



**FIRST CHOICE**  
OF AFFLUENT CONSUMERS



**In a recent Dwell Insights Group survey, Viking cooking appliances were the first brand choice for affluent consumers.**

**Some of those respondents told the survey:**

- "Viking would be my first choice because..."
- ...The brand stands for innovative design, quality and durability"
- ...The product name is long known for its leading cooking appliances"
- ...American-made, quality, and style would meet my cooking needs"
- ...I love the commercial look and its great reputation"
- ...As a culinary professional, (I know) you can't kill these machines"

The Kitchen Appliances Brand Value Scorecard is conducted by the Dwell Insights Group (DIG) using its exclusive 5,000 member Inside Dwell Panel.