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Survey looks into buying decisions when selecting a new vacuum cleaner

A recent Tornado e-Poll asked subscribers of Tornado's monthly newsletter, the TornadoWatch, various questions on what affects their buying decisions when selecting a new vacuum cleaner.

The issues included what type of vacuum cleaner they would select if in the market today - canister, upright, or backpack - their price range, as well as how they go about finding out more information on vacuum cleaners.

The Tornado e-Poll is distributed to approximately 5,500 facility service providers (FSPs) and end users. The survey was conducted in June 2007.

One surprise on the survey was the number of respondents indicating they would consider selecting a backpack vacuum cleaner. Fifty-six percent said they would be interested in a backpack, 35 percent an upright, and only nine percent indicated an interest in a canister vacuum cleaner.

When asked, which of the following - durability, price, weight, brand name, ease of

use, or advanced air filtration system - on the machine would most influence buying decisions, there was a tie with 30 percent saying the machine's long-term durability proved most important, while another 30 percent reported it was price. This was followed by ease of use and filtration system.

Among other findings:

Approximately 60 percent of the respondents indicated they would select a vacuum cleaner costing between \$200 and \$400. Twenty-two percent said they would turn to their jan/san distributor for advice when selecting a vacuum cleaner. The weight of the machine was a selection consideration of more than 65 percent of the respondents.



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