



**POOL &  
HOT TUB  
ALLIANCE**

**Available  
Summer 2022.  
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Today!**

# Attitudes & Perceptions Consumer Study

PHTA prides itself on providing resources to our members to implement best practices and drive success. Towards that end, PHTA has partnered with an outside research firm to conduct a study that will help our members better understand the purchasing motivations and perceptions of pool owners and non-owners.

This new research will provide insights, strategies and recommendations to drive pool and spa sales by exploring various research objectives among nearly 4,500 pool owners and non-owners.

## **This research will address several objectives, including the following:**

- **Explore** consumer's attitudes and perceptions towards pools, compared with competitive products
- **Identify** key attributes that drive pool considerations, purchasing motivations, and financing preferences
- **Uncover** barriers to pool purchases
- **Understand** current recreational activities and media habits
- **Profile** the optimal consumer targets and key messages to increase pool and spa consideration

### **How to access the study:**

The full report for Pool Owners / Non-Owners Attitudes & Perceptions Consumer Study is available for sale on the PHTA Store (see QR code) and can be purchased for:

- FREE to PHTA Strategic Partners
- \$5,000 for PHTA Members
- \$10,000 for PHTA Non-Members

### **Here are some highlights of what you'll get:**

- Who is purchasing pools?
- What are the barriers to purchase pools and spas?
- Who is the most trusted source for information for pool maintenance?
- What percentage of owners use financing to build their pool?
- What are non-pool owners planning to spend money on next year?

**Get access to research that is  
meaningful to YOU and YOUR company.**

**Visit the PHTA Store**



**Questions?**



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