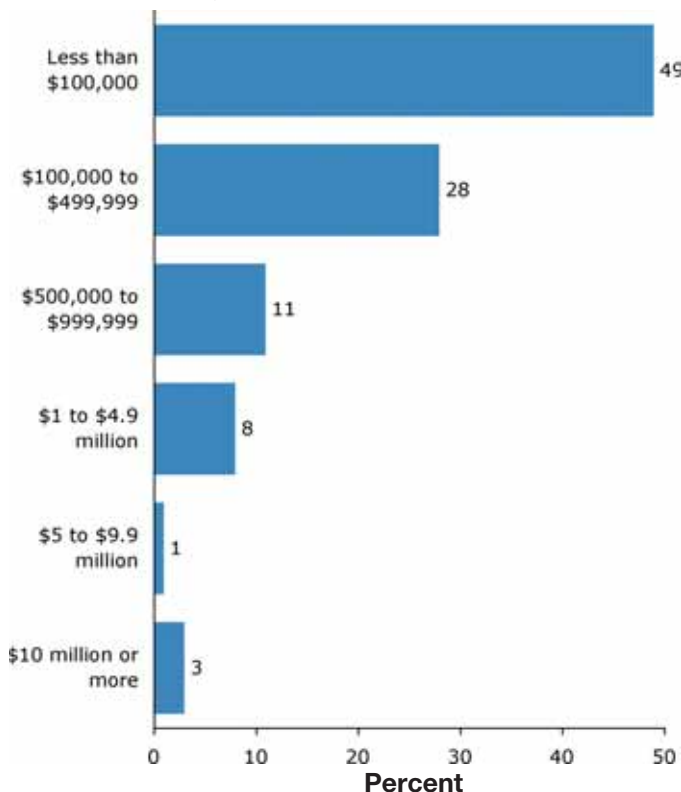
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Please rate how important each of the following topics will be in the coming year.



What is your company's yearly budget for water quality products and services?



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