

# *Worldwide Survey of Flowmeter Users, 2<sup>nd</sup> Edition*



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Flow Research, in conjunction with Venture Development Corp, GrandView Media and Flow Control Magazine, is pleased to introduce our *Worldwide Survey of Flowmeter Users, 2<sup>nd</sup> Edition*.



This survey's purpose is to provide a planning tool for suppliers and users of flowmeter equipment. Knowing the current opinions of a broad cross-section of industry membership is beneficial for suppliers who are product or distribution planning, and for users who are entering a purchase mode.

Prior to conducting the survey, Flow Research contacted major flowmeter suppliers and asked them for their input in the design of the research. Their recommendations were invaluable in creating the questionnaire and of ensuring that the survey was on-target and directly addressed their information needs.

This survey was conducted using a distribution to over 30,000 subscribers of Flow Control magazine, a leading news authority in the flow control and instrumentation industry. Responses were received from a wide range of companies from both the process and non-process control industries.

**This survey is global in scope and contains the answers to the most frequently asked questioned, including:**

- *What is the profile of today's installed base of flowmeters?*
- *What flowmeters are end-users planning to purchase?*
- *What features are users looking for?*
- *What problems are end-users having with their existing flowmeters?*
- *What trends are occurring that will change the look of the market in the future?*

The main body of the survey results concentrates on the flowmeter market as a whole. In addition, there are three flowmeter types that receive special attention in their own separate chapters which may be ordered independently. These three types are:

- Magnetic
- Vortex
- Differential pressure (DP) and Primary Elements

The complete user survey answers not only the significant questions that apply to any flowmeter, but also the very specific questions that apply to each. For instance, the results describe the applications that each flowmeter supports and the percent of use each of these applications represent. You'll have statistics on the most popular applications for each flowmeter, as well as the more obscure.

Suppliers who use representatives and distributors as part of their product delivery method can often feel disconnected from their actual customer base. This survey even provides data on where users themselves learn about flowmeters and vendors.



**The following are some of the important issues this user survey addresses and quantifies:**

- Installed base of flowmeters by type
- Flowmeter applications by type of flowmeter
- Purchasing expectations for flowmeters
- The features users are looking for in new flowmeters
- Approvals required for flowmeters
- Use of flowmeters for liquid, gas, and steam
- Importance of accuracy, reliability, price, and repeatability in flowmeter selection
- Types of output signals that flowmeters have
- Communication protocols on flowmeters
- Expectations for future use of communication protocols

**There's a flowmeter for every type of flow measurement. Here are the flowmeter types that are covered by this survey:**

- Coriolis
- Differential Pressure
- Magnetic
- Open Channel
- Optical
- Positive Displacement
- Sonar
- Target
- Thermal
- Turbine
- Ultrasonic
- Variable Area
- Vortex

**Not all flowmeters are created equal, and neither are the markets they serve. Below are the industries covered by participants in this study:**

- Chemical
- Electric/Power Utilities
- Food & Beverage
- Gas – Exploration, Production, and Transportation
- HVAC
- Metals & Mining
- Oil & Gas – Refining
- Oil – Exploration, Production, and Transportation
- Pharmaceutical
- Primary Metals
- Pulp & Paper
- Semiconductor
- Water & Wastewater
- Other



Flow Research end-user studies answer the question, “What do end-users think of a product or technology today, and what do they see as its future?”

Being able to see into the minds of potential purchasers is a huge competitive advantage for suppliers, and a tremendous source of comparative data for those doing the buying. We believe that the *Worldwide Survey of Flowmeter Users, 2<sup>nd</sup> Edition* can be a key component of a company’s product strategy, whether they are selling or buying in the marketplace.

We conduct these surveys on a regular basis in order to keep ourselves up-to-date on the latest trends in the markets we serve. It’s one of the best ways we have to remain current, a necessity for a company with a globally distributed clientele. Furthermore, our user surveys are remarkable for their thoroughness, and distinguish Flow Research as the only research firm in the industry that conducts them on a routine basis.

It’s no wonder, then, that we have found that users of our surveys – suppliers, large end-users, and academic institutions – have relied upon our solid, independent view of our topics. Our view is always based on the perspectives of not just the manufacturer, but the distributor and end-user as well. That’s the Flow Research way.

If you believe knowing how users determine their application requirements, what their satisfaction levels are with the products they buy today, and what their purchase plans are for tomorrow, then the *Worldwide Survey of Flowmeter Users, 2<sup>nd</sup> Edition* is for you.

Please contact us at Flow Research with any questions you might have or to learn more. Our business is helping your business.

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