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2010

state of the industry

An assessment of the water and wastewater industry

By **WWD Staff**

Water & Wastes Digest (WWD) 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 invaluable current information regarding the water and wastewater industry and its trends throughout 2010.

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 total of 8,428 WWD subscribers

received an invitation to the survey site. A total of 651 surveys were completed. The project was conducted entirely over the Internet. A margin of error based on the 651 returned surveys is calculated to be no greater than ± 3.8 percentage points at a confidence level of 95%.

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

Forty-one percent of respondents stated that their primary job function is

engineering. An additional 29% have an operations function, followed by government administration or corporate management with 20% of the mentions and technical with 10%.

WWD is committed to keeping our readers informed and up to date with current industry issues. We will continue to research and report on the current state of this industry throughout the year. **WWD**

For additional information, contact *Water & Wastes Digest* at wwdeditor@sgcmail.com.

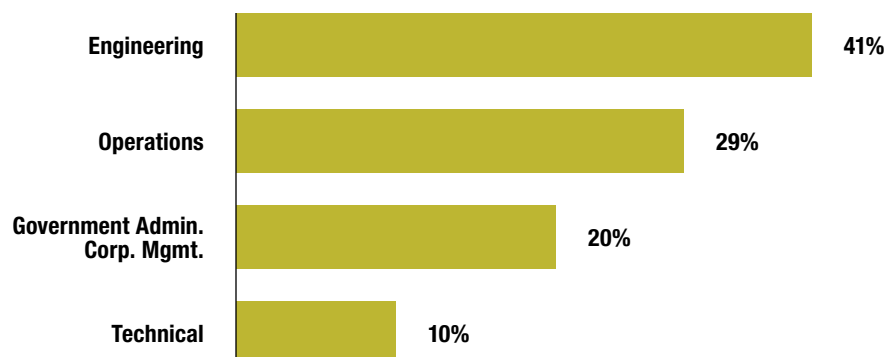
For more information, write in 1101 on this issue's Reader Service Card or visit www.wwdmag.com/lm.cfm/wd121001.

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

Analysis:

More than four in 10 (41%) respondents state that their primary job function is engineering. An additional 29% have an operations function, followed by government administration/corporate management at 20% and technical at 10%.

Percent of Mentions

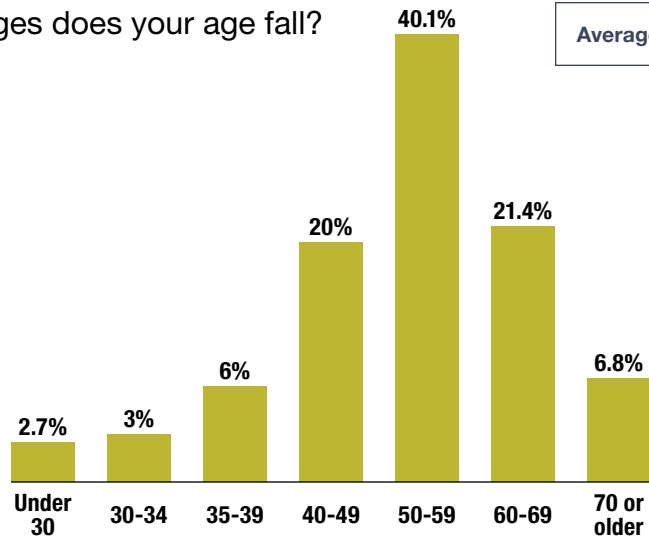


Question: In which of the following ranges does your age fall?

Analysis:

The average age of respondents is 54. More than one-quarter (28%) are 60 or older.

Percent of Mentions



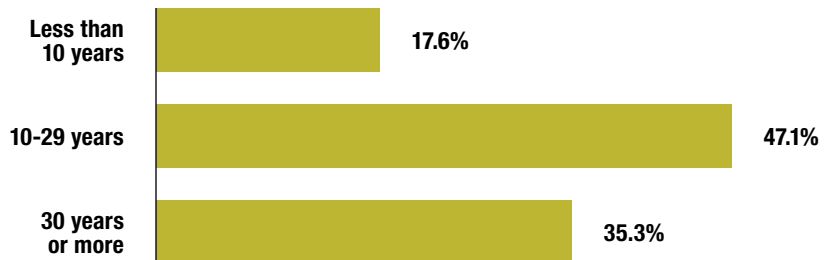
Average age: 53.6

Question: How many years have you been in the water/wastewater industry?

Analysis:

On average, respondents have been working in the water/wastewater industry for 22 years. More than one-third (35%) have been in the industry for 30 years or more.

Percent of Mentions



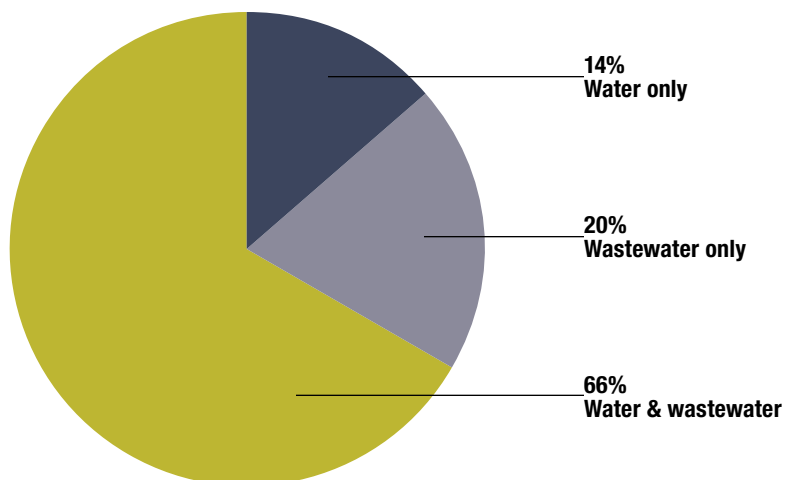
Average years in industry: 22.1

Question: Which of the following best describes your principal activity?

Analysis:

Two-thirds (66%) of respondents state that they are involved in both water and wastewater activities.

Percent of Mentions

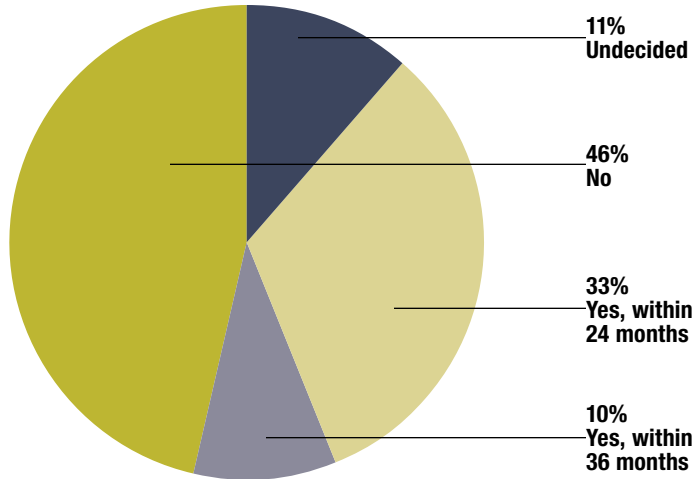


Question: Are you planning new construction of water/wastewater facilities?

Analysis:

One-third (33%) of respondents are planning construction of new water/wastewater facilities within the next 24 months. An additional 10% have new construction plans within 36 months.

Percent of Mentions



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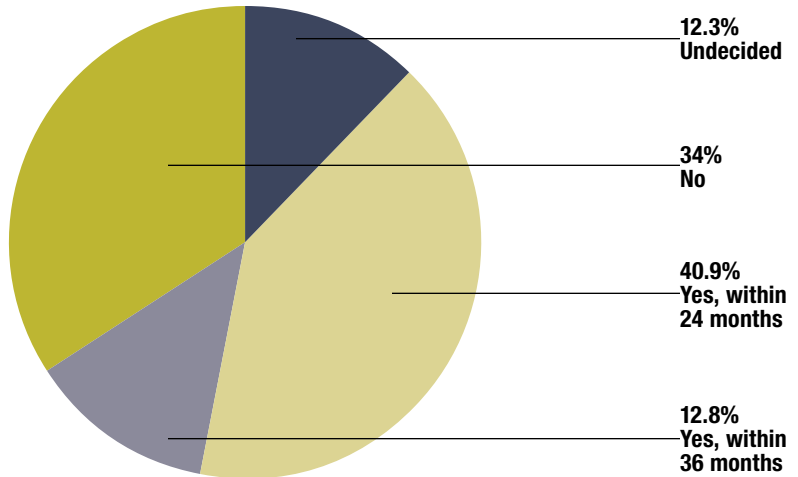
Write in 106

Question: Are you planning to upgrade current water/wastewater facilities?

Analysis:

More than four in 10 (41%) are planning to upgrade their facilities within the next 24 months, with another 13% planning an upgrade within 36 months.

Percent of Mentions



A GUSH
A Dribble
a drop

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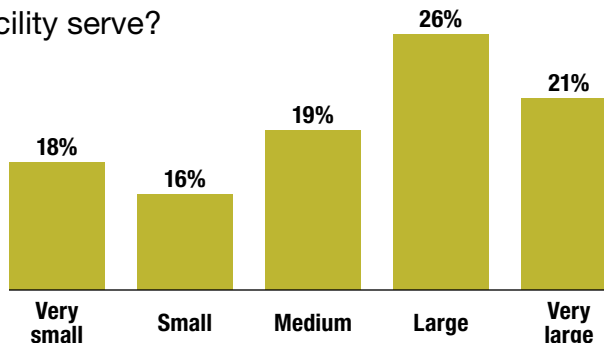
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Question: What size system does your facility serve?

Analysis:

Almost half (47%) of respondents serve a large to very large system.

Percent of Mentions

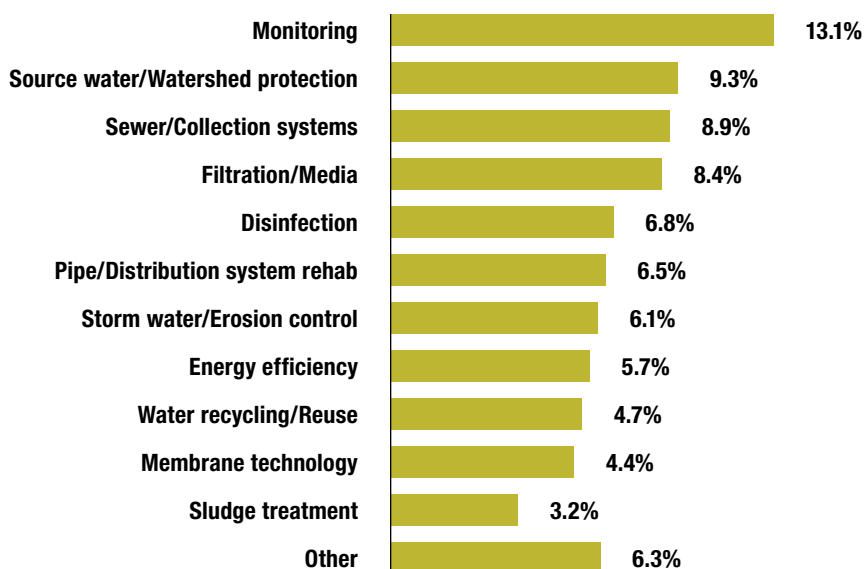


Question: What percentage of your budget over the next 24 months will be invested in the following services and/or projects?

Analysis:

The largest percentage of respondents' budgets will be invested in monitoring over the next 24 months. This will account for 13% of budget expenditure, followed by source water/watershed protection (9%), sewer/collection systems (9%), filtration/media (8%) and disinfection (7%).

Average Percent



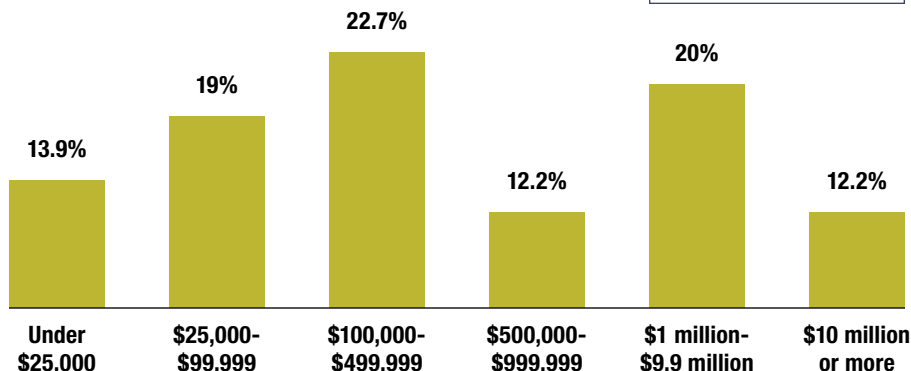
Question: What is your company's approximate yearly budget on water-related products and/or services?

Average annual budget: \$2.5 million

Analysis:

The average budget for water-related products and services at reader companies is \$2.5 million. Twelve percent (12%) have budgets exceeding \$10 million.

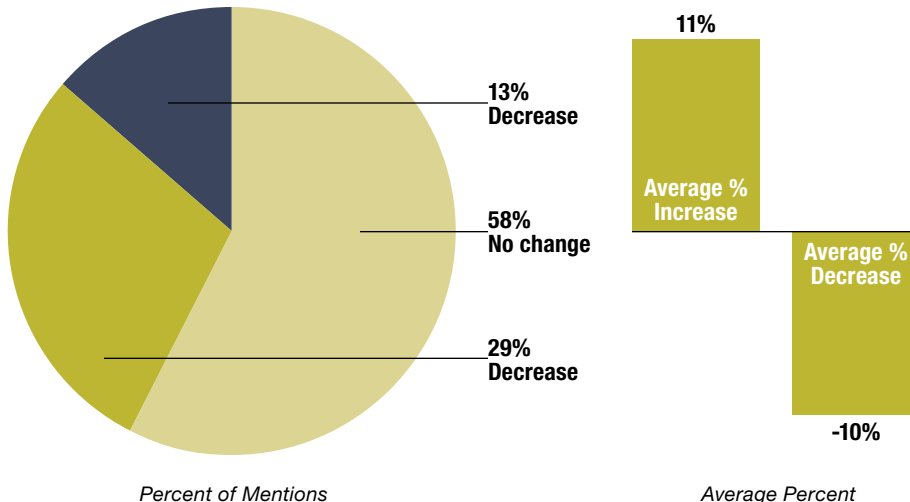
Percent of Mentions



Question: What is your projected budget change for 2011?

Analysis:

More than one-quarter (29%) are projecting a budget increase for 2011, with an additional 58% stating that they anticipate no change to their budget. Thirteen percent (13%) are expecting a decrease. Of those that stated an increase, the average is projected to be 11%; of those with a decrease, the average is projected to be 10%.



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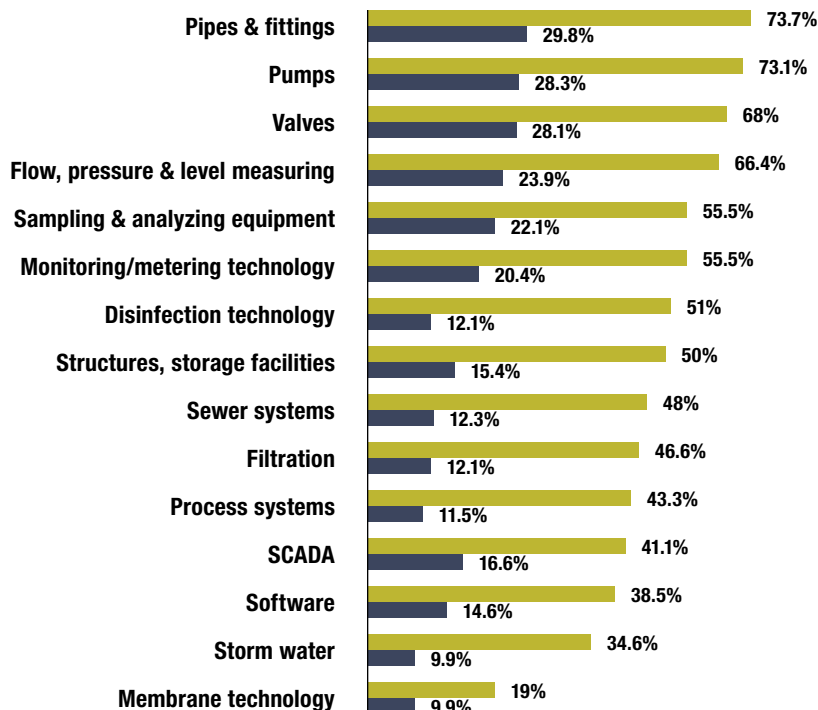
Question: Which of the following product categories do you currently use, and which do you plan to purchase within the next 24 months?

■ Currently use
■ Plan to purchase

Analysis:

At least two-thirds of respondents are currently using pipes and fittings; pumps; valves; and flow, pressure and level measuring equipment. More than half currently use sampling and analyzing equipment, monitoring/metering technology and disinfection technology and disinfection technology. Pipes and fittings are planned for purchase by 30% of respondents within the next 24 months, followed by pumps and valves—each with 28%.

Percent of Mentions



Question: Please rate how important each of the following topics will be in the coming year to your plant/facility. (1 to 10 rating, 1=not at all important, 10=very important)

Analysis:

From a list of 13 industry topics, state regulations/compliance was rated the highest in importance. State regulations received an average rating of 8.1 on a scale of 1 to 10, with 1 being not at all important and 10 being very important. The next most important topic was federal regulations/compliance, with an average rating of 7.8, followed by funding (7.6), maintenance and upgrade (7.4) and the economy (7.1).

Average Rating

