

# WQA Reverse Osmosis Market Trends Report



## User's Guide

This guide describes how to get started with the online Reverse Osmosis (RO) Market Trends Quarterly Data Reporting site.

View the following pages for illustrated descriptions on how to enter data, view question comparisons and run dynamic reports.

**Website:** <https://rotrends.wqa.org>

**Questions:** [rotrends@wqa.org](mailto:rotrends@wqa.org)



# About the Program

## Quarterly Program for RO Manufacturers

The WQA Reverse Osmosis Market Trends Report is a report that tracks quarterly sales trends for residential reverse osmosis (RO) systems and replacement RO membrane cartridges that are manufactured, then sold to the U.S. and/or Canada. This report tracks the number of RO systems and replacement membrane cartridges sold and is not tracking revenue. Individual company responses will be kept confidential, and results will only be displayed in aggregate.

The results from this report are **CONFIDENTIAL** and are not to be shared, copied, transferred or distributed outside your company without the express written permission of the Water Quality Association.

Questions or comments on the report should be directed to [rotrends@wqa.org](mailto:rotrends@wqa.org).

## Data to be Reported

Companies **SHOULD** report:

- Residential RO systems and replacement RO membrane cartridges your company manufactures, then sells into the U.S. and/or Canada.
- Residential RO systems that your company assembles from pre-manufactured parts, then sells into the U.S. and/or Canada.

Companies **SHOULD NOT** report:

- Commercial or industrial RO systems.
- Residential RO systems or replacement RO membrane cartridges sold to countries outside of the U.S. or Canada.
- Residential RO systems or replacement RO membrane cartridges that your company buys from other manufacturers, then re-sells.

Reporting **0 (zero)** and **n/a (not applicable)**:

- If your company does not sell a particular RO type or through a market channel listed at all, check n/a.
- Report 0 (zero) only in cases where your company normally sells that RO type or through the market channel but has no sales to report for that particular quarter.

# About the Data Reporting Site



SECURE



CONFIDENTIAL



TRUSTWORTHY

**Secure:** The platform, powered by Dynamic Benchmarking, uses industry best encryption to protect your user ID and password. All data submissions and the delivery of results are protected using multiple layers of security and encryption. Your response data is encrypted and protected by SSL when in transit from your browser to the Dynamic Benchmarking databases. You can see this SSL certification by putting your mouse on the lock next to the HTTPS part of the URL.

**Confidential:** Individual responses are only accessible to the WQA Clean Team and Dynamic Benchmarking Site Manager for the purposes of data review/validation. The Clean Team is a select group of staff with training in handling sensitive, confidential information. Responses are released as aggregated data that cannot be traced back to specific companies, facilities or individuals. To ensure data anonymity, all results are aggregated and a pre-determined minimum number of responses are required for results to be displayed.

**Trustworthy:** Dynamic Benchmarking stands by their pledge to strive to execute well-researched, tested surveys that use statistically valid survey techniques. Their aggregation methodologies and data analysis are continually tested, reviewed and updated to ensure validity.

## Supported Browsers

All current browser versions are fully supported as follows (*older versions of browsers may work but will not provide the best experience*):

- Use the recommended browser settings for security and cookie settings.
  - Cookies must be enabled to support the logging in process.
- Chrome/Firefox/Safari – these browsers auto-update so the latest version should be used.
- Internet Explorer 11 - support for IE is going to be phased out when Windows 7 is no longer supported by Microsoft.
- Microsoft Edge – browser that comes with Windows 10.

## Data Reporting Schedule

*The release date of industry-wide results each quarter is dependent on EVERY reporting company providing data in a timely and consistent manner each quarter.*

# Managing Your Account

On the “My Account” page, Users can:

- Update your information – name/email.
  - To change a username, contact WQA support.
- Change your password.
  - Passwords must include: lowercase, uppercase, number and non-alphanumeric characters, and must be at least eight (8) characters long.
- Add/manage account users.
  - Account administrators can add new users as well as manage existing users in your account through the **My Account** link at the top of the home page. The **Users** section of this page will only display if you have administrator permissions for your account.
  - Add new user contact information and set user permissions:
    - **Administrator:** Company Setup access, as well as read-write permission.
    - **Read-Write User:** Can enter data & access results.
    - **Read-Only User:** Can view results but cannot add or edit data.
    - **Write-Only User:** Can add or edit data but cannot access results.
  - New users will immediately receive an email with their username and log-in instructions. Occasionally these emails are caught by spam filters, so be sure to check spam/junk folders.
- Review the Terms of Use, Privacy Policy, and Cookie Policy.
- Review the Communication preferences and choose opt-in to receive platform emails and reminder messages about important dates.
- Once all updates/edits are complete, simply click **DONE** to continue.

★Welcome Message★ | **My Account** | Support | Logout

**My Account**

All users must accept the Terms of Use and our Communication Preferences with their log-in. And you can manage other account settings on this page. If you have any questions, contact WQA Software Operations Report Support at [helpdesk@wqa.org](mailto:helpdesk@wqa.org)

**Your Info** Name: Demo Benchmarking User Name: ID: test Email: support@mywqabenchmarking.com **Edit**

**Account Address** Name: Test Account Address: Address City: City State: AL Zip: 12345 Country: United States **Edit**

**Users** Account Administrators are responsible for managing access to their benchmarking accounts. They can add, delete and manage users. All others, contact an Administrator from the list below for assistance. User Roles and Permissions are:

- **Administrator:** An administrator can add and edit users. Administrators can enter data and view results.
- **Read-Write User:** A read-write user can enter data and view results. Read-write users cannot add or edit users in the account.
- **Read-Only User:** A read-only user cannot enter or edit data. They can view data in the account and can view results.
- **Write-Only User:** A write-only user can enter or edit data only. They cannot view results.

**IMPORTANT:** When adding new users to your account, we recommend using the individual's company email as their Login Username.

First Name	Last Name	Email Address	User Level
Demo	Benchmarking	support@mywqabenchmarking.com	Administrator
Test	Benchmarking	support@mywqabenchmarking.com	Administrator

**Password** Change Your Password / Set Your Secret Question Passwords must include: lowercase, uppercase, number, and non-alphanumeric characters, and must be at least eight (8) characters long. **Change Password**

**Terms of Use** All users must accept the Terms of Use and Cookies Policy The Terms of Use contains a Privacy Policy that reflects the high standards established by the General Data Protection Regulation (GDPR), a set of laws passed in the European Union. **Read More**

**Communication Preferences** All users must select their Communication Preferences Dynamic Benchmarking sends announcement emails as part of the benchmarking service. By accepting the Terms of Use, you agree to receiving these emails. In addition, you can opt-in to receiving marketing emails about this benchmarking platform. No other marketing emails will be sent.

- Opt-in to marketing email (RECOMMENDED)
- Opt-out of marketing email

**Read More**

After accepting the Terms of Use and setting your email preferences above, click here to return Home. **Done**

**Users** Users with Administration user level permissions can add, delete and manage users

User Name	Email Address	User Level
test	testbox@thehires.com	Administrator

**Add / Edit / Delete Users**

Select User: <new user>

First Name:

Last Name:

Login Username:

Email Address:

User Level: Administrator

**Create User Update User Delete User**

**PLEASE NOTE: Automated site emails, including new temporary passwords, are sent from [rotrends@wqa.org](mailto:rotrends@wqa.org). Be sure to have all new users add [rotrends@wqa.org](mailto:rotrends@wqa.org) to their safe senders list to ensure emails are not blocked or sent to your junk/spam email folder.**

# Your Home Page

- 1 The site is divided into sections. “**My Data**” is where you will enter/report quarterly data. Results are accessed through the “**Results: By Question**”, “**Results: Download Reports**” and “**Results: RO Market Trends Report**” tabs. The WQA Market Trends Report will include aggregate comparisons (displayed in percentiles) and total industry unit sales across all reporting companies. This data will be released when all data has been reported.
- 2 Status icons next to each subcategory indicate your progress and warn you when you have missed a required question or when you have a numeric value outside of the expected range.
- 3 Your overall completion rate can be tracked through the progress graph & messaging at the bottom of the page.
- 4 The site will default to the current quarter available for data entry. To switch to a different quarter or year, click on the Year dropdowns in the blue toolbar to and select your desired year and quarter.
- 5 To navigate back to the Welcome Message, view the My Account Page, view the Support Page or Logout, click on the appropriate link.

# Data Entry Status Icons

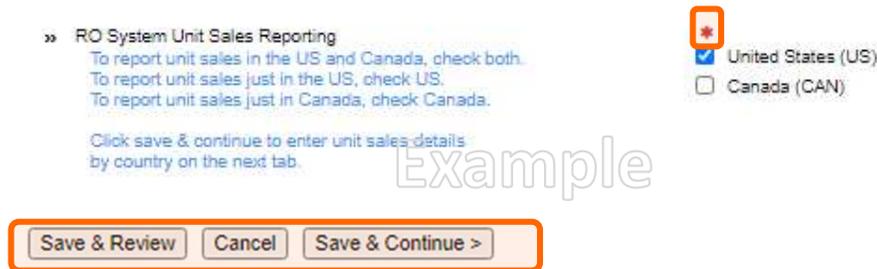
Status icons displayed next to each question group indicate your progress.

-  Indicates all questions have been answered.  
*No further action needed.*
-  Indicates no questions have been answered.  
*Begin answering the questions in this question group.*
-  Indicates some questions have been answered.  
*Continue / finish answering questions in this question group.*
-  Indicates there are unanswered “**required**” questions. Mouse over the red triangle for the “tool tip” statement with more information.  
*Return to this question group and answer the required questions. Required questions are indicated by the red asterisk ( \* ). If unanswered, access to comparisons and reports will be denied.*
-  Indicates there is a numeric question with an answer outside of a defined range. Mouse over the yellow triangle for the “tool tip” help statement.  
*Return to this question group to review (and edit if necessary) your entries for the questions flagged.*
-  Indicates a section that requires no data entry, but has calculated data for your review.



## Entering Your Data

- As you enter data, the entry box turns green, indicating that new data has been entered and must be saved by clicking the **Save** or **Save & Next** button at the bottom of the page.
- To abandon or discard newly entered data, click **Cancel**.
- Required questions are noted with a large, red asterisk \*.



- Some questions have the option of checking **n/a**, indicating that the question does not apply to you. For example, you might not sell Countertop Units in the US, so checking **n/a** for this question is the appropriate response.



- Some numeric questions are set with expected answer ranges and data checks to assist with ensuring data has been entered correctly. If you enter a value outside of the expected range, you will see a warning sign appear. You will be able to save this data, but it will be flagged as being out of the expected range.

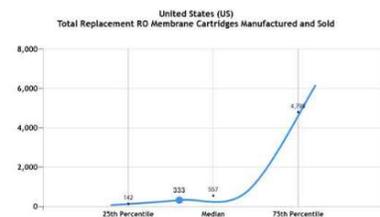


# Accessing Results (when available)

- The following results are available
  - Results: By Question:** Accessed from the 2<sup>nd</sup> tab on your home page, question-by-question comparisons allow you to see how you compare to other participants for every question in the survey (this data displays aggregate results in percentiles).
  - Results: Download Reports:** Accessed from the 3<sup>rd</sup> tab on your home page, personalized, dynamic reports provide you with a collection of results information presented in either chart or table format (data in these reports is displayed in the aggregate in percentiles).
    - A consolidated summary RO Market Trends Report is also available in the site. This report displays the “total” industry unit sales based on data entered each quarter by all manufacturers reporting data.**
- To ensure data anonymity, all results are aggregated, and a minimum of 5 data points is required for the aggregate data to be displayed.
  - Numeric results are presented in quartiles, values that divide a list of numbers into quarters:
    - 25th Percentile/first quartile: 25% of the data fall below this percentile.
    - 50th Percentile/median: The median represents the middle number where 50% of answers are lower and 50% are higher.
    - 75th Percentile/third quartile: 75% of the data fall below this percentile.
  - Multiple Choice results are reported with the percentage of answers associated with each response option for that question.
  - Unless a chart is presenting multiple pieces of data (such as in a pie chart), your entered data/responses will be represented in a different color.

## Results: By Question (when available)

- From the **Results: By Question** tab, click on any question group or sub-group to begin viewing comparisons.
- Click on the icon to the right of each comparison result to view the data in a chart, which can then be saved as either PDF or PPT.



30 Total Replacement RO Membrane Cartridges Manufactured and Sold



## Personalized, Dynamic Reports (when available)

- From your reports tab, click on a report name to download your personalized report.
  - PowerPoint** reports display data in charts and graphs.
  - Excel** reports display data in spreadsheet/tabular format.

Test Account	Q1, 2020					Q2, 2020				
	Me	25th	Median	75th	# Reporting	Me	25th	Median	75th	# Reporting
<b>Residential RO Sales Reporting Details: United States (US)</b>										
<b>Total Residential RO Systems and Replacement RO Membrane Cartridges Manufactured and Sold</b>										
Total RO Systems Manufactured and Sold	125,925	296,526	582,715	1,968,818	6	128,444	302,457	594,370	2,008,195	6
Total Replacement RO Membrane Cartridges Manufactured and Sold	526	139	546	4,705	6	333	142	557	4,799	6
<b>Residential RO Systems Manufactured and Sold by Installation Type</b>										
Under-Counter RO Systems Manufactured and Sold	1	83	434	4,705	6	104	85	442	4,799	6
Countertop RO Systems Manufactured and Sold	102	83	434	4,705	6	104	85	442	4,799	6
RO Systems with Tanks Manufactured and Sold	102	83	434	4,705	6	104	85	442	4,799	6
Tankless RO Systems Manufactured and Sold	102	83	434	4,705	6	104	85	442	4,799	6
Whole House (Point-of-Entry (POE)) RO Systems Manufactured and Sold	102	83	434	4,705	6	104	85	442	4,799	6
<b>Residential Replacement RO Membrane Cartridges Manufactured and Sold by Replacement Filter Cartridge Type</b>										
Quick Connect Disposable Replacement Filter Cartridges Manufactured and Sold	102	83	434	4,705	6	104	85	442	4,799	6
Traditional Sump and Bowl Replacement Filter Cartridges Manufactured and Sold	20	20	36	587	6	21	21	37	598	6
<b>Residential RO Systems Manufactured and Sold by Market Channel</b>										
RO Systems Manufactured and Sold to Dealers/Distributors/Wholesalers	102	83	434	4,705	6	100	84	440	4,799	6
RO Systems Manufactured and Sold to Other Manufacturers	n/a	-	-	-	-	4	-	-	-	-
RO Systems Manufactured and Sold - All Other Markets (Brick and Mortar Stores, Online Retail)	102	83	434	4,705	6	104	85	442	4,799	6



# RO Market Trends Report *(when available)*

- On the Results: RO Market Trends tab, users can download the latest report available. This report displays the total industry unit sales numbers entered for each category in the site. A minimum of 5 responses per category is required for results to display.



	RO Market Trends - Q1, 2020	RO Market Trends - Q2, 2020	RO Market Trends - Q3, 2020
<b>Total Residential RO Systems and Replacement RO Membrane Cartridges Manufactured and Sold (US)</b>			
Total RO Systems Manufactured and Sold	100	50	200
Total Replacement RO Membrane Cartridges Manufactured and Sold	100	50	200
<b>Residential RO Systems Manufactured and Sold by Installation Type (US)</b>			
Under-Counter RO Systems Manufactured and Sold	100	50	200
Countertop RO Systems Manufactured and Sold	100	50	200

*Example*

## Testimonials

*"Key market players are joining forces to create a report like no other. The RO Market trends reports will give us a unique trending view of the RO Market."*

*Claudia Milliron, Kinetico and WQA RO Market Trends Report Task Force Chair*

*"RO Manufacturers have been interested in this for years. In order to be able to give the best and most accurate information possible, it's going to be imperative that all our [RO] manufacturer members submit their information quarterly."*

*DJ Shannahan, 2020-21 WQA President, August 2020 President's Chat*