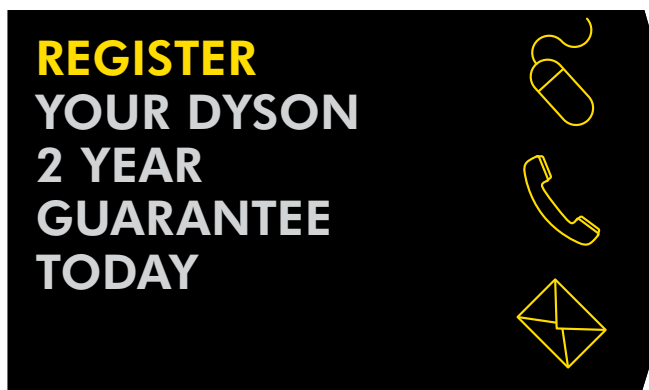
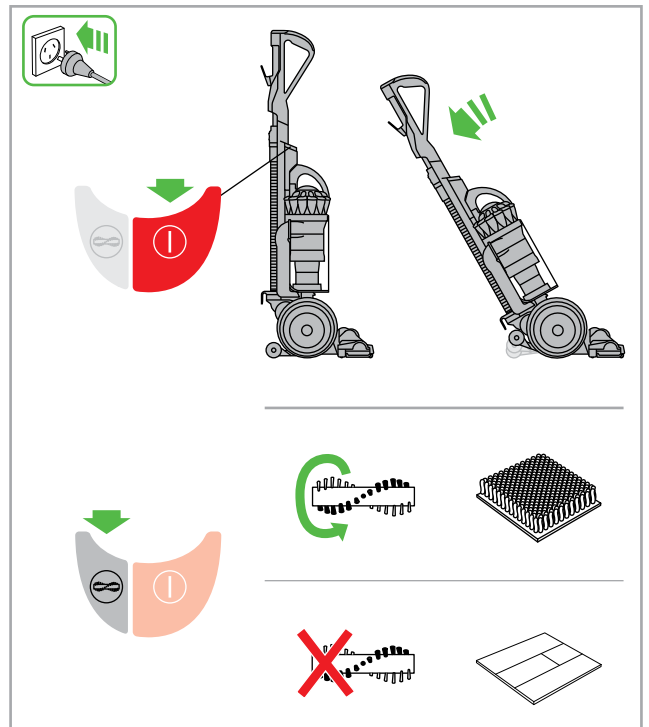
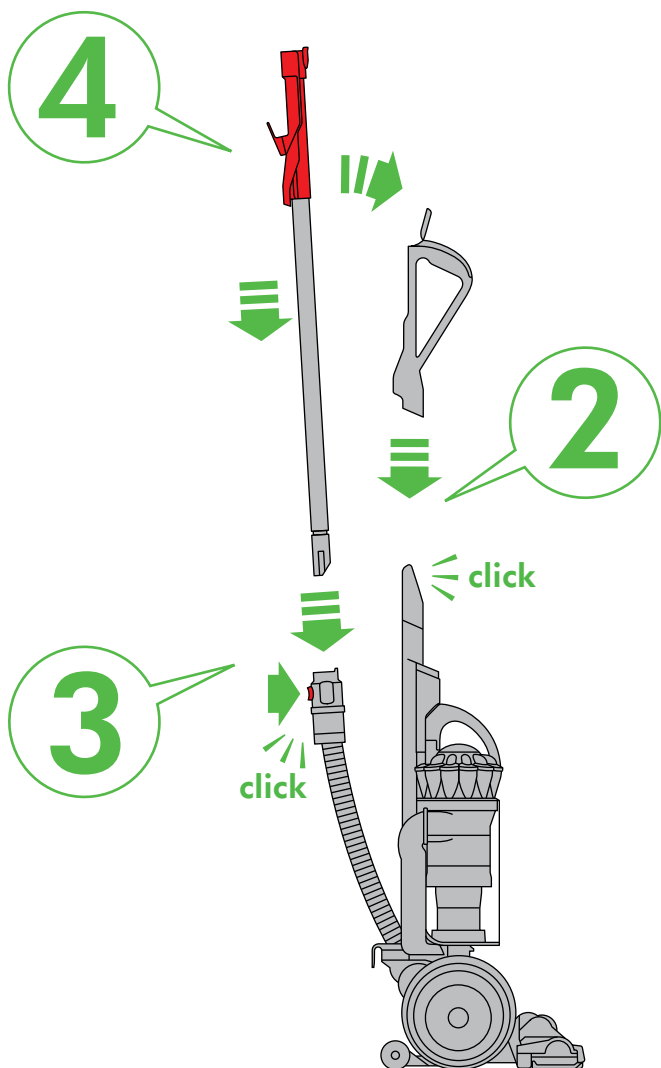
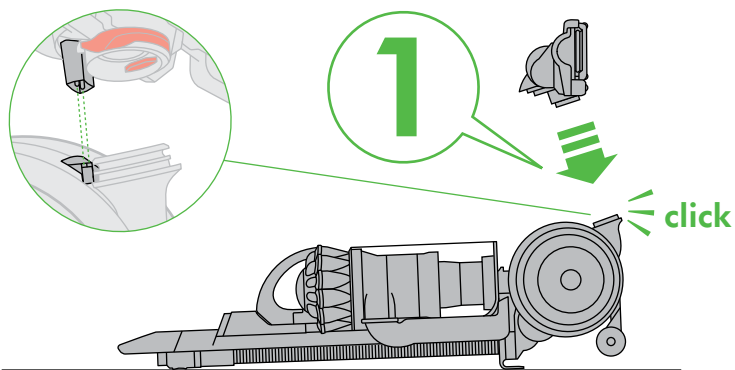


ASSEMBLY



DYSON CUSTOMER CARE

THANK YOU FOR CHOOSING TO BUY A DYSON APPLIANCE

Your Dyson appliance will be covered for parts and labour for 2 years from the date of purchase, as detailed in the terms of the Dyson guarantee on page 9 of this Dyson Operating Manual.

If you have a query about your Dyson appliance, call the Dyson Customer Care Helpline quoting your serial number and details of where and when you bought the appliance.

Your serial number can be found on the main body of the appliance, behind the clear bin.

Most queries can be solved over the phone by one of our Dyson Customer Care Helpline staff (details below).

Visit our website to register your Dyson full parts and labour guarantee online (Australia and New Zealand only).

AU: www.dyson.com.au/register

NZ: www.dyson.co.nz/register

Note your serial number for future reference



This illustration is for example purposes only.

3 EASY WAYS TO REGISTER YOUR DYSON 2 YEAR GUARANTEE



REGISTER ONLINE


Visit our website to register your Dyson full parts and labour guarantee online (Australia and New Zealand only).

AU: www.dyson.com.au/register
NZ: www.dyson.co.nz/register



REGISTER BY PHONE

AU 1800 239 766
NZ 0800 397 667
SG 7000 435 7546
ID 021 707 39766



REGISTER BY MAIL

Complete and return the form to Dyson in the envelope supplied.

IMPORTANT SAFETY INSTRUCTIONS

BEFORE USING THIS APPLIANCE READ ALL INSTRUCTIONS AND CAUTIONARY MARKINGS IN THIS MANUAL AND ON THE APPLIANCE

When using an electrical appliance, basic precautions should always be followed, including the following:

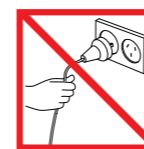
WARNING

TO REDUCE THE RISK OF FIRE, ELECTRIC SHOCK, OR INJURY:

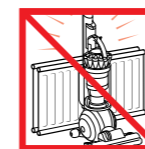
1. This Dyson appliance is not intended for use by young children or infirm persons with reduced physical, sensory or reasoning capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction by a responsible person concerning use of the appliance to ensure that they can use it safely.
2. Do not allow to be used as a toy. Close attention is necessary when used by or near young children. Children should be supervised to ensure that they do not play with the appliance.
3. Use only as described in this Dyson Operating Manual. Any other use not recommended by the manufacturer may cause fire, electric shock, or injury to persons.
4. Suitable for dry locations only. Do not use outdoors or on wet surfaces.
5. Do not handle any part of the plug or appliance with wet hands.
6. Do not use with a damaged cable or plug. If the supply cable is damaged it must be replaced by Dyson, its service agent or similarly qualified person in order to avoid a hazard.
7. If the appliance is not working as it should, has received a sharp blow, has been dropped, damaged, left outdoors, or dropped into water, do not use and contact the Dyson Customer Care Helpline.
8. Contact the Dyson Customer Care Helpline when service or repair is required. Do not disassemble the appliance as incorrect reassembly may result in an electric shock or fire.
9. Do not stretch the cable or place the cable under strain. Keep the cable away from heated surfaces. Do not close a door on the cable, or pull the cable around sharp edges or corners. Arrange the cable away from traffic areas and where it will not be stepped on or tripped over.
10. Do not unplug by pulling on the cable. To unplug, grasp the plug, not the cable. The use of an extension cable is not recommended.
11. Do not use to pick up water.
12. Do not use to pick up flammable or combustible liquids, such as petrol, or use in areas where they or their vapours may be present.
13. Do not pick up anything that is burning or smoking, such as cigarettes, matches, or hot ashes.
14. Keep hair, loose clothing, fingers, and all parts of the body away from openings and moving parts. Do not point the hose, wand or tools at your eyes or ears or put them in your mouth.
15. Do not put any object into openings. Do not use with any opening blocked; keep free of dust, lint, hair, and anything that may reduce airflow.
16. Use only Dyson recommended accessories and replacement parts.
17. To avoid a tripping hazard rewind the cable when not in use.
18. Do not use without the clear bin and filters in place.
19. Do not leave the appliance when plugged in. Unplug when not in use and before servicing.
20. Do not pull or carry by the cable or use the cable as a handle.
21. Use extra care when cleaning on stairs. Do not work with the appliance above you on the stairs.
22. Turn off all controls before unplugging. Unplug before connecting any tool or accessory.

READ AND SAVE THESE INSTRUCTIONS

THIS DYSON APPLIANCE IS INTENDED FOR HOUSEHOLD USE ONLY



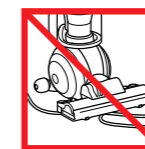
Do not pull on the cable.



Do not store near heat sources.



Do not use near naked flames.



Do not run over the cable.



Do not pick up water or liquids.



Do not pick up burning objects.

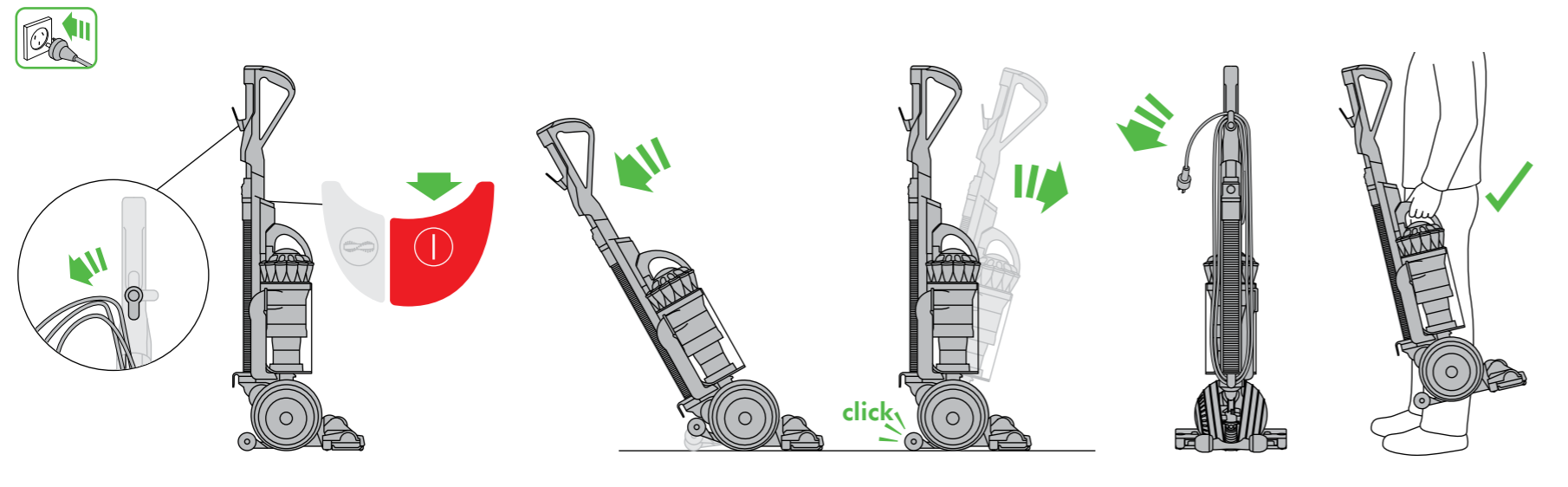


Do not use above you on the stairs.



Do not put hands near the brush bar when the appliance is in use.

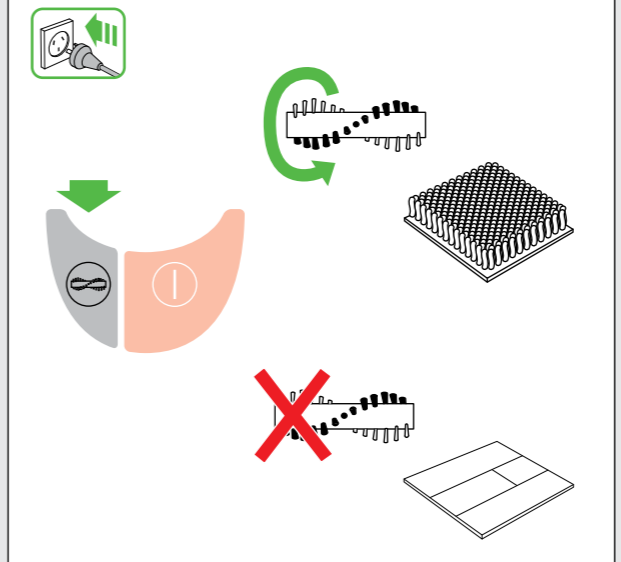
Operation



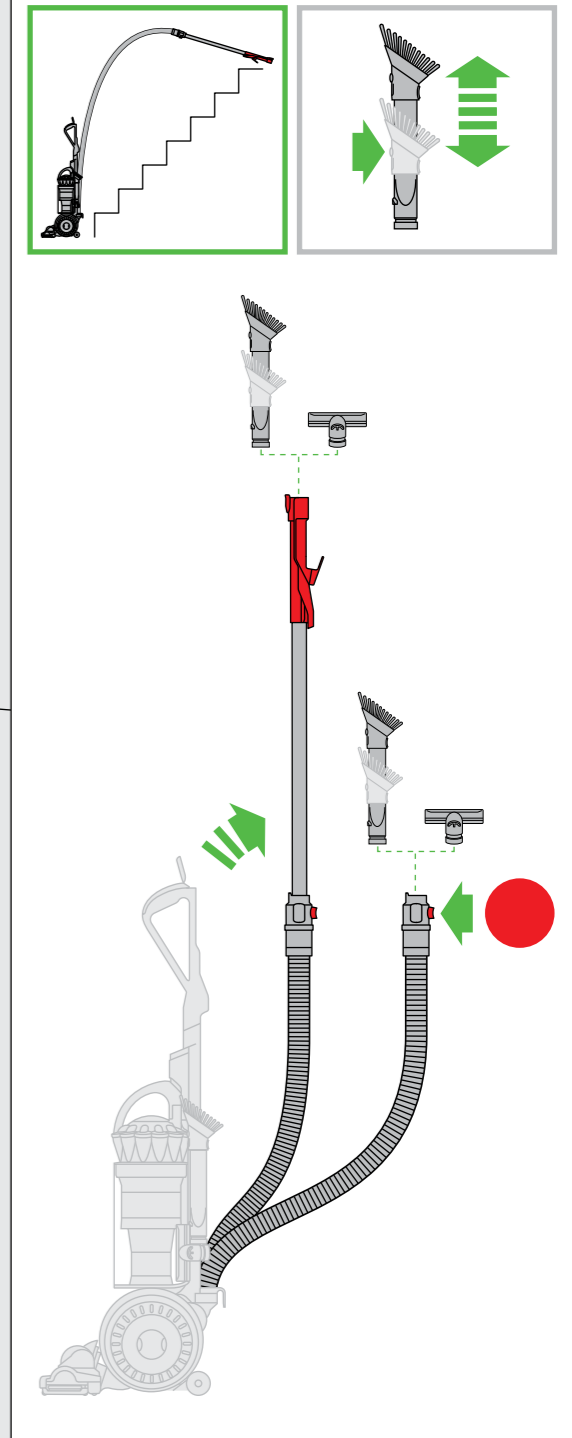
Storage

Carrying the appliance

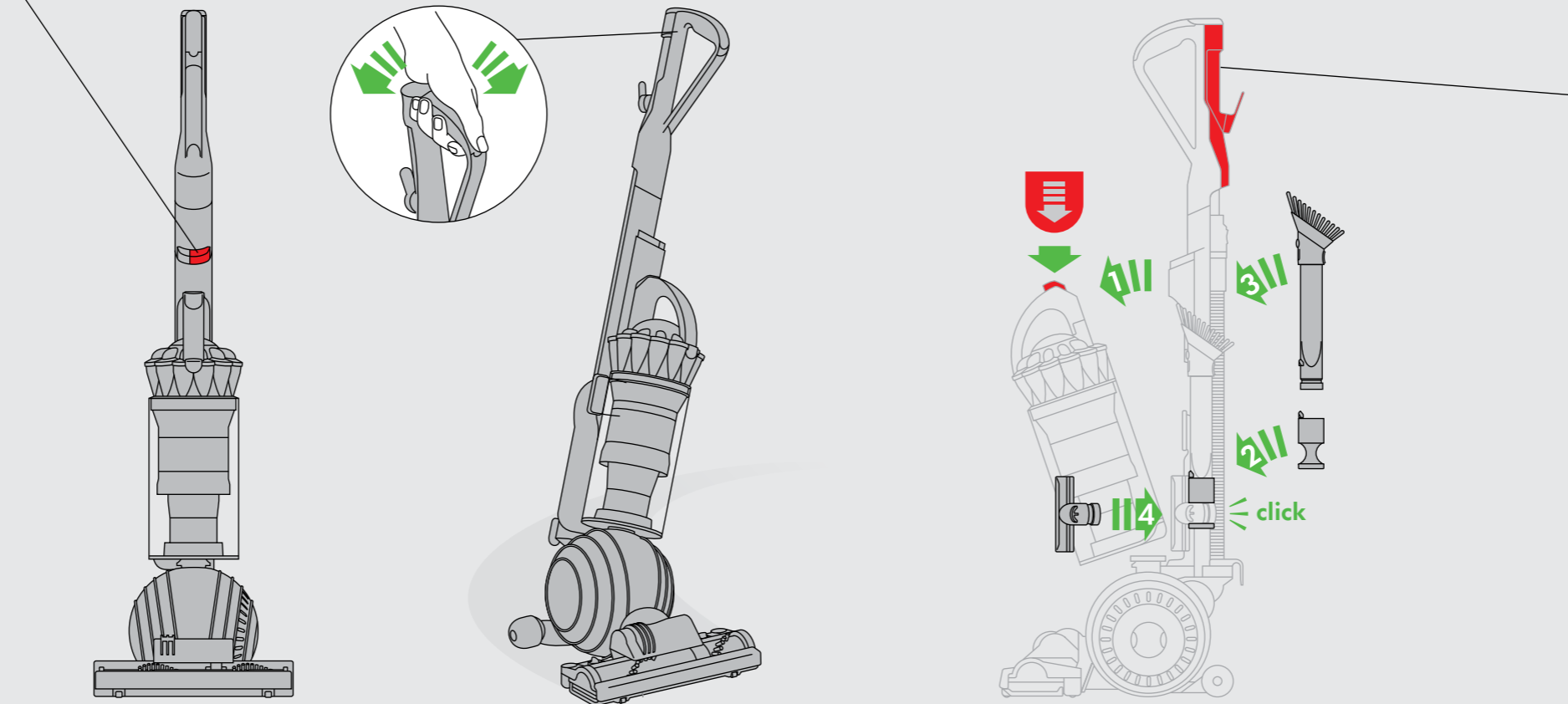
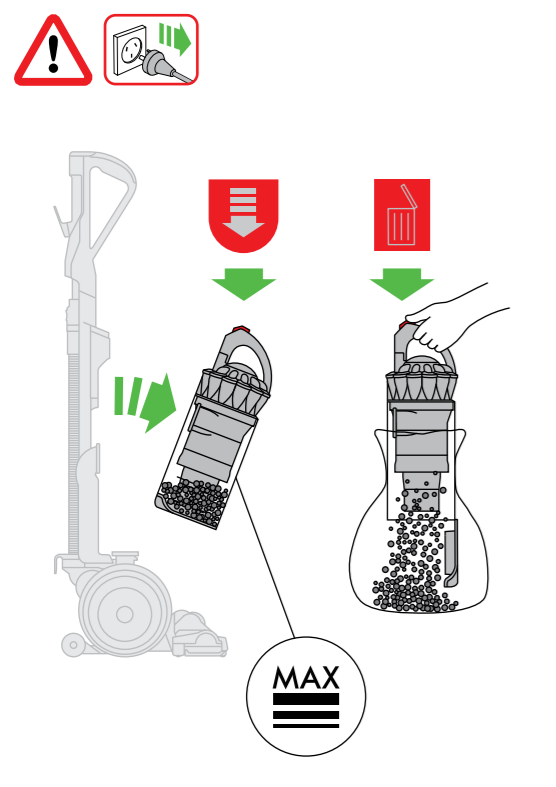
Carpets or hard floors



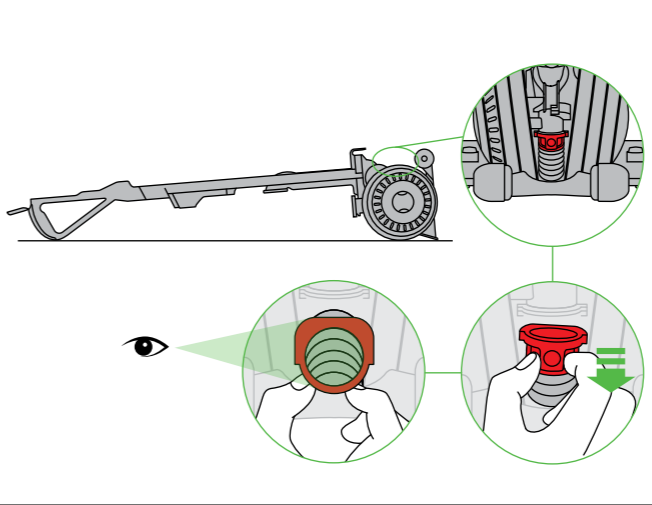
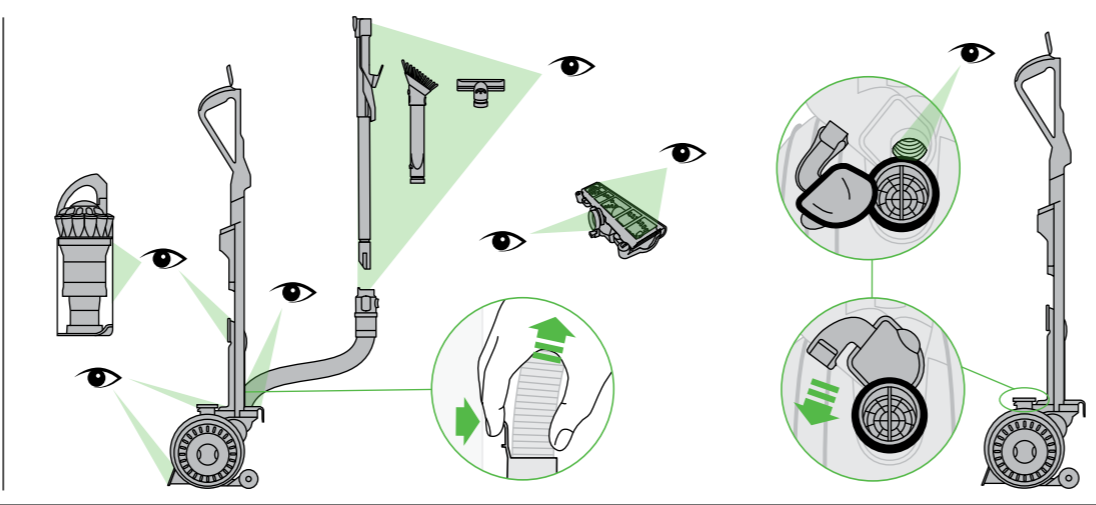
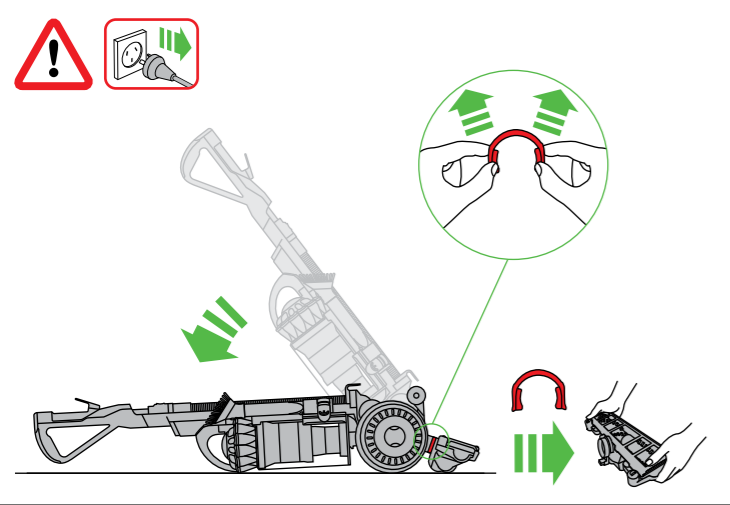
Attachments



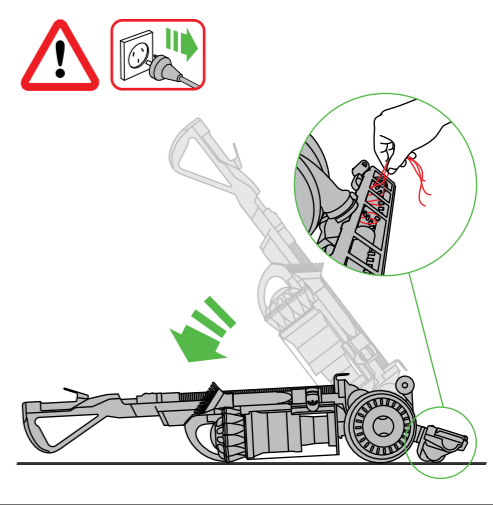
Emptying the clear bin



Looking for blockages



Brush bar – clearing obstructions

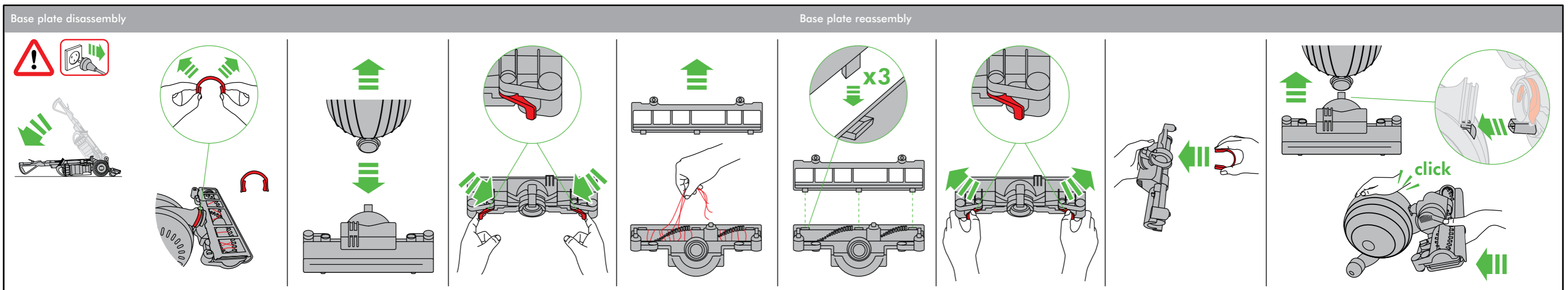
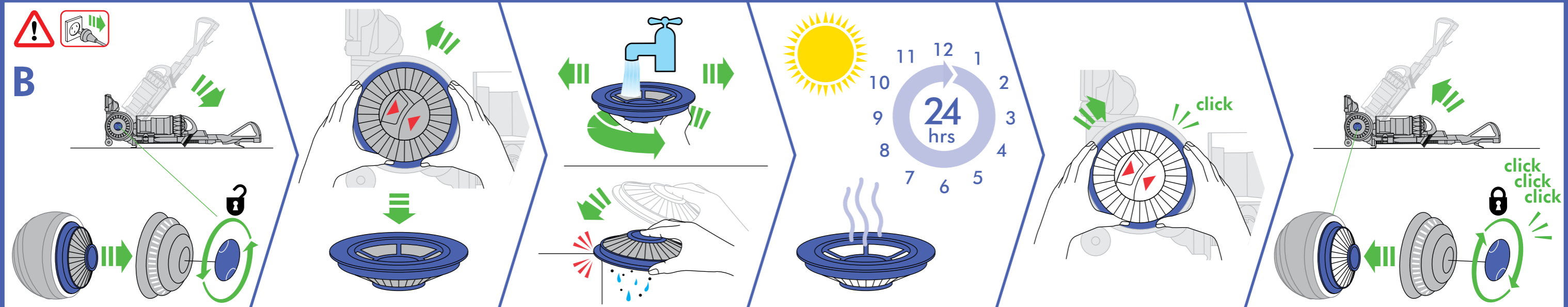
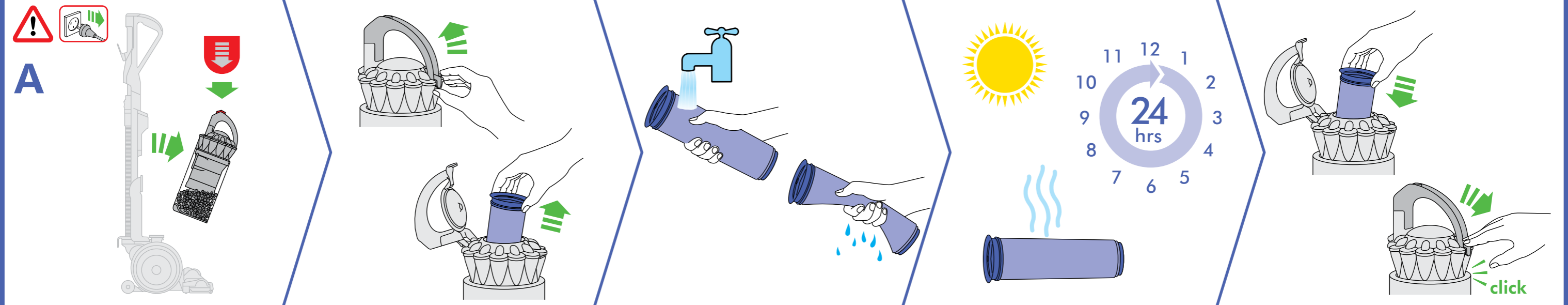


IMPORTANT!

WASH FILTERS



Wash filters with cold water regularly or as required.
 Register for a filter wash reminder by email (Australia only):
customer@dyson.com.au



USING YOUR DYSON APPLIANCE

PLEASE READ THE 'IMPORTANT SAFETY INSTRUCTIONS' IN THIS DYSON OPERATING MANUAL BEFORE PROCEEDING.

ASSEMBLY

- Lie the appliance on its back.
- Attach the cleaner head by sliding it on to the connections on the lower front part of the ball. Ensure the electrical plug on the cleaner head fits into the twin-block connection on the body of the appliance, which is directly above the airway. Push firmly: the cleaner head will click into place.
- Stand the appliance up straight.
- Attach the wand handle by sliding it on to the top of the appliance. The spring clip in the handle will click into place.
- Ensure the hose is straight. Press the red button on the hose. Slide the wand into the hose.
- Ensure the hose and wand sit in the recess of the handle. Slide the end of the wand down into the handle to secure it.
- Close the wand cap.
- Slide the tool holder onto the side of the duct as shown. Attach accessory tools to the holder as shown. In use, the tools can be attached to either the hose or the wand.
- Ensure the cyclone and clear bin unit is secured to the main body of the appliance.
- Wind the cable anti-clockwise around the cable hooks. Secure with the clip.
- To watch a short online video visit:
www.dyson.com.au/DC40gettingstarted

OPERATION

- Unwind the cable.
- Plug the appliance into the mains electricity supply.
- To switch 'ON' or 'OFF' press the power button, located as shown.
- To use, recline the handle. The stabiliser stand will automatically lift up.
- After use, return the appliance to the upright position, pushing it firmly into place. The stabiliser wheels will automatically lower.
- Then unplug the appliance, coil the cable safely and put the appliance away. Switch 'OFF' the appliance, unplug and ensure it is upright before:
 - Changing or using tools.
 - Removing the hose or airway inspection parts.
- Use the cyclone carry handle to carry the appliance.

ATTACHMENTS

- To release the wand, open the wand cap and pull the red tube up and away from the handle until it clicks into place.
- Should you wish to use the hose without the wand, follow the above instruction and press the red button to release the wand from the hose.

CARPETS OR HARD FLOORS

- The brush bar will always default to 'ON' (spinning) each time you switch the appliance 'ON' and recline it for cleaning.
- The brush bar will not rotate when the appliance is upright.
- To switch the brush bar 'OFF' (e.g. for delicate rugs and hard floors):
 - Switch the appliance 'ON'.
 - Recline the appliance.
 - Press the silver brush bar 'ON/OFF' button – the brush bar will stop spinning.
- The brush bar will automatically stop if it becomes obstructed. See 'Brush bar – clearing obstructions' on page 5 of this Dyson Operating Manual.
- Before vacuuming your flooring, rugs and carpets, check the manufacturer's recommended cleaning instructions.
- **Some carpets may fuzz if a rotating brush bar is used when vacuuming. If this happens, we recommend vacuuming in 'hard floor' mode and consulting with the flooring manufacturer.**
- The brush bar on the appliance may damage some carpet types. If you are unsure, turn 'OFF' the brush bar.

LOOKING AFTER YOUR DYSON APPLIANCE

- Do not carry out any maintenance or repair work other than that shown in this Dyson Operating Manual, or advised by the Dyson Customer Care Helpline.
- Only use parts recommended by Dyson. If you do not this could invalidate your Dyson guarantee.
- Store the appliance indoors. Do not use or store it below 0°C. Ensure the appliance is at room temperature before operating.
- Clean the appliance only with a dry cloth. Do not use any lubricants, cleaning agents, polishes or air fresheners on any part of the appliance.
- If used in a garage, always wipe the base plate, ball and stabiliser wheels with a dry cloth after vacuuming to clean off any sand, dirt or pebbles that could damage delicate floors.

VACUUMING



CAUTION:

- Do not use without the clear bin and filters in place.
- Fine dust such as plaster dust or flour should only be vacuumed in very small amounts.
- Do not use the appliance to pick up sharp hard objects, small toys, pins, paper clips, etc. They may damage the appliance.
- When vacuuming, certain carpets may generate small static charges in the clear bin or wand. These are harmless and are not associated with the mains electricity supply. To minimise any effect from this, do not put your hand or insert any object into the clear bin unless you have first emptied it and rinsed it out with cold water. See 'Cleaning the clear bin' on page 8 of this Dyson Operating Manual.
- Powerful suction can cause the hose to 'pull back' – please take care.
- Do not work with the appliance above you on the stairs.
- Do not put the appliance on chairs, tables, etc.

- Before vacuuming highly polished floors, such as wood or lino, first check that the underside of the floor tool and its brushes are free from foreign objects that could cause marking.
- Do not leave the cleaner head in one place on delicate floors during use.

EMPTYING THE CLEAR BIN

- Empty as soon as the dirt reaches the level of the MAX mark – do not overflow.
- Switch 'OFF' and unplug before emptying the clear bin.
- To remove the cyclone and clear bin unit, press down on the red button at the rear of the carrying handle on the cyclone.
- To release the dirt, press all the way down on the same red button at the rear of the carrying handle on the cyclone.
- To minimise dust/allergen contact when emptying:
 - Encase the clear bin tightly in a plastic bag and empty.
 - Remove the clear bin carefully.
 - Seal the bag tightly, dispose as normal.
- To refit the clear bin:
 - Close the clear bin base so it clicks into place.
 - Push the cyclone and clear bin unit into the main body of the appliance; it will click into place.
 - Ensure the cyclone and clear bin unit is secure.

CLEANING THE CLEAR BIN

- Remove the cyclone and clear bin (instructions above).
- To separate the cyclone unit from the clear bin press the red button to open the clear bin base. This exposes a small silver button behind the red opening mechanism. Press the silver button and separate the cyclone unit from the clear bin.
- Clean the clear bin with cold water only.
- Ensure the clear bin is completely dry before replacing.
- Do not use detergents, polishes or air fresheners to clean the clear bin.
- Do not put the clear bin in a dishwasher.
- Do not immerse the whole cyclone unit in water or pour water into the cyclones.
- Clean the cyclone shroud with a dry cloth or dry brush to remove lint and dust.
- To refit the bin to the cyclone unit:
 - Close the clear bin base so it clicks into place.
 - Fit the cyclone shroud into the clear bin so that the silver button clicks and engages.
 - Push the cyclone and clear bin unit into the main body of the appliance; it will click into place.
 - Ensure the cyclone and clear bin unit is secure.

WASHING YOUR FILTERS

- Your appliance has two washable filters, located as shown on pages 6 and 7 of this Dyson Operating Manual.
- Check and wash the filters regularly according to instructions to maintain performance.
- Switch 'OFF' and unplug before checking or removing the filters.
- The filters may require more frequent washing if vacuuming fine dust.
- Wash with cold water only. Do not use detergents.
- Do not put the filters in a dishwasher, washing machine, tumble dryer, oven, microwave or near a naked flame.
- To remove filter A see the 'Wash filters' section on pages 6 and 7 of this Dyson Operating Manual.
- After washing lay filter A on its side and leave for at least 24 hours to dry completely before refitting.
- To remove filter B:
 - Turn the central locking dial on the outer cover of the ball anti-clockwise until the cover is released.
 - Lift off the cover.
 - Turn the filter one-quarter anti-clockwise to release.
- Filter B should be rinsed and tapped out until the water runs clean, then tapped out again to ensure all excess water is removed. Leave to dry completely for 24 hours.
- It is normal for filter B in the ball to turn grey in colour.
- To refit filter B:
 - Refit the filter on to the ball.
 - Secure the filter by turning it one-quarter turn clockwise.
- When refitting the outer cover of the ball, keep turning the central locking dial clockwise. When it starts to click it is locked.
- To watch a short online video visit:
www.dyson.com.au/DC40filterwash

LOOKING FOR BLOCKAGES

- Switch 'OFF' and unplug before looking for blockages. Failure to do so could result in personal injury.
- Beware of sharp objects when checking for blockages.
- Refit all parts securely before using.
- Clearing blockages is not covered by your Dyson guarantee.

CLEARING BLOCKAGES – THERMAL CUT-OUT

- This appliance is fitted with an automatically resetting thermal cut-out.
- Large items may block the tools or wand inlet. If any part becomes blocked the appliance may overheat and automatically cut-out.
- Switch 'OFF' and unplug. Leave to cool down for 1-2 hours before checking filters or for blockages.
- Clear any blockages before restarting.
- Clearing blockages is not covered by your Dyson guarantee.

BRUSH BAR – CLEARING OBSTRUCTIONS

- If your brush bar is obstructed, it may shut 'OFF'. If this happens, you will need to remove the blockage.
- Switch 'OFF' and unplug before proceeding. Failure to do so could result in personal injury.
- Beware of sharp objects when clearing obstructions.
- If you still cannot clear the obstruction, please follow the instructions below to remove the base plate. This gives more access to the obstruction. Alternatively, contact us via the Dyson Customer Care Helpline or visit the Dyson website. Clearing brush bar obstructions is not covered by your Dyson guarantee.

BASE PLATE – DISASSEMBLY/REASSEMBLY

- Switch 'OFF' and unplug before proceeding. Failure to do so could result in personal injury.
- Lay the appliance on its front.
- Detach the red 'C' clip which is on the connection between the cleaner head and the appliance; see pages 6 and 7 of this Dyson Operating Manual. It is quite firm, but do not pull it off roughly. Use a constant, firm pressure.
- Pull the cleaner head away from the appliance. Use a constant, firm pressure.
- Turn the cleaner head over so you are looking at the brush bar. At each end of the cleaner head are two red levers:
 - From the groove swing the levers up and in towards the middle of the cleaner head until they click.
 - The base plate will disengage.
 - Lift up the top edge, so it rotates to the upright position.
 - Lift out.
- Beware of sharp objects when clearing obstructions. To refit the base plate:
 - Fit the 3 lugs on the lower edge of the base plate into the 3 slots in the base of the cleaner head.
 - Swing the upper edge of the base plate down; it will click into place.
- To secure the base plate push both red levers back into position so they are flush with the surface of the cleaner head.
- Refit the red 'C' clip onto the cleaner head. The flatter edge of the clip fits against the cleaner head. It is easier to slide one lug into its slot before the other.
- Lie the appliance on its back.
- Attach the cleaner head by sliding it on to the connections on the lower front part of the ball. Ensure the electrical plug on the cleaner head fits into the twin-block connection on the body of the appliance, which is directly above the airway. Push firmly: the cleaner head will click into place.

BRUSH BAR – TROUBLESHOOTING

- If the brush bar has stopped spinning, follow the instructions above on clearing obstructions. Alternatively, contact the Dyson Customer Care Helpline or visit the Dyson website.
- To watch a short online video visit:
www.dyson.com.au/DC40brushbarmaintenance

AUSTRALIAN CONSUMER LAW

The details of the Dyson guarantee are set out below. In addition to your rights under the Dyson guarantee, we also provide the following statement as required by the Australian Consumer Law: In Australia, your Dyson appliance comes with statutory guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have your Dyson appliance repaired or replaced if it fails to be of acceptable quality and the failure does not amount to a major failure.

DYSON 2 YEAR GUARANTEE TERMS AND CONDITIONS

Terms and conditions of your Dyson 2 year guarantee.

- The Dyson guarantee becomes effective from the date of purchase.
- All work will be carried out by Dyson Appliances (Aust) Pty Ltd., Avery Robinson Ltd. (NZ), Singapore's authorised agent – Service @Home Pte Ltd. or Indonesia's authorised agent – PT Higiemis Indonesia or their authorised agents.
- Any parts replaced will become the property of Dyson Appliances (Aust) Pty Ltd., Avery Robinson Ltd. (NZ), Dyson Singapore Pte Ltd. or PT Higiemis Indonesia.
- The repair and replacement of your Dyson appliance under Dyson guarantee will not extend the Dyson guarantee period.
- The Dyson guarantee provides benefits which are additional to and do not affect your statutory rights and remedies as a consumer.
- You must provide proof of (both the original and any subsequent) delivery/purchase before any work can be carried out on your Dyson appliance. Without this proof, any work carried out pursuant to the Dyson guarantee and any associated delivery charges (both to and from us) will be at your cost, subject to your statutory rights and remedies as a consumer. Please keep your receipt or delivery note.

WHAT IS COVERED

Your Dyson guarantee covers:

- The repair or replacement of your Dyson appliance if your Dyson appliance is found to be defective due to faulty materials, workmanship or function within 2 years of purchase or delivery (if any part is no longer available or out of manufacture, Dyson will replace it with a functional replacement part).
- Use of the appliance in the country of purchase.

WHAT IS NOT COVERED

Under your Dyson guarantee, Dyson shall not be liable for costs of repair or replacement of a product incurred as a result of:

- Accidental damage, faults caused by negligent use or care, neglect, careless operation or handling of the Dyson appliance which is not in accordance with this Dyson Operating Manual.
- Use of the Dyson appliance for anything other than normal domestic purposes in the country of purchase.
- Use of parts not assembled or installed in accordance with the instructions of Dyson.
- Use of parts and accessories other than those produced or recommended by Dyson.
- Repairs or alterations carried out by parties other than Dyson or its authorised agents.
- Damage from external sources such as transit, weather, electrical outages or power surges.
- Failures caused by circumstances outside Dyson's control.
- Blockages – please refer to pages 4 and 5 of this Dyson Operating Manual for details on how to unblock your Dyson appliance.
- Normal wear and tear (e.g. fuse, belt, brush bar, etc).
- Industrial use of the Dyson appliance such as vacuuming gyprock dust or builders' dust may void your Dyson guarantee.

If your Dyson guarantee does not apply, you may have statutory rights and remedies available to you as a consumer.

If you are in any doubt as to what is covered by your guarantee, please call the Dyson Customer Care Helpline (see details on page 10).

REGISTERING YOUR DYSON GUARANTEE

To help us ensure you receive prompt and efficient service, please register as a Dyson appliance owner. There are three ways to do this:

- Online (Australia and New Zealand only)
AU: www.dyson.com.au/register
NZ: www.dyson.co.nz/register
 - By calling the Dyson Customer Care Helpline.
 - By completing and returning the enclosed form to us by mail.
- This will confirm ownership of your Dyson appliance in the event of an insurance loss and enable us to contact you if necessary.

DYSON CUSTOMER CARE

- If you have a query about your Dyson appliance, call the Dyson Customer Care Helpline quoting your serial number and details of where and when you bought the appliance or contact us via the website.
- Most queries can be solved over the phone by one of our Dyson Customer Care Helpline staff.
- If your Dyson appliance needs a service, call the Dyson Customer Care Helpline so we can discuss the available options.
- Your serial number can be found on the main body of the appliance, behind the clear bin.
- To enable us to carry out work on your appliance, please contact the Dyson Customer Care Helpline to obtain a reply paid delivery address in your state (available in Australia only).

If your Dyson appliance is under Dyson guarantee and the repair or replacement is covered, it will be repaired or replaced at no cost. If the repair or replacement is found not to be covered under the Dyson guarantee, the repair or replacement of the Dyson appliance and any associated delivery charges (both to and from us) will be at your cost, subject to your statutory rights and remedies as a consumer.

ABOUT YOUR PRIVACY

Dyson may use this information for future marketing and research purposes (including sending commercial electronic messages) and may disclose it to third parties for the purposes of providing the services you have requested or to our business partners or professional advisers. If you wish to access your personal information or see our full privacy policy, please contact us at: customercare@dyson.com.au

DISPOSAL INFORMATION

Dyson products are made from high grade recyclable materials. Please dispose of this product responsibly and recycle where possible.

When your Dyson appliance reaches the end of its life, we are responsible for its safe disposal. You can send your old Dyson appliance back to us (at our cost) and we will organise for it to be recycled.*

*Please note that not all parts are recyclable. Recycling of parts is subject to the capabilities of 3rd party suppliers. Available in Australia only.

Simply:

1. Box up your old Dyson appliance.
2. Take the package to your local post office and send to the address below:
Dyson We Recycle
Reply Paid 83215
Dyson Service Centre
8-10 Mangrove Lane
Taren Point, NSW 2229

PRODUCT INFORMATION

Please note: Small details may vary from those shown.

IMPORTANT!

WASH FILTERS



Wash filters with cold water regularly or as required.

Register for a filter wash reminder by email (Australia only):
customercare@dyson.com.au



Dyson Customer Care

Your Dyson appliance will be covered for parts and labour for 2 years from the date of purchase, subject to the terms of the Dyson guarantee. If you have a query about your Dyson appliance, call the Dyson Customer Care Helpline quoting your serial number and details of where and when you bought the appliance. Most queries can be solved over the phone by one of our Dyson Customer Care Helpline staff.

DYSON CONTACT DETAILS

Australia
 Website: www.dyson.com.au
 Dyson Customer Care: 1800 239 766 (Mon-Fri 8:00am to 6:00pm EST, Sat-Sun 8:30am to 4:00pm EST).
 Email: customercare@dyson.com.au
 Address: Dyson Appliances (Aust) Pty Ltd., PO Box 2835, Taren Point, NSW 2229 Australia.

New Zealand
 Website: www.dyson.co.nz
 Dyson Customer Care: 0800 397 667 (Mon-Fri 8:30am to 5:00pm).
 Email: dyson@averyrobinson.co.nz
 Address: Avery Robinson Ltd., Unit F, 151D Marua Road, Ellerslie, Auckland, 1051 New Zealand.

Singapore
 Website: www.dyson.com.sg
 Dyson Customer Care: 7000 435 7546 (Mon-Fri 9:00am to 6:00pm, Sat: 9:00am to 12:30pm).
 Email: singapore@dyson.com
 Address: Service @ Home Pte Ltd., 2 Leng Kee Road, #04-09A Thye Hong Centre, Singapore 159086.

Indonesia
 Website: www.dyson.co.id
 Dyson Customer Care: 021 707 39766 (Mon-Fri 9:00am to 5:00pm).
 Email: service@higienis.com
 Address: PT. Higienis Indonesia Permata Plaza Top Floor TF-04, Jl. M. H. Thamrin Kav. 57, Jakarta 10350 Indonesia.



QUESTIONNAIRE

Please take a few moments to answer our questions. They will help us develop new products for the future.

- This vacuum cleaner is...
 - My first vacuum cleaner (please go to question 3)
 - A replacement vacuum cleaner
 - An additional vacuum cleaner
- Which brand of cleaner are you replacing or adding to?
 - Dyson
 - Hoover
 - Miele
 - Vax
 - Volta
 - Other, please specify _____
 - Electrolux
 - LG
 - Nilfisk
 - Wertheim
- Why did you choose to buy a Dyson vacuum cleaner? (Please rank in order, 1-5. 1 being the most important).
 - Dyson reputation
 - Good for pet hair pick-up
 - No loss of suction
 - Previous experience of Dyson
 - Features
 - Price/special offer
 - Wanted a bagless cleaner
 - Compact and easy to store
 - Store staff recommendation
 - Picks up more dust than others
 - Latest model/technology
 - Reliability/quality
 - Friend/family recommendation
 - Other, please specify _____
- Where did you first hear about Dyson?
 - From friends and family
 - Saw it on the internet
 - From TV/a magazine advert
 - Saw it in a store catalogue
 - Saw it in a store
 - Recommended by salesperson
- Where did you look for additional information?
 - Dyson website
 - Online reviews and forums
 - Talked to retail staff
 - Retail catalogue
 - Didn't do any additional research
- Do you own other Dyson products?
 - Handheld
 - Vacuum cleaner
 - No
 - Fan
 - Handstick
- What is your average household income?
 - Less than \$45,000
 - Between \$45,000 – \$74,999
 - Between \$75,000 – \$100,000
 - Over \$100,000
- Do you have any household pets?
 - Dog
 - No
 - Cat
 - Other
- Does anyone in your household suffer from any of the following?
 - Asthma
 - No
 - Allergies
- To which age group do you belong?
 - 16 – 24
 - 35 – 44
 - 55 – 64
 - 25 – 34
 - 45 – 54
 - 65+
- Would you recommend a Dyson vacuum cleaner to your family and friends?
 - Yes
 - No
- Do you have children?
 - Pre-school
 - Aged +17 years
 - Pregnant
 - Aged 5-17 years
 - Children no longer at home
 - No children
- Which best describes your house? (Tick one from each column).

<input type="checkbox"/> Own house	<input type="checkbox"/> Up to 2 beds
<input type="checkbox"/> Rented house	<input type="checkbox"/> 3-4 beds
<input type="checkbox"/> Own apartment/villa	<input type="checkbox"/> More than 4 beds
<input type="checkbox"/> Rented apartment/villa	
<input type="checkbox"/> Share accommodation	
<input type="checkbox"/> Live with parents	

THANK YOU FOR YOUR TIME



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