

STATE OF THE INDUSTRY 2011

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/wq121101.

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

The 2011 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 expenditures, industry resources utilized, and importance of industry topics.

The survey was e-mailed to a random sample of 6,350 *Water Quality Products* subscribers, and 160 surveys were completed (2.5% response rate).

More than half (51%) 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 18% and service with 10%.

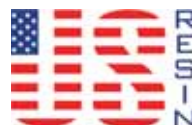
Nearly one-third (32%) of the respondents said they have been in the water quality industry between 20 and 29 years, while another 32% said they have been in the industry for more than 30 years.

More than one-third (35%) of respondents identified their principal activity as dealer/contractor. Another 31% said they were manufacturers/suppliers, followed by distributors/wholesalers with 16%, specifying engineers with 15% and plumbing/heating/air conditioning with 6.5%.

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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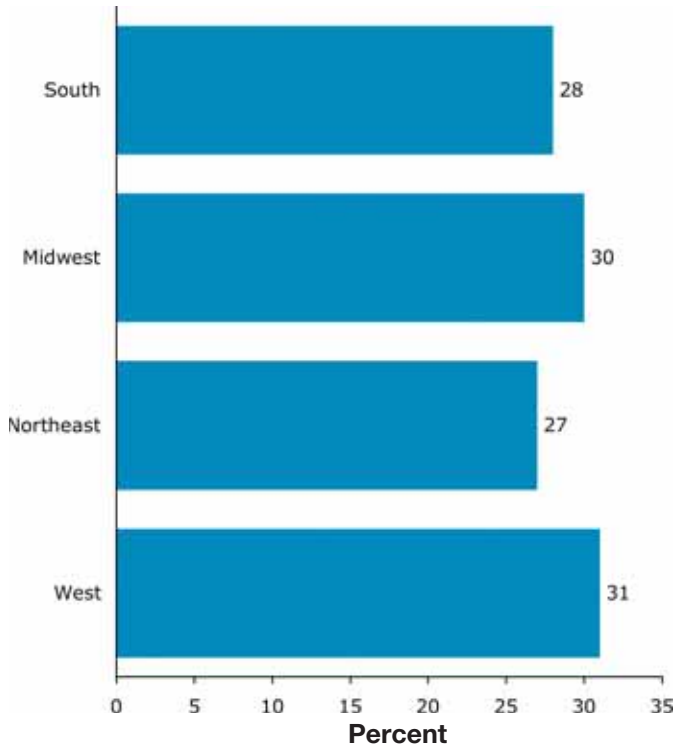
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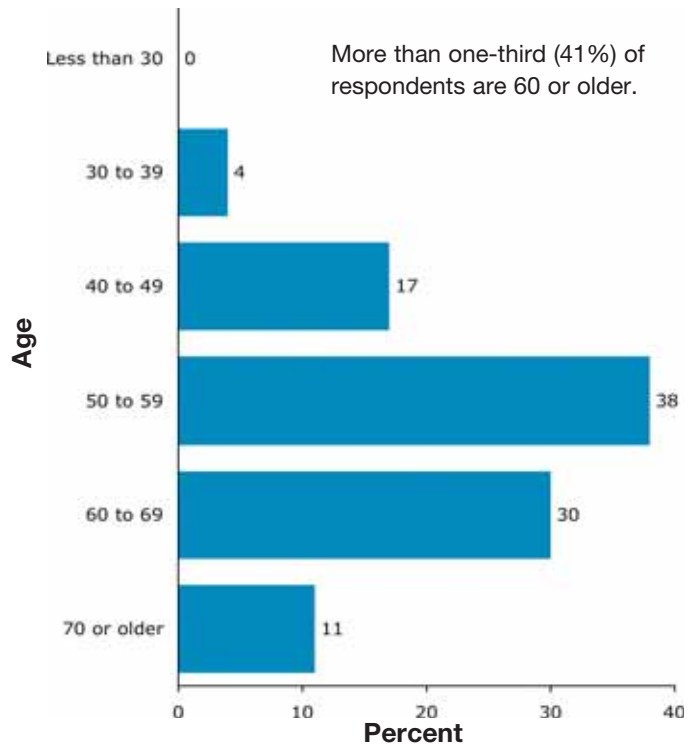
state of the industry report

In which state(s) is your company located?

Collapsed into regions



In which of the following ranges does your age fall?



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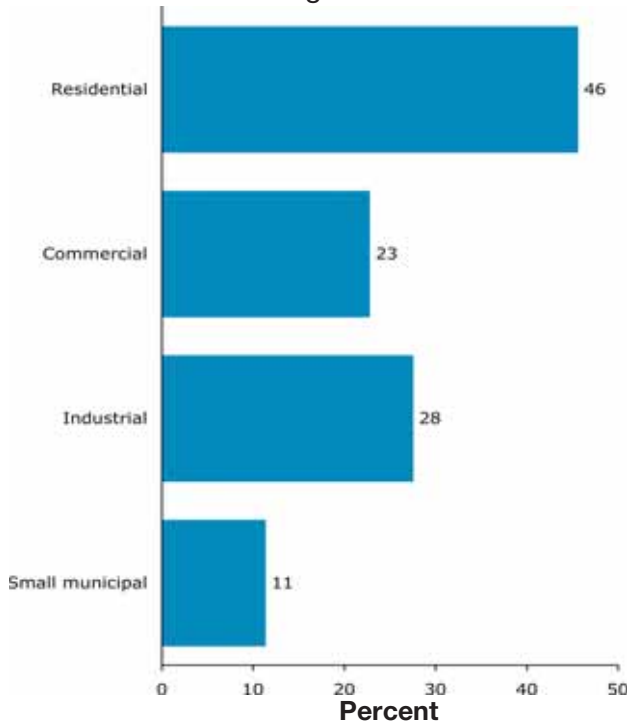
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Write in 754

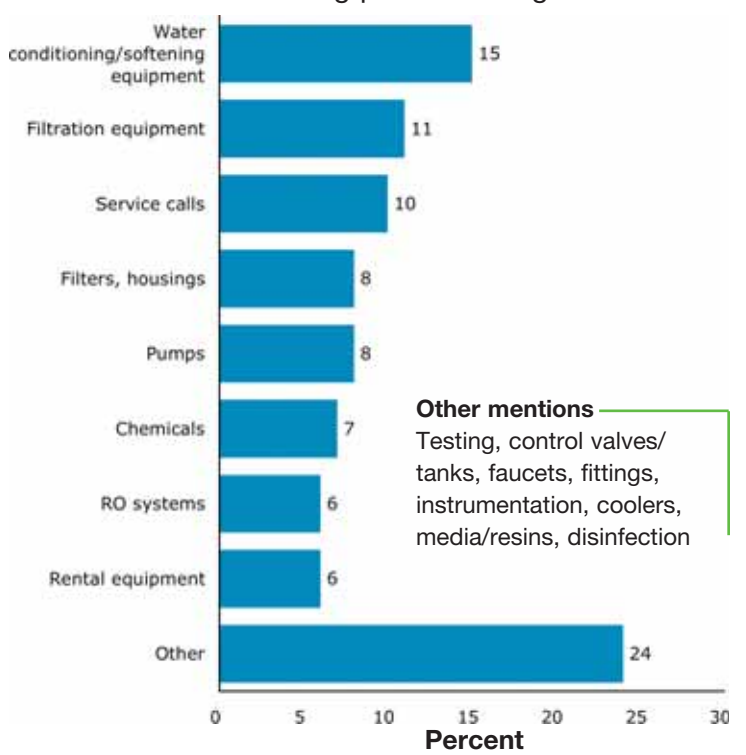


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What percentage of your sales are in each of the following markets?



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



Other mentions
 Testing, control valves/
 tanks, faucets, fittings,
 instrumentation, coolers,
 media/resins, disinfection

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- UV / H₂O₂
- UV / O₃ / H₂O₂
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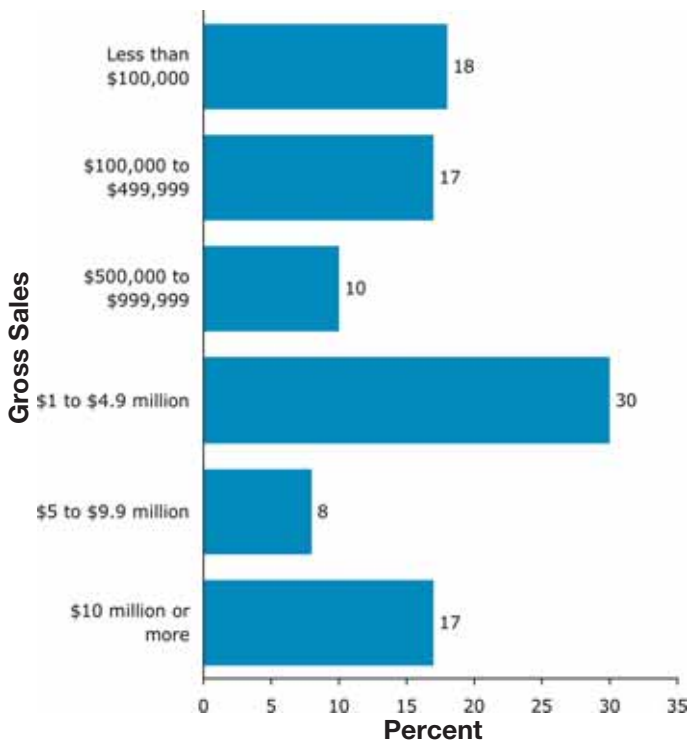


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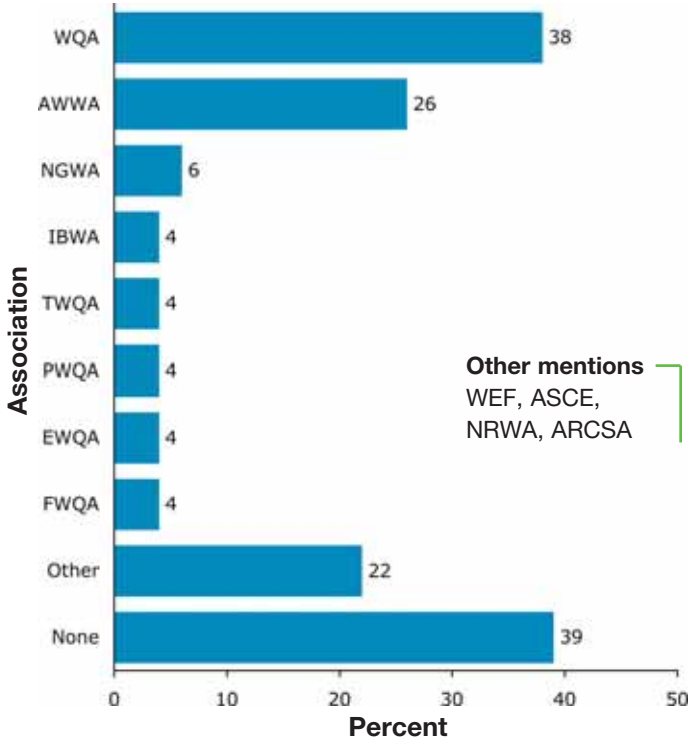
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What were your company's estimated gross sales in 2011?



Which state and/or regional trade associations within the industry do you belong to?



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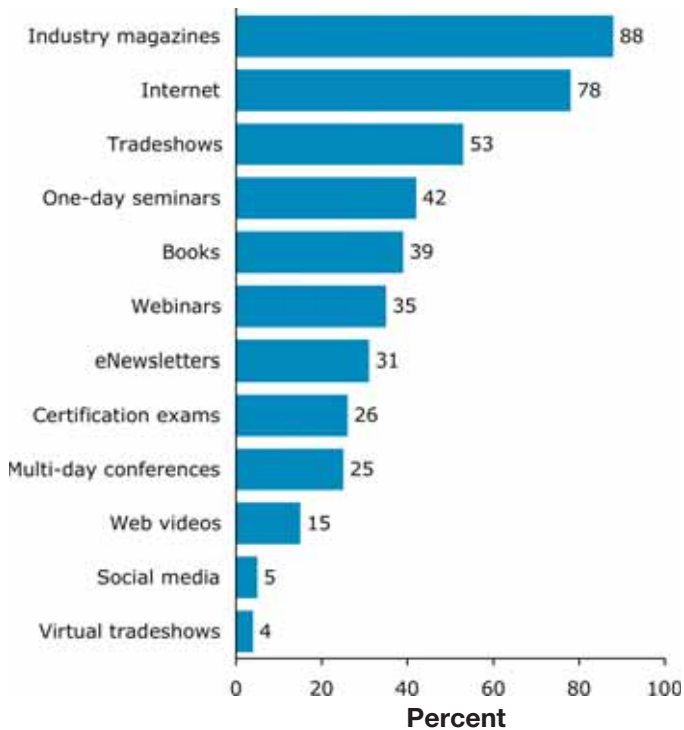


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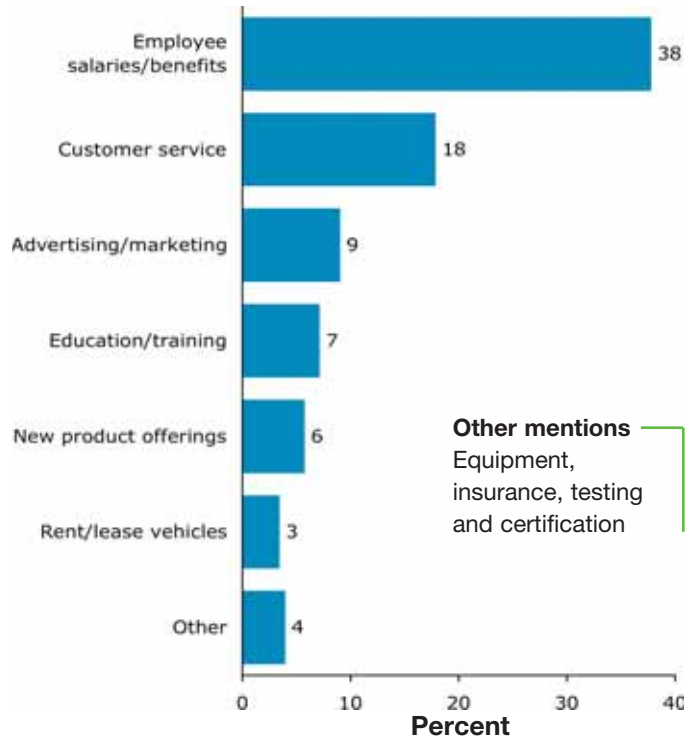
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Which resources do you use for continuing education?



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



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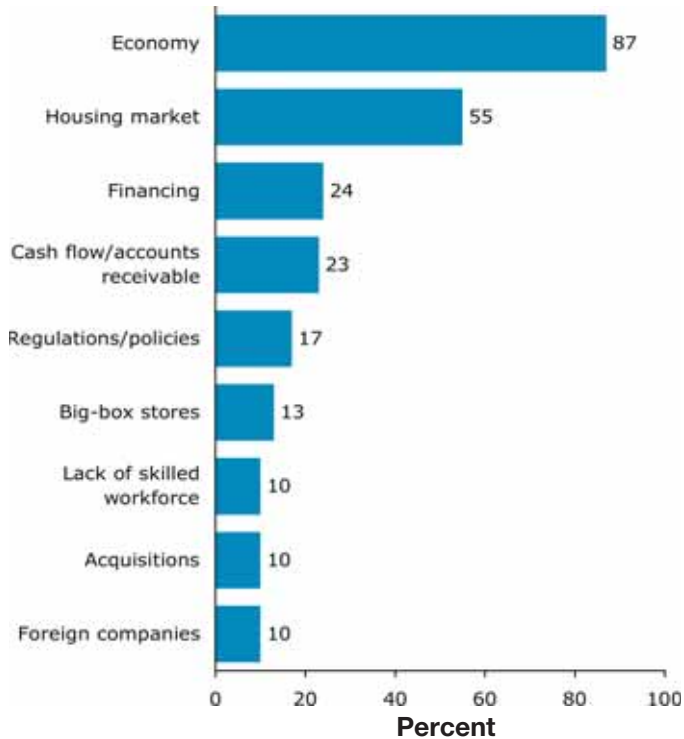
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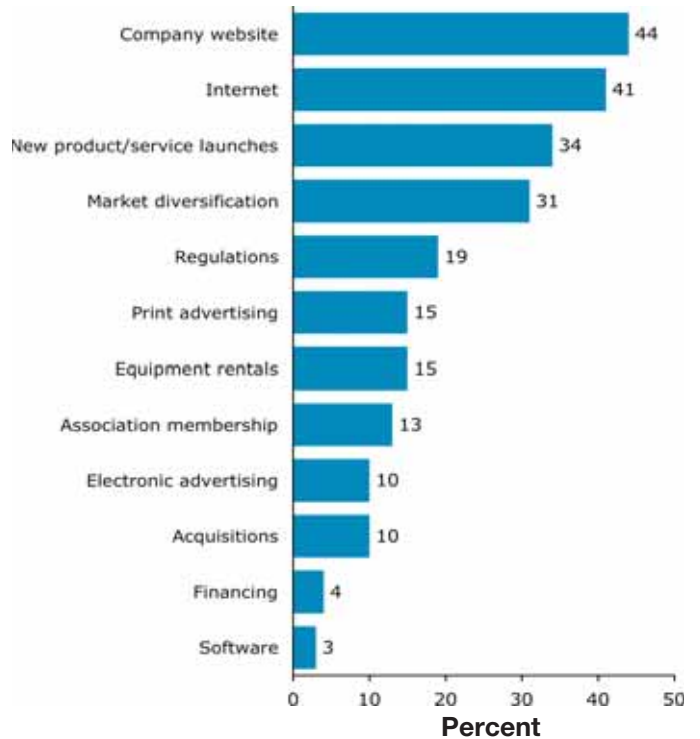


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Which of the following factors have had a negative impact on your sales in the last 12 months?



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



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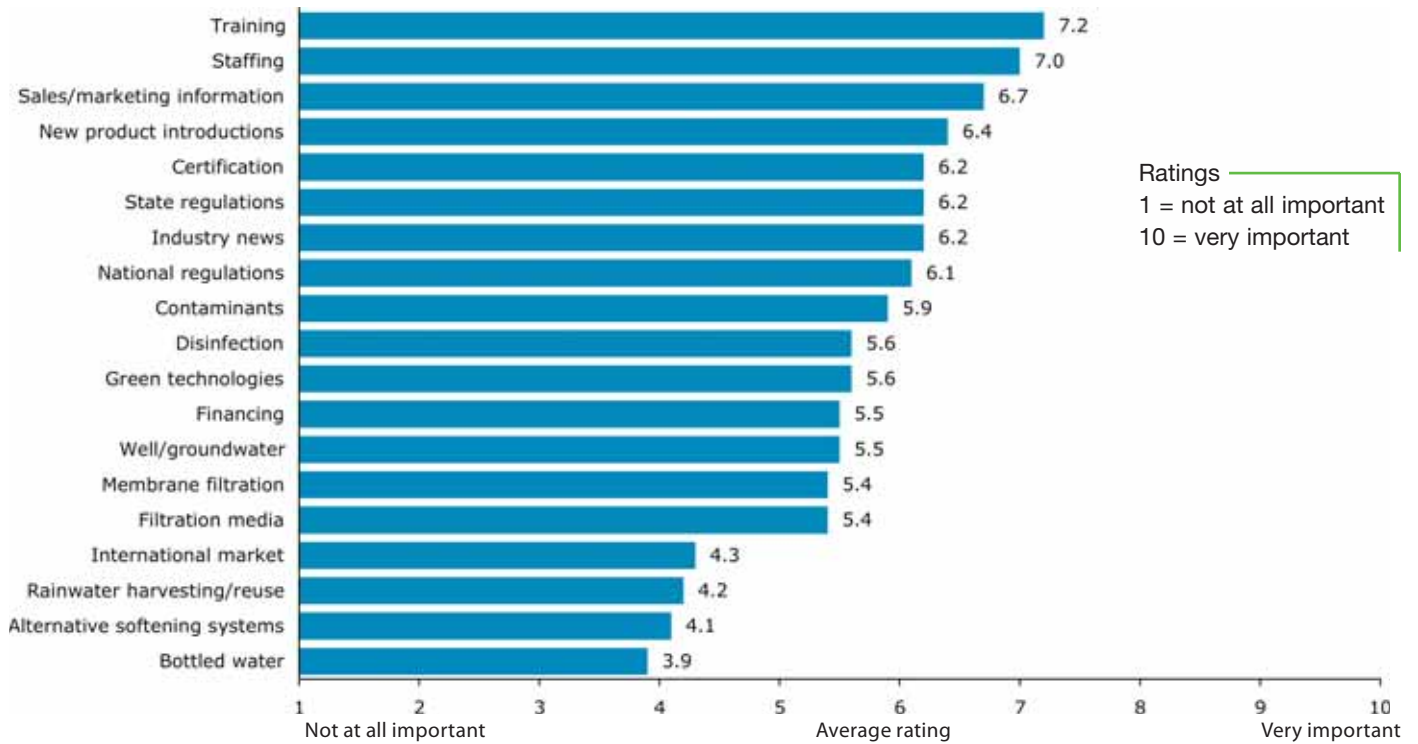
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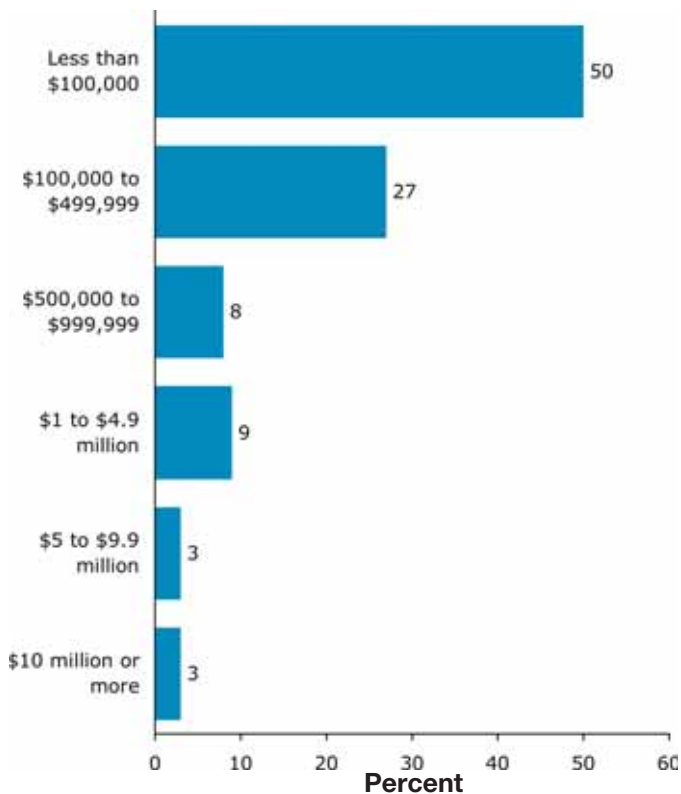


Write in 758

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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