

Tap water quality concerns consumers — survey

LISLE, IL — The majority of consumers responding to the 2008 National Consumer Water Quality Survey indicated that they are concerned about both the quality of their household water supply and of their drinking water, according to information published by survey sponsor Water Quality Association (WQA), based here.

The WQA, which offered a peek at survey results in its "[WQA Update 2007/08](#)," reported that 55 percent of survey respondents said they were "concerned about the quality of their household water supply."

Fifty-nine percent of survey respondents said they were "very concerned about the quality of their drinking water," according to the WQA, which is making the research summary available for purchase at its WQA Aquatech USA convention and trade show.

The WQA reported that 22 percent of consumer survey respondents said their main water quality concerns regarded "contaminants in tap water."

The *2008 Consumer Marketing Study*, also referred to as the *2008 National Consumer Water Quality — Research Summary* in the WQA Update 2007/08, is available for purchase by members at \$3,000. The nonmember price is \$4,000.

Margit Fotre, WQA director of membership and marketing, told *WaterTech Online*[™] that regional data only is available at \$1,400 for members and \$2,400 for nonmembers. Data is available for the following regions: West, Midwest and East.

California-based Applied Research Inc. conducted the survey of 1,061 consumer adults in January. The survey, which targets the point-of-use/point-of-entry industry, is designed to answer key business questions affecting POU/POE water treatment professionals.

The research summary includes a comparative trend analysis with the *2004 WQA Consumer Study*, according to WQA.

The association's WQA Update 2007/08 also highlights major issues the association will continue to address in 2008, including legislation, such as softener and septic system challenges; initiatives such as the Phoenix Project, an effort to reduce equipment salt discharges; expansion of the WQA Gold Seal Product Certification Program laboratory; and development of an enhanced media relations program. It also notes new initiatives, such as the unveiling of the WQA Commercial Education Program and the broadening of its reach into the industrial industry.

More information on the WQA's 2008 goals will be available at its WQA Aquatech USA convention and trade show, which is set for March 25-28 at the Mandalay Bay Convention Center in Las Vegas, NV.