



Actual and potential pool owners

Methodical approach

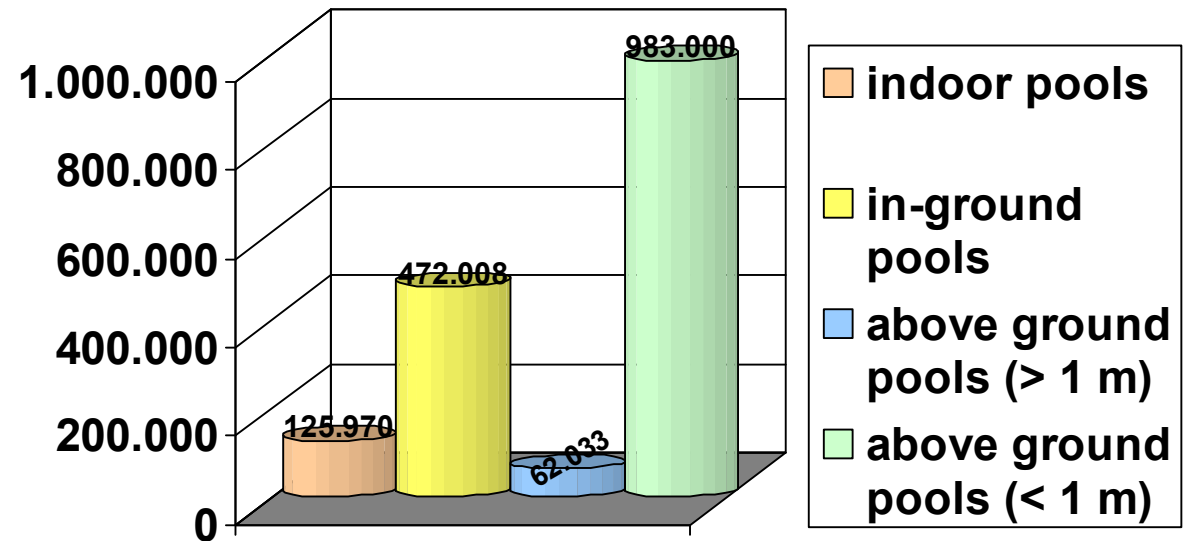
- Screening of 14,000 representative house owners. Interview about
 - ownership or non-ownership of swimming pool and
 - investment plans.

- Interview of pool owners about
 - type, size, form and equipment of their pools and
 - plans for modernisation and rebuilding.

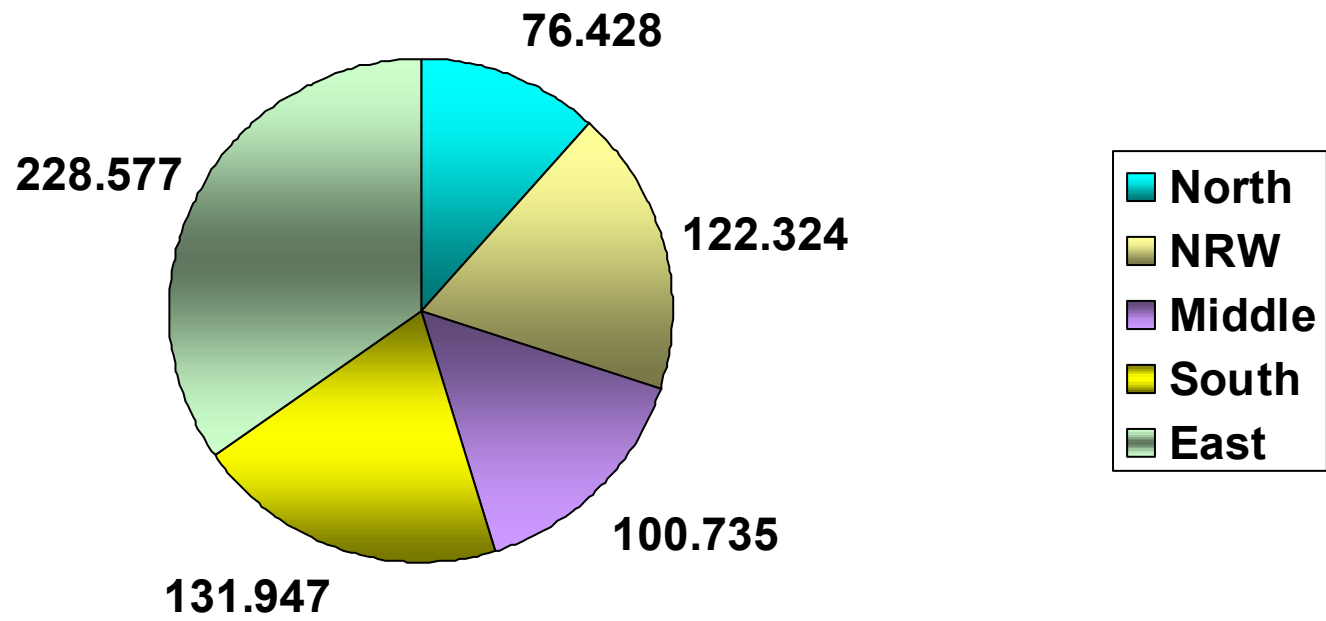
- Interview of potential pool owners about
 - their plans according to type, size and equipment of their desired pools,
 - purchase decision criteria and
 - channels of information.

- Interview of non-potential pool owners about their reasons for refusal.

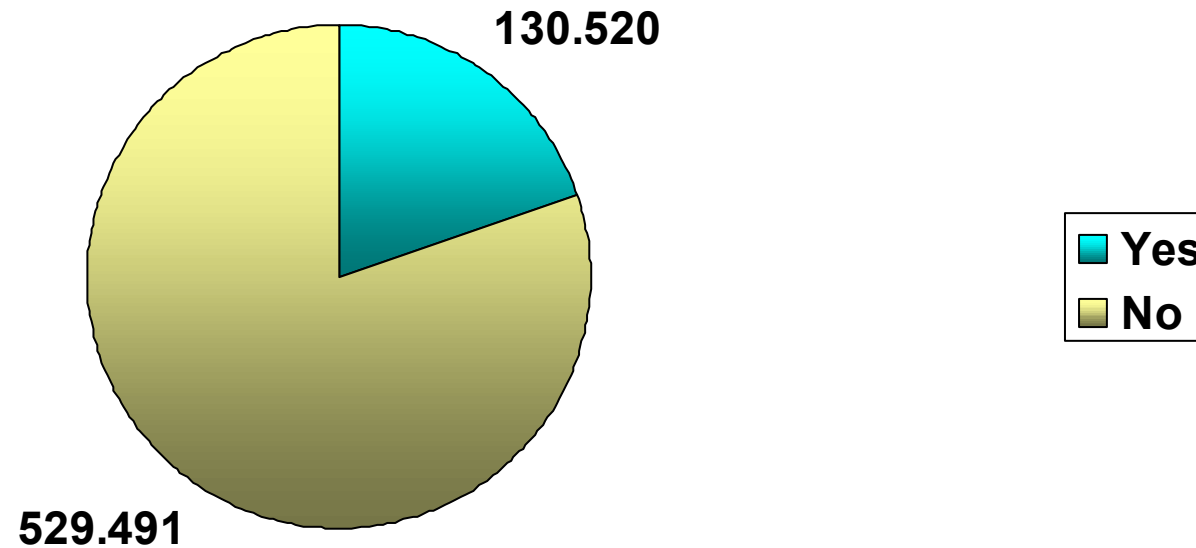
Actual stocks of private used pools: 660.000



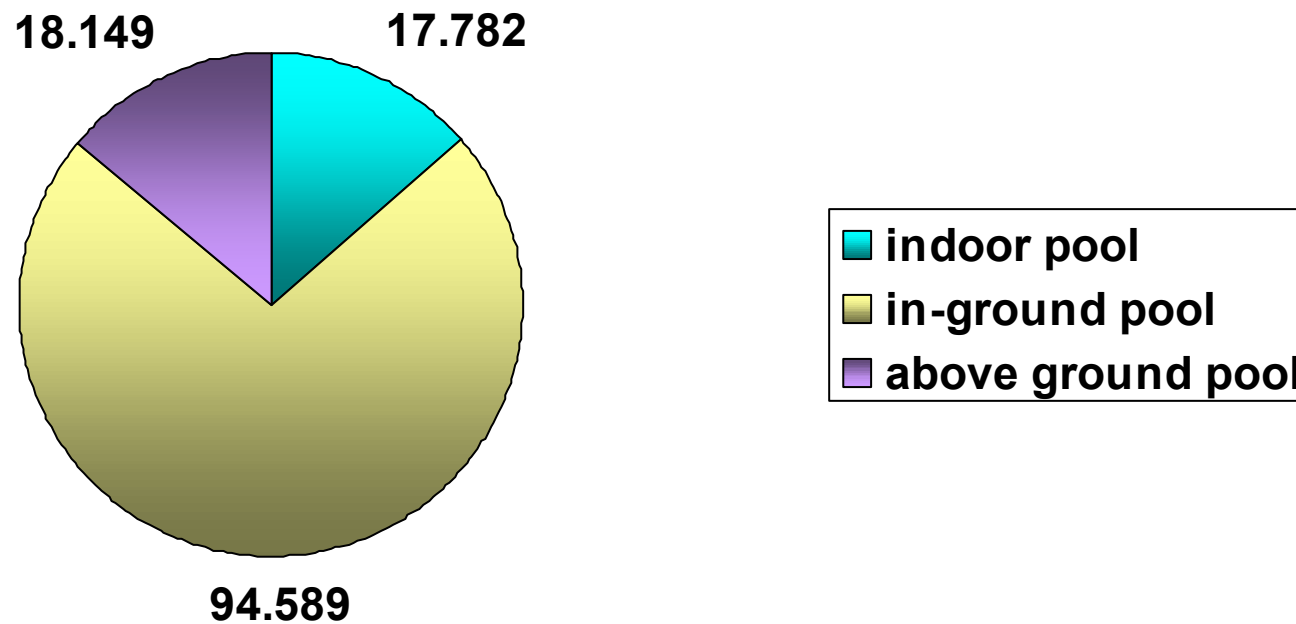
Actual stocks by regions



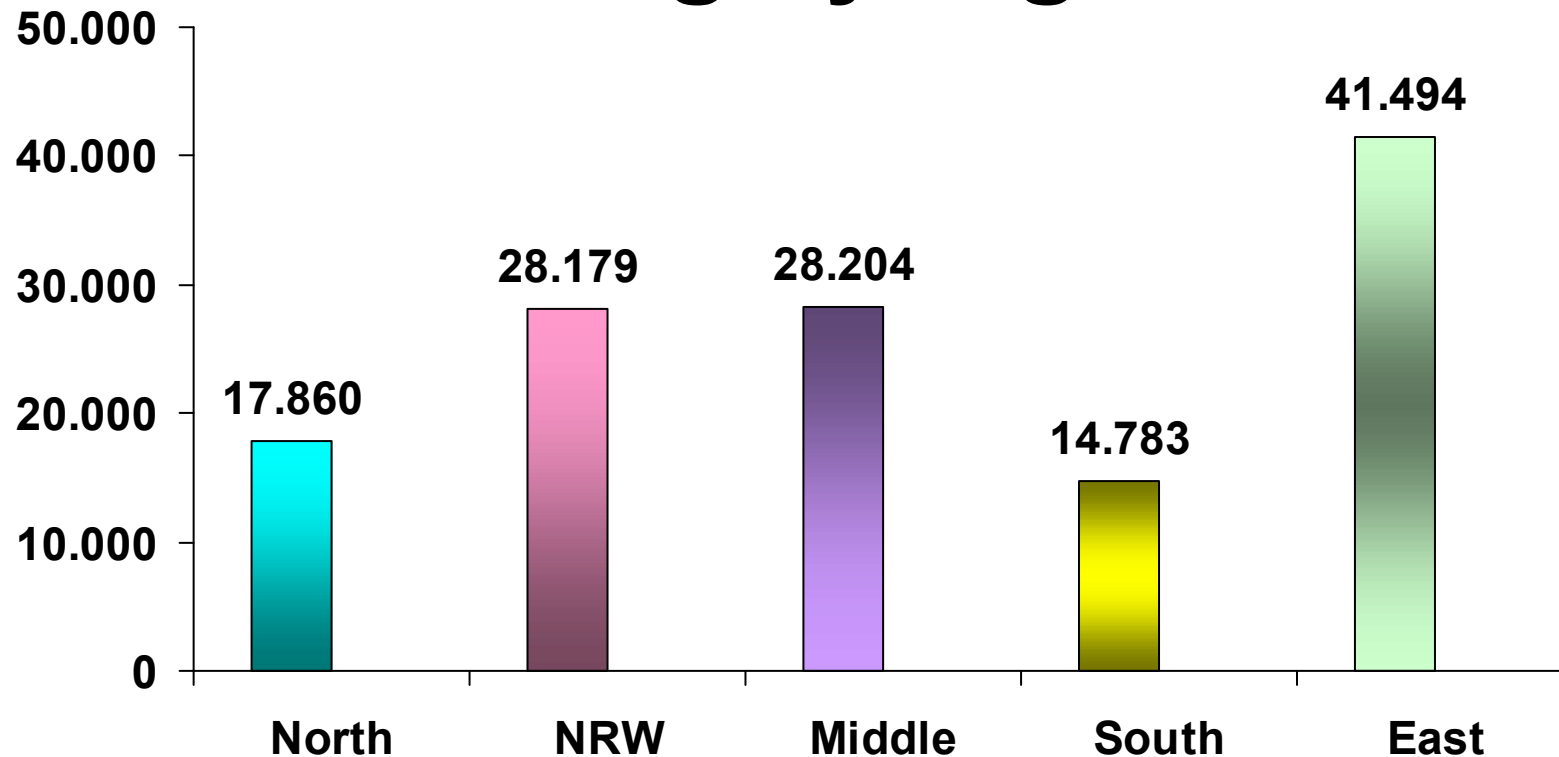
Plans for modernisation, rebuilding or upgrading



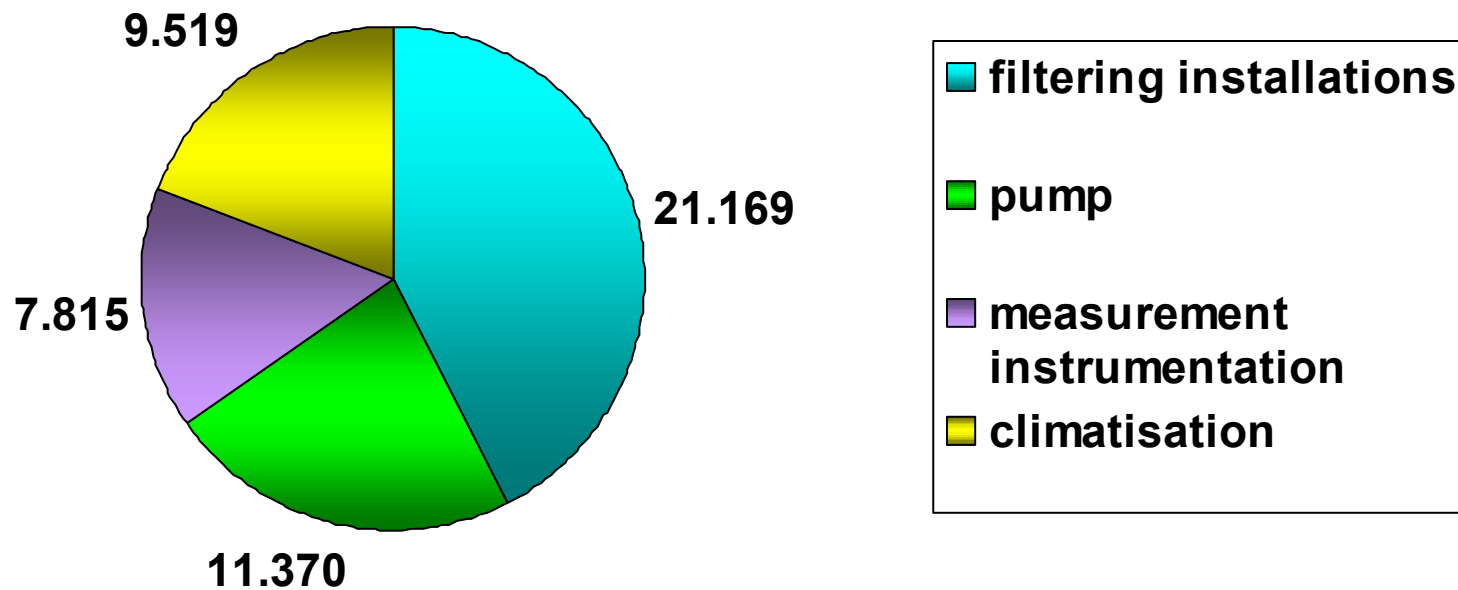
Plans for modernisation and rebuilding: types of pools



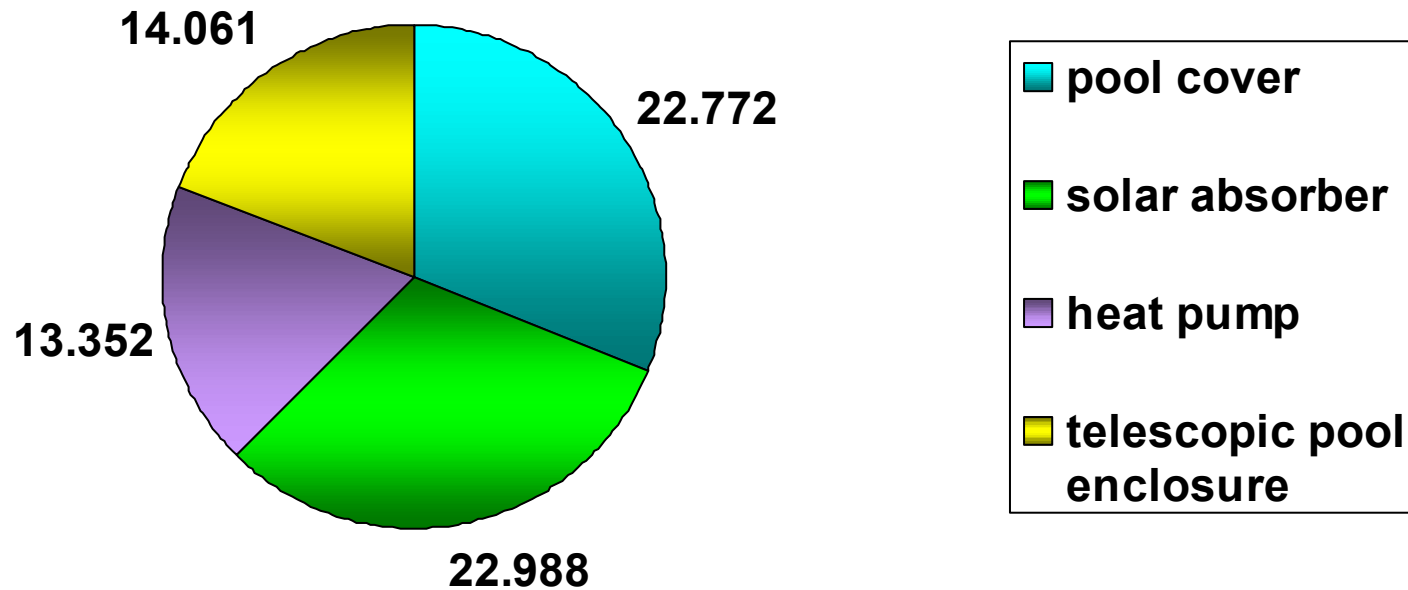
Plans for modernisation and rebuilding by regions



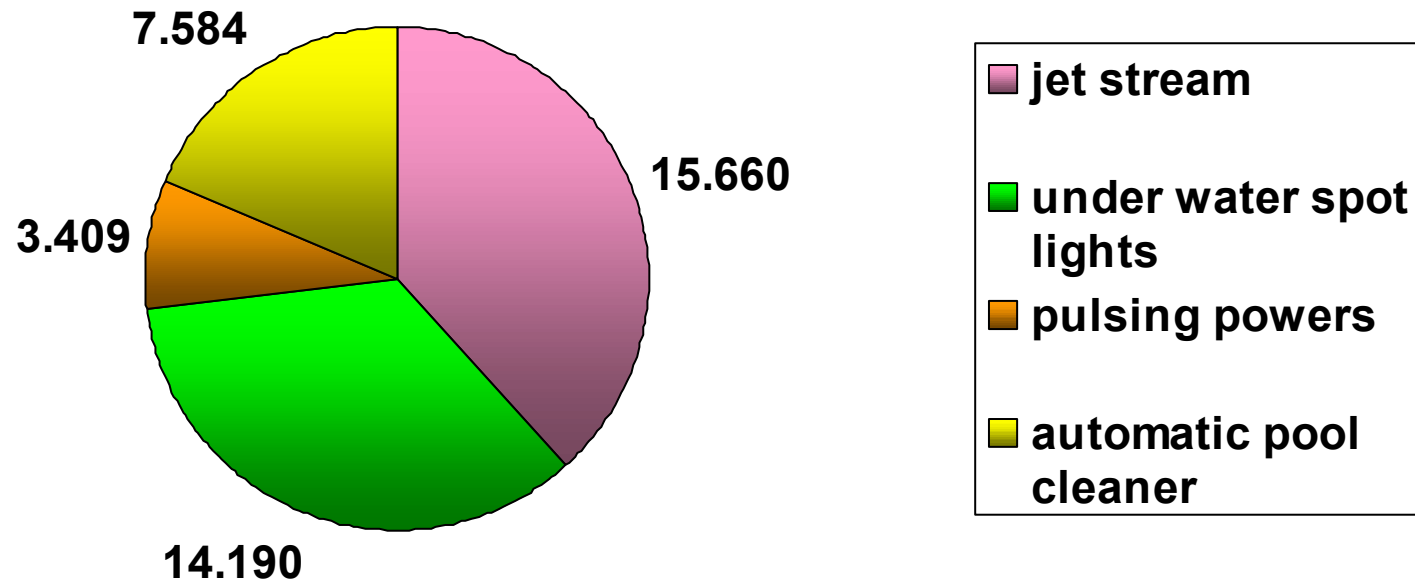
Plans for modernisation and rebuilding: technology



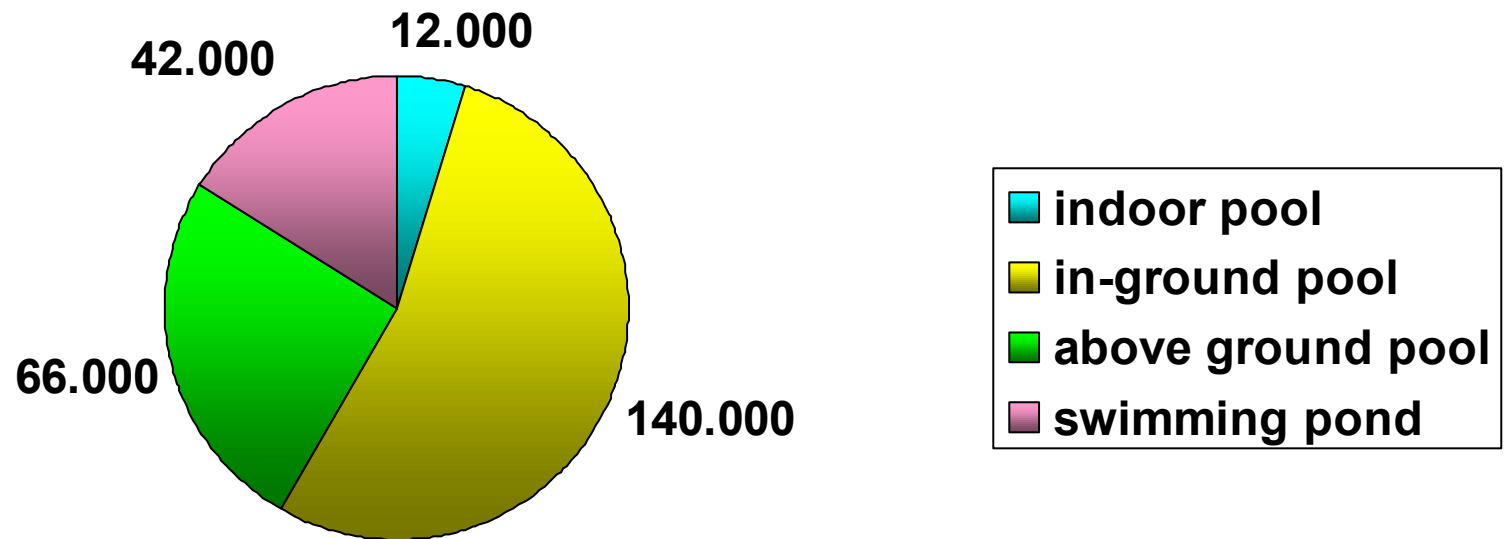
Plans for modernisation: energy efficiency



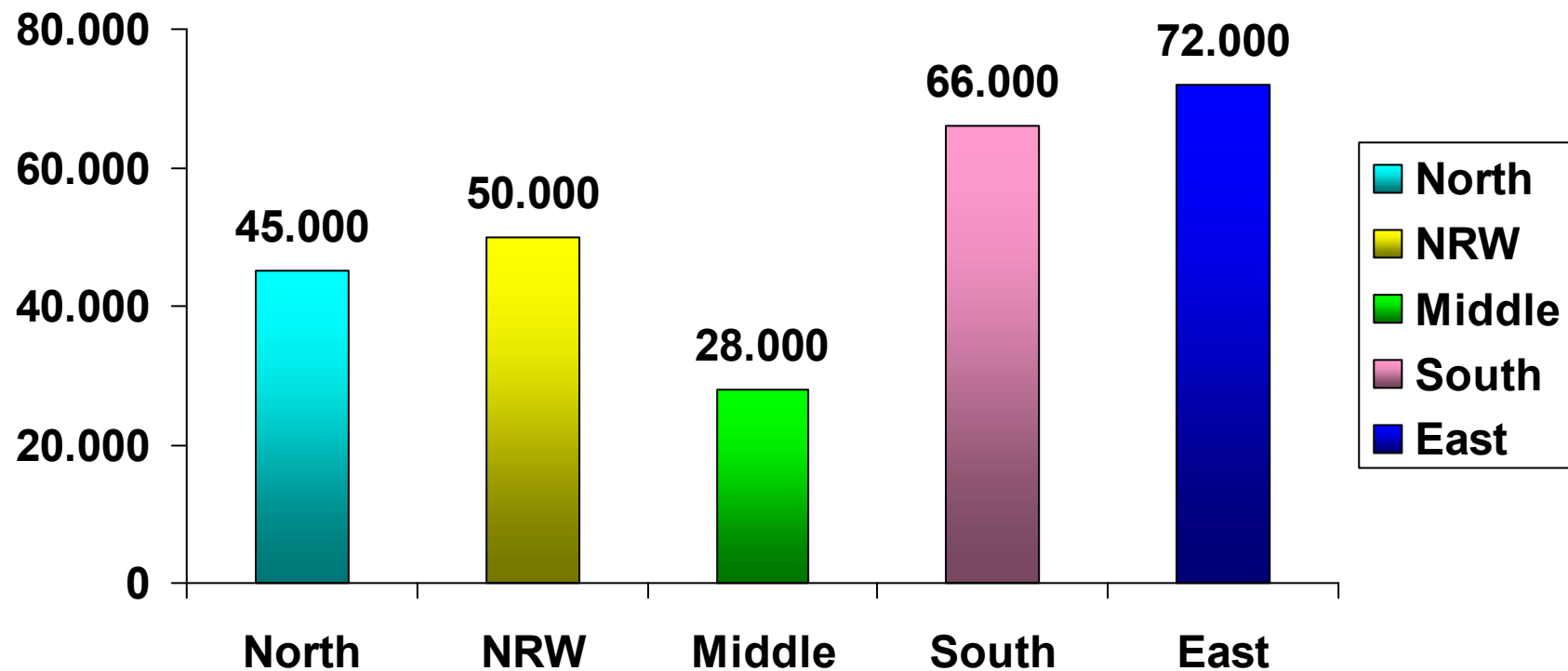
Plans for modernisation and upgrading: equipment



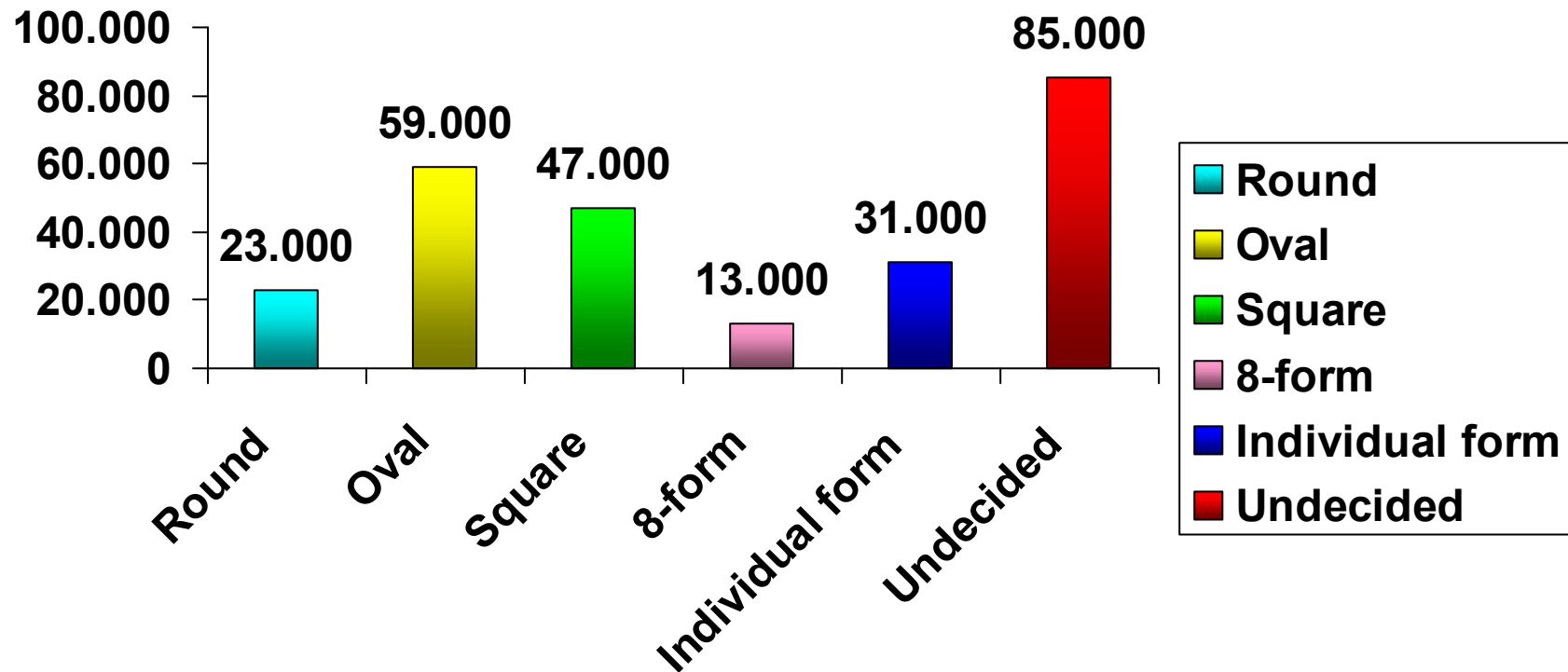
Potential pool owners: pool typs



Potential pool owners: regions



Potential pool owners - pool construction forms:



New construction projects: about 3,4 billions €

