

Satisfaction with Vacuums Remains High, Supported by Strong Performance in New Robot Vacuum Segment, J.D. Power Finds

Samsung, Dyson and Shark Rank Highest in Respective Segments

TROY, Mich.: 12 May 2021: Customer satisfaction with vacuum cleaners is extremely high, a testament to the evolving category which prompted the addition of robot vacuums to be included in the J.D. Power 2021 U.S. Vacuum Satisfaction Study,SM released today. Specifically, stick vacuum owners have the highest overall satisfaction of 885 (on a 1,000-point scale), followed by upright vacuum owners (873) and robot vacuum owners (872).

“This is the first year robot vacuums have been included in the study and, despite being a newer product on the market, these vacuums are bringing very high satisfaction,” said **Christina Cooley, director of the Home Intelligence practice at J.D. Power.** “Though robot vacuums are very convenient, there’s still room for manufacturers to improve the product and customer experience—as there is with any new product on the market. If manufacturers can optimize ease of use, features and settings, they will build on the high levels of satisfaction even further.”

Study Rankings

Samsung ranks highest in the robot segment with a score of 889. **Shark** (876) ranks second.

Dyson ranks highest in the stick segment with a score of 893. Shark (888) ranks second.

Shark ranks highest in the upright segment with a score of 883. Dyson (880) ranks second.

The 2021 Vacuum Satisfaction Study is based on responses from 3,857 customers who purchased a vacuum in the past 12 months. The study was fielded in January 2021.

For more information about the U.S. Vacuum Satisfaction Study, visit <https://www.jdpower.com/business/home/vacuum-customer-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2021047>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

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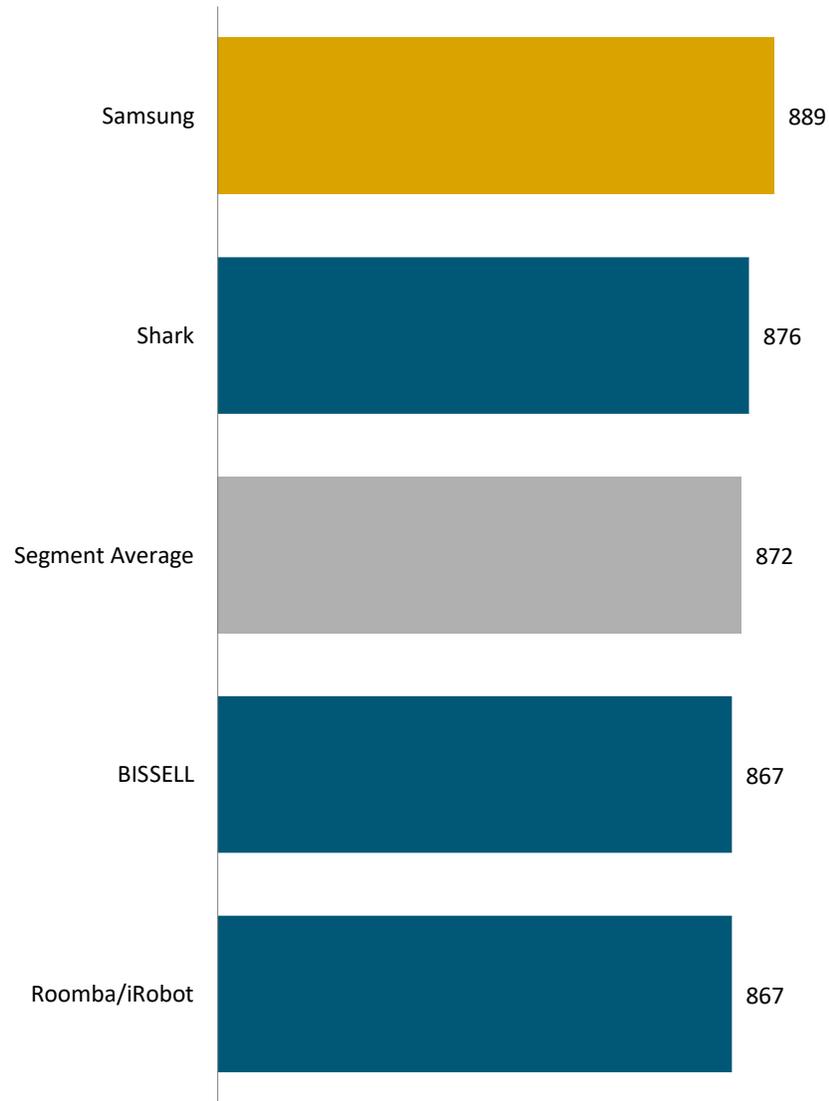
NOTE: Three charts follow.

J.D. Power 2021 U.S. Vacuum Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Robot Vacuum



Source: J.D. Power 2021 U.S. Vacuum Satisfaction StudySM

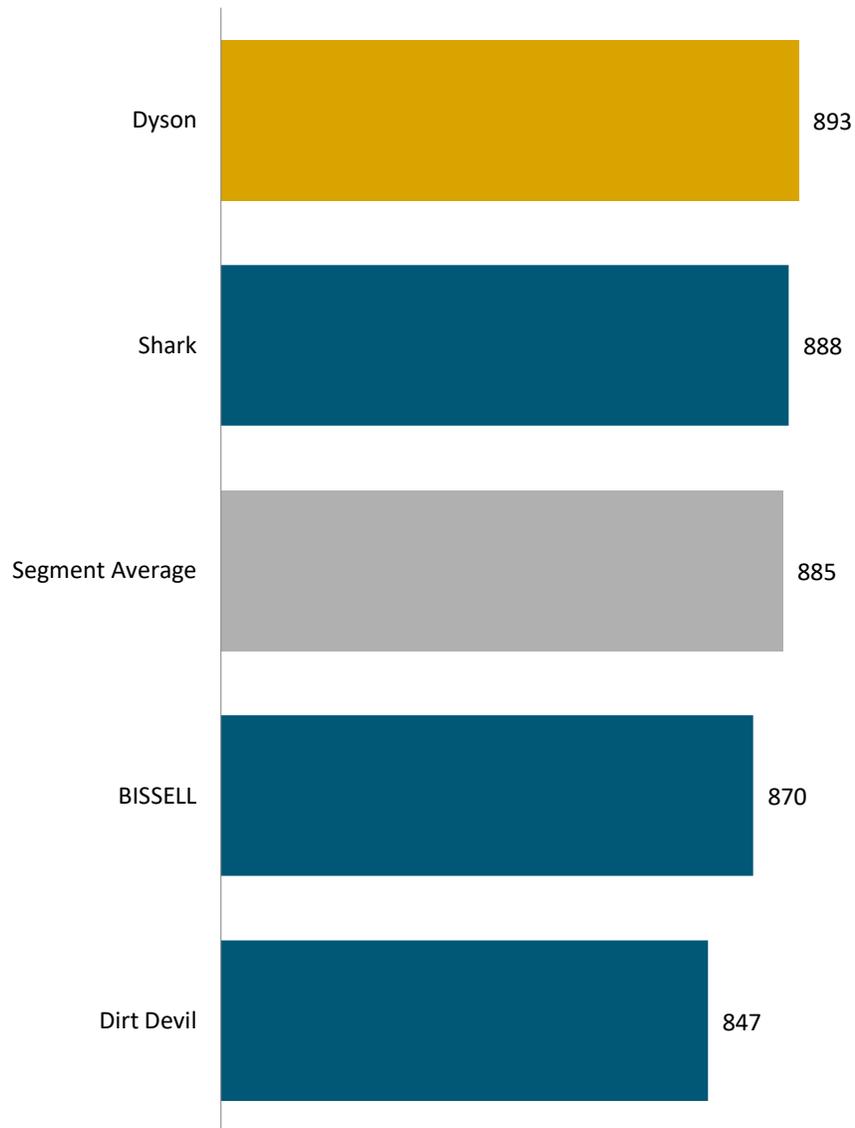
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J.D. Power 2021 U.S. Vacuum Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Stick Vacuum



Source: J.D. Power 2021 U.S. Vacuum Satisfaction StudySM

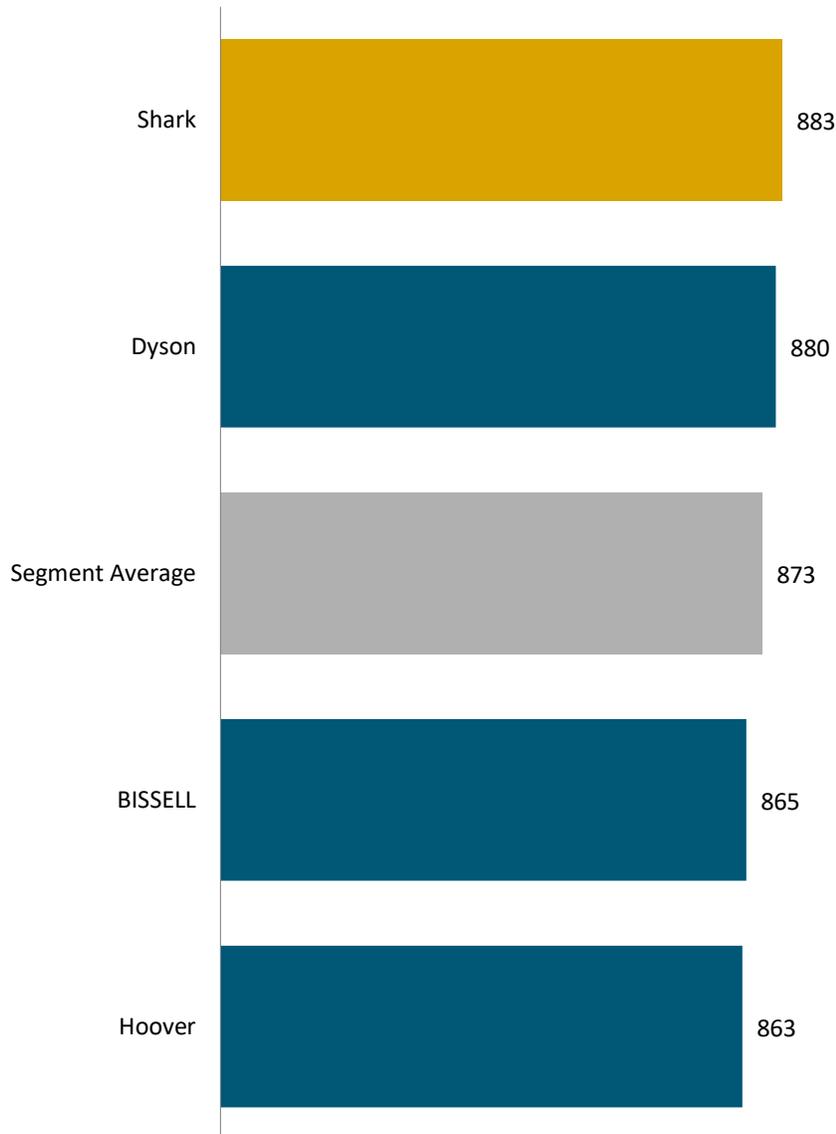
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J.D. Power 2021 U.S. Vacuum Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upright Vacuum



Source: J.D. Power 2021 U.S. Vacuum Satisfaction StudySM

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