



WATER

# Survey of Global Water Executives 2010

Commissioned by the Water Innovations Foundation  
Conducted by TallyFox Social Technologies AG

**Water** is the world's third largest market estimated at **\$600 Billion** in 2010. Experts project information technologies relative to water to continue to be one of the fastest growing segments estimated at \$16 billion in 2010.

The United Nations warns that two-thirds of the world's population could run short of water by 2025 and the U.S. Government Accountability Office says at least 36 states expect to face water shortages by 2013.

The focus of our water surveys is to provide market intelligence gathered from leading executives and managers in the sector on topics of your interest.

**Example questions:**

**What are the critical issues as seen by opinion leaders?**

**What are the trends in water management and IT?**

**What are best practices in resource ownership?**

**What new policies are recommended amongst experts?**

**What innovations will have the highest impact?**

**Which companies are perceived as leading innovation?**

This survey, commissioned by the Water Innovations Foundation and conducted by TallyFox Social Technologies, is part of a series of Executive Surveys covering the water sector. A portion of the survey results will be donated to the Water Innovations Foundation, specific questions sponsored by clients are proprietary to each client.

**The Water Innovations Foundation** is focused on educating the public and key stakeholders as to new developments in fresh and waste water technologies. The Foundation works to gather data, develop reports, standards, economic analysis, and model training programs for advancing the development and deployment of new water technologies. Located in CT USA it is a non profit 501C3 foundation and works in conjunction with the Water Innovations Alliance.  
[www.waterinnovationsfoundation.org](http://www.waterinnovationsfoundation.org)

**TallyFox** provides Enterprise Social Solutions seamlessly integrating daily workflow to untap valuable knowledge. Our Social Knowledge Cluster product provides a dashboard and workspace for clients to work smarter, continuously innovate and grow knowledge capital. Each Cluster includes: Wikis, Webconferencing, CRM, Content Library; Media Mosaic; Q&A Knowledge Base; groups; discussions; blogs; newsletter; surveys; polls; events. Clusters are preconfigured out-of-the box templates that work with a click, without the need for IT personnel support.  
[www.tallyfox.com](http://www.tallyfox.com)



## Method of Research

A random sample is drawn from our proprietary pool of over 10,000 water professionals. Geographical cover is international with a focus on the US and Europe.

TallyFox Research have individually validated over 30% of our pool. We keep records of data points on each respondent, so that inconsistencies can be checked and demographic shifts corrected.

We send unique, "one time use" email invitations to potential respondents including a link to the survey on TallyFox's secure servers.

Once the target number of respondents have completed the survey, TallyFox processes the results into cross tabulation tables including: level; job function; age; geography; organization type; and size of organization.

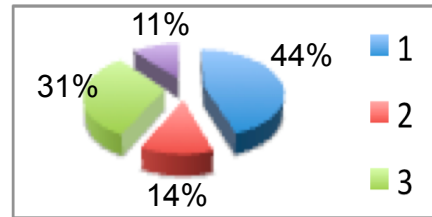
The survey is conducted in two stages. The first stage is an in-depth individual private interview conducted with up to 30 executives on questions provided from the Water Innovations Foundation.

The qualitative results of stage one will be combined with questions from clients to develop the Stage 2 quantitative survey. Stage 2 will be an online survey conducted with 500 panel members.

## Timing

Fieldwork will be conducted September through November 2010. First stage results October. Final results January 2011.

## Executive Panel Level



1 = CEO 2 = VP 3 = Director  
4 = other

## Benefits and Deliverables

Each client will receive a written summary and detailed cross tabular responses to each of their proprietary questions in addition to the detailed results of Stage 1.

The results of Stage 1 will be donated to the Water Innovations Foundation for their publication. Each client therefore sponsors the good work of this not for profit organization and contributes to the community knowledge base.

## Pricing

Because this is a multi client survey it is highly cost effective. You can ask as few questions as you like. We recommend a minimum of five key questions. The target total number of questions is 35.

The cost is USD or CHF 1'300 per question.

To participate and submit your questions please contact:

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