



**Electrolux**

Electrolux Global Vacuuming Survey 2013 – short facts

## **What do you know about vacuum cleaning in the world?**

### **How often do people vacuum?**

**Did you know that...**when vacuuming, 89% of people globally vacuum for less than one hour, and of this group 43% vacuum for less than 30 minutes. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**Koreans are the most frequent vacuum cleaning people in the world. 11% of Koreans vacuum several times per day (global average 3%) and another 29% vacuum once a day (global average 13%). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**the quick-cleaners live in Korea and Japan. 68% of people in both countries spend less than 30 minutes when vacuuming (global average 43% who spend less than 30 minutes when vacuuming). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**people in the two Portuguese speaking countries Brazil and Portugal lead globally when it comes to time spent when vacuum cleaning. 22% and 20% of people in these two countries respectively spend 1-2 hours when vacuuming, compared to the global average of 10%. *Source: Electrolux Global Vacuuming Survey 2013.*

### **When do people vacuum?**

**Did you know that...**vacuuming in the morning is most common (38%), followed by afternoon (28%). Only 9% vacuum in the evening. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**Colombians top the world list of people who prefer to vacuum in the morning (82% compared to global average 38%). Overall many people in Latin America prefer to vacuum in the morning: Chile 67%, Brazil 65%, Mexico 63% and Argentina 59%. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**many Chinese are late vacuumers. 16% of Chinese say they vacuum during the night (global average 2%) and another 11% in the evening (global average 9%). *Source: Electrolux Global Vacuuming Survey 2013.*

## What do people wear when they vacuum?

**Did you know that...**4% of people globally wear underwear only when vacuuming and 2% claim they vacuum naked. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**vacuuming naked seems to be mainly a Nordic/North American habit. 3.7% of Norwegians, 3% of Swedes and US respondents say they wear no clothes when vacuuming followed by Canadians (2.6%) and Finns (2.5%). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**2.5% of men globally say they vacuum naked while only 0.6% of women say the same. 5.7% of men and 2.4% of women say that they wear underwear only when vacuuming. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**the majority in most countries (69% global average) prefer casual clothing when vacuuming, but there are exceptions. Only 18% of Koreans wear this outfit while 76% instead prefer a tracksuit/athletic clothing when they vacuum. The global average preference for tracksuits is 21%. *Source: Electrolux Global Vacuuming Survey 2013.*

## What do people do while vacuuming?

**Did you know that...**the most common thing to do while vacuum cleaning is to listen to music (36% of people globally say they do that). Most prone to listening to music when vacuuming are the Colombians (67%) and Mexicans (66%), while only 11% of Finns and Norwegians, and 8% of Japanese say they listen to music when vacuuming. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**16% of Chinese solve problems while vacuuming compared to the global average of 3%. 13% of Chinese let go of aggressions when vacuuming compared to the global average of 4%. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**51% of 18-30 year olds listen to music when vacuuming compared to 19% of the 51+ generation. The younger generation also takes the opportunity to dance to a higher degree while vacuuming (6%) compared to the older 51+ group (1%). *Source: Electrolux Global Vacuuming Survey 2013.*

## What do people think about kids vacuuming?

**Did you know that...**6% of people globally think that kids should start help with vacuuming when they are between 3-5 years old. An additional 2% even think kids below 3 years old should help out with the vacuuming. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**most children below 18 years who live at home, help out with the vacuuming (62%). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**26% of people in Finland think that the right age for kids to start help with the vacuum cleaning is between 3-5 years. In Poland 13% have the same view, Russia 12%, and Norway 11% compared to the global average of 6%. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**Korea and Turkey are two countries where people favour a relatively high age for kids to start help out with vacuum cleaning. 30% in each of these two countries think that kids should start help with vacuuming when they are between 15-17 years old (compared to global average of 10%). *Source: Electrolux Global Vacuuming Survey 2013.*

## **What do people think is annoying when vacuuming?**

**Did you know that...**the single most annoying factor when vacuuming is the noise level (36%). It is more than double in importance than the second most annoying factor (low suction/dust-pickup; 17%). The third most annoying factor is emptying the dust container (14%). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**Thais, Brazilians and Koreans are the most annoyed by noise from the vacuum cleaner. 60% of Thais, 59% of Brazilians and 51% of Koreans think noise level is the most annoying factor when vacuuming compared to a global average of 36%. Least annoyed by noise are Australians (21%), Russians (22%) and Norwegians (22%). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**significantly more men (41%) than women (32%) globally say that they think noise is the most annoying factor when vacuuming. *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**the younger you are, the more annoying you find the noise from the vacuum cleaner. 43% of the 18-30 years old globally find noise the most annoying factor when vacuuming compared to the global average of 36%. *Source: Electrolux Global Vacuuming Survey 2013.*

## **What do people think about buying a new cleaner?**

**Did you know that...**dust pickup is the single most important factor (30%) globally when buying a vacuum cleaner. Second most important (16%) is power/wattage, and quality/durability comes third (15%). *Source: Electrolux Global Vacuuming Survey 2013.*

**Did you know that...**Dust pickup is the most important factor when buying a new vacuum cleaner for 57% of Chinese and 50% of Russians, but only for 9% of Mexicans and Argentines and for 7% of Colombians and French. *Source: Electrolux Global Vacuuming Survey 2013.*

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### **The Electrolux Global Vacuuming Survey 2013**

The Electrolux Global Vacuuming Survey 2013 is an online survey among 28,000 consumers from 23 countries on their vacuum cleaning habits and preferences. The survey was independently conducted by survey companies Cint and Netigate during April 9 and June 7 2013 with nationally representative samples from 23 countries based on gender and age. Before fieldwork started the survey was quality controlled for each market. The following countries were part of the survey: Sweden, Denmark, Finland, Norway, UK, Germany, France, Poland, Portugal, Turkey, Russia, USA, Canada, Mexico, Colombia, Argentina, Chile, Brazil, China, Japan, Korea, Thailand and Australia.

### **About Electrolux**

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 50 million products to customers in more than 150 markets every year. The company focuses on innovative solutions that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Zanussi and Frigidaire. In 2012, the Electrolux Group had sales of SEK 110 billion and 61,000 employees. For more information go to [www.electrolux.com/press](http://www.electrolux.com/press) and [www.electrolux.com/news](http://www.electrolux.com/news).