

Table of Contents

Introduction	3
Survey Results	5
Ownership	5
Seasonality	8
Design	12
Maintenance	14
Benefits	16
Shopping	19
Attitudes	26
Demographics	32
Conclusions	35
Table of Figures	37

©2005 P.K. Data, Inc. All rights reserved. No portion of this report may be reproduced in any form, electronic or mechanical, without the express written permission of P.K. Data.

Table of Figures

Chart 1: Year began using inground pool.....	5
Chart 2: When inground pool was purchased.....	6
Chart 3: Age of inground pool.....	6
Chart 4: Age of the house.....	7
Chart 5: Annual months inground pool is used.....	8
Chart 6: Month of first inground use.....	8
Chart 7: Month of last inground use.....	9
Chart 8: Days inground pool is used in January.....	10
Chart 9: Days inground pool is used in April.....	10
Chart 10: Days inground pool is used in July.....	11
Chart 11: Days inground pool is used is used in October.....	11
Chart 12: Pool size in gallons.....	12
Chart 13: Inground pool accessorization.....	13
Chart 14: Inground pool maintenance responsibility.....	14
Chart 15: Inground pool service visits.....	14
Chart 16: Primary inground pool sanitizer.....	15
Chart 17: How inground pool chemicals are applied.....	15
Chart 18: Liked most about inground pool.....	16
Chart 19: Community pool in subdivision.....	16
Chart 20: Liked least about inground pool.....	17
Chart 21: Inground pool added value at home purchase.....	17
Chart 22: Percentage that inground pool added to home value.....	18
Chart 23: Month first began shopping for an inground pool.....	19
Chart 24: Months from first shopping to completed inground pool.....	19
Chart 25: Builders considered when shopping for inground pool.....	20
Chart 26: Cost of inground pool.....	20
Chart 27: More or less than expected to pay for an inground pool.....	21
Chart 28: How inground pool was financed.....	21
Chart 29: Store where inground pool chemicals are purchased.....	22
Chart 30: Why inground pool chemicals bought at that store.....	22
Chart 31: Store where inground pool accessories are purchased.....	23
Chart 32: Amount spent on inground pool chemicals last year.....	23
Chart 33: Amount spent on inground pool service last year.....	24
Chart 34: Spent more or less on inground pool service than expected.....	24
Chart 35: Improvements made to inground pool.....	25
Chart 36: "I would recommend a pool to my friends who do not have one.".....	26
Chart 37: "A pool is a good investment because it raises the value of my property.".....	26
Chart 38: "I am concerned about the liability if someone is hurt while using my pool.".....	27
Chart 39: "The swimming pool does not get used as much as I thought it would.".....	27
Chart 40: "A pool takes more time to keep clean than I initially thought.".....	27
Chart 41: "A pool is not worth the money since you can only use it a few months a year.".....	28
Chart 42: "If we move, we would have a pool again.".....	28
Chart 43: "A pool adds beauty to my yard.".....	28
Chart 44: "I wish we had bought a pool sooner.".....	29
Chart 45: "Swimming pools can worsen a water shortage.".....	29
Chart 46: Attitudinal Statement Summary.....	30
Chart 47: Where inground pool owner would turn for help.....	31
Chart 48: Age.....	32
Chart 49: Household income.....	32
Chart 50: Educational attainment.....	33
Chart 51: Children living at home.....	33
Chart 52: Home value.....	33
Chart 53: Gender.....	34
Chart 54: Occupation.....	34
Map 1: Distribution of interviews.....	4