

## Table of Contents



<b>Introduction</b>	<b>3</b>
<b>Aboveground Pools</b>	<b>5</b>
Ownership	5
Seasonality	7
Design	11
Maintenance	14
Benefits	16
Shopping	18
Attitudes	25
Demographics	31
<b>Conclusions</b>	<b>34</b>
<b>Table of Figures</b>	<b>36</b>

©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 aboveground pool.....	5
Chart 2: When aboveground pool was acquired.....	5
Chart 3: Age of aboveground pool.....	6
Chart 4: Age of house.....	6
Chart 5: Annual months of aboveground pool use.....	7
Chart 6: Month aboveground pool is first used.....	7
Chart 7: Month aboveground pool is last used.....	8
Chart 8: Days in January aboveground pool is used.....	8
Chart 9: Days in April aboveground pool is used.....	8
Chart 10: Days in July aboveground pool is used.....	9
Chart 11: Days in October aboveground pool is used.....	9
Chart 12: Previously owned an aboveground pool.....	9
Chart 13: How long previous pool owned.....	10
Chart 14: How previous aboveground pool was disposed of.....	10
Chart 15: Capacity of aboveground pool in gallons.....	11
Chart 16: Aboveground pool type.....	11
Chart 17: Aboveground pool has heat pump/heater.....	12
Chart 18: Aboveground pool has decking.....	12
Chart 19: Aboveground pool has safety cover.....	12
Chart 20: Aboveground pool has solar cover.....	12
Chart 21: Aboveground pool has electronic control system.....	12
Chart 22: Aboveground pool has pool alarm.....	12
Chart 23: Aboveground pool has saltwater chlorinator.....	13
Chart 24: Aboveground pool has accent lighting.....	13
Chart 25: Primary maintenance responsibility of aboveground pool.....	14
Chart 26: Primary sanitizer used in the aboveground pool.....	14
Chart 27: How aboveground pool chemicals are applied.....	15
Chart 28: Greatest benefits of aboveground pool.....	16
Chart 29: Community pool in subdivision.....	16
Chart 30: Greatest drawbacks of aboveground pool.....	17
Chart 31: Month first shopped for aboveground pool.....	18
Chart 32: Months from first shopped until aboveground pool was installed.....	18
Chart 33: Stores visited when shopping for aboveground pool.....	19
Chart 34: Use of Internet during aboveground shopping.....	19
Chart 35: Where the aboveground pool was purchased.....	20
Chart 36: Cost of the aboveground pool.....	20
Chart 37: More or less than expected to pay for aboveground pool.....	21
Chart 38: How aboveground pool was financed.....	21
Chart 39: Who assembled the aboveground pool.....	22
Chart 40: Store where aboveground pool chemicals are purchased.....	22
Chart 41: Why aboveground chemicals purchased at that store.....	23
Chart 42: How much spent on aboveground pool chemicals last year.....	23
Chart 43: Store where aboveground accessories are purchased.....	24
Chart 44: "I would recommend a pool to my friends who do not have one.".....	25
Chart 45: "I wish now that I had gotten an inground pool instead of an aboveground pool.".....	25
Chart 46: "I am concerned about the liability if someone is hurt while using my pool.".....	26
Chart 47: "The swimming pool does not get used as much as I thought it would.".....	26
Chart 48: "A pool takes more time to keep clean than I initially thought.".....	26
Chart 49: "A pool is not worth the money since you can only use it a few months a year.".....	27
Chart 50: "If we move, we would have a pool again.".....	27
Chart 51: "I worry that my pool will become an eyesore.".....	27
Chart 52: "An aboveground pool is a better value than an inground pool.".....	28
Chart 53: "Swimming pools can worsen a water shortage.".....	28
Chart 54: Attitudinal Statement Summary.....	29
Chart 55: Source of information for aboveground pool.....	29
Chart 56: Years expect aboveground pool to last.....	30
Chart 57: Age.....	31

Chart 58: Household income.....31  
Chart 59: Educational attainment.....32  
Chart 60: Children living at home.....32  
Chart 61: Home value.....32  
Chart 62: Gender.....33

Map 1: Distribution of interviews..... 4