



Press Release

J.D. Power and Associates Reports: Miele Ranks Highest in Customer Satisfaction with Upright Vacuums in Inaugural Study

Adding Vacuum Accessories Doesn't Necessarily Translate to Higher Customer Satisfaction

WESTLAKE VILLAGE, Calif.: 28 March 2012 — Miele ranks highest in satisfying customers with upright vacuum cleaners, according to the J.D. Power and Associates 2012 Upright Vacuum Satisfaction StudySM released today.

The inaugural study measures customer satisfaction with upright vacuums by examining six key factors: performance; ease of use; features; price; styling and appearance; and warranty. The study is designed to assist manufacturers in their efforts to improve customer satisfaction and provide information to help customers with purchase decisions.

Among the 12 brands included in the study, Miele ranks highest in customer satisfaction with a score of 809 on a 1,000-point scale, demonstrating strong performance in the most important factors that drive customer satisfaction. Miele does particularly well in the performance, features, warranty, styling and appearance factors.

Dyson, Riccar and Shark follow Miele in the upright vacuum rankings with scores of 794, 787 and 784, respectively.

The study finds that adding more vacuum functions, such as floor-type settings and accessories, including fittings for upholstery, stairs and pet hair, doesn't necessarily translate to higher satisfaction among upright vacuum owners.

“Brands in both the highest and lowest tiers of the rankings offer models with various features, but if they aren't easy to use or don't achieve the desired results, customer satisfaction will be lower,” said Christina Cooley, senior manager of the home improvement industries practice at J.D. Power and Associates. “Since the primary use for the vacuum is for cleaning floors and carpets, it is critical that manufacturers stay focused on the vacuum's core use and differentiate their brand based on durability and strong suction performance.”

The study also finds that customers spend between \$85 and \$550 for their vacuum. Although price is typically the main selection criteria for purchase, the highest-ranking vacuum brands benefit from pricing leverage, as they are most often selected based on brand reputation and quality construction. The highest-ranking manufacturers are also more likely to be sought out by consumers when purchasing a vacuum, based on strong customer loyalty and positive recommendations.

J.D. Power and Associates offers the following tips to consumers as they begin the upright vacuum shopping process:

- Don't base your purchase decision on price alone. Consider a high-quality brand, even if it may be more expensive. Although a vacuum may be initially less expensive, you could end up paying more for repairs or even having to replace the vacuum in less than 5 years, if the quality is low.
- Less than 5 percent of customers experience an actual problem with their vacuum. Focus on finding a vacuum that is going to provide consistent, strong suction and has features that meet your specific needs.
- Vacuums with multiple features are attractive, but shop for a vacuum with accessories that meet your specific needs. Consider the size of your home and whether you or family members have allergies, or other features that may impact your selection. For example if you have a dog or cat, you might want to narrow your selection to vacuums that offer a filtration system and pet hair tools to meet your needs.

The 2012 Upright Vacuum Satisfaction Study is based on responses from more than 5,700 owners who purchased an upright vacuum cleaner within the past 12 months. The study was fielded in January and February 2012.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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J.D. Power and Associates Media Relations Contacts:

John Tews; Troy, Mich.; (248) 680-6218; media.relations@jdpa.com

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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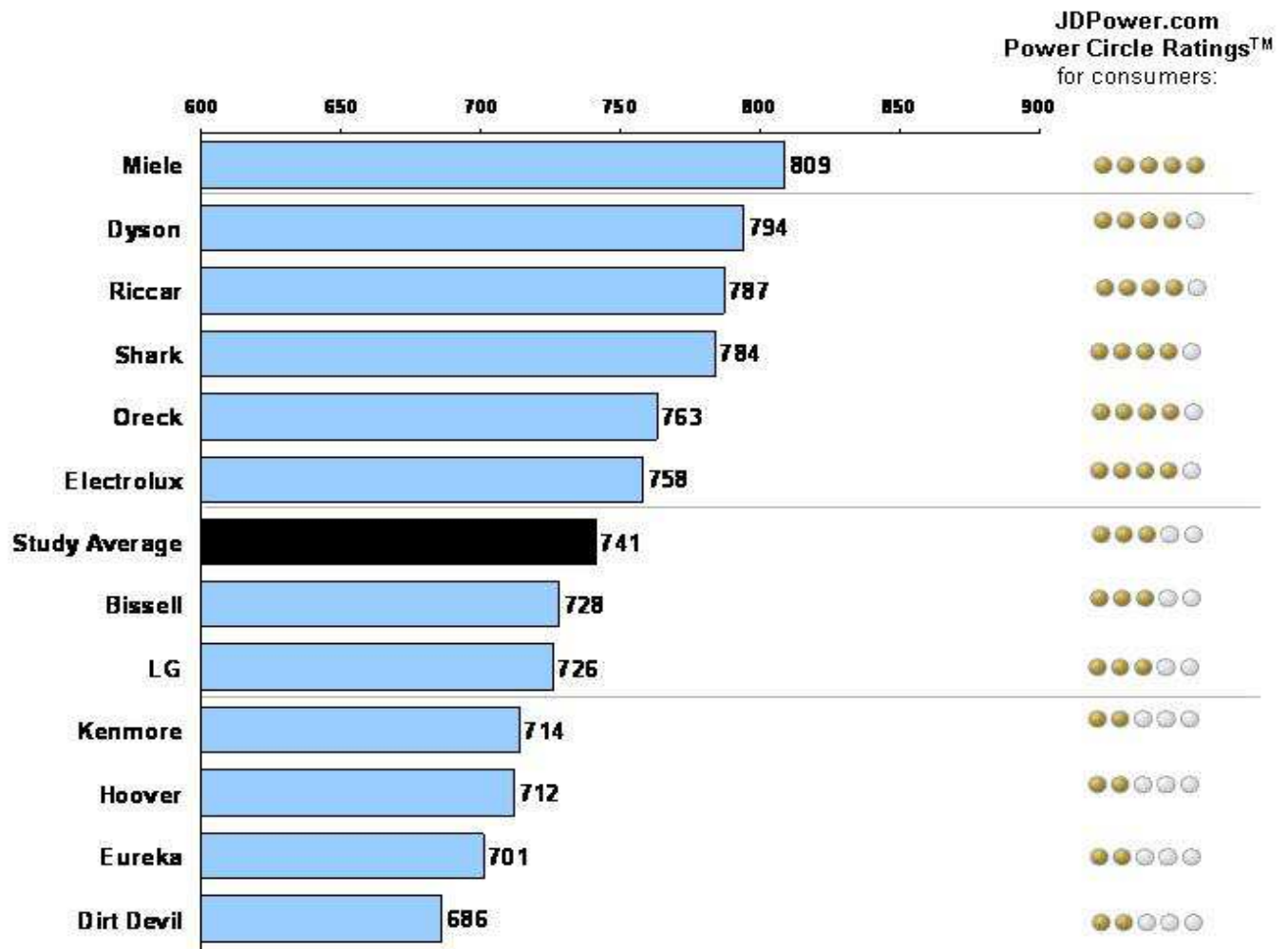
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NOTE: One chart follows.

J.D. Power and Associates 2012 Upright Vacuum Satisfaction StudySM

Overall Customer Satisfaction Index Scores By Vacuum Brand

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2012 Upright Vacuum Satisfaction StudySM

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