

## WASHING MACHINE SUB-PANEL

March 2014

The "Washing Machine Sub-panel" focuses on 7,901 qualified respondents. Statistical results go through:

1. The percentage of washing machine ownership [SA]
2. The number of washing machine household ownership [SA]
3. Last time buying washing machine [SA]
4. Current brand of washing machine [MA]
5. Brand of washing machine bought most recently [SA]
6. The door of washing machine bought most recently [SA]
7. The drum of washing machine bought most recently [SA]
8. The capacity of washing machine bought most recently [SA]
9. The price of washing machine bought most recently [SA]
10. Purchase location of the most recently bought washing machine [SA]

### 1. The percentage of washing machine ownership [SA] (n=7,901)

	Frequency	Percent
<b>Total</b>	<b>7,901</b>	<b>100.0%</b>
Yes	6,100	77.2%
No	1,801	22.8%

### 2. The number of washing machine household ownership [SA] (n=6,100)

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
1 washing machine	5,485	89.9%
2 washing machines	557	9.1%
3 washing machines	47	0.8%
4 or more washing machines	11	0.2%

### 3. Last time buying washing machine [SA] (n=6,100)

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
Before January 2010	1,325	21.7%
From January - December 2010	1,120	18.4%
From January - December 2011	895	14.7%
From January - June 2012	768	12.6%
From July - December 2012	762	12.5%
From January - June 2013	643	10.5%
From July 2013 - Now	587	9.6%

#### 4. Current brand of washing machine [MA] (n=6,100)

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
SANYO	1,866	30.6%
TOSHIBA	1,378	22.6%
PANASONIC	871	14.3%
LG	760	12.5%
ELECTROLUX	576	9.4%
SAMSUNG	502	8.2%
HITACHI	259	4.2%
SHARP	231	3.8%
mitsubishi	115	1.9%
FUJIYAMA	34	0.6%
MIDEA	21	0.3%
DAIKIN	19	0.3%
GENERAL	18	0.3%
TCL	16	0.3%
HAIER	16	0.3%
REETECH	14	0.2%
CANDY	12	0.2%
Other brands	42	0.7%
I don't know	69	1.1%

#### 5. Brand of washing machine bought most recently [SA] (n=6,100)

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
SANYO	1,769	29.0%
TOSHIBA	1,284	21.0%
PANASONIC	807	13.2%
LG	693	11.4%
ELECTROLUX	532	8.7%
SAMSUNG	446	7.3%
HITACHI	196	3.2%
SHARP	188	3.1%
mitsubishi	78	1.3%
FUJIYAMA	19	0.3%
MIDEA	13	0.2%
DAIKIN	9	0.2%
REETECH	7	0.1%
HAIER	5	0.1%
TCL	4	0.1%
CANDY	4	0.1%
GENERAL	4	0.1%
Other brands	42	0.7%

**6. The door of washing machine bought most recently [SA] (n=6,100)**

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
Top - loading	4,979	81.6%
Front - loading	1,116	18.3%
I don't know	5	0.1%

**7. The drum of washing machine bought most recently? [SA] (n=6,100)**

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
Vertical drum	4,759	78.0%
Horizontal drum	932	15.3%
Tilted drum	382	6.3%
I don't know	27	0.4%

**8. The capacity of washing machine bought most recently [SA] (n=6,100)**

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
Under 5 kg	116	1.9%
5 Kg	429	7.0%
6.5 Kg	693	11.4%
7 Kg	1,638	26.9%
7.2 Kg	357	5.9%
7.4 Kg	27	0.4%
7.5 Kg	551	9.0%
7.6 Kg	76	1.2%
7.8 Kg	115	1.9%
8 Kg	635	10.4%
8.2 Kg	79	1.3%
8.5 Kg	122	2.0%
9 Kg	348	5.7%
9.5 Kg	51	0.8%
9.8 Kg	21	0.3%
10 Kg	341	5.6%
10.5 Kg	62	1.0%
11 Kg	38	0.6%
11.5 Kg	14	0.2%
12 Kg	88	1.4%
13 Kg	20	0.3%
14 Kg	18	0.3%
16 Kg	28	0.5%
20 Kg	32	0.5%
Others	19	0.3%
I don't know	182	3.0%

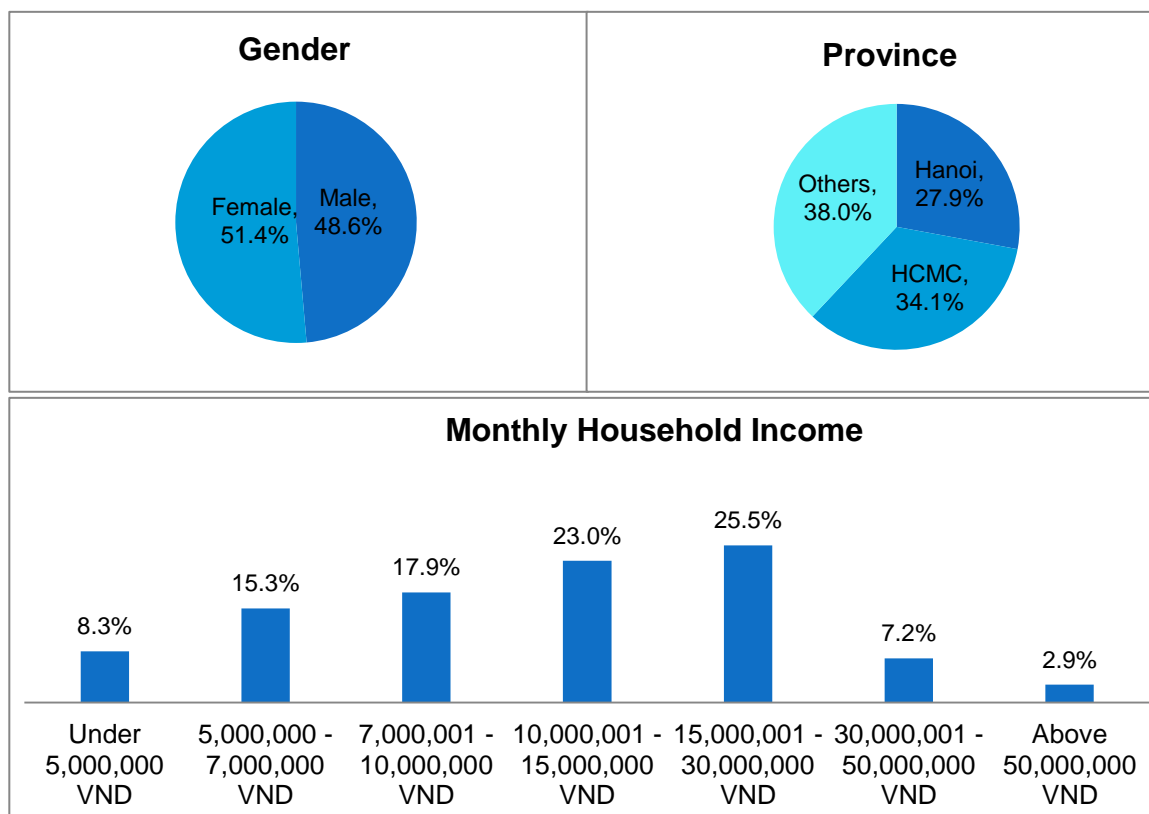
**9. The price of washing machine bought most recently [SA] (n=6,100)**

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
Under 2,000,000 VND	38	0.6%
2,000,000 - 4,000,000 VND	883	14.5%
4,000,001 - 6,000,000 VND	2,377	39.0%
6,000,001 - 8,000,000 VND	1,427	23.4%
8,000,001 - 10,000,000 VND	810	13.3%
10,000,001 - 15,000,000 VND	398	6.5%
15,000,001 - 20,000,000 VND	104	1.7%
20,000,001 - 30,000,000 VND	41	0.7%
30,000,001 - 50,000,000 VND	13	0.2%
Above 50,000,000 VND	9	0.1%

**10. Purchase location of the most recently bought washing machine [SA] (n=6,100)**

	Frequency	Percent
<b>Total</b>	<b>6,100</b>	<b>100.0%</b>
Electronics supermarket	2,484	40.7%
Electronics center / Electronics shop	2,380	39.0%
Genuine dealer	609	10.0%
Supermarket	283	4.6%
Shopping center	273	4.5%
Online shopping	24	0.4%
Exhibition	14	0.2%
Other places	33	0.5%

## RESPONDENT PROFILE (n=6,100)



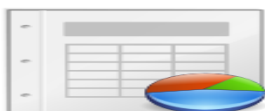
## CONTACT INFORMATION

### W&S Joint-Stock Company

Address: Floor 10, 40 Pham Ngoc Thach St., District 3, HCMC.

Office phone: +84 8 38 223 215 Fax: +84 8 38 223 216

E-mail: [info@vinaresearch.jp](mailto:info@vinaresearch.jp)



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