

# Quarterly Pulse Survey

Q3 2021 – All Companies



**POOL &  
HOT TUB**  
ALLIANCE

## Our Typical Company



6-20 Employees



\$1-\$5 Million Annual Sales



4-10 weeks of sales backlog

## Quarter 3 2021 vs Quarter 3 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.

3.6



**Overall Sales Volume (\$)**

Typical- Increased Somewhat

3.5



**Sales Forecast (12 months)**

Typical- Increase Somewhat

3.4



**Months of Sales Backlog**

Typical- Stayed About the Same

3.0



**Number of Employees**

Typical- Stayed About the Same

3.4



**Bottom-Line Profits(\$)**

Typical- Stayed About the Same

3.3



**Quotes/Estimates Submitted**

Typical- Stayed About the Same

## Top Five Concerns

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



**87%** Availability of products/supplies



**62%** Finding qualified employees



**45%** Economic conditions

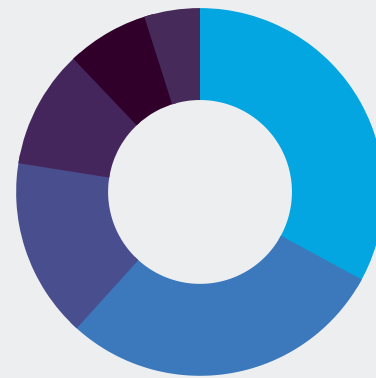


**27%** Maintaining profit levels



**26%** Employee performance/quality

## Portion of Sales Related To:



Pools- 33%	Supplies- 10%
Service- 29%	Hot Tubs- 7%
Other- 16%	Spas- 5%

# Quarterly Pulse Survey

## Q3 2021 – Builders/Installers



**POOL &  
HOT TUB**  
ALLIANCE

### Our Typical Company



21-50 Employees



\$1-\$5 Million Annual Sales



11-26 weeks of sales backlog

### Quarter 3 2021 vs Quarter 3 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.

3.8



**Overall Sales Volume (\$)**

Typical- Increased Somewhat

3.5



**Sales Forecast (12 months)**

Typical- Increase Somewhat

3.7



**Months of Sales Backlog**

Typical- Increased Somewhat

3.1



**Number of Employees**

Typical- Stayed About the Same

3.4



**Bottom-Line Profits(\$)**

Typical- Stayed About the Same

3.5



**Quotes/Estimates Submitted**

Typical- Stayed About the Same

### Top Five Concerns

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



97%

Availability of products/supplies



74%

Finding qualified employees



40%

Economic conditions



37%

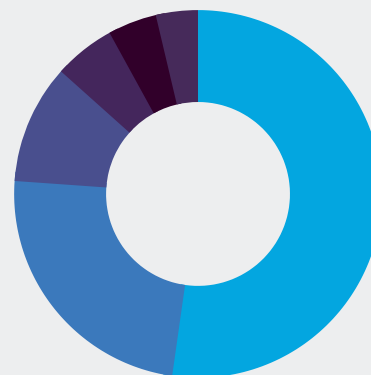
Employee performance/quality



34%

Maintaining profit levels

### Portion of Sales Related To:



Pools- 52%

Hot Tubs- 5%

Service- 24%

Spas- 4%

Supplies- 11%

Other- 4%

# Quarterly Pulse Survey

Q3 2021 – Designers



**POOL &  
HOT TUB**  
ALLIANCE

## Our Typical Company



21-50 Employees



\$1-\$5 Million Annual Sales



11-26 weeks of sales backlog

## Quarter 3 2021 vs Quarter 3 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.

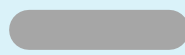
3.7



**Overall Sales Volume (\$)**

Typical- Increased Somewhat

3.5



**Sales Forecast (12 months)**

Typical- Stay About the Same

4.2



**Months of Sales Backlog**

Typical- Increased Somewhat

3.2



**Number of Employees**

Typical- Stayed About the Same

3.3



**Bottom-Line Profits(\$)**

Typical- Stayed About the Same

3.6



**Quotes/Estimates Submitted**

Typical- Stayed About the Same

## Top Five Concerns

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



**90%** Availability of products/supplies



**60%** Finding qualified employees



**60%** Employee performance/quality

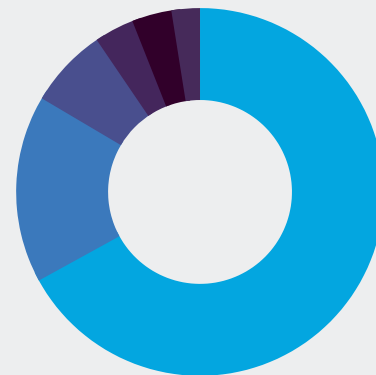


**50%** Economic conditions



**30%** Maintaining profit levels

## Portion of Sales Related To:



Pools- 67%

Supplies- 4%

Service- 17%

Spas- 4%

Other- 7%

Hot Tubs- 3%

# Quarterly Pulse Survey

Q3 2021 – Distributors



**POOL &  
HOT TUB**  
ALLIANCE

## Our Typical Company



6-20 Employees



\$1-\$5 Million Annual Sales



2-3 weeks of sales backlog

## Quarter 3 2021 vs Quarter 3 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

3.8



**Sales Forecast (12 months)**

Typical- Increase Somewhat

4.0



**Months of Sales Backlog**

Typical- Increased Somewhat

3.0



**Number of Employees**

Typical- Stayed About the Same

4.2



**Bottom-Line Profits(\$)**

Typical- Increased Somewhat

3.7



**Quotes/Estimates Submitted**

Typical- Stayed About the Same

## Top Five Concerns

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



**100%** Availability of products/supplies



**67%** Economic conditions



**33%** Finding qualified employees

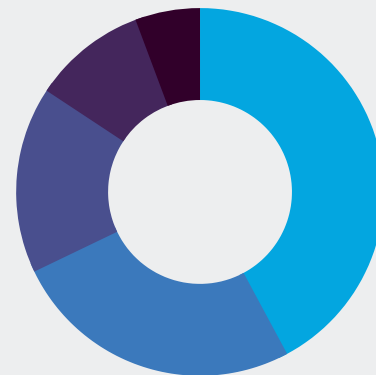


**33%** Employee performance/quality



**33%** Employee turnover

## Portion of Sales Related To:



Pools- 42%

Other- 10%

Supplies- 26%

Spas- 6%

Service- 16%

Hot Tubs- 0%

# Quarterly Pulse Survey

Q3 2021 – Manufacturers



**POOL &  
HOT TUB**  
ALLIANCE

## Our Typical Company



51-100 Employees



\$21-\$50 Million Annual Sales



4-10 weeks of sales backlog

## Quarter 3 2021 vs Quarter 3 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.

3.6



**Overall Sales Volume (\$)**

Typical- Increased Somewhat

3.8



**Sales Forecast (12 months)**

Typical- Increase Somewhat

3.1



**Months of Sales Backlog**

Typical- Stayed About the Same

3.1



**Number of Employees**

Typical- Stayed About the Same

3.6



**Bottom-Line Profits(\$)**

Typical- Increased Somewhat

3.1



**Quotes/Estimates Submitted**

Typical- Stayed About the Same

## Top Five Concerns

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



**100%** Availability of products/supplies



**67%** Economic conditions



**56%** Finding qualified employees

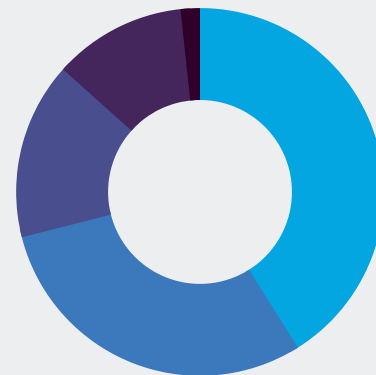


**44%** Wage increases



**33%** Maintaining profit levels

## Portion of Sales Related To:



Pools- 41%	Supplies- 12%
Hot Tubs- 30%	Spas- 2%
Other- 16%	Service- 0%

# Quarterly Pulse Survey

Q3 2021 – Retailers



**POOL &  
HOT TUB**  
ALLIANCE

## Our Typical Company



21-50 Employees



\$1-\$5 Million Annual Sales



11-26 weeks of sales backlog

## Quarter 3 2021 vs Quarter 3 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

3.6



**Sales Forecast (12 months)**

Typical- Increase Somewhat

3.6



**Months of Sales Backlog**

Typical- Increased Somewhat

3.1



**Number of Employees**

Typical- Stayed About the Same

3.7



**Bottom-Line Profits(\$)**

Typical- Increased Somewhat

3.5



**Quotes/Estimates Submitted**

Typical- Stayed About the Same

## Top Five Concerns

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



**100%** Availability of products/supplies



**70%** Finding qualified employees



**44%** Employee performance/quality

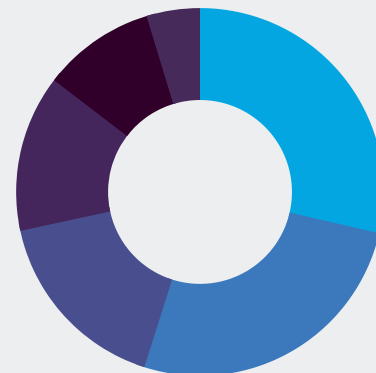


**30%** Economic conditions



**30%** Employee turnover

## Portion of Sales Related To:



Service- 29%	Hot Tubs- 14%
Pools- 26%	Spas- 10%
Supplies- 17%	Other- 5%

# Quarterly Pulse Survey

## Q3 2021 – Service Technicians



### Our Typical Company



6-20 Employees



\$1-\$5 Million Annual Sales



2-3 weeks of sales backlog

### Quarter 3 2021 vs Quarter 3 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.

3.7



**Overall Sales Volume (\$)**  
Typical- Increased Somewhat

3.5



**Sales Forecast (12 months)**  
Typical- Increase Somewhat

3.5



**Months of Sales Backlog**  
Typical- Stayed About the Same

2.8



**Number of Employees**  
Typical- Stayed About the Same

3.5



**Bottom-Line Profits(\$)**  
Typical- Increased Somewhat

3.5



**Quotes/Estimates Submitted**  
Typical- Increased Somewhat

### Top Five Concerns

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



**95%** Availability of products/supplies



**69%** Finding qualified employees



**46%** Economic conditions

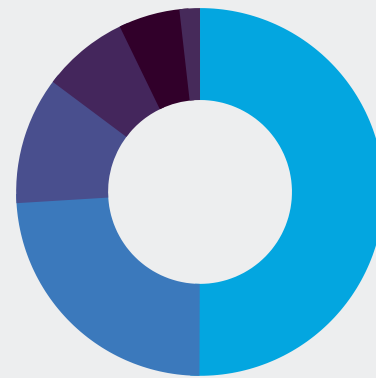


**33%** Employee performance/quality



**31%** Wage increases

### Portion of Sales Related To:



- Service- 50%
- Hot Tubs- 8%
- Pools- 24%
- Other- 5%
- Supplies- 11%
- Spas- 2%