

Aussies want vacuum cleaners that really suck

Canstar Blue releases Vacuum Cleaners 2015 – Most Satisfied Customers Award

Aussies are spending an average of more than \$370 on their vacuum cleaners, but many still aspire to own the best that money can buy.

That's one of the findings of a new survey from consumer research and ratings company Canstar Blue, which saw Dyson vacuum cleaners rated highest of eight major brands.

"Consumers don't mind spending a good amount on a vacuum cleaner that makes cleaning the home as easy as possible," said Head of Canstar Blue, Megan Doyle. "We always want great value for money, but more than anything consumers demand a vacuum cleaner that lives up to expectations and really performs.

"But it's also got to be easy to use. There's no point having a powerful vacuum if you struggle to manoeuvre it around your house."

Drivers of satisfaction

% of respondents

Effectiveness of clean

42%

Value for money

26%

Ease of use

20%

Noise

7%

Size

5%

Source: www.canstarblue.com.au 2015 Vacuum Cleaners survey of 1364 adults.

The survey, of more than 1,300 adults who have bought a new vacuum cleaner in the last three years, found the average amount spent to be \$373. Those in Western Australia spent the most (\$464) and Queensland the least (\$316).

Almost half (48%) of respondents were replacing a vacuum cleaner that had stopped working, while 27% were upgrading to a better model and 12% wanted an additional appliance. Consumers who were replacing an old vacuum cleaner were doing so after an average of 6.7 years.

Thirty per cent of survey respondents said they tend to buy cheap vacuum cleaners and replace them when they stop working, while 46% have more than one vacuum in their home. And two out of five (39%) dream of owning a top of the line vacuum.

"Most consumers are convinced it pays to spend a little more," said Mrs Doyle. "It can be tempting to take the cheap option when you're shopping, but when you come to vacuuming your home, you might regret it.

"Spending that bit extra may even save you in the long run if you have to replace your vacuum cleaner more regularly because you bought a cheap model."

Dyson delivers overall customer satisfaction

Consumers who purchased Dyson vacuum cleaners were the most satisfied with their purchase, the survey found. Vax received notable recognition for offering value for money, but Dyson was the only brand to score five-star ratings for effective cleaning and ease of use. Dyson also recorded top marks from consumers for size and noise levels.

It is the third time in four years that Dyson has picked up Canstar Blue's Most Satisfied Customers Award for vacuum cleaners, with Shark finishing top of the ratings in 2014.

"Survey respondents who bought a Dyson vacuum cleaner use few words to describe their purchase – because it simply does a great job," said Mrs Doyle. "They report reliable, easy to maintain, easy to use and powerful vacuums that make cleaning the house hassle free. Most Dyson owners seem convinced they have the best that money can buy."

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