



Large Appliance Shopping Journey: A Nationally Representative Multi-Mode Survey

2023 Results

Overview of Methodology

Consumer Reports fielded this survey of large appliance purchasers to **understand Americans'** processes when purchasing large and small home appliances. These results are based on interviews conducted May 11 – June 13, 2023.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total, NORC collected 2,160 interviews of Americans who had purchased large appliances in the past two years. Of these, 2,060 were collected by web mode and 100 by phone mode, 2,118 in English and 42 in Spanish. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of large appliance shoppers. This was accomplished by creating benchmarks based on those who screened in out of a nationally representative sample of the US adult population.

Key demographic characteristics (after weighting is applied) of large appliance purchasers are presented below:

46% female; median age of 50 years old; 65% white, non-Hispanic; 41% 4-year college graduates; and 68% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.91 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were alphabetized, randomized, or rotated. Those instances are noted below.

There was also a block of questions used for Consumer Reports' internal use to create a typology of Americans, whether they screened into the survey or not. These questions are proprietary and not included in this document.

In the tables below, a zero (0) indicates less than 0.5% of respondents selected that response, which rounds down to zero. A dash (-) indicates that no respondents selected that response.

Prepared by CR Survey Research Department, July 2023

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SCREENER

LAS_SCREEN. [RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE. RESPONDENTS WHO SELECTED "PURCHASED A LARGE APPLIANCE" SAW THE SUBSEQUENT QUESTIONS, WHILE THE REST WERE SCREENED OUT. RESPONDENTS WHO SELECTED "PURCHASED A LARGE APPLIANCE" AND ALSO SELECTED "PURCHASED A SMALL APPLIANCE" ALSO SAW THE QUESTIONS ON SMALL APPLIANCES. PERCENTAGES HERE ARE SHOWN WEIGHTED TO BE REPRESENTATIVE OF ALL AMERICANS, WHEREAS PERCENTAGES FOR ALL OTHER QUESTIONS ARE SHOWN WEIGHTED TO BE REPRESENTATIVE OF LARGE APPLIANCE PURCHASERS ONLY.]

Which, if any, of the following have you purchased in the <u>past two years</u> ?	
Select <u>all</u> that apply.	
	Total
	%
Refrigerator	46
Clothes washer	43
Clothes dryer	36
Dishwasher	25
Range (combined cooktop and oven)	21
Freezer	17
Built-in microwave	16
Cooktop (burner surfaces only, no oven)	5
Wall oven (built into a wall or counter, with no burner surface attached)	4
None of these	4
Base: Respondents who purchased at least one large appliance in the past two years	2,160

LARGE HOME APPLIANCES

LAS1. [RANDOMIZE, HOLDING "CLOTHES WASHER" AND "CLOTHES DRYER" TOGETHER IN THAT ORDER AND HOLDING "WALL OVEN," "RANGE," AND "COOKTOP" TOGETHER IN RANDOM ORDER. "NONE OF THESE" ALWAYS COMES LAST AND IS EXCLUSIVE. RESPONDENTS WERE PROMPTED TWICE TO ANSWER IF THEY DID NOT INITIALLY RESPOND.]

Which, if any, of the following have you purchased in the past two years?

Select all that apply.

	Total
	%
Refrigerator	46
Clothes washer	43
Clothes dryer	36
Dishwasher	25
Range (combined cooktop and oven)	21
Freezer	17
Built-in microwave	16
Cooktop (burner surfaces only, no oven)	5
Wall oven (built into a wall or counter, with no burner surface attached)	4
None of these	4
Base: All respondents	2,160

LAS2. [SHOW ONLY IF RESPONDENT SELECTED MORE THAN ONE LARGE APPLIANCE IN LAS1. SHOW "BOTH OF THESE WERE PURCHASED AT THE SAME TIME" IF ONLY TWO SELECTED; SHOW "ALL OF THESE WERE PURCHASED AT THE SAME TIME" AND "SOME OF THESE WERE PURCHASED AT THE SAME TIME" IF MORE THAN TWO WERE SELECTED.]

You said that you have purchased more than one large appliance in the past two years.

Did you purchase more than one at the same time?

	Total
	%
Yes, both of these were purchased at the same time	22
Yes, <u>all</u> of these were purchased at the same time	15
Yes, <u>some</u> were purchased at the same time but not all	26
No	37
Base: Respondents who purchased more than one large appliance we asked about in the past two years	1,324

LAS3. [SHOW IF LAS1 IS NOT "NONE OF THESE." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "IT DEPENDS," AND "NONE OF THESE" AT END IN THAT ORDER. "IT DEPENDS" AND "NONE OF THESE" ARE EXCLUSIVE. RESPONDENTS CAN SELECT UP TO THREE OF THE REST.]

When shopping for a large home appliance, which three of the following factors are most important to you?

Select up to three that apply.

	Total
	%
Price	67
Reliability--that is, the product performs consistently well over time	51
Performance--that is, how well the appliance does what it is supposed to do	39
Energy efficiency	28
Style or look, including whether it matches your other appliances	25
Specific features, such as in-door ice maker on a refrigerator or a delicate wash setting on a washing machine	19
Length or quality of the manufacturer's warranty	14
Buying a particular brand	10
Repairability--that is, how easy it is to find someone to do repairs and how much you think it would cost to have it repaired	9
Buying from a particular retailer	6
Return policy	5
Whether it is smart--that is, whether it can connect to WiFi and be controlled remotely	3
Other, please specify	3
It depends on the kind of appliance--the process is different for a dishwasher, refrigerator, etc.	3
None of these	0
Base: Respondents who purchased any large appliance we asked about in the past two years	2,078

LAS4. [SHOW IF LAS1 IS NOT "NONE OF THESE." RANDOMIZE, HOLDING "OTHER" AND "I DO NOT DO RESEARCH" AT END IN THAT ORDER. "I DO NOT DO RESEARCH" IS EXCLUSIVE.]

When shopping for large home appliances, how do you do your research about which product to purchase?	
Select <u>all</u> that apply.	
	Total
	%
Read customer or user reviews	71
Read professional reviews from a website or magazine, such as Better Homes and Gardens, Consumer Reports, Wirecutter, etc.	48
Ask people I know, such as friends and family	39
Read or watch information from manufacturers or retailers, such as their websites, ads, or other marketing materials	33
Ask people who work at an appliance store	29
Check price comparison websites, such as PriceGrabber, Bizrate, or ShopSavvy	23
Ask professionals, such as repair people or contractors	22
Check social media groups or discussion boards	12
Other, please specify	2
I do not do research to decide which product to purchase	3
Base: Respondents who purchased any large appliance we asked about in the past two years	2,078

LAS5. [SHOW IF LAS1 IS NOT "NONE OF THESE" AND IF "I DO NOT DO RESEARCH" IS NOT SELECTED IN LAS4. ROTATE RESPONSE SCALE.]

Which of the following <u>best</u> describes how you prefer to research large appliances?	
	Total
	%
I prefer to do <u>all</u> of my research and comparisons <u>online</u>	27
I prefer to do my initial research online, but then I go to one or more physical stores to make comparisons between models	50
I prefer to do my initial research and model comparisons at a physical store, but then go online to find more information	12
I prefer to do <u>all</u> of my research and comparisons at a <u>physical store</u>	11
Base: Respondents who purchased any large appliance we asked about in the past two years and who do research before purchasing large appliances	1,992

LAS6. [SHOW IF LAS1 IS NOT "NONE OF THESE." KEEP BOTH ONLINE PURCHASE ITEMS TOGETHER IN RANDOM ORDER, KEEP BOTH IN-STORE PURCHASE ITEMS TOGETHER IN A RANDOM ORDER, AND RANDOMIZE WHETHER IN-STORE OR ONLINE PURCHASES COME FIRST. ALWAYS HOLD "NO PREFERENCE" AT END.]

Which of the following <u>best</u> describes how you typically like to purchase a large appliance?	
	Total
	%
I prefer to make my purchase in a <u>physical store</u> and have it <u>delivered</u>	55
I prefer to order <u>online</u> and have it <u>delivered</u>	21
I prefer to make my purchase in a <u>physical store</u> and <u>take it home myself</u>	15
I prefer to order <u>online</u> and then <u>go pick it up myself</u>	3
I have no preference	6
Base: Respondents who purchased any large appliance we asked about in the past two years	2,069

LAS7. [SHOW IF MORE THAN ONE TYPE OF LARGE APPLIANCE SELECTED IN LAS1. SHOW ALL TYPES SELECTED IN LAS1 IN SAME ORDER AS LAS1. IF ONLY ONE TYPE OF LARGE APPLIANCE SELECTED IN LAS1, DO NOT SHOW THIS QUESTION AND AUTOPUNCH THAT TYPE INSTEAD. IF LAS2 = "YES, BOTH," "YES, SOME" OR "YES, ALL," OR NO RESPONSE, SHOW ADDITIONAL INSTRUCTION: "IF YOU PURCHASED MORE THAN ONE AT THE SAME TIME, PLEASE CHOOSE ONE AND KEEP IT IN MIND FOR THE FOLLOWING QUESTIONS."]

Now, which of these did you purchase <u>most recently</u> ?	
	Total
	%
Refrigerator	32
Clothes washer	26
Dishwasher	10
Range (combined cooktop and oven)	8
Clothes dryer	8
Freezer	7
Built-in microwave	5
Cooktop (burner surfaces only, no oven)	2
Wall oven (built into a wall or counter, with no burner surface attached)	1
Base: Respondents who purchased any large appliance we asked about in the past two years	2,062

LAS8. [SHOW IF LAS1 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS7 INSTEAD OF "LARGE APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS7 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS1, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS1 AND PIPE IN THAT RESPONSE. RANDOMIZE RESPONSE OPTIONS. RESPONDENTS WERE PROMPTED ONCE TO ANSWER IF THEY DID NOT INITIALLY RESPOND.]

Thinking about the large appliance you purchased, what was the <u>first</u> thing you did?	
	Total
	%
Measured the space to know what would fit	22
Did research to learn what kinds of products exist and what prices generally are	18
Decided what I was willing to spend on the product	14
Decided what general type I wanted, such as top-freezer vs. French door for a refrigerator	10
Decided what <u>brand</u> I wanted to buy	10
Identified the features or functions I wanted in a product, such as an in-door ice maker on a refrigerator	9
Headed to a store or website and bought something that was in stock	8
Decided what <u>retailer</u> --that is, store, website, or app--I wanted to buy it from	7
Asked people I know what product they have	3
Base: Respondents who purchased any large appliance we asked about in the past two years	2,075

LAS9. [SHOW IF LAS1 IS NOT "NONE OF THESE." SHOW RESPONSES IN SAME ORDER AS LAS8 BUT WITHOUT THE RESPONSE CHOSEN FOR LAS8. PIPE IN RESPONSE TO LAS7 INSTEAD OF "LARGE APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS7 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS1, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS1 AND PIPE IN THAT RESPONSE. RESPONDENTS WERE PROMPTED ONCE TO ANSWER IF THEY DID NOT INITIALLY RESPOND.]

Now, thinking about the large appliance you purchased, what was the <u>second</u> thing you did?	
	Total
	%
Decided what I was willing to spend on the product	18
Did research to learn what kinds of products exist and what prices generally are	15
Identified the features or functions I wanted in a product, such as an in-door ice maker on a refrigerator	13
Decided what <u>retailer</u> --that is, store, website, or app--I wanted to buy it from	11
Measured the space to know what would fit	11
Decided what general type I wanted, such as top-freezer vs. French door for a refrigerator	11
Decided what <u>brand</u> I wanted to buy	10
Headed to a store or website and bought something that was in stock	8
Asked people I know what product they have	3
Base: Respondents who purchased any large appliance we asked about in the past two years	2,075

LAS10. [SHOW IF LAS1 IS NOT "NONE OF THESE." SHOW RESPONSES IN SAME ORDER AS LAS8 AND LAS9 BUT WITHOUT THE RESPONSES CHOSEN FOR LAS8 AND LAS9. PIPE IN RESPONSE TO LAS7 INSTEAD OF "LARGE APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS7 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS1, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS1 AND PIPE IN THAT RESPONSE. RESPONDENTS WERE PROMPTED ONCE TO ANSWER IF THEY DID NOT INITIALLY RESPOND.]

Now, thinking about the large appliance you purchased, what was the <u>third</u> thing you did?	
	Total
	%
Decided what I was willing to spend on the product	21
Decided what <u>retailer</u> --that is, store, website, or app--I wanted to buy it from	14
Did research to learn what kinds of products exist and what prices generally are	12
Headed to a store or website and bought something that was in stock	12
Identified the features or functions I wanted in a product, such as an in-door ice maker on a refrigerator	11
Decided what <u>brand</u> I wanted to buy	10
Measured the space to know what would fit	10
Decided what general type I wanted, such as top-freezer vs. French door for a refrigerator	8
Asked people I know what product they have	2
Base: Respondents who purchased any large appliance we asked about in the past two years	2,066

LAS11A. [SHOW IF "DECIDED WHAT BRAND I WANTED TO BUY" SELECTED IN LAS8. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

You said that the first thing you did was decide what <u>brand</u> you wanted to buy. Which, if any, of the following are reasons that you chose the brand you did?	
	Total
	%
<i>Select <u>all</u> that apply.</i>	
Has a reputation for good quality products	65
Has good overall ratings and reviews	51
Previous experience with brand	46
Whether brand matches existing appliances	21
Generally has the best prices	15
Personal recommendations	13
Offers an extended warranty	12
Has style or features that other brands do not have	12
Sustainability: company uses environmentally friendly practices, product is made with sustainable materials, etc.	11
Financing options	4
Visibility: that is, whether you had seen it frequently in advertisements or commercials	3
Other, please specify	5
Base: Respondents who purchased any large appliance we asked about in the past two years and who said the first thing they did was choose a brand	186

LAS11B. [SHOW IF "DECIDED WHAT RETAILER I WANTED TO BUY IT FROM" SELECTED IN LAS8. RANDOMIZE RESPONSE OPTIONS, HOLDING "SHIPPING OR DELIVERY" AND "WHETHER THE RETAILER OFFERS INSTALLATION OPTIONS WITH DELIVERY" TOGETHER AND HOLDING "OTHER" AT END.]

You said that the first thing you did was decide what retailer you wanted to use. Which, if any, of the following are reasons that you chose the retailer you did?

Select all that apply.

	Total
	%
Generally has the best prices	47
Previous experience with retailer	44
Convenience	43
Has a good reputation	42
Good customer service	36
Has good overall ratings and reviews	36
Shipping or delivery process: timing, cost, white-glove delivery, removal of previous appliance, etc.	34
Whether the retailer offers installation options with delivery	27
Selection of available brands or models	23
Financing options	19
Separate warranty in addition to manufacturer's warranty	15
Personal recommendations	13
Visibility—that is, whether you had seen it frequently in advertisements or commercials	5
Other, please specify	5
Base: Respondents who purchased any large appliance we asked about in the past two years and who said the first thing they did was choose a retailer	135

LAS12. [SHOW IF LAS1 IS NOT "NONE OF THESE."]

How many retailers did you shop at before making a purchase? Please include both stores you went to in person and those you looked at online.

	Total
	%
I made the purchase at the first retailer I looked at	26
Two	31
Three	26
Four	7
More than four	6
I don't remember	5
Base: Respondents who purchased any large appliance we asked about in the past two years	2,075

LAS13. [SHOW IF LAS1 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS7 INSTEAD OF "LARGE APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS7 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS1, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS1 AND PIPE IN THAT RESPONSE.]

About how much time did you spend on research before you purchased your large appliance?	
	Total
	%
I did not do any research for this particular purchase	6
Less than ten minutes	5
Ten minutes to less than 30 minutes	11
30 minutes to less than 60 minutes	19
One hour to less than two hours	22
More than two hours	33
Do not remember	6
Base: Respondents who purchased any large appliance we asked about in the past two years	2,069

LAS14. [SHOW IF LAS1 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS7 INSTEAD OF "LARGE APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS7 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS1, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS1 AND PIPE IN THAT RESPONSE. RESPONSE OPTIONS SHOWED VIA A DROPDOWN MENU.]

Including the number of years you've already owned this large appliance, how many total useful years of ownership do you expect to get from it?	
	Total
	%
NET: More than 5	80
NET: More than 10	24
1	4
2	2
3	2
4	3
5	11
6	4
7	4
8	6
9	1
10	41
11	1
12	3
13	0
14	0
15	12
16	0
17	0
18	0
20	4
More than 20	3
Base: Respondents who purchased any large appliance we asked about in the past two years	2,054

SMALL HOME APPLIANCES

SMALL_NODE. [SHOW THIS AND FOLLOWING SECTION IF LAS_SCREEN = "A SMALL APPLIANCE" AS WELL AS "A LARGE APPLIANCE."]

Next, we are going to ask you some questions about smaller appliances you may have purchased.

LAS15. [SHOW IN ALPHABETICAL ORDER, WITH "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE.]

Which, if any, of the following have you purchased in the past two years?

Select *all* that apply.

	Total
	%
Coffee maker	48
Air fryer	44
Vacuum cleaner	33
Toaster	22
Blender	16
Countertop microwave (not built into wall)	16
Air purifier	12
Toaster oven	12
Humidifier	10
Electric kettle	8
Waffle maker	8
Food processor	7
Dehumidifier	6
Stand mixer	5
None of these	6
Base: Respondents who purchased any large appliance and any small appliance in the past two years	1,541

LAS16. [SHOW IF LAS15 IS NOT "NONE OF THESE." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "IT DEPENDS," AND "NONE OF THESE" AT END, IN THAT ORDER. "IT DEPENDS" AND "NONE OF THESE" ARE EXCLUSIVE. RESPONDENTS CAN SELECT UP TO THREE OF THE REST.]

When shopping for a small home appliance, which three of the following factors are most important to you?
 Select up to three that apply.

	Total
	%
Price	63
Performance--that is, how well the appliance does what it is supposed to do	50
Reliability--that is, the product performs consistently well over time	47
Style or look, including whether it matches your other appliances	25
Specific features, such as in-door ice maker on a refrigerator or a delicate wash setting on a washing machine	17
Energy efficiency	12
Buying a particular brand	11
Return policy	8
Length or quality of the manufacturer's warranty	7
Buying from a particular retailer	5
Repairability--that is, how easy it is to find someone to do repairs and how much you think it would cost to have it repaired	4
Whether it is smart--that is, whether it can connect to WiFi and be controlled remotely	1
Other, please specify	1
It depends on the kind of appliance--the process is different for a humidifier, blender, etc.	6
None of these	1
Base: Respondents who purchased and any small appliance we asked about and any large appliance in the past two years	1,453

LAS17. [SHOW IF LAS15 IS NOT "NONE OF THESE." RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE.]

Which, if any, of the following are true for you about how you choose what to buy when shopping for a small home appliance, like a toaster oven or coffee maker?

Select all that apply.

	Total
	%
I buy the product with features I think best fit my needs	68
I do research, such as reading reviews, to determine which product to get	53
I buy the product I think will fit in my space	36
I buy the product based on how it will look in my home, such as how it matches my color scheme	28
I look for something as similar as possible to the previous one I had	25
I buy the least expensive product I can find	12
I buy whatever I can get most quickly	10
I buy small appliances on impulse--that is, I didn't plan to buy an appliance that day	6
None of these are true for me	1
Base: Respondents who purchased and any small appliance we asked about and any large appliance in the past two years	1,453

LAS18. [SHOW IF LAS15 IS NOT "NONE OF THESE." RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE. IF RESPONDENT SELECTS BOTH "PREFER TO BUY ONLINE" AND "PREFER TO BUY IN A STORE," SHOW THE FOLLOWING MESSAGE: "PLEASE ONLY SELECT IF YOU PREFER TO BUY ONLINE OR PREFER TO BUY IN A STORE."]

Which, if any, of the following are true about your preferences when shopping for a small home appliance, like a toaster oven or coffee maker?

Select all that apply.

	Total
	%
I prefer to buy in a store	45
I prefer to buy online, such as through a website or app	31
I prefer to buy from a particular retailer--that is, store, website, or app	19
I prefer to buy a particular brand	18
None of these are true for me	11
Base: Respondents who purchased and any small appliance we asked about and any large appliance in the past two years	1,453

LAS19. [SHOW IF MORE THAN ONE TYPE OF SMALL APPLIANCE SELECTED IN LAS15. SHOW ALL TYPES SELECTED IN LAS15 IN SAME ORDER AS LAS15. IF ONLY ONE TYPE OF SMALL APPLIANCE SELECTED IN LAS15, DO NOT SHOW THIS QUESTION AND AUTOPUNCH THAT TYPE INSTEAD.]

Now, which of these did you purchase most recently?

If you purchased more than one at the same time, please choose one and keep it in mind for the following questions.

	Total
	%
Coffee maker	25
Air fryer	22
Vacuum cleaner	13
Toaster	8
Toaster oven	5
Countertop microwave (not built into wall)	5
Blender	5
Air purifier	5
Humidifier	3
Electric kettle	3
Dehumidifier	2
Stand mixer	2
Waffle maker	2
Food processor	1
Base: Respondents who purchased any small appliance we asked about and any large appliance in the past two years.	1,439

LAS20. [SHOW IF LAS15 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS19 INSTEAD OF "SMALL APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS19 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS15, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS15 AND PIPE IN THAT RESPONSE. RANDOMIZE RESPONSE OPTIONS.]

Thinking about the small appliance you purchased, what was the <u>first</u> thing you did?	
	Total
	%
Did research to learn what kinds of products exist and what prices generally are	22
Identified the features or functions I wanted in a product, such as a keep-warm setting or pre-programmed start time for a coffee maker	19
Decided what I was willing to spend on the product	18
Headed to a store or website and bought something that was in stock	11
Decided what <u>brand</u> I wanted to buy	10
Decided what general type I wanted, such as drip vs. espresso for a coffee maker	6
Decided what <u>retailer</u> I wanted to buy it from	6
Measured the space to know what size the appliance had to be	5
Asked people I know what product they have	3
Base: Respondents who purchased any small appliance we asked about and any large appliance in the past two years	1,442

LAS21. [SHOW IF LAS15 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS19 INSTEAD OF "SMALL APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS19 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS15, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS15 AND PIPE IN THAT RESPONSE.]

About how much time did you spend on research before you purchased your small appliance?	
	Total
	%
I did not do any research for this particular purchase	16
Less than ten minutes	10
Ten minutes to less than 30 minutes	19
30 minutes to less than 60 minutes	25
One hour to less than two hours	14
More than two hours	12
Do not remember	4
Base: Respondents who purchased any small appliance we asked about and any large appliance in the past two years	1,447

LAS22. [SHOW IF LAS15 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS19 INSTEAD OF "SMALL APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS19 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS15, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS15 AND PIPE IN THAT RESPONSE. RESPONSE OPTIONS SHOWED VIA A DROPDOWN MENU.]

Including the number of years you've already owned this small appliance, how many total useful years of ownership do you expect to get from it?	
	Total
	%
NET: More than 5	46
NET: More than 10	8
1	4
2	6
3	10
4	6
5	29
6	6
7	4
8	4
9	0
10	24
11	0
12	1
13	0
14	0
15	3
16	0
17	0
18	0
20	2
More than 20	2
Base: Respondents who purchased any small appliance we asked about and any large appliance in the past two years	1,428

LAS23. [SHOW IF LAS15 IS NOT "NONE OF THESE." PIPE IN RESPONSE TO LAS19 INSTEAD OF "SMALL APPLIANCE" IN QUESTION STEM. IF RESPONDENT SKIPPED LAS19 ONLINE OR ON PHONE, OR SAID "DON'T KNOW" ON PHONE, AND MORE THAN ONE SMALL APPLIANCE WAS SELECTED IN LAS15, RANDOMLY CHOOSE ONE SMALL APPLIANCE SELECTED IN LAS15 AND PIPE IN THAT RESPONSE.]

Approximately how much did you spend for this small appliance?	
	Total
	%
Less than \$25	7
\$25 to less than \$50	18
\$50 to less than \$75	14
\$75 to less than \$100	20
\$100 to less than \$150	19
\$150 to less than \$200	10
\$200 to less than \$300	5
\$300 to less than \$400	3
\$400 or more	2
Do not recall	2
Base: Respondents who purchased any small appliance we asked about and any large appliance in the past two years	1,449

Note: For piping LAS7 and LAS19 responses, remove capitalization and shorten responses where applicable. That is, "Wall oven (built into a wall or counter, with no burner surface attached) becomes "wall oven," "Countertop microwave (not built into wall)" becomes "countertop microwave," etc.

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