

72% of users prefer branded appliances.**

Gender

Male	39%
Female	61%

Age

Up to 19 years	11%
20-29 years	16%
30-39 years	20%
40-49 years	21%
Over 50 years	33%

Current occupation

Employee	28%
Manager	7%
Self-employed / freelancer	20%
Still at school / trainee / student	15%
Other (e.g. housewife, pensioner)	30%

Total annual net income

£45,000 and over	12%
£35,000 to £44,999	15%
£25,000 to £34,999	18%
£15,000 to £24,999	31%
Less than £15,000	24%

Most influential on a purchase decision

I decide freely and spontaneously	36%
A review from someone who owns the product	34%
A recommendation from a friend or community member	23%
A magazine review	5%
A shop assistant	2%

Does advertising in this category influence your brand or purchase decisions?

Yes	58%
No	42%



Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	45%
No	55%

Do you prefer branded household appliances?

Yes	72%
No	14%
I don't know	14%

Do you prefer products that are environmentally friendly?

Yes	78%
No	22%

Do you have children?

Yes	64%
No	36%

Do you have pets?

Yes	57%
No	43%