

Table of Contents

Introduction	3
Methodology	4
Market Size	7
Pool Accessories	13
Regional Comparisons	15
The Regions	18
Northeast	19
Midwest	20
South	21
West	22
Pool Household Profiles	23
Seasonality and Usage	27
Outlook	29
Appendix	32
Table of Figures	37

© 2009 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.

Please visit our website, www.pkdata.com, for more pool industry information including many other research titles.

Table of Figures

Figure 1: Estimated annual retail unit sales for aboveground swimming pools, 1999 – 2008..... 7

Figure 2: Annual change in sales, 1999 – 2008..... 7

Figure 3: Installed base of aboveground pools by size in gallons. 9

Figure 4: Proportion of non-owners who say they would consider purchasing a pool. 11

Figure 5: Estimated installed base of aboveground swimming pools, 1999 – 2008..... 12

Figure 6: Aboveground pool accessories, 2006 and 2008. 13

Figure 7: Probability of one or more accessories based on pool size. 14

Figure 8: Percent of households with an aboveground pool..... 16

Figure 9: New aboveground pools purchased in 2008 by state..... 17

Figure 10: Average number of days aboveground pool is used in the Northeast, by month. 19

Figure 11: Aboveground pool accessorization in the Northeast compared with the U.S. 19

Figure 12: Average number of days aboveground pool is used in the Midwest, by month..... 20

Figure 13: Aboveground pool accessorization in the Midwest compared with the U.S..... 20

Figure 14: Average number of days aboveground pool is used in the South, by month..... 21

Figure 15: Aboveground pool accessorization in the South compared with the U.S..... 21

Figure 16: Average number of days aboveground pool is used in the West, by month. 22

Figure 17: Aboveground pool accessorization in the West compared with the U.S. 22

Figure 18: Tenure of aboveground pool ownership. 23

Figure 19: When the current aboveground pool was purchased. 24

Figure 20: Current owners who previously owned an aboveground pool. 24

Figure 21: How long previous aboveground pool was owned..... 25

Figure 22: How owners disposed of their previous aboveground pool. 25

Figure 23: Age of current aboveground pools in years. 26

Figure 24: Annual months of aboveground pool use..... 27

Figure 25: Month aboveground pool is first used. 27

Figure 26: Month aboveground pool is last used. 28

Figure 27: Why former owners of aboveground pools do not repurchase. 29

Figure 28: Estimated population change by state 2000 – 2008..... 32

Figure 29: Single family households by state..... 33

Figure 30: Average yearly temperature by state..... 34

Figure 31: Pool products retailers by state..... 35

Figure 32: Residential Swimming Pool Gallon-Days in the U.S..... 36

Figure 33: Residential Swimming Pool Gallon-Days in the U.S by state..... 36