

State of the Industry 2015

An assessment of water quality industry trends

In the modern marketplace, keeping up with the latest data on industry trends is key to success. With that in mind, WQP brings you its ninth annual State of the Industry Report, which includes valuable information on water treatment industry trends.

The 2015 State of the Industry Report provides a detailed assessment of the water industry. It studies different market dynamics, including professional and business demographics, budgeting, purchasing involvement and expenditures, industry resources utilized, and importance of industry topics.

Almost half (47%) of respondents said they have a primary job function of executive management at their companies. More than a quarter (26.5%) have a marketing/sales function, followed by engineering (16.2%) and service (10.3%).

More than a quarter (27.3%) of respondents said they have been in the industry between 20 and 29 years, with nearly 40% reporting that they have been in the industry for 30 years or more.

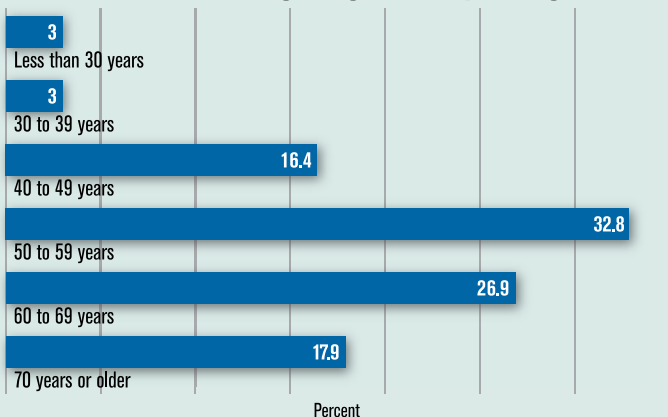
Approximately 30% of respondents identified their principal activity as manufacturer/supplier, while nearly as many (27.5%) identified as

dealers/contractors. Another 20.3% identified as specifying engineers, following by distributors/wholesalers (11.6%), building owners/developers/managers (8.7%) and plumbing/heating/air conditioning (2.9%).

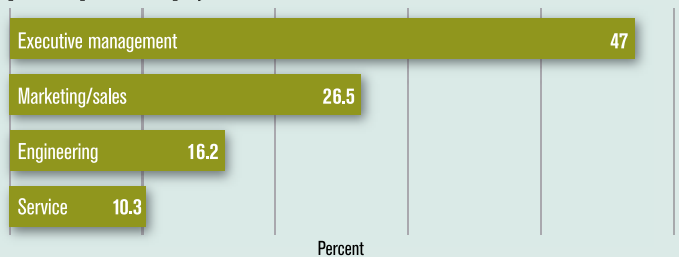
WQP is committed to keeping its readers informed and up to date on current industry issues, and the editorial staff will continue to research and report on the current state of the industry throughout the year. **WQP**

For more information, contact the WQP staff at wqpeditor@sgcmail.com or 847.391.1007.

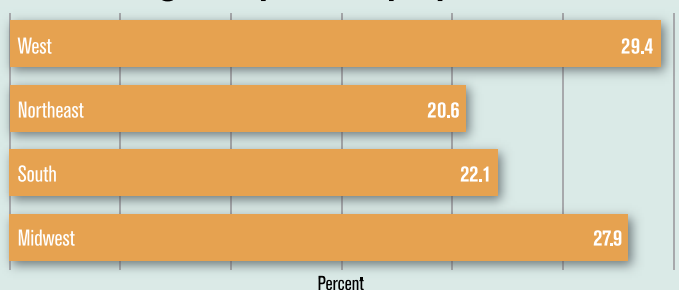
Which of the following ranges does your age fall in?



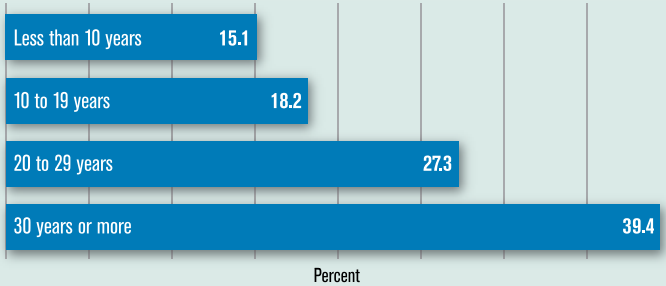
Which one of the following best describes your primary job function?



In which region is your company located?



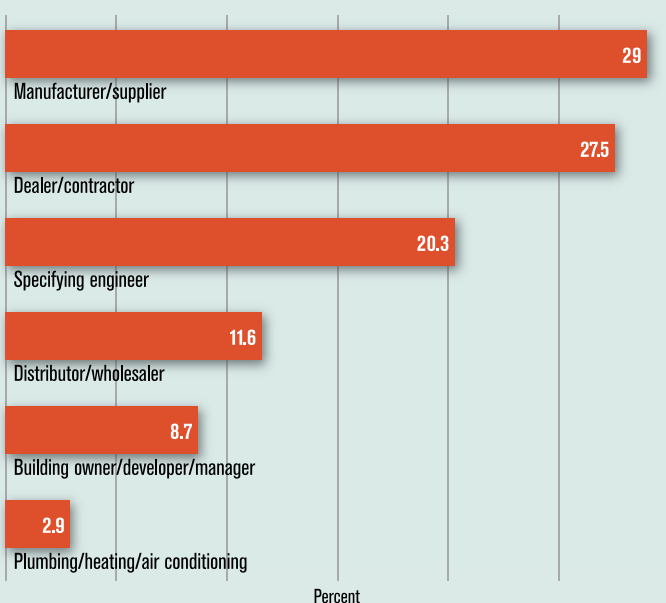
Approximately how many years have you been in the water quality industry?



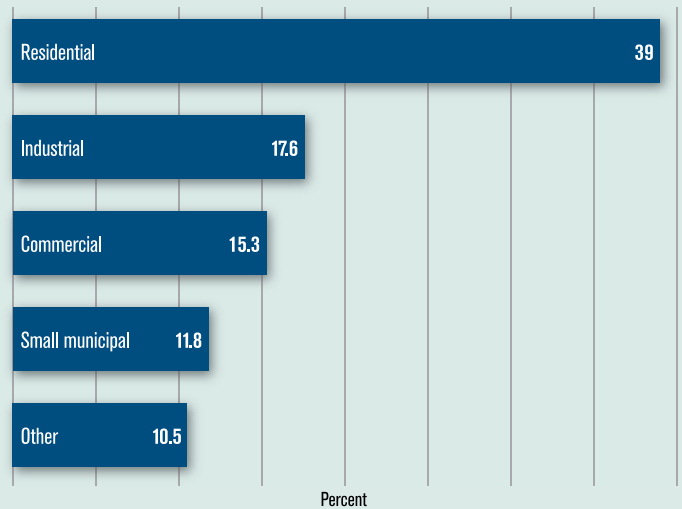
Approximately how many years has your company been in business?



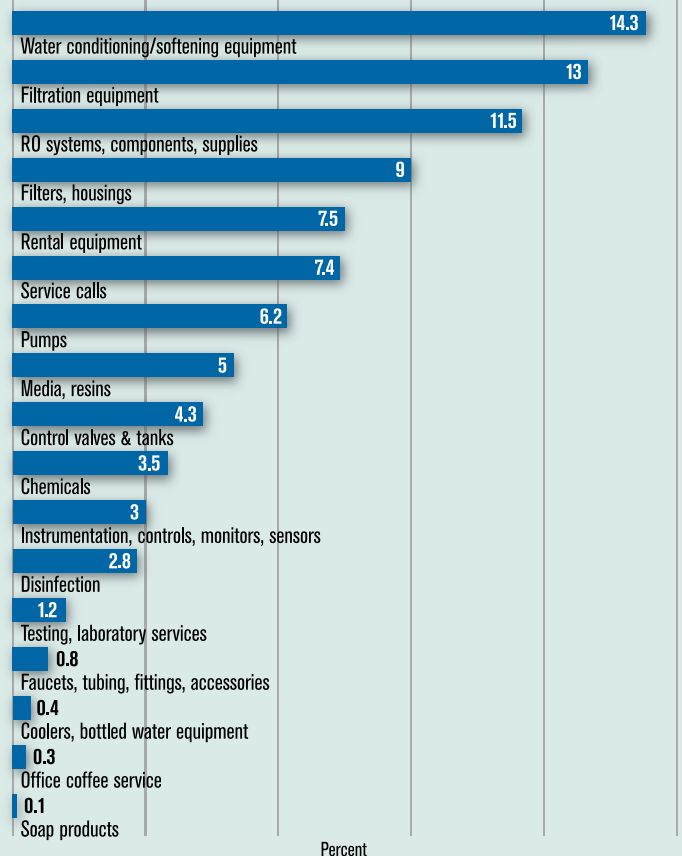
Which of the following best describes your principal activity?



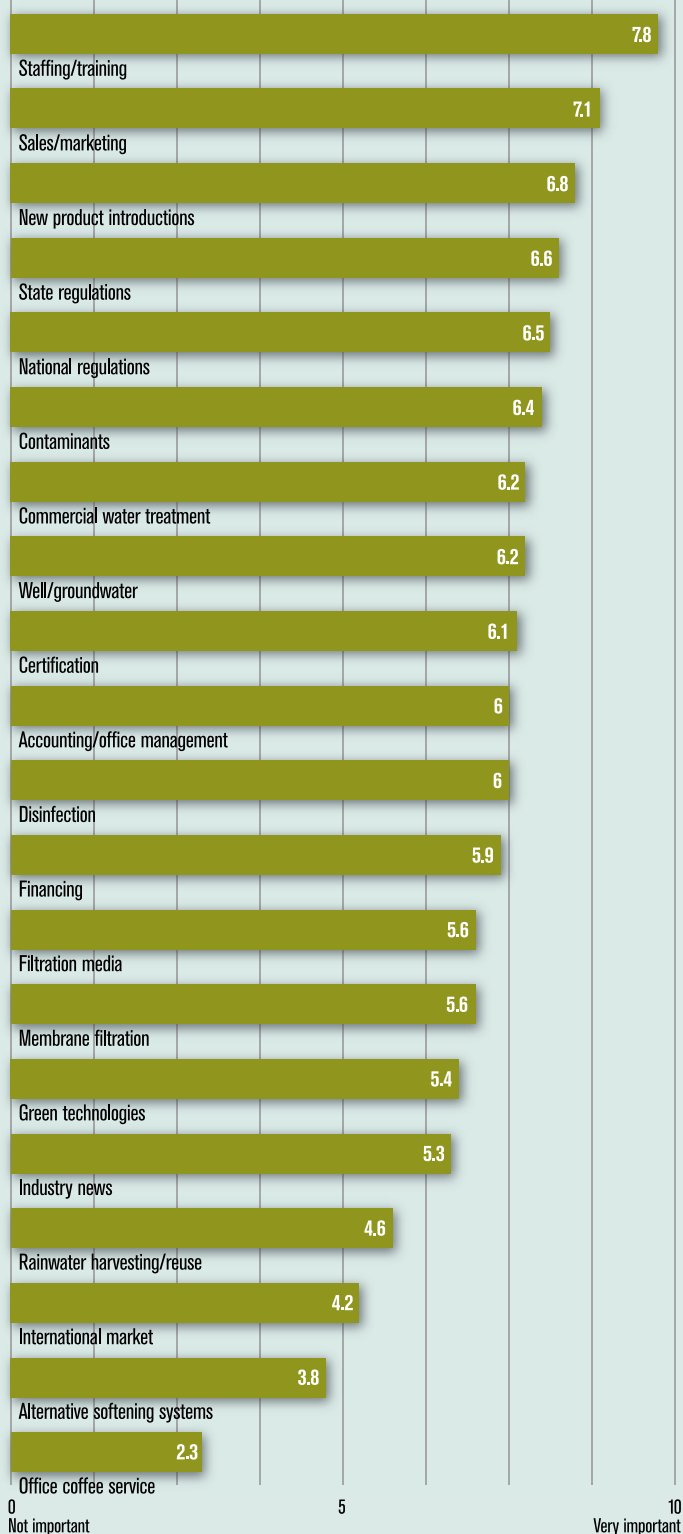
What percentage of your sales are in each of the following markets?



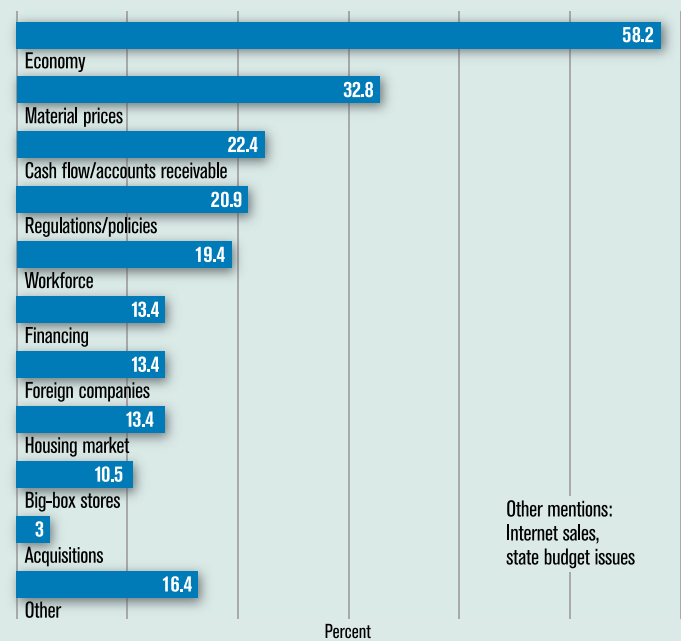
What percentage of your annual revenue comes from the following product/service categories?



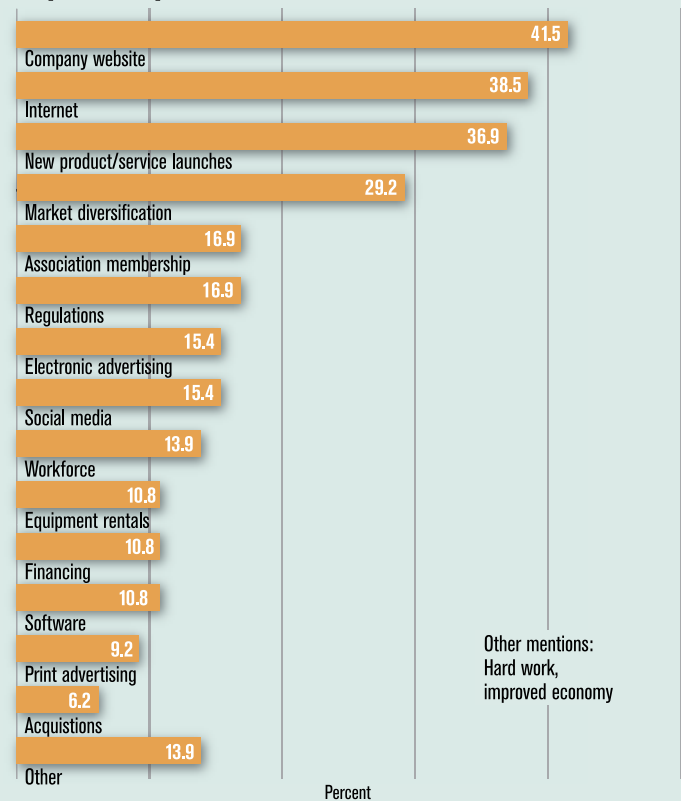
Please rate how important each of the following topics will be in the coming year.



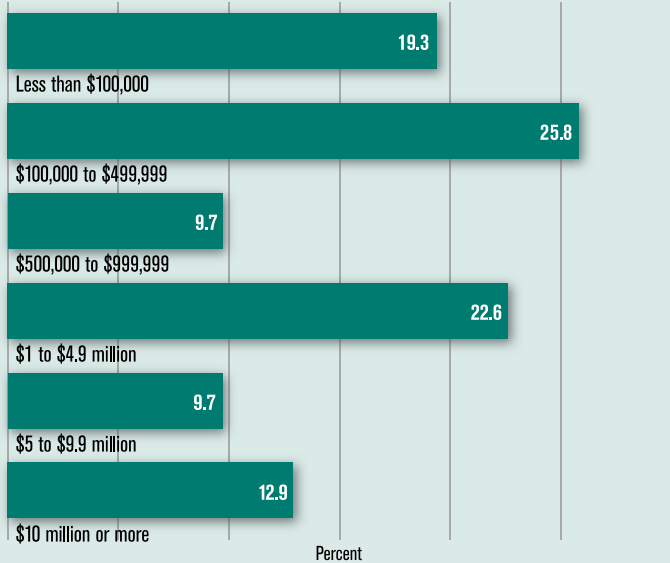
Which of the following factors have had a **NEGATIVE** impact on your sales in the last 12 months?



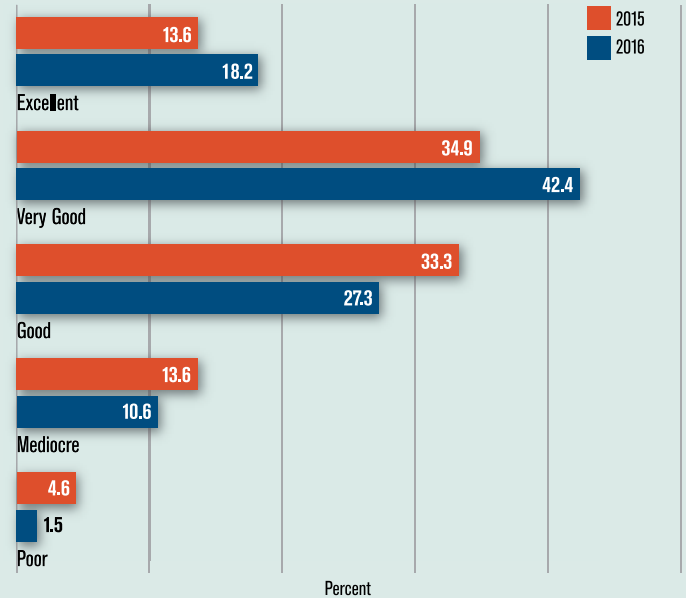
Which of the following factors have had a **POSITIVE** impact on your sales in the last 12 months?



What are your company's estimated gross sales for 2015?



How would you rate this year (2015) and what do you expect to rate next year (2016) as a business year for your company?



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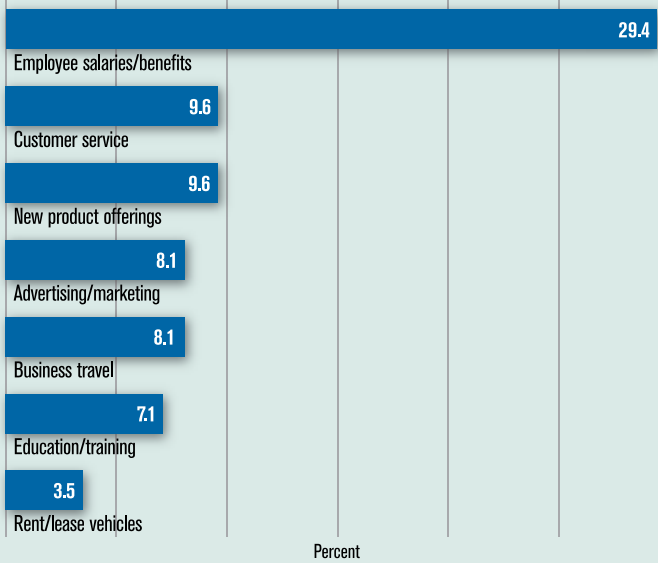


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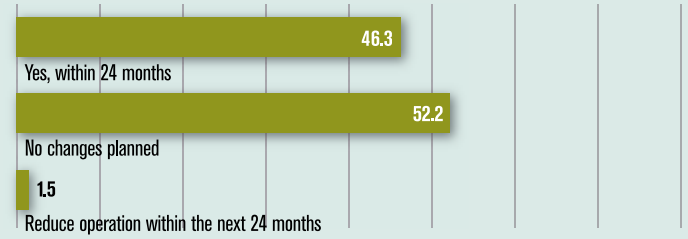


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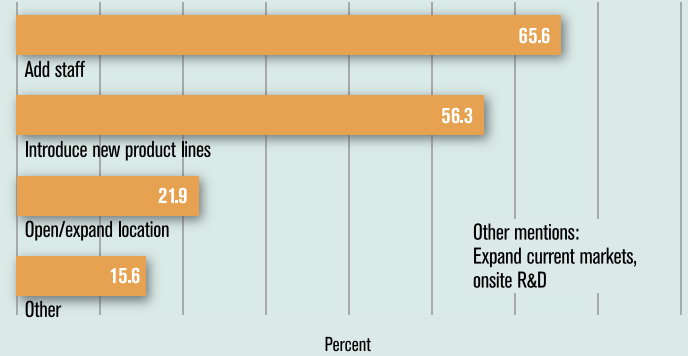
What percentage of your budget over the next 24 months will be allocated to the following categories?



Do you plan to expand your operation?



If yes, how do you plan to expand?



“If it looks like trash, smells like trash, and tastes like trash, then it is trash.”



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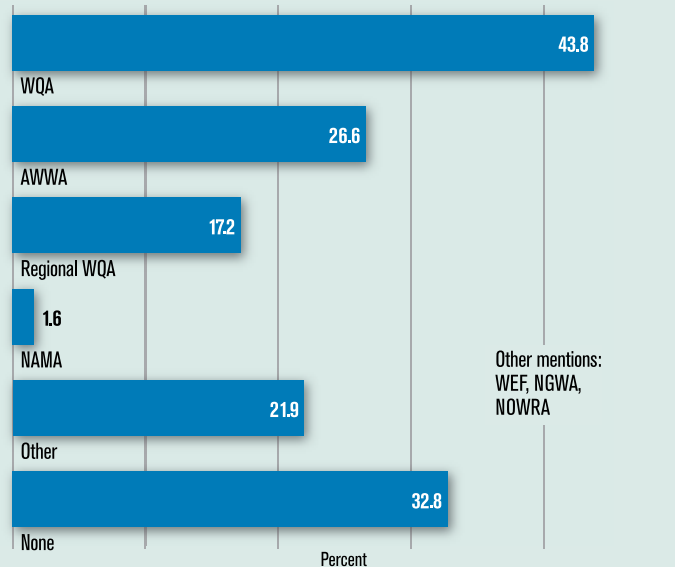
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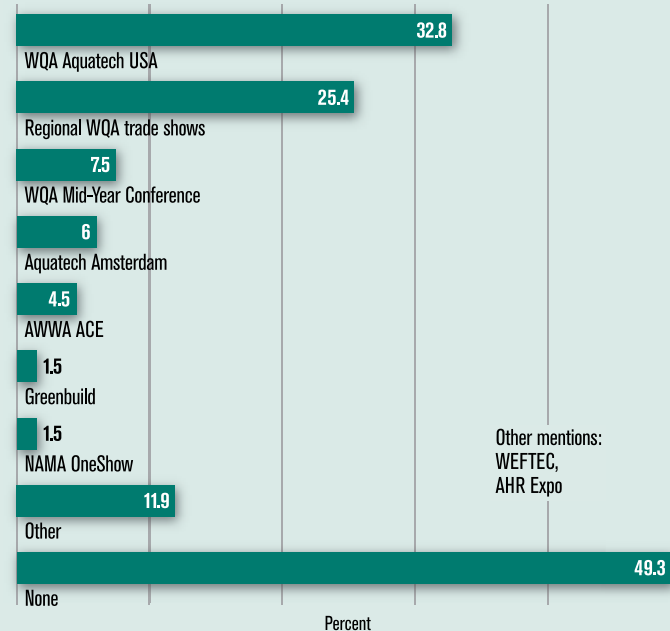
MEMBER
Water Quality Association

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Which of the following industry associations do you belong to?



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



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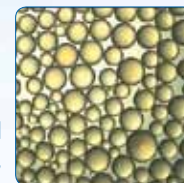
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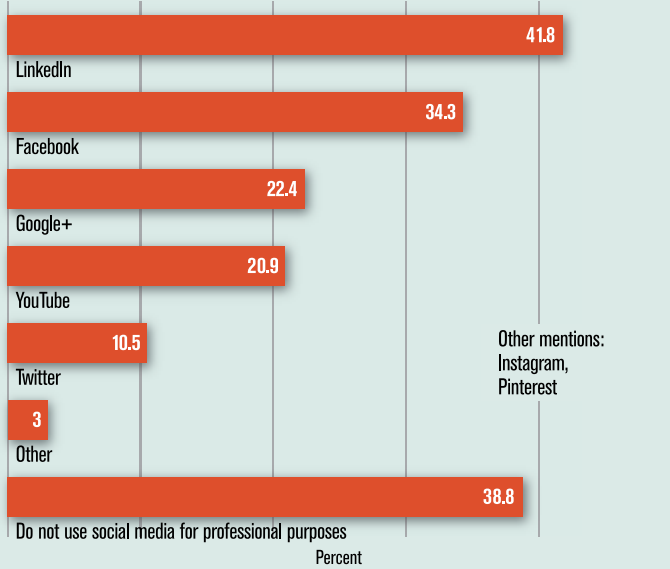
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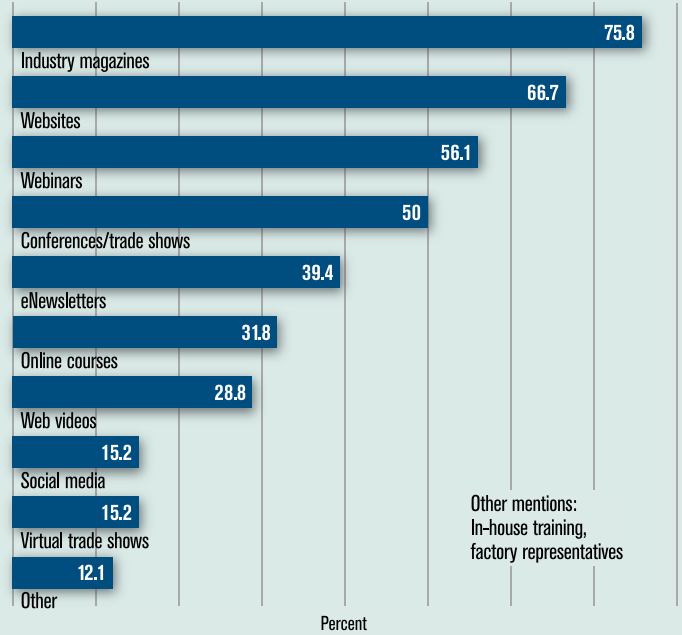


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Which social media platforms do you use for professional purposes?



What resources do you use for continuing education and certification?



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