

# EXTERNAL AFFAIRS REPORT

[Q1 JANUARY - MARCH 2025]

451

EXTERNAL  
INQUIRIES  
TO WQA

Data Sources:  
WQA's Hot line (phone),  
WQA@WQA.ORG (email),  
BETTERWATERTODAY@ORG (email)



214,708

UNIQUE  
WEBSITE  
VISITORS

Data Sources:  
WQA.ORG (web),  
BETTERWATERTODAY.ORG (web)



27

Associations,  
Government  
Agencies, Coalitions  
WQA Engaged With

Data Sources:  
WQA External Affairs Engagement  
Strategy Tracking Tool




## Q1 INDUSTRY TOPICS OF INTEREST:

1. PFAS
2. Bacteria
3. Plastics

### Product Certification

Find a Certified Product

 11,571 unique page views

**HOW TO GET YOUR PRODUCTS  
SEEN HERE:**

- Become Gold Seal Certified

### Membership

Find a WQA Member

 2,557 unique page views

**HOW TO GET YOUR COMPANY  
SEEN HERE:**

- Become A WQA Member
- Opt-in to be shown on TapScore

### Professional Certification

Find a Certified Professional

 1,416 unique page views

**HOW TO GET PERSONNEL  
CERTIFIED:**

- Become A Certified Professional
- Explore WQA training
- Learn about our accelerated path to certification for experienced personnel


## INSIGHTS:

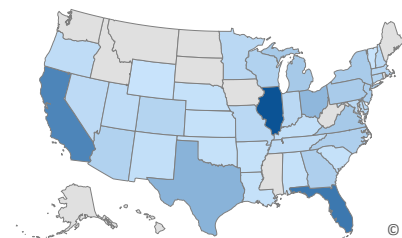
Would you like to show up in all three of the search engines showcased above? WQA spotlights member companies with certified employees and products through the Mark of Excellence recognition program. [Learn more about the program here.](#)

WQA strives to be a support to water industry professionals seeking information for their businesses and operations. Check out our other industry reports, available as a WQA member benefit, for information that can help your business excel.

[Grow your business > Industry Reports](#)

## Where Are You From?

# Of Inquiries By State   
1 67



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### Plus Global Inquiries From:

Algeria, Australia, Brazil, Canada, China, Denmark, El Salvador, Guatemala, India, Israel, Italy, Malaysia, Mexico, Netherlands, Norway, Pakistan, Peru, Philippines, Republic of Korea, South Africa, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom