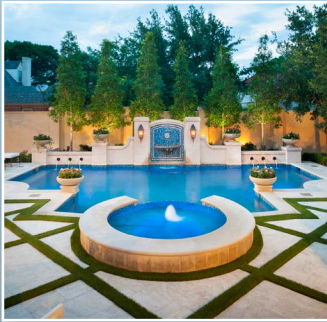




# PHTA Pool & Non-Pool Owner Market Research Study

By GALLUP®

Introducing exclusive 2016 consumer research leveraged by PHTA for its members. This new research provides insights, strategies and recommendations to increase pool and spa sales by exploring various research objectives among nearly 4,500 pool owners and non-owners.



*“To enable pool installs and aftermarket sales increases, we must define the current pool market environment and perceptions of owners and non-owners.”*

- RICH GOTTWALD PHTA  
PRESIDENT & CEO



## Find out:

- Attitudes toward pools and spas, especially vis-à-vis competitive products.
- Current recreational activities and media habits.
- Key attributes that attract consideration and purchase of pools and spas.
- Barriers to purchase of pools and spas.
- Critical attitudinal, recreational, socioeconomic and demographic differences between buyers and non-buyers of pools and spas.
- Optimal consumer targets and key messages to increase pool and spa consideration.

## Three ways to get access to PHTA Gallup Research:

### Buy

- 1 The PHTA Gallup Full Report (Pool Owner & Non-Pool Owner Report) Research Package (\$15,000)
- 2 The PHTA Gallup Pool Owner Report (\$7,500)
- 3 The PHTA Gallup Pool Non-Owner Report (\$7,500)



## About The PHTA Gallup Study:

**Here are some highlights of what you'll get with the PHTA Gallup Research Package — \$15,000:**

- ✓ Who's buying pools?
- ✓ What are the key messages to attract pool buyers?
- ✓ What are the barriers to purchase pools and spas?
- ✓ What attributes attract consumers during a pool and spa purchase?
- ✓ Who is the most trusted source for information for pool maintenance?
- ✓ What percentage of owners used financing to build their pool?
- ✓ What are non-owners planning to spend money on next year?

# Get access to research that's meaningful to **YOUR** company and **YOUR** business.

Order  
today!

Name: \_\_\_\_\_

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PHTA Gallup Pool Owner Only Report .....\$7,500

PHTA Gallup Pool Non-Owner Only Report.....\$7,500

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