

Vacuum Cleaner Consumer study...

**SAD Meeting
28 June 2018**



Consumer study



The consumer study started in December and was completed in March 2018.

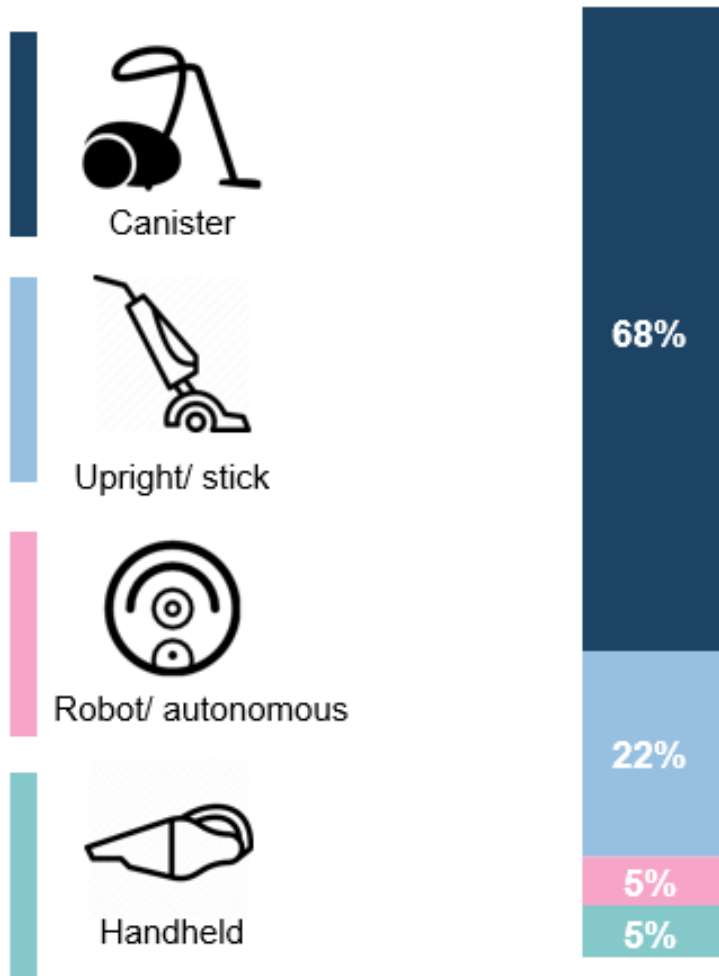
Results could be delivered on time to Viegand Maagøe, the consultant in charge of the revision.

Consumer study - Main findings



The average European spends **72,9 mins per week** vacuuming

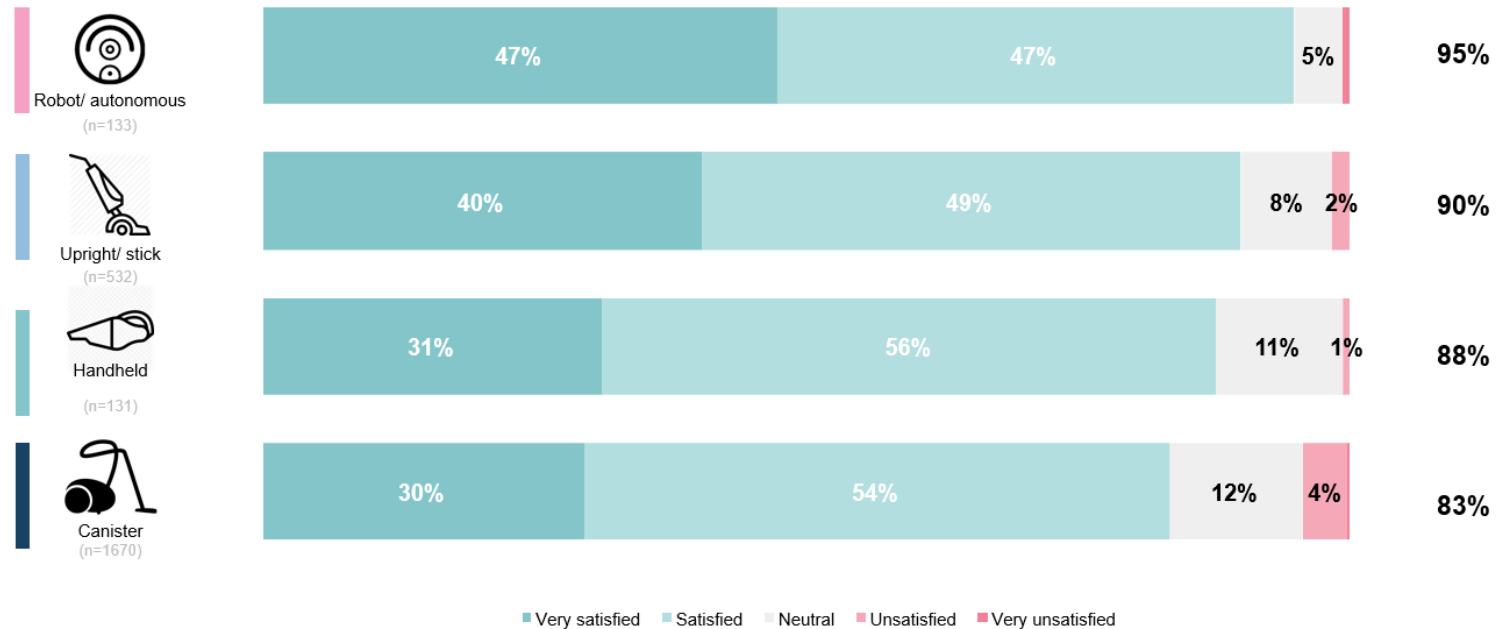
Consumer study - Main findings



68% of Europeans use a **canister** as their main vacuum cleaner.

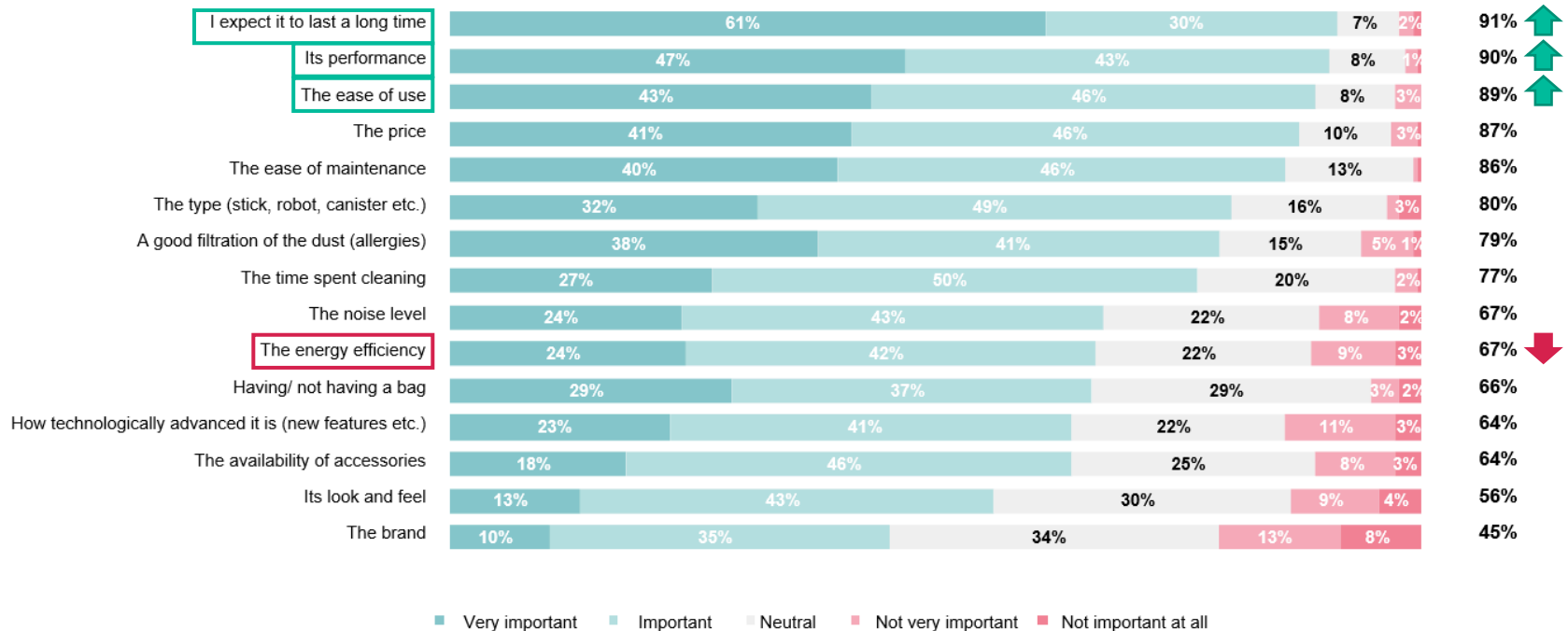
22% use **upright/ stick** as their main vacuum cleaner.

Consumer study - Main findings



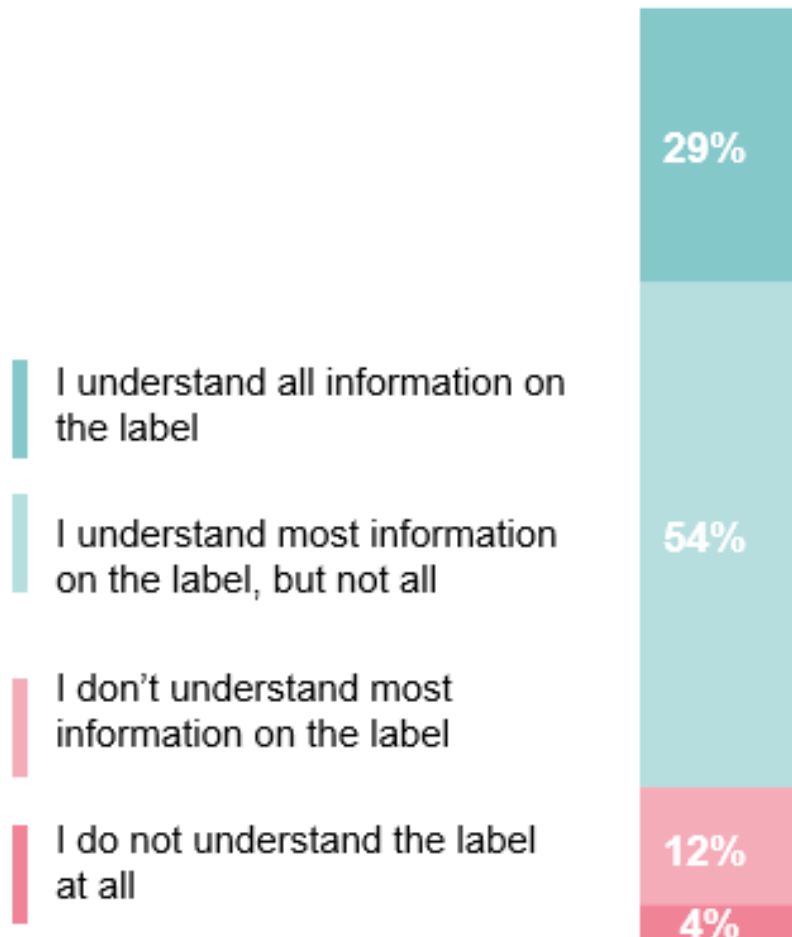
86% of Europeans are **satisfied** with their main vacuum cleaner

Consumer study - Main findings



When considering purchasing a new vacuum: **durability**, **performance** and **ease of use** are the most important considerations in terms of what respondents find important. Only 67% of respondents note they find the **energy efficiency** of a vacuum unit important.

Consumer study - Main findings



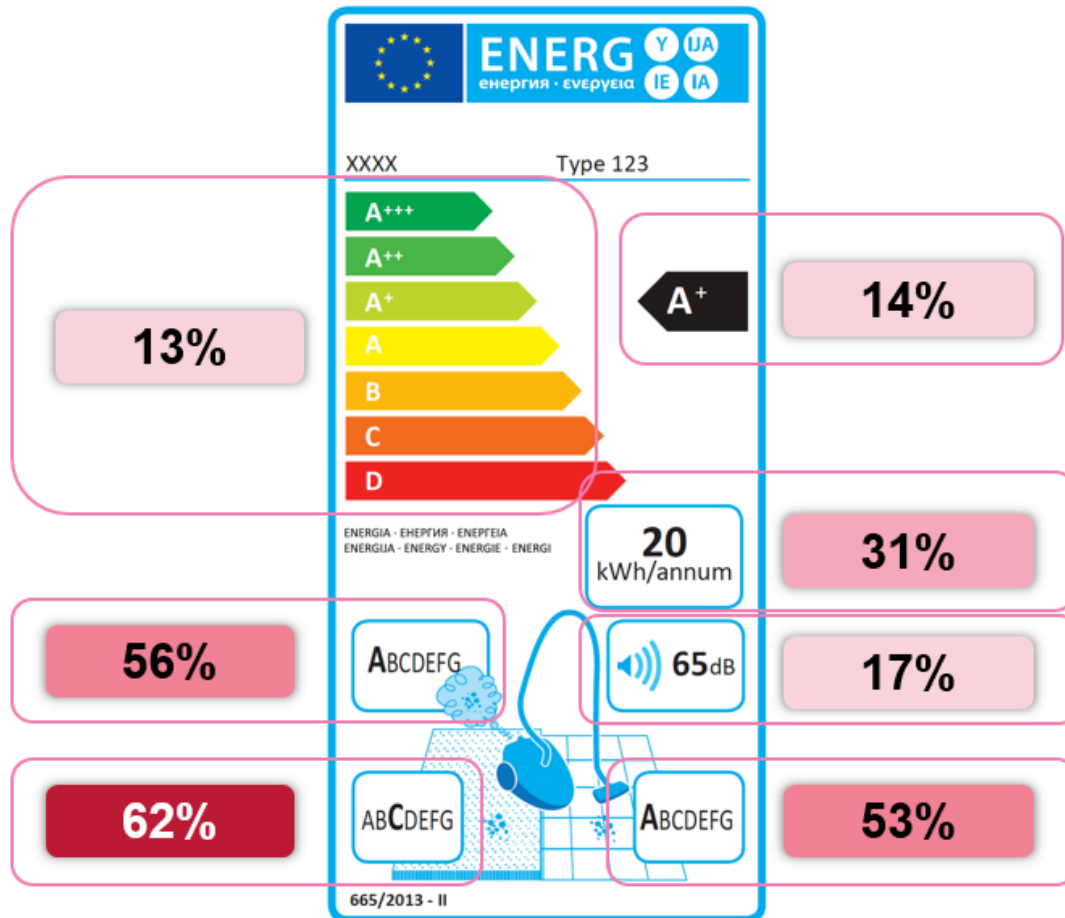
84% of consumers understand **most information** of the label

29% understand **all information** on the label

Consumer study - Main findings



% of people who selected the area of the Energy label as unclear



For those who say they do not understand all information on the label, **top of label** is better understood than the bottom