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ELECTRIC APPLIANCES SUB-PANEL (December 2013)

This sub-panel is based on Single-choice and Multi-choice question type with a total of **4,261** from Vinaresearch Panel. Statistical result includes tables in following content:

1. KITCHEN electric appliances
2. HOME electric appliances
3. Electric appliance brand used most often
 - 3.1 Rice cooker
 - 3.2 Microwave
 - 3.3 Induction cooker
 - 3.4 Gas cooker
 - 3.5 Vacuum Cleaner
 - 3.6 Air conditioner
 - 3.7 Electric iron
 - 3.8 Electric fan
 - 3.9 Water heater
 - 3.10 Washing machine

1. KITCHEN electric appliances

| | Total | Current own and use | | Don't own | |
|-------------------------|-------|---------------------|---------|-----------|---------|
| | | Frequency | Percent | Frequency | Percent |
| Rice cooker | 4,261 | 4,255 | 99.9% | 6 | 0.1% |
| Gas cooker | 4,261 | 4,187 | 98.3% | 74 | 1.7% |
| Blender | 4,261 | 3,603 | 84.6% | 658 | 15.4% |
| Electric kettle | 4,261 | 3,500 | 82.1% | 761 | 17.9% |
| Induction cooker | 4,261 | 3,112 | 73.0% | 1,149 | 27.0% |
| Mini gas cooker | 4,261 | 2,768 | 65.0% | 1,493 | 35.0% |
| Microwave | 4,261 | 2,436 | 57.2% | 1,825 | 42.8% |
| Pressure- cooker | 4,261 | 2,260 | 53.0% | 2,001 | 47.0% |
| Fruit squeezing machine | 4,261 | 2,024 | 47.5% | 2,237 | 52.5% |
| Electric Hot Pot | 4,261 | 1,923 | 45.1% | 2,338 | 54.9% |
| Meat grinder | 4,261 | 1,563 | 36.7% | 2,698 | 63.3% |
| Oven | 4,261 | 1,261 | 29.6% | 3,000 | 70.4% |
| Hoods - Odor | 4,261 | 1,087 | 25.5% | 3,174 | 74.5% |
| Infrared cooker | 4,261 | 831 | 19.5% | 3,430 | 80.5% |
| Egg Mixer | 4,261 | 823 | 19.3% | 3,438 | 80.7% |
| Yogurt maker | 4,261 | 766 | 18.0% | 3,495 | 82.0% |
| Autoclave | 4,261 | 603 | 14.2% | 3,658 | 85.8% |
| Coffee maker | 4,261 | 460 | 10.8% | 3,801 | 89.2% |
| Fruit washing machine | 4,261 | 332 | 7.8% | 3,929 | 92.2% |
| Bowl dryer | 4,261 | 84 | 2.0% | 4,177 | 98.0% |
| Dishwasher | 4,261 | 67 | 1.6% | 4,194 | 98.4% |

2. HOME electric appliances

| | Total | Current own and use | | Don't own | |
|--------------------------------|-------|---------------------|---------|-----------|---------|
| | | Frequency | Percent | Frequency | Percent |
| Electric fan | 4,261 | 4246 | 99.6% | 15 | 0.4% |
| Electric iron | 4,261 | 4012 | 94.2% | 249 | 5.8% |
| Refrigerator | 4,261 | 3886 | 91.2% | 375 | 8.8% |
| Washing machine | 4,261 | 3476 | 81.6% | 785 | 18.4% |
| Hair dryer / hair straightener | 4,261 | 3122 | 73.3% | 1139 | 26.7% |
| Rechargeable electric lamps | 4,261 | 2886 | 67.7% | 1375 | 32.3% |
| Water heaters | 4,261 | 2868 | 67.3% | 1393 | 32.7% |
| Air conditioner | 4,261 | 2618 | 61.4% | 1643 | 38.6% |
| Water purifier | 4,261 | 1932 | 45.3% | 2329 | 54.7% |
| Vacuum Cleaner | 4,261 | 1812 | 42.5% | 2449 | 57.5% |
| Steam fan | 4,261 | 876 | 20.6% | 3385 | 79.4% |
| Cooler | 4,261 | 498 | 11.7% | 3763 | 88.3% |
| Clother dryer | 4,261 | 446 | 10.5% | 3815 | 89.5% |
| Freezer | 4,261 | 334 | 7.8% | 3927 | 92.2% |
| Air filter machine | 4,261 | 157 | 3.7% | 4104 | 96.3% |
| Dehumidifier | 4,261 | 108 | 2.5% | 4153 | 97.5% |
| Moisture meter | 4,261 | 88 | 2.1% | 4173 | 97.9% |

3. Electric appliance brand used most often

3.1 RICE COOKER used most often

| Rice cooker | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Sharp | 896 | 21.0% |
| Panasonic | 735 | 17.2% |
| Cuckoo | 600 | 14.1% |
| Goldsun | 315 | 7.4% |
| Philips | 264 | 6.2% |
| Midea | 257 | 6.0% |
| Toshiba | 231 | 5.4% |
| Sanyo | 211 | 5.0% |
| Supor | 59 | 1.4% |
| Hitachi | 46 | 1.1% |
| Tiger | 43 | 1.0% |
| Kitchen Flower | 37 | 0.9% |
| Diamond | 36 | 0.8% |
| Electrolux | 31 | 0.7% |
| Zojirushi | 30 | 0.7% |
| Kangaroo | 28 | 0.7% |
| Blacker | 21 | 0.5% |
| Deawoo | 21 | 0.5% |
| Kiwa | 18 | 0.4% |
| Korea King | 14 | 0.3% |
| National | 12 | 0.3% |
| Happy Cook | 11 | 0.3% |
| Hiep Hung | 11 | 0.3% |
| Others | 80 | 1.9% |
| Do not remember the brand | 248 | 5.8% |
| Do not own | 6 | 0.1% |

3.2 MICROWAVE used most often

| Microwave | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Panasonic | 520 | 12.2% |
| Electrolux | 410 | 9.6% |
| Sharp | 385 | 9.0% |
| LG | 366 | 8.6% |
| Sanyo | 296 | 6.9% |
| Samsung | 74 | 1.7% |
| Midea | 44 | 1.0% |
| Kangaroo | 20 | 0.5% |
| Sanaky | 17 | 0.4% |
| Korea King | 14 | 0.3% |
| Candy | 13 | 0.3% |
| Ariston | 13 | 0.3% |
| Bluestone | 10 | 0.2% |
| Others | 49 | 1.1% |
| Do not remember the brand | 205 | 4.8% |
| Do not own | 1,825 | 42.8% |

3.3 INDUCTION COOKER used most often

| Induction cooker | Frequency | Percent |
|---------------------------|--------------|--------------|
| Total | 4,261 | 100.0 |
| Electrolux | 381 | 8.9% |
| Sunhome | 320 | 7.5% |
| Midea | 289 | 6.8% |
| Rinai | 241 | 5.7% |
| Goldsun | 201 | 4.7% |
| Philips | 142 | 3.3% |
| Namilux | 83 | 1.9% |
| Sunhouse | 83 | 1.9% |
| Kangaroo | 81 | 1.9% |
| Sakura | 65 | 1.5% |
| Queenhouse | 58 | 1.4% |
| Nagakawa | 57 | 1.3% |
| Sanko | 51 | 1.2% |
| Supor | 43 | 1.0% |
| Gali | 42 | 1.0% |
| Korea King | 42 | 1.0% |
| Suzumi | 33 | 0.8% |
| Meiman | 33 | 0.8% |
| Kiwa | 26 | 0.6% |
| Imarflex | 26 | 0.6% |
| Sanaky | 26 | 0.6% |
| Fujistar | 26 | 0.6% |
| Magic | 25 | 0.6% |
| Ariston | 24 | 0.6% |
| Makxim | 24 | 0.6% |
| Gowell | 21 | 0.5% |
| Others | 279 | 6.5% |
| Do not remember the brand | 390 | 9.2% |
| Do not own | 1,149 | 27.0% |

3.4 GAS COOKER used most often

| Gas cooker | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Rinai | 1,624 | 38.1% |
| Sunhome | 294 | 6.9% |
| Namilux | 286 | 6.7% |
| Goldsun | 212 | 5.0% |
| Electrolux | 170 | 4.0% |
| Sunhouse | 120 | 2.8% |
| Sakura | 110 | 2.6% |
| Suzumi | 86 | 2.0% |
| Paloma | 84 | 2.0% |
| Philips | 68 | 1.6% |
| Nagakawa | 68 | 1.6% |
| Queenhouse | 65 | 1.5% |
| Kiwa | 47 | 1.1% |
| Teka | 39 | 0.9% |
| Kangaroo | 35 | 0.8% |
| Sanko | 33 | 0.8% |
| Fujistar | 33 | 0.8% |
| Makxim | 28 | 0.7% |
| Faber | 26 | 0.6% |
| Ariston | 24 | 0.6% |
| Gali | 24 | 0.6% |
| Korea King | 22 | 0.5% |
| Meiman | 21 | 0.5% |
| Midea | 20 | 0.5% |
| Others | 340 | 8.0% |
| Do not remember the brand | 308 | 7.2% |
| Do not own | 74 | 1.7% |

3.5 VACUUM CLEANER used most often

| Vacuum Cleaner | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Panasonic | 651 | 15.3% |
| Electrolux | 310 | 7.3% |
| Hitachi | 150 | 3.5% |
| LG | 146 | 3.4% |
| Bestbuy | 120 | 2.8% |
| Philips | 105 | 2.5% |
| Sanyo | 78 | 1.8% |
| Candy | 21 | 0.5% |
| Toshiba | 10 | 0.2% |
| Others | 41 | 1.0% |
| Do not remember the brand | 180 | 4.2% |
| Do not own | 2,449 | 57.5% |

3.6 AIR CONDITIONER used most often

| Air conditioner | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Panasonic | 931 | 21.8% |
| Daikin | 338 | 7.9% |
| LG | 283 | 6.6% |
| Toshiba | 204 | 4.8% |
| Mitsubishi | 146 | 3.4% |
| Sanyo | 130 | 3.1% |
| Samsung | 107 | 2.5% |
| Electrolux | 102 | 2.4% |
| Sharp | 80 | 1.9% |
| Reetech | 76 | 1.8% |
| Hitachi | 50 | 1.2% |
| Midea | 18 | 0.4% |
| Gree | 16 | 0.4% |
| TCL | 15 | 0.4% |
| Nagakawa | 12 | 0.3% |
| Funiki | 7 | 0.2% |
| National | 6 | 0.1% |
| Others | 13 | 0.3% |
| Do not remember the brand | 84 | 2.0% |
| Do not own | 1,643 | 38.6% |

3.7 ELECTRIC IRON used most often

| Electric iron | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Philips | 2,648 | 62.1% |
| Panasonic | 619 | 14.5% |
| Electrolux | 162 | 3.8% |
| Tefal | 54 | 1.3% |
| Pensonic | 40 | 0.9% |
| Deawoo | 33 | 0.8% |
| Black & White | 30 | 0.7% |
| Hometouch | 25 | 0.6% |
| Bluestone | 18 | 0.4% |
| Cornell | 12 | 0.3% |
| Others | 88 | 2.1% |
| Do not remember the brand | 283 | 6.6% |
| Do not own | 249 | 5.8% |

3.8 ELECTRIC FAN used most often

| Electric fan | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Asia | 1,400 | 32.9% |
| Senko | 553 | 13.0% |
| Panasonic | 410 | 9.6% |
| Điện Quang | 300 | 7.0% |
| Mitsubishi | 282 | 6.6% |
| Midea | 275 | 6.5% |
| Sanyo | 92 | 2.2% |
| Kangaroo | 75 | 1.8% |
| Nikko Kendo | 72 | 1.7% |
| Điện cơ 91 | 56 | 1.3% |
| Electrolux | 52 | 1.2% |
| Sharp | 50 | 1.2% |
| Nagakawa | 44 | 1.0% |
| Điện cơ Thống Nhất | 33 | 0.8% |
| Vinawind | 26 | 0.6% |
| Tatung | 25 | 0.6% |
| Tifa | 24 | 0.6% |
| Sunhouse | 22 | 0.5% |
| Others | 201 | 4.7% |
| Do not remember the brand | 254 | 6.0% |
| Do not own | 15 | 0.4% |

3.9 WATER HEATER used most often

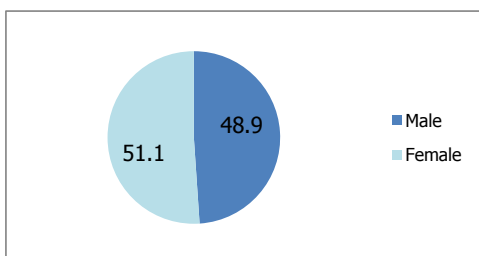
| Water heater | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Ariston | 1,183 | 27.8% |
| Panasonic | 754 | 17.7% |
| Electrolux | 269 | 6.3% |
| Ferrolì | 182 | 4.3% |
| Kangaroo | 82 | 1.9% |
| Alpha | 34 | 0.8% |
| Joven | 28 | 0.7% |
| Centon | 27 | 0.6% |
| Datkeys | 20 | 0.5% |
| Sanaky | 16 | 0.4% |
| Powerlux | 15 | 0.4% |
| Picenza | 11 | 0.3% |
| Rheem | 8 | 0.2% |
| Beebest | 7 | 0.2% |
| Stiebel Eltron | 5 | 0.1% |
| Cornell | 3 | 0.1% |
| Legend | 3 | 0.1% |
| Others | 19 | 0.4% |
| Do not remember the brand | 202 | 4.7% |
| Do not own | 1,393 | 32.7% |

3.10 WASHING MACHINE used most often

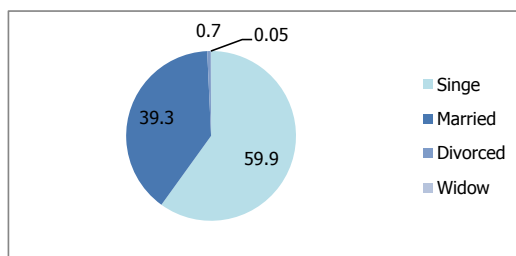
| Washing machine | Frequency | Percent |
|---------------------------|--------------|---------------|
| Total | 4,261 | 100.0% |
| Sanyo | 888 | 20.8% |
| LG | 671 | 15.7% |
| Panasonic | 537 | 12.6% |
| Toshiba | 503 | 11.8% |
| Samsung | 324 | 7.6% |
| Electrolux | 258 | 6.1% |
| Hitachi | 76 | 1.8% |
| Sharp | 57 | 1.3% |
| Deawoo | 32 | 0.8% |
| Whirlpool | 19 | 0.4% |
| National | 12 | 0.3% |
| Others | 40 | 0.9% |
| Do not remember the brand | 59 | 1.4% |
| Do not own | 785 | 18.4% |

Respondent's Profile

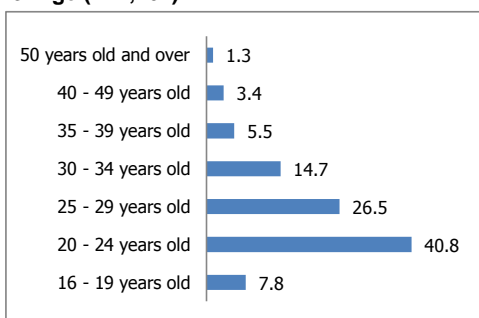
1. Gender (n=4,261)



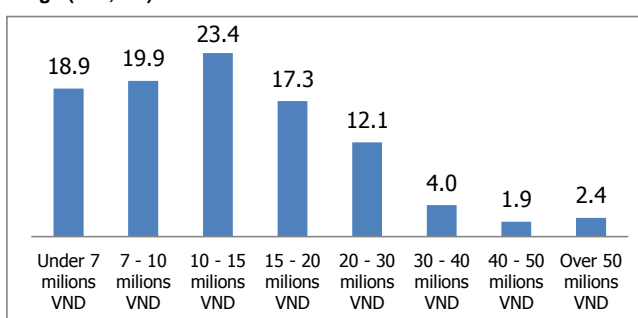
2. Household family income (n=4,261)



3. Age (n=4,261)



3. Age (n=4,261)



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