

AIR CONDITIONER SUB-PANEL

February 2014

The "Air Conditioner Sub-panel" focuses on 3,295 qualified respondents. Statistical results go through:

1. The percentage of having an air conditioner [SA]
2. The number of air conditioners in the house [SA]
3. Last time buying an air conditioner [SA]
4. The brands of air conditioners in the house [MA]
5. The brand of the most recently bought air conditioner [SA]
6. Type of compressor operation of the most recently bought air conditioner [SA]
7. Installation method of the most recently bought air conditioner [SA]
8. Basic function of the most recently bought air conditioner [SA]
9. The price of air conditioner bought most recently [SA]
10. Purchase location of the most recently bought air conditioner [SA]

1. The percentage of having an air conditioner [SA] (n=7,022)

	Frequency	Percent
Total	7,022	100.0%
Yes	3,295	46.9%
No	3,727	53.1%

2. The number of air conditioners in the house [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
1 air conditioner	1,681	51.0%
2 air conditioners	1,117	33.9%
3 air conditioners	353	10.7%
4 or more air conditioners	144	4.4%

3. Last time buying an air conditioner [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
Before 01.2010	629	19.1%
From 01 - 12.2010	372	11.3%
From 01 - 12.2011	551	16.7%
From 01 - 06.2012	567	17.2%
From 07 - 12.2012	436	13.2%
From 01 - 06.2013	527	16.0%
From 07.2013 - Now	213	6.5%

4. The brands of air conditioners in the house [MA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
PANASONIC	887	26.9%
LG	532	16.1%
TOSHIBA	498	15.1%
DAIKIN	385	11.7%
mitsubishi	300	9.1%
SAMSUNG	226	6.9%
SANYO	204	6.2%
HITACHI	197	6.0%
ELECTROLUX	172	5.2%
SHARP	137	4.2%
ALASKA	124	3.8%
FUNIKI	100	3.0%
NAGAKAWA	73	2.2%
DAEWOO	60	1.8%
FUJITSU	58	1.8%
MIDEA	45	1.4%
CARRIER	39	1.2%
DARLING	27	0.8%
AIKIBI	17	0.5%
GENERAL	14	0.4%
SUMIKURA	13	0.4%
BOSCH	10	0.3%
TCL	10	0.3%
MITSUSTAR	7	0.2%
FUJIAIRE	6	0.2%
Other brands	44	1.3%
I don't know	50	1.5%

5. The brand of the most recently bought air conditioner [SA] (n=3,245)

	Frequency	Percent
Total	3,245	100.0%
PANASONIC	730	22.5%
LG	409	12.6%
TOSHIBA	373	11.5%
DAIKIN	334	10.3%
mitsubishi	227	7.0%
SAMSUNG	175	5.4%
SANYO	140	4.3%
ELECTROLUX	130	4.0%
HITACHI	127	3.9%
SHARP	110	3.4%
ALASKA	88	2.7%
FUNIKI	78	2.4%
NAGAKAWA	52	1.6%
DAEWOO	39	1.2%
FUJITSU	36	1.1%
MIDEA	32	1.0%
CARRIER	23	0.7%
DARLING	19	0.6%
SUMIKURA	10	0.3%
AIKIBI	10	0.3%
TCL	10	0.3%

5. The brand of the most recently bought air conditioner [SA] (n=3,245) (Cont.)

	Frequency	Percent
Total	3,245	100.0%
GENERAL	6	0.2%
mitsustar	6	0.2%
FUJIAIRE	3	0.1%
BOSCH	3	0.1%
Other brands	36	1.1%
I don't know	39	1.2%

6. Type of compressor operation of the most recently bought air conditioner [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
Inverter	1,722	52.3%
Non-inverter	679	20.6%
I don't know	894	27.1%

7. Installation method of the most recently bought air conditioner [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
Wall-mounted AC	2,667	81.0%
Ceiling-mounted AC	123	3.7%
Wall-mounted cassette AC	121	3.7%
Duct AC	115	3.5%
Ceiling-mounted cassette AC	48	1.5%
Multi-split AC	39	1.2%
Tower AC	39	1.2%
Central AC	34	1.0%
I don't know	109	3.3%

8. Basic function of the most recently bought air conditioner [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
Cooling only	1,703	51.7%
Cooling and heating	1,516	46.0%
Others	0	0.0%
I am not sure / don't know	76	2.3%

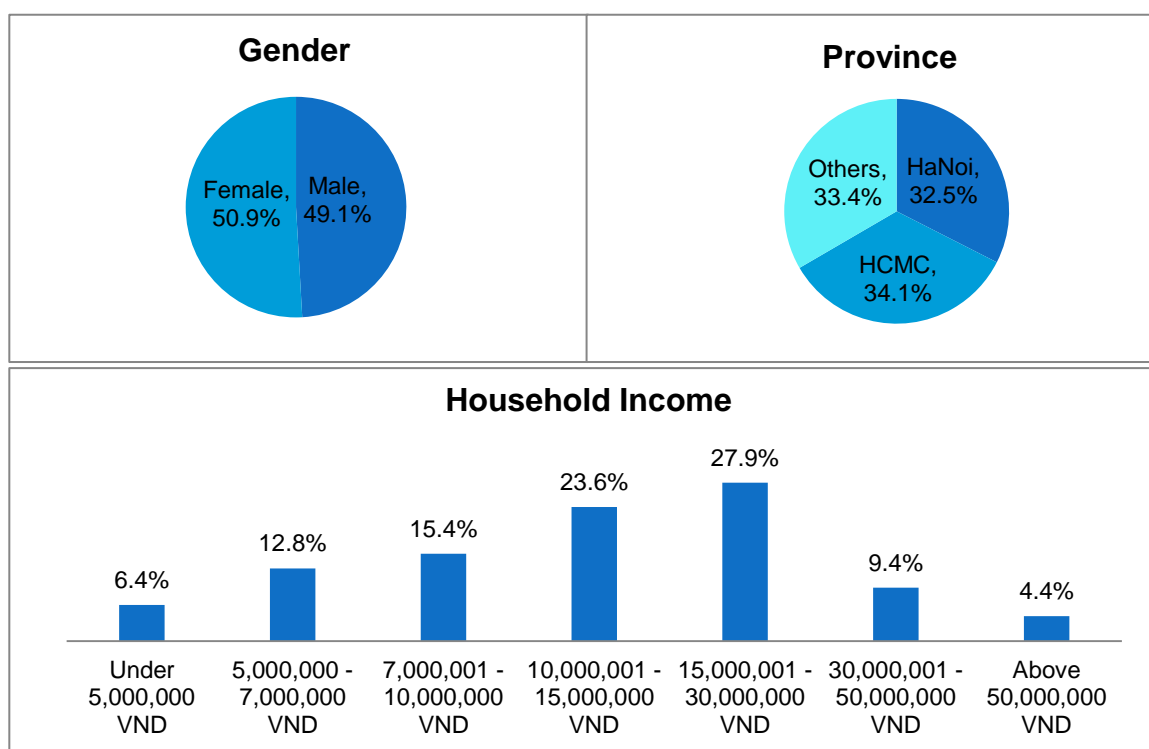
9. The price of air conditioner bought most recently [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
Under 2,000,000 VND	24	0.7%
2,000,000 - 4,000,000 VND	280	8.5%
4,000,001 - 6,000,000 VND	648	19.7%
6,000,001 - 8,000,000 VND	784	23.8%
8,000,001 - 10,000,000 VND	815	24.7%
10,000,001 - 15,000,000 VND	596	18.1%
15,000,001 - 20,000,000 VND	99	3.0%
20,000,001 - 30,000,000 VND	34	1.0%
30,000,001 - 50,000,000 VND	12	0.4%
Above 50,000,000 VND	3	0.1%

10. Purchase location of the most recently bought air conditioner [SA] (n=3,295)

	Frequency	Percent
Total	3,295	100.0%
Electronics center / Electronics shop	2,146	65.1%
Appliance center	519	15.8%
Authorized Dealer	294	8.9%
Supermarket	179	5.4%
Shopping Center	73	2.2%
Exhibition	24	0.7%
Online shopping	16	0.5%
Other places	41	1.2%
I don't know	3	0.1%

RESPONDENT PROFILE (n=3,295)



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