

Quarterly Pulse Survey

Q1 2021 – All Companies



**POOL &
HOT TUB**
ALLIANCE

Our Typical Company



6-20 Employees



\$1-\$5 Million Annual Sales



2-3 weeks of sales backlog

Quarter 1 2021 vs Quarter 1 2020

The index values displayed below are based on the average scores of a 5-point scale where 1 = Decrease Significantly / 3 = Stay about the same / 5 = Increase Significantly.

4.0



Overall Sales Volume (\$)

Typical- Increased Somewhat

4.0



Expected Sales Growth

Typical- Increase Somewhat

3.8



Months of Sales Backlog

Typical- Increased Somewhat

3.2



Number of Employees

Typical- Stayed About the Same

3.6



Bottom-Line Profits(\$)

Typical- Increased Somewhat

3.9



Quotes/Estimates Submitted

Typical- Increased Somewhat

Top Five Concerns

% of Respondents that selected the option.
(Respondents picked up to 4 concerns)



75%

Availability of products/supplies



53%

Finding qualified employees



41%

Economic conditions



22%

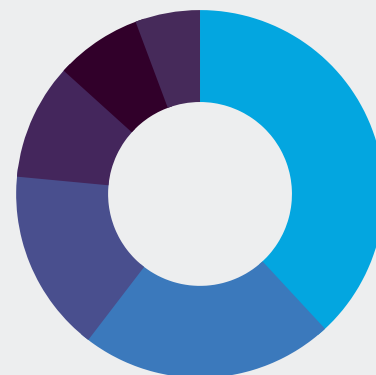
Covid-19 safety for employees & customers



21%

Employee performance/quality

Portion of Sales Related To:



Pools- 38%

Supplies- 10%

Service- 22%

Hot Tubs- 8%

Other- 16%

Spas- 6%