

State of the Industry

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 seventh annual State of the Industry Report, which includes valuable current information regarding the water treatment industry and its trends.

The 2013 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 6,697 *Water Quality Products* subscribers, and 221 surveys were completed (3.3% response rate).

More than half (58%) of the respondents stated they have a primary job function of executive management at their companies; an additional 19% have a marketing and sales function, followed by engineering (12%) and service (11%).

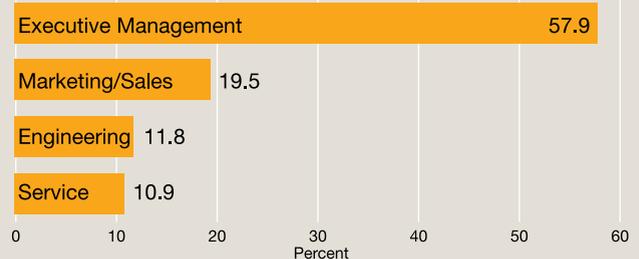
Approximately one-quarter (26%) of the respondents said they have been in the water quality industry between 20 and 29 years, while another 38% said they have been in the industry for more than 30 years.

Forty-one percent of respondents identified their principal activity as dealer/contractor. Another 23% said they were manufacturers/suppliers, followed by specifying engineers (16%), distributors/wholesalers (15%) and plumbing/heating/air conditioning (5%).

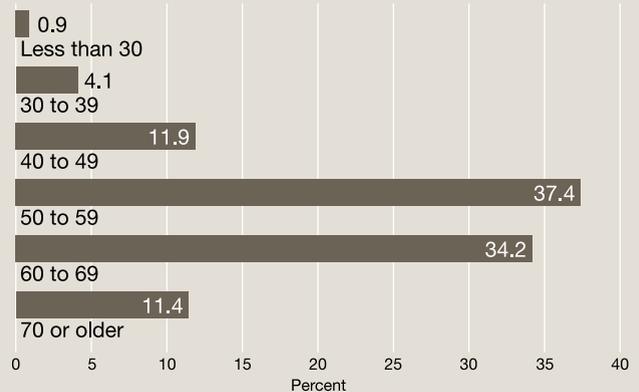
Water Quality Products is committed to keeping our readers informed and up to date with current industry issues, and we will continue to research and report on the current state of the industry throughout the year. *wqp*

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

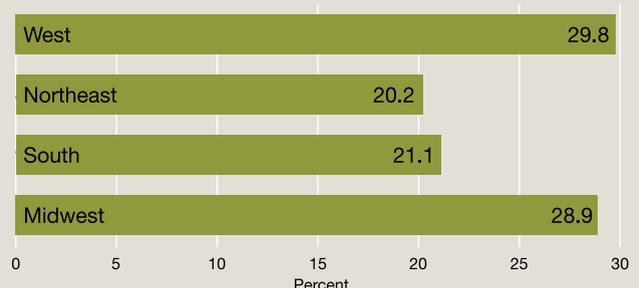
Which one of the following best describes your primary job function?



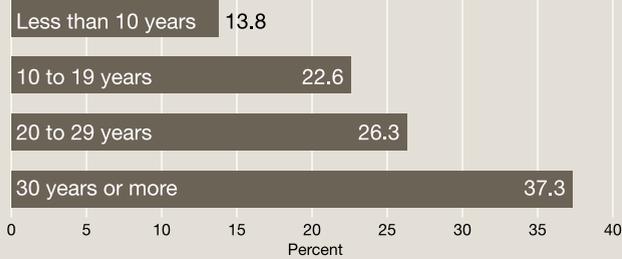
In which of the following ranges does your age fall?



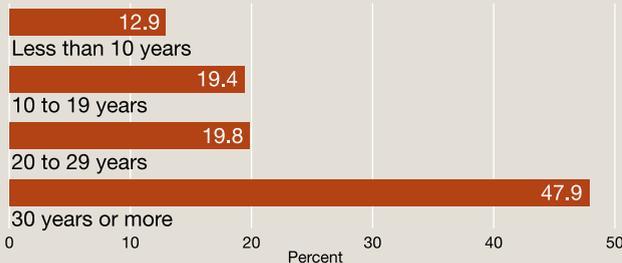
In which region is your company located?



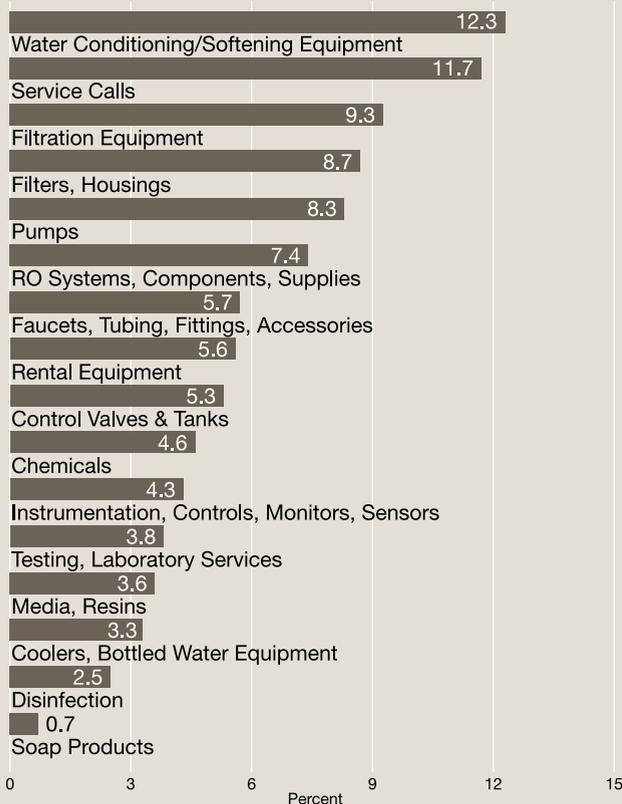
Approximately how many years have you been in the water quality industry?



Approximately how many years has your company been in business?



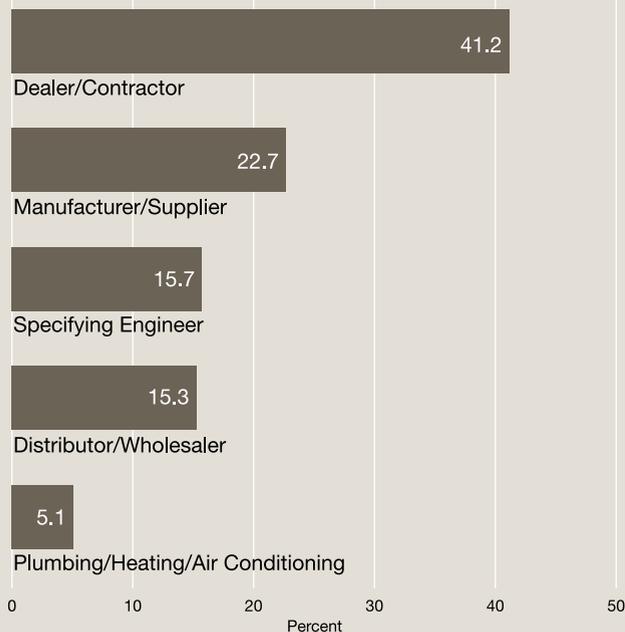
What percentage of your revenue comes from the following product/service categories?



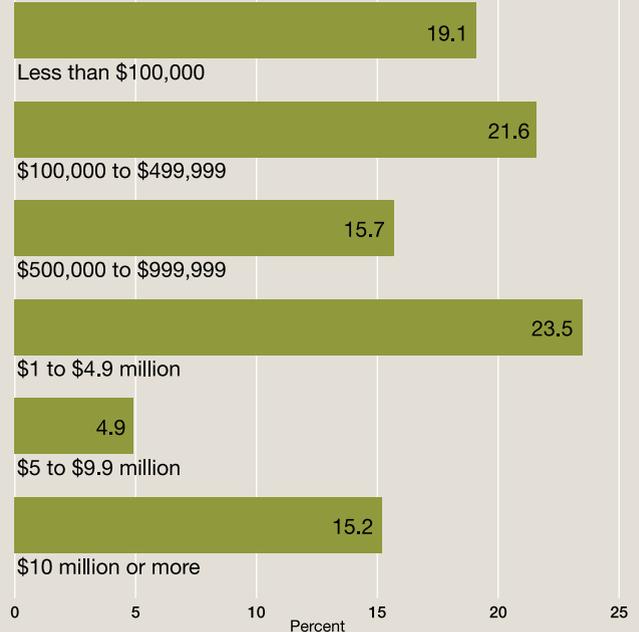
Please rate how important each of the following topics will be in the coming year.



Which of the following best describes your principal activity?



What are your company's estimated gross sales for 2013?



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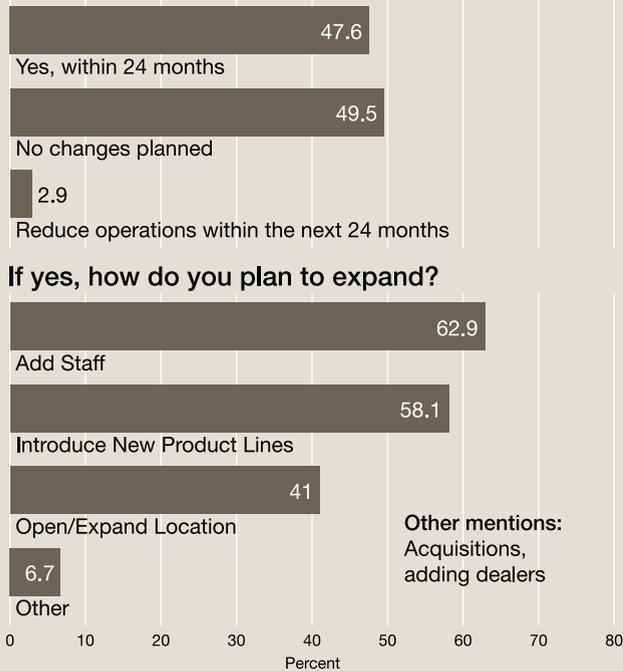
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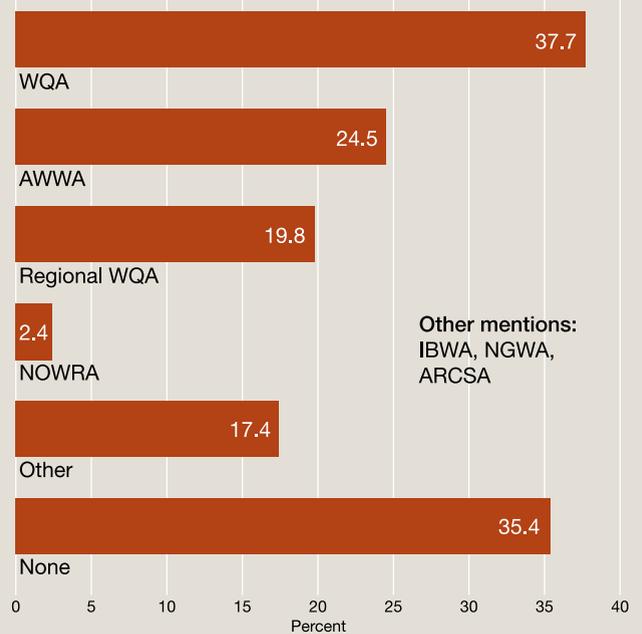
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Do you plan to expand your operation?



Which of the following industry associations do you belong to?



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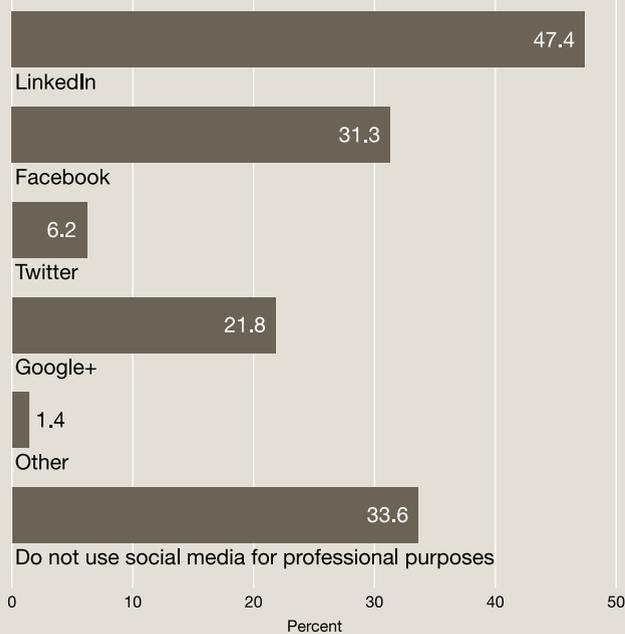


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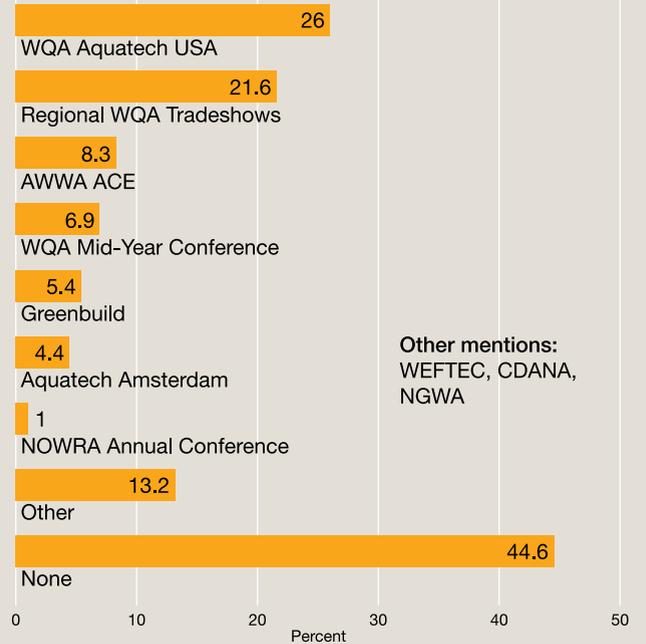
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Which social media platforms do you use for professional purposes?



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



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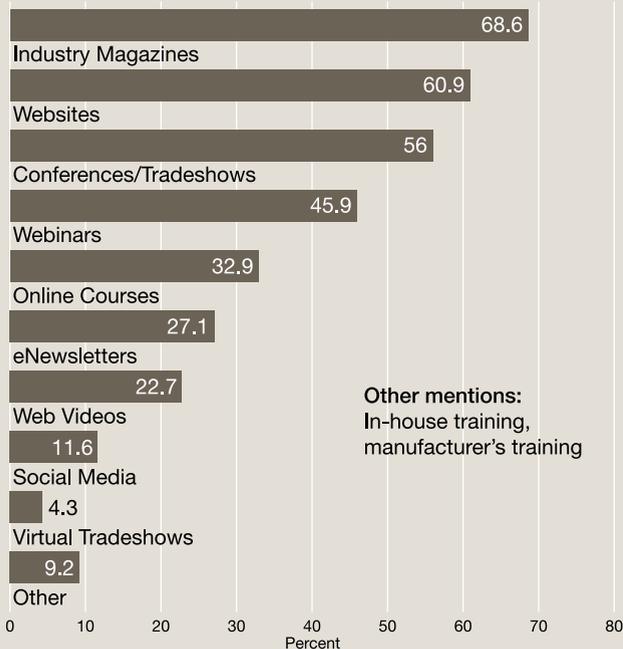
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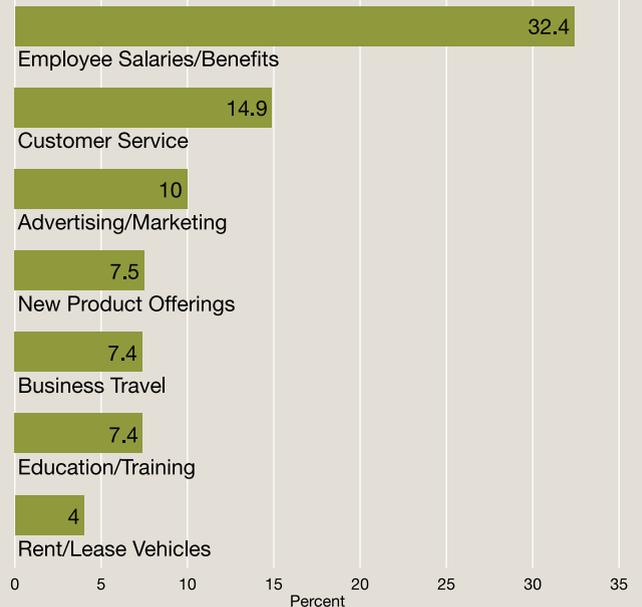
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What resources do you use for continuing education and certification?



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



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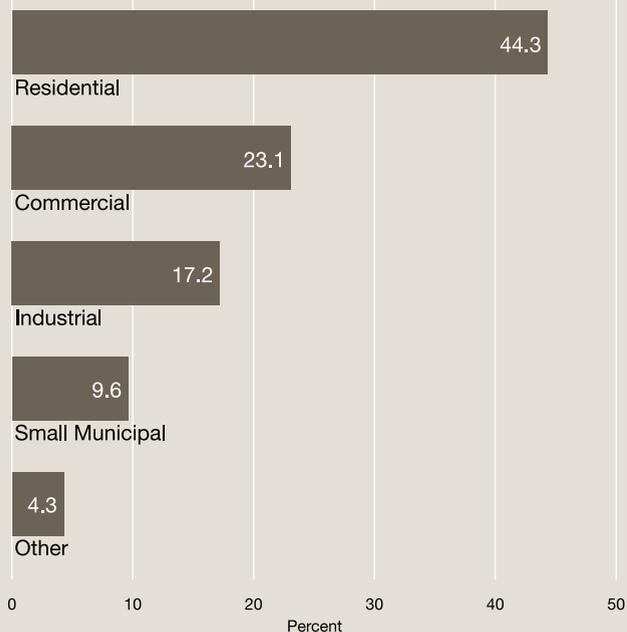
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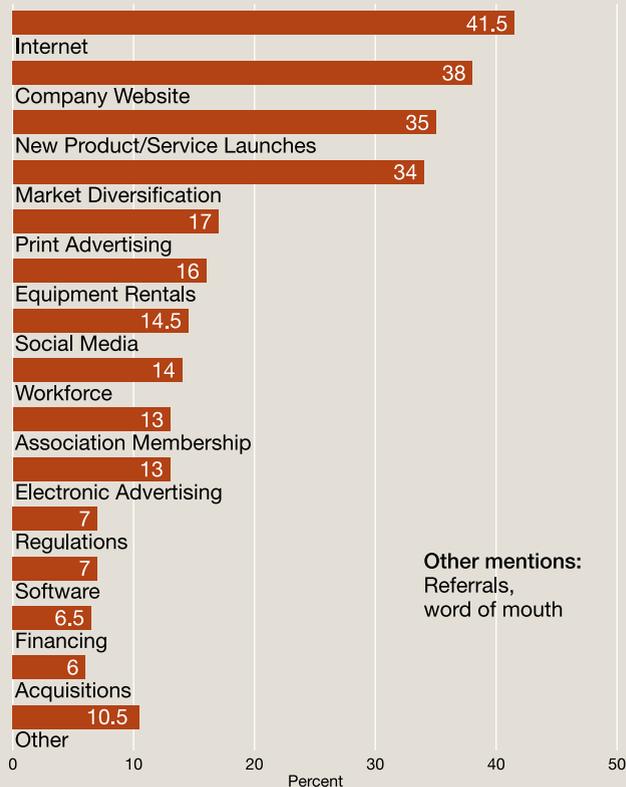
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What percentage of your sales is in each of the following markets?



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



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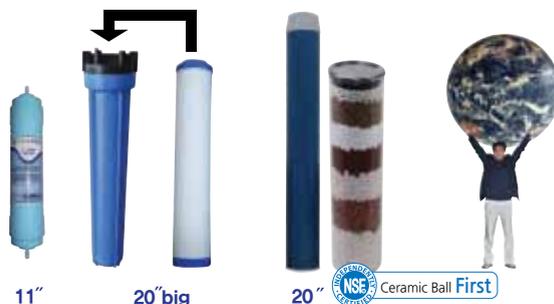
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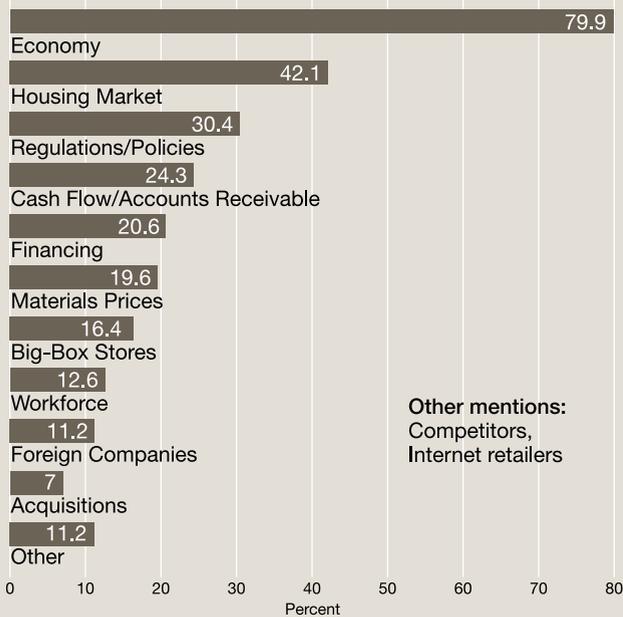
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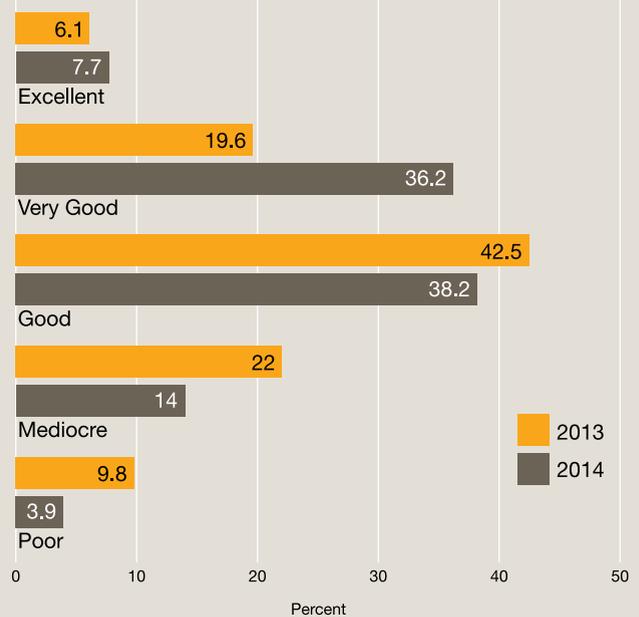
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Which of the following factors have had a **NEGATIVE** impact on your sales in the last 12 months?



How would you rate this year (2013) and what do you expect to rate next year (2014) as a business year for your company?



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