

State of the INDUSTRY 2012

An assessment of the water treatment industry

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

The 2012 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 8,467 *Water Quality Products* subscribers, and 223 surveys were completed (2.6% response rate).

Nearly half (49%) of the respondents stated they have a primary job function of executive management at their companies; an additional 24% have a marketing and sales function, followed by engineering with 16% and service with 11%.

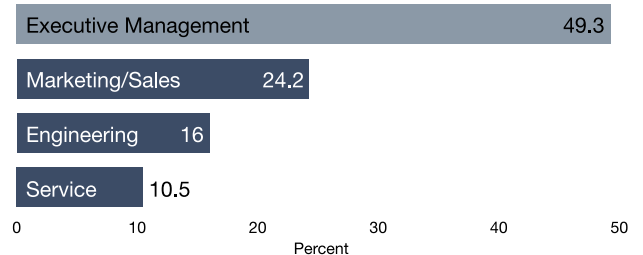
One-quarter (25%) of the respondents said they have been in the water quality industry between 20 and 29 years, while another 36% said they have been in the industry for more than 30 years.

More than one-third (34%) of respondents identified their principal activity as dealer/contractor. Another 28% said they were manufacturers/suppliers, followed by specifying engineers with 20%, distributors/wholesalers with 18% and plumbing/heating/air conditioning with 3%.

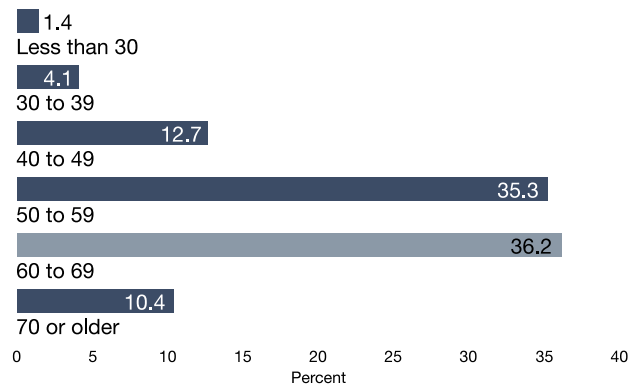
Water Quality Products is committed to keeping our readers informed and up to date with current industry issues, and we will continue to research and report on the current state of the industry throughout the year. *wqp*

For more information on this subject write in 1001 on this issue's reader service card.

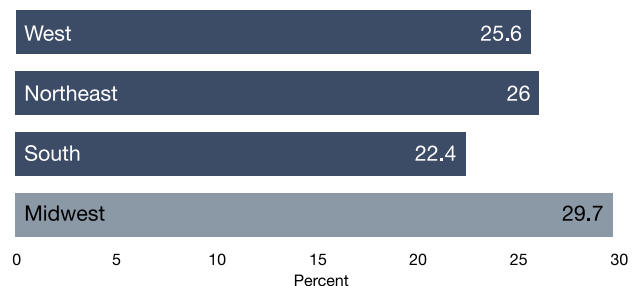
Which one of the following best describes your primary job function?



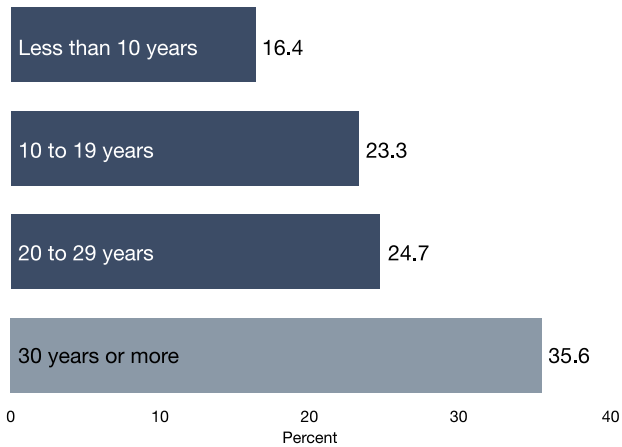
Which of the following ranges does your age fall in?



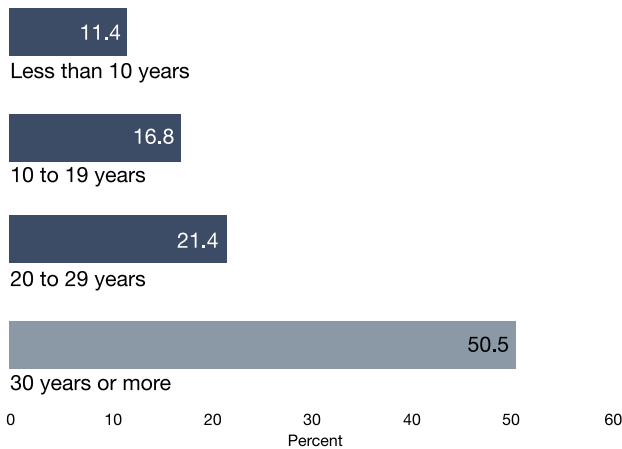
In which region is your company located?



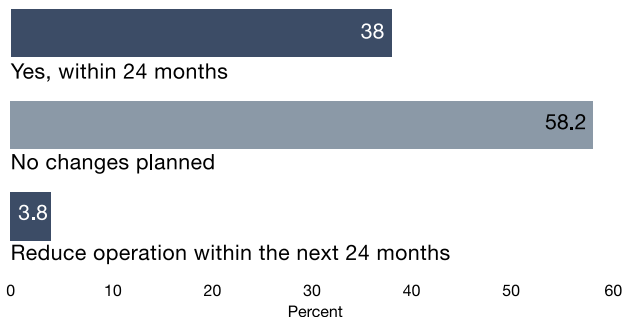
Approximately how many years have you been in the water quality industry?



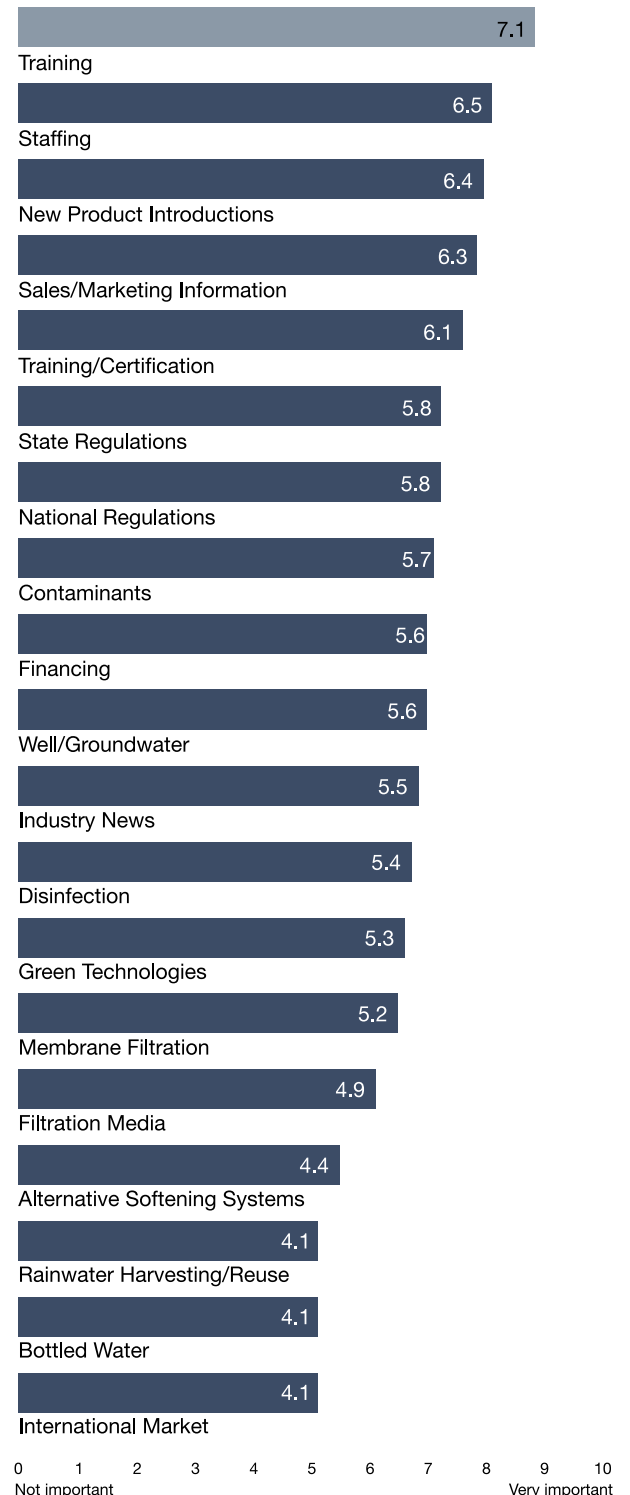
Approximately how many years has your company been in business?



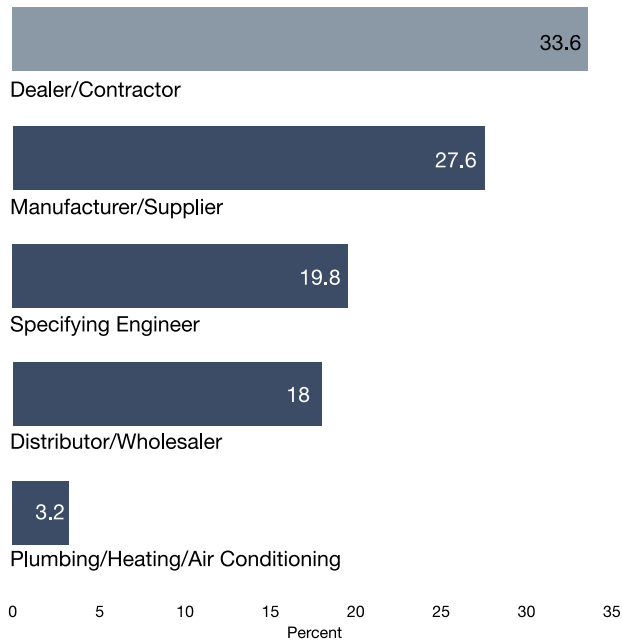
Do you plan to expand your operation?



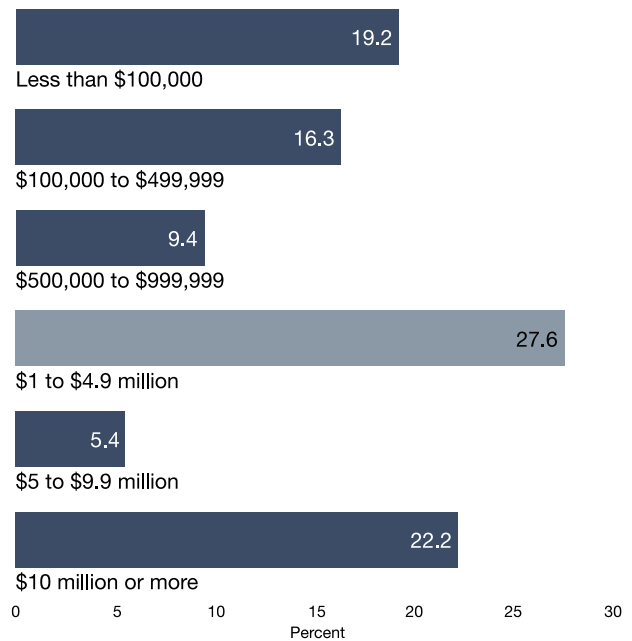
Please rate how important each of the following topics will be in the coming year.



Which of the following best describes your principal activity?



What are your company's estimated gross sales for 2012?



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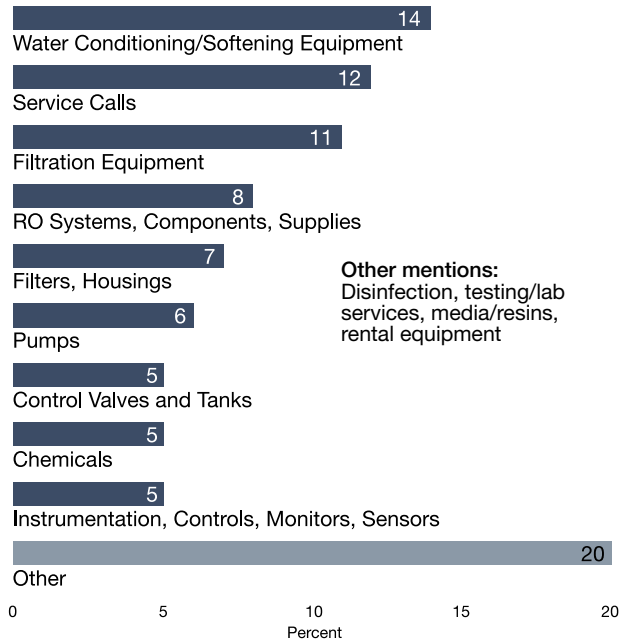
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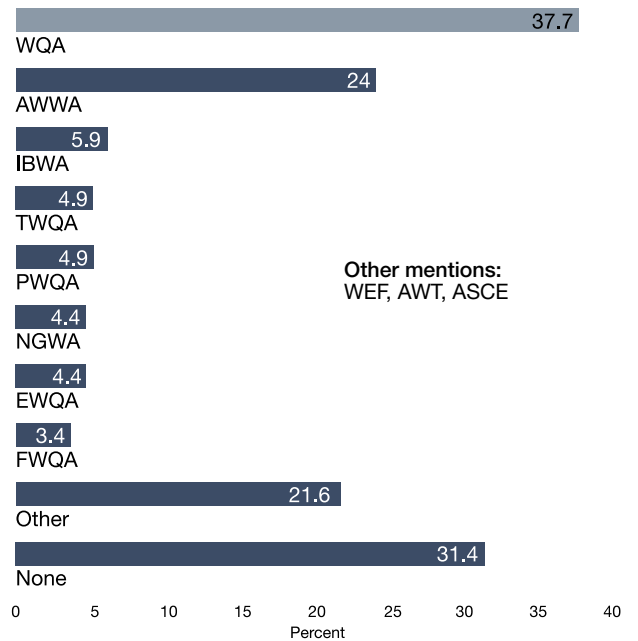
U.S. Patent No.
5,919,373

Write in 753

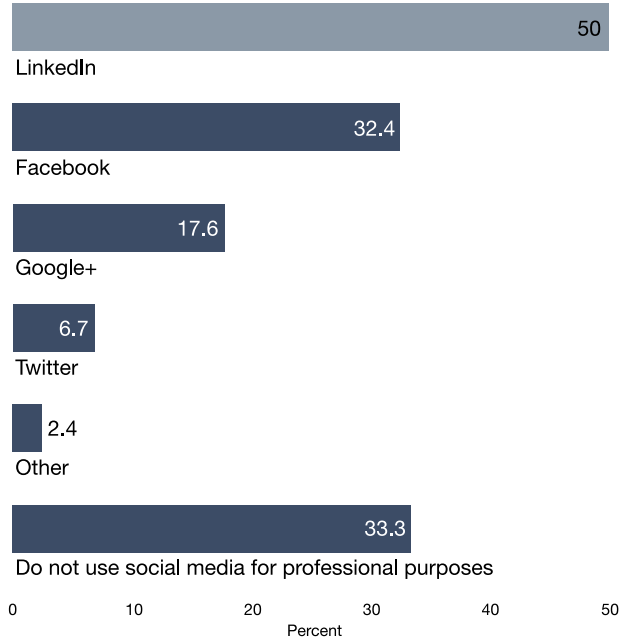
What percentage of your annual revenue comes from the following product/service categories?



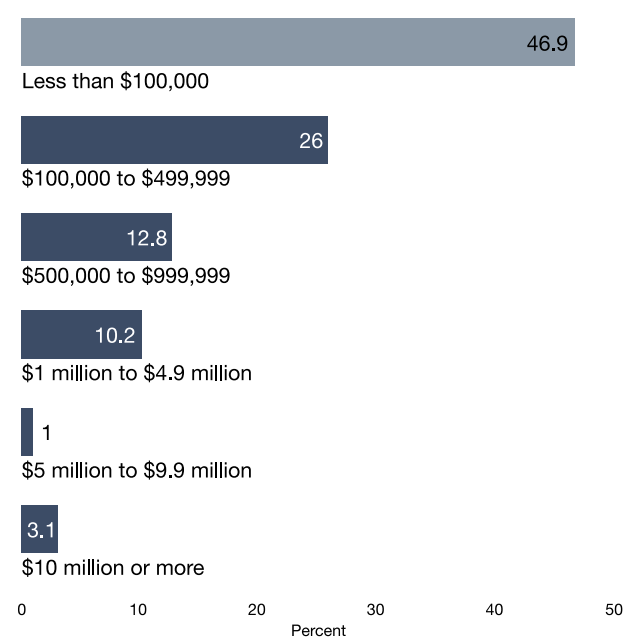
Which of the following industry associations do you belong to?



Which social media platforms do you use for professional purposes?



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



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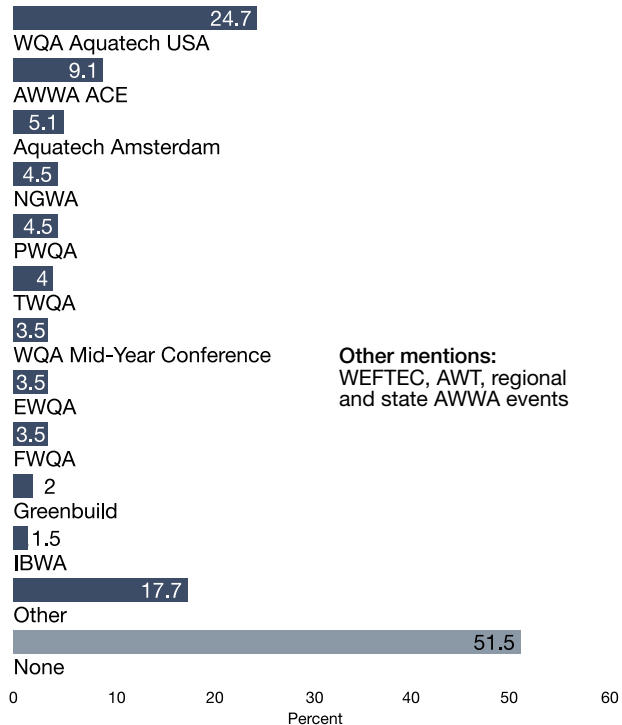


VIDEO

"Refreshing Quality"

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Which of the following industry tradeshow and conferences did you attend in the last 24 months?



What resources do you use for continuing education and certification?



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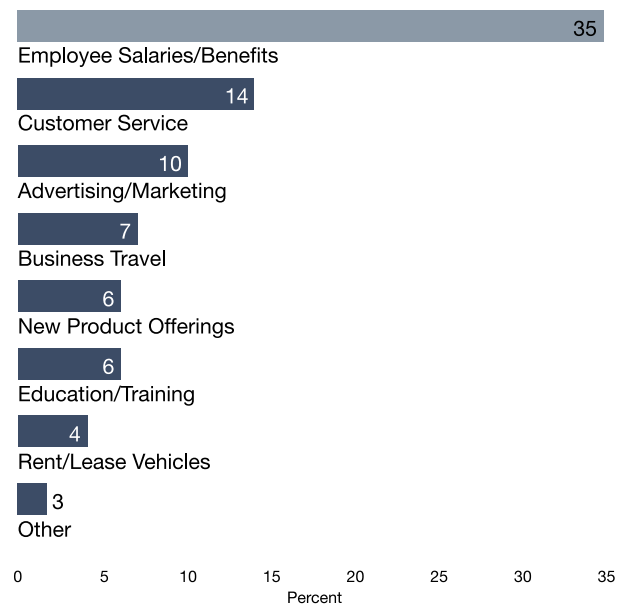
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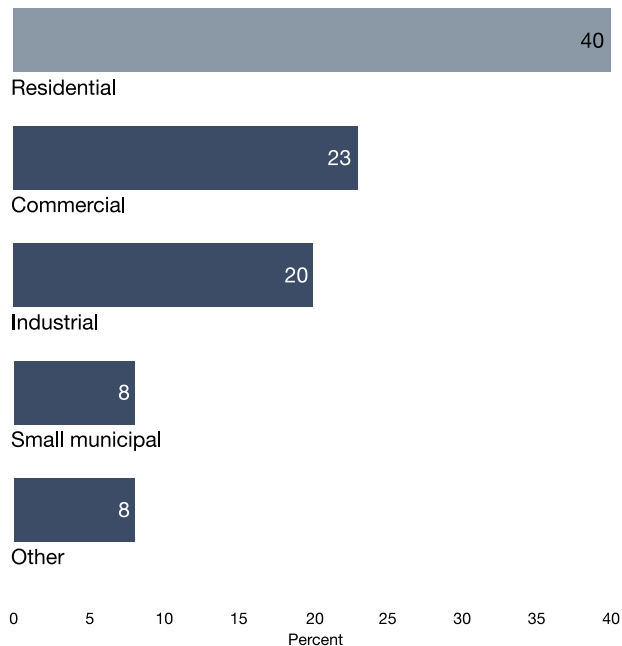
Flexible Programming:
Easily monitors water usage for optimal regeneration and reduced water & salt consumption.

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



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



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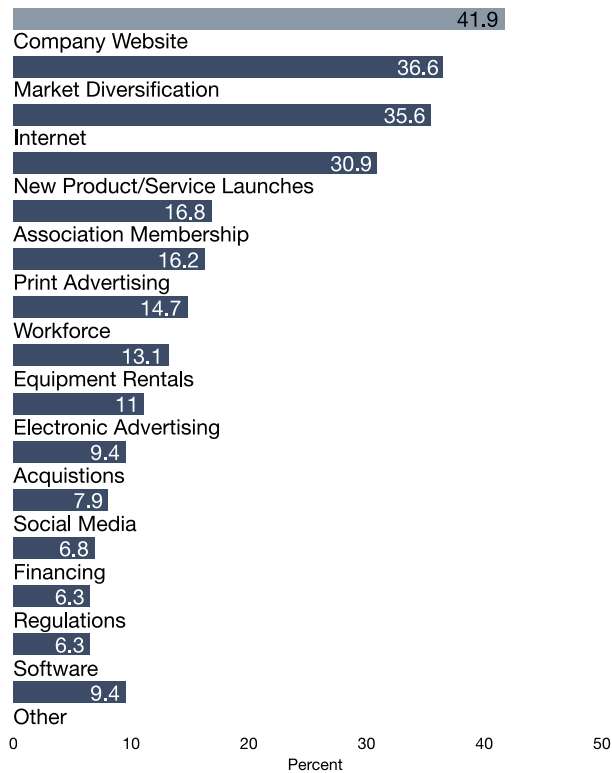
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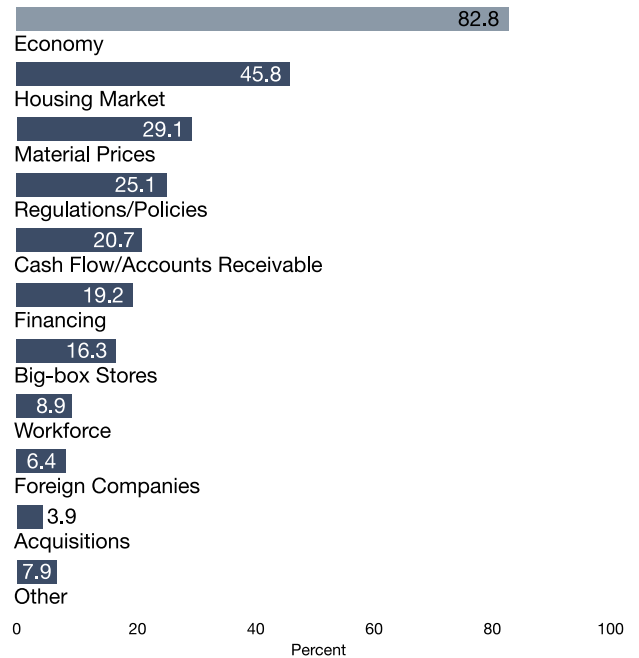
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Which of the following factors have had a **POSITIVE** impact on your sales in the last 12 months?



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



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