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# PermitTrack™

## Inground Swimming Pool Permits by Market

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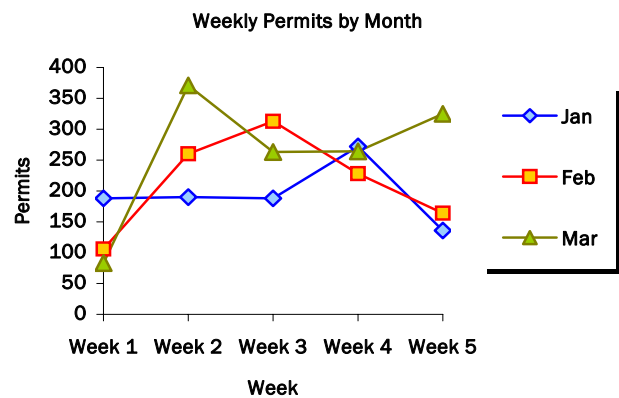
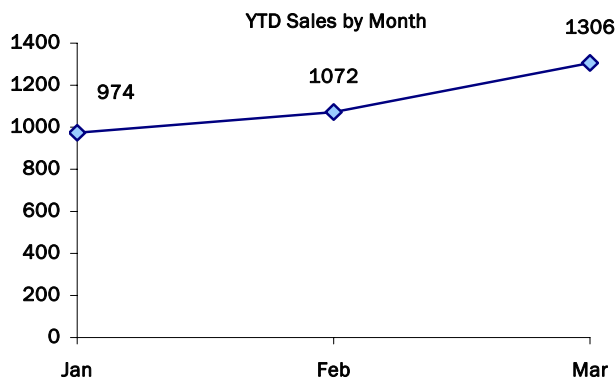
## Economic Drivers for New Pool Construction

Changes within the U.S. economy tend to act as leading indicators of new pool construction with varying degrees of accuracy. The table below identifies those economic indicators P.K. Data has found have the most influence on inground swimming pool construction.

Component	Current Qtr	% Change from last Qtr	YTD
GDP <sup>1</sup>	5,803.2	2.9	5,803.2
Employment <sup>2</sup>	4.2	1.5	4.2
Housing starts <sup>3</sup>	1,592	-2.6	1,592
Interest rate <sup>4</sup>	5.5	—	5.5
Consumer confidence <sup>5</sup>	105	-3.2	105

Notes:

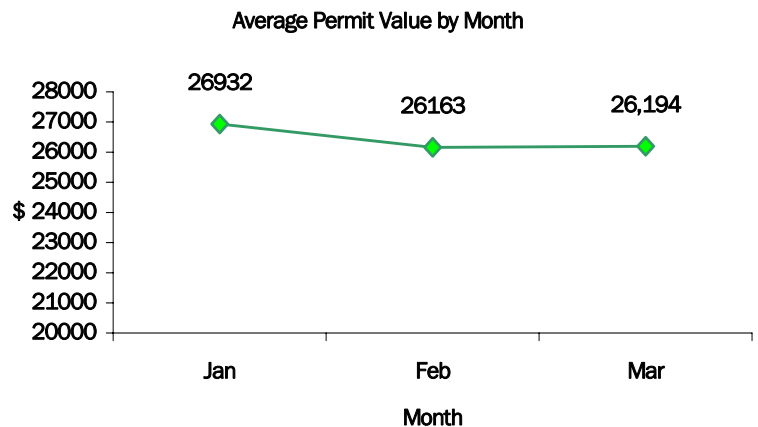
1. \$B (U.S. Bureau of Economic Analysis)
2. Unemployment rate, % (U.S. Bureau of Labor Statistics)
3. Annual starts, 000 (U.S. Census Bureau)
4. Short-term Federal funds rate, % (Federal Reserve)
5. Current index value (The Conference Board)



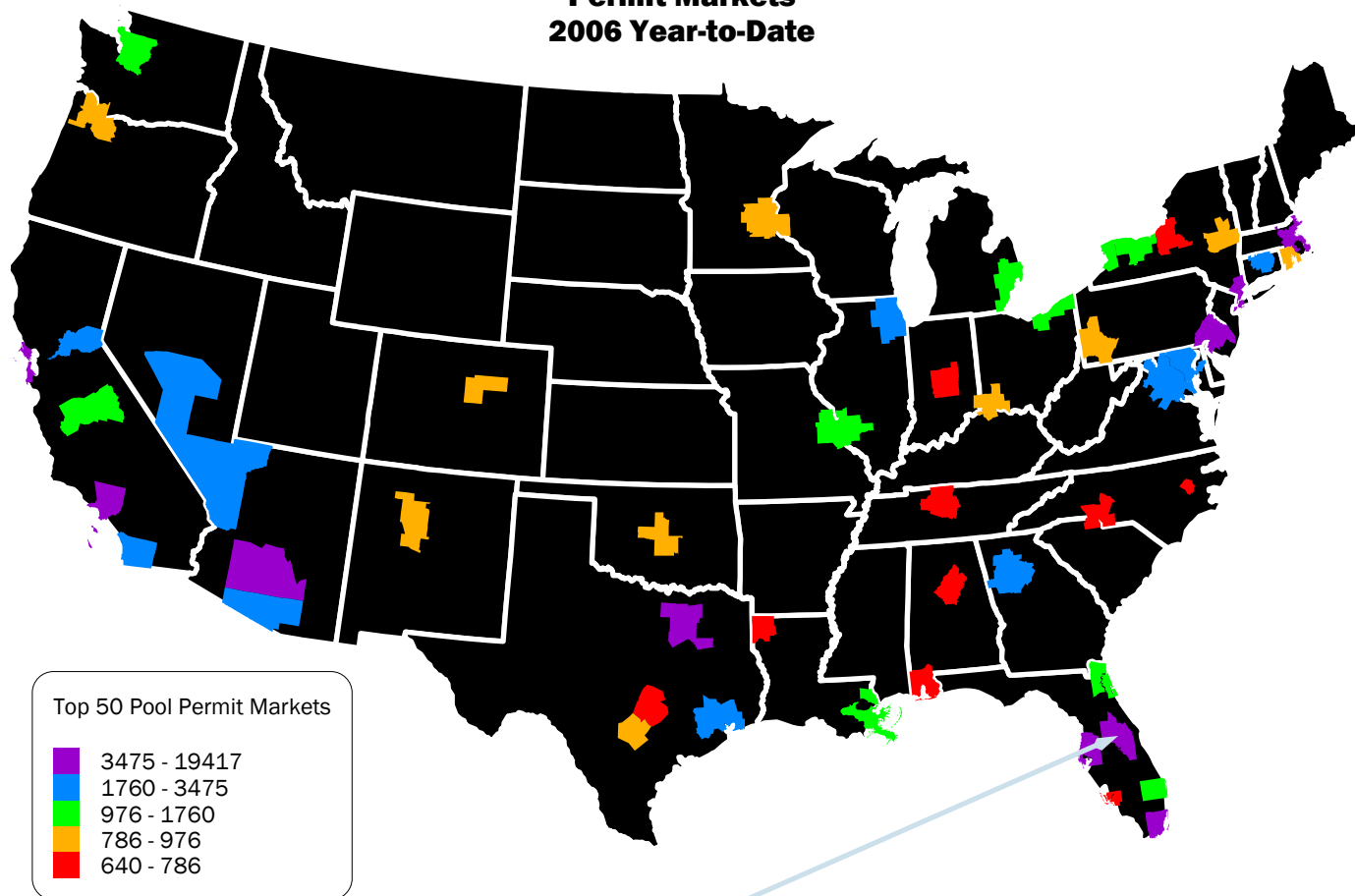
### QUARTERLY SUMMARY

Climbing interest rates, a continued slowing of housing starts, and adverse weather have already had an impact on pool construction this quarter. While some key areas continue to show growth, other markets are down significantly from 2006 totals.

For those reasons we see an essentially flat year in 2007 but recovery beginning in 2008 owing to the delayed effect of economic growth as well as pent-up pool demand tied to renewed housing starts in key southern markets.



## Permit Markets 2006 Year-to-Date



### SELECT MARKET INFORMATION FOCUS: ORLANDO

- Orlando ranks 12th in the nation in overall population growth (expected to grow nearly 24% by 2015).
- Total home sales for Orlando MSA in 2006, 31,818, an average of 2,652 per month.
- Median home price in Orlando is \$212,000.
- Average unemployment rate for 2006 was 3.09%.
- There are currently an estimated 495,557 owner-occupied homes in the Orlando area, expect to grow by over 13% in 2011.
- Average months per year inground pool is used is 7.
- Average days pool is used is 20.
- P.K. Data estimates there is a potential of 300,000 homes for inground swimming pools in the Orlando MSA.

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P.K. Data is a market research firm that has tracked the swimming pool and hot tub industry since 1992. The information contained herein is based on the data provided to us by the listed permitting jurisdictions.