

Contents

Introduction	3
Methodology	3
Results	4
Current ownership	4
Previous ownership	6
Previous consideration—5 years.....	9
Previous consideration—2 years.....	14
Future consideration.....	17
Product usage	26
Attitudinal statements	30
Brand awareness	46
Take the money.....	50
Real estate	53
Demographics	55
Conclusions	59
Appendix	61
Exhibit I—Regional Analysis	61
Exhibit II—Verbatims.....	74
Exhibit III—Survey Questionnaire	97
Table of Figures.....	98

Notice: The basis for this study and its summary findings are the confidential and exclusive property of APSP reserved strictly for its use in the development of markets for its products. Distribution of this report, including any follow-up studies and collateral exhibits, will be entirely limited to those parties specifically authorized by APSP. Photocopying or other duplication of any part of this report, without the express permission of the above parties is prohibited. Certain industry data presented herein and used as supporting information may be subject to copyright restrictions. The verbatims in this report are not always the exact quotations of individuals but are frequently generalizations of several nearly identical comments from separate parties. P.K. Data, Inc. does not tape record or otherwise electronically transcribe its interviews.

Table of Figures

Chart 1: Do you own any of the following?	4
Chart 2: Why do you not currently own a pool?	5
Chart 3: Why do you do not currently own a hot tub?.....	5
Chart 4: Have you previously owned any of the following?	6
Chart 5: What became of your former inground pool?.....	7
Chart 6: What became of your former aboveground pool?.....	7
Chart 7: What became of your former hot tub?	8
Chart 8: Considered a new pool or hot tub in the past 5 years?.....	9
Chart 9: Considered purchasing in the past 5 years...?	9
Chart 10: Did you actually shop for an inground pool? Contacted builders?	10
Chart 11: Did you actually shop for an aboveground pool? Visited retailers?	10
Chart 12: Why did you not make the purchase?.....	11
Chart 13: Did you actually shop for a hot tub? Visited retailers?	12
Chart 14: How many hot tub retailers did you visit?	12
Chart 15: Why did you not make the purchase?.....	13
Chart 16: How seriously have you considered purchasing an inground pool within the last 2 years?	14
Chart 17: Region: How seriously have you considered purchasing an inground pool within the last 2 years?	14
Chart 18: How seriously have you considered purchasing an aboveground pool within the last 2 years?	15
Chart 19: Region: How seriously have you considered purchasing an aboveground pool within the last 2 years?	15
Chart 20: How seriously have you considered purchasing a hot tub within the last 2 years?	16
Chart 21: Region: How seriously have you considered purchasing a hot tub within the last 2 years?	16
Chart 22: How likely are you to consider a new pool in the next 2 years?	17
Chart 23: Why do you say that?.....	18
Chart 24: How likely are you to consider a new pool if you were to move to a home where you could have one?.....	18
Chart 25: How likely would you say you are to consider a new hot tub in the next 2 years?	19
Chart 26: Why do you say that?.....	19
Chart 27: How likely are you to consider a new hot tub if you were to move to a home where you could have one?	20
Chart 28: How likely are you to purchase an inground pool within the next 2 years?	20
Chart 29: Region: How likely are you to purchase an inground pool within the next 2 years?	21
Chart 30: How much would you expect to spend for a new inground pool?	21
Chart 31: How likely are you to purchase an aboveground pool within the next 2 years?	22
Chart 32: Region: How likely are you to purchase an aboveground pool within the next 2 years?	22
Chart 33: How much would you expect to spend for a new aboveground swimming pool?.....	23
Chart 34: How likely are you to purchase a hot tub within the next 2 years?	23
Chart 35: Region: How likely are you to purchase a new hot tub in the next 2 years?.....	24
Chart 36: How much would you expect to spend for a new hot tub?.....	24
Chart 37: What resources would you use to learn more about swimming pools?	25
Chart 38: What resources would you use to learn more about hot tubs?	25
Chart 39: What search engines might you use?	26
Chart 40: Have you or anyone in your immediate family used a swimming pool in the past 12 months?	26
Chart 41: Where have you or anyone in your immediate family used a swimming pool in the past 12 months?	27
Chart 42: How often did you use the swimming pool?.....	27
Chart 43: How many of your friends or family members own a swimming pool?	28
Chart 44: How many of your friends or family members own a hot tub?	28
Chart 45: Have you or anyone in your immediate family used a hot tub in the past 12 months?.....	29
Chart 46: Where have you or anyone in your immediate family used a hot tub in the past 12 months?.....	29
Chart 47: How often did you use the hot tub?	30
Chart 48: Pools are too expensive.....	31
Chart 49: Swimming pools are hazardous.....	31
Chart 50: A pool is a good investment because it raises the value of your property	31
Chart 51: Pools are not sanitary	32
Chart 52: A pool would be another thing to maintain around the house.....	32
Chart 53: The chemicals you add to pools are not safe	32
Chart 54: A pool is ideal for families with children	33
Chart 55: A pool is not worth the money since you can only use it a few months a year	33
Chart 56: I do not have the space in my yard for a pool	33
Chart 57: I would rather have a spa than a pool.....	34
Chart 58: I am afraid a pool would lose its appeal over time	34
Chart 59: I am concerned about the liability if someone were hurt in my pool	34
Chart 60: A pool is a great way to relax.....	35
Chart 61: A pool adds to the beauty of a yard	35
Chart 62: Having a pool would allow me to exercise more	35
Chart 63: We have access to another pool and do not need one of our own.....	36
Chart 64: A pool is a great way to cool off on hot days	36

Chart 65: Mean Score Summary 37

Chart 66: What would you expect to be the top 3 greatest benefits of owning a pool? 38

Chart 67: What would you expect to be the top 3 drawbacks to owning a pool? 38

Chart 68: Hot tubs are not sanitary 39

Chart 69: Hot tubs are medically beneficial 39

Chart 70: Hot tubs are difficult to clean and maintain 40

Chart 71: Hot tubs are too expensive 40

Chart 72: A hot tub would add value to my home..... 40

Chart 73: No one in my family would ever use a hot tub 41

Chart 74: I do not have the space in my home or yard for a hot tub..... 41

Chart 75: Hot tubs provide a great way to relax 41

Chart 76: I am afraid that the enthusiasm of having a hot tub would diminish over time..... 42

Chart 77: Hot tubs are not suitable for households with small children 42

Chart 78: Hot tubs are great for the cooler months 42

Chart 79: Hot tubs are great for entertaining friends 43

Chart 80: Hot tubs are hazardous..... 43

Chart 81: With a hot tub I would worry about soaking in chemicals 43

Chart 82: Mean Score Summary 44

Chart 83: What would you expect to be the top 3 greatest benefits of owning a hot tub?..... 45

Chart 84: What would you expect to be the top 3 drawbacks to owning a hot tub? 45

Chart 85: Able to name local pool products retailer?..... 46

Chart 86: Able to name brand of aboveground pool?..... 47

Chart 87: Able to name builder? 47

Chart 88: Able to name local hot tub retailer? 48

Chart 89: Able to name brand of hot tub?* 48

Chart 90: Which of the following do you know to be the world's largest international trade association representing the swimming pool, spa, hot tub and recreational water industries? 49

Chart 91: Region: Which of the following do you know to be the world's largest international trade association representing the swimming pool, spa, hot tub and recreational water industries? 49

Chart 92: If you won a new inground swimming pool worth \$25,000, would you take it or \$10,000 cash?..... 50

Chart 93: If you won a new inground swimming pool worth \$25,000, would you take it or \$5,000 cash instead? 50

Chart 94: If you won a new aboveground pool worth \$3,000, would you take it or \$1,000 cash?..... 51

Chart 95: If you won a new aboveground pool worth \$3,000, would you take it or \$500 cash instead? 51

Chart 96: If you won a new hot tub worth \$5,000, would you take it or \$2,000 cash?..... 52

Chart 97: If you won a hot tub worth \$5,000, would you take it or \$1,000 cash instead?..... 52

Chart 98: Suppose you were buying a home from a previous owner. You notice there is an inground pool in the backyard. Your response would be..... 53

Chart 99: Suppose you were buying a home from a previous owner. You notice there is an aboveground pool in the backyard. Your response would be..... 54

Chart 100: Suppose you were buying a home from a previous owner. You notice there is a hot tub either in the home, or in the backyard. Your response would be..... 54

Chart 101: Which of the following best describes your age?..... 55

Chart 102: Which of the following best describes your household income before taxes?..... 55

Chart 103: How many children under the age of 18 are currently living at your home? 56

Chart 104: Which of the following best describes the highest level of education you have achieved? 56

Chart 105: Approximately what do you believe is your home's resale value? 57

Chart 106: Which of the following best describes your ethnicity?..... 57

Chart 107: Gender 58

Map 1: Distribution of interviews 58

Chart 108: Region: Have you considered the purchase of a new pool or hot tub in the past 5 years?..... 61

Chart 109: Region: Which have you considered purchasing in the past 5 years? 62

Table 1: Region: Why did you not consider a pool? 62

Table 2: Region: Why would you say that you do not currently own a swimming pool? 63

Chart 110: Region: How likely would you say you are to consider a new swimming pool in the next 2 years? 63

Table 3: Region: Why do you say that?..... 64

Chart 111: Region: Have you or anyone in your immediate family used a swimming pool in the past 12 months? 64

Table 4: Region: Where?..... 65

Chart 112: Region: How often did you use the swimming pool? 65

Table 5: Region: Swimming pool attribute statements. 65

Table 6: Region: What would you expect to be the top 3 greatest benefits of owning a pool? 66

Table 7: Region: What would you expect to be the top 3 drawbacks to owning a pool? 66

Table 8: Region: What pool products retailer in your area first comes to mind? 67

Chart 113: Region: If you won a new inground swimming pool worth \$25,000, would you take it or \$10,000 cash? 67

Chart 114: Region: If you won a new aboveground pool worth \$3,000, would you take it or \$1,000 cash? 68

Table 9: Region: Why did you not consider a hot tub? 68

Table 10: Region: Why would you say that you do not currently own a hot tub? 69

Chart 115: Region: How likely would you say you are to consider a new hot tub in the next 2 years? 69

Table 11: Region: Hot tub attribute statements. 70

Table 12: Region: What hot tub retailer in your area first comes to mind?..... 70

Chart 116: Region: If you won a new hot tub worth \$5,000, would you take it or \$2,000 cash? 71

Chart 117: Region: Age 71
Chart 118: Region: Household income 72
Chart 119: Region: Educational attainment 72
Chart 120: Region: Ethnicity 73