

EXTERNAL AFFAIRS REPORT

[Q1+Q2+Q3 JANUARY - SEPTEMBER 2025]

1,124

EXTERNAL INQUIRIES TO WQA

Data Sources:

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



203,665

UNIQUE WEBSITE VISITORS

Data Sources:

WQA.ORG (web),
BETTERWATERTODAY.ORG (web)



64

Associations, Government Agencies, Coalitions WQA Engaged With

Data Sources:

WQA External Affairs Engagement
Strategy Tracking Tool



TOPICS OF INTEREST:

1. Product Replacement
2. Lead
3. Education

Product Certification

Find a Certified Product

33,839 unique page views

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

- Become Gold Seal Certified

Membership

Find a WQA Member

7,758 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

4,191 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.

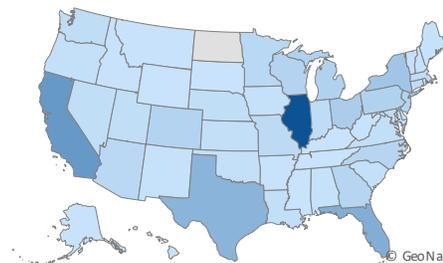
[Learn more about the program here.](#)

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 1 202



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Plus, Global Inquiries From:

Algeria, Australia, Brazil, Canada, Cayman Islands, China, Costa Rica, Denmark, El Salvador, Finland, Germany, Guatemala, Honduras, India, Ireland, Island of Curaçao, Israel, Italy, Jordan, Malaysia, Mexico, Netherlands, Nigeria, Norway, Pakistan, Palestine, Peru, Philippines, Poland, Puerto Rico, Republic of Korea, Singapore, South Africa, Spain, Sweden, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom