

**APPLIANCE ENERGY LABELING  
CONSUMER RESEARCH  
BACKGROUND INFORMATION**  
**for**  
**Notice of Proposed Rulemaking Related to the  
Effectiveness of the Appliance Labeling Rule (16 C.F.R. Part 305)**  
(Matter No. R511994; Program Code: N14)

The purpose of this document is to provide additional information about the consumer research discussed in the Notice of Proposed Rulemaking Related to the Effectiveness of the Appliance Labeling Rule, which seeks comment on amendments to the Appliance Labeling Rule (16 C.F.R. Part 305). A summary of the contents, and their relevance to the proposed FRN, appears below:

- *Section 1* presents the questionnaire, which was administered online by Harris Interactive to members of its online panel in October, 2006.
- *Section 2* shows how the online questionnaire appeared to respondents by reproducing sample “screen shots.”
- *Section 3* defines all 10 label conditions tested in the study, and includes all of the labels employed in the research.
- *Section 4* presents an overview of the research results, prepared by Harris Interactive. This analysis is based on data that was weighted by Harris Interactive to reflect the U.S. population of appliance purchasers and likely appliance purchasers.
- *Section 5* presents a summary describing the sampling and weighting procedures employed by Harris Interactive for this research project. This summary was prepared by FTC staff in consultation with Harris Interactive methodologists.
- *Section 6* presents the data tables underlying Harris Interactive’s overview of research findings based on the weighted data. The analysis of the data in the proposed Federal Register Notice is based on the results that appear in these tables.
- *Section 7* includes the same type of tables based on data that was not weighted using Harris’ weighting procedures. These tables were examined by FTC staff to investigate how the weighting procedures may have affected the final results. Although some differences exist, the general pattern is the same for the weighted and unweighted data.

# **Survey Questionnaire**

Administered online by Harris Interactive to members of its online panel in October,  
2006.

HARRIS INTERACTIVE  
101 Merritt 7 Corporate Park  
Norwalk, CT 06850

Project Manager: Julie O'Grady

J28280

11/6/06

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Appliance Labeling Study

TITLE FOR INITIAL SURVEY PAGE: Appliance Study

Field Period: TBD

Estimated Survey Duration: 20

Survey Description: Labeling Study

**SECTION 400: SCREENING AND INTRO QUESTIONS**

**BASE: ALL RESPONDENTS**

**Q402** We would like to thank you for agreeing to participate in this study. We are interested in hearing your opinions about major [appliances](#).

The first few questions are for classification purposes only and will allow us to determine which questions to ask you later in the survey.

**BASE: ALL RESPONDENTS**

**Q101** [GENDER/YEAR OF BIRTH QUESTION PLACEMENT (Q102/Q104)]

Are you...?

- 1 Male
- 2 Female

**BASE: ALL RESPONDENTS**

**Q104** In what year were you born? Please enter as a four-digit number, e.g., 1963.

[RANGE: 1890-1999]

|\_|\_|\_|

**BASE: ALL RESPONDENTS PRESENT Q110 (Q109/1)**

**Q110** In which country or region do you currently reside?

**BASE: ALL RESPONDENTS**

**Q405** We are interested in including people who work in a variety of industries. Do you, or does anyone in your immediate family, work for any of the following types of companies? Please select all that apply.

[PROGRAMMER: MULTIPLE RESPONSE]  
[RANDOMIZE]

- 01 An appliance manufacturer or appliance retailer
- 02 An advertising agency or public relations firm
- 03 A marketing or marketing research company
- 04 A college or university
- 05 A technology services firm
- 06 A health care services organization
- 07 A credit or charge card company
- 97 None of these ANCHOR, E

**BASE: ALL RESPONDENTS**

**Q722** ELAPSED TIME COMPUTE [BEHIND THE SCENES QUESTION]

[PROGRAMMER: IF U.S. RESIDENT (Q110/244) AND AGE 18+ (Q105/18+), AND DOES NOT WORK FOR SENSITIVE INDUSTRY (Q405/NOT 1-3) ASK Q415, ELSE JUMP TO Q470]

**BASE: ALL U.S. RESPONDENTS AGED 18+ AND NOT IN AN IDENTIFIED INDUSTRY (Q405/NOT 1-3)**

**Q415** Which of these types of appliances, if any, have you purchased in the past two years? Please select all that apply.

[PROGRAMMER: MULTIPLE RESPONSE]  
[RANDOMIZE]

- 1 Refrigerator
- 2 Dishwasher
- 3 Clothes washer
- 4 Clothes dryer
- 99. None of these

[PROGRAMMER NOTE: IF PURCHASED A SPECIFIED APPLIANCE (Q415/1-4) ASK Q420; OTHERWISE, JUMP TO Q450. ONLY SHOW APPLIANCES MENTIONED AT Q415]

**BASE: PURCHASED APPLIANCE (Q415/1-4)**

**Q420** Which of the following best describes your role in deciding which appliance(s) to purchase?

- 1 Refrigerator [DISPLAY IF Q415/1]
- 2 Dishwasher [DISPLAY IF Q415/2]
- 3 Clothes washer [DISPLAY IF Q415/3]
- 4 Clothes dryer [DISPLAY IF Q415/4]

**Q421** [GRID FLIP; RESPONSE PER COLUMN]

- 1 I was the main decision-maker.
- 2 I shared equally in the decision.
- 3 Someone else made the decision.

**PROGRAMMER NOTE:**

- IF DECISIONMAKER FOR ONLY ONE PRODUCT AT Q420 (Q420/ONLY ONE OF 1-4 AND Q421/1,2), AUTOMARK THAT APPLIANCE AT Q425 THEN ASK Q430.
- IF PURCHASED TWO OR MORE, RANDOMLY CHOOSE FROM APPLIANCES PURCHASED AT Q420 WHERE RESPONDENT WAS AT LEAST A SHARED DECISIONMAKER (Q421/1-2). RECORD APPLIANCE SELECTED IN HIDDEN QUESTION Q425]
- IF NOT A DECISIONMAKER FOR ANY APPLIANCE, JUMP TO Q450.

**HIDDEN Q425: APPLIANCE SELECTED FOR Q430**

- 1. Refrigerator
- 2. Dishwasher
- 3. Clothes washer
- 4. Clothes dryer

**BASE: APPLIANCE SELECTED (Q425/1-4)**

**Q430** Thinking about your purchase of a [Insert appliance from Q425 IN LOWERCASE], did you visit a retail showroom to look at the product before your purchase?

- 1. Yes
- 2. No
- 99. Not sure

**[PROGRAMMER NOTE: IF VISITED A RETAIL SHOWROOM (Q430/1), ASK Q435; JUMP OTHERS TO Q450]**

**BASE: VISITED SHOWROOM (Q430/1)**

**Q435** Do you recall seeing a [label describing energy characteristics](#) attached to the **[Insert appliance from Q425 in lower case]**?

- 1. Yes
- 2. No
- 99. Not sure

**[PROGRAMMER NOTE: IF RECALL SEEING LABEL (Q435/1), ASK Q440; JUMP OTHERS TO Q450]**

**BASE: RECALL ENERGY LABEL (Q435/1)**

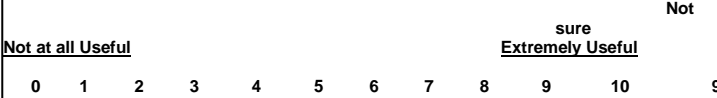
**Q440** To the best of your knowledge, was the [color](#) of the energy label...?

[RANDOMIZE]

- 1. White with green letters
- 2. Blue with white letters
- 3. Yellow with black letters
- 4. Red with black letters
- 99. Not sure ANCHOR

**BASE: RECALL ENERGY LABEL (Q435/1)**

**Q445** Using a scale from 0 to 10, where 0 is "not at all useful" and 10 is "extremely useful," how useful was [the energy label](#) in your most recent **[Insert appliance from Q425 in lower case]** purchase decision?



**[PROGRAMMER NOTE: SHOW 10 POINT SCALE WITH "NOT AT ALL USEFUL" ON THE LEFT AND "EXTREMELY USEFUL" ON THE RIGHT. SHOW "NOT SURE(99)" AS LAST POINT ON THE RIGHT, BUT DO NOT DISPLAY CODE NUMBER.]**

**PROGRAMMER NOTE: IF QUALIFIED AS A PAST 2 YEAR PURCHASER, JUMP TO Q470 (Q425/1-4)**

**BASE: ALL U.S. RESPONDENTS AGED 18+ AND NOT IN AN IDENTIFIED INDUSTRY AND NOT A PAST 2 YEAR PURCHASER (Q405/NE 1-3 AND NOT Q425/1-4)**

**Q450** In the [next two years](#), are you likely to shop for a new refrigerator, dishwasher, clothes washer or clothes dryer?

- 1. Yes
- 2. No
- 99. Not sure

**BASE: INTEND TO PURCHASE (Q450/1)**

**Q455** Which of the following best describes your most likely role in deciding which appliance to purchase?

- 1 I would be the main decision-maker.
- 2 I would share equally in the decision.
- 3 Someone else would make the decision.

**BASE: ALL RESPONDENTS**

**Q470** [PROGRAMMER: MARK RESPONDENTS AS QUALIFIED IF THE FOLLOWING CRITERIA ARE MET. ALSO, PLEASE DISABLE THE BACK BUTTON FOR THIS QUESTION ONLY. DO NOT ALLOW RESPONDENTS TO RETURN TO SCREENING QUESTIONS:

- 1) AGE 18+ (Q105=18+) AND,
- 2) U.S. RESIDENT (Q110/244) AND,
- 3) DOES NOT WORK FOR SENSITIVE INDUSTRY (Q405/NOT 1-3) AND,
- 4) IS THE MAIN PURCHASER OR SHARED EQUALLY IN THE DECISION TO PURCHASE AN APPLIANCE (Q420/1-4 and Q421/1-2) **OR**
- 5) INTEND TO PURCHASE AND WILL BE INVOLVED WITH THE DECISIONMAKING (Q450/1 AND Q455/1-2)

IF 1-3 & 4 OR 5 ARE TRUE , CHECK QUOTAS, AND IF NOT MET/NOT FOUND GET CODE 1. IF QUOTA IS MET, GET CODE 2.

ALL OTHERS CODE AS 3.

- 1- QUALIFIED RECENT PURCHASER OR INTENDER
- 2- QUALIFIED OVER QUOTA
- 3 - NOT QUALIFIED

**Q475 - Model Quotas:**

- 1 - Model Cell 1 (N=440)
- 2 - Model Cell 2 (N=440)
- 3 - Model Cell 3 (N=440)
- 4 - Model Cell 4 (N=440)
- 5 - Model Cell 5 (N=440)
- 6 - Model Cell 6 (N=440)
- 7 - Model Cell 7 (N=440)
- 8 - Model Cell 8 (N=440)
- 9 - Model Cell 9 (N=440)
- 10 - Model Cell 10 (N=440)

**SECTION 500: Evaluation of individual concepts**

**[PROGRAMMER NOTES:**

- ROTATE ORDER OF ASKING Q500 - Q715 FOR REFRIGERATORS AND DISHWASHERS (ASK FOR ONE THEN REPEAT FROM Q500 FOR THE OTHER).
- RANDOMLY SELECT FROM CELLS 1- 10.
- RECORD APPLIANCE ROTATION AND CELL ROTATION AT Q475 AND Q480.
- BANK Q500 AND Q510
- **IMPORTANT: RESPONDENTS SHOULD BE ABLE TO SEE THE XL VERSION OF ALL LABELS BY CLICKING ON A LINK OR THE LABEL ITSELF.**
- SHOW LABEL L (EITHER DW OR REF DEPENDING ON ROTATION)FOR Q500-Q545

**BASE: ALL QUALIFIED RESPONDENTS**

**Q500** Imagine you were shopping for a [refrigerator/dishwasher] and this information was available. Please look at the information. You will be asked questions about [refrigerators/dishwashers] based on this information. **[PROGRAMMER SHOW SINGLE FULL LABEL 1-10 BASED ON CELL ROTATION – KEEP IN VIEW FOR Q500 - Q545]**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q510** Would any of this information be useful to you in making your purchase decision?

1	Yes
2	No
99	Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF INFORMATION IS USEFUL (Q510/1), ASK Q515; JUMP OTHERS TO Q520]**

**BASE: QUALIFIED RESPONDENTS AND INFORMATION WOULD BE USEFUL (Q510/1)**

**Q515** Which parts of this information would be most useful to you? Please be as specific as possible. [Open-Ended]

[INSERT LARGE TEXT BOX]

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**PROGRAMMER NOTE: RANDOMIZE ORDER OF ASKING Q520/522, 525 AND 530-545 AS A SERIES**



**BASE: QUALIFIED RESPONDENTS**

**Q520** Based on this information, can you tell how much it typically costs to operate this model for one year?

- 1 Yes
- 2 No
- 99 Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**PN: IF RESPONDENT CAN TELL COST (Q520/1) ASK Q522. ALL OTHER RESPONSES JUMP TO Q530**

**BASE: QUALIFIED RESPONDENTS AND CAN TELL HOW MUCH MODEL WOULD COST TO RUN (Q520/1)**

**Q522** How much would it typically cost to operate this model for one year [IF DISHWASHER: using an electric water heater]? Please round your response to the closest dollar.

[RANGE: 0-99999] \$ \_\_\_\_\_ (enter dollar amount)

- 99 Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**BASE: QUALIFIED RESPONDENTS**

**Q521** Now, we would like to ask you some questions about energy use. Based on this information, can you tell how much energy is typically required to operate this model for one year?

- 1 Yes
- 2 No
- 99 Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**BASE: QUALIFIED RESPONDENTS AND CAN TELL HOW MUCH ELECTRICITY MODEL WOULD USE (Q521/1)**

**Q525** How much energy is typically required to operate this model for one year?

[RANGE: 0-99999] \_\_\_\_\_ kWh (enter kWh amount)

- 99 Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**BASE: QUALIFIED RESPONDENTS AND INFORMATION WOULD BE USEFUL (Q510/1)**

**Q530** Now, we would like to ask you some questions about [energy efficiency](#). Based on this information, can you tell how the [energy efficiency](#) of this model typically compares to the energy efficiency of all [\[similarly-sized refrigerator-freezers/dishwashers\]](#) sold in the market?

- 1 Yes
- 2 No
- 99 Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q530/1), ASK Q535 THEN JUMP TO Q600; JUMP OTHERS (Q530/2-99) TO Q540]**

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q530 (Q530/1)**

**Q535** How would you rate this model in terms of [typical energy efficiency](#) compared to all [\[IF REFRIGERATORS: similarly-sized\]](#) models sold in the market?

- 1 One of the [worst](#) in the market
- 2 [Below](#) average
- 3 About average
- 4 [Above](#) average
- 5 One of the [best](#) in the market

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED "NO OR NOT SURE" TO Q530 (Q530/2 OR 3). ALL OTHERS JUMP TO Q600]**

**Q540** Based on this information, can you tell how the [energy efficiency](#) of this model typically compares to the energy efficiency of all [similarly-sized](#) [\[“refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice”/“dishwashers”\]](#) sold in the market?

- 1 Yes
- 2 No
- 99 Not sure

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q540/1), ASK Q545; JUMP OTHERS (Q540/2-99) TO Q600]**

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED “YES” TO Q540 (Q540/1)**

**Q545** How would you say this model is in terms of [typical energy efficiency](#) compared to all similarly-sized [[refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice](#)]/[dishwashers](#)] sold in the market?

- 1 One of the [worst](#) in the market
- 2 [Below](#) average
- 3 About average
- 4 [Above](#) average
- 5 One of the [best](#) in the market

**SINGLE  
FULL  
LABEL**

[At any time, you can click on each label to see a larger version.](#)

**BASE: ALL QUALIFIED RESPONDENTS**

**Q600** Here is some information about four [[refrigerators/dishwashers](#)]. Please look at the information provided about all four [[refrigerators/dishwashers](#)] and imagine that you are looking at these models in a retail store.

**FOUR  
REGULAR  
THUMBNAI**

[At any time, you can click on each label to see a larger version.](#)

**PROGRAMMER NOTES:**

- SHOW ORIGINAL LABEL L PLUS M, J & K FOR CELL INDICATED AT Q480
- SHOW LABELS SIDE-BY-SIDE IN RANDOMIZED ORDER AT BOTTOM OF EACH SCREEN IF POSSIBLE THROUGHOUT Q605 - Q715.
- ASK Q605-Q625, Q630- Q645 & Q650 - Q670 AS MODULES, RANDOMIZING ORDER OF ASKING EACH MODULE

**OPERATING COSTS MODULE**

**PN: PLEASE BANK Q605 AND 610**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q605** Now we would like to ask you some questions about the [typical yearly operating costs](#).

**BASE: ALL QUALIFIED RESPONDENTS**

**Q606** Based on the information available, is it possible to rank these [refrigerators/dishwashers] according to their [typical yearly operating costs](#), starting with the most expensive to operate and ending with the least expensive to operate?

1            Yes  
2  
99           Not sure  
              No

**FOUR  
REGULAR  
THUMBNAI**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q606/1), ASK Q615; JUMP OTHERS (Q606/2-99) TO Q630]**

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q606 (Q606/1)**

**Q615** Please [rank](#) these [refrigerators/dishwashers] according to their [typical yearly operating costs](#), starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. [IF DISHWASHER VERSION (SEE Q480) ALSO SHOW: Please use the information regarding yearly operating costs using an [electric water heater](#).]

Click and drag the labels to rank them by [operating cost](#)

Most  
Expensive

2<sup>nd</sup> Most  
Expensive

3<sup>rd</sup> Most  
Expensive

Least  
Expensive

**FOUR  
THUMBNAILS  
WITH LABELS**

At any time, you can click  
on the links below to see  
larger versions of the labels

Model K  
Model L  
Model M  
Model J

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q606 (Q606/1)**

**Q620** What is the difference in [typical yearly operating costs](#), measured in dollars, between these two models? Please round to the nearest dollar. (SEE Q480) ALSO SHOW: Please use the information regarding yearly operating costs using an [electric water heater](#).]

\$ \_\_\_\_\_ (enter dollar amount) [RANGE: 0-9999]

99 Not sure

**TWO  
FULL  
LABELS**

At any time, you can click on each label to see a larger version.

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED “YES” TO Q606 (Q606/1)**

**Q625** On a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important,” how important to you is the difference in [typical yearly operating costs](#) between these two models? (SEE Q480) ALSO SHOW: Please use the information regarding yearly operating costs using an [electric water heater](#).]

**Not At All  
Important**

**Extremely  
Important**

**Not Sure**

**TWO  
FULL  
LABELS**

**0 1 2 3 4 5 6 7 8 9 10 99**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: SHOW 10 POINT SCALE WITH “NOT AT ALL USEFUL” ON THE LEFT AND “EXTREMELY USEFUL” ON THE RIGHT. SHOW “NOT SURE” (99) AS THE LAST POINT ON THE RIGHT.]**

**ENERGY EFFICIENCY MODULE**

**PN: PLEASE BANK Q630 AND Q631**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q630** Now we would like to ask you some questions about [energy efficiency](#).

**BASE: QUALIFIED RESPONDENTS**

**Q631** Based on the information available, is it possible to rank these [refrigerators/dishwashers] according to their [typical energy efficiency](#), starting with the most energy efficient and ending with the least energy efficient?

- |    |          |
|----|----------|
| 1  | Yes      |
| 2  | No       |
| 99 | Not sure |

**FOUR  
REGULAR  
THUMBNAILS**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q631/1), ASK Q640; JUMP OTHERS (Q631/2-99) TO Q650]**

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q631 (Q631/1)**

**Q640** Please [rank](#) these [refrigerators/dishwashers] according to their [typical energy efficiency](#), starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

[Click and drag the labels to rank them by energy efficiency](#)

Most  
Energy  
Efficient

2<sup>nd</sup> Most  
Energy  
Efficient

3<sup>rd</sup> Most  
Energy  
Efficient

Least  
Energy  
Efficient

**FOUR  
THUMBNAILS  
WITH LABELS**

[At any time, you can click on the links below to see larger versions of the labels](#)

Model K  
Model L  
Model M  
Model J

**BASE: ALL QUALIFIED RESPONDENTS WHO RESPONDED “YES” TO Q631 (Q631/1)**

**Q645** On a scale of 0 to 10, with 0 being “not at all important” and 10 being “extremely important,” how **important to you** is the difference in **typical energy efficiency** between these two models?

**TWO  
FULL  
LABELS**

**Not At All  
Important**

**Extremely  
Important**

**Not  
Sure**

0 1 2 3 4 5 6 7 8 9 10 99

[At any time, you can click on each label to see a larger version.](#)

[PROGRAMMER NOTE: SHOW 10 POINT SCALE WITH “NOT AT ALL USEFUL” ON THE LEFT AND “EXTREMELY USEFUL” ON THE RIGHT. SHOW “NOT SURE (99)” AS LAST POINT ON THE RIGHT.]



**ENERGY USE MODULE**

**PN: PLEASE BANK Q650 AND Q651**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q650** Now we would like to ask you some questions about [energy use](#).

**BASE: ALL QUALIFIED RESPONDENTS**

**Q651** Based on the information available, is it possible to [rank](#) these [refrigerators/dishwashers] according to their [typical yearly energy use](#), starting with the model that uses the most energy and ending with the model that uses the least energy?

1	Yes
2	No
98	Not sure

**FOUR  
REGULAR  
THUMBNAILS**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q651/1), ASK Q660; JUMP OTHERS (Q651/2-99) TO Q665]**

**BASE: ALL QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q651 (Q651/1)**

**Q660** Please rank these [refrigerators/dishwashers] according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Click and drag the labels to rank them by amount of energy use

Uses The  
Most  
Energy

Uses The  
2<sup>nd</sup> Most  
Energy

Uses The  
3<sup>rd</sup> Most  
Energy

Uses The  
Least  
Energy

**FOUR  
THUMBNAILS  
WITH LABELS**

At any time, you can click on the links below to see larger versions of the labels

Model K  
Model L  
Model M  
Model J

**BASE: ALL QUALIFIED RESPONDENTS**

**Q665** What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models?

\_\_\_\_\_ kWh (enter kWh amount) [RANGE: 0-99999]

99 Not sure

**TWO  
FULL  
LABELS**

At any time, you can click on each label to see a larger version.

**BASE: ALL QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q651 (Q651/1)**

**Q670** On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how **important** to you is the difference in **typical yearly energy use** between these two models?

**Not At All  
Important**

0 1 2 3 4 5 6 7 8 9 10 99

**Extremely  
Important** **Not  
sure**

**TWO  
FULL  
LABELS**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: SHOW 10 POINT SCALE WITH "NOT AT ALL USEFUL" ON THE LEFT AND "EXTREMELY USEFUL" ON THE RIGHT. SHOW "NOT SURE (99)" AS LAST POINT ON THE RIGHT.]**

**OVERALL QUALITY MODULE:**

**PN: PLEASE BANK Q675 AND Q680**

**BASE: QUALIFIED RESPONDENTS**

**Q675** Now we would like to ask you some questions about the [overall quality](#) of the [refrigerators/dishwashers]. By “overall quality” we mean to include factors such as [performance](#), [durability](#), and [workmanship](#).

**BASE: QUALIFIED RESPONDENTS**

**Q680** Can you tell, from the information provided, if one [refrigerator/dishwasher] has a [higher overall quality](#) than the other [refrigerators/dishwashers]?

- 1 Yes
- 2 No
- 99 Not sure

**FOUR  
REGULAR  
THUMBNAILS**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF “YES” (Q680/1), ASK Q685; JUMP OTHERS (Q680/2-99) TO Q690]**

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED “YES” TO Q680 (Q680/1)**

**Q685** Which [refrigerator/dishwasher] has the highest [overall quality](#)?

**[RANDOMIZE]  
[SINGLE RESPONSE]**

- 1 [Refrigerator/Dishwasher] M
- 2 [Refrigerator/Dishwasher] J
- 3 [Refrigerator/Dishwasher] K
- 4 [Refrigerator/Dishwasher] L

**FOUR  
REGULAR  
THUMBNAILS**

[At any time, you can click on each label to see a larger version.](#)

**ENERGY STAR MODULE:**

**PN: PLEASE BANK Q690 AND Q692**

**BASE: QUALIFIED RESPONDENTS**

**Q690** Now we would like to ask you some questions about the federal government's **ENERGY STAR** program.

**BASE: QUALIFIED RESPONDENTS**

**Q692** Based on this information, can you tell if any of the [refrigerators/dishwashers] qualify for the federal government's **ENERGY STAR** program?

- 1 Yes
- 2 No
- 99 Not sure

**FOUR  
REGULAR  
THUMBNAI LS**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q692/1), ASK Q694; JUMP OTHERS (Q692/2-99) TO Q700]**

**BASE: QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q692 (Q692/1)**

**Q694** Based on this information, which of these [refrigerators/dishwashers], if any, qualify for the federal government's **ENERGY STAR** program? Please select all that apply.

[RANDOMIZE]

- 1 Refrigerator/dishwasher L
- 2 Refrigerator/dishwasher M
- 3 Refrigerator/dishwasher J
- 4 Refrigerator/dishwasher K
- 8 Not sure
- 9 None of these

**FOUR  
REGULAR  
THUMBNAI LS**

[At any time, you can click on each label to see a larger version.](#)

**PN: PLEASE BANK Q725 AND Q703 IF POSSIBLE**

**BASE: ALL QUALIFIED RESPONDENTS WHO SELECTED AT LEAST ONE LABEL AT Q694 (Q694/1-4)**

**Q725** Please use your mouse's cursor to [point and click](#) on the screen on the information that tells you that this [refrigerator/dishwasher] qualifies for the federal government's [ENERGY STAR](#) program.

**PROGRAMMER NOTE:**

**IF NO LABELS SELECTED (Q694/8-9) JUMP TO Q700.**

**IF ONE LABEL SELECTED (Q694/1-4) SHOW IMAGE FOR THAT LABEL**

**IF MORE THAN ONE LABEL SELECTED, RANDOMLY SHOW ONE LABEL PROGRAM QUESTION USING "IMAGE MAPPER".**

**SPECIAL  
IMAGE  
MAPPER  
VERSION  
(ONE LABEL  
IS SHOWN)**

**Q699:** HIDDEN QUESTION TO TALLY IMAGE SHOWN AT Q725

- 1 Refrigerator/dishwasher L
- 2 Refrigerator/dishwasher M
- 3 Refrigerator/dishwasher J
- 4 Refrigerator/dishwasher K
- 8 None shown

**BASE: ALL QUALIFIED RESPONDENTS WHO SELECTED AT LEAST ONE LABEL AT Q694 (Q694/1-4) AND DID NOT SELECT "NONE SHOWN" AT Q699**

**Q703** Why did you choose the specific location on the label that you did?

INSERT TEXT BOX

**WILLINGNESS TO PAY MODULE**

**PROGRAMMER NOTE: BANK Q700 & Q705 ON THE SAME PAGE IF POSSIBLE, SHOWING LABELS K & M**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q700** Now we would like to ask you some questions about how you would **value** the [refrigerators/dishwashers]. These two [refrigerators/dishwashers] are the same in all respects, except that one uses more energy than the other. They have the same performance, durability, features, capacity and workmanship, are made by the same manufacturer, and sold in the same store.

**TWO  
FULL  
LABELS**

**PN: DISABLE BACK BUTTON**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q705** Would you be willing to **pay more** for one of these two models?

- |    |          |
|----|----------|
| 1  | Yes      |
| 2  | No       |
| 99 | Not sure |

**TWO  
FULL  
LABELS**

[At any time, you can click on each label to see a larger version.](#)

**[PROGRAMMER NOTE: IF "YES" (Q705/1), ASK Q707. STILL SHOW LABELS K & M; JUMP OTHERS (Q705/2-99) TO PN AFTER Q715]**

**BASE: ALL QUALIFIED RESPONDENTS WHO RESPONDED "YES" TO Q705 (Q705/1)**

**Q707** Which model would you be willing to **pay more** for?

- |   |          |
|---|----------|
| 1 | K        |
| 2 | M        |
| 3 | Not sure |

**TWO  
FULL  
LABELS**

[At any time, you can click on each label to see a larger version.](#)

**PN: USE RADIO BUTTONS UNDER THE TWO LABELS TO ALLOW RESPONDENT TO MAKE HIS CHOICE –DO NOT SHOW THE LETTERS K & L AS CHOICES**

**PN: BANK Q710 AND Q715**

**BASE: ALL QUALIFIED RESPONDENTS WHO SELECTED A MODEL AT Q707 (Q707/1-2)**

**Q710** How much more would you be willing to pay for this [refrigerator/dishwasher]?

\$ \_\_\_\_\_ (Enter Dollar Amount) [RANGE: 0-9999]  
98 Not sure

**TWO  
FULL  
LABELS**

[At any time, you can click on each label to see a larger version.](#)

**BASE: ALL QUALIFIED RESPONDENTS WHO SELECTED A MODEL AT Q707 (Q707/1-2)**

**Q715** Why do you say that? Please give as much detail as possible.

[INSERT LARGE TEXT BOX]

**PROGRAMMER NOTE: REPEAT Q500- Q715 FOR REMAINING PRODUCT.**

**Section 800: Purchase Questions**

**BASE: ALL QUALIFIED RESPONDENTS WHO PURCHASED A REFRIGERATOR IN THE PAST TWO YEARS AND WERE THE MAIN DECISIONMAKER (Q415/1 AND Q420/1 AND Q421/1)**

**Q800** Earlier you said you purchased a new refrigerator in the past two years. Refrigerators come in several standard designs or configurations; which **one** of these designs best describes your new refrigerator?

1. Freezer compartment on the top
2. Freezer compartment on the bottom
3. Refrigerator and freezer compartments side-by-side
- 9 Other

**BASE: GAVE A DESIGN (Q880/1-3)**

**Q805** Apart from the design with the [INSERT FORMAT FROM Q800/1-3 IN LOWERCASE], did you consider or shop for any of these **other** designs of refrigerator? Please select all that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE]

[ONLY SHOW FORMATS 1-3 NOT MENTIONED IN Q800]

1. Freezer compartment on the top
2. Freezer compartment on the bottom
3. Refrigerator and freezer compartments side-by-side
- 9 Did not consider or shop for any of these

**BASE: ALL QUALIFIED RESPONDENTS**

**Q810** Leaving aside the size of the refrigerator and other features, which **one** of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy?

1. Freezer compartment on the top
2. Freezer compartment on the bottom
3. Refrigerator and freezer compartments side-by-side
4. They all use the same amount of energy.
- 9 Not sure





**BASE: ALL RESPONDENTS**

**Q920** Which of the following types of controls do you prefer on a dishwasher?

[PROGRAMMER: RESULTS LABEL: Percent indicating they prefer the following types of controls on a dishwasher]

- 2 Touchpad controls
- Buttons
- Rotary dial
- 1 4 A combination of a touchpad, buttons, or dials
- 5 I have no preference.

3

[PROGRAMMER: RESULTS LABEL – percent indicating type of **controls** preferred on a dishwasher]

**SECTION 100: DEMOGRAPHICS**

**[PROGRAMMER: PLEASE INSERT STANDARD DEMO INTRO TEXT]**

[NOTE: CONTRACTOR'S PROPRIETARY QUESTIONS ARE OMITTED FROM THE PUBLIC VERSION OF THE SURVEY]

QA Note: Please consult with the weighting team (if you haven't already done so), regarding the use of custom race demos.

**BASE: RACE ITEMS TO BE PRESENTED AND U.S. RESIDENT (Q112/21 AND Q166/244)**

**Q236** Are you of Hispanic or Latino origin? <BR><BR>

- 1 Yes, of Hispanic origin
- 2 No, not of Hispanic origin
- 3 Don't know
- 9 Decline to answer

**BASE: RACE ITEMS TO BE PRESENTED AND CANADIAN OR U.S. RESIDENT (Q112/21 AND Q166/42,244)**

**Q238** Please look through this list and indicate which of the categories best describes your race. You may select more than one category if more than one describes your race.

- 01 White
- 02 Black or African American
- 03 American Indian or Alaska Native
- 04 Asian
- 94 Native Hawaiian or other Pacific Islander
- 95 Don't know ANCHOR
- 96 Decline to answer ANCHOR

**BASE: RACE ITEMS TO BE PRESENTED AND CANADIAN OR U.S. RESIDENT (Q112/21 AND Q166/42,244)**

**Q244** [HIDDEN COMPUTE QUESTION]

[IF ANSWERED HISPANIC (Q236/1) ANSWER TO Q244 IS CODE 7, OTHERWISE Q244=Q238.]

- 01 White (Code here if 238/1)
- 02 Black/African American (Code here if 238/2)
- 03 Asian or Pacific Islander (Code here if 238/4 or 94)
- 04 Native American or Alaskan native (Code here is 238/03)
- 05 Mixed racial background (Code ONLY here if multiple responses at Q238)
- 06 Other race (this will not apply)
- 07 Hispanic (Code here if 236/1 and disregard response at Q238)
- 94 Decline to answer (Code here if 238/96)
- 99 Unknown (Cod here if 238/95)

BASE: ALL RESPONDENTS

Q60 STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

1	QUALIFIED RESPONDENTS, QUOTA OPEN OR NOT FOUND (Q470/1)
1	QUALIFIED RESPONDENTS, QUOTA CLOSED (Q470/2)
6	NOT QUALIFIED (Q470/3)

BASE: ALL RESPONDENTS

**BASE: ALL RESPONDENTS**

Q102 Thank you for agreeing to take this survey. Our first few questions are for classification purposes and they enable us to select the questions to ask you later in the survey. They will also help us properly analyze responses to this survey.]

<P>Are you...?

- 1 Male
- 2 Female

**BASE: ALL RESPONDENTS**

Q104 In what year were you born? <|>Please enter as a four-digit number, e.g., 1963.</|>

[RANGE: 1890-1999]

|\_|\_|\_|

**BASE: ALL RESPONDENTS**

Q105 [HIDDEN COMPUTE FOR AGE.]

[RANGE 0 -120.]

**BASE: ALL RESPONDENTS**

Q106 Age category (Does not appear on screen)

- 01 8-12
- 02 13-17
- 03 18-19
- 04 20-24
- 05 25-29
- 06 30-34
- 07 35-39
- 08 40-44
- 09 45-49
- 10 50-54
- 11 55-59
- 12 60-64
- 13 65 and over

**BASE: ALL RESPONDENTS**

Q107 Sex and Age categories combined (Does not appear on screen)

- 01 Male 8-12
- 02 Male 13-17
- 03 Male 18-19
- 04 Male 20-24
- 05 Male 25-29
- 06 Male 30-34
- 07 Male 35-39
- 08 Male 40-44
- 09 Male 45-49
- 10 Male 50-54
- 11 Male 55-59
- 12 Male 60-64
- 13 Male 65 and over
- 14 Female 8-12
- 15 Female 13-17
- 16 Female 18-19
- 17 Female 20-24
- 18 Female 25-29
- 19 Female 30-34
- 20 Female 35-39
- 21 Female 40-44
- 22 Female 45-49
- 23 Female 50-54
- 24 Female 55-59
- 25 Female 60-64
- 26 Female 65 and over

**BASE: STATE/TERRITORY/PROVINCE ITEM TO BE PRESENTED (Q112/17) AND U.S. OR CANADIAN RESIDENT (Q166/244,42)**

Q172 In what [PROGRAMMER NOTE: IF U.S. RESIDENT (Q166/244) INSERT "state", IF CANADIAN RESIDENT (Q166/42) INSERT "province"] or territory do you currently reside?

[IF U.S. RESIDENT (Q166/244) PRESENT CODES 1 TO 51 AND 64 TO 74 IN DROP DOWN BOX.]

[IF CANADIAN RESIDENT (Q166/42) PRESENT CODES 53 TO 58 AND 60 TO 63 AND 75 TO 77 IN DROP DOWN BOX. ALPHABETIZE CODES FOR CANADIANS.]

- |    |                      |
|----|----------------------|
| 01 | Alabama              |
| 02 | Alaska               |
| 03 | Arizona              |
| 04 | Arkansas             |
| 05 | California           |
| 06 | Colorado             |
| 07 | Connecticut          |
| 08 | Delaware             |
| 09 | District of Columbia |
| 10 | Florida              |
| 11 | Georgia              |
| 12 | Hawaii               |
| 13 | Idaho                |
| 14 | Illinois             |
| 15 | Indiana              |



16	Iowa
17	Kansas
18	Kentucky
19	Louisiana
20	Maine
21	Maryland
22	Massachusetts
23	Michigan
24	Minnesota
25	Mississippi
26	Missouri
27	Montana
28	Nebraska
29	Nevada
30	New Hampshire
31	New Jersey
32	New Mexico
33	New York
34	North Carolina
35	North Dakota
36	Ohio
37	Oklahoma
38	Oregon
39	Pennsylvania

40	Rhode Island
41	South Carolina
42	South Dakota
43	Tennessee
44	Texas
45	Utah
46	Vermont
47	Virginia
48	Washington
49	West Virginia
50	Wisconsin
51	Wyoming
53	Alberta
54	British Columbia
55	Manitoba
56	New Brunswick
57	Newfoundland
58	Nova Scotia
60	Ontario
61	Prince Edward Island
62	Quebec
63	Saskatchewan
64	Armed Forces - Americas

- 65 Armed Forces - Africa, Canada, Europe and Middle East
- 66 Armed Forces - Pacific
- 67 American Samoa
- 68 Federated States of Micronesia
- 69 Guam
- 70 Marshall Islands
- 71 Northern Mariana Islands
- 72 Puerto Rico
- 73 Palau
- 74 Virgin Islands
- 75 Yukon Territory
- 76 Northwest Territories
- 77 Nunavut

**BASE: U.S. RESIDENTS (Q166/244)**

Q174 U.S. Region-Harris Interactive Definition (Does not appear on screen)

- 1 East (Q172/07,08,09,20,21,22,30,31,33,39,40,46,49)
- 2 Midwest (Q172/14,15,16,17,23,24,26,28,35,36,42,50)
- 3 South (Q172/01,04,10,11,18,19,25,34,37,41,43,44,47)
- 4 West (Q172/02,03,05,06,12,13,27,29,32,38,45,48,51)
- 5 Non-U.S. State (Q172/64,65,66,67,68,69,70,71,72,73,74)

**BASE: ZIP CODE TO BE PRESENTED (Q112/19) AND U.S. RESIDENT (Q166/244)**

Q178 What is your zip code? <|>Please enter only the first five digits.</|><BR><BR>

[5 DIGIT, NUMERIC CODE]

[RESPONDENT RANGE: 100-99999]

|\_|\_|\_|\_|\_|

**BASE: INTERNET CONNECTION TO BE PRESENTED (Q112/10)**

Q190 What type of Internet connection do you have for your home computer or other primary computer?

[CODE 10 IS DISPLAYED ON THE SCREEN FOR ITALIAN RESIDENTS (Q166/123) ONLY.]

- 01 14.4k modem
- 02 28.8k modem
- 03 33.6k modem
- 04 56k modem
- 06 Cable modem
- 07 T1 or T3 line
- 08 ISDN line
- 09 ADSL/DSL
- 10 RDSI
- 96 Other
- 98 Not sure

**BASE: INTERNET USAGE ITEM TO BE PRESENTED AND FROM COUNTRY WITH SUFFICIENT INTERNET PENETRATION AND 18 OR OVER (Q112/12 AND Q189/1 AND Q106/3-13)**

Q194 Excluding email, how many hours per week do you spend on the Internet or World Wide Web? <BR><BR>

[RANGE: 0-168]

|||

**BASE: MARITAL STATUS ITEM TO BE PRESENTED (Q114/5), age 18 or over (Q106/3-13)**

Q202 What is your marital status?

- 1 Single, never married
- 2 Married
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Living with partner

**BASE: ADULTS IN HOUSEHOLD ITEM TO BE PRESENTED (Q114/6)**

Q204 [IF AGE 18 OR OVER (Q106/03-13) INSERT "Including you, how many adults (age 18 or over) live in your household?"]  
[IF AGE 17 AND YOUNGER (Q106/01,02) INSERT "How many adults (age 18 or over) live in your household? <|>If you live in more than one household, please answer for only one of the households.</|>".]<BR><BR>

[RANGE: 1-50]

||

**BASE: CHILDREN IN HOUSEHOLD ITEM TO BE PRESENTED (Q114/7)**

Q206 [IF AGE 18 OR OVER (Q106/03-13) OR IF AGE IS UNKNOWN (Q106/99) INSERT "How many children under the age of 18 live in your household?"] [IF AGE 17 OR YOUNGER (Q106/01,02) INSERT "Including yourself, how many children under the age of 18 live in your household? <|>If you live in more than one household, please answer for only one of the households.</|>"]<BR><BR>

[RANGE: 0-15]

|||

**BASE: multi-employment item to be presented (Q112/14) and reside in u.s. (Q112/14 AND Q166/244)**

Q210 What is your employment status? <|>Please check all that apply.</|>

[MULTIPLE RESPONSE]

[NOTE: CANNOT CHOOSE 4 AND 1, 2, 3, OR 5; OR 5 AND 1, 2, 3, OR 4.]

- 1 Employed full time
- 2 Employed part time
- 3 Self-employed
- 4 Not employed, but looking for work
- 5 Not employed and not looking for work
- 6 Retired
- 8 Student
- 9 Homemaker

**BASE: EDUCATION TO BE PRESENTED (Q112/13) AND CANADIAN OR U.S. RESIDENT (Q166/42,244)**

Q216 What is the highest level of education you have completed or the highest degree you have received?

- 01 Less than high school
- 02 Some high school
- 03 High school or equivalent (e.g., GED)
- 04 Some college, but no degree
- 05 College (e.g., B.A., B.S.)
- 06 Some graduate school, but no degree
- 07 Graduate school (e.g., M.S., M.D., Ph.D.)
- 70 Associate's degree
- 96 Other



**BASE: INCOME IS TO BE PRESENTED (Q112/16) AND u.s. (Q166/244), u.k. (Q168/1), italy (Q166/123), spain (Q166/215), germany (Q166/85), france (Q166/76), canada (Q166/42), china (Q166/48), japan (Q166/126), BRAZIL (Q166/33) MEXICO (Q166/157), NEW ZEALAND (Q166/171), OR AUSTRALIA (Q166/14)**

Q232 Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes?

- |     |                        |
|-----|------------------------|
| 01  | Less than \$15,000     |
| 02  | \$15,000 to \$24,999   |
| 03  | \$25,000 to \$34,999   |
| 04  | \$35,000 to \$49,999   |
| 05  | \$50,000 to \$74,999   |
| 06  | \$75,000 to \$99,999   |
| 07  | \$100,000 to \$124,999 |
| 08  | \$125,000 to \$149,999 |
| 09  | \$150,000 to \$199,999 |
| 10  | \$200,000 to \$249,999 |
| 11  | \$250,000 or more      |
| 994 | Decline to answer      |

**BASE: AGE 18 OR OLDER AND INVESTABLE ASSETS ITEM TO BE PRESENTED (Q106/3-13 AND Q114/12) AND U.S. RESIDENTS (Q166/244)**

Q234 Many households have other kinds of assets that they invest for many purposes. Which of the following ranges best describes your household's total investable assets?

<!--Please include any cash you have in checking or savings accounts, stocks, bonds, mutual funds, and any money you have in IRAs, but <font color="blue">do not</font > include your primary or secondary residence or assets in any employer savings or retirement plans including a 401(k) plan in this figure.--><BR><BR>

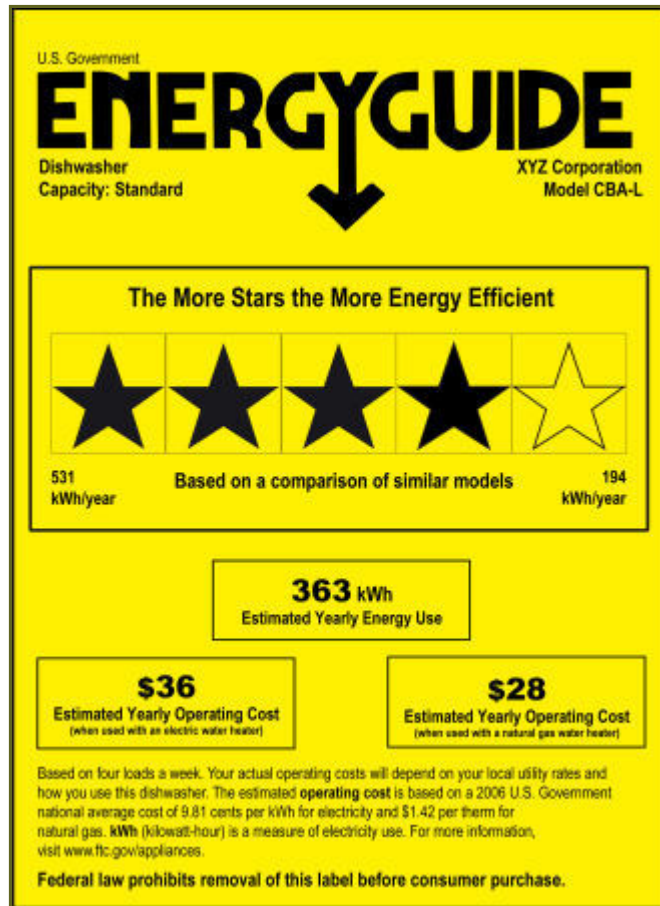
- |    |                            |                            |
|----|----------------------------|----------------------------|
| 01 | Less than \$10,000         |                            |
| 02 | \$10,000 - \$24,999        |                            |
| 03 | \$25,000 - \$49,999        |                            |
| 04 | \$50,000 - \$99,999        |                            |
| 05 | \$100,000 - \$249,999      |                            |
| 06 | \$250,000 - \$499,999      |                            |
| 07 | \$500,000 - \$749,999      |                            |
| 08 | \$750,000 - \$999,999      |                            |
| 09 | \$1,000,000 - \$2,499,999  |                            |
| 10 | \$2,500,000 - \$ 4,999,999 |                            |
| 11 | \$5,000,000 or more        |                            |
| 94 | Decline to answer          | [DISPLAY AS LAST CATEGORY] |
| 98 | Not sure                   |                            |

# **Sample Screen Shots**

Examples of actual “screen shots” of what survey respondents saw while taking the survey.

Imagine you were shopping for a **dishwasher** and this information was available. Please look at the information. You will be asked questions about **dishwashers** based on this information.

At any time, you can click on each label to see a larger version.



Would any of this information be useful to you in making your purchase decision?

- Yes
- No
- Not sure

**NEXT** →

**PROGRESS**

**RESUME LATER**

Which parts of this information would be most useful to you? Please be as specific as possible.

Empty text input field with a vertical scrollbar on the right side.

At any time, you can click on each label to see a larger version.



NEXT →

PROGRESS

← BACK


RESUME LATER



Please **rank** these dishwashers according to their **typical yearly operating costs**, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Please use the information regarding yearly operating costs using an **electric water heater**.


Click and drag the labels to rank them by operating cost

**Most expensive**




**Model J**

**2<sup>nd</sup> most expensive**




**Model M**

**3<sup>rd</sup> most expensive**



**Model L**

**Least expensive**



**Model K**

At any time, you can click on the links below to see larger versions of the labels

[Model J](#)

[Model M](#)

[Model L](#)

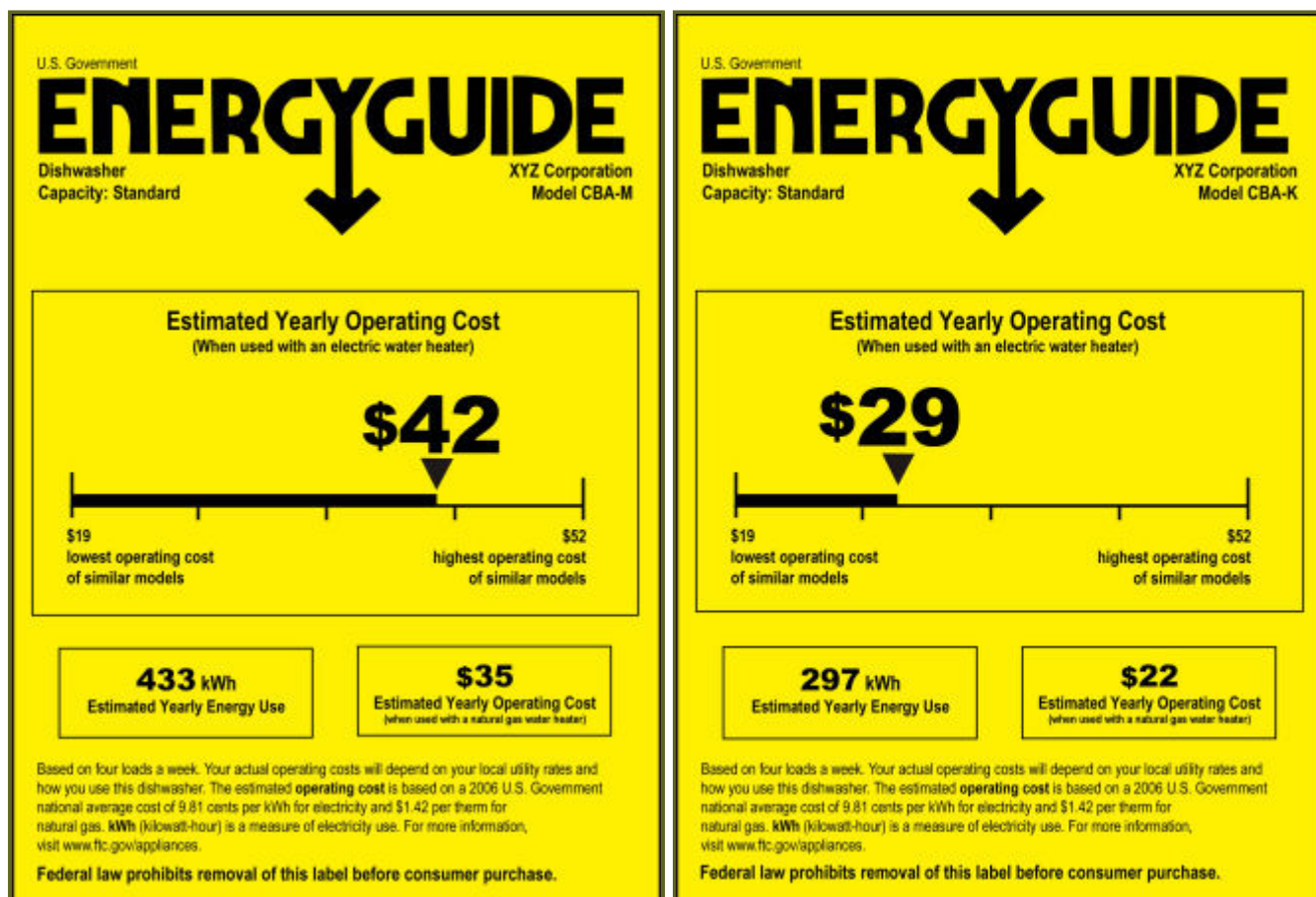
[Model K](#)



[RESUME LATER](#)

Now we would like to ask you some questions about how you would **value** the dishwashers. These two dishwashers are the same in all respects, except that one uses more energy than the other. They have the same performance, durability, features, capacity and workmanship, are made by the same manufacturer, and sold in the same store.

At any time, you can click on each label to see a larger version.



Would you be willing to **pay more** for one of these two models?

- Yes
- No
- Not sure

**NEXT** →

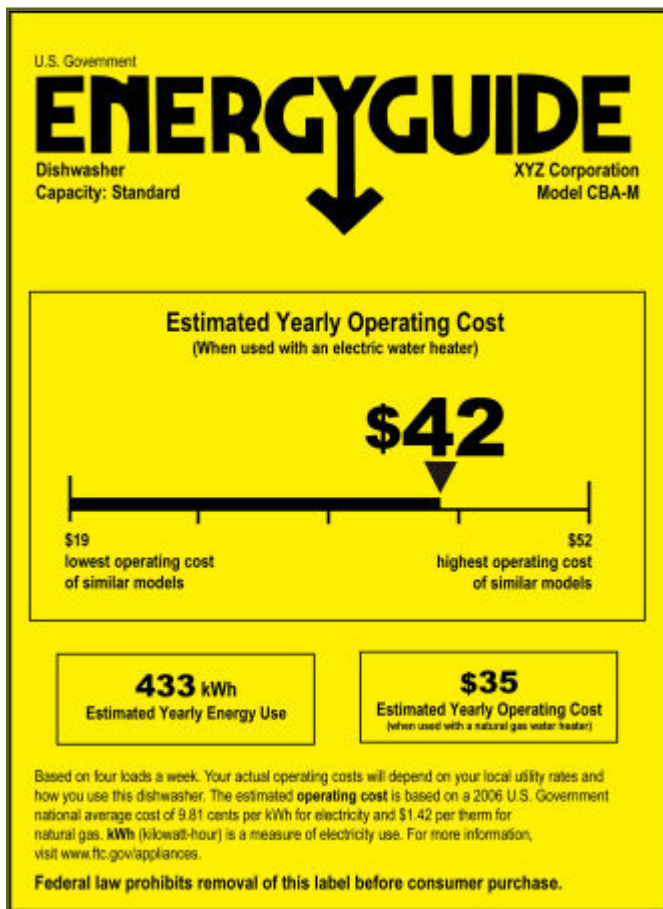
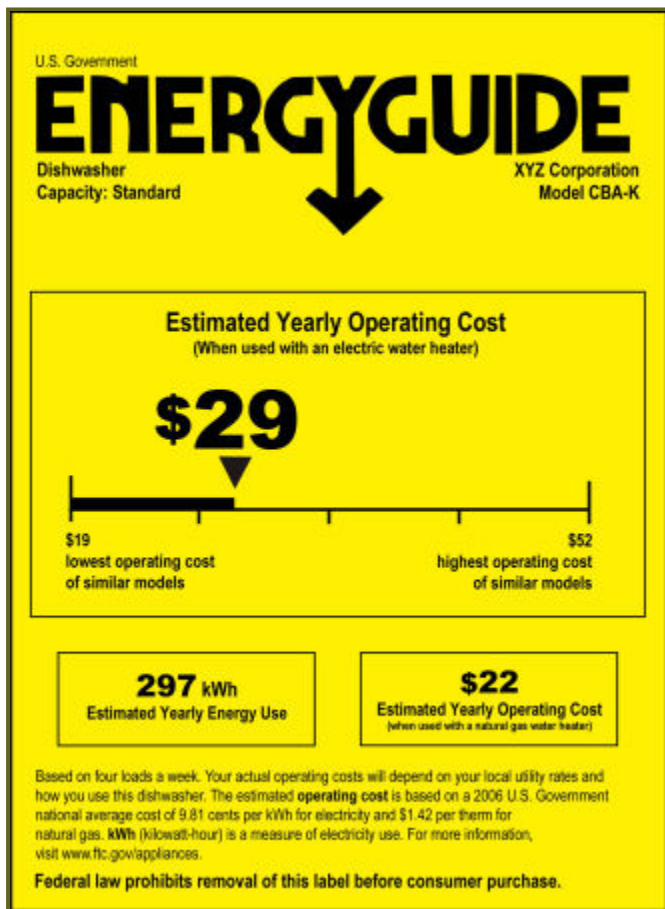
**PROGRESS**

**RESUME LATER**



Which model would you be willing to pay more for?

At any time, you can click on each label to see a larger version.



Not sure



NEXT →

PROGRESS

← BACK

RESUME LATER

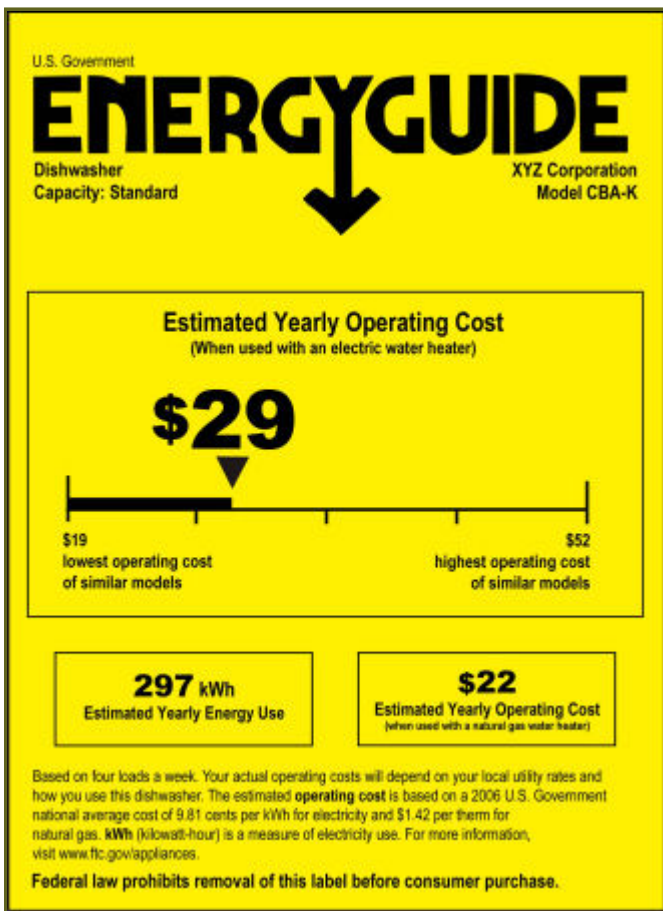
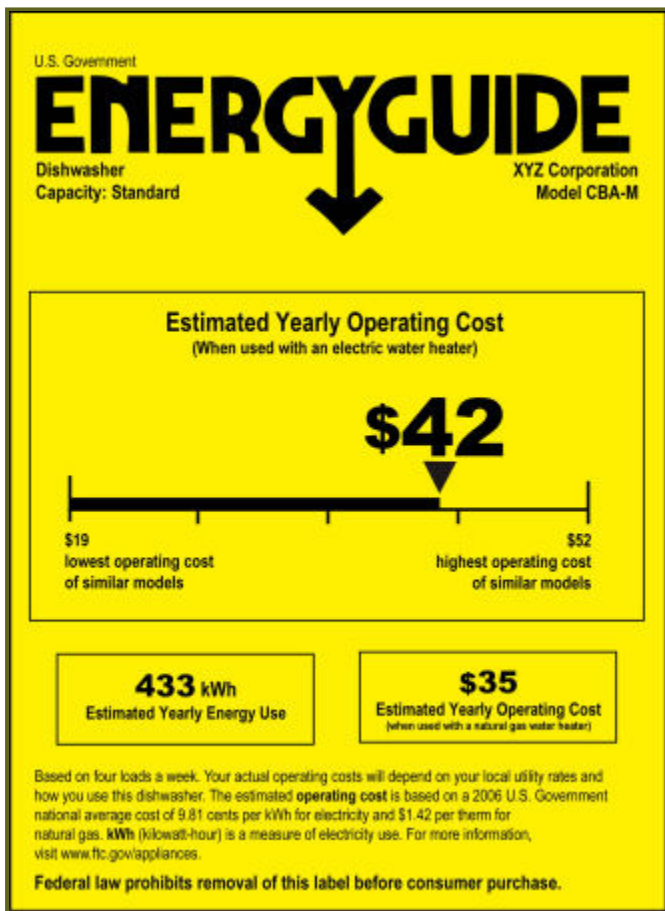
How much more would you be willing to pay for this dishwasher Model K?

\$  (Enter Dollar Amount)

Not sure

Why do you say that? Please give as much detail as possible.

At any time, you can click on each label to see a larger version.



**NEXT** →

**PROGRESS**

← **BACK**

**RESUME LATER**

# **Definition of Label Conditions**

Includes all ten labels employed in the research.

The following is an explanation of the different test conditions used in the survey. Each cell consists of 8 labels, 4 dishwashers and 4 refrigerators. The information is the same across the cells. The presentation is the only difference. Cell 9 differs in that it shows two tables containing all the label information rather than the eight individual labels.

<b>Cell 1</b>	<b>Current Label</b> - Features energy use by kWh/year. Provides kWh/year range-of-comparability. Does not include the Energy Star logo on any labels.
<b>Cell 2</b>	<b>Current Label with ENERGY STAR</b> – Same as the current label as found in Cell 1, but includes the ENERGY STAR logo on applicable labels.
<b>Cell 3</b>	<b>Modified Current Label</b> - Features energy use by kWh/year. Provides kWh/year range-of-comparability. Modifies current label. Does not include ENERGY STAR logo on any labels.
<b>Cell 4</b>	<b>Modified Current Label with ENERGY STAR</b> – Same as the current modified label in Cell 3, but includes the ENERGY STAR logo on applicable labels.
<b>Cell 5</b>	<b>Categorical Label</b> - Provides a five-star categorical system to measure energy efficiency based on DOE efficiency standards. Does not include the Energy Star logo on any labels.
<b>Cell 6</b>	<b>Categorical Label with ENERGY STAR</b> – Same as the categorical label as found in Cell 5, but includes the ENERGY STAR logo on applicable labels.
<b>Cell 7</b>	<b>Operating Cost Label</b> – Features yearly operating cost. Provides a \$/year range-of-comparability. Does not include the Energy Star logo on any labels.
<b>Cell 8</b>	<b>Operating Cost Label with ENERGY STAR</b> – Same as the cost label in Cell 7. Includes the Energy Star logo on applicable labels.
<b>Cell 9</b>	<b>Pure Information Label</b> - Provides a table comparing the energy usage in kWh/y, the operating cost and the categorical star ranking of all four appliance models. Does not include the Energy Star logo or information about the energy star program.
<b>Cell 10</b>	<b>Collapsed Refrigerator Category/Cell 1 Dishwasher</b> – Same format as Cell 1 for refrigerators, but the range-of-comparability includes all refrigerators of comparable capacity, regardless of style and configuration. Does not include the Energy Star logo on any labels.

For all labels, the estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas.

The energy use range for the dishwasher labels used in the study was 194 kWh/yr to 531 kWh/yr. The range of estimated yearly operating costs for similar models is \$19 to \$52 (for electric water heating). The dishwashers models were labeled as standard capacity and manufactured by the fictitious “XYZ” corporation. All models are standard capacity and manufactured by XYZ Corporation.

The energy use range of the refrigerator labels in study was 539 kWh/yr to 698 kWh/yr.<sup>1</sup> The range of estimated yearly operating costs for similar models is \$53 to \$68. All four models were labeled as being automatic defrost, with side-mounted freezer, and through-the-door-ice. All four models were labeled 23.0 cubic feet in capacity and manufactured by the fictitious “XYC” Corporation. The adjusted volume of the all four refrigerator models was assumed to be 27.7 cubic feet.

Model L and K for both dishwashers and refrigerators were identified as ENERGY STAR-qualified products in those cells including the ENERGY STAR logo on the labels (i.e., cells 2, 4, 6, and 8). The system for assigning categorical stars to these models stems from a comparison of the model’s energy performance to DOE minimum standards expressed as a percentage above that standard. The FTC staff developed these categories for the limited purpose of drafting a small number of labels for use in the consumer research. In drafting the labels, the staff considered models currently available on the market in creating these designations. See <http://www.ftc.gov/appliancedata>. For dishwashers, the categories are as follows: 0 to 9.99 % = 1 star; 10 to 19.99% = 2 stars; 20 to 24.99% = 3 stars; 25 to 29.9% = 4 stars; and 30% and over = 5 stars. For refrigerators, the categories are: 0 to 4.99% = 1 star; 5 to 9.99% = 2 stars; 10 to 14.99% = 3 stars; 15% to 19.99 % = 4 stars; and 20% or greater = 5 stars. ENERGY STAR models correspond to four or five stars under this categorical system.

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<sup>1</sup> The range of comparability used for the refrigerator models in Cell 10 was 440 kWh/yr to 698 kWh/yr.

CELL 1: CURRENT LABEL

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-J

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
380 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$37	\$30
------	------

When used with an electric water heater

When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-M

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
433 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$42	\$35
------	------

When used with an electric water heater

When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-L

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
363 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$36	\$28
------	------

When used with an electric water heater

When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-K

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
297 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$29	\$22
------	------

When used with an electric water heater

When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-J  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator with Others Before You Buy.

This Model Uses  
600 kWh/year

↓

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

**kWh/year (kilowatt-hours per year)** is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$59**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-M  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator with Others Before You Buy.

This Model Uses  
680 kWh/year

↓

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

**kWh/year (kilowatt-hours per year)** is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$67**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-L  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator with Others Before You Buy.

This Model Uses  
580 kWh/year

↓

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

**kWh/year (kilowatt-hours per year)** is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$57**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-K  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator with Others Before You Buy.

This Model Uses  
539 kWh/year

↓

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

**kWh/year (kilowatt-hours per year)** is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$53**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

CELL 2: CURRENT LABEL WITH ENERGY STAR

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-J

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
380 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$37	\$30
When used with an electric water heater	When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-M

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
433 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$42	\$35
When used with an electric water heater	When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-L

Compare the Energy Use of this Dishwasher with Others Before You Buy

ENERGY STAR  
A symbol of energy efficiency

This Model Uses  
363 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$36	\$28
When used with an electric water heater	When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-K

Compare the Energy Use of this Dishwasher with Others Before You Buy

ENERGY STAR  
A symbol of energy efficiency

This Model Uses  
297 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$29	\$22
When used with an electric water heater	When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).



Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-J  
Capacity: 23 Cubic Feet

**Compare the Energy Use of this Refrigerator with Others Before You Buy.**

This Model Uses  
600 kWh/year

↓

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

**Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:**

\$59

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-M  
Capacity: 23 Cubic Feet

**Compare the Energy Use of this Refrigerator with Others Before You Buy.**

This Model Uses  
680 kWh/year

↓

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

**Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:**

\$67

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-L  
Capacity: 23 Cubic Feet

**Compare the Energy Use of this Refrigerator with Others Before You Buy.**

This Model Uses  
580 kWh/year

↓

ENERGY STAR  
A symbol of  
energy efficiency

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

**Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:**

\$57

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost  
With Side-Mounted Freezer  
With Through-the-Door Ice

XYZ Corporation  
Model ABC-K  
Capacity: 23 Cubic Feet

**Compare the Energy Use of this Refrigerator with Others Before You Buy.**

This Model Uses  
539 kWh/year

↓

ENERGY STAR  
A symbol of  
energy efficiency

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 539	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

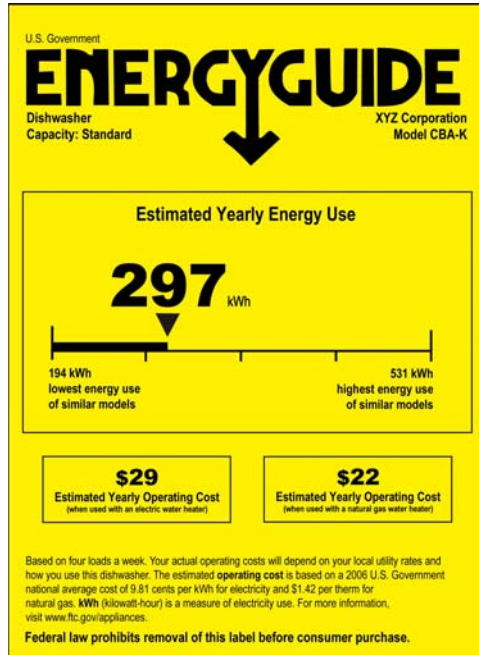
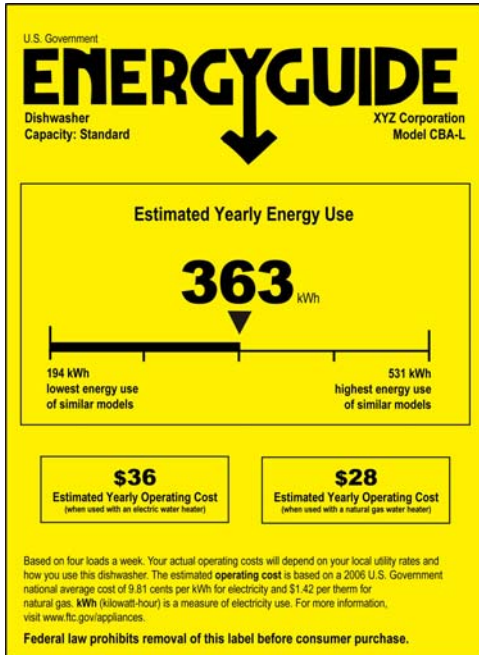
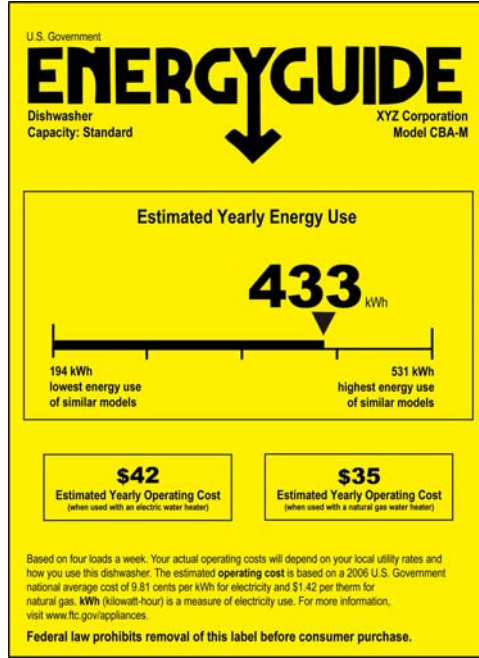
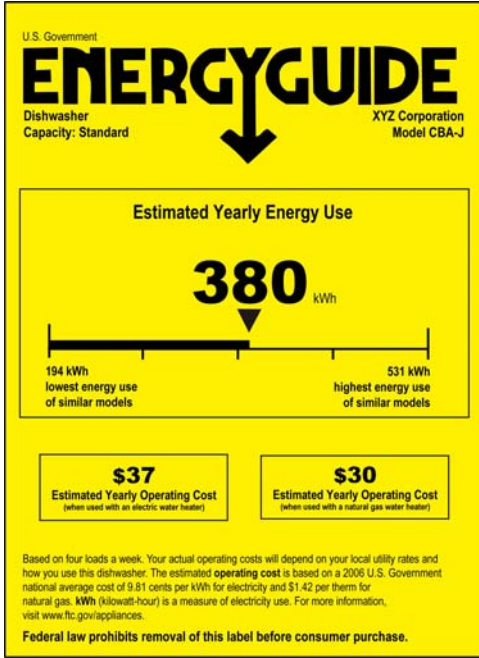
**Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:**

\$53

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

CELL 3: MODIFIED CURRENT LABEL



U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-J  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**

**600** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$59**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-M  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**

**680** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$67**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**

**580** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$57**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-K  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**

**539** kWh

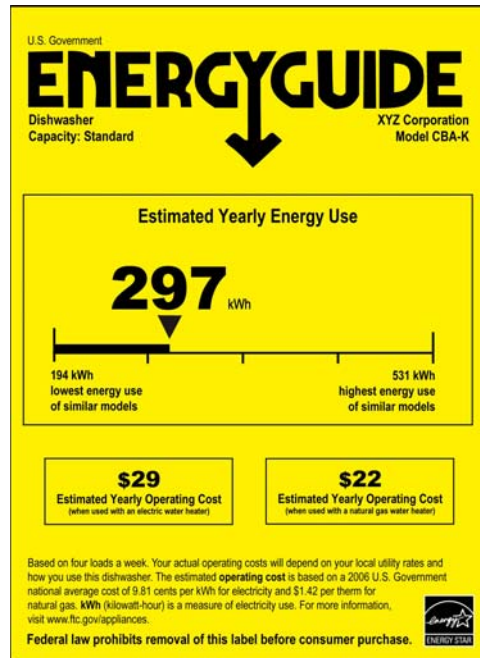
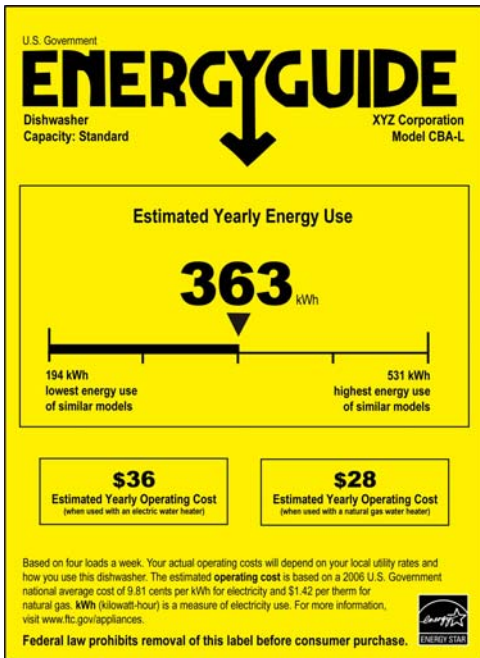
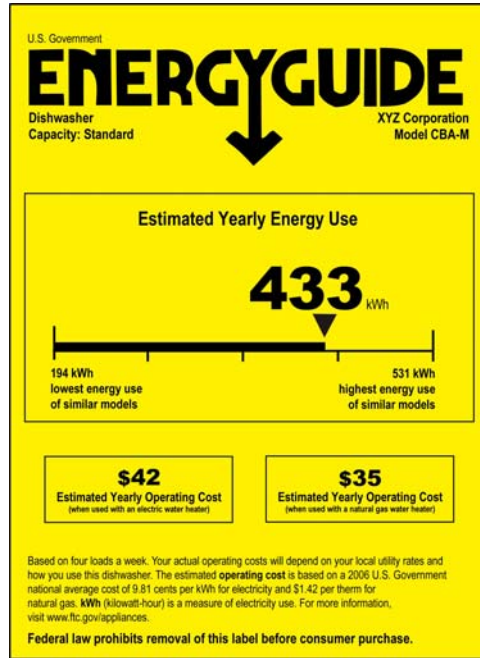
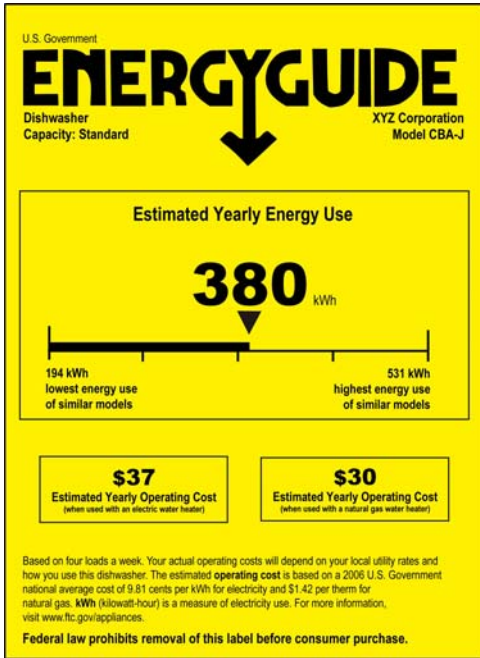
539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$53**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

CELL 4: MODIFIED CURRENT WITH ENERGY STAR



U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-J  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**

**600** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$59**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-M  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**

**680** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$67**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**


**580** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$57**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.



U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-K  
 Capacity: 23 Cubic Feet

**Estimated Yearly Energy Use**


**539** kWh

539 kWh lowest energy use of similar models | 698 kWh highest energy use of similar models

**\$53**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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## CELL 5: CATEGORICAL LABEL

U.S. Government

# ENERGYGUIDE

Dishwasher Capacity: Standard XYZ Corporation Model CBA-J

↓

**The More Stars the More Energy Efficient**

531 kWh/year Based on a comparison of similar models 194 kWh/year

**380 kWh**  
Estimated Yearly Energy Use

**\$37**  
Estimated Yearly Operating Cost  
(when used with an electric water heater)

**\$30**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Dishwasher Capacity: Standard XYZ Corporation Model CBA-M

↓

**The More Stars the More Energy Efficient**

531 kWh/year Based on a comparison of similar models 194 kWh/year

**433 kWh**  
Estimated Yearly Energy Use

**\$42**  
Estimated Yearly Operating Cost  
(when used with an electric water heater)

**\$35**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Dishwasher Capacity: Standard XYZ Corporation Model CBA-L

↓

**The More Stars the More Energy Efficient**

531 kWh/year Based on a comparison of similar models 194 kWh/year

**363 kWh**  
Estimated Yearly Energy Use

**\$36**  
Estimated Yearly Operating Cost  
(when used with an electric water heater)

**\$28**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Dishwasher Capacity: Standard XYZ Corporation Model CBA-K

↓

**The More Stars the More Energy Efficient**

531 kWh/year Based on a comparison of similar models 194 kWh/year

**297 kWh**  
Estimated Yearly Energy Use

**\$29**  
Estimated Yearly Operating Cost  
(when used with an electric water heater)

**\$22**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-J  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**600 kWh**  
 Estimated Yearly Energy Use

**\$59**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-M  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**680 kWh**  
 Estimated Yearly Energy Use

**\$67**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**580 kWh**  
 Estimated Yearly Energy Use

**\$57**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-K  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**539 kWh**  
 Estimated Yearly Energy Use

**\$53**  
 Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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CELL 6: CATEGORICAL WITH ENERGY STAR

U.S. Government  
**ENERGYGUIDE**  
 Dishwasher Capacity: Standard XYZ Corporation Model CBA-J

The More Stars the More Energy Efficient

531 kWh/year Based on a comparison of similar models 194 kWh/year

**380 kWh**  
Estimated Yearly Energy Use

**\$37**  
Estimated Yearly Operating Cost (when used with an electric water heater)

**\$30**  
Estimated Yearly Operating Cost (when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government  
**ENERGYGUIDE**  
 Dishwasher Capacity: Standard XYZ Corporation Model CBA-M

The More Stars the More Energy Efficient

531 kWh/year Based on a comparison of similar models 194 kWh/year

**433 kWh**  
Estimated Yearly Energy Use

**\$42**  
Estimated Yearly Operating Cost (when used with an electric water heater)

**\$35**  
Estimated Yearly Operating Cost (when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.

U.S. Government  
**ENERGYGUIDE**  
 Dishwasher Capacity: Standard XYZ Corporation Model CBA-L

The More Stars the More Energy Efficient

531 kWh/year Based on a comparison of similar models 194 kWh/year

**363 kWh**  
Estimated Yearly Energy Use

**\$36**  
Estimated Yearly Operating Cost (when used with an electric water heater)

**\$28**  
Estimated Yearly Operating Cost (when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government  
**ENERGYGUIDE**  
 Dishwasher Capacity: Standard XYZ Corporation Model CBA-K

The More Stars the More Energy Efficient

531 kWh/year Based on a comparison of similar models 194 kWh/year

**297 kWh**  
Estimated Yearly Energy Use

**\$29**  
Estimated Yearly Operating Cost (when used with an electric water heater)

**\$22**  
Estimated Yearly Operating Cost (when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-J  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**600 kWh**  
Estimated Yearly Energy Use

**\$59**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-M  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**680 kWh**  
Estimated Yearly Energy Use

**\$67**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

**580 kWh**  
Estimated Yearly Energy Use

**\$57**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-K  
 Capacity: 23 Cubic Feet

The More Stars the More Energy Efficient

698 kWh/year Based on a comparison of similar models 539 kWh/year

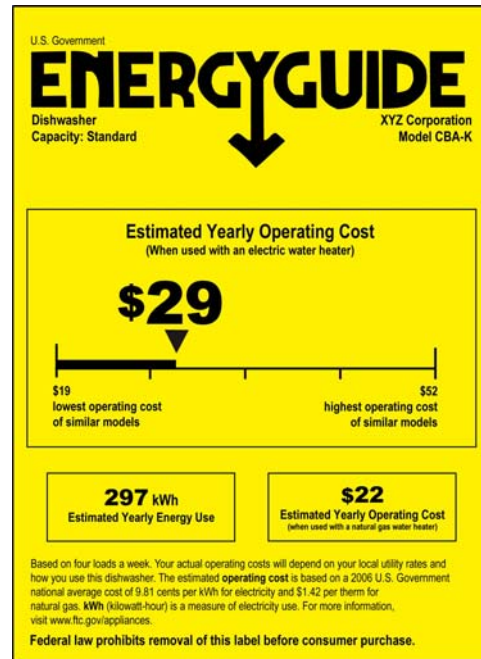
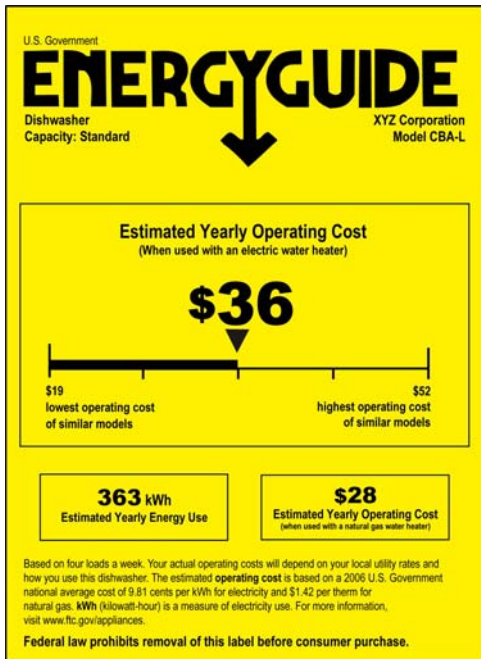
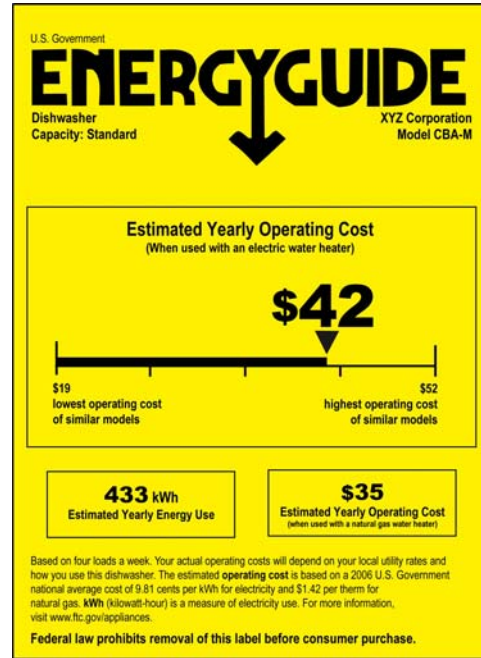
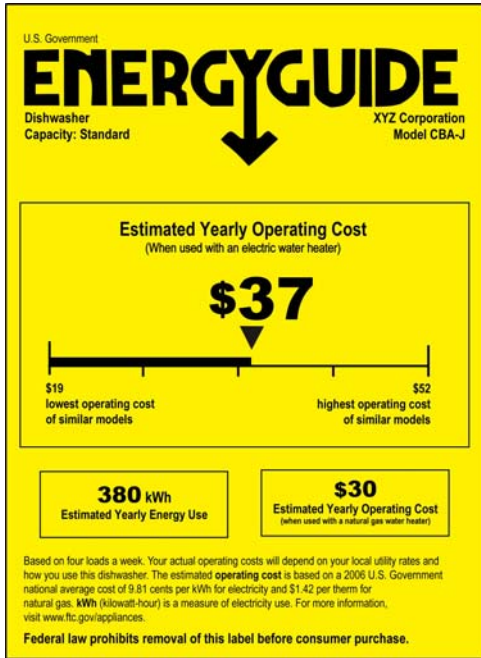
**539 kWh**  
Estimated Yearly Energy Use

**\$53**  
Estimated Yearly Operating Cost

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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## CELL 7: COST LABEL



U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-J  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$59**

\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**600 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-M  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$67**

\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**680 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$57**

\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**580 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-K  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$53**

\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**539 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.  
 For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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## CELL 8: COST LABEL WITH ENERGY STAR

U.S. Government  
**ENERGYGUIDE**  
Dishwasher Capacity: Standard XYZ Corporation Model CBA-J

Estimated Yearly Operating Cost  
(When used with an electric water heater)

\$37

\$19 lowest operating cost of similar models      highest operating cost of similar models \$52

**380 kWh**  
Estimated Yearly Energy Use

**\$30**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government  
**ENERGYGUIDE**  
Dishwasher Capacity: Standard XYZ Corporation Model CBA-M

Estimated Yearly Operating Cost  
(When used with an electric water heater)

\$42

\$19 lowest operating cost of similar models      highest operating cost of similar models \$52

**433 kWh**  
Estimated Yearly Energy Use

**\$35**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government  
**ENERGYGUIDE**  
Dishwasher Capacity: Standard XYZ Corporation Model CBA-L

Estimated Yearly Operating Cost  
(When used with an electric water heater)

\$36

\$19 lowest operating cost of similar models      highest operating cost of similar models \$52

**363 kWh**  
Estimated Yearly Energy Use

**\$28**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government  
**ENERGYGUIDE**  
Dishwasher Capacity: Standard XYZ Corporation Model CBA-K

Estimated Yearly Operating Cost  
(When used with an electric water heater)

\$29

\$19 lowest operating cost of similar models      highest operating cost of similar models \$52

**297 kWh**  
Estimated Yearly Energy Use

**\$22**  
Estimated Yearly Operating Cost  
(when used with a natural gas water heater)

Based on four loads a week. Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. kWh (kilowatt-hour) is a measure of electricity use. For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-J  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$59**

\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**600 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.

For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-M  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$67**

\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**680 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.

For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$57**


\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**580 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.

For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Federal law prohibits removal of this label before consumer purchase.



U.S. Government

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-K  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$53**


\$53 lowest operating cost of similar models | \$68 highest operating cost of similar models

**539 kWh**  
 Estimated Yearly Energy Use

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. kWh (kilowatt-hour) is a measure of electricity use.

For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

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CELL 9: PURE INFORMATION LABEL

DISHWASHER ENERGY INFORMATION				
	Estimated Yearly Energy use (kWh/yr)	Estimated Yearly Operating Cost with Electric Water Heating	Estimated Yearly Operating Cost with Natural Gas Water Heating	Star Rating (the more stars the more energy efficient)
<b>Model M</b>	433	\$42	\$35	★☆☆☆☆
<b>Model J</b>	380	\$37	\$30	★★★★☆
<b>Model L</b>	363	\$36	\$28	★★★★★
<b>Model K</b>	297	\$29	\$22	★★★★★

This chart provides information on the estimated energy use of four different dishwashers. All four models are standard capacity and manufactured by XYZ Corporation. These estimates assume that 4 loads of dishes are washed each week.

The **energy use** of all **standard capacity models** ranges from a low of 194 kWh/yr to a high of 531 kWh/yr. **kWh** (kilowatt-hours) is a measure of electricity use.

The **estimated yearly operating costs** for all **standard capacity models** ranges from a low \$19 to a high of \$52 when an electric water heater is used.

Your actual operating costs will depend on your local utility rates and how you use this dishwasher. The estimated **operating cost** is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas.

For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

**REFRIGERATOR-FREEZER ENERGY INFORMATION**

	<b>Estimated Yearly Energy Use (kWh/yr)</b>	<b>Estimated Yearly Operating Cost</b>	<b>Star Rating (The more stars the more energy efficient)</b>
<b>Model M</b>	680	\$67	★☆☆☆☆
<b>Model J</b>	600	\$59	★★★★☆
<b>Model L</b>	580	\$57	★★★★★
<b>Model K</b>	539	\$53	★★★★★

This chart provides information on the estimated energy use of four different refrigerator-freezers, manufactured by XYZ Corporation. All four models are similar, with a 23.0 cubic foot capacity, a freezer mounted on the side, automatic defrost, and “through-the-door” ice.

The **energy use** of all **similar 23 cubic foot capacity models** ranges from a low of 539 kWh/yr to a high of 698 kWh/yr. **kWh**(kilowatt-hour) is a measure of electricity use.

The **estimated yearly operating costs** for all **similar models** ranges from a low of \$53 to a high of \$68.

Your actual operating costs will depend on your local utility rates and how you use this refrigerator. The estimated operating cost is based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity.

For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

CELL 10: COLLAPSED REFRIGERATOR

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-J

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
380 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$37	\$30
------	------

When used with an electric water heater      When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-M

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
433 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$42	\$35
------	------

When used with an electric water heater      When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-L

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
363 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$36	\$28
------	------

When used with an electric water heater      When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Dishwasher  
Capacity: Standard

XYZ Corporation  
Model CBA-K

Compare the Energy Use of this Dishwasher with Others Before You Buy

This Model Uses  
297 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy	194	Uses Most Energy	531
-------------------	-----	------------------	-----

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$29	\$22
------	------

When used with an electric water heater      When used with a gas water heater

Based on four wash loads a week and a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity and \$1.42 per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).



Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost

XYZ Corporation  
Model ABC-J  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator  
with Others Before You Buy.

This Model Uses  
600 kWh/year

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 440	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$59**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost

XYZ Corporation  
Model ABC-M  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator  
with Others Before You Buy.

This Model Uses  
680 kWh/year

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 440	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$67**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost

XYZ Corporation  
Model ABC-L  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator  
with Others Before You Buy.

This Model Uses  
580 kWh/year

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 440	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$57**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

Based on standard U.S. Government tests

# ENERGYGUIDE

Refrigerator-Freezer  
With Automatic Defrost

XYZ Corporation  
Model ABC-K  
Capacity: 23 Cubic Feet

Compare the Energy Use of this Refrigerator  
with Others Before You Buy.

This Model Uses  
539 kWh/year

**Energy use (kWh/year) range of all similar models**

Uses Least Energy 440	Uses Most Energy 698
-----------------------------	----------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 22.5 and 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate.  
This model's estimated yearly operating cost is:

**\$53**

Based on a 2006 U.S. Government national average cost of 9.81 cents per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 C.F.R. Part 305).

# **Research Results Overview**

Prepared by Harris Interactive. This analysis is based on data that was weighted by Harris Interactive to reflect the U.S. population of appliance purchasers and likely appliance purchasers.



# FTC Energy Label Research Study

January 2007

The Federal Trade Commission requires manufacturers to place EnergyGuide labels on most major appliances and now wishes to assess the effectiveness of these labels in informing respondents of the comparative energy efficiency of competitive products.

The familiar yellow labels display:

- Manufacturer, model number and appliance type

- Features, capacity, size

- Annual energy use & cost

- Range of ratings for similar models

The FTC would like to understand if the current label is effectively communicating the objective of the program, or if there is an alternative label style that may be superior in meeting the government's energy communication objective.

The research was conducted among members of the Harris Poll Online double-opt-in panel of respondents. For each phase of research a stratified nationally representative sample of respondents 18 years of age and older was drawn from the larger database and sent password-protected invitations to the survey. Upon entering the survey, they were screened for further qualification.

The design of the study was monadic, with each demographically balanced cell of respondents viewing a single label stimulus. This design ensures the purest read, as there gives no opportunity for the halo effect or order bias that can result from multiple stimuli exposure.

This study consisted of 10 label conditions (cells), to which respondents were randomly assigned.

Harris Poll  
Online

## **Respondent Qualifications:**

Men and Women, Ages 18+, US Residents

Not competitively employed

Have purchased a qualifying appliance in the previous two years or,  
Likely to purchase a major appliance in the next 12 months.

Qualifying appliances were dishwasher, refrigerator, washing machine, or clothes dryer.

## **Additional Analysis Notes:**

All data are weighted by demographic characteristics and propensity scores.

Bases shown are weighted.

The analysis presented in this report is based on summary data tables provided by Harris Interactive, which also show the results of significance testing.

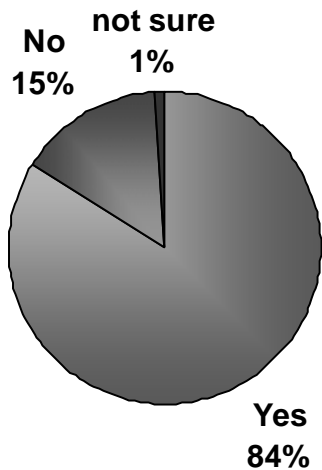
Significance testing:

Significance testing is conducted at the 90 and 95% confidence level and is denoted, as appropriate, with letters indicating significant differences with the corresponding data (e.g., 46%<sup>C</sup> means that 46% is significantly higher than the figure under column C). Upper case letters (e.g., A,B,C) signify a 95% confidence level and lower case letters (e.g., a,b,c) signify a 90% confidence level.

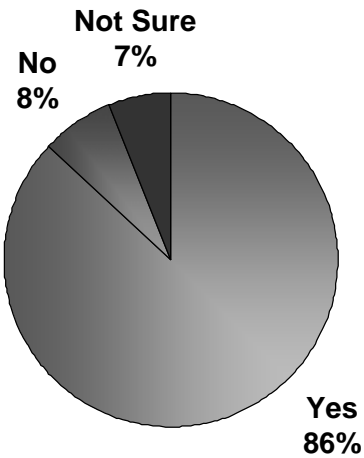
# **General Energy Label Awareness and Utility (Before Viewing Test Labels)**



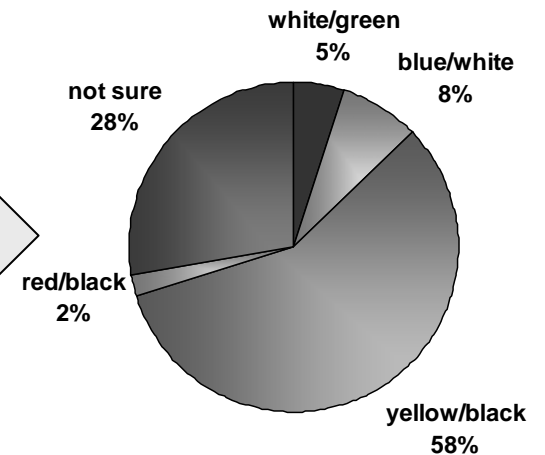
## Visit Showroom?



## Notice Label?



## Label Colors Recalled



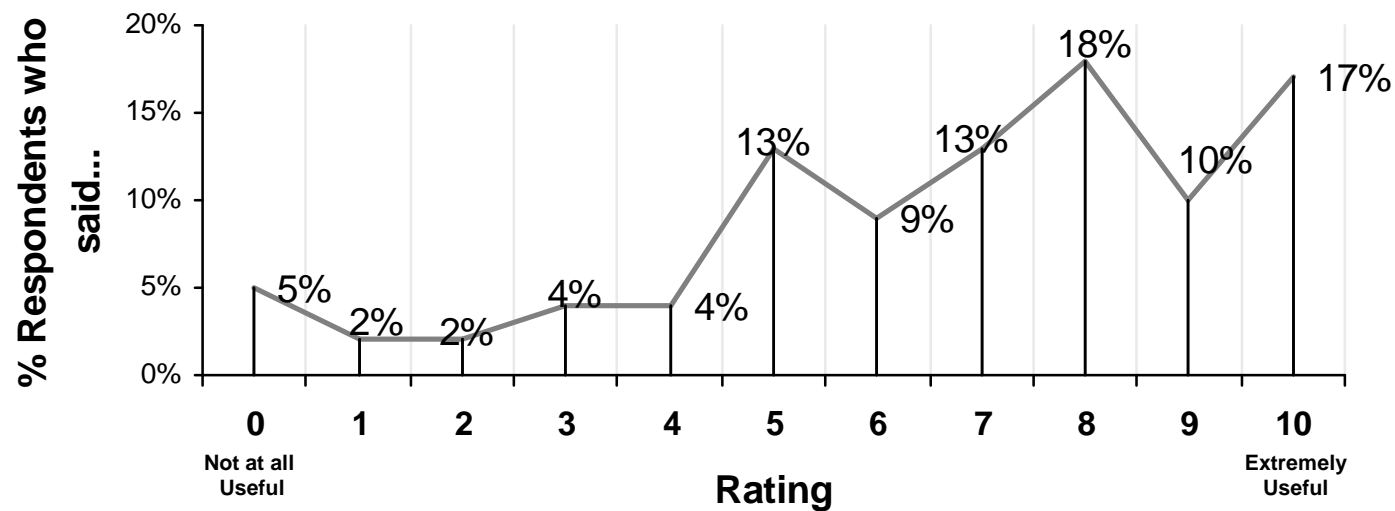
Q.430 Did you visit a retail showroom to look at the product before your purchase? (N = 3001)

Q.435 Do you recall seeing a label describing energy characteristics attached to the appliance? (among those who visited showroom) (N = 2531)

Q.440 To the best of your knowledge, was the color of the label...? (N = 2167)

# Perceived Utility of Energy Label in Purchase Decision

**% Of Respondents Selecting Each Value From 0 to 10**

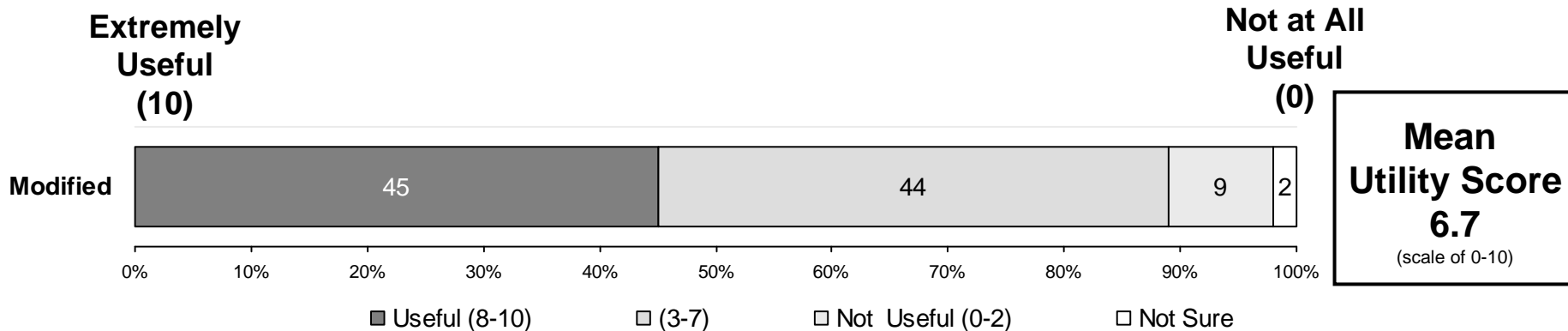


**Mean  
Utility Score  
6.7**  
(scale of 0-10)

Base: Recall energy label (N = 2167)

Q.445 Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?

## Perceived Usefulness of Current Label



Base: Recall energy label

Q.445 How useful was the energy label in your most recent purchase decision? [scale 0 (not at all useful) -10 (extremely useful)] (N = 2167)

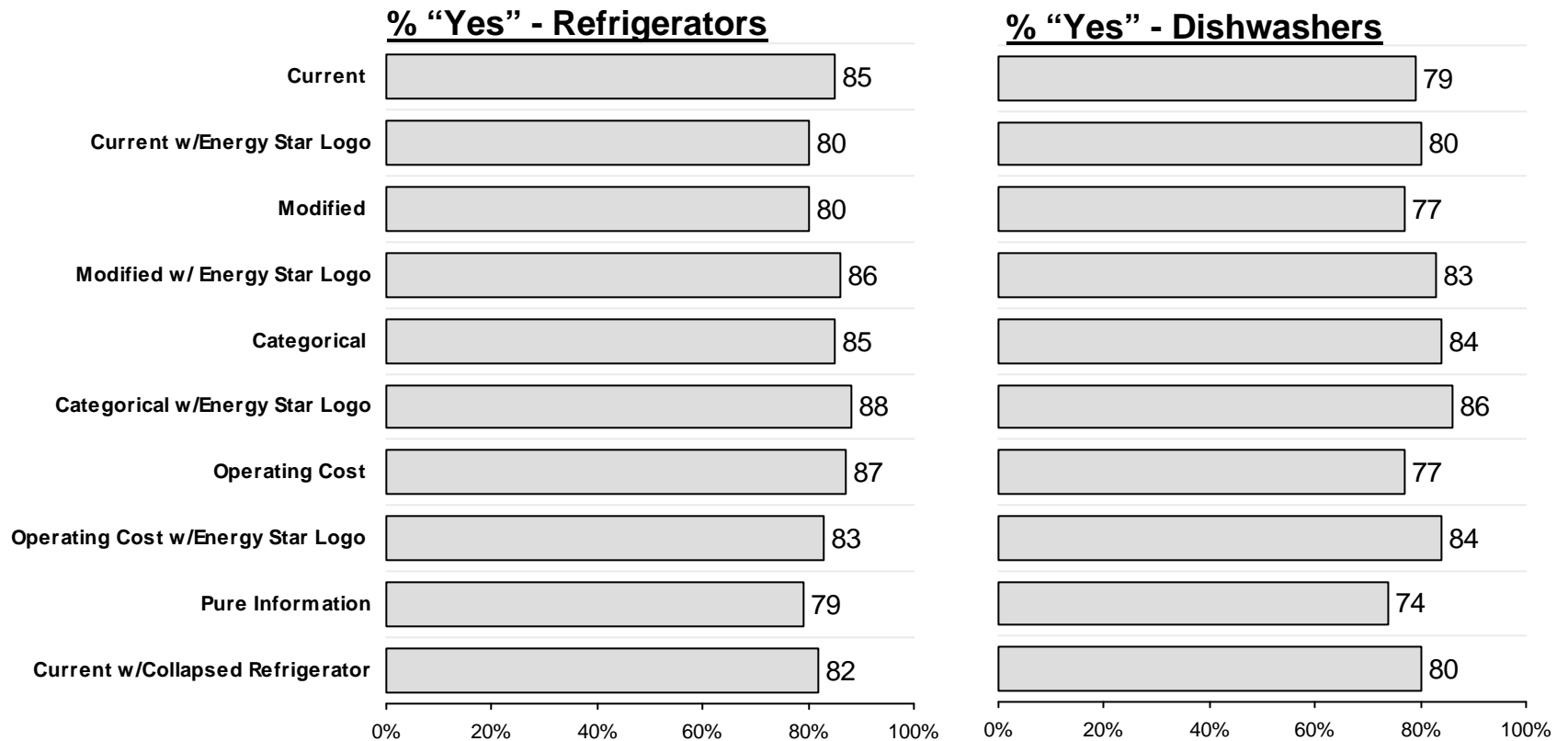
## Perceived Usefulness of Current Label

	Total
	%
Top 3 Box (Net)	45
Top 2 Box (Net)	28
Extremely Useful 10	17
9	10
8	18
7	13
6	9
5	13
4	4
3	4
2	2
1	2
Not At All Useful 0	5
Not Sure	2
Bottom 3 Box (Net)	9
Bottom 2 Box (Net)	6
<i>mean:</i>	6.7
<i>base</i>	2167

# **Assessment of Label Utility (After Viewing)**

# Perceived Utility of Label Information

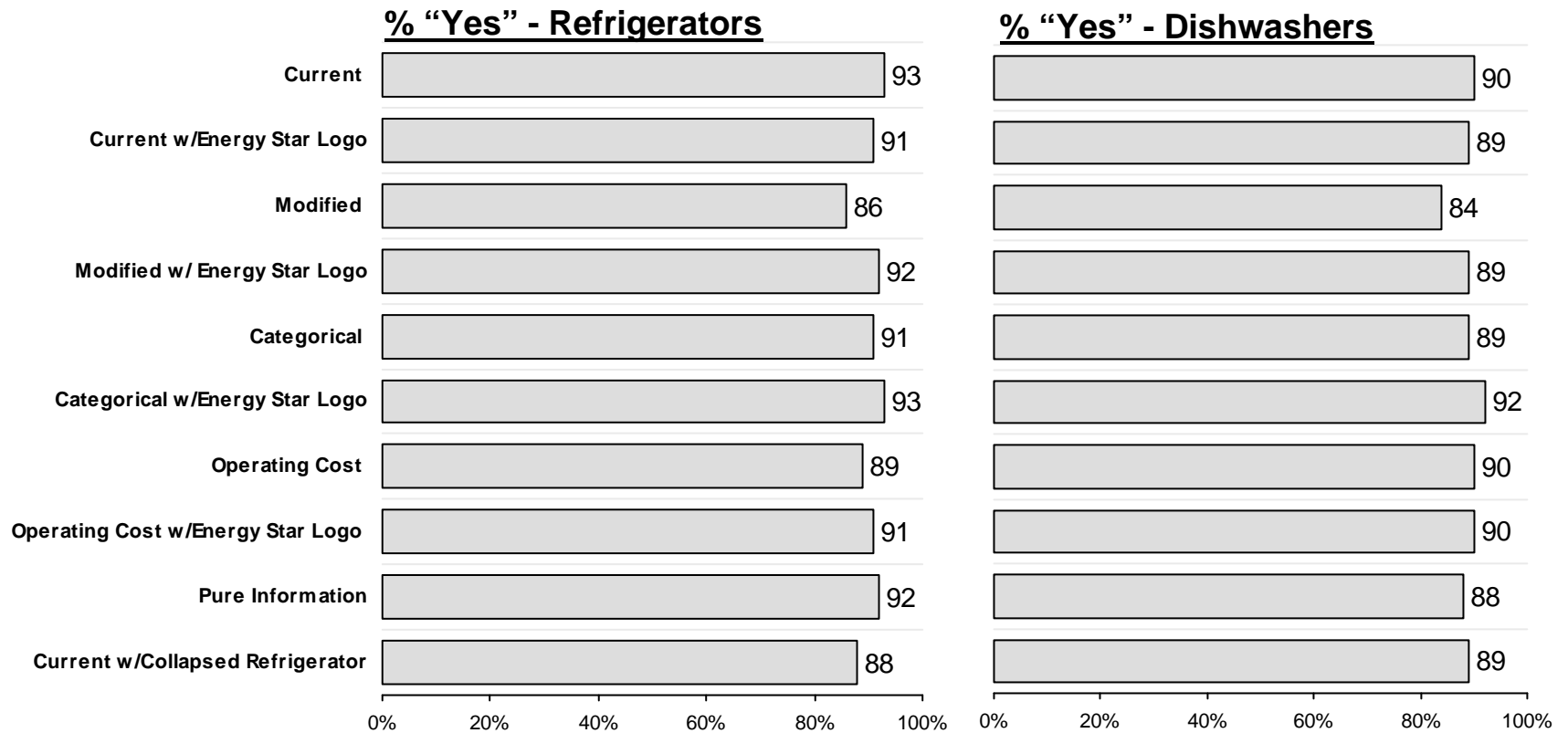
## % Of Respondents Finding Any Useful Information



Base N = 4259 with n = 407 to 458 per cell

Q.510 Would any of this information be useful in making your purchase decision? [Label L shown]

## % Of Respondents Able to Identify Operating Costs

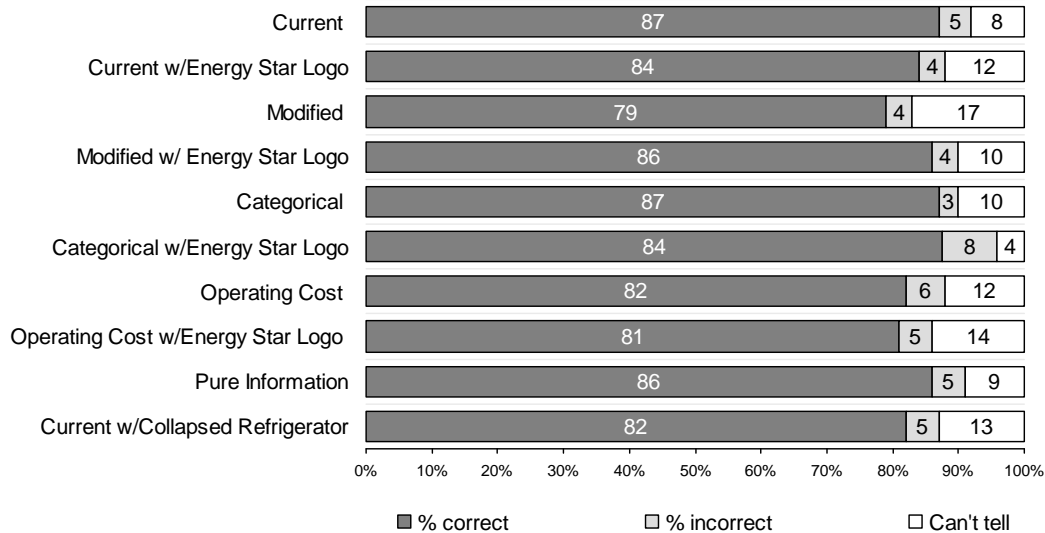


Base N = 4259 with n = 407 to 458 per cell

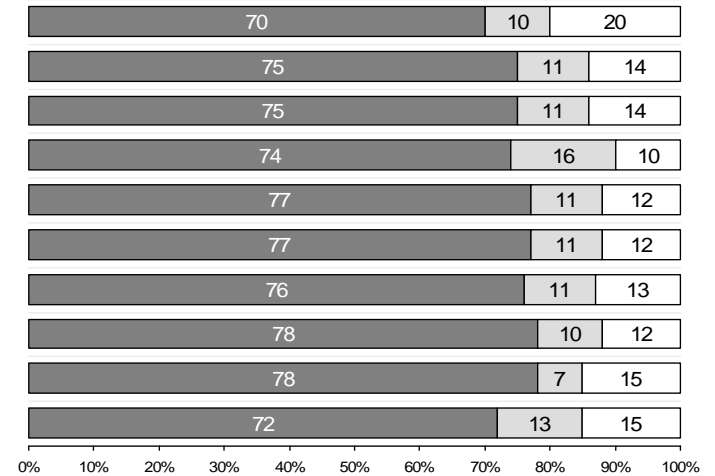
Q.520 Based on this information, can you tell how much it typically costs to operate this model for one year?

## % Of Respondents Correctly Identifying Annual Operating Costs

### Refrigerators



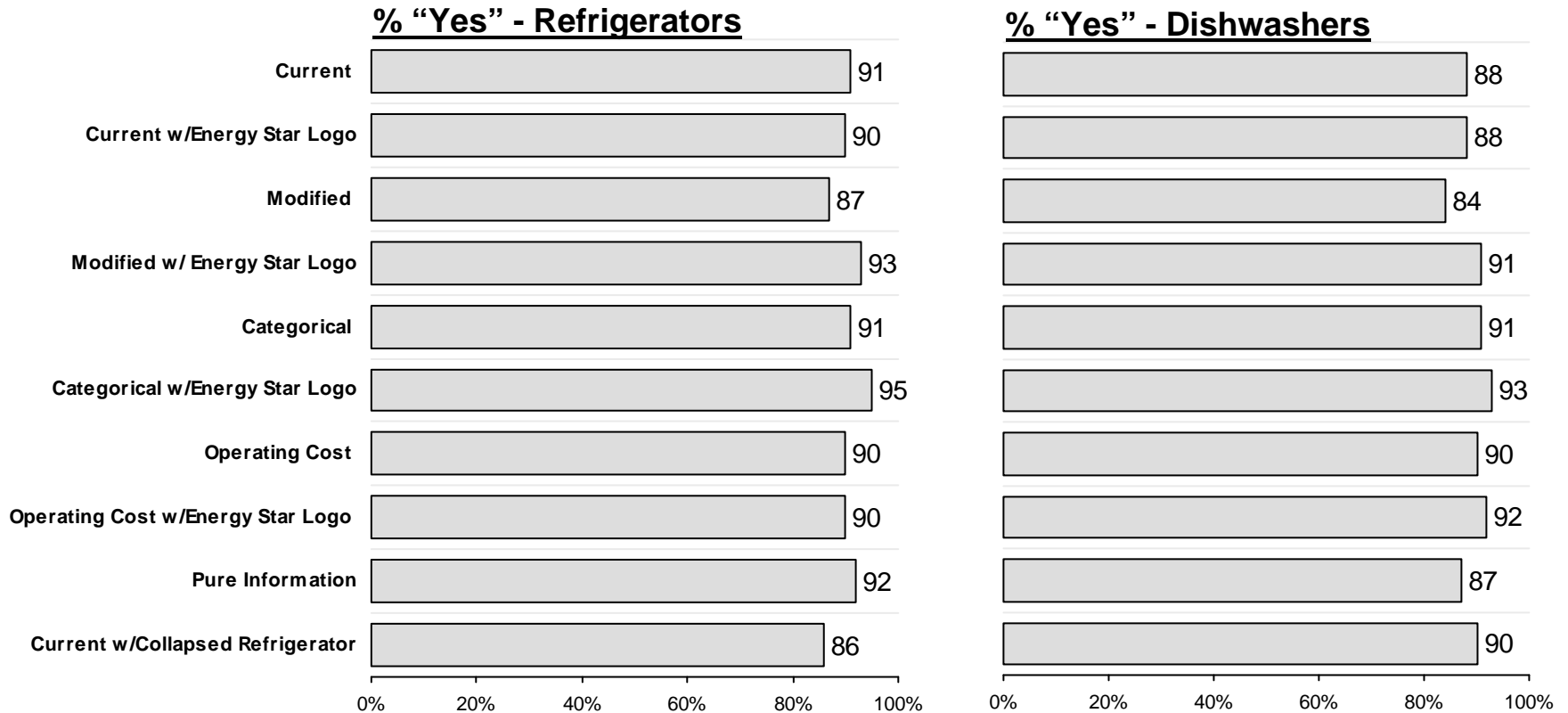
### Dishwashers



Base N = 4259 with n = 407 to 458 per cell  
 Q.522 How much would it typically cost to operate this model for one year?



## % Of Respondents Able to Identify Energy Usage

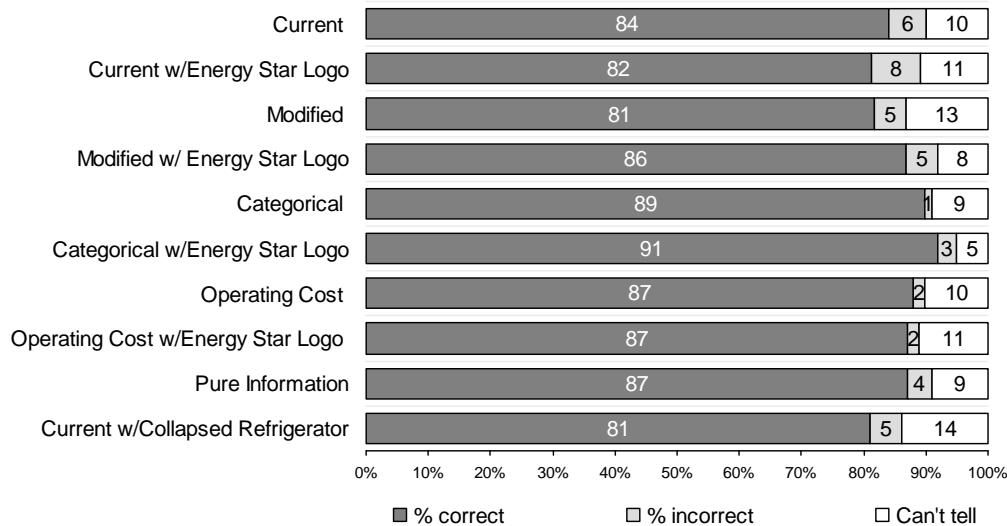


Base N = 4259 with n = 407 to 458 per cell

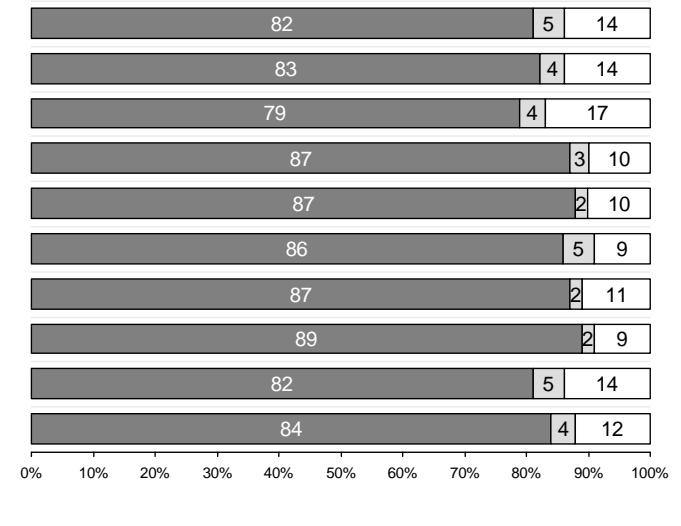
Q.521 Based on this information, can you tell how much energy is typically required to operate this model for one year?

## % Of Respondents Correctly Identifying Energy Usage

### Refrigerators



### Dishwashers



Base N = 4259 with n = 407 to 458 per cell

Q.525 How much energy is typically required to operate this model for one year?

# Label Design Overall Evaluation — Communication of Relative Energy Efficiency

## Understanding of Product Energy Efficiency Relative to Other Similar Products

	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10
	%	%	%	%	%	%	%	%	%	%
<b>Refrigerator</b>										
Can Identify	89	88	78	70	79	81	74	74	80	80
Cannot Identify	7	8	15	19	9	12	17	18	11	10
Don't Know	4	5	7	11	11	7	8	8	9	10
Is one of the best on market	6	4	16	14	18	17	12	15	11	1
Above average	64	64	58	58	71	76	56	57	61	20
About Average	16	16	11	13	10	5	15	12	24	49
Below Average	14	14	15	14	1	2	16	15	4	29
Is one of the worst on market	-	1	-	-	-	-	1	1	-	1
<b>Dishwasher</b>										
Can Identify	80	74	65	68	68	67	77	66	69	70
Cannot Identify	12	18	23	23	24	21	19	23	19	17
Don't Know	8	8	12	9	7	11	4	11	12	13
Is one of the best on market	2	2	5	2	13	14	4	3	12	-
Above average	6	7	9	10	74	77	9	7	42	11
About Average	85	83	85	87	12	8	85	85	40	87
Below Average	7	8	1	1	-	1	2	6	6	2
Is one of the worst on market	-	-	-	-	1	-	-	-	-	-

Base: N = 3559 with n = 331 to 384 per cell

Q.530 Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all [(similarly sized [refrigerators]/dishwashers) sold in the market?

Q.535 How would you rate this model in terms of typical energy efficiency compared to all [(similarly-sized refrigerator)/dishwasher] models sold in the market? (N = 2821 with n= 258 to 325 per cell)

# Label Design Overall Evaluation — Communication of Relative Energy Efficiency

## Understanding of Product Energy Efficiency Relative to Other Similar Products

	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10
	%	%	%	%	%	%	%	%	%	%
<b>Dishwasher</b>										
Can Identify	42	37	43	32	50	45	42	48	34	46
Cannot Identify	26	36	29	42	34	30	42	29	39	19
Don't Know	31	27	27	25	16	25	15	23	27	36
Is one of the best on market	6	-	7	11	30	22	-	2	3	-
Above average	3	4	9	13	63	76	7	11	32	3
About Average	88	81	83	74	1	2	89	83	56	93
Below Average	3	12	1	1	6	-	4	5	10	4
Is one of the worst on market	-	3	-	-	-	-	-	-	-	-
<b>Refrigerator</b>										
Can Identify	36	22	18	19	24	29	28	23	16	26
Cannot Identify	46	41	54	48	42	49	52	49	46	45
Don't Know	18	37	29	33	35	22	21	29	39	28
Is one of the best on market	3	36	10	24	8	12	6	23	3	-
Above average	49	38	55	21	52	66	58	43	42	20
About Average	48	26	23	55	11	21	30	18	45	70
Below Average	-	-	13	-	29	-	6	15	8	11
Is one of the worst on market	-	-	-	-	-	-	-	-	2	-

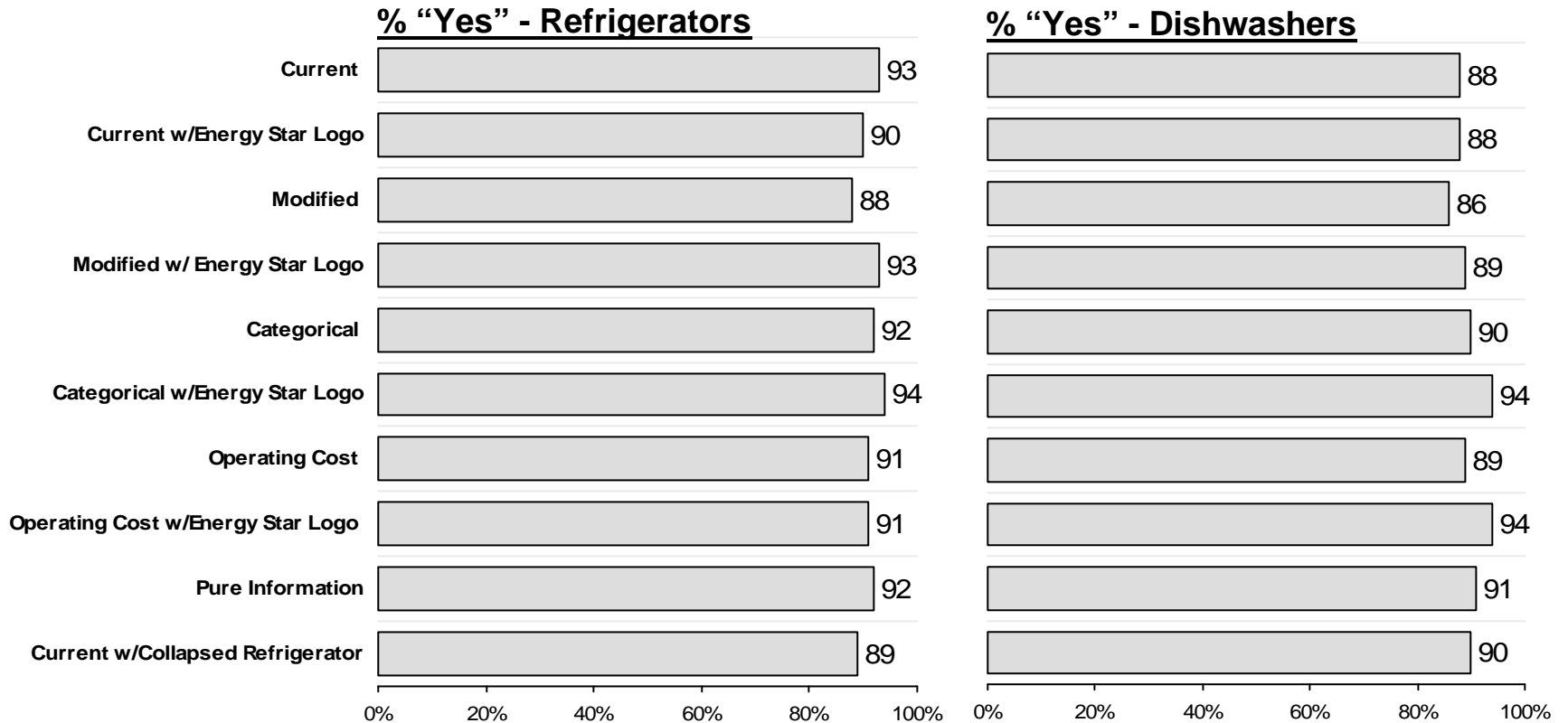
Q.540 Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly sized [refrigerators with a side-mounted freezer, automatic defrost, and through-the-door ice/dishwashers] sold in the market? (N = 738 with n = 41 to 107 per cell)

Q.545 How would you say this model is in terms of typical energy efficiency compared to all similarly-sized [refrigerators with a side-mounted freezer, automatic defrost, and through-the-door ice/dishwashers] sold in the market? (N = 172 with n = 9 to 27 per cell)

# Assessment of Operating Costs

# Ability to Rank Product on Annual Operating Cost

## % Of Respondents Who Think They Can Rank Products on Operating Cost

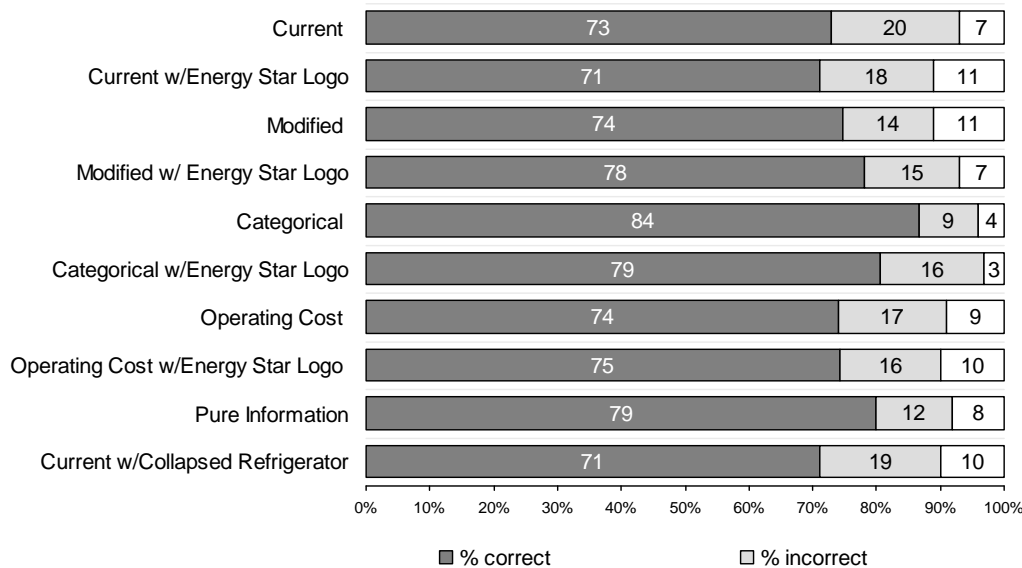


Base: Total respondents N = 4259 with n = 407 to 458 per cell

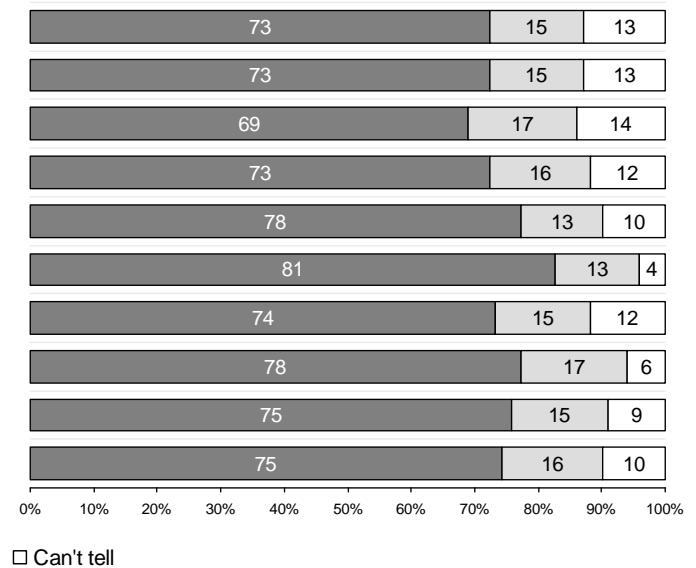
Q.606 Based on the information available, is it possible to rank these [refrigerators/dishwashers] according to their typical yearly operating costs?

## % Of Respondents Can Accurately Rank-Order Appliances from Most to Least Expensive to Operate

### Refrigerators



### Dishwashers

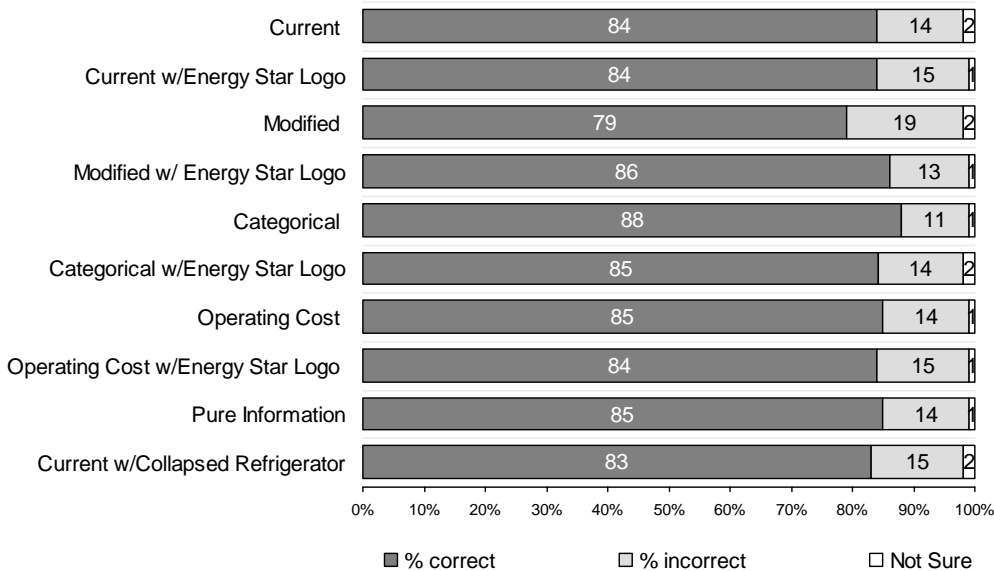


Base: Total respondents N = 4259 with n = 407 to 458 per cell

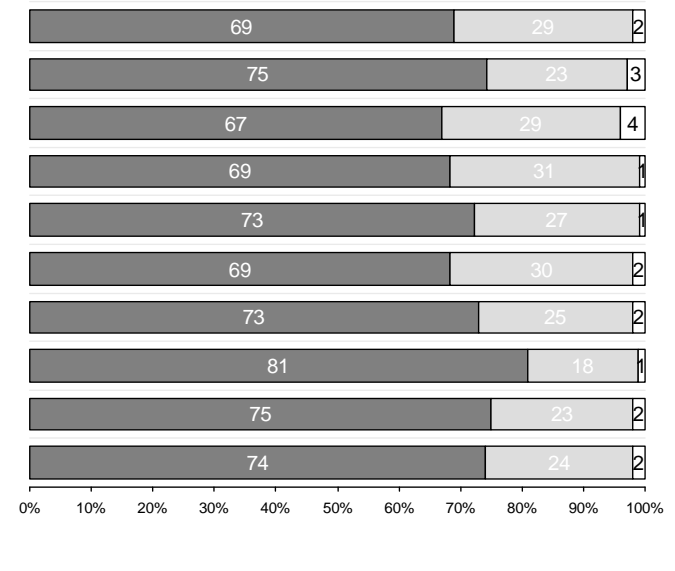
Q.615 Please rank these [refrigerators/dishwashers] according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate.

## % Of Respondents Can Accurately Calculate the Difference In Annual Operating Costs

### Refrigerators



### Dishwashers



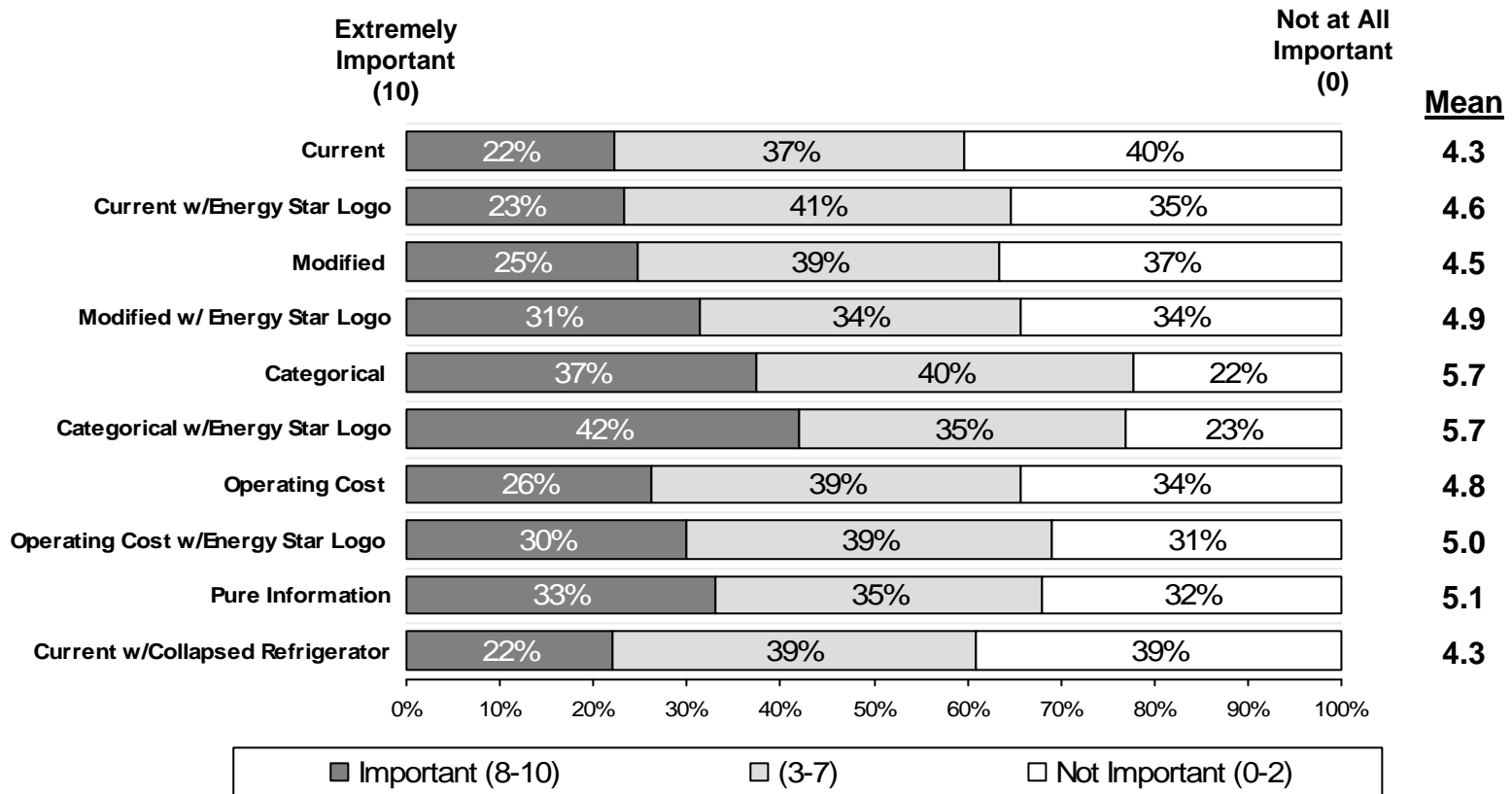
Base: Total respondents N = 4259 with n = 407 to 458 per cell

Q.620 What is the difference in typical yearly operating costs, measured in dollars, between these two models?



# Importance of Difference in Operating Cost - Refrigerators

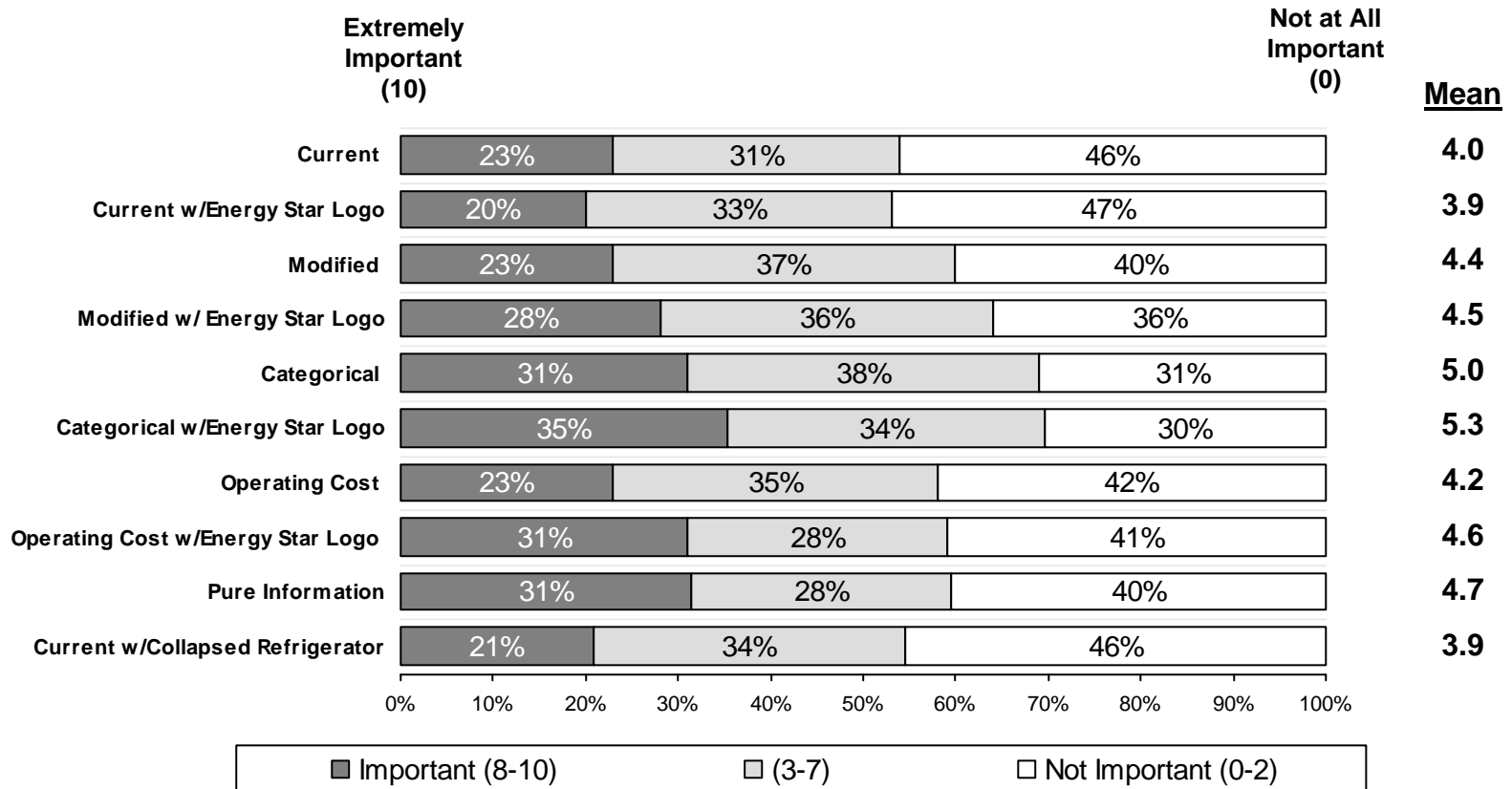
**Ranking the Importance of the Difference in Yearly Operating Cost Between Models  
(Percent of Respondents)**



Base: Qualified respondents who were able to rank (N = 3888 with n= 369 to 406 per cell)  
Q.625 How important to you is the difference in typical yearly operating costs between these 2 models?

# Importance of Difference in Operating Cost - Dishwashers

## Ranking the Importance of the Difference in Yearly Operating Cost Between Models (Percent of Respondents)

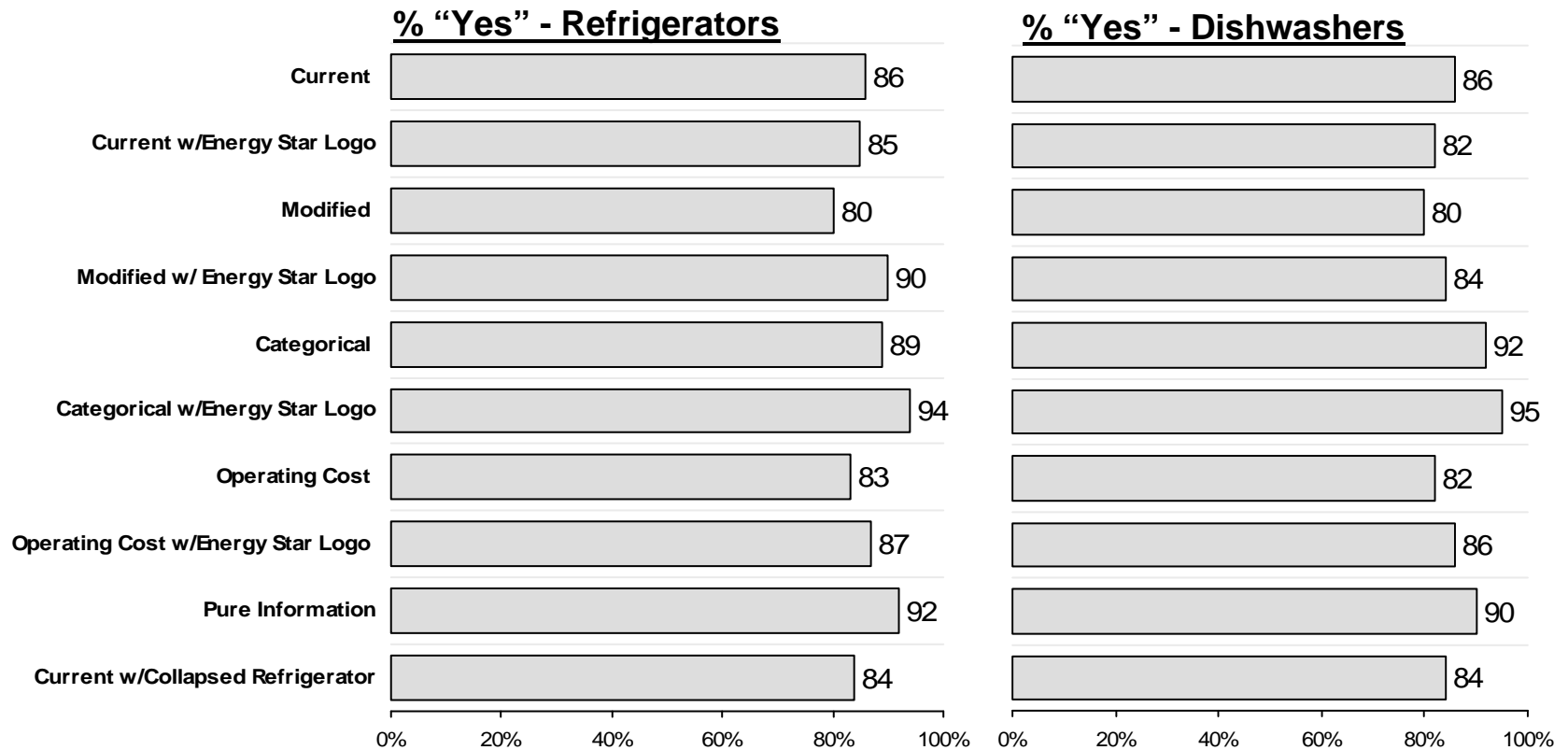


Base: N = 3825 with n = 361 to 401 per cell

Q.625 How important to you is the difference in typical yearly operating costs between these 2 models? [Shown J & L]

# Assessment of Energy Efficiency

## % Of Respondents Who Think They Can Rank Products on Energy Efficiency



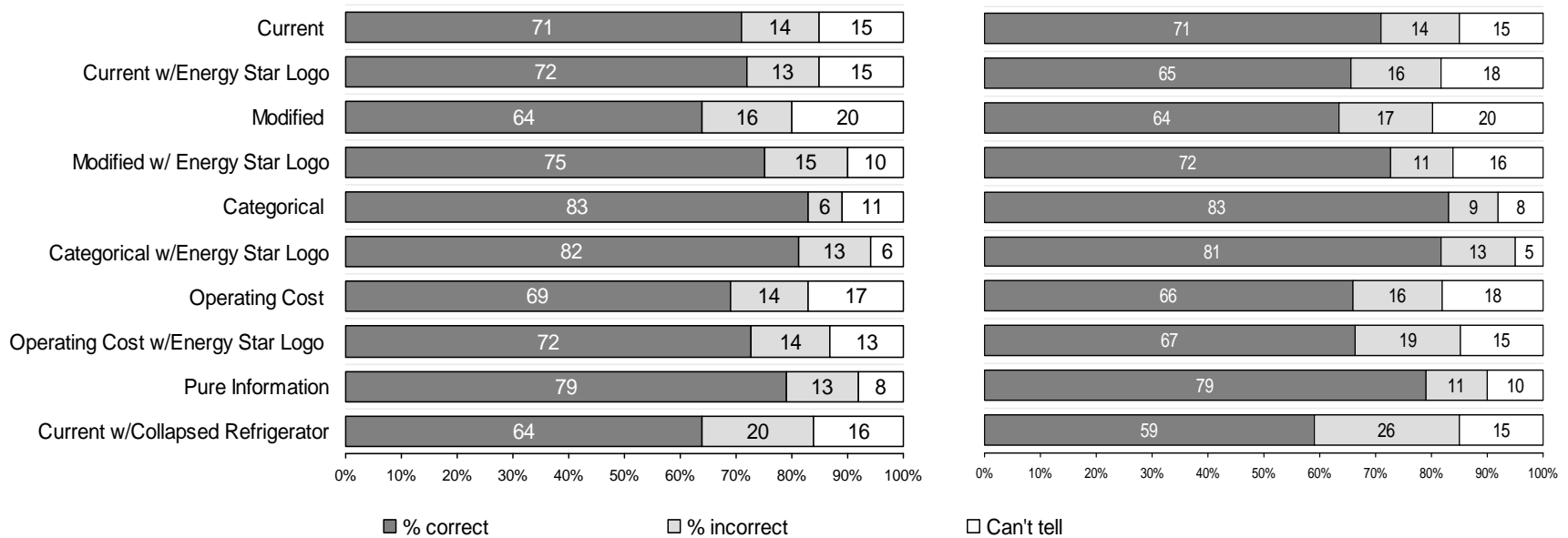
Base: N = 4259 with n = 407 to 458 per cell

Q.631 Based on the information available, is it possible to rank these [refrigerators/dishwashers] according to their typical energy efficiency?

## % Of Respondents Who Can Correctly Rank-Order Appliances According to Typical Energy Efficiency

### Refrigerators

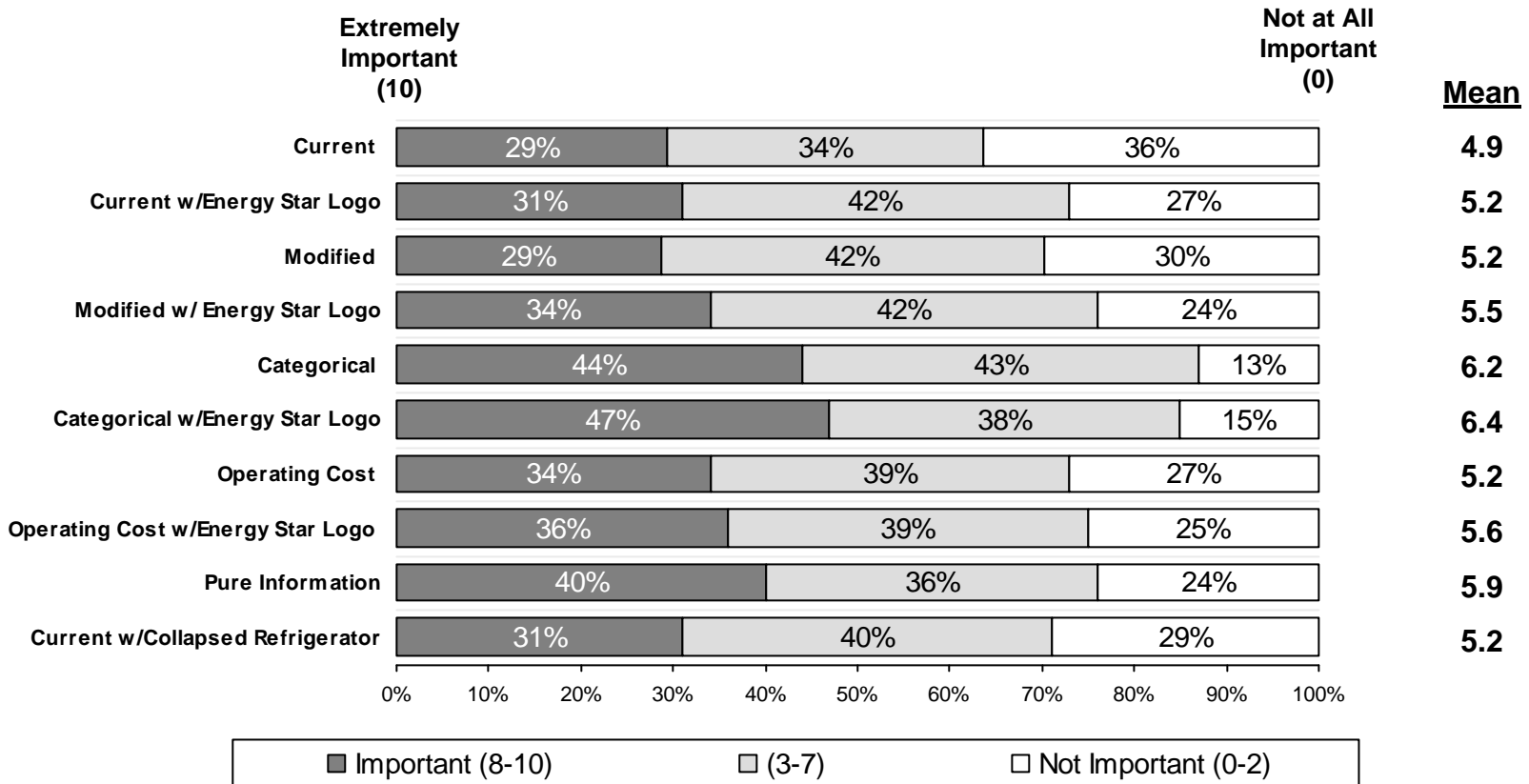
### Dishwashers



Base: N = 4259 with n = 407 to 458 per cell

Q.640 Please rank these [refrigerators/dishwashers] according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient.

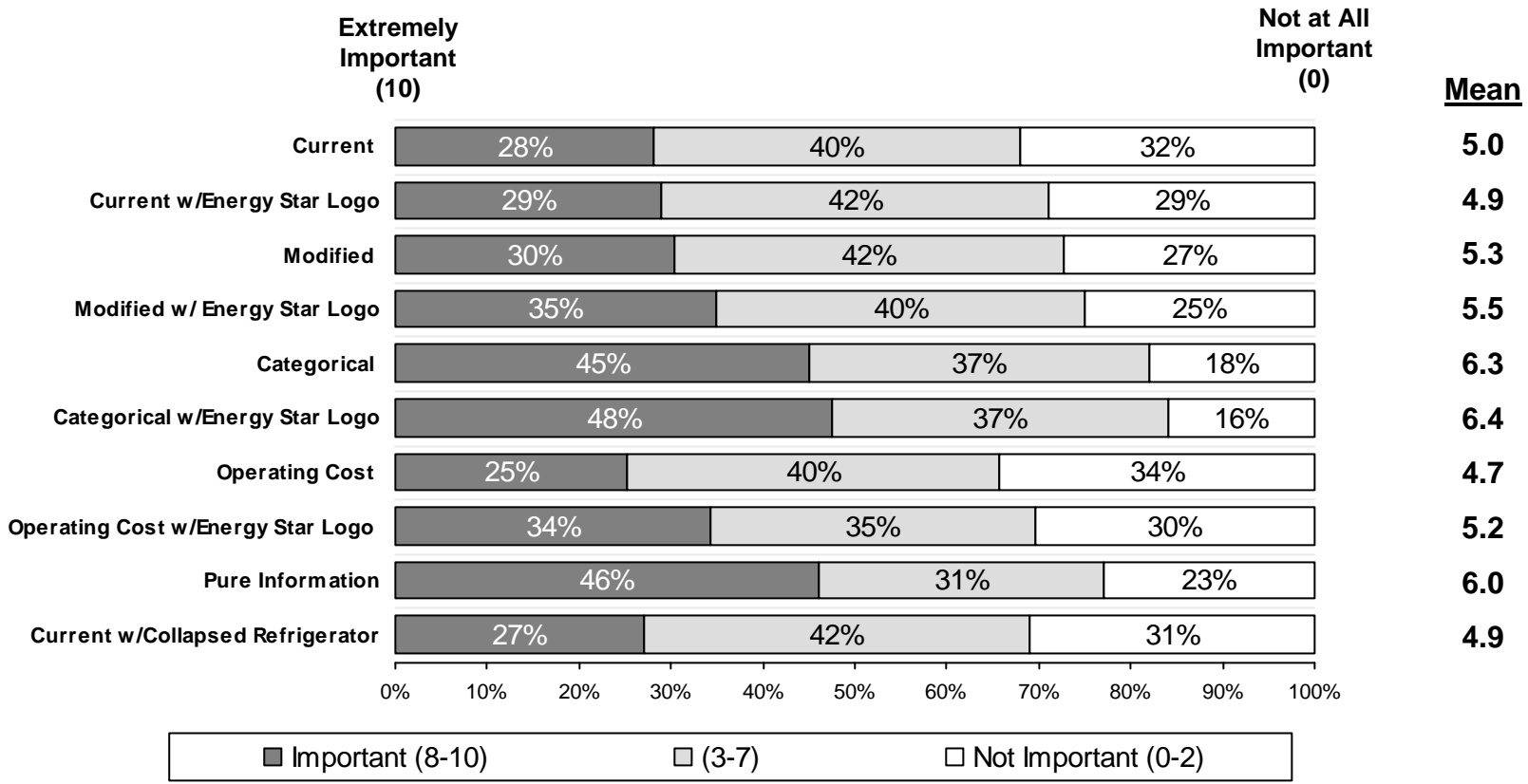
## Importance of Difference in Yearly Energy-Efficiency (Percent of Respondents)



Base: N = 3699 with n = 351 to 401 per cell

Q.645 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical energy efficiency between these 2 models? [Shown J & L]

**Importance of Difference in Yearly Energy-Efficiency  
(Percent of Respondents)**

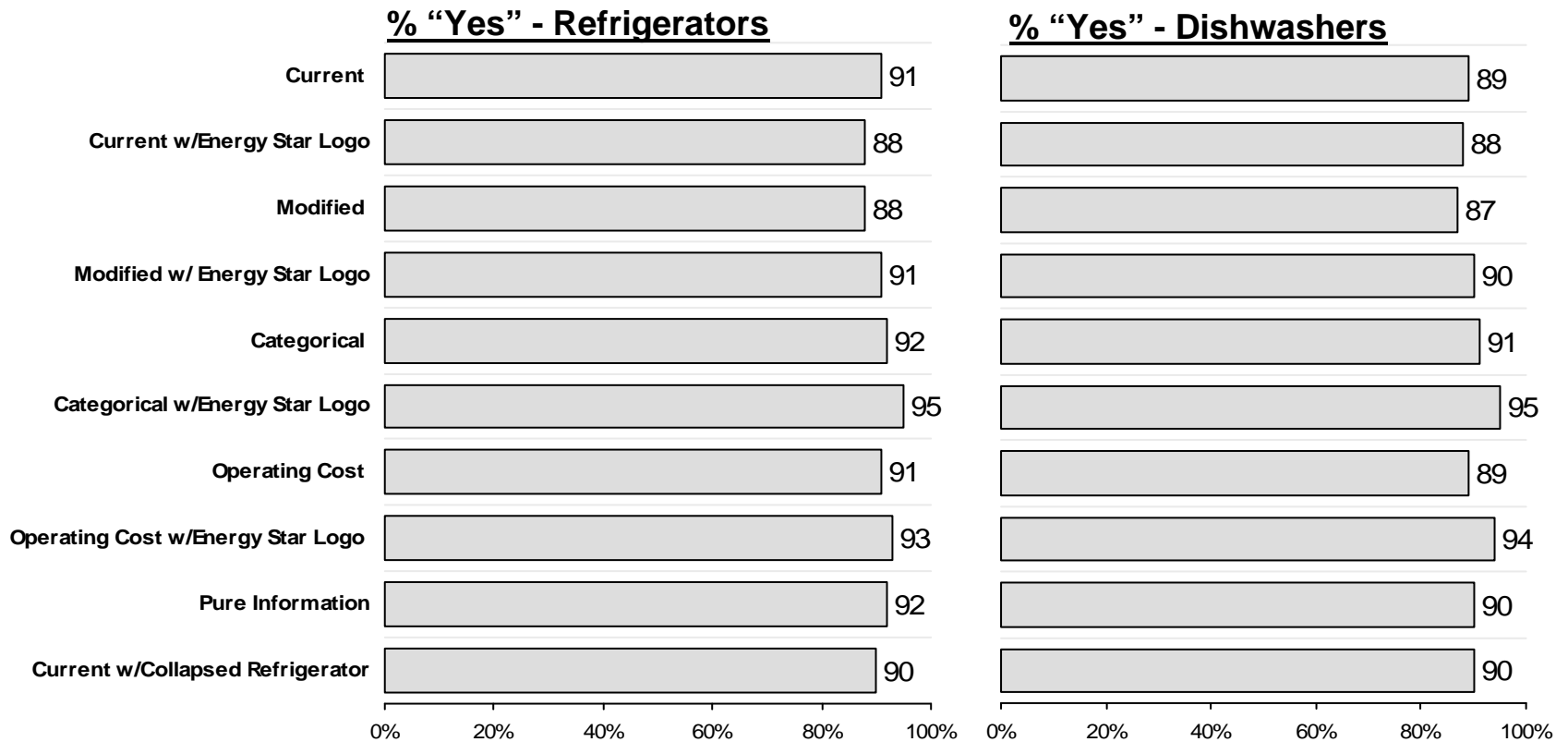


Base: N = 3659 with n = 337 to 403 per cell  
 Q.645 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical energy efficiency between these 2 models? [Shown J & L]

# Assessment of Energy Use



## % Of Respondents Who Think They Can Rank Products on Yearly Energy Use



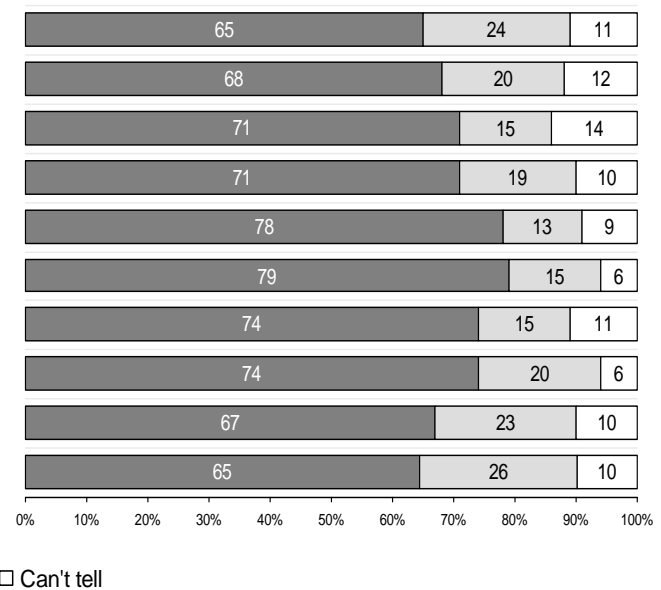
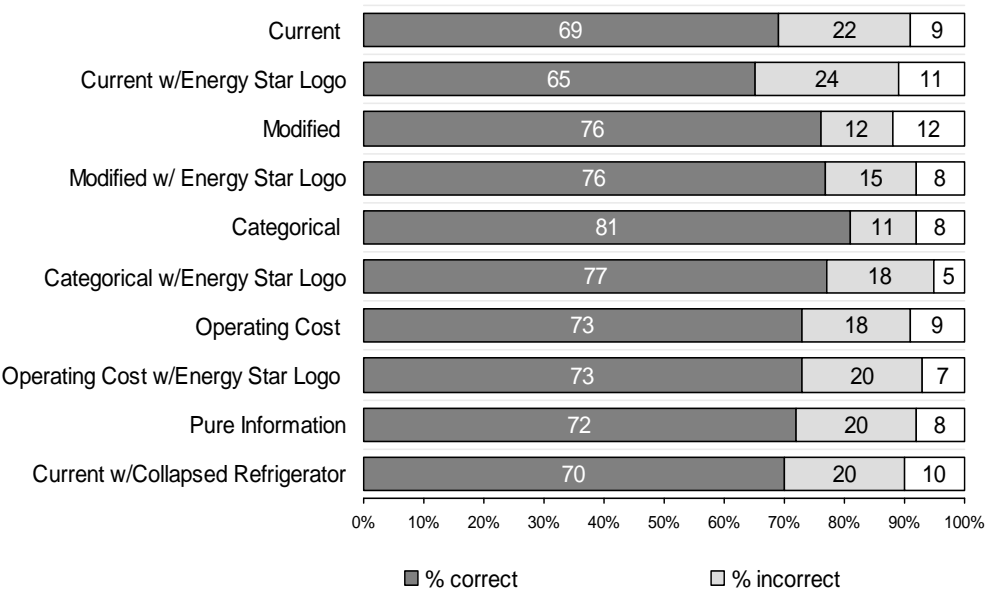
Base: N = 4259 with n = 407 to 458 per cell

Q.651 Based on the information available, is it possible to rank these [refrigerators/dishwashers] according to their typical yearly energy use?

## % Of Respondents Who Can Correctly Rank-Order Appliances According to Typical Yearly Energy Use

### Refrigerators

### Dishwashers



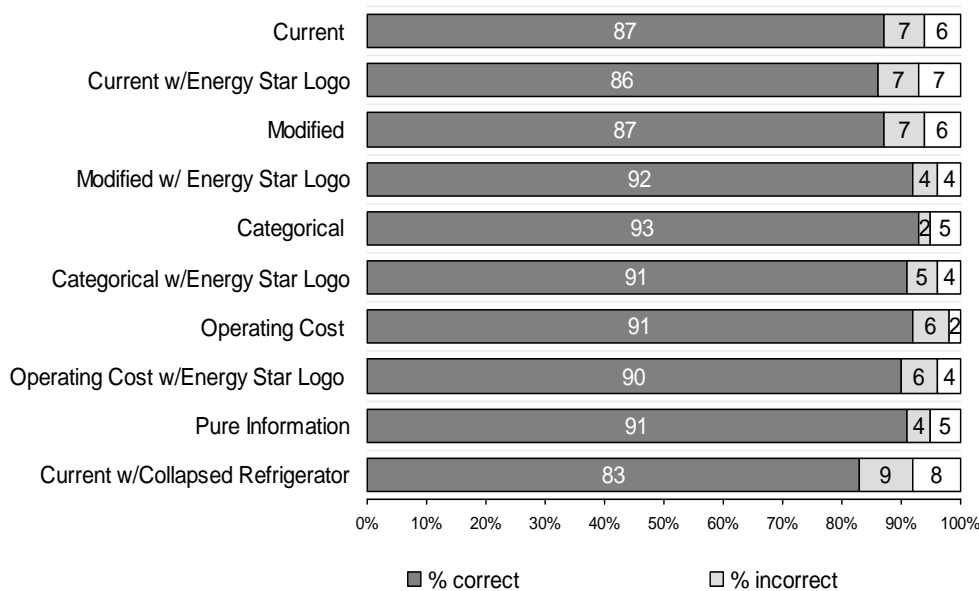
Base: N = 4259 with n = 407 to 458 per cell

Q.660 Please rank these [refrigerators/dishwashers] according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy.

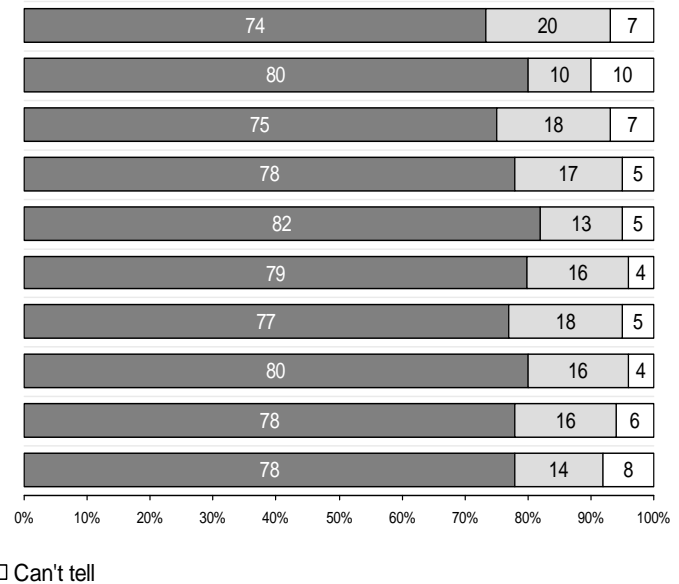
# Difference in Typical Annual Energy Use

## % of Respondents Can Accurately Calculate Difference in Annual Energy Use

### Refrigerators



### Dishwashers

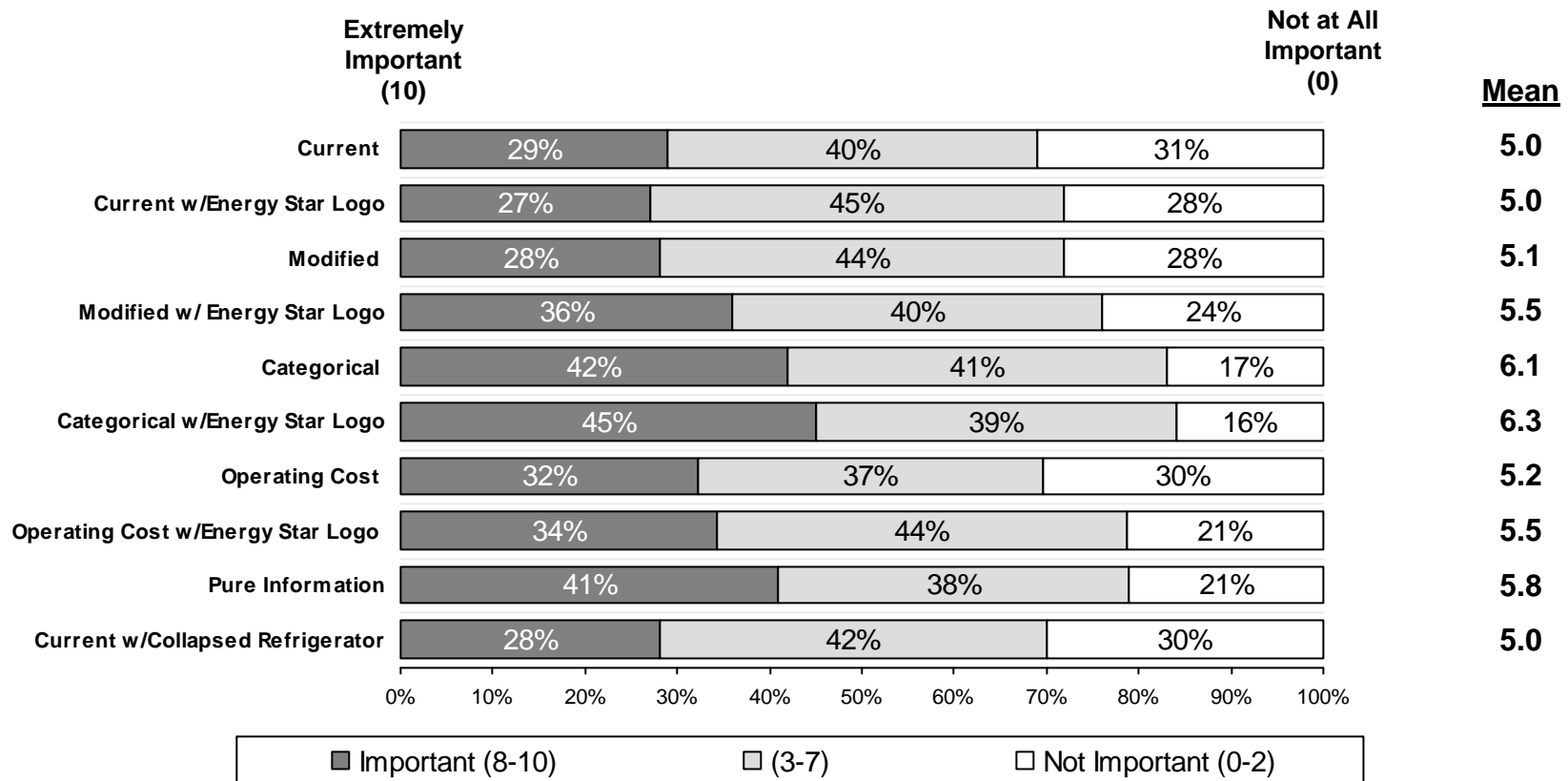


Base: N = 4259 with n = 407 to 458 per cell

Q.665 What is the difference in typical yearly energy use, measured in kilowatt hours (kWh), between these two models? [Shown J & L]

# Importance of Difference in Energy Use - Refrigerators

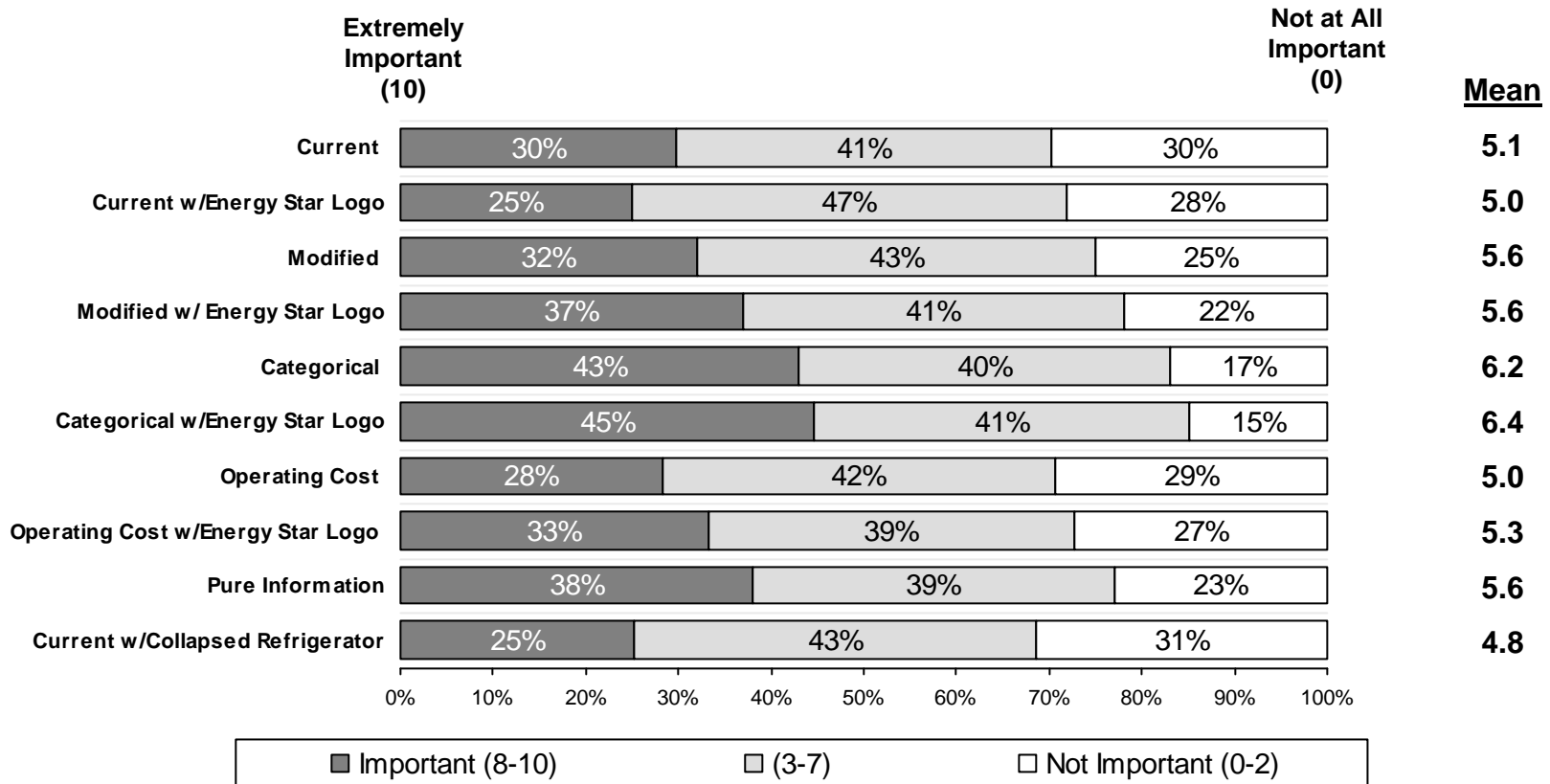
## Importance of Difference in Energy Use (Percent of Respondents)



Base: N = 3884 with n = 365 to 405 per cell

Q.670 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly energy use between these 2 models? [Shown J & L]

## Importance of Difference in Energy Use (Percent of Respondents)

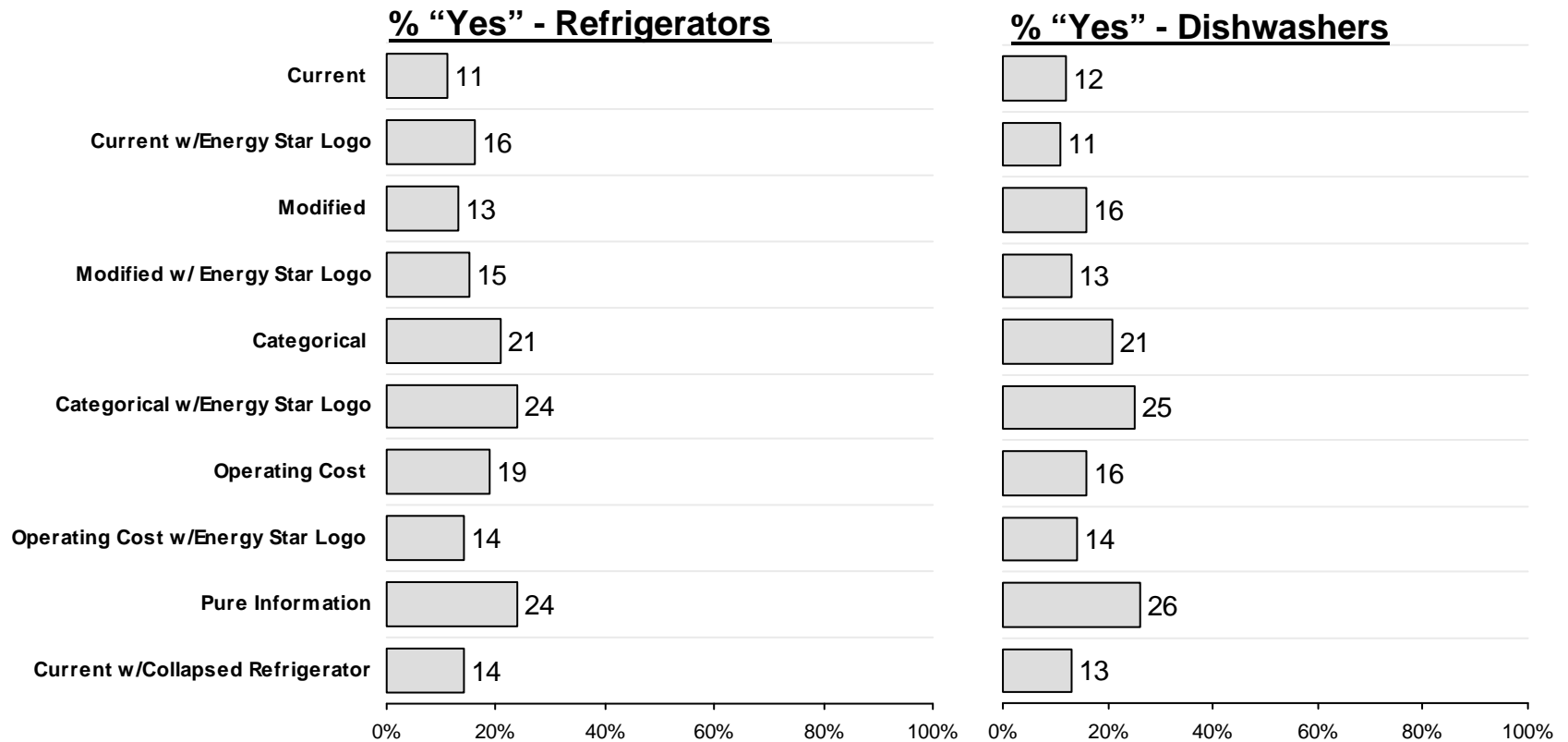


Base: N = 3841 with n = 362 to 403 per cell

Q.670 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly energy use between these 2 models? [Shown J & L]

# Assessment of Overall Quality

## % Of Respondents Who Perceive Overall Quality Differences

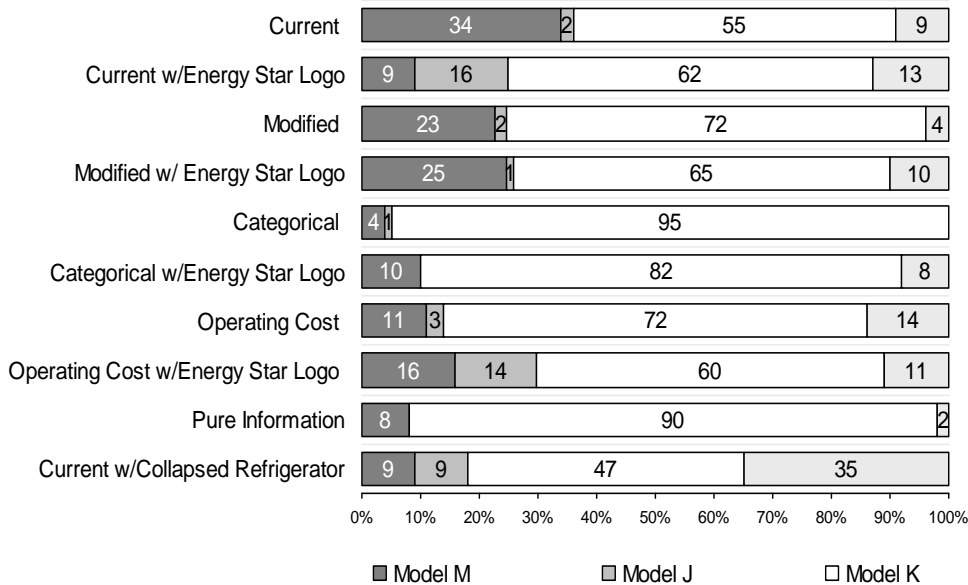


Base: N = 4259 with n = 407 to 458 per cell

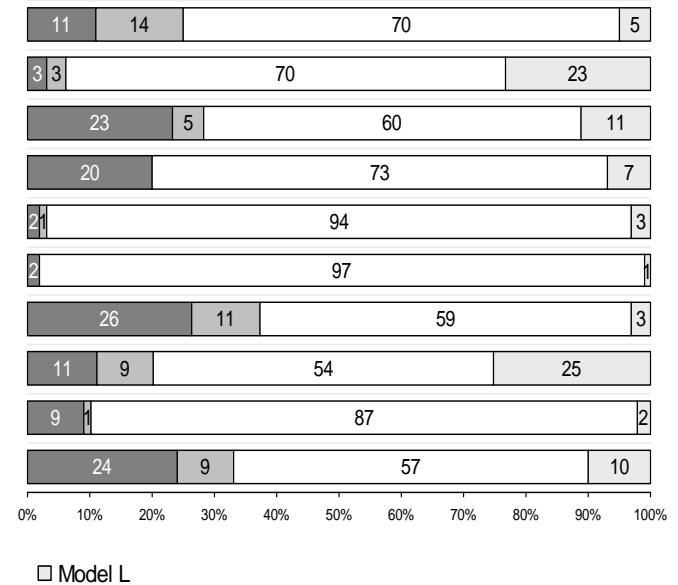
Q.680 Can you tell from the information provided, if one [refrigerator/dishwasher] has a higher overall quality than the other?

## Assessment of Perceived Overall Product Quality (Percent of Respondents Choosing a Particular Model)

### Refrigerators



### Dishwashers



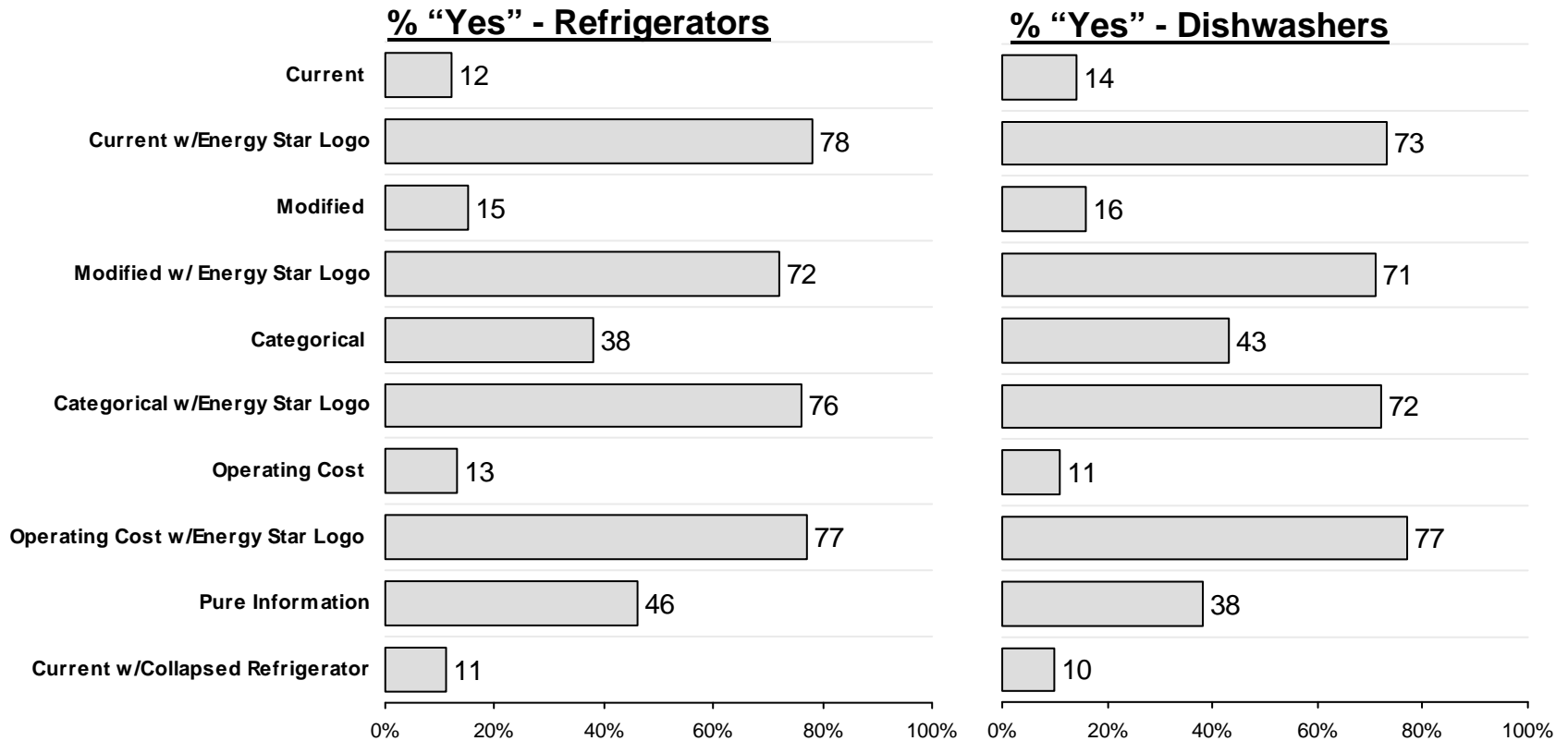
Base: N = 717 with n = 48 to 100 per cell

Q.685 Which [refrigerator/dishwasher] has the highest overall quality?



# Energy Star Rating

**% Of Respondents who Believe They Can Tell if Model Qualified for Energy Star Program**

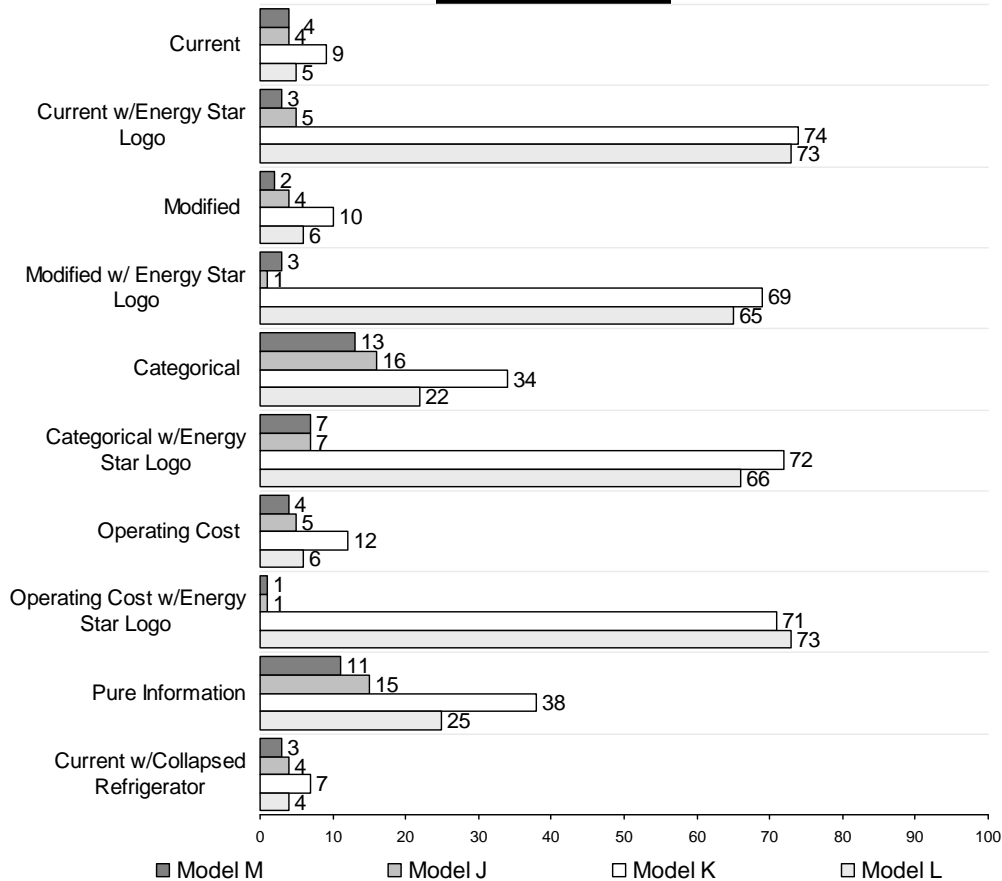


Base: N = 4259 with n = 407 to 458 per cell

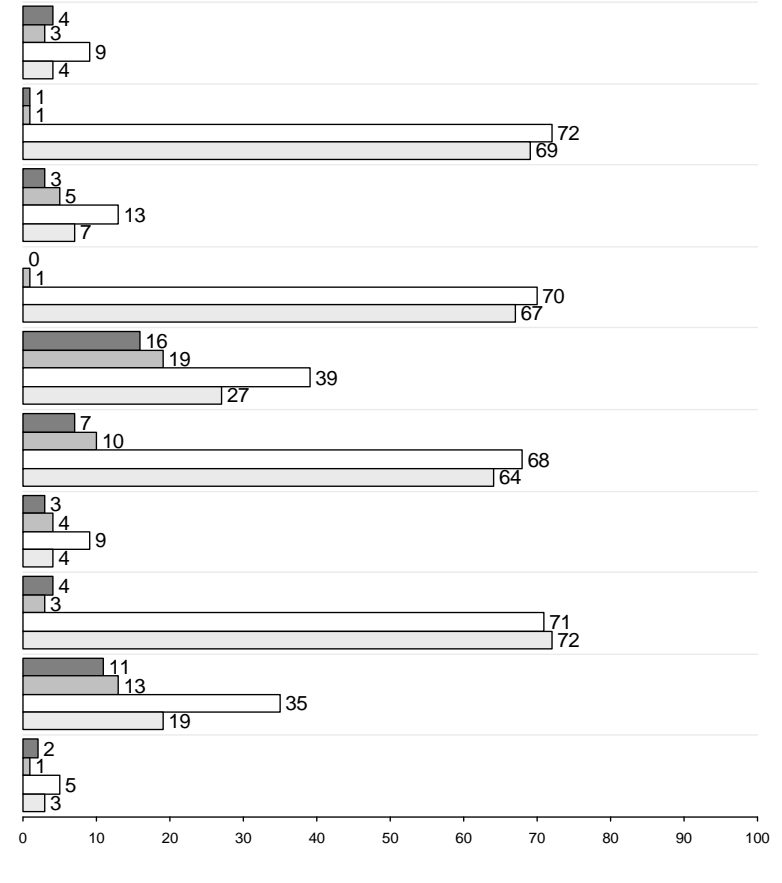
Q.692 Based on this information, can you tell if any of the [refrigerators/dishwashers] qualify for the federal government's ENERGY STAR program?

## Models Perceived to Qualify for Energy Star Program

### Refrigerators



### Dishwashers

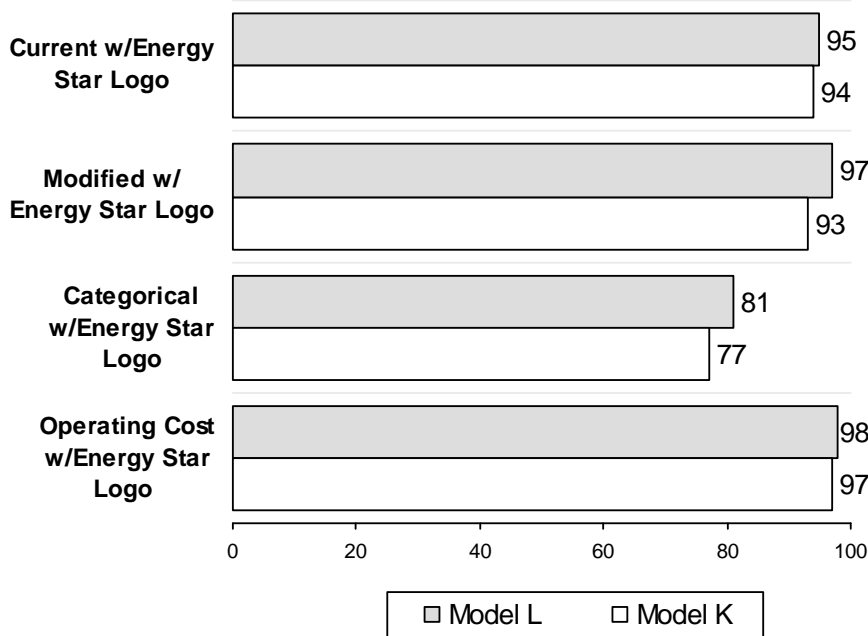


Base:

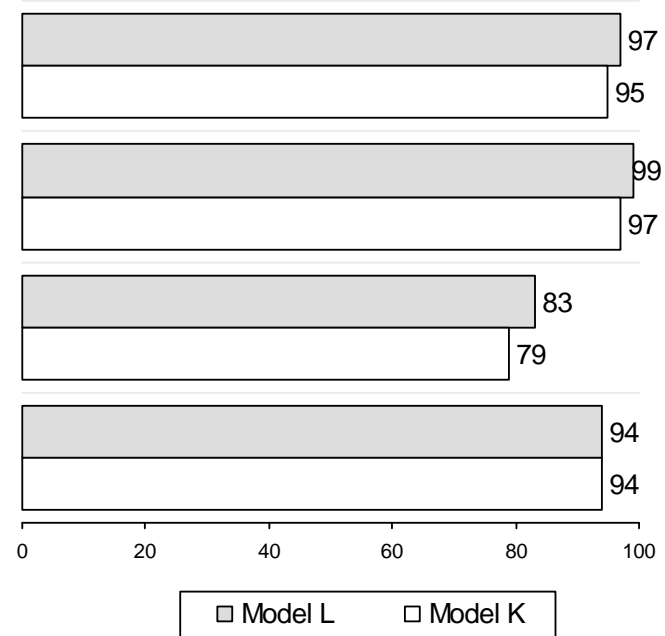
Q.694 Based on this information, which of these [refrigerators/dishwashers], if any, qualify for the federal government's ENERGY STAR program? Select all that apply.

**Percent of Respondents Correctly Identifying The Location of the Energy Star Logo**

**Refrigerators**



**Dishwashers**



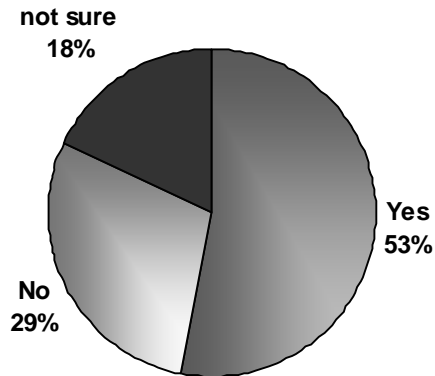
Refrigerator base: Model L: N = 1442 with n = 17 to 299; Model K: N = 1659 with n = 31 to 307 per cell. Dishwasher base: Model L: N = 1406 with n = 12 to 304; Model K: N = 1649 with n = 22 to 302 per cell.

Q.725 Please use your mouse's cursor to point and click on the screen on the information that tells you that this [refrigerator/dishwasher] qualifies for the Federal government's ENERGY STAR program.

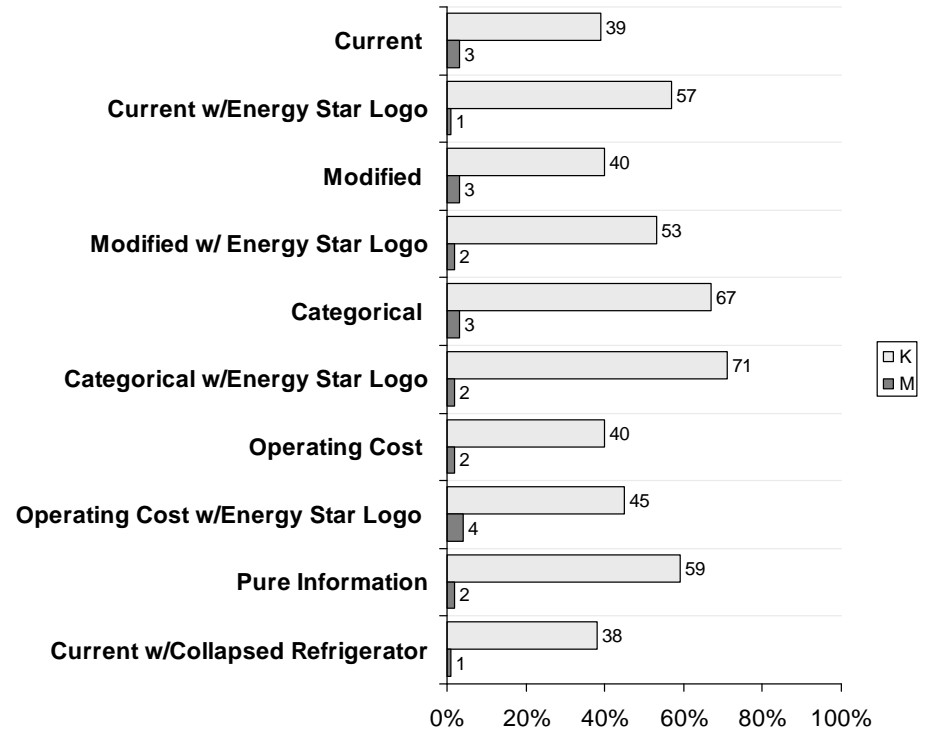
# Willingness to Pay

# Willingness to Pay More - Refrigerators

Would you pay more for one of these models?



% of Respondents who would pay more for each model



Base: N = 4259 with n = 407 to 458 per cell

Now we would like to ask you some questions about how you would value the [refrigerators/dishwashers]. These two [refrigerators/dishwashers] are the same in all respects, except that one uses more energy than the other. They have the same performance, durability, features, capacity and workmanship, are made by the same manufacturer, and sold in the same store.

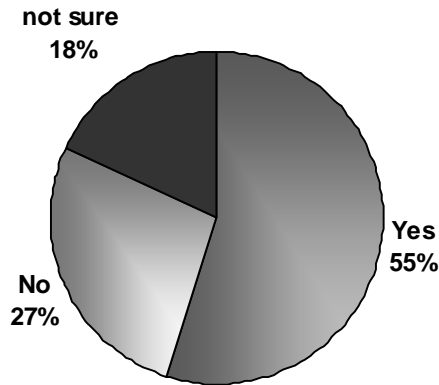
Q.705 Would you be willing to pay more for one of these two models? [Shown K & M]

Q.707. Which model would you be willing to pay more for? (of those who would pay more)

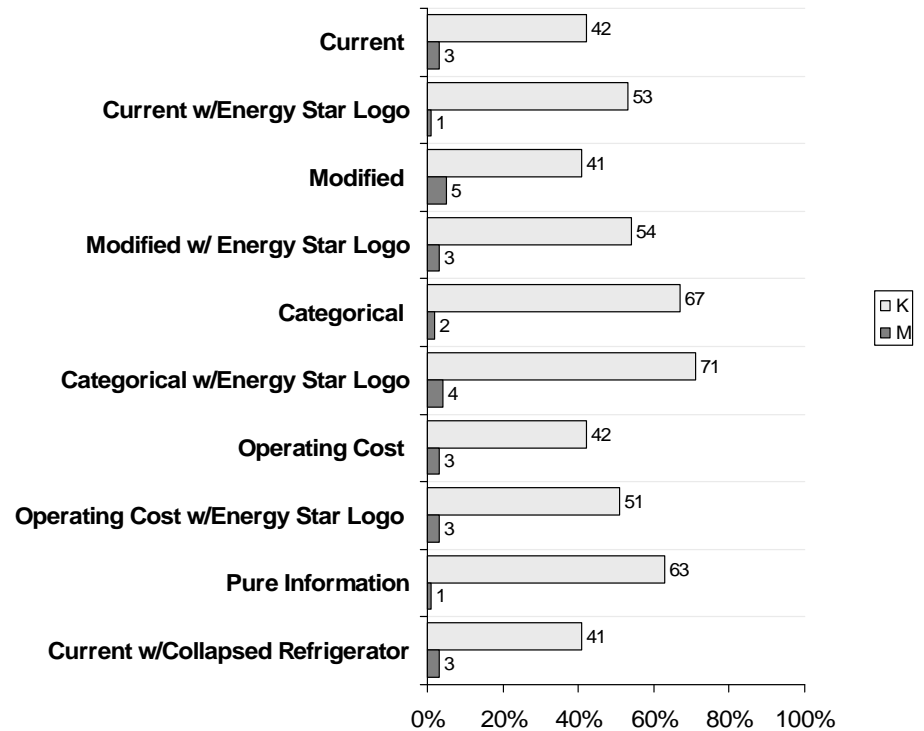
Model K costs \$53/year to operate and Model M costs \$67/year to operate.

# Willingness to Pay More - Dishwashers

Would you pay more for one of these models?



% of Respondents who would pay more for each model



Base: N = 4259 with n = 407 to 458 per cell

Now we would like to ask you some questions about how you would value the [refrigerators/dishwashers]. These two [refrigerators/dishwashers] are the same in all respects, except that one uses more energy than the other. They have the same performance, durability, features, capacity and workmanship, are made by the same manufacturer, and sold in the same store.

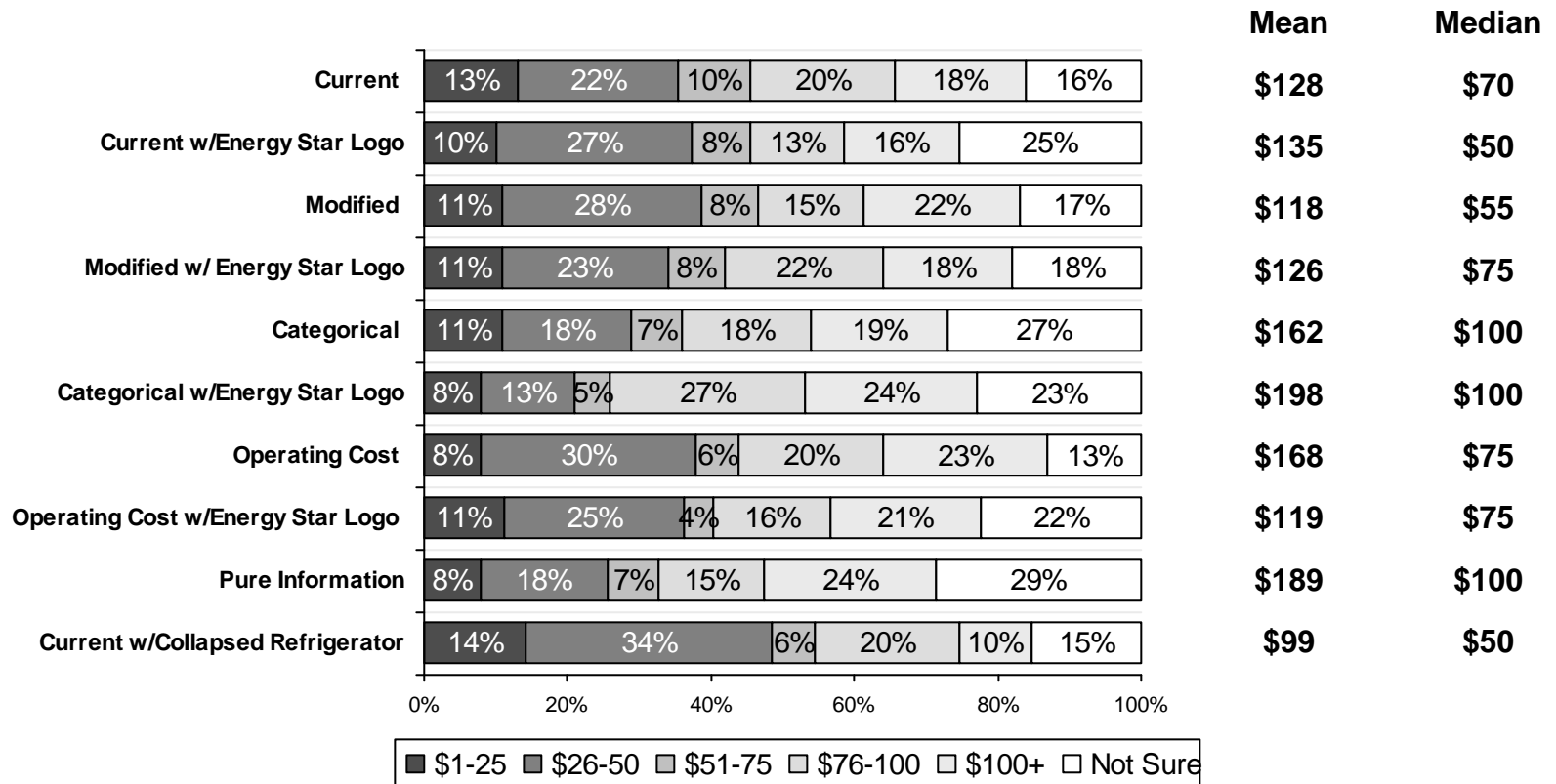
Q.705 Would you be willing to pay more for one of these two models? [Shown K & M]

Q.707. Which model would you be willing to pay more for? (of those who would pay more)

Model K costs \$29/year to operate and Model M costs \$42/year to operate.

# Amount More Willing to Pay – Refrigerator Model K

**Dollar Amount Willing to Pay for Model K over Model M  
(Grouped by Percent of Respondents)**



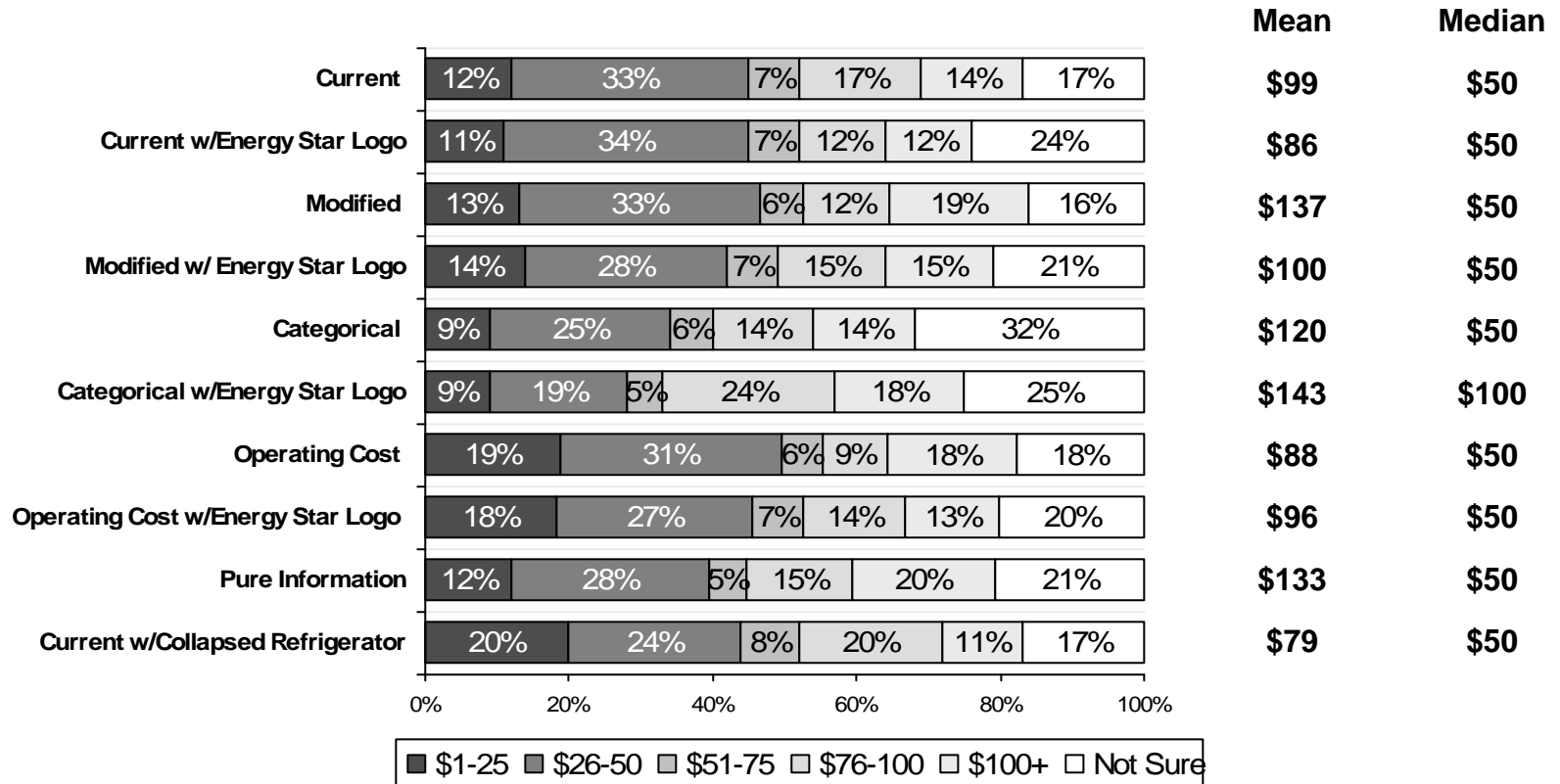
Base: N = 2154 with n = 160 to 303 per cell

Q.710 How much more would you be willing to pay for this [refrigerator/dishwasher]?



# Amount More Willing to Pay – Dishwasher Model K

**Dollar Amount Willing to Pay for Model K over Model M  
(Grouped by Percent of Respondents)**

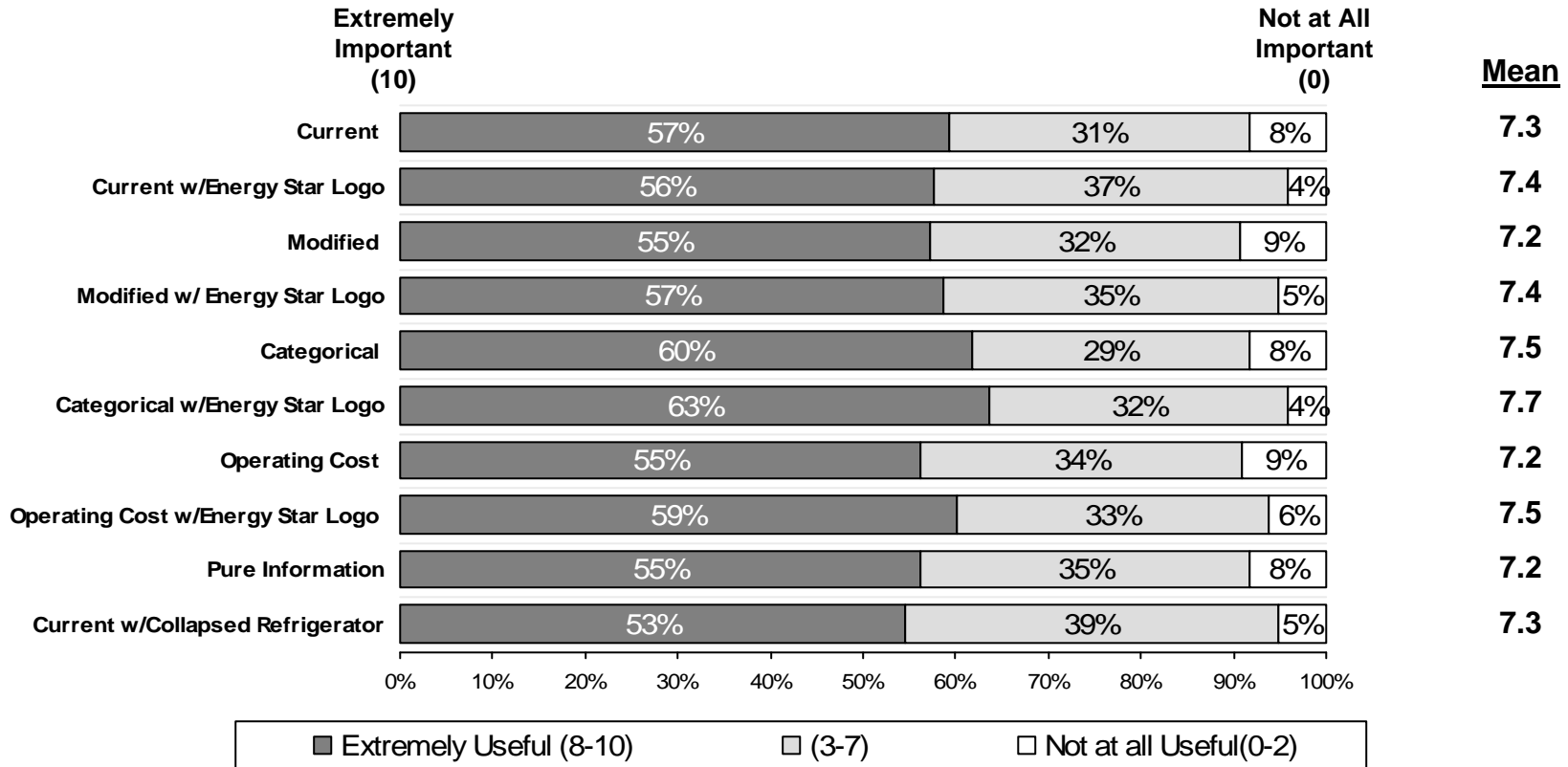


Base: N = 2220 with n = 173 to 301 per cell

Q.710 How much more would you be willing to pay for this [refrigerator/dishwasher]?

# **Usefulness of Alternative Measures of Energy Performance**

## Usefulness of Energy Use Information



Base: N = 4259 with n = 407 to 458 per cell

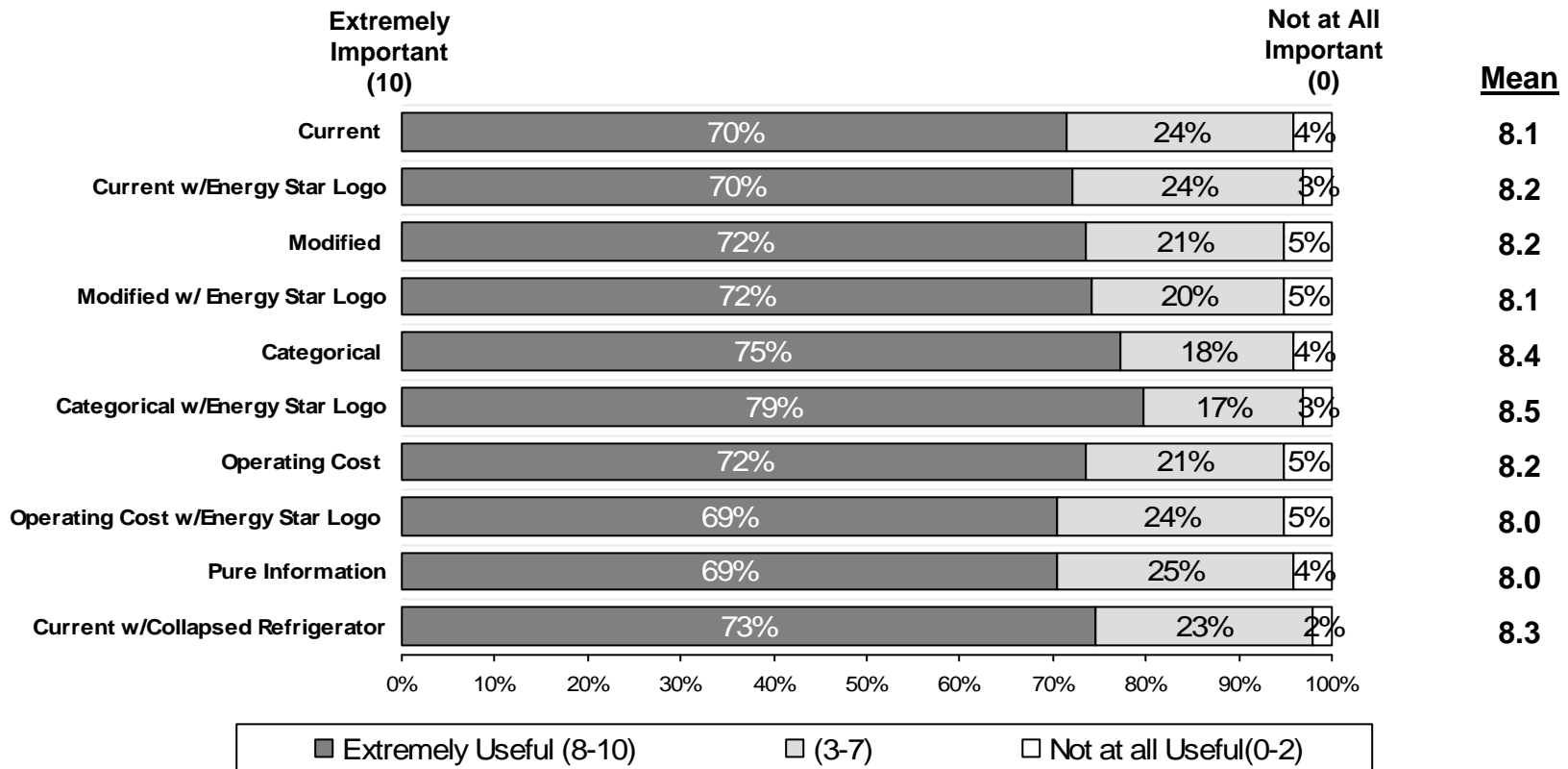
There are different ways to communicate the energy characteristics of an appliance. You can get...

1. Information on how much energy an appliance uses measured in kilowatt-hours
2. Information on the cost of operating an appliance for a year, measured in dollars
3. Energy efficiency ratings based on a five-star rating system

On a scale from 0 to 10, with 0 being not at all useful and 10 being extremely useful, please rate the usefulness of each type of information. [Randomize order of above list. Also, order of asking Q905, Q910 and Q915 was randomized]

Q.905 Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.

## Usefulness of Operating Costs Information



Base: N = 4259 with n = 407 to 458 per cell

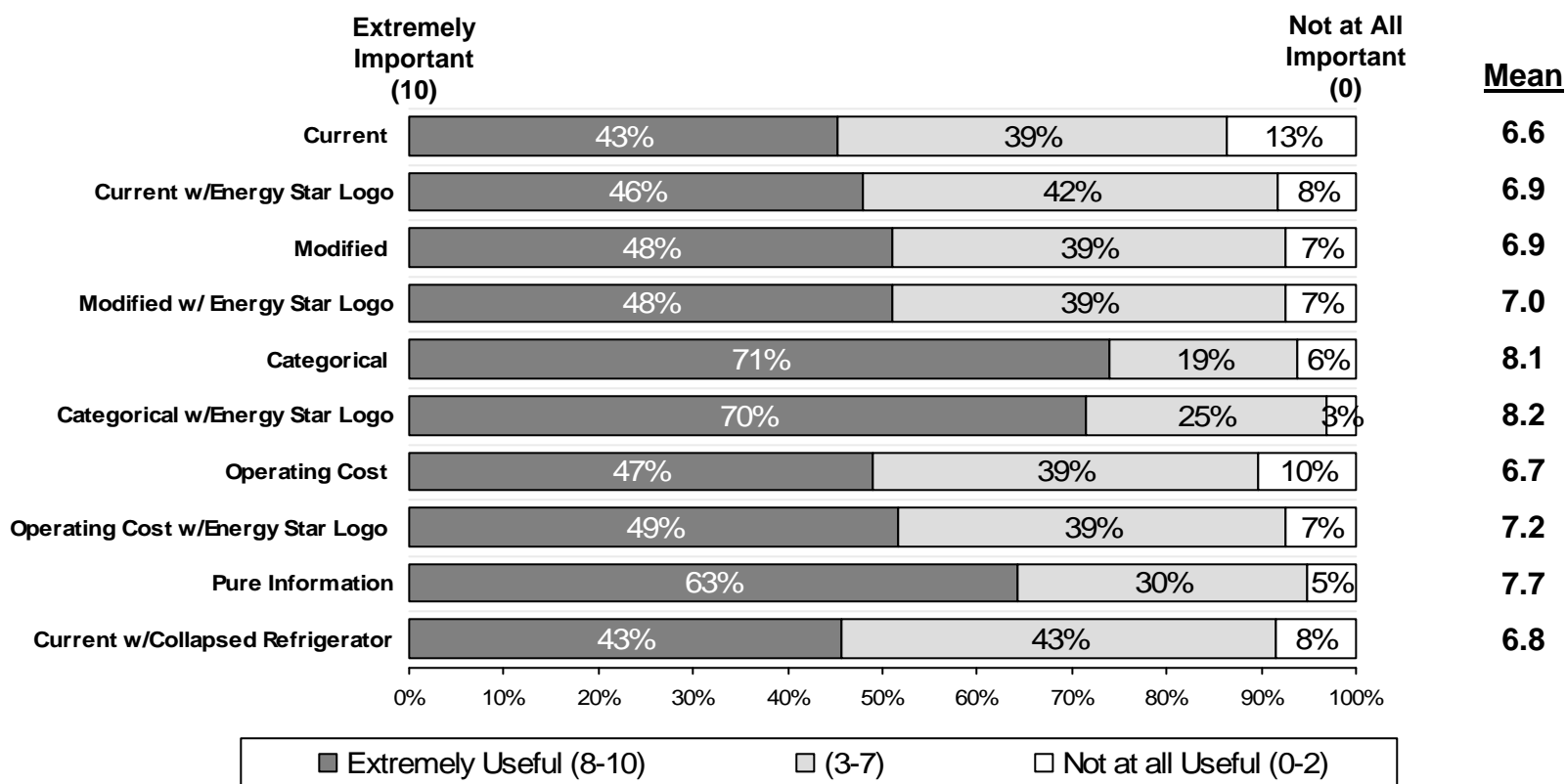
There are different ways to communicate the energy characteristics of an appliance. You can get...

1. Information on how much energy an appliance uses measured in kilowatt-hours
2. Information on the cost of operating an appliance for a year, measured in dollars
3. Energy efficiency ratings based on a five-star rating system

On a scale from 0 to 10, with 0 being not at all useful and 10 being extremely useful, please rate the usefulness of each type of information. [Randomize order of above list. Also, order of asking Q905, Q910 and Q915 was randomized]

Q.910 Percent indicating degree of usefulness for showing operating cost measured in dollars.

## Usefulness of Five-Star Ranking System



Base: Total Respondents

There are different ways to communicate the energy characteristics of an appliance. You can get...

1. Information on how much energy an appliance uses measured in kilowatt-hours
2. Information on the cost of operating an appliance for a year, measured in dollars
3. Energy efficiency ratings based on a five-star rating system

On a scale from 0 to 10, with 0 being not at all useful and 10 being extremely useful, please rate the usefulness of each type of information. [Randomize order of above list. Also, order of asking Q905, Q910 and Q915 was randomized]

Q.915 Percent indicating degree of usefulness for showing energy efficiency based on a Five-Star scale.

## % Respondents Rating Usefulness of Energy Use (kWh), Dollars, and Efficiency (stars)

	Energy Use A	Operating Costs B	Energy Efficiency C
Top 3 Box (Net)	57 <b>C</b>	72 <b>AC</b>	53
Top 2 Box (Net)	41 <b>C</b>	56 <b>AC</b>	37
<b>Extremely Imp. 10</b>	28 <b>C</b>	40 <b>AC</b>	25
9	13	16 <b>AC</b>	13
8	16	16	15
7	10 <b>B</b>	8	12 <b>AB</b>
6	6 <b>B</b>	4	8 <b>AB</b>
5	11 <b>B</b>	8	10 <b>B</b>
4	3 <b>B</b>	1	3 <b>B</b>
3	3 <b>B</b>	1	3 <b>B</b>
2	2 <b>B</b>	1	2 <b>B</b>
1	1	1	2 <b>AB</b>
<b>Not At All Imp. 0</b>	3 <b>B</b>	2	4 <b>AB</b>
Not Sure	3 <b>B</b>	2	4 <b>AB</b>
Bottom 3 Box (Net)	7 <b>B</b>	4	7 <b>B</b>
Bottom 2 Box (Net)	5 <b>B</b>	3	5 <b>B</b>
<b>Mean</b>	<b>7.4</b>	<b>8.2</b>	<b>7.2</b>
<i>Base:</i>	4259	4259	4259

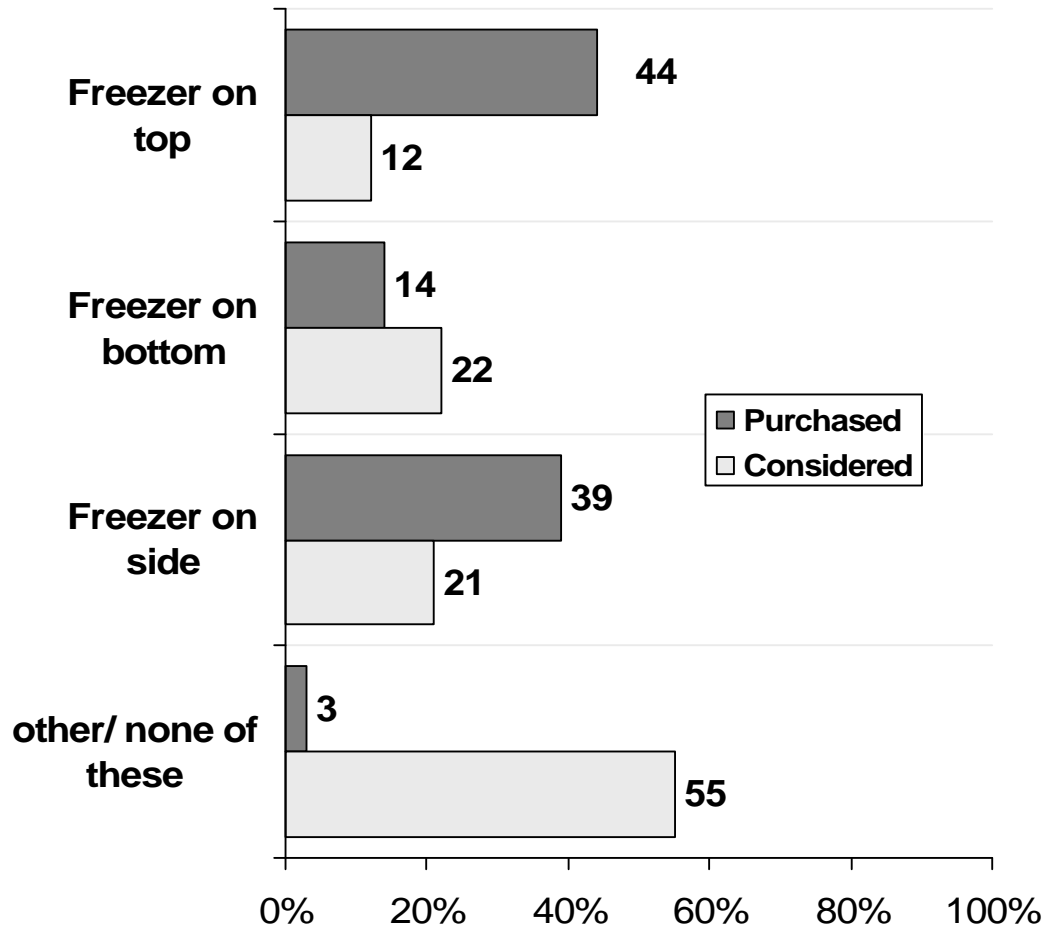
Base: Total respondents

Please rate the usefulness of each type of information:

Q.905 Energy use in kilowatt-hours, Q.910 Operating costs measured in dollars, Q.915 Energy efficiency based on a Five-Star scale

# Refrigerator Purchase Dynamics

# Type of Refrigerator Purchased/Considered



Base: Respondents who purchased refrigerator in past two years

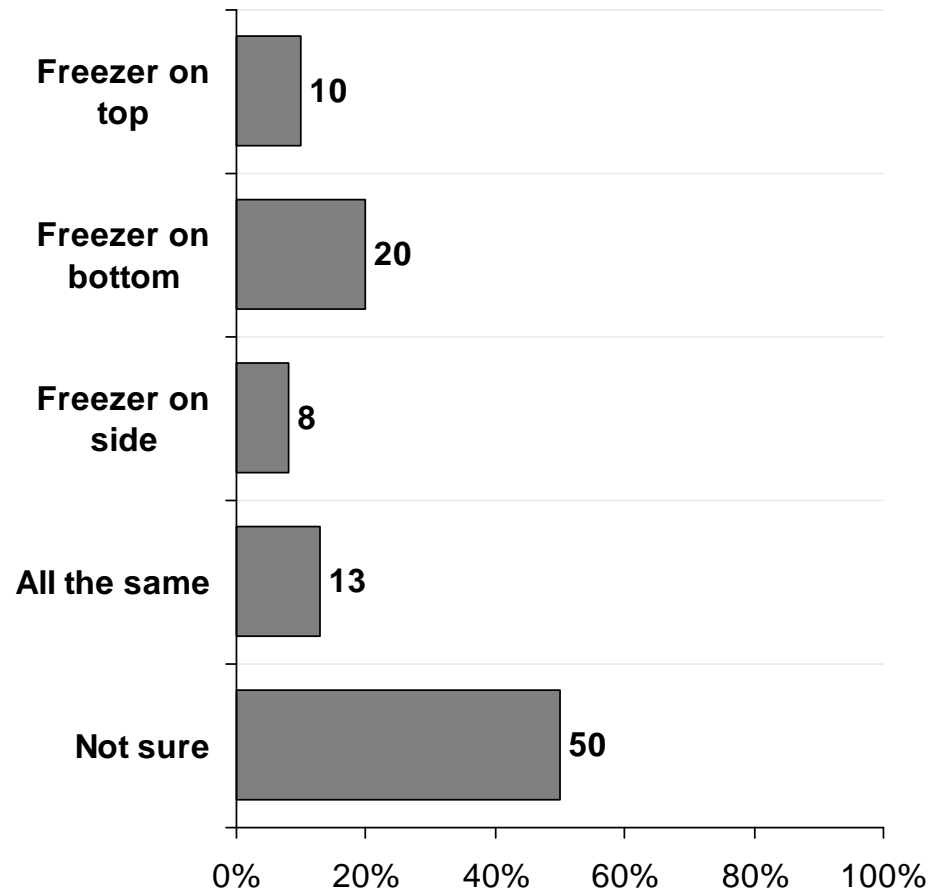
Q.800 Which one of these designs best describes your new refrigerator? ( N = 741)

Q.805 Apart from the design that best describes your new refrigerator, did you consider or shop for any of these other designs of refrigerators? (Respondents who purchased a refrigerator in the past two years and gave a design )

(N = 722)



# Refrigerator Type Considered Most Energy-Efficient



Base: N = 4259

Q.810 Leaving aside the size of the refrigerator and other features, which one of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy??

<b>Refrigerator Shopping Behavior</b>
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	<b>Purchased</b>	<b>Considered</b>	<b>Most Energy-Efficient</b>
	<b>A</b>	<b>B</b>	<b>C</b>
Freezer compartment on top	44	12	10
Freezer compartment on bottom	14	22	20
Refrigerator and freezer compartments side-by-side	39	21	8
Other	3	-	-
All the same	-	-	13
Not sure	-	-	50
None	-	55	-
base: total	(741)	(722)	(4259)

Base: Qualified respondents who purchased a refrigerator in the past 2 years and were the main decision makers.

Q.800. Which design best describes your new refrigerator? (N = 741)

Q.805. Did you consider or shop for any of these other designs of refrigerators? (N = 722)

Q.810 Which one of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy? (Total Respondents) (N = 4259)

# Appendix

Demographic characteristics of panelists are comparable to the US population.

Region	HPOL Panel	US General	US Online
Northeast	19	23	22
Midwest	23	23	24
South	37	32	31
West	21	22	23
<hr/>			
Age	HPOL Panel	US General	US Online
18-29	37	22	20
30-39	20	22	19
40-49	20	21	22
50+	23	35	39

Sex	HPOL Panel	US General	US Online
Male	54	48	49
Female	46	52	51
<hr/>			
Income	HPOL Panel	US General	US Online
\$24,999 or less	20	22	17
\$25,000 - 34,999	14	11	11
\$35,000 - 49,999	18	16	13
\$50,000 - 74,999	22	20	24
\$75,000 - 99,999	13	13	17
\$100,000+	13	18	18

Due to the size of our panel, we can ensure that sample will be representative of the population of interest

Sample is pulled to be demographically representative of the population's age, gender, and region

We also have the ability to sample our panel base so that it is representative on:

- Race

- Income

- Education

- Marital Status

The closer the sample represents the population of interest, the lower the weights that will need to be applied

Harris Interactive continues to conduct a tremendous amount of research to identify best practices for conducting online research:

Invitations

Single versus multiple questions per page

Forced choice

Dealing w/ Don't Knows

Check all that apply

Survey length

Incentives

Font size & type

Scale presentation

Color

Status updates

Browser variability

Type of connection variability

Screen resolution variability

Help sheets within surveys

Hard versus soft exits

Scale accuracy

Question wording and comparability across countries

Effective sampling

Efficient weighting

## Goal:

To generalize results from online surveys to US general, US online, or other populations of interest

## Problem:

Correcting online survey data for demographic differences is not enough

Online and offline populations also behave differently, which means that attitudinal and behavioral corrections must also be used.

## Solution:

Minimize total error through quality survey design techniques and appropriate sampling and weighting techniques

## Propensity score adjustment

Used in conjunction with standard sampling and data weighting techniques in order to produce reliable, valid data projectable to populations of interest whether they be of a general or Internet nature.

A statistical technique that minimizes error associated with Internet-based panel samples AND the learning effects associated with participating in multiple surveys.

The propensity score is another variable that is added to the set of demographic/firmographic weighting variables being used



# **Sampling and Weighting Procedures Overview**

This summary was prepared by FTC staff in consultation with Harris Interactive methodologists.



Bureau of Economics

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

**Description of Appliance Energy Labeling Consumer Research Sampling Procedures  
Employed by Harris Interactive**

for

Notice of Proposed Rulemaking Related to the Effectiveness of the Appliance Labeling Rule  
(16 C.F.R. Part 305) (Matter No. R511994; Program Code: N14)

Prepared by FTC Staff  
January 25, 2007

Harris Interactive reported that the following sampling and weighting procedures were used for the Appliance Energy Labeling Research project:

(1) Harris Interactive invited members of the Harris Interactive panel to participate in the study based on known demographic information, such as age and gender, to account for the expectation that certain demographic groups are more responsive to such surveys than other groups. (For example, young males tend to be less responsive than older females.)<sup>1</sup>

(2) All US residents 18+ who responded to the invitation to participate in the survey were placed into one group, which we will define as “online responders.” The entire group of responders was weighted by Harris using the demographic profile of the U.S. adult population according to the 2006 Current Population Survey. The purpose of this weighting procedure was to make the entire responder sample reflect the demographic characteristics of the U.S. population as much as possible.

(3) A second weighting procedure was then applied to the data. Harris has developed a set of proprietary questions that are used to develop “propensity scores” to account for differences between people who are “online” and those who are not. Utilizing propensity scoring techniques, the demographic weights were adjusted to account for differences between online survey respondents and traditional survey respondents.

(4) The responders group includes “qualified responders” and “unqualified responders.” Qualified responders are those who met the screening criteria (likely appliance purchasers or recent appliance purchasers, not working in a sensitive industry). Unqualified responders are

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<sup>1</sup> A total of 149,796 invitations were e-mailed and 23,134 of these invitations bounced back, resulting in 126,662 valid e-mail invitations.

those who failed to meet any of the screening criteria.<sup>2</sup> After the entire responder group of US residents 18+ was weighted using both techniques, the qualified responders were separated from the unqualified responders.

(5) The weights originally assigned to the “qualified responders” were re-scaled (normalized) to ensure that the total number of unweighted observations in the final sample of qualified responders is equivalent to the sum of the weights for the weighted observations in the final sample. The final individual weights range from a minimum of 0.197 to a maximum of 4.945. The number of unweighted observations and the sum of the weights for the weighted observations equal 4,259.

Harris Interactive staff believes that this methodology, which weights the respondents by demographic data and corrects for sampling issues associated with online surveys using propensity weighting methods, should produce a weighted sample representative of the US population, and by subsequently screening for appliance purchasers and likely appliance purchasers, that the resulting respondents reflect the U.S. population of appliance purchasers and likely appliance purchasers.

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<sup>2</sup> Responders included 4,259 qualified respondents who completed the entire survey (and are included in the study sample), 12 qualified respondents who were removed from the survey because their computer browser would not support the online technology for this study, 4,686 people who responded, but did not qualify for survey, 1,183 people who responded after the survey closed, and 1,446 qualified people who responded before the survey closed, but did not complete the entire survey.

# **Weighted Data Tables**

Data from survey weighted according to Harris' weighting methodology

Q415. Which of these types of appliances, if any, have you purchased in the past two years?

Base: All U.S. Respondents Aged 18+ and Not in An Identified Industry

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Purchased Any (Net)	3060 72%	308 71%	291 70%	354 77% cFjk	304 73%	276 67%	313 74%	334 76% F	302 71%	282 69%	296 70%	599 71%	658 75% n	589 70%	636 73%
Purchased 1 (Net)	1345 32%	149 35% H	146 35% H	147 32% c	136 33% h	131 32%	138 33% h	112 25% F	121 29%	129 32%	137 32%	295 35% O	283 32% o	269 32% o	233 27%
Purchased 2 (Net)	930 22%	96 22%	86 21%	111 24% fk	99 24% k	74 18%	98 23%	119 27% FK	90 21%	85 21%	73 17%	182 22%	210 24%	171 20%	209 24%
Purchased 3 (Net)	407 10%	36 8%	35 8%	52 11%	32 8%	39 9%	35 8%	53 12%	43 10%	39 10%	43 10%	71 8%	84 10%	73 9%	96 11%
Weighted Tables															
Purchased 4 (Net)	378 9%	27 6%	24 6%	44 10%	37 9%	33 8%	42 10% c	51 11% bC	47 11% bC	30 7%	43 10% c	50 6%	81 9% l	75 9% l	98 11% L
Refrigerator	1639 38%	165 38%	149 36%	171 37%	167 40%	159 38%	159 37%	173 39%	172 41%	149 36%	175 41%	314 37%	338 39%	318 38%	345 40%
Dishwasher	1060 25%	115 27% c	77 19%	117 26% c	105 25%	83 20%	129 30% CFJ	114 26% c	128 30% CFJ	92 23%	101 24%	192 23%	222 25%	211 25%	242 28%
Clothes washer	1692 40%	147 34%	155 38% BCFgJk	220 48% c	169 41%	145 35%	166 39%	214 48% BCFgJk	162 38%	147 36%	167 39%	302 36%	389 44% LN	311 37%	376 43% Ln
Clothes dryer	1546 36%	130 30%	136 33% BCefk	193 42% c	139 33%	139 34%	153 36% BCEFGJK	211 48% c	157 37%	148 36%	141 33%	266 32%	332 38% L	292 35%	368 42% LN
None of these	1199 28%	123 29%	122 30% d	105 23%	113 27%	139 33% DH	112 26%	108 24%	122 29%	125 31% d	130 30% d	245 29%	218 25%	251 30% m	230 27%
Sigma	7136 168%	680 158%	639 155%	806 176%	692 166%	664 160%	719 169%	820 185%	742 175%	660 162%	714 168%	1319 156%	1498 171%	1383 165%	1561 180%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Refrigerator

Base: Purchased Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1526	146	152	162	150	161	136	151	160	149	159	298	312	297	311
Weighted Base	1639	165*	149*	171*	167*	159*	159*	173*	172*	149*	175*	314	338	318	345
I was the main decision-maker.	741 45%	65 40%	69 47%	86 50% g	76 46%	64 40%	56 35%	70 40%	101 59% BeFGH	68 46%	84 48%	135 43%	162 48% n	120 38%	171 50% N
I shared equally in the decision.	855 52%	96 58% 	73 49%	81 47%	90 54% i	83 52%	94 59% 	101 58% 	69 40%	78 53%	89 51%	170 54%	171 51%	177 56%	170 49%
Someone else made the decision.	44 3%	4 2%	6 4%	4 2%	1 1%	12 7% EHljk	9 6% e	2 1%	2 1%	2 1%	3 2%	10 3%	5 1%	21 6% MO	4 1%
Sigma	1639 100%	165 100%	149 100%	171 100%	167 100%	159 100%	159 100%	173 100%	172 100%	149 100%	175 100%	314 100%	338 100%	318 100%	345 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Dishwasher

Base: Purchased Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1041	109	86	105	104	97	113	109	111	105	102	195	209	210	220
Weighted Base	1060	115*	77*	117*	105*	83*	129*	114*	128*	92*	101*	192	222	211	242
I was the main decision-maker.	500 47%	50 44%	44 57% E	56 48%	35 34%	43 53% E	57 44%	54 47%	70 55% E	47 51% e	44 44%	94 49%	91 41%	100 47%	123 51%
I shared equally in the decision.	500 47%	58 50%	28 36%	59 50%	61 58% C	37 44%	62 48%	55 49%	48 38%	41 45%	51 50%	86 45%	120 54% o	99 47%	103 43%
Someone else made the decision.	60 6%	7 6%	5 7%	2 2%	9 8%	3 3%	10 8%	5 4%	10 8%	3 4%	6 6%	12 6%	11 5%	13 6%	15 6%
Sigma	1060 100%	115 100%	77 100%	117 100%	105 100%	83 100%	129 100%	114 100%	128 100%	92 100%	101 100%	192 100%	222 100%	211 100%	242 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Clothes washer

Base: Purchased Clothes washer

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1569	142	149	174	175	150	155	169	153	148	154	291	349	305	322
Weighted Base	1692	147*	155*	220*	169*	145*	166*	214*	162*	147*	167*	302	389	311	376
I was the main decision-maker.	723 43%	63 42%	53 34%	98 45%	65 39%	69 48%	58 35%	85 40%	75 46%	80 54%	78 47%	115 38%	163 42%	127 41%	160 42%
I shared equally in the decision.	904 53%	80 54%	90 58%	115 52%	99 59%	70 48%	103 62%	116 55%	85 52%	65 44%	81 48%	170 56%	214 55%	172 55%	202 54%
Someone else made the decision.	65 4%	5 4%	12 8%	6 3%	5 3%	6 4%	6 3%	13 6%	2 1%	2 2%	8 5%	17 6%	11 3%	12 4%	15 4%
Sigma	1692 100%	147 100%	155 100%	220 100%	169 100%	145 100%	166 100%	214 100%	162 100%	147 100%	167 100%	302 100%	389 100%	311 100%	376 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base



Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Clothes dryer

Base: Purchased Clothes dryer

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1453	130	130	164	138	145	145	175	147	143	136	260	302	290	322
Weighted Base	1546	130*	136*	193*	139*	139*	153*	211*	157*	148*	141*	266	332	292	368
I was the main decision-maker.	691 45%	59 45%	54 39%	78 41%	51 37%	69 49%	68 45%	80 38%	78 50%	82 55% cdEH	72 51% eh	112 42%	129 39%	137 47%	159 43%
I shared equally in the decision.	788 51%	67 51%	68 50%	108 56% jk	83 60% JK	66 48%	81 53%	121 57% JK	75 48%	60 41%	59 42%	134 50%	192 58%	147 50%	196 53%
Someone else made the decision.	68 4%	4 3%	15 11% bdefGI	6 3%	5 3%	4 3%	4 3%	10 5%	3 2%	5 4%	10 7%	19 7% n	11 3%	8 3%	13 4%
Sigma	1546 100%	130 100%	136 100%	193 100%	139 100%	139 100%	153 100%	211 100%	157 100%	148 100%	141 100%	266 100%	332 100%	292 100%	368 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q430. Thinking about your purchase of the appliance,  
 did you visit a retail showroom to look at the product  
 before your purchase?

Base: Appliance Selected

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2935	288	294	313	294	283	296	296	288	292	291	582	607	579	584
Weighted Base	3001	304	288	349	300	262	307	329	296	279	289	592	649	568	625
Yes	2531 84%	272 89% cDh	235 82%	282 81%	253 84%	219 84%	256 84%	271 83%	258 87%	237 85%	247 86%	507 86%	535 83%	476 84%	529 85%
No	440 15%	28 9%	50 17% B	58 17% b	46 15%	40 15%	48 16%	55 17% b	38 13%	37 13%	41 14%	78 13%	104 16%	87 15%	93 15%
Not sure	30 1%	4 1%	3 1%	9 3% ek	* *	2 1%	3 1%	2 1%	1 *	5 2%	1 *	7 1%	9 1%	5 1%	3 1%
Sigma	3001 100%	304 100%	288 100%	349 100%	300 100%	262 100%	307 100%	329 100%	296 100%	279 100%	289 100%	592 100%	649 100%	568 100%	625 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q435. Do you recall seeing a label describing energy characteristics attached to the appliance?

Base: Visited Showroom

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2500	247	246	257	250	238	254	256	249	253	250	493	507	492	505
Weighted Base	2531	272	235	282	253	219	256	271	258	237	247	507	535	476	529
Yes	2167 86%	229 84%	192 82%	243 86%	235 93%	180 82%	218 85%	235 87%	221 86%	200 85%	213 86%	421 83%	478 89%	398 84%	456 86%
No	191 8%	26 10%	21 9%	23 8%	15 6%	22 10%	27 10%	18 7%	13 5%	13 6%	13 5%	47 9%	38 7%	49 10%	31 6%
Not sure	173 7%	16 6%	23 10%	16 6%	3 1%	18 8%	11 4%	18 7%	23 9%	23 10%	21 9%	39 8%	20 4%	29 6%	42 8%
Sigma	2531 100%	272 100%	235 100%	282 100%	253 100%	219 100%	256 100%	271 100%	258 100%	237 100%	247 100%	507 100%	535 100%	476 100%	529 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q440. To the best of your knowledge, was the color of the energy label...?

Base: Recall Energy Label

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
Weighted Base	2167	229	192	243	235	180	218	235	221	200	213	421	478	398	456
White with green letters	103 5%	5 2%	8 4%	7 3%	9 4%	10 6%	28 13%	13 6%	10 5%	6 3%	7 3%	12 3%	16 3%	38 10%	23 5%
Blue with white letters	171 8%	27 12%	15 8%	26 11%	14 6%	7 4%	14 6%	22 9%	17 8%	12 6%	17 8%	42 10%	40 8%	21 5%	39 9%
Yellow with black letters	1249 58%	136 59%	99 52%	139 57%	121 52%	120 67%	123 56%	145 62%	135 61%	117 58%	116 54%	234 56%	260 54%	243 61%	279 61%
Red with black letters	40 2%	2 1%	2 1%	10 4%	6 2%	2 1%	3 1%	4 1%	6 3%	5 2%	2 1%	4 1%	16 3%	5 1%	9 2%
Not sure	603 28%	60 26%	68 35%	62 25%	85 36%	41 23%	50 23%	52 22%	53 24%	61 30%	71 34%	128 30%	146 31%	91 23%	105 23%
Sigma	2167 100%	229 100%	192 100%	243 100%	235 100%	180 100%	218 100%	235 100%	221 100%	200 100%	213 100%	421 100%	478 100%	398 100%	456 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q445. Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?

Base: Recall Energy Label

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
Weighted Base	2167	229	192	243	235	180	218	235	221	200	213	421	478	398	456
Top 4 Box (Net)	1268 59%	142 62% c	95 50%	151 62% c	150 64% Cj	113 63% Cj	125 57%	126 54%	132 60%	103 51%	131 61% c	237 56%	301 63%	238 60%	259 57%
Top 3 Box (Net)	985 45%	116 51% j	77 40%	119 49% j	121 52% chJ	86 48%	105 48%	95 40%	101 46%	75 37%	90 42%	193 46%	241 50%	190 48%	196 43%
Top 2 Box (Net)	598 28%	53 23%	47 25%	84 35% bHjk	70 30%	53 29%	64 29%	54 23%	73 33% h	49 24%	51 24%	100 24%	154 32% L	117 29%	127 28%
(10)Extremely Useful	376 17%	36 16%	30 16%	63 26% bceHIJ	40 17%	37 21% ij	44 20%	31 13%	27 12%	24 12%	42 20%	66 16%	103 22% O	81 20% O	58 13%
9	223 10%	17 8%	17 9%	21 9%	30 13% K	15 8%	20 9%	23 10% k	46 21% BCDFGHIJK	25 12% K	9 4%	34 8%	51 11%	36 9%	69 15% LN
8	387 18%	63 27% CDhIJ	30 16%	35 14%	51 22% ij	33 18%	40 18%	40 17%	28 13%	26 13%	39 18%	93 22% o	87 18%	73 18%	69 15%
7	283 13%	26 11%	18 9%	32 13%	29 12%	28 15%	20 9%	32 14%	31 14%	28 14%	41 19% CG	44 10%	60 13%	48 12%	63 14%
Middle 5 Box(Net)	950 44%	87 38%	91 47% e	96 39%	84 36%	70 39%	99 45%	118 50% bdEf	103 47% e	102 51% bdEf	100 47% e	178 42%	179 37%	169 42%	221 49% M
Middle 3 Box(Net)	570 26%	55 24% bDEFK	67 35% E	46 19%	50 21%	39 22%	68 31% De	78 33% DEfK	62 28%	57 28% d	48 22%	123 29% M	96 20%	107 27% m	140 31% M
6	199 9%	22 9%	17 9%	17 7%	24 10%	14 8%	17 8%	26 11%	21 9%	22 11%	22 10%	38 9%	40 8%	30 8%	47 10%
5	283 13%	24 10% BDEFIK	40 21% E	20 8%	25 11%	23 13%	43 20% bDeiK	33 14%	23 11%	30 15%	21 10%	64 15% m	45 9%	66 17% M	57 12%
4	87 4%	10 4% e	10 5% E	9 4%	2 1%	3 2%	8 4% EFjk	18 8% EFJK	18 8% EFJK	4 2%	5 2%	20 5%	11 2%	11 3%	36 8% MN
3	97 4%	6 3%	6 3%	18 7% ef	5 2%	3 2%	11 5%	9 4%	10 4%	18 9% bcEF	11 5%	12 3%	23 5%	14 4%	18 4%
2	49 2%	5 2%	6 3%	3 1%	13 6% dgh	5 3%	3 1%	3 1%	3 2%	6 3%	3 2%	10 2%	16 3%	8 2%	6 1%
1	33 2%	6 3%	-	3 1%	2 1% CDEGHJK	12 7%	1 *	4 2%	1 *	1 *	4 2%	6 1%	5 1%	13 3% o	4 1%
Not At All Useful	102 5%	14 6%	7 4%	10 4%	9 4%	6 3%	8 3%	13 6%	11 5%	13 7%	9 4%	22 5%	20 4%	14 3%	25 5%
Not Sure	47 2%	1 * Bfghl	11 5% E	12 5% Bfhl	5 2%	1 1%	3 1%	3 1%	1 1%	3 2%	7 3%	11 3% nO	17 4%	5 1%	4 1%
Bottom 4 Box (Net)	282 13%	31 14%	19 10%	35 14%	29 13%	26 14%	23 10%	28 12%	25 11%	37 19% cg	28 13%	50 12%	64 13%	49 12%	54 12%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q445. Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?

Base: Recall Energy Label

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2167	229	192	243	235	180	218	235	221	200	213	421	478	398	456
Bottom 3 Box (Net)	185 9%	25 11%	13 7%	16 7%	25 10%	23 13% g	11 5%	20 8%	16 7%	20 10%	16 8%	38 9%	41 9%	34 9%	35 8%
Bottom 2 Box (Net)	135 6%	20 9%	7 4%	13 5%	11 5%	18 10% cg	9 4%	17 7%	12 6%	14 7%	13 6%	28 7%	25 5%	27 7%	29 6%
Mean	6.7	6.7	6.6	7.0 j	7.0 j	6.8	6.9	6.4	6.7	6.3	6.8	6.6	7.0	6.8	6.6
Standard Deviation	2.71	2.78	2.59	2.83	2.65	2.86	2.59	2.67	2.66	2.79	2.65	2.70	2.74	2.71	2.67
Standard Error	0.06	0.19	0.18	0.19	0.18	0.21	0.18	0.18	0.19	0.19	0.18	0.13	0.13	0.13	0.13
Median	7	8	7	8	8	7	7	7	7	7	7	7	8	7	7
Sigma	2167 100%	229 100%	192 100%	243 100%	235 100%	180 100%	218 100%	235 100%	221 100%	200 100%	213 100%	421 100%	478 100%	398 100%	456 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q450. In the next two years, are you likely to shop for a new refrigerator, dishwasher, clothes washer or clothes dryer?

22 Dec 2006  
 Table 10

Base: All U.S. Respondents Aged 18+ and Not in An Identified Industry And Not Past 2 Yr Purchaser

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1324	139	133	114	133	143	129	127	138	135	133	272	247	272	265
Weighted Base	1258	127*	125*	110*	118*	153*	119*	114*	128*	129*	137*	252	227	272	242
Yes	1258 100%	127 100%	125 100%	110 100%	118 100%	153 100%	119 100%	114 100%	128 100%	129 100%	137 100%	252 100%	227 100%	272 100%	242 100%
Sigma	1258 100%	127 100%	125 100%	110 100%	118 100%	153 100%	119 100%	114 100%	128 100%	129 100%	137 100%	252 100%	227 100%	272 100%	242 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q455. Which of the following best describes your most likely role in deciding which appliance to purchase?

Base: Intend To Purchase

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1324	139	133	114	133	143	129	127	138	135	133	272	247	272	265
Weighted Base	1258	127*	125*	110*	118*	153*	119*	114*	128*	129*	137*	252	227	272	242
I would be the main decision-maker.	552 44%	59 46%	50 40%	50 45%	47 40%	67 44%	60 50%	44 39%	54 42%	55 43%	66 48%	109 43%	97 43%	127 47%	98 41%
I would share equally in the decision.	706 56%	68 54%	75 60%	60 55%	70 60%	86 56%	59 50%	70 61%	74 58%	74 57%	71 52%	143 57%	130 57%	145 53%	144 59%
Someone else would make the decision.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1258 100%	127 100%	125 100%	110 100%	118 100%	153 100%	119 100%	114 100%	128 100%	129 100%	137 100%	252 100%	227 100%	272 100%	242 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base



Q510. Would any of this information be useful to you in making your purchase decision?

Refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3559 84%	367 85%	331 80%	367 80%	360 86% cdJ	350 85%	374 88% CDJ	384 87% cdJ	353 83%	323 79%	350 82%	698 83%	727 83%	724 86%	737 85%
No	364 9%	33 8%	39 9% g	56 12% EfGi	28 7%	30 7%	21 5%	42 9% g	31 7%	44 11% G	41 10% g	72 8%	84 10% N	51 6%	72 8%
Not sure	336 8%	32 7%	43 10% H	36 8% h	29 7%	35 8% H	30 7%	17 4%	40 10% H	41 10% H	34 8% h	74 9%	64 7%	65 8%	57 7%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q510. Would any of this information be useful to you in making your purchase decision?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3423 80%	339 79%	330 80%	354 77%	348 83%	347 84%	366 86%	341 77%	354 84%	303 74%	340 80%	669 79%	702 80%	713 85%	696 80%
No	461 11%	57 13% EG	56 14% EG	49 11%	30 7%	38 9%	31 7%	50 11%	41 10%	62 15% EFGi	48 11%	114 13% MN	78 9%	68 8%	91 10%
Not sure	374 9%	35 8%	26 6%	55 12% Cfgl	40 10%	30 7%	29 7%	52 12% Cgi	28 7%	42 10%	38 9%	61 7%	95 11% IN	59 7%	80 9%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Refrigerator

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Weighted Base	3559	367	331	367	360	350	374	384	353	323	350	698	727	724	737
Price (Net)	2393 67%	239 65%	190 57%	241 66% c	248 69% Cfg	212 60%	225 60%	308 80%	268 76%	214 66% c	248 71% CFG	429 61%	490 67% IN	437 60%	576 78% LMN
Savings (Subnet)	140 4%	14 4%	18 6% ij	17 5%	9 3%	20 6% ij	13 3%	19 5%	8 2%	7 2%	14 4%	32 5%	26 4%	33 5%	27 4%
Savings	96 3%	9 2%	14 4%	14 4%	9 2%	15 4%	7 2%	12 3%	7 2%	5 1%	5 1%	23 3%	23 3%	22 3%	19 3%
Yearly savings	44 1%	5 1%	4 1%	3 1%	* *	6 2%	6 2%	7 2%	1 *	2 1%	9 3% Ei	9 1%	4 1%	11 2%	8 1%
Yearly operating cost	1073 30%	116 32% C	65 20%	111 30% C	100 28% c	93 27%	93 25%	155 40%	161 46%	79 25%	100 29% C	181 26%	211 29%	186 26%	317 43% LMN
Other price mentions	20 1%	-	*	1 *	2 1%	1 *	1 *	5 1%	4 1%	3 1%	3 1%	*	3 *	2 *	9 1% L
Operating cost (unsp)	504 14%	36 10%	31 9%	48 13%	65 18% BCf	40 11%	53 14%	60 16% c	51 14%	62 19% BCF	57 16% bc	68 10%	113 15% L	94 13%	111 15% L
Cost with electric water heater/gas water heater	*	-	-	-	-	-	-	-	*	-	-	-	-	-	*
Cost (unsp)	159 4%	24 7% F	12 4%	11 3%	14 4%	8 2%	15 4%	19 5%	15 4%	16 5%	24 7% F	36 5%	26 4%	23 3%	34 5%
Cost per year/Yearly cost	359 10%	27 7%	44 13% bIk	38 10%	41 11%	44 13% bIk	38 10%	41 11%	25 7%	37 12%	24 7%	71 10%	79 11%	82 11%	66 9%
Energy cost	75 2%	9 3%	9 3%	5 1%	5 1%	3 1%	6 2%	8 2%	4 1%	10 3%	17 5% DEFgl	18 3%	9 1%	9 1%	11 2%
Yearly energy cost	51 1%	6 2%	10 3% g	3 1%	11 3% g	3 1%	2 1%	3 1%	3 1%	3 1%	7 2%	16 2% n	13 2%	5 1%	6 1%
Yearly operating cost of \$57	41 1%	8 2% j	2 1%	9 2% J	5 1%	4 1%	6 2% j	3 1%	2 *	-	2 1%	11 2%	13 2%	11 1%	5 1%
Energy consumption (Net)	1434 40%	184 50% FGHIJ	182 55% eFGHIJK	177 48% FgHIJ	163 45% FHIJ	106 30%	146 39% fJ	127 33%	112 32%	82 25%	154 44% FHIJ	366 52% NO	340 47% NO	253 35%	239 32%
Energy used	979 28% DEFGHIJ	144 39% DEFGHIJ	148 45% DEFGHIJ	88 24% j	86 24% j	76 22%	102 27% J	82 21%	72 20%	54 17% DEFGHIJ	127 36% DEFGHIJ	292 42% MNO	174 24%	178 25%	154 21%
580 KWH	35 1%	4 1%	2 1%	8 2% Gij	7 2% gij	6 2% gij	-	6 1% g	*	-	2 1%	6 1%	14 2%	6 1%	6 1%
Yearly energy/KWH usage	374 10%	36 10%	25 8% CFHJK	57 16% BCFGHIJK	74 21% BCFGHIJK	24 7%	37 10%	30 8%	36 10%	28 9%	24 7%	61 9%	131 18% LNO	62 9%	67 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Refrigerator

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3559	367	331	367	360	350	374	384	353	323	350	698	727	724	737
Energy savings	65 2%	3 1%	10 3% EJ BEGHJK	21 6%	1	12 3% bEJ	6 2%	6 1%	4 1%	-	4 1%	13 2%	21 3%	18 2%	10 1%
Other energy consumption mentions	18 1%	3 1%	*	5 1%	-	2 1%	*	5 1%	1 *	*	2 *	3 *	5 1%	3 *	6 1%
Product Attribute (Net)	247 7%	30 8%	21 6%	26 7%	30 8%	23 7%	21 6%	30 8%	26 7%	20 6%	20 6%	51 7%	56 8%	44 6%	56 8%
Capacity/Size (Subnet)	98 3%	7 2%	10 3%	10 3%	14 4% h	5 2%	9 3%	4 1%	5 1%	17 5% bFHI	15 4% Hi	18 3%	25 3% O	15 2%	8 1%
Capacity	51 1%	2 1%	6 2%	7 2%	3 1%	2 1%	5 1%	3 1%	4 1%	7 2%	10 3% bf	8 1%	10 1%	7 1%	7 1%
Size (unsp)	30 1%	6 2% fh	2 1%	3 1%	6 2% fh	-	3 1%	-	1 *	7 2% FH	3 1%	7 1%	9 1% o	3 *	1 *
Cubic feet	23 1%	-	2 1%	-	5 1%	4 1%	1 *	*	1 *	5 2% bdh	4 1%	2 *	5 1%	5 1%	1 *
Other product attribute mentions	68 2%	13 3% jk	4 1%	7 2%	6 2%	12 3% j	6 2%	8 2%	9 2%	2 1%	3 1%	16 2%	13 2%	18 2%	16 2%
Features	63 2%	6 2%	9 3% K	10 3% K	5 1%	6 2%	5 1%	9 2% k	9 3% K	3 1%	1 *	15 2%	15 2%	11 1%	19 3%
Automatic defrost	71 2%	10 3% j	4 1%	6 2%	4 1%	14 4% ceJk	7 2%	15 4% ceJk	6 2%	1 *	3 1%	14 2%	11 1%	21 3%	21 3%
Ice through the door	49 1%	10 3% jK	4 1%	5 1%	7 2% k	9 3% K	4 1%	7 2% k	2 1%	1 *	-	14 2%	12 2%	13 2%	9 1%
Side mounted freezer	25 1%	1 *	1 *	3 1%	6 2% k	2 1%	5 1%	5 1%	1 *	1 *	-	2 *	9 1%	7 1%	6 1%
Model/Type of appliance	17 *	8 2% cdEFH	1 *	1 *	-	-	2 *	-	1 *	1 *	4 1%	9 1% mno	1 *	2 *	1 *
Stars/Energy Star Rating (Net)	484 14%	7 2% BDEHK	61 18%	1 *	40 11% BDHK BCDEHIK BCDEHIK	92 26% BCDEHIK BCDEHIK	98 26% BCDEHIK BCDEHIK	1 *	61 17% BDEHK BCDEHIK	109 34% BCDEHIK	14 4% DH	68 10% M	41 6% LMO	190 26% LMO	63 9% M
Stars/Star rating	257 7%	2 *	5 2%	1 *	15 4% BDH BCDEHIK BCDEHIK	71 20% BCDEHIK BCDEHIK	61 16% BCDEHIK BCDEHIK	1 *	7 2% BCDEHIK BCDEHIK	90 28% BCDEHIK BCDEHIK	5 1%	7 1%	15 2% LMO	132 18% LMO	8 1% M
Energy star/Energy star rating	234 7%	5 1% BDEFHJK	56 17% BDEFHJK	-	25 7% BDHK	20 6% BDH BDFHJK	43 12% BDFHJK	1 *	55 16% BDEFHJK	20 6% BDHK	9 2% DH	61 9% M	25 4% M	64 9% M	55 8% M
General (Net)	513 14%	57 15% i	61 19% dhk	43 12%	56 16% i	60 17% i	65 17% i	46 12%	32 9% i	49 15% i	43 12%	118 17% O	99 14% O	126 17% O	78 11% O
All of it/Everything	110 3%	8 2%	9 3%	12 3%	9 3%	13 4%	16 4%	8 2%	9 3%	15 5%	11 3%	17 2%	21 3%	29 4%	17 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful  
 Refrigerator

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3559	367	331	367	360	350	374	384	353	323	350	698	727	724	737
Efficiency/Efficiency rating	113 3%	2 1%	5 1%	4 1%	7 2%	34 10%	32 9%	6 2%	7 2%	13 4%	2 1%	7 1%	11 2%	66 9%	14 2%
Comparison/Comparison with other/similar models	109 3%	18 5%	24 7%	10 3%	9 3%	5 1%	5 1%	9 2%	5 1%	6 2%	17 5%	43 6%	19 3%	10 1%	14 2%
Use/Usage (unsp)	20 1%	4 1%	3 1%	1 *	4 1%	-	-	6 1%	-	-	3 1%	7 1%	5 1%	-	6 1%
Yearly usage	20 1%	5 1%	-	3 1%	6 2%	1 *	1 *	1 *	-	1 *	1 *	5 1%	10 1%	3 *	1 *
Information on product	18 *	6 2%	3 1%	3 *	3 1%	-	-	-	3 1%	2 1%	-	9 1%	4 *	-	3 *
Chart/Bar/Graph representation	8 *	1 *	-	1 *	2 1%	-	-	1 *	-	3 1%	-	1 *	3 *	-	1 *
Other mentions	74 2%	6 2%	11 3%	4 1%	11 3%	1 *	9 2%	13 3%	5 1%	9 3%	5 2%	17 2%	15 2%	10 1%	18 2%
None/Nothing	20 1%	2 1%	1 *	7 2%	4 1%	1 *	1 *	1 *	2 *	1 *	1 *	4 1%	11 1%	2 *	2 *
Don't know	4 *	-	1 *	2 *	-	1 *	1 *	1 *	-	-	-	1 *	2 *	2 *	1 *
Refused/Declined to answer	31 1%	4 1%	5 1%	1 *	2 1%	5 2%	1 *	2 *	3 1%	3 1%	4 1%	9 1%	3 *	7 1%	5 1%
Sigma	5306 149%	550 150%	533 161%	509 139%	558 155%	539 154%	583 156%	538 140%	514 146%	489 151%	494 141%	1083 155%	1067 147%	1122 155%	1052 143%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Dishwasher

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Weighted Base	3423	339	330	354	348	347	366	341	354	303	340	669	702	713	696
Price (Net)	2354 69%	212 63%	196 59%	233 66%	257 74% BCdGJ	237 68% c	228 62%	294 86% BCDEFGJK	277 78% BCDFGJK	182 60%	237 70% Cj	408 61%	490 70% L	465 65%	571 82% LMN
Savings (Subnet)	90 3%	13 4% hj	11 3% hj	4 1%	17 5% DHiJ	10 3%	15 4% dHJ	2 1%	5 1%	2 1%	11 3% hj	24 4% O	20 3% o	25 3% O	7 1%
Savings	69 2%	10 3% hj	9 3%	4 1%	12 3% hj	8 2%	9 3%	2 1%	4 1%	2 1%	9 3%	20 3% O	15 2%	17 2% o	6 1%
Yearly savings	20 1%	2 1%	2 1%	-	5 1%	3 1%	5 1%	-	2 *	-	2 1%	4 1%	5 1%	8 1%	2 *
Yearly operating cost	856 25%	68 20%	52 16%	77 22%	93 27% CJK	97 28% bCJK	84 23% C	140 41% BCDEFGJK	137 39% BCDEFGJK	52 17%	56 16%	120 18%	170 24% L	181 25% L	277 40% LMN
Other price mentions	61 2%	4 1%	11 3% eGj	9 3%	2 1%	4 1%	2 1%	12 4% EGj	7 2%	2 1%	7 2%	15 2%	11 2%	6 1%	19 3% n
Operating cost (unsp)	514 15%	58 17% c	35 10%	47 13% Cd	70 20% F	42 12%	63 17% c	59 17% c	56 16%	43 14%	42 12%	93 14%	117 17%	104 15%	115 17%
Cost with electric water heater/gas water heater	197 6%	17 5%	19 6% gi	20 6%	21 6% gi	24 7% GI	9 2%	14 4%	8 2% BcdeGHI	34 11% GHI	30 9% Ghl	36 5%	41 6% o	33 5%	23 3%
Cost (unsp)	159 5%	10 3%	22 7% g	17 5%	16 5%	19 6%	10 3%	12 3%	22 6%	11 4%	20 6%	32 5%	34 5%	29 4%	34 5%
Cost per year/Yearly cost	318 9%	20 6%	23 7% BCEFGi	49 14%	25 7%	23 7%	27 7%	37 11%	29 8%	29 10% BCEFGij	56 16% ij	42 6%	75 11% Ln	49 7%	66 10%
Energy cost	75 2%	8 2%	9 3%	3 1%	9 2%	6 2%	7 2%	6 2%	7 2%	7 2%	7 2% D	14 4% D	17 2%	11 2%	13 2%
Yearly energy cost	62 2%	11 3% e	10 3% e	4 1%	2 1%	3 1%	5 1%	10 3% e	7 2%	7 2%	4 1%	21 3% MN	6 1%	7 1%	17 2% m
Cost difference between gas and electricity	51 1%	4 1%	9 3%	3 1%	6 2%	9 3%	5 1%	7 2%	3 1%	2 1%	4 1%	13 2%	9 1%	13 2%	10 1%
Yearly operating cost of gas/natural gas water heaters	74 2%	5 2%	4 1%	7 2%	2 1%	10 3% k	7 2%	6 2%	11 3% k	19 6% BCDEGHK	1 *	10 1%	10 1%	17 2%	17 2%
Energy consumption (Net)	1320 39%	167 49% FGHIJ	163 49% FGHIJ	175 49% FGHIJ	153 44% FHIJ	104 30%	140 38% fHIJ	83 24%	102 29%	79 26%	153 45% FHIJ	330 49% NO	328 47% NO	245 34% O	184 27%
Energy used	956 28% eFGHIJ	131 39% FgHIJ	122 37% FgHIJ	118 33% HIJ	102 29% HIJ	89 26% lj	103 28% HIJ	65 19%	58 16%	55 18%	113 33% HIJ	253 38% mNO	220 31% O	192 27% O	123 18%
363 KWH	22 1%	2 1%	1 *	2 *	2 1%	2 1%	2 1%	-	3 1%	2 1%	6 2% h	3 *	4 1%	4 1%	3 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Dishwasher

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3423	339	330	354	348	347	366	341	354	303	340	669	702	713	696
Yearly energy/KWH usage	303 9%	37 11% FH	29 9% fh	50 14% cFgHlJ	46 13% FHj	15 4%	29 8%	14 4%	29 8%	21 7%	32 9% fh	66 10% no	96 14% NO	45 6%	43 6%
Energy savings	55 2%	3 1%	5 2%	7 2%	6 2%	3 1%	7 2%	4 1%	9 3%	2 1%	7 2%	8 1%	13 2%	10 1%	14 2%
Other energy consumption mentions	30 1%	11 3% DEfGhijK	10 3% DEfGhijK	*	1	1	1	2	2	2 1%	1	21 3% MNO	1	3	3
Product Attribute (Net)	50 1%	9 3% j	4 1%	8 2% j	5 1%	3 1%	2 1%	7 2%	4 1%	*	8 2% j	13 2%	13 2%	5 1%	11 2%
Capacity/Size (Subnet)	40 1%	5 2%	4 1%	8 2% gj	1	3 1%	1	6 2% j	4 1%	-	7 2% gj	9 1%	9 1%	3	10 1%
Capacity	39 1%	5 2%	4 1%	8 2% gj	1	3 1%	1	6 2% j	4 1%	-	7 2% gj	9 1%	9 1%	3	10 1%
Size (unsp)	1	-	1	-	-	*	-	-	-	-	-	1	-	*	-
Other product attribute mentions	5	-	-	-	2	-	-	-	-	-	3 1%	-	2	-	-
Features	7	2 1%	-	-	3 1%	-	1	*	-	*	-	2	3	1	*
Model/Type of appliance	10	5 1% g	1	-	-	-	-	1	-	-	3 1%	6 1% mn	-	-	1
Stars/Energy Star Rating (Net)	396 12%	2	59 18% BDEHIK	2	18 5% BDh	83 24% BDEHIK	108 29% BCDEHIK	5	22 6% BDHK	91 30% BCDEHIK	7	61 9% MO	20 3%	191 27% LMO	27 4%
Stars/Star rating	253 7%	-	7 2% b	2	5 2% BCDEHIK	69 20% BCDEHIK	77 21% BCDEHIK	5	6 2% b	76 25% BCDEHIK	5	7 1%	7 1%	146 20% LMO	11 2%
Energy star/Energy star rating	150 4%	2	54 16% BDEfGHJK	1	12 4% BDHK	14 4% BDHK	36 10% BDEfHIJK	-	16 4% BDHK	14 5% BDHK	2	56 8% MO	13 2%	50 7% MO	16 2%
General (Net)	601 18%	74 22% Hi	65 20% h	57 16%	57 16%	77 22% Hi	59 16%	42 12%	50 14%	56 19%	64 19%	139 21% O	114 16%	136 19% O	92 13%
All of it/Everything	140 4%	8 2%	12 4%	14 4%	17 5%	13 4%	21 6%	11 3%	14 4%	23 8% BhK	8 2%	20 3%	30 4%	34 5%	24 4%
Efficiency/Efficiency rating	63 2%	4 1%	4 1%	4 1%	4 1% BCDEHIK	18 5% BCDEHIK	18 5% BCDEHIK	2 1%	-	5 2% i	3 1%	8 1%	8 1%	37 5% LMO	2
Comparison/Comparison with other/similar models	128 4%	20 6%	12 4%	10 3%	11 3%	13 4%	10 3%	12 4%	13 4%	8 3%	20 6%	31 5%	22 3%	23 3%	25 4%
Gas or electric	109 3%	14 4% defGHIJ	24 7%	11 3%	12 3%	11 3%	5 1%	9 3%	5 2%	5 2%	14 4%	38 6% NO	23 3%	16 2%	14 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Dishwasher

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3423	339	330	354	348	347	366	341	354	303	340	669	702	713	696
Use/Usage (unsp)	11*	1*	3 1%	2*	-	2 1%	* *	* *	-	-	3 1%	4 1%	2*	2*	* *
Yearly usage	7*	-	-	5 1%	1*	-	1*	-	-	-	-	-	6 1% lo	1*	-
Information on product	12*	4 1%	1*	-	* *	* *	-	* *	-	4 1%	2 1%	5 1% m	* *	* *	* *
Chart/Bar/Graph representation	9*	* *	* *	4 1%	-	-	-	* *	-	4 1%	-	1*	4 1%	-	* *
Other mentions	96 3%	21 6% CDeGhjk	6 2%	4 1%	8 2%	15 4% dG	3 1%	8 2%	15 4% dG	7 2%	8 2%	27 4% m	13 2%	19 3%	23 3%
None/Nothing	16*	3 1%	1*	4 1%	1*	3 1%	-	* *	-	1*	2 1%	4 1%	6 1%	3*	* *
Don't know	5*	-	-	3 1%	1*	-	1*	-	-	1*	-	-	4 1%	1*	-
Refused/Declined to answer	26 1%	* *	8 3% BdeGhJ	1*	2*	4 1%	-	1*	3 1%	-	6 2% gj	9 1%	3*	4 1%	4 1%
Sigma	4911 143%	491 145%	507 154%	489 138%	502 145%	523 151%	550 150%	447 131%	470 133%	439 145%	492 145%	998 149%	991 141%	1073 151%	917 132%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q520. Based on this information, can you tell how much it typically costs to operate this model for one year?

22 Dec 2006  
 Table 16

Refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3858 91%	400 93% Dk	377 91% d	395 86% d	383 92% d	379 91% d	395 93% Dk	394 89% d	387 91% d	375 92% D	373 88% d	776 92% d	778 89% d	774 92% m	781 90% m
No	197 5%	22 5%	16 4%	30 6% J	15 4%	17 4%	16 4%	30 7% J	18 4%	10 3%	21 5%	39 5%	44 5%	34 4%	48 6%
Not sure	204 5%	9 2%	19 5%	34 7% Bg	20 5%	18 4%	14 3%	18 4%	19 5%	22 5% b	31 7% Bg	28 3%	54 6% l	32 4%	37 4%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q520. Based on this information, can you tell how much it typically costs to operate this model for one year?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3786 89%	388 90%	366 89%	384 84%	371 89%	367 89%	392 92%	400 90%	381 90%	359 88%	379 89%	754 89%	754 86%	759 90%	781 90%
No	241 6%	24 6%	30 7%	43 9%	20 5%	19 5%	16 4%	26 6%	17 4%	25 6%	20 5%	54 6%	63 7%	36 4%	43 5%
Not sure	231 5%	20 5%	16 4%	32 7%	27 6%	28 7%	17 4%	17 4%	25 6%	23 6%	27 6%	35 4%	59 7%	45 5%	42 5%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q522. How much would it typically cost to operate this model for one year?

Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3567 84%	376 87% Di	345 84%	364 79%	360 86% d	362 87% Di	358 84%	361 82%	344 81%	349 86% d	349 82%	721 85%	724 83%	719 86% o	705 81%
Incorrect Response	211 5%	22 5%	18 4%	20 4%	17 4%	13 3%	33 8% F	27 6%	21 5%	19 5%	21 5%	39 5%	38 4%	46 6%	49 6%
Not sure	79 2%	2 1%	14 3% Bfgk	11 2%	5 1%	4 1%	4 1%	6 1%	21 5% BEFGHJK	8 2%	3 1%	17 2%	16 2%	8 1%	27 3% N
Cannot tell typical operating costs	401 9%	31 7%	36 9% BcefGiJ	63 14%	35 8%	36 9%	31 7%	48 11%	37 9%	32 8%	53 12% bg	67 8%	98 11% n	66 8%	85 10%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q522. How much would it typically cost to operate this model for one year  
 using an electric water heater?

Dishwasher

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3197 75%	329 76%	321 78% d	322 70%	313 75%	310 75%	315 74%	341 77% d	325 77%	316 78% d	305 72%	650 77%	635 73%	625 74%	666 77%
Incorrect Response	469 11%	46 11%	42 10%	45 10%	44 11%	44 11%	68 16% cdefJ	49 11%	47 11%	29 7%	54 13% j	88 10%	90 10%	112 13%	96 11%
Not sure	120 3%	13 3% c	3 1%	16 3% C	13 3% c	13 3% c	9 2%	10 2%	9 2%	14 4% C	20 5% C	16 2%	29 3%	21 3%	19 2%
Cannot tell typical operating costs	473 11%	44 10%	46 11%	75 16% bGHI	47 11%	47 11%	34 8%	43 10%	43 10%	48 12%	47 11%	90 11%	121 14% no	81 10%	85 10%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q521. Now, we would like to ask you some questions about energy use.  
 Based on this information, can you tell how much energy is typically required  
 to operate this model for one year?

Refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3847 90%	393 91% k	373 90%	399 87%	387 93% DK	377 91%	402 95% cDhiK	396 90%	382 90%	373 92% k	366 86%	766 91%	786 90%	779 93%	778 90%
No	189 4%	24 6% g	12 3%	24 5% g	11 3%	17 4%	8 2%	30 7% cEG	18 4%	19 5%	26 6% ceG	36 4%	35 4%	25 3%	48 6% n
Not sure	223 5%	14 3%	28 7% b	36 8% BGhj	19 5%	21 5%	15 3%	16 4%	24 6%	16 4%	33 8% Bghj	42 5%	55 6%	36 4%	40 5%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q521. Now, we would like to ask you some questions about energy use.  
 Based on this information, can you tell how much energy is typically required  
 to operate this model for one year?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3800 89%	379 88%	362 88%	384 84%	381 91% D	375 91% D	395 93% bcDj	396 90% d	390 92% D	356 87%	382 90% d	741 88%	765 87%	770 92% IM	786 91%
No	184 4%	25 6%	25 6%	28 6% f	17 4%	12 3%	15 3%	18 4%	13 3%	19 5%	13 3%	49 6% n	46 5%	27 3%	31 4%
Not sure	274 6%	27 6%	26 6%	46 10% EGi	19 5%	27 7%	16 4%	28 6%	21 5%	32 8% g	31 7% g	54 6%	65 7%	43 5%	49 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q525. How much energy is typically required to operate this model for one year?

Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3642 86%	362 84%	338 82%	372 81%	360 86%	370 89%	389 91%	387 87%	367 87%	353 87%	344 81%	700 83%	732 84%	759 90%	754 87%
Incorrect Response	176 4%	28 6% FgHI	31 8% FGHIj	21 5% f	22 5% Fh	6 1%	13 3%	9 2%	10 2%	15 4%	21 5% Fh	59 7% NO	43 5% NO	19 2%	20 2%
Not sure	28 1%	3 1%	3 1%	6 1% h	5 1%	* *	1 *	- -	4 1%	5 1% h	1 *	6 1%	11 1% N	1 *	4 *
Cannot tell typical energy use	412 10%	38 9%	40 10% g	60 13% EG	30 7%	38 9%	23 5%	46 10% g	42 10% g	35 8%	60 14% bEGj	78 9%	90 10%	61 7%	89 10%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q525. How much energy is typically required to operate this model for one year?

Dishwasher

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3608 85%	354 82%	344 83%	362 79%	364 87% D	361 87% D	367 86% D	386 87% D	377 89% BcDJ	334 82%	360 84%	698 83%	726 83%	728 87%	763 88% LM
Incorrect Response	148 3%	21 5% h	16 4%	19 4%	11 3%	10 2%	20 5% h	7 2%	10 2%	19 5% h	15 4%	37 4% O	30 3%	30 4%	17 2%
Not sure	44 1%	4 1%	2 1%	3 1%	5 1%	4 1%	8 2%	3 1%	3 1%	4 1%	7 2%	6 1%	9 1%	12 1%	6 1%
Cannot tell typical energy use	458 11%	52 12% g	51 12% g	74 16% EFGhIk	37 9%	39 9%	30 7%	46 10%	34 8%	51 13% g	44 10%	103 12% n	111 13% N	69 8%	80 9%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q530. Now, we would like to ask you some questions about energy efficiency.  
 Based on this information, can you tell how the energy efficiency of this model  
 typically compares to the energy efficiency of all similarly-size  
 refrigerators sold in the market?

Refrigerator

Base: Qualified Respondents and Information Would Be Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Weighted Base	3559	367	331	367	360	350	374	384	353	323	350	698	727	724	737
Yes	2821 79%	325 89%	290 88%	285 78%	254 70%	278 79%	304 81%	286 74%	260 74%	258 80%	281 80%	615 88%	538 74%	582 80%	546 74%
No	455 13%	26 7%	26 8%	57 15%	67 19%	33 9%	43 12%	66 17%	64 18%	37 11%	35 10%	52 7%	124 17%	76 11%	130 18%
Not sure	283 8%	16 4%	15 5%	25 7%	39 11%	39 11%	26 7%	32 8%	29 8%	28 9%	33 10%	31 4%	65 9%	65 9%	61 8%
Sigma	3559 100%	367 100%	331 100%	367 100%	360 100%	350 100%	374 100%	384 100%	353 100%	323 100%	350 100%	698 100%	727 100%	724 100%	737 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q530. Now, we would like to ask you some questions about energy efficiency.  
 Based on this information, can you tell how the energy efficiency of this  
 model typically compares to the energy efficiency of all  
 dishwashers sold in the market?

Dishwasher

Base: Qualified Respondents and Information Would Be Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Weighted Base	3423	339	330	354	348	347	366	341	354	303	340	669	702	713	696
Yes	2411 70%	271 80%	246 74%	231 65%	236 68%	238 68%	247 67%	261 77%	234 66%	209 69%	238 70%	517 77%	468 67%	484 68%	495 71%
		DEFGJK	di					Defgl				MNo			
No	683 20%	42 12%	58 18%	80 23%	80 23%	85 24%	78 21%	65 19%	80 23%	57 19%	57 17%	100 15%	160 23%	163 23%	145 21%
				B	B	Bk	B	b	B	b			L	L	L
Not sure	329 10%	26 8%	26 8%	43 12%	31 9%	24 7%	41 11%	15 4%	41 11%	37 12%	45 13%	52 8%	74 11%	65 9%	55 8%
				H	h		H		H	fH	fH				
Sigma	3423 100%	339 100%	330 100%	354 100%	348 100%	347 100%	366 100%	341 100%	354 100%	303 100%	340 100%	669 100%	702 100%	713 100%	696 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q535. How would you rate this model in terms of typical energy efficiency compared to all refrigerators sold in the market?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2829	310	308	283	273	287	289	268	256	261	294	618	556	576	524
Weighted Base	2821	325	290	285	254	278	304	286	260	258	281	615	538	582	546
Top 2 Box(Net)	1978 70%	227 70% K	198 68% K	210 74% K	184 72% K	247 89% BCDEHIJK	284 93% BCDEHIJK	195 68% K	188 72% K	185 72% K	60 21%	425 69%	393 73%	531 91% LMO	383 70%
One of the best in the market	324 11%	20 6% K	13 4%	44 16% BCK	37 14% BCK	51 18% BCK	52 17% BCK	35 12% bCK	39 15% BCK	29 11% CK	4 1%	33 5%	81 15% L	103 18% L	74 14% L
Above average	1654 59%	207 64% K	185 64% K	166 58% K	147 58% K	196 71% DEHIJK	232 76% BCDEHIJK	160 56% K	149 57% K	156 61% K	56 20%	392 64% o	312 58% LMO	428 74% LMO	309 57%
About average	478 17%	51 16% G	46 16% G	31 11% g	33 13% G	28 10% g	15 5%	44 15% G	31 12% G	62 24% bcDEFGHI	137 49%	97 16% N	65 12% n	42 7% N	74 14% N
Bottom 2 Box(Net)	365 13%	47 14% FGJ	46 16% FGJ	44 15% FGJ	37 15% FGJ	4 1%	5 2%	47 16% FGJ	42 16% FGJ	10 4% BCDEFGHIJ	84 30%	93 15% N	80 15% N	9 2% N	89 16% N
Below average	351 12%	46 14% FGJ	42 14% FGJ	43 15% FGJ	37 14% FGJ	3 1%	5 2%	45 16% FGJ	40 15% FGJ	10 4% BCDEFGHIJ	82 29%	88 14% N	79 15% N	8 1% N	84 15% N
One of the worst in the market	14 *	* *	4 1%	1 *	* *	1 *	-	2 1%	3 1%	-	2 1%	4 1%	1 *	1 *	5 1%
Mean	3.7	3.6 K	3.6 K	3.7 cK	3.7 cK	4.1 BCDEHIJK	4.1 BCDEHIJK	3.6 K	3.7 K	3.8 BCK	2.9	3.6	3.7 L	4.1 LMO	3.7
Standard Deviation	0.85	0.81	0.85	0.91	0.89	0.59	0.53	0.92	0.94	0.69	0.76	0.83	0.90	0.56	0.93
Standard Error	0.02	0.05	0.05	0.05	0.05	0.03	0.03	0.06	0.06	0.04	0.04	0.03	0.04	0.02	0.04
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
Sigma	2821 100%	325 100%	290 100%	285 100%	254 100%	278 100%	304 100%	286 100%	260 100%	258 100%	281 100%	615 100%	538 100%	582 100%	546 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q535. How would you rate this model in terms of typical energy efficiency compared to all dishwashers sold in the market?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2401	269	261	220	242	243	235	229	226	225	251	530	462	478	455
Weighted Base	2411	271	246	231	236	238	247	261	234	209	238	517	468	484	495
Top 2 Box(Net)	728 30%	21 8%	22 9%	32 14%	28 12%	208 87%	223 91%	32 12%	23 10%	113 54%	25 11%	43 8%	61 13%	431 89%	55 11%
One of the best in the market	133 6%	4 2%	5 2%	12 5%	4 2%	31 13%	34 14%	10 4%	7 3%	26 12%	-	9 2%	16 3%	65 13%	17 3%
Above average	596 25%	17 6%	17 7%	20 9%	24 10%	176 74%	190 77%	22 9%	16 7%	87 42%	25 11%	34 7%	45 10%	366 76%	38 8%
About average	1597 66%	232 85%	204 83%	196 85%	205 87%	28 12%	21 8%	223 85%	198 85%	84 40%	207 87%	435 84%	401 86%	49 10%	421 85%
Bottom 2 Box(Net)	86 4%	19 7%	20 8%	2 1%	3 1%	2 1%	2 1%	6 2%	13 6%	12 6%	6 2%	38 7%	6 1%	4 1%	19 4%
Below average	85 4%	19 7%	20 8%	2 1%	3 1%	1 *	2 1%	6 2%	13 6%	12 6%	6 2%	38 7%	6 1%	4 1%	19 4%
One of the worst in the market	1 *	-	-	-	-	1 *	-	* -	-	-	-	-	-	1 *	* -
Mean	3.3	3.0	3.0	3.2 BCiK	3.1 b	4.0 BCDEHIJK	4.0 BCDEHIJK	3.1 bc	3.1	3.6 BCDEHIK	3.1	3.0	3.2 L	4.0 LMO	3.1 l
Standard Deviation	0.63	0.44	0.48	0.52	0.41	0.55	0.51	0.50	0.49	0.78	0.35	0.46	0.47	0.53	0.49
Standard Error	0.01	0.03	0.03	0.04	0.03	0.04	0.03	0.03	0.03	0.05	0.02	0.02	0.02	0.02	0.02
Median	3	3	3	3	3	4	4	3	3	4	3	3	3	4	3
Sigma	2411 100%	271 100%	246 100%	231 100%	236 100%	238 100%	247 100%	261 100%	234 100%	209 100%	238 100%	517 100%	468 100%	484 100%	495 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice sold in the market?

Refrigerator

Base: Qualified Respondents Who Responded No Or Not Sure to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	734	49	42	78	85	74	77	88	103	76	62	91	163	151	191
Weighted Base	738	42**	41**	82*	107*	72*	69*	98*	92*	65*	69**	83*	189*	142*	191
Yes	172 23%	15 36%	9 22%	14 18%	20 19%	17 24%	20 29%	27 28%	21 23%	10 16%	18 26%	24 29%	35 18%	37 26%	48 25%
No	352 48%	19 46%	17 41%	44 54%	51 48%	30 42%	34 49%	51 52%	45 49%	30 46%	31 45%	36 43%	95 51%	64 45%	96 50%
Not sure	213 29%	7 18%	15 37%	23 29%	35 33%	25 35%	15 22%	20 21%	26 29%	25 39% h	20 28%	23 27%	58 31%	40 29%	47 25%
Sigma	738 100%	42 100%	41 100%	82 100%	107 100%	72 100%	69 100%	98 100%	92 100%	65 100%	69 100%	83 100%	189 100%	142 100%	191 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized dishwashers sold in the market?

Dishwasher

Base: Qualified Respondents Who Responded No Or Not Sure to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1047	79	87	118	110	111	115	102	129	104	92	166	228	226	231
Weighted Base	1012	68*	84*	123*	111*	109*	119*	80*	121*	94*	103*	152*	234	228	201
Yes	430 42%	29 42%	31 37%	53 43%	36 32%	55 50% e	54 45%	34 42%	58 48% e	32 34%	47 46%	60 40%	89 38%	109 48%	92 46%
No	328 32%	18 26%	31 36% k	36 29%	47 42% K	37 34% k	36 30%	34 42% K	35 29%	37 39% K	19	48 32%	83 35%	72 32%	68 34%
Not sure	255 25%	21 31% fh	22 27%	34 27%	28 25%	18 16%	29 25%	12 15%	28 23%	25 27%	37 36% FH	44 29%	62 26%	47 20%	41 20%
Sigma	1012 100%	68 100%	84 100%	123 100%	111 100%	109 100%	119 100%	80 100%	121 100%	94 100%	103 100%	152 100%	234 100%	228 100%	201 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice

Refrigerator

Base: All Qualified Respondents Who Responded Yes to Q540

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	162	13	11	19	16	15	20	19	26	13	10	24	35	35	45
Weighted Base	172*	15**	9**	14**	20**	17**	20**	27**	21**	10**	18**	24**	35**	37**	48**
Top 2 Box(Net)	99 57%	8 52%	7 74%	9 65%	9 45%	10 60%	16 79%	17 64%	14 67%	5 45%	4 20%	15 60%	18 53%	26 70%	31 65%
One of the best in the market	21 12%	* 3%	3 36%	1 10%	5 24%	1 8%	2 12%	2 6%	5 23%	* 3%	- -	4 15%	6 18%	4 10%	7 14%
Above average	78 45%	7 49%	3 38%	8 55%	4 21%	9 52%	13 66%	16 58%	9 43%	4 42%	4 20%	11 45%	12 35%	22 60%	25 52%
About average	59 34%	7 48%	2 26%	3 23%	11 55%	2 11%	4 21%	8 30%	4 18%	5 45%	13 70%	10 40%	14 41%	6 17%	12 25%
Bottom 2 Box(Net)	14 8%	- -	- -	2 13%	- -	5 29%	- -	2 6%	3 15%	1 10%	2 11%	- -	2 5%	5 13%	5 10%
Below average	14 8%	- -	- -	2 13%	- -	5 29%	- -	2 6%	3 15%	1 8%	2 11%	- -	2 5%	5 13%	5 10%
One of the worst in the market	* *	- -	- -	- -	- -	- -	- -	- -	- -	* 2%	- -	- -	- -	- -	- -
Mean	3.6	3.5	4.1	3.6	3.7	3.4	3.9	3.6	3.7	3.4	3.1	3.8	3.7	3.7	3.7
Standard Deviation	0.81	0.57	0.83	0.86	0.86	1.02	0.59	0.69	1.00	0.79	0.56	0.71	0.85	0.84	0.83
Standard Error	0.06	0.16	0.25	0.20	0.21	0.26	0.13	0.16	0.20	0.22	0.18	0.15	0.14	0.14	0.12
Median	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4
Sigma	172 100%	15 100%	9 100%	14 100%	20 100%	17 100%	20 100%	27 100%	21 100%	10 100%	18 100%	24 100%	35 100%	37 100%	48 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized dishwashers sold in the market?

Dishwasher

Base: All Qualified Respondents Who Responded Yes to Q540

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	442	34	39	47	34	46	54	48	61	35	44	73	81	100	109
Weighted Base	430	29**	31**	53**	36**	55**	54**	34**	58**	32**	47**	60*	89*	109*	92*
Top 2 Box(Net)	148 34%	3 9%	1 4%	8 16%	9 25%	51 93%	53 98%	2 7%	7 13%	11 35%	1 3%	4 7%	17 19%	104 96%	10 10%
One of the best in the market	40 9%	2 6%	-	4 7%	4 11%	16 30%	12 22%	-	1 2%	1 3%	-	2 3%	8 9%	28 26%	1 1%
Above average	108 25%	1 3%	1 4%	5 9%	5 13%	35 63%	41 76%	2 7%	6 11%	10 32%	1 3%	2 4%	9 11%	76 70%	9 10%
About average	262 61%	25 88%	25 81%	44 83%	27 74%	* 1%	1 2%	30 89%	48 83%	18 56%	44 93%	51 84% N	71 79% N	1 1%	78 85% N
Bottom 2 Box(Net)	19 5%	1 3%	5 15%	1 1%	* 1%	3 6%	-	1 4%	3 5%	3 10%	2 4%	6 9% m	1 1%	3 3%	4 5%
Below average	19 4%	1 3%	4 12%	1 1%	* 1%	3 6%	-	1 4%	3 5%	3 10%	2 4%	5 8%	1 1%	3 3%	4 5%
One of the worst in the market	1	-	1 3%	-	-	-	-	-	-	-	-	1 1%	-	-	-
Mean	3.4	3.1	2.9	3.2	3.4	4.2	4.2	3.0	3.1	3.3	3.0	3.0	3.3 Lo	4.2 LMO	3.1
Standard Deviation	0.72	0.55	0.51	0.59	0.70	0.73	0.45	0.34	0.46	0.69	0.27	0.54	0.64	0.61	0.42
Standard Error	0.03	0.09	0.08	0.09	0.12	0.11	0.06	0.05	0.06	0.12	0.04	0.06	0.07	0.06	0.04
Median	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3
Sigma	430 100%	29 100%	31 100%	53 100%	36 100%	55 100%	54 100%	34 100%	58 100%	32 100%	47 100%	60 100%	89 100%	109 100%	92 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q606. Can rank according to yearly operating costs - refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3888 91%	401 93%	369 90%	406 88%	387 93%	383 92%	401 94% cDk	403 91%	385 91%	374 92%	380 89%	770 91%	792 90%	784 93%	787 91%
No	147 3%	13 3%	11 3%	23 5%	14 3%	15 4%	11 3%	10 2%	20 5%	10 2%	19 4%	24 3%	37 4%	26 3%	30 4%
Not sure	224 5%	17 4%	32 8% befG	30 6% g	17 4%	17 4%	12 3%	29 7% g	19 5%	24 6%	27 6% g	49 6% n	46 5%	29 3%	48 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q606. Can rank according to yearly operating costs - dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3825 90%	378 88%	361 88%	393 86%	369 89%	375 90%	401 94% BCDEH	393 89%	400 94% BCDEH	369 91%	384 90%	739 88%	763 87%	776 92% LM	793 92% IM
No	191 4%	21 5%	32 8% fGIK	26 6% GI	24 6% gl	16 4%	9 2%	20 5%	9 2%	22 5% gi	12 3%	53 6% NO	50 6% No	25 3%	29 3%
Not sure	243 6%	33 8% gi	19 5%	39 8% cGij	24 6%	23 6%	15 4%	29 7%	15 4%	16 4%	29 7%	51 6%	63 7% n	38 5%	44 5%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3888	401	369	406	387	383	401	403	385	374	380	770	792	784	787
K	416 11%	43 11%	42 11% f	44 11%	33 8%	25 7%	38 9%	55 14% eF	48 12% F	42 11% f	47 12% F	85 11%	77 10%	63 8%	103 13% N
L	6	2	1	-	-	-	-	2 1%	-	-	1	3	-	-	2
M	3336 86%	337 84%	313 85%	352 87%	335 87%	355 93% BCDEGHIJK	340 85%	331 82%	329 85%	327 88%	317 83%	650 84%	687 87%	695 89% IO	659 84%
J	130 3%	19 5% FJ	14 4% F	9 2%	19 5% FJ	3 1%	23 6% dFIJ	15 4% f	8 2%	5 1%	15 4% F	32 4%	28 4%	26 3%	23 3%
Sigma	3888 100%	401 100%	369 100%	406 100%	387 100%	383 100%	401 100%	403 100%	385 100%	374 100%	380 100%	770 100%	792 100%	784 100%	787 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 2nd Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3888	401	369	406	387	383	401	403	385	374	380	770	792	784	787
K	30 1%	11 3% CEFGIJ	-	4 1%	-	1 *	-	3 1%	1 *	-	10 3% CEFGiJ	11 1% N	4 1%	1 *	4 1%
L	477 12%	50 12%	58 16% eF	50 12%	37 10%	32 8%	43 11%	55 14%	57 15% F	41 11%	54 14% i	108 14% n	87 11%	76 10%	111 14% N
M	129 3%	20 5% FJ	16 4% Fj	9 2%	17 4% Fj	2 1%	23 6% dFiJ	15 4% F	8 2%	5 1%	13 3% F	36 5%	27 3%	25 3%	23 3%
J	3252 84%	320 80%	295 80%	342 84%	332 86% k	347 91% BCDGHik	335 84%	330 82%	318 83%	328 88% BCK	303 80%	615 80%	674 85% L	682 87% Lo	649 82%
Sigma	3888 100%	401 100%	369 100%	406 100%	387 100%	383 100%	401 100%	403 100%	385 100%	374 100%	380 100%	770 100%	792 100%	784 100%	787 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 3rd Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3888	401	369	406	387	383	401	403	385	374	380	770	792	784	787
K	24 1%	3 1%	6 2% fi	1 *	6 2% fi	- -	2 *	2 *	* *	1 *	3 1%	9 1% n	7 1%	2 *	2 *
L	3368 87%	336 84%	309 84%	355 87%	344 89% k	350 92% BChIK	357 89% k	344 86%	328 85%	332 89% k	314 83%	644 84%	699 88% l	707 90% LO	672 85%
M	139 4%	16 4% f	9 2%	14 3%	11 3%	5 1%	19 5% F	16 4% f	16 4% f	16 4% f	17 4% f	25 3%	25 3%	24 3%	32 4%
J	357 9%	45 11% eg	46 12% EfGj	36 9%	25 6%	28 7%	24 6%	41 10%	41 11% g	25 7%	46 12% EfGj	91 12% MN	61 8%	52 7%	82 10% n
Sigma	3888 100%	401 100%	369 100%	406 100%	387 100%	383 100%	401 100%	403 100%	385 100%	374 100%	380 100%	770 100%	792 100%	784 100%	787 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 4th Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3888	401	369	406	387	383	401	403	385	374	380	770	792	784	787
K	3417 88%	343 86%	322 87%	356 88%	348 90% k BCdHIJK	357 93%	362 90% k	343 85%	336 87%	331 89%	320 84%	665 86%	704 89%	719 92% LO	679 86%
L	37 1% CDEFGHIJ	13 3%	2 *	1	6 1% f	-	2 *	2 *	*	1 *	11 3% cDEFGHIJ	15 2% NO	7 1%	2 *	2 *
M	284 7%	27 7%	32 9%	30 7%	23 6%	21 5%	19 5%	41 10% fG	32 8%	26 7%	33 9%	59 8%	53 7%	40 5%	73 9% N
J	150 4%	17 4% f	14 4% f	18 5% F	10 3%	5 1%	19 5% F	17 4% f	17 4% f	16 4% f	16 4% f	31 4%	29 4%	24 3%	34 4%
Sigma	3888 100%	401 100%	369 100%	406 100%	387 100%	383 100%	401 100%	403 100%	385 100%	374 100%	380 100%	770 100%	792 100%	784 100%	787 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3825	378	361	393	369	375	401	393	400	369	384	739	763	776	793
K	395 10%	35 9%	38 11%	49 12%	38 10%	39 10%	37 9%	38 10%	36 9%	48 13%	37 10%	73 10%	87 11%	76 10%	74 9%
L	13	1	3 1%	2 1%	-	1	-	2	3 1%	-	1	4 1%	2	1	4 1%
M	3282 86%	320 85%	312 86%	330 84%	317 86%	329 88%	351 87%	336 85%	342 86%	312 85%	333 87%	632 85%	647 85%	679 87%	678 86%
J	136 4%	22 6% F	9 3%	12 3%	14 4%	6 2%	13 3%	17 4% f	19 5% f	9 3%	14 4%	31 4%	26 3%	19 2%	36 5%
Sigma	3825 100%	378 100%	361 100%	393 100%	369 100%	375 100%	401 100%	393 100%	400 100%	369 100%	384 100%	739 100%	763 100%	776 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 2nd Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3825	378	361	393	369	375	401	393	400	369	384	739	763	776	793
K	10 <sub>*</sub>	1 <sub>*</sub>	2 <sub>1%</sub>	1 <sub>*</sub>	-	1 <sub>*</sub>	2 <sub>1%</sub>	2 <sub>1%</sub>	1 <sub>*</sub>	-	-	3 <sub>*</sub>	1 <sub>*</sub>	3 <sub>*</sub>	3 <sub>*</sub>
L	466 12%	42 11%	45 13%	61 16% g	50 14%	45 12%	37 9%	47 12%	44 11%	46 13%	48 12%	87 12%	112 15% n	83 11%	91 11%
M	137 4%	19 5% f	11 3%	12 3%	14 4%	6 2%	13 3%	18 4% f	21 5% F	9 3%	14 4%	30 4%	26 3%	19 2%	38 5% n
J	3212 84%	317 84%	303 84%	319 81%	304 82%	323 86%	349 87%	327 83%	334 84%	314 85%	323 84%	620 84%	623 82%	671 86% m	661 83%
Sigma	3825 100%	378 100%	361 100%	393 100%	369 100%	375 100%	401 100%	393 100%	400 100%	369 100%	384 100%	739 100%	763 100%	776 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q615. Ranked 3rd Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3825	378	361	393	369	375	401	393	400	369	384	739	763	776	793
K	22 1%	7 2% eh	3 1%	3 1%	-	1 *	2 *	-	2 1%	1 *	4 1%	10 1% o	3 *	2 *	2 *
L	3333 87%	332 88%	313 87%	329 84%	319 86%	328 88%	362 90% D	345 88%	351 88%	322 87%	332 86%	644 87%	648 85%	691 89% m	696 88%
M	124 3%	15 4%	9 2%	13 3%	9 2%	7 2%	21 5% f	13 3%	12 3%	12 3%	14 4%	24 3%	22 3%	29 4%	24 3%
J	346 9%	25 6%	37 10% G	48 12% bG	42 11% bG	39 10% G	16 4%	36 9% G	35 9% G	34 9% G	35 9% G	61 8%	90 12% N	55 7%	71 9%
Sigma	3825 100%	378 100%	361 100%	393 100%	369 100%	375 100%	401 100%	393 100%	400 100%	369 100%	384 100%	739 100%	763 100%	776 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 4th Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3825	378	361	393	369	375	401	393	400	369	384	739	763	776	793
K	3398 89%	336 89%	319 88%	340 86%	331 90%	333 89%	361 90%	353 90%	361 90%	321 87%	344 89%	654 89%	672 88%	694 89%	714 90%
L	14 ↓	4 1%	1 *	1 ↓	-	*	2 ↓	*	2 1%	1 ↓	4 1%	4 1%	1 ↓	2 ↓	2 ↓
M	283 7%	24 6%	30 8% g	38 10% G	29 8% g	33 9% G	16 4%	27 7%	26 6%	35 10% G	24 6%	54 7%	67 9%	49 6%	52 7%
J	131 3%	15 4%	12 3%	15 4%	9 2%	8 2%	23 6% ef	13 3%	12 3%	12 3%	12 3%	27 4%	23 3%	31 4%	25 3%
Sigma	3825 100%	378 100%	361 100%	393 100%	369 100%	375 100%	401 100%	393 100%	400 100%	369 100%	384 100%	739 100%	763 100%	776 100%	793 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Please rank these refrigerators according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate.

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Order	3227 76%	316 73%	295 71%	340 74%	326 78% k BCDHIK	347 84%	335 79% ck	327 74%	318 75%	323 79% cK	301 71%	611 72%	665 76%	682 81% LmO	645 74%
Incorrect Order	661 16%	84 20% FJ	75 18% Fj	66 14% f	61 15% F	36 9%	67 16% F	76 17% F	66 16% F	50 12%	79 19% Fj	159 19% mN	127 15%	102 12%	142 16% n
Cannot Rank	147 3%	13 3%	11 3%	23 5%	14 3%	15 4%	11 3%	10 2%	20 5%	10 2%	19 4%	24 3%	37 4%	26 3%	30 4%
Not Sure	224 5%	17 4%	32 8% befG	30 6% g	17 4%	17 4%	12 3%	29 7% g	19 5%	24 6%	27 6% g	49 6% n	46 5%	29 3%	48 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Please rank these dishwashers according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate.

Dishwasher

Base: Total For Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Order	3182 75%	313 73%	299 73%	317 69%	304 73%	322 78%	346 81%	326 74%	330 78%	307 75%	318 75%	612 73%	622 71%	668 80%	656 76%
Incorrect Order	643 15%	65 15%	62 15%	76 17%	65 16%	52 13%	56 13%	67 15%	70 17%	62 15%	66 16%	127 15%	141 16%	108 13%	137 16%
Cannot Rank	191 4%	21 5%	32 8%	26 6%	24 6%	16 4%	9 2%	20 5%	9 2%	22 5%	12 3%	53 6%	50 6%	25 3%	29 3%
Not Sure	243 6%	33 8%	19 5%	39 8%	24 6%	23 6%	15 4%	29 7%	15 4%	16 4%	29 7%	51 6%	63 7%	38 5%	44 5%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q620. What is the difference in typical yearly operating costs, measured  
 in dollars, between these two models?

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3585 84%	364 84%	344 84%	360 79%	358 86% D	365 88% D	361 85% d	378 85% d	354 84%	346 85% d	355 83%	708 84%	718 82%	726 86% m	732 84%
Incorrect Response	619 15%	61 14%	62 15%	89 19% eFg	56 13%	47 11%	58 14%	62 14%	64 15%	57 14%	64 15%	123 15%	145 17% n	104 12%	126 15%
Not sure	55 1%	7 2%	6 1%	10 2%	3 1%	2 1%	7 2%	3 1%	6 1%	5 1%	7 2%	13 2%	12 1%	9 1%	8 1%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q620. What is the difference in typical yearly operating costs, measured  
 in dollars, between these two models?

Dishwasher

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3079 72%	298 69%	308 75% d	305 67%	286 69%	302 73%	293 69%	324 73%	342 81% BDEFGhk	307 75% D	313 74%	606 72%	591 68%	595 71%	666 77% IMN
Incorrect Response	1097 26%	124 29% l	93 23%	134 29% l	128 31% clj	110 27% l	126 30% cl	109 25% i	76 18%	93 23%	103 24%	217 26%	262 30% O	236 28% O	185 21%
Not sure	83 2%	9 2%	11 3% f	19 4% EFgi	4 1%	3 1%	6 2%	10 2%	5 1%	7 2%	9 2%	20 2%	23 3% n	9 1%	15 2%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3888	401	369	406	387	383	401	403	385	374	380	770	792	784	787
Top 4 Box (Net)	1431 37%	115 29%	112 30%	132 33%	143 37% bk BCDeHK	175 46% BCDEHIK	193 48%	143 35%	149 39% BcK	158 42% BCDK	110 29%	227 29%	276 35%	368 47% LMO	292 37% L
Top 3 Box (Net)	1133 29%	88 22%	86 23%	100 25%	121 31% BcK BCDHK	141 37% BCDEHIJK	168 42%	107 26%	117 30% bK	123 33% BCdK	83 22%	175 23%	221 28% L	308 39% LMO	223 28% L
Top 2 Box (Net)	756 19%	56 14%	56 15%	61 15%	81 21% bk BC DK	96 25% BCDEHIK	112 28%	78 19%	78 20% bk	84 22% BcdK	54 14%	112 15%	142 18% LMO	209 27% LMO	156 20% L
(10)Extremely Important	481 12%	46 12%	28 8%	43 11%	59 15% C	49 13% c	69 17% CdjK	55 14% C	52 13% c	42 11%	38 10%	74 10%	102 13% L	118 15% L	106 14% L
9	275 7%	10 2%	28 8% B	18 4%	22 6% b BDEHIK	47 12% BDehK	43 11%	23 6% B	27 7% b BDEhK	42 11% B	16 4%	37 5%	40 5%	90 12% LMO	50 6%
8	377 10%	33 8%	31 8%	39 10%	40 10%	44 12% bcHK	55 14%	29 7%	38 10%	39 10%	29 8%	63 8%	79 10%	100 13% Lo	67 8%
7	299 8%	26 7%	26 7%	33 8%	22 6%	34 9%	26 6%	36 9%	33 8%	36 10%	28 7%	52 7%	55 7%	60 8%	69 9%
Middle 5 Box(Net)	1467 38%	147 37%	151 41%	157 39%	133 34%	155 40%	140 35%	158 39%	149 39%	130 35%	148 39%	298 39%	289 37%	295 38%	307 39%
Middle 3 Box(Net)	916 24%	102 26% j	104 28% egJ	108 27% J	81 21%	95 25% j	83 21%	91 23%	85 22%	66 18%	100 26% J	206 27%	189 24%	178 23%	177 22%
6	273 7%	28 7%	36 10%	27 7%	21 6%	34 9%	24 6%	24 6%	26 7%	21 6%	33 9%	64 8%	48 6%	58 7%	50 6%
5	454 12%	50 12% j	53 14% J	55 14% j	42 11%	36 9%	41 10%	52 13%	52 14% j	30 8%	44 11%	103 13%	98 12%	76 10%	104 13%
4	190 5%	25 6% l	14 4%	26 7% l	17 4%	25 7% l	18 5%	16 4%	7 2%	16 4%	23 6% l	40 5%	44 6% o	43 6% o	24 3%
3	253 6%	19 5%	21 6%	16 4%	29 8%	26 7%	31 8% d	30 7%	32 8% d	28 8%	20 5%	40 5%	45 6%	57 7%	62 8%
2	382 10%	43 11%	44 12% f	38 9%	41 11%	27 7%	35 9%	30 7%	39 10%	40 11%	46 12% f	87 11%	79 10%	62 8%	69 9%
1	362 9%	46 11% FG	38 10% FG	43 11% FG	35 9% G	19 5%	15 4% EFGIJK	64 16% g	31 8% g	37 10% fG	35 9% fG	84 11% N	77 10% N	34 4%	95 12% N
Not At All Important	531 14%	73 18% FGHj	48 13%	67 17% Fg	56 15%	38 10%	43 11%	45 11%	49 13%	42 11%	69 18% FGHj	121 16% N	123 16% N	81 10%	94 12%
Not Sure	12 *	4 1%	1 *	1 *	1 *	4 1%	-	-	-	1 *	-	5 1%	2 *	4 1%	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3888	401	369	406	387	383	401	403	385	374	380	770	792	784	787
Bottom 4 Box (Net)	1528 39%	180 45% FG	152 41% FG	164 40% Fg	161 42% FG	109 28%	125 31%	168 42% FG	150 39% Fg	148 40% Fg	170 45% FG	332 43% N	325 41% N	234 30%	319 40% N
Bottom 3 Box (Net)	1276 33%	161 40% FGlj	131 35% FG	148 37% FG	132 34% FG	83 22%	94 23%	138 34% FG	119 31% Fg	119 32% Fg	150 39% FGi	292 38% N	280 35% N	177 23%	257 33% N
Bottom 2 Box (Net)	893 23%	119 30% FGlj	86 23% FG	110 27% FG	91 23% FG	57 15%	59 15%	109 27% FG	80 21%	80 21% fg	104 27% FG	205 27% N	201 25% N	115 15%	188 24% N
Mean	4.9	4.3	4.6	4.5	4.9 d	5.7 BCDEHIJK	5.7 BCDEHIJK	4.8	5.0 BK	5.1 BK	4.3	4.4	4.7	5.7 LMO	4.9 L
Standard Deviation	3.41	3.40	3.22	3.37	3.51	3.26	3.39	3.42	3.39	3.43	3.34	3.32	3.44	3.33	3.41
Standard Error	0.05	0.17	0.16	0.17	0.18	0.16	0.17	0.17	0.17	0.17	0.17	0.12	0.12	0.12	0.12
Median	5	4	5	5	5	6	6	5	5	5	4	5	5	6	5
Sigma	3888 100%	401 100%	369 100%	406 100%	387 100%	383 100%	401 100%	403 100%	385 100%	374 100%	380 100%	770 100%	792 100%	784 100%	787 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3825	378	361	393	369	375	401	393	400	369	384	739	763	776	793
Top 4 Box (Net)	1301 34%	116 31%	96 27%	130 33%	127 34% c BCdHK	154 41% BCDeHIK	173 43%	120 30%	141 35% c	139 38% CK	106 28%	212 29%	257 34%	327 42% LMO	260 33%
Top 3 Box (Net)	1020 27%	86 23%	71 20%	91 23%	104 28% Ck bCdhK	116 31% BCDHK	141 35%	90 23%	126 31% bCdhK	116 31% bCdhK	80 21%	156 21%	195 26%	257 33% LMO	216 27% L
Top 2 Box (Net)	650 17%	56 15%	41 11%	56 14%	56 15% C bCDeK	74 20% C bCDeK	89 22%	71 18% c bCDeK	87 22%	69 19% C	52 14%	97 13%	111 15%	163 21% LM	158 20% LM
(10)Extremely Important	419 11%	39 10%	29 8%	36 9%	33 9%	41 11% CDEK	64 16%	54 14% ck	45 11%	47 13%	30 8%	68 9%	69 9%	105 14% LM	99 13%
9	231 6%	16 4%	13 4%	19 5%	23 6% bCh	32 9%	25 6%	16 4% BCDHjk	42 11%	22 6%	22 6%	29 4%	42 6%	57 7% L	59 7% L
8	370 10%	30 8%	29 8%	36 9%	48 13% Hk	42 11% H	52 13% Hk	20 5%	38 10% h	47 13% Hk	27 7%	59 8%	84 11% o	95 12% IO	58 7%
7	281 7%	30 8% i	25 7%	38 10% i	23 6% i	38 10% i	32 8% i	29 7% i	15 4%	23 6%	26 7%	55 7%	62 8%	70 9% o	44 6%
Middle 5 Box(Net)	1275 33%	118 31%	120 33%	144 37% ij	132 36% i	143 38% IJ	138 34%	137 35%	110 28%	104 28%	130 34%	237 32%	276 36%	281 36%	247 31%
Middle 3 Box(Net)	811 21%	72 19%	71 20%	91 23%	89 24%	86 23%	86 22%	87 22%	81 20%	68 18%	80 21%	142 19%	180 24%	172 22%	168 21%
6	237 6%	22 6%	18 5%	26 7%	19 5%	26 7%	30 8%	19 5%	25 6%	28 7%	24 6%	40 5%	45 6%	57 7%	44 6%
5	448 12%	43 11%	42 12%	52 13% j	53 14% J	41 11%	39 10%	57 14% J	42 10%	28 8%	49 13% j	86 12%	105 14%	81 10%	99 12%
4	125 3%	7 2%	10 3%	12 3%	17 5% k	18 5% bk	17 4%	11 3%	15 4%	12 3%	6 2%	17 2%	29 4%	35 5% l	26 3%
3	183 5%	16 4%	24 7%	15 4%	19 5%	19 5%	20 5%	20 5%	14 4%	13 3%	23 6%	40 5%	34 4%	39 5%	34 4%
2	294 8%	29 8%	41 11% eFh	29 7%	24 7%	19 5%	28 7%	24 6%	31 8%	26 7%	42 11% Fh	70 9% n	53 7%	48 6%	55 7%
1	462 12%	40 11% efgK	58 16% g	47 12% G	36 10% g	39 10% g	41 10% g	50 13% FG	58 14% FG	58 16% ek	36 9% FGij	98 13% N	82 11% N	80 10% N	108 14% N
Not At All Important	767 20%	105 28% CdeFGIJ	69 19% g	81 21% G	73 20% g	58 15% g	53 13% g	92 23% FG	74 18% FG	64 17% FGij	97 25% FGij	175 24% N	155 20% N	111 14% N	166 21% N
Not Sure	7 *	* *	3 1%	1 *	* *	- *	- *	- *	2 *	1 *	* *	3 *	1 *	- *	2 *

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3825	378	361	393	369	375	401	393	400	369	384	739	763	776	793
Bottom 4 Box (Net)	1706 45%	190 50% eFG	192 53% dEFGij	172 44% g	153 41%	135 36%	142 35%	186 47% FG	176 44% fg	161 44% g	198 52% EFG	382 52% MNo	325 43% N	277 36%	363 46% N
Bottom 3 Box (Net)	1523 40%	174 46% EFG	168 47% EFG	157 40% fG	133 36%	116 31%	122 30%	166 42% FG	162 41% FG	148 40% fG	175 46% eFG	342 46% MN	290 38% N	238 31%	328 41% N
Bottom 2 Box (Net)	1228 32%	145 39% eFG	127 35% FG	128 33% G	109 30%	97 26%	94 23%	142 36% FG	131 33% G	122 33% G	133 35% fG	272 37% mN	237 31% N	191 25%	273 34% N
Mean	4.4	4.0	3.9	4.4	4.5 Ck	5.0 BCdHK	5.3 BCDEHIJK	4.2	4.6 Ck	4.7 bCK	3.9	3.9	4.4 L	5.1 LMO	4.4 I
Standard Deviation	3.54	3.60	3.33	3.45	3.45	3.45	3.51	3.60	3.64	3.64	3.44	3.47	3.45	3.48	3.63
Standard Error	0.06	0.18	0.17	0.18	0.18	0.17	0.18	0.18	0.18	0.18	0.17	0.12	0.12	0.12	0.13
Median	5	3	3	5	5	5	6	4	5	5	3	3	5	5	5
Sigma	3825 100%	378 100%	361 100%	393 100%	369 100%	375 100%	401 100%	393 100%	400 100%	369 100%	384 100%	739 100%	763 100%	776 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q631. Can rank according to their typical energy efficiency - Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3699 87%	369 86%	351 85%	367 80%	375 90% DHk	370 89% DH	401 94% BCD <sup>e</sup> fHIK	365 83%	368 87% d	375 92% BCDHiK	358 84%	719 85%	742 85%	772 92% LMO	733 85%
No	259 6%	28 7% Gj	25 6% g	40 9% fGJ	26 6% g	19 5%	11 3%	42 9% FGJ	24 6% g	12 3%	31 7% GJ	53 6% n	66 8% N	30 4%	66 8% N
Not sure	300 7%	34 8% eG	37 9% EGj	51 11% EFGJ	16 4%	25 6%	13 3%	35 8% eG	32 7% G	20 5%	36 9% EG	71 8% N	68 8% N	38 5%	67 8% N
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q631. Can rank according to their typical energy efficiency - Dishwashers

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3659 86%	369 86%	337 82%	368 80%	349 84%	381 92%	403 95%	365 82%	363 86%	366 90%	359 84%	706 84%	717 82%	784 93%	727 84%
No	280 7%	29 7%	37 9%	40 9%	27 6%	15 4%	8 2%	47 11%	29 7%	16 4%	31 7%	66 8%	67 8%	23 3%	76 9%
Not sure	319 7%	33 8%	38 9%	50 11%	42 10%	18 4%	15 3%	31 7%	32 8%	25 6%	36 8%	72 8%	92 10%	33 4%	62 7%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Most Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3699	369	351	367	375	370	401	365	368	375	358	719	742	772	733
K	3347 90%	330 89%	324 92% dK	320 87%	331 88% BDEhK	353 95%	373 93% dK	329 90% k	338 92% K	350 93% DeK	301 84%	654 91%	650 88%	725 94% M	666 91%
L	20 1%	5 1%	5 1%	*	1	1	2 1%	2 1%	1	-	3 1%	10 1% m	1	3	3
M	227 6%	20 5%	13 4% bCFGhj	39 11%	34 9% CFG	13 4%	10 3%	20 5%	25 7% g	21 5%	33 9% CFG	33 5%	73 10% LNo	23 3%	44 6% N
J	106 3%	14 4% f	9 3%	8 2%	10 3%	3 1%	16 4% Fj	15 4% fj	5 1%	4 1%	21 6% dFIJ	23 3%	18 2%	20 3%	20 3%
Sigma	3699 100%	369 100%	351 100%	367 100%	375 100%	370 100%	401 100%	365 100%	368 100%	375 100%	358 100%	719 100%	742 100%	772 100%	733 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 2nd Most Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3699	369	351	367	375	370	401	365	368	375	358	719	742	772	733
K	27 1%	5 1% g	3 1%	* *	2 *	1 *	- -	4 1%	3 1%	- -	9 3% DeFGJ	8 1% N	2 *	1 *	6 1%
L	3329 90%	324 88%	320 91% k	319 87%	334 89%	352 95% BDEHK	372 93% dK	326 89%	334 91% k	343 91% k	305 85%	644 90%	653 88%	724 94% LMO	660 90%
M	100 3%	13 3%	14 4% fj	8 2%	9 2%	4 1%	17 4% fij	13 4%	5 1%	4 1%	13 4% f	26 4%	17 2%	21 3%	18 2%
J	244 7%	27 7% g	14 4%	39 11% CFG	30 8% cfG	14 4%	12 3%	23 6%	26 7% g	27 7% G	31 9% cFG	40 6%	70 9% LN	26 3%	49 7% N
Sigma	3699 100%	369 100%	351 100%	367 100%	375 100%	370 100%	401 100%	365 100%	368 100%	375 100%	358 100%	719 100%	742 100%	772 100%	733 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 3rd Most Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3699	369	351	367	375	370	401	365	368	375	358	719	742	772	733
K	17*	2*	4 1%	-	5 1% g	-	-	-	2*	-	5 1% dfghj	6 1% n	5 1% n	-	2*
L	332 9%	37 10% F	21 6%	47 13% CFG	35 9% f	17 5%	26 7%	38 10% F	32 9%	32 9%	47 13% CFG	58 8%	83 11% N	44 6%	69 9% N
M	222 6%	21 6% f	23 7% F	26 7% F	19 5%	9 2%	24 6% f	21 6% f	27 7% F	23 6% f	27 8% F	45 6%	45 6%	33 4%	49 7%
J	3128 85%	309 84%	302 86% dK	293 80%	316 84% BCDEgHIJK	344 93%	351 87% DK	306 84%	307 84%	320 85% k	279 78%	611 85%	609 82%	695 90% LMO	614 84%
Sigma	3699 100%	369 100%	351 100%	367 100%	375 100%	370 100%	401 100%	365 100%	368 100%	375 100%	358 100%	719 100%	742 100%	772 100%	733 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Least Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3699	369	351	367	375	370	401	365	368	375	358	719	742	772	733
K	308 8%	32 9%	19 5%	47 13% CFgiJ	38 10% cF	17 5%	29 7%	33 9% f	26 7%	25 7%	42 12% CFj	51 7%	85 11% LN	46 6%	59 8%
L	19 1%	2 1%	6 2% dfhj	-	5 1%	-	1 *	-	2 *	-	4 1%	8 1% n	5 1%	1 *	2 *
M	3151 85%	314 85%	301 86%	294 80%	314 84%	344 93% BCDEgHIJK	350 87% dK	311 85%	311 84%	327 87% dK	285 80%	615 86%	608 82%	694 90% IMO	622 85%
J	222 6%	20 5%	25 7% F	26 7% F	19 5%	9 2%	22 6%	21 6% f	29 8% F	23 6% f	27 8% F	45 6%	45 6%	31 4%	50 7% n
Sigma	3699 100%	369 100%	351 100%	367 100%	375 100%	370 100%	401 100%	365 100%	368 100%	375 100%	358 100%	719 100%	742 100%	772 100%	733 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q640. Ranked Most Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3659	369	337	368	349	381	403	365	363	366	359	706	717	784	727
K	3273 89%	342 93% DhIK	309 92% dhIK	317 86%	316 91% IK	360 95% DHIK	368 91% dlK	314 86%	301 83%	345 94% DHIK	301 84%	650 92% mO	633 88%	728 93% MO	616 85%
L	20 1%	* *	3 1%	3 1%	-	1 *	-	-	4 1%	5 1%	4 1%	3 *	3 *	1 *	4 1%
M	226 6%	10 3%	15 4%	38 10% BCFGJ	20 6%	14 4%	17 4%	31 8% Bfgj	32 9% BcFgJ	14 4%	35 10% BCFGJ	25 4%	58 8% LN	31 4%	62 9% LN
J	141 4%	18 5% fJ	10 3% j	11 3%	12 4% j	5 1%	17 4% fJ	20 5% FJ	25 7% cdFJ	3 1%	19 5% FJ	28 4%	23 3%	23 3%	45 6% mN
Sigma	3659 100%	369 100%	337 100%	368 100%	349 100%	381 100%	403 100%	365 100%	363 100%	366 100%	359 100%	706 100%	717 100%	784 100%	727 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 2nd Most Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3659	369	337	368	349	381	403	365	363	366	359	706	717	784	727
K	20 1%	* *	3 1%	3 1%	- -	* *	- -	5 1%	1 *	4 1%	4 1%	3 *	3 *	* *	6 1% n
L	3189 87%	327 88% K	288 85% K	313 85% K	318 91% cdhIK	349 92% cDhIK	368 92% cDhIK	312 85% K	302 83% k	339 93% CDHIK	274 76%	614 87%	631 88%	717 92% LmO	614 84%
M	142 4%	20 5% FJ	9 3% J	11 3% J	12 4% J	6 2%	17 4% J	20 5% FJ	25 7% cdFJ	2 1%	19 5% FJ	29 4%	23 3%	24 3%	45 6% mN
J	308 8%	23 6%	37 11% bEGj	42 11% bEGJ	18 5%	26 7%	17 4%	28 8%	34 9% G	21 6%	62 17% BcEFGHIJ	60 9% n	60 8% n	42 5%	62 9% n
Sigma	3659 100%	369 100%	337 100%	368 100%	349 100%	381 100%	403 100%	365 100%	363 100%	366 100%	359 100%	706 100%	717 100%	784 100%	727 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 3rd Most Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3659	369	337	368	349	381	403	365	363	366	359	706	717	784	727
K	4	*	*	1	1	1	1	-	-	-	-	*	2	2	-
L	441 12%	40 11% j	46 14% efgJ	47 13% J	30 8%	31 8%	34 8%	53 15% eFgJ	56 16% EFGJ	22 6%	81 22% BCDEFGHJ	86 12% n	77 11%	65 8%	109 15% mN
M	175 5%	18 5% F	18 5% F	25 7% F	13 4% f	3 1%	21 5% F	18 5% F	15 4% F	20 5% F	24 7% F	36 5%	38 5%	25 3%	32 4%
J	3039 83%	311 84% K	272 81% K	295 80% K	305 87% cdhiK	346 91% bCDHIK	346 86% K	294 81% K	292 80% K	324 89% CDHIK	254 71%	583 83%	600 84%	692 88% LmO	586 81%
Sigma	3659 100%	369 100%	337 100%	368 100%	349 100%	381 100%	403 100%	365 100%	363 100%	366 100%	359 100%	706 100%	717 100%	784 100%	727 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Least Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3659	369	337	368	349	381	403	365	363	366	359	706	717	784	727
K	363 10%	27 7%	25 7%	47 13% bcFJ	32 9% j	20 5%	34 8%	45 12% FJ	60 17% BCEFGJ	18 5%	55 15% BCeFGJ	52 7%	79 11% IN	53 7%	106 15% LN
L	9 *	2 1%	-	5 1% fghij	1 *	-	-	-	-	-	*	2 *	6 1% no	-	-
M	3117 85%	321 87% diK	295 88% DhiK	295 80%	303 87% diK	357 94% BCDEGHIK	347 86% K	296 81%	291 80%	330 90% DHIK	281 78%	616 87% O	598 83%	704 90% MO	587 81%
J	171 5%	18 5% F	17 5% F	20 6% F	13 4% f	4 1%	22 5% F	23 6% F	12 3%	18 5% F	23 6% F	35 5%	34 5%	26 3%	35 5%
Sigma	3659 100%	369 100%	337 100%	368 100%	349 100%	381 100%	403 100%	365 100%	363 100%	366 100%	359 100%	706 100%	717 100%	784 100%	727 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Please rank these refrigerators according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Order	3104 73%	307 71%	297 72% dk	293 64%	312 75% DK	343 83% BCDEHIK	348 82% BCDeHIK	304 69%	307 72% dk	320 79% bDHK	273 64%	603 72%	605 69%	691 82% LMO	611 71%
Incorrect Order	596 14%	62 14% F	54 13% F	74 16% F	63 15% F	27 6% F	54 13% F	61 14% F	61 14% F	55 13% F	85 20% cFGhj	116 14% n	137 16% N	81 10% N	122 14% N
Cannot Rank	259 6%	28 7% Gj	25 6% g	40 9% fGJ	26 6% g	19 5% F	11 3% FGJ	42 9% g	24 6% g	12 3% GJ	31 7% n	53 6% n	66 8% N	30 4% N	66 8% N
Not Sure	300 7%	34 8% eG	37 9% EGj	51 11% EFGJ	16 4% F	25 6% F	13 3% eG	35 8% eG	32 7% G	20 5% EG	36 9% EG	71 8% N	68 8% N	38 5% N	67 8% N
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Please rank these Dishwashers according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Dishwasher

Base: Total For Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Order	3011 71%	308 71% dK	270 65%	292 64%	301 72% dK	345 83% BCDEHIK	346 81% BCDEHIK	293 66%	284 67% k	321 79% bCDHIK	250 59%	578 68%	593 68%	692 82% LMO	577 67%
Incorrect Order	648 15%	61 14% f	67 16% Fj	76 17% Fj	48 11% G	36 9% G	56 13% G	72 16% F	79 19% EFJ	44 11% BCDEFGHJ	110 26% n	128 15% n	124 14% N	92 11% N	150 17% N
Cannot Rank	280 7%	29 7% G	37 9% FGJ	40 9% FGJ	27 6% G	15 4% G	8 2% G	47 11% FGJ	29 7% G	16 4% G	31 7% G	66 8% N	67 8% N	23 3% N	76 9% N
Not Sure	319 7%	33 8% g	38 9% FG	50 11% FGj	42 10% FG	18 4% G	15 3% G	31 7% G	32 8% g	25 6% G	36 8% fG	72 8% N	92 10% No	33 4% N	62 7% N
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3699	369	351	367	375	370	401	365	368	375	358	719	742	772	733
Top 4 Box (Net)	1639 44%	134 36%	137 39%	135 37%	162 43%	197 53%	218 54%	144 40%	168 46%	199 53%	145 40%	271 38%	296 40%	415 54%	313 43%
Top 3 Box (Net)	1318 36%	107 29%	108 31%	105 29%	128 34%	162 44%	188 47%	124 34%	132 36%	151 40%	112 31%	215 30%	233 31%	351 45%	256 35%
Top 2 Box (Net)	901 24%	69 19%	78 22%	77 21%	88 23%	104 28%	134 33%	75 20%	86 23%	106 28%	85 24%	146 20%	165 22%	238 31%	161 22%
(10)Extremely Important	560 15%	49 13%	45 13%	56 15%	49 13%	57 15%	92 23%	46 13%	50 14%	63 17%	54 15%	94 13%	105 14%	149 19%	96 13%
9	342 9%	20 5%	33 9%	21 6%	39 10%	47 13%	42 10%	29 8%	36 10%	43 11%	31 9%	53 7%	61 8%	89 12%	65 9%
8	417 11%	38 10%	30 9%	28 8%	40 11%	58 16%	54 14%	49 14%	46 13%	46 12%	26 7%	69 10%	68 9%	112 15%	95 13%
7	321 9%	27 7%	29 8%	30 8%	33 9%	35 9%	30 7%	20 6%	36 10%	47 13%	33 9%	56 8%	63 9%	64 8%	57 8%
Middle 5 Box(Net)	1458 39%	127 34%	147 42%	153 42%	157 42%	159 43%	153 38%	141 39%	143 39%	133 36%	143 40%	275 38%	311 42%	312 40%	284 39%
Middle 3 Box(Net)	887 24%	84 23%	90 26%	107 29%	92 25%	88 24%	96 24%	96 26%	79 21%	62 17%	92 26%	175 24%	199 27%	184 24%	175 24%
6	280 8%	37 10%	21 6%	33 9%	28 7%	30 8%	39 10%	21 6%	27 7%	19 5%	25 7%	57 8%	61 8%	69 9%	49 7%
5	420 11%	29 8%	53 15%	50 14%	46 12%	45 12%	38 9%	54 15%	39 11%	31 8%	36 10%	83 11%	95 13%	83 11%	93 13%
4	186 5%	18 5%	16 5%	24 6%	19 5%	13 4%	19 5%	21 6%	12 3%	12 3%	31 9%	35 5%	43 6%	32 4%	33 5%
3	251 7%	16 4%	28 8%	17 5%	32 9%	36 10%	28 7%	25 7%	28 8%	24 6%	18 5%	44 6%	49 7%	64 8%	53 7%
2	337 9%	51 14%	37 11%	43 12%	31 8%	12 3%	21 5%	29 8%	34 9%	40 11%	38 10%	89 12%	75 10%	33 4%	63 9%
1	253 7%	32 9%	24 7%	31 8%	27 7%	10 3%	17 4%	41 11%	27 7%	18 5%	25 7%	57 8%	58 8%	27 3%	68 9%
Not At All Important	325 9%	49 13%	33 9%	34 9%	30 8%	26 7%	22 5%	29 8%	30 8%	32 8%	40 11%	82 11%	64 9%	48 6%	60 8%
Not Sure	8 *	2 1%	*	-	1 *	1 *	*	-	2 1%	*	1 *	2 *	1 *	1 *	2 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3699	369	351	367	375	370	401	365	368	375	358	719	742	772	733
Bottom 4 Box (Net)	1167 32%	148 40% eFGJ	123 35% FG	125 34% FG	120 32% FG	84 23%	88 22%	125 34% FG	119 32% FG	114 30% fg	121 34% FG	271 38% N	246 33% N	172 22%	244 33% N
Bottom 3 Box (Net)	916 25%	133 36% cEFGhJ	95 27% FG	109 30% FG	88 24% FG	48 13%	59 15%	100 27% FG	91 25% FG	90 24% FG	103 29% FG	227 32% No	197 27% N	108 14%	191 26% N
Bottom 2 Box (Net)	578 16%	81 22% eFGJ	57 16% fG	65 18% FG	57 15% g	36 10%	39 10%	70 19% FG	57 16% fg	50 13%	65 18% FG	139 19% N	122 16% N	75 10%	128 17% N
Mean	5.5	4.9	5.2	5.2	5.5 d	6.2 BCDEHIK	6.4 BCDEHIJK	5.2	5.6 B	5.9 BcDhk	5.2	5.0	5.3	6.3 LMO	5.4
Standard Deviation	3.30	3.43	3.26	3.29	3.23	3.03	3.13	3.28	3.28	3.33	3.38	3.35	3.26	3.09	3.28
Standard Error	0.05	0.18	0.17	0.17	0.17	0.15	0.16	0.17	0.17	0.17	0.18	0.12	0.12	0.11	0.12
Median	6	5	5	5	6	7	7	5	6	7	5	5	5	7	5
Sigma	3699 100%	369 100%	351 100%	367 100%	375 100%	370 100%	401 100%	365 100%	368 100%	375 100%	358 100%	719 100%	742 100%	772 100%	733 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3659	369	337	368	349	381	403	365	363	366	359	706	717	784	727
Top 4 Box (Net)	1588 43%	143 39%	122 36%	153 42% H	143 41% h	212 56% BCDEHIK	222 55% BCDEHIK	115 32%	147 40% h	202 55% BCDEHIK	128 36%	265 38%	297 41%	435 55% LMO	262 36%
Top 3 Box (Net)	1278 35%	104 28%	96 29%	111 30%	124 35% HK	172 45% BCDEHIK	192 48% BCDEHIK	92 25%	123 34% h	168 46% BCDEHIK	96 27%	201 28%	235 33%	364 46% LMO	215 30%
Top 2 Box (Net)	854 23%	69 19%	59 17%	65 18%	85 24% cd	124 33% BCDEHIK	130 32% BCDEHIK	70 19%	83 23% BCDhK	105 29% BCDhK	63 18%	127 18%	150 21%	255 33% LMO	153 21%
(10)Extremely Important	534 15%	46 12%	30 9%	48 13%	50 14% c	77 20% BCd	70 17% C	54 15% c	52 14%	53 15% c	54 15% c	76 11%	98 14%	147 19% Lm	106 15%
9	320 9%	23 6%	28 8% K	17 5%	35 10% DhK	47 12% BDhK	60 15% BCDhK	17 5%	31 9% K	52 14% BCDhK	9 3%	51 7%	52 7%	107 14% LMO	48 7%
8	424 12%	36 10%	38 11% h	47 13% H	38 11% h	47 12% H	61 15% Hk	22 6%	39 11% h	62 17% BceHik	33 9%	73 10%	85 12%	109 14% O	62 8%
7	310 8%	39 11% e	26 8%	42 11% Eh	20 6%	41 11% e	30 8%	23 6%	24 7%	35 9%	32 9%	65 9%	61 9%	71 9%	47 6%
Middle 5 Box(Net)	1413 39%	148 40% j	142 42% J	155 42% J	138 40% j	141 37%	147 37%	147 40% j	129 35%	115 31%	152 42% J	290 41%	293 41%	288 37%	276 38%
Middle 3 Box(Net)	884 24%	92 25%	75 22%	96 26%	95 27% j	83 22%	100 25%	96 26%	85 24%	71 19%	91 25%	166 24%	191 27%	183 23%	182 25%
6	310 8%	26 7%	20 6%	34 9%	39 11% c	26 7%	41 10%	32 9%	36 10%	34 9%	24 7%	46 7%	72 10% l	66 8%	67 9%
5	427 12%	50 14% J	43 13% J	45 12% J	40 12% J	39 10% j	50 12% J	49 13% J	39 11% j	21 6%	52 14% J	93 13%	85 12%	89 11%	88 12%
4	147 4%	15 4%	12 4%	18 5%	16 5%	18 5%	10 2%	15 4%	11 3%	16 4%	15 4%	28 4%	34 5%	28 4%	26 4%
3	219 6%	17 5% BDeFGIJ	41 12% J	17 5%	23 7% J	17 5%	16 4%	28 8% J	19 5%	9 2%	30 8% gJ	59 8% N	40 6%	33 4%	47 7%
2	283 8%	40 11% fGj	29 9%	37 10% G	23 7%	22 6%	19 5%	29 8%	26 7%	22 6%	37 10% G	69 10% N	60 8% n	41 5%	54 7%
1	313 9%	29 8%	36 11% F	29 8%	27 8%	15 4%	26 6% BDEFGJ	53 14% F	36 10% F	27 7%	36 10% F	65 9% N	55 8%	41 5%	89 12% MN
Not At All Important	367 10%	48 13% G	33 10% G	35 10% g	36 10% G	31 8%	19 5%	44 12% G	49 13% fg	34 9% g	37 10% G	81 12% N	71 10% n	50 6%	92 13% N
Not Sure	5 *	* *	* *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	1 *	2 *	- -	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

22 Dec 2006  
 Table 61

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3659	369	337	368	349	381	403	365	363	366	359	706	717	784	727
Bottom 4 Box (Net)	1182 32%	134 36% FGJ	140 41% dEFGJ	118 32% FG	109 31% FG	86 23% FG	80 20% DEFGJ	153 42% DEFGJ	129 36% FGJ	93 25% FGJ	140 39% FGJ	274 39% MN	227 32% N	166 21% N	283 39% MN
Bottom 3 Box (Net)	964 26%	117 32% FGj	98 29% FG	101 27% FG	86 25% fG	68 18% fG	64 16% EFGJ	125 34% EFGJ	110 30% FGj	84 23% g	110 23% FGj	215 30% N	187 26% N	132 17% N	235 32% mN
Bottom 2 Box (Net)	680 19%	77 21% FG	69 21% FG	64 17% g	63 18% fG	46 12% fG	45 11% DeFGJ	96 26% DeFGJ	85 23% FG	62 17% g	73 20% FG	146 21% N	127 18% N	91 12% N	181 25% MN
Mean	5.4	5.0	4.9	5.3 h	5.5 cH	6.3 BCDEHIK	6.4 BCDEHIK	4.7	5.2	6.0 BCDeHIK	4.9	4.9	5.4 lo	6.4 LMO	5.0
Standard Deviation	3.34	3.35	3.24	3.23	3.33	3.24	3.05	3.41	3.49	3.33	3.31	3.29	3.28	3.14	3.45
Standard Error	0.05	0.17	0.17	0.17	0.17	0.16	0.15	0.18	0.18	0.17	0.17	0.12	0.12	0.11	0.13
Median	6	5	5	6	6	7	7	5	6	7	5	5	6	7	5
Sigma	3659 100%	369 100%	337 100%	368 100%	349 100%	381 100%	403 100%	365 100%	363 100%	366 100%	359 100%	706 100%	717 100%	784 100%	727 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q651. Can rank according to their typical energy use - Refrigerators

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3884 91%	392 91%	365 88%	405 88%	381 91%	383 92%	404 95% CDhk	401 91%	393 93%	376 92%	385 90%	757 90%	786 90%	787 94% LM	794 92%
No	142 3%	15 4%	17 4%	22 5%	15 3%	12 3%	9 2%	14 3%	10 2%	14 4%	15 4%	32 4%	36 4%	20 2%	24 3%
Not sure	232 5%	23 5%	31 7% G	32 7% g	22 5%	20 5%	13 3%	27 6%	21 5%	17 4%	26 6%	54 6% n	54 6%	33 4%	48 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q651. Can rank according to their typical energy use - Dishwashers

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	3841 90%	384 89%	362 88%	398 87%	376 90%	376 91%	403 95%	395 89%	398 94%	365 90%	384 90%	746 88%	774 88%	779 93%	793 92%
No	167 4%	17 4%	25 6% Gik	30 7% Gik	19 5% gi	20 5% gi	8 2%	17 4%	7 2%	13 3%	11 3%	42 5% o	49 6% nO	28 3%	24 3%
Not sure	250 6%	30 7%	26 6%	30 7%	22 5%	18 4%	15 4%	31 7%	18 4%	29 7% g	31 7% g	55 7% n	53 6%	33 4%	49 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Most Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3884	392	365	405	381	383	404	401	393	376	385	757	786	787	794
K	509 13%	59 15% df	63 17% DFK	39 10%	44 12%	35 9%	49 12%	61 15% df	61 16% dFk	61 16% DFk	38 10%	122 16% MN	83 11%	83 11%	123 15% MN
L	7 *	1 *	-	-	1 *	1 *	2 *	* *	* *	1 *	-	1 *	1 *	3 *	1 *
M	3225 83%	312 80%	290 80%	357 88% BCgHiJ	327 86% c	339 89% BCgHiJ	330 82%	328 82%	322 82%	300 80%	321 83%	603 80%	684 87% LO	668 85% L	650 82%
J	143 4%	19 5%	12 3%	9 2%	9 2%	9 2%	23 6% defi	11 3%	10 2%	14 4%	26 7% DEFHl	31 4%	18 2%	32 4%	21 3%
Sigma	3884 100%	392 100%	365 100%	405 100%	381 100%	383 100%	404 100%	401 100%	393 100%	376 100%	385 100%	757 100%	786 100%	787 100%	794 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q660. Uses the 2nd Most Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3884	392	365	405	381	383	404	401	393	376	385	757	786	787	794
K	17*	*	-	*	8 2%	-	-	-	1*	-	7 2%	*	8 1%	-	1*
					bCdFGHJ						bcdGHj		INo		
L	565 15%	70 18%	81 22%	41 10%	42 11%	37 10%	51 13%	63 16%	70 18%	62 16%	48 12%	151 20%	83 11%	88 11%	133 17%
		DeF	DEFGhK					df	DeF	dF		MN			MN
M	156 4%	22 6%	15 4%	9 2%	9 2%	9 2%	26 6%	11 3%	11 3%	18 5%	24 6%	38 5%	19 2%	35 4%	22 3%
		d					Defhi				defi	M			
J	3146 81%	300 76%	268 73%	354 87%	321 84%	336 88%	328 81%	326 81%	312 79%	295 79%	306 80%	568 75%	675 86%	663 84%	638 80%
			BCghJK	BCghJK	BC	BCghJK	c	c					LO	L	I
Sigma	3884 100%	392 100%	365 100%	405 100%	381 100%	383 100%	404 100%	401 100%	393 100%	376 100%	385 100%	757 100%	786 100%	787 100%	794 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the 3rd Most Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3884	392	365	405	381	383	404	401	393	376	385	757	786	787	794
K	30 1%	5 1%	3 1%	2 1%	1 *	2 *	3 1%	2 *	7 2%	1 *	5 1%	8 1%	3 *	5 1%	8 1%
L	3274 84%	318 81%	277 76%	362 89% BChij	329 86% C	344 90% BChIJ	350 87% C	335 84% C	320 81%	312 83% c	327 85% C	595 79%	690 88% LO	694 88% LO	655 83%
M	148 4%	20 5% ij	15 4%	10 3%	12 3%	8 2%	22 5% ij	17 4%	21 5% ij	7 2%	17 4%	35 5%	22 3%	29 4%	38 5%
J	433 11%	49 13% dg	70 19% bDEFGHIK	31 8%	40 10%	29 8%	29 7%	46 12%	46 12%	57 15% DFGk	36 9%	119 16% MNo	71 9%	58 7%	92 12% N
Sigma	3884 100%	392 100%	365 100%	405 100%	381 100%	383 100%	404 100%	401 100%	393 100%	376 100%	385 100%	757 100%	786 100%	787 100%	794 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Least Energy - refrigerator

22 Dec 2006  
 Table 67

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3884	392	365	405	381	383	404	401	393	376	385	757	786	787	794
K	3328 86%	327 83%	299 82%	363 90% bCij	328 86%	347 91% BChIJ	352 87%	338 84%	324 82%	314 84%	335 87%	627 83%	692 88% Lo	698 89% LO	662 83%
L	39 1%	3 1%	6 2% f	2 1%	9 2% Fgj	* *	1 *	2 *	3 1%	1 *	10 3% Fghj	10 1% n	11 1% n	2 *	5 1%
M	356 9%	38 10%	45 12% dfgK	28 7%	33 9%	27 7%	27 7%	44 11% k	40 10%	51 14% DFGK	24 6%	82 11% N	61 8%	54 7%	84 11% n
J	162 4%	24 6% dfj	15 4%	11 3%	11 3%	9 2%	24 6% fj	17 4%	26 7% deFj	9 3%	17 4%	39 5% m	22 3%	33 4%	43 5% m
Sigma	3884 100%	392 100%	365 100%	405 100%	381 100%	383 100%	404 100%	401 100%	393 100%	376 100%	385 100%	757 100%	786 100%	787 100%	794 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q660. Uses the Most Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3841	384	362	398	376	376	403	395	398	365	384	746	774	779	793
K	488 13%	58 15%	43 12%	45 11%	45 12%	37 10%	43 11%	45 11%	53 13%	66 18%	53 14%	101 13%	90 12%	81 10%	99 12%
L	10 ↓	5 1%	2 ↓	2 1%	-	-	-	*	1 ↓	-	*	6 1%	2 ↓	-	1 ↓
M	3201 83%	301 78%	303 84%	339 85%	317 84%	332 88%	340 84%	337 85%	325 81%	290 80%	315 82%	605 81%	656 85%	672 86%	662 83%
J	142 4%	20 5%	14 4%	12 3%	14 4%	6 2%	20 5%	12 3%	19 5%	9 2%	16 4%	34 5%	26 3%	26 3%	31 4%
Sigma	3841 100%	384 100%	362 100%	398 100%	376 100%	376 100%	403 100%	395 100%	398 100%	365 100%	384 100%	746 100%	774 100%	779 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the 2nd Most Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3841	384	362	398	376	376	403	395	398	365	384	746	774	779	793
K	5	-	3 1%	-	-	-	1	-	-	1	-	3	-	1	-
L	623 16%	72 19% fGh	67 19% fGh	56 14%	61 16%	46 12%	45 11%	49 12%	61 15%	77 21% dFGH	89 23% DeFGHI	140 19% No	117 15%	91 12%	110 14%
M	144 4%	25 6% Fj	11 3%	12 3%	14 4%	6 2%	20 5% f	12 3%	19 5% f	9 2%	16 4%	36 5%	26 3%	26 3%	32 4%
J	3069 80%	287 75%	280 78%	331 83% BjK	301 80% k	324 86% BCiJK	337 84% BjK	333 84% BcJK	318 80% k	278 76%	279 73%	568 76%	632 82% l	661 85% L	651 82% L
Sigma	3841 100%	384 100%	362 100%	398 100%	376 100%	376 100%	403 100%	395 100%	398 100%	365 100%	384 100%	746 100%	774 100%	779 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the 3rd Most Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3841	384	362	398	376	376	403	395	398	365	384	746	774	779	793
K	19 1%	3 1%	2 1%	2 *	-	-	*	7 2%	2 1%	3 1%	-	5 1%	2 *	*	9 1% N
L	3191 83%	306 80%	290 80%	340 85% jk	315 84% k	330 88% BCJK	358 89% BCJK	337 85% jk	336 84% k	285 78%	294 77%	597 80%	655 85% l	688 88% L	673 85% l
M	143 4%	22 6% El	14 4%	18 5%	7 2%	10 3%	27 7% EfhI	11 3%	8 2%	12 3%	14 4%	37 5% o	25 3%	37 5% o	19 2%
J	487 13%	53 14% G	54 15% dfG	39 10% G	54 14% G	36 10% G	18 5%	40 10% G	52 13% G	65 18% DFGH	76 20% DFGHi	108 14% N	93 12% N	54 7%	92 12% N
Sigma	3841 100%	384 100%	362 100%	398 100%	376 100%	376 100%	403 100%	395 100%	398 100%	365 100%	384 100%	746 100%	774 100%	779 100%	793 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Least Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3841	384	362	398	376	376	403	395	398	365	384	746	774	779	793
K	3329 87%	324 84%	314 87%	352 88% J	331 88% J	339 90% bJ	358 89% J	343 87%	343 86%	295 81%	331 86%	638 86%	683 88%	697 89% I	685 86%
L	16 0%	1 0%	2 1%	1 0%	-	-	* 2%	8 2%	1 0%	3 1%	-	3 0%	1 0%	* 0%	9 1% mN
M	353 9%	36 9% G	33 9% G	29 7%	38 10% G	27 7%	17 4%	33 8% g	47 12% G	54 15% cDFGh	39 10% G	69 9% n	67 9% n	44 6%	80 10% N
J	143 4%	24 6% EfhI	13 4%	17 4%	7 2%	10 3%	27 7% EFHI	10 3%	8 2%	13 4%	14 4%	36 5% O	24 3%	38 5% o	18 2%
Sigma	3841 100%	384 100%	362 100%	398 100%	376 100%	376 100%	403 100%	395 100%	398 100%	365 100%	384 100%	746 100%	774 100%	779 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Please rank these refrigerators according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Order	3119 73%	298 69%	267 65%	351 76% bC	317 76% C	335 81% BCHJK	327 77% bC	322 73% c	310 73% c	293 72% c	298 70%	565 67%	668 76% L	662 79% LO	633 73% L
Incorrect Order	765 18%	94 22% DeF	98 24% DEF	54 12%	63 15%	47 11%	77 18% dF	78 18% df	83 20% DF	82 20% DF	87 20% DF	193 23% MN	118 13%	124 15%	161 19% M
Cannot Rank	142 3%	15 4%	17 4%	22 5%	15 3%	12 3%	9 2%	14 3%	10 2%	14 4%	15 4%	32 4%	36 4%	20 2%	24 3%
Not Sure	232 5%	23 5%	31 7% G	32 7% g	22 5%	20 5%	13 3%	27 6%	21 5%	17 4%	26 6%	54 6% n	54 6%	33 4%	48 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Please rank these dishwashers according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Dishwasher

Base: Total For Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Order	3035 71%	281 65%	280 68%	328 71%	298 71%	324 78%	337 79%	326 74%	313 74%	273 67%	275 65%	561 66%	626 71%	661 79%	639 74%
Incorrect Order	806 19%	103 24% DFGH	82 20% F	70 15%	78 19% f	53 13%	66 15%	69 15%	85 20% F	92 23% dFgh	109 26% DeFGH	185 22% mN	148 17%	118 14%	154 18%
Cannot Rank	167 4%	17 4%	25 6% Gik	30 7% Gik	19 5% gi	20 5% gi	8 2%	17 4%	7 2%	13 3%	11 3%	42 5% o	49 6% nO	28 3%	24 3%
Not Sure	250 6%	30 7%	26 6%	30 7%	22 5%	18 4%	15 4%	31 7%	18 4%	29 7% g	31 7% g	55 7% n	53 6%	33 4%	49 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q665. What is the difference in typical yearly energy use, measured  
 in kilowatt-hours (kWh), between these two models?

Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3800 89%	376 87%	354 86%	401 87%	385 92% bCdK	384 93% bCdK	387 91% cK	404 91% cK	382 90% K	372 91% cK	353 83%	730 87%	786 90%	772 92% L	787 91% L
Incorrect Response	244 6%	30 7% F	29 7% FJ	30 7% F	15 4%	10 2%	22 5%	29 6% F	26 6% F	14 4%	40 9% EFgJ	59 7% N	45 5%	32 4%	55 6% n
Not sure	215 5%	25 6% H	29 7% H	28 6% H	17 4%	20 5%	16 4%	9 2%	15 4%	21 5% h	33 8% gHi	54 6% O	45 5% o	36 4%	25 3%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q665. What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models?

Dishwasher

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Correct Response	3322 78%	318 74%	331 80%	342 75%	325 78%	340 82% Bd	338 79%	340 77%	340 80%	318 78%	330 78%	649 77%	667 76%	678 81% m	680 78%
Incorrect Response	678 16%	84 20% Cf	41 10%	85 18% C	70 17% C	53 13%	70 16% C	81 18% C	68 16% c	65 16% c	61 14%	125 15%	155 18%	123 15%	149 17%
Not sure	258 6%	28 7%	41 10% efGHI	32 7%	22 5%	21 5%	17 4%	21 5%	16 4%	24 6%	34 8% gi	70 8% NO	54 6%	38 5%	38 4%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3884	392	365	405	381	383	404	401	393	376	385	757	786	787	794
Top 4 Box (Net)	1662 43%	145 37%	132 36%	152 38%	165 43%	194 51%	221 55%	156 39%	166 42%	181 48%	150 39%	277 37%	317 40%	415 53%	322 41%
Top 3 Box (Net)	1327 34%	114 29%	98 27%	113 28%	136 36%	160 42%	182 45%	127 32%	133 34%	154 41%	110 28%	212 28%	250 32%	341 43%	260 33%
Top 2 Box (Net)	835 21%	77 20%	58 16%	65 16%	94 25%	98 26%	121 30%	86 22%	85 22%	93 25%	57 15%	135 18%	159 20%	219 28%	171 22%
(10)Extremely Important	533 14%	58 15%	34 9%	46 11%	59 15%	64 17%	76 19%	55 14%	51 13%	54 14%	36 9%	92 12%	104 13%	140 18%	106 13%
9	302 8%	19 5%	24 7%	19 5%	35 9%	33 9%	45 11%	31 8%	34 9%	40 11%	21 6%	43 6%	55 7%	78 10%	65 8%
8	492 13%	37 10%	39 11%	48 12%	42 11%	62 16%	61 15%	41 10%	48 12%	61 16%	52 14%	77 10%	91 12%	123 16%	89 11%
7	336 9%	31 8%	34 9%	39 10%	29 8%	35 9%	39 10%	29 7%	33 8%	26 7%	41 11%	65 9%	68 9%	73 9%	62 8%
Middle 5 Box(Net)	1590 41%	156 40%	165 45%	177 44%	153 40%	157 41%	157 39%	147 37%	175 44%	142 38%	160 42%	321 42%	331 42%	315 40%	322 41%
Middle 3 Box(Net)	967 25%	101 26%	104 28%	107 26%	91 24%	105 28%	88 22%	93 23%	107 27%	75 20%	95 25%	205 27%	198 25%	194 25%	200 25%
6	309 8%	29 7%	37 10%	35 9%	35 9%	31 8%	32 8%	19 5%	35 9%	27 7%	29 8%	66 9%	69 9%	64 8%	54 7%
5	473 12%	47 12%	47 13%	45 11%	41 11%	49 13%	44 11%	60 15%	58 15%	36 10%	45 12%	94 12%	86 11%	93 12%	118 15%
4	185 5%	25 6%	20 5%	27 7%	15 4%	25 7%	12 3%	14 4%	14 4%	12 3%	21 5%	45 6%	42 5%	37 5%	29 4%
3	288 7%	24 6%	27 7%	32 8%	33 9%	17 5%	30 7%	25 6%	35 9%	41 11%	24 6%	51 7%	65 8%	47 6%	60 8%
2	341 9%	46 12%	36 10%	41 10%	20 5%	25 6%	29 7%	40 10%	26 7%	31 8%	47 12%	82 11%	61 8%	54 7%	67 8%
1	266 7%	30 8%	32 9%	34 8%	29 8%	11 3%	16 4%	45 11%	24 6%	20 5%	24 6%	62 8%	64 8%	27 3%	70 9%
Not At All Important	349 9%	46 12%	33 9%	38 9%	41 11%	30 8%	20 5%	35 9%	33 8%	28 8%	43 11%	80 11%	80 10%	50 6%	67 8%
Not Sure	12 *	1 *	* *	1 *	* *	* *	- *	6 1%	3 1%	1 *	* *	1 *	1 *	* *	8 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

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Refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3884	392	365	405	381	383	404	401	393	376	385	757	786	787	794
Bottom 4 Box (Net)	1244 32%	145 37% FG	129 35% FG	145 36% FG	124 33% FG	83 22%	95 24%	145 36% FG	118 30% f	120 32% Fg	139 36% FG	274 N	270 N	178 23%	263 33% N
Bottom 3 Box (Net)	956 25%	122 31% FGIJ	102 28% FG	113 28% FG	91 24% fG	65 17%	65 16%	121 30% FGIJ	83 21%	79 21% FGIJ	115 30% FGIJ	223 29% N	204 26% N	130 17%	204 26% N
Bottom 2 Box (Net)	614 16%	76 19% FGj	65 18% FG	73 18% FG	71 19% FG	41 11%	36 9%	80 20% FGj	57 14% g	48 13%	68 18% FG	141 19% N	143 18% N	77 10%	137 17% N
Mean	5.4	5.0	5.0	5.1	5.5	6.1 BCDEHIK	6.3 BCDEHIJK	5.2	5.5 k	5.8 BCDhK	5.0	5.0	5.3	6.2 LMO	5.3
Standard Deviation	3.25	3.36	3.13	3.19	3.37	3.10	3.08	3.36	3.16	3.24	3.20	3.25	3.28	3.09	3.27
Standard Error	0.05	0.17	0.16	0.16	0.17	0.16	0.15	0.17	0.16	0.16	0.16	0.12	0.12	0.11	0.12
Median	6	5	5	5	6	7	7	5	6	6	5	5	5	7	5
Sigma	3884 100%	392 100%	365 100%	405 100%	381 100%	383 100%	404 100%	401 100%	393 100%	376 100%	385 100%	757 100%	786 100%	787 100%	794 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783	
Weighted Base	3841	384	362	398	376	376	403	395	398	365	384	746	774	779	793	
Top 4 Box (Net)	1668 43%	150 39%	128 35%	185 46% CHK	164 44% chK	203 54% BCEHIK	226 56% BCDEHIJK	140 35%	172 43% K	127 33%	172 47% CHK	127 33%	278 37%	350 45% Lo	429 55% LMO	312 39%
Top 3 Box (Net)	1292 34%	114 30%	89 25%	128 32% c	138 37% ChK	162 43% BCDHIK	181 45% BCDeHIK	111 28%	133 33% Ck	139 38% bCHK	96 25%	203 27%	267 34% L	342 44% LMO	245 31%	
Top 2 Box (Net)	851 22%	70 18%	57 16%	86 22% K	87 23% cK	124 33% BCDEHIJK	121 30% BCDHK	78 20% k	93 23% cK	86 24% CK	49 13%	128 17%	173 22% I	245 31% LMO	171 22%	
(10)Extremely Important	536 14%	48 12%	37 10%	60 15% K	57 15% K	77 20% BCiJK	77 19% bCJK	58 15% K	56 14% k	36 10%	31 8%	84 11%	117 15% I	154 20% LmO	114 14%	
9	315 8%	23 6%	21 6%	25 6%	30 8% BCDHK	47 12% bCHK	44 11% bCHK	20 5%	37 9% k	51 14% BCDeHK	18 5%	43 6%	56 7% LMO	91 12% LMO	57 7%	
8	441 11%	44 11%	32 9%	43 11%	51 14% h	38 10% ch	60 15% ch	33 8%	40 10%	53 14% ch	47 12%	75 10%	94 12% LMO	98 13% LMO	73 9%	
7	376 10%	36 9%	39 11%	57 14% EHK	26 7%	41 11%	46 11%	28 7%	39 10%	33 9%	30 8%	75 10%	83 11% LMO	87 11% LMO	68 9%	
Middle 5 Box(Net)	1595 42%	156 41%	170 47%	171 43%	154 41%	150 40%	163 41%	166 42%	156 39%	142 39%	167 43%	326 44%	325 42% LMO	313 40% LMO	322 41% LMO	
Middle 3 Box(Net)	975 25%	104 27%	103 29% f	96 24%	103 27% f	81 22% f	96 24% f	105 27% f	93 23% f	85 23% f	110 29% f	207 28% f	198 26% f	177 23% f	197 25% f	
6	317 8%	26 7%	35 10%	29 7%	34 9%	24 6%	37 9%	25 6%	23 6%	32 9% BDFHI	52 13% BDFHI	61 8%	63 8% LMO	61 8% LMO	48 6% LMO	
5	464 12%	58 15% J	49 14% J	48 12% J	45 12% J	43 12% J	44 11% J	53 13% j	54 14% j	27 7% J	44 11% J	107 14% J	93 12% J	87 11% J	107 13% J	
4	194 5%	19 5%	19 5%	19 5%	24 6%	14 4%	15 4%	27 7%	16 4%	26 7%	15 4%	39 5%	42 5% LMO	29 4% LMO	43 5% LMO	
3	243 6%	17 4%	27 7%	18 5%	25 7%	27 7%	21 5%	33 8%	24 6%	24 7%	26 7%	44 6% LMO	44 6% LMO	49 6% LMO	57 7% LMO	
2	271 7%	43 11% FGHij	24 7% FGHij	34 8% Fg	28 7% Fg	14 4% Fg	17 4% Fg	23 6% Fg	24 6% Fg	23 6% Fg	42 11% FGHij	67 9% N	61 8% N	31 4% N	48 6% N	
1	324 8%	32 8% dEFGJ	48 13% dEFGJ	32 8% dEFGJ	18 5% dEFGJ	17 5% dEFGJ	26 6% dEFGJ	51 13% EFGj	40 10% EF	26 7% EF	34 9% ef	81 11% MN	50 6% MN	43 6% MN	91 11% MN	
Not At All Important	354 9%	38 10% G	31 9% g	33 8% g	38 10% G	34 9% G	16 4% G	41 10% G	45 11% G	34 9% G	44 12% G	69 9% G	71 9% G	50 6% G	86 11% N	
Not Sure	5 *	* *	* *	- *	* *	- *	- *	3 1%	- *	1 *	1 *	1 *	* *	- *	3 *	

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

22 Dec 2006  
Table 77

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3841	384	362	398	376	376	403	395	398	365	384	746	774	779	793
Bottom 4 Box (Net)	1193 31%	130 34% FG	130 36% FG	117 30% G	108 29% G	92 25% G	80 20% G	148 37% deFGj	133 33% FG	107 29% G	146 38% dEFGj	260 35% mN	226 29% N	173 22% N	281 35% mN
Bottom 3 Box (Net)	949 25%	114 30% eFG	103 28% FG	99 25% fG	83 22% g	65 17% g	59 15% G	115 29% FG	109 27% FG	82 23% G	120 31% EFGj	216 29% mN	182 24% N	124 16% N	224 28% N
Bottom 2 Box (Net)	678 18%	70 18% G	79 22% eFG	65 16% g	55 15% g	51 14% g	42 10% G	92 23% dEFGj	85 21% eFG	60 16% g	79 20% fG	149 20% mN	121 16% mN	93 12% N	176 22% MN
Mean	5.5	5.1	5.0	5.6 chK	5.6 CHK	6.2 BCdeHIJK	6.4 BCDEHIJK	5.0	5.3	5.6 ChK	4.8	5.1	5.6 Lo	6.3 LMO	5.1
Standard Deviation	3.27	3.25	3.16	3.24	3.25	3.29	3.01	3.36	3.40	3.23	3.15	3.21	3.24	3.14	3.38
Standard Error	0.05	0.17	0.16	0.16	0.16	0.17	0.15	0.17	0.17	0.17	0.16	0.12	0.12	0.11	0.12
Median	6	5	5	6	6	7	7	5	5	6	5	5	6	7	5
Sigma	3841 100%	384 100%	362 100%	398 100%	376 100%	376 100%	403 100%	395 100%	398 100%	365 100%	384 100%	746 100%	774 100%	779 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q680. Can you tell, from the information provided, if one refrigerator has a higher overall quality than the other?

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	717 17%	48 11%	65 16%	61 13%	61 15%	86 21%	100 24%	82 19%	60 14%	96 24%	58 14%	113 13%	123 14%	186 22%	142 16%
						BDeik	BCDEiK	B	BCDEiK					LMO	
No	3028 71%	323 75%	286 69%	342 75%	302 72%	281 68%	283 66%	312 71%	324 76%	263 64%	312 73%	610 72%	643 73%	564 67%	636 73%
		gJ		gJ	j			cFGJ			J	n	N		N
Not sure	514 12%	60 14%	61 15%	55 12%	54 13%	48 11%	43 10%	48 11%	41 10%	49 12%	55 13%	121 14%	110 13%	90 11%	89 10%
			i									o			
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q680. Can you tell, from the information provided, if one dishwasher has a higher overall quality than the other?

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	709 17%	53 12%	44 11%	73 16% c	56 13%	87 21% BCEiK	105 25% BCDEHIK	70 16%	60 14%	107 26% BCDEHIK	53 13%	97 12%	129 15%	192 23% LMO	130 15%
No	3081 72%	328 76% fgJ	292 71%	331 72%	322 77% FGJ	284 68%	292 69%	332 75% J	314 74% j	268 66%	318 75% J	620 74%	653 75% N	575 69%	646 75% N
Not sure	469 11%	51 12% g	76 18% bdEFGHIJ	54 12% g	39 9%	43 10%	29 7%	40 9%	50 12% g	33 8%	55 13% G	126 15% mNO	93 11%	72 9%	90 10%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q685. Which refrigerator has the highest overall quality?

22 Dec 2006  
 Table 80

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	618	43	53	50	50	96	98	44	54	93	37	96	100	194	98
Weighted Base	717	48**	65**	61**	61**	86*	100*	82**	60**	96*	58**	113*	123*	186	142*
Product M	96 13%	16 34%	6 9%	14 23%	15 25%	3 4%	10 10%	9 11%	9 16%	8 8%	5 9%	22 20% N	29 24% N	13 7%	19 13%
Product J	30 4%	1 2%	11 16%	1 2%	* 1%	1 1%	-	3 3%	8 14%	-	5 9%	12 10% MN	1 1%	1 1%	11 8% N
Product K	522 73%	26 55%	40 62%	44 72%	40 65%	81 95% G	82 82%	59 72%	36 60%	86 90%	28 47%	66 59%	84 68%	163 88% LMO	95 67%
Product L	69 10%	4 9%	8 13%	2 4%	6 10%	* *	8 8% f	11 14%	6 11%	2 2%	20 35%	13 11%	8 7%	8 5%	18 12% n
Sigma	717 100%	48 100%	65 100%	61 100%	61 100%	86 100%	100 100%	82 100%	60 100%	96 100%	58 100%	113 100%	123 100%	186 100%	142 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q685. Which dishwasher has the highest overall quality?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	589	42	46	44	44	96	94	47	53	89	34	88	88	190	100
Weighted Base	709	53**	44**	73**	56**	87*	105*	70**	60*	107*	53**	97*	129*	192	130*
Product M	86 12%	6 11%	1 3%	17 23%	11 20%	2 2%	2 2%	18 26%	7 11% fg	10 9%	13 24%	7 7%	28 22% IN	3 2%	25 19% IN
Product J	33 5%	8 14%	1 3%	4 5%	-	1 1%	-	8 11%	5 9% fGj	1 1%	5 9%	9 9% N	4 3%	1 1%	13 10% N
Product K	535 76%	37 70%	31 70%	44 60%	41 73%	82 94% I	102 97% Ij	42 59%	33 54%	93 87% I	30 57%	68 70%	85 66%	184 96% LMO	74 57%
Product L	54 8%	3 5%	10 23%	8 11%	4 7%	3 3%	1 1%	2 3%	15 25% FGJ	3 2%	5 10%	13 13% N	12 9% N	4 2%	17 13% N
Sigma	709 100%	53 100%	44 100%	73 100%	56 100%	87 100%	105 100%	70 100%	60 100%	107 100%	53 100%	97 100%	129 100%	192 100%	130 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q694 Based on this information, which of these refrigerators, if any, qualify for the federal program?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1792	42	337	47	322	167	323	35	321	165	33	379	369	490	356
Weighted Base	1836	52**	320	67**	299	157*	322	59**	327	188*	45**	372	366	479	386
Product L	1442 79%	23 44%	299 94% FGJ	27 40%	269 90% FJ	91 58%	280 87% FJ	26 45%	310 95% FGJ	100 53%	17 38%	322 87% N	296 81%	370 77%	337 87% mN
Product M	216 12%	18 35%	12 4%	9 13%	12 4%	54 35% CEGJl	32 10% CEI	19 33%	4 1%	43 23% CEGI	13 28%	30 8%	21 6%	86 18% LMO	24 6%
Product J	257 14%	18 34%	19 6% el	19 29%	6 2%	65 41% CEGI	29 9% EI	22 37%	5 1%	60 32% CEGI	16 35%	37 10%	25 7%	93 19% LMO	27 7%
Product K	1659 90%	37 72%	304 95% fJ	47 70%	288 96% FiJ	140 89%	307 95% fJ	52 88%	299 91% J	154 82%	31 69%	341 92%	335 92%	447 93%	351 91%
Not sure	58 3%	1 2%	5 2% e	7 11%	-	8 5% cEI	8 2% E	-	2 1%	23 12% CEfGI	3 7%	6 2%	7 2%	16 3% O	2
None of these	29 2%	6 11%	-	8 13%	-	1 1%	-	4 7%	1	4 2% ceg	5 11%	6 2%	8 2% N	1	5 1%
Sigma	3661 199%	104 198%	639 200%	118 176%	574 192%	359 229%	654 203%	124 211%	621 190%	384 204%	84 188%	742 200%	692 189%	1013 212%	745 193%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q694 Based on this information, which of these dishwashers, if any, qualify for the federal program?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1778	47	325	44	316	179	319	39	321	154	34	372	360	498	360
Weighted Base	1792	59**	301	75**	296	180*	306	50**	325	157*	43**	360	371	486	375
Product L	1406 78%	16 27%	286 95% FGJ	31 41%	279 94% FJ	110 61%	273 89% FJ	18 36%	304 93% FJ	77 49%	12 28%	302 84%	309 83%	384 79%	321 86% n
Product M	222 12%	18 31%	5 2%	16 21%	1 *	67 37% CEGI	31 10% CEI	15 31%	15 5% cE	44 28% CEGI	10 22%	23 6%	17 5%	98 20% LMO	31 8%
Product J	243 14%	13 22%	4 1%	21 28%	2 1%	77 43% CEGI	42 14% CEI	17 33%	12 4% e	51 33% CEGI	3 7%	17 5%	23 6%	119 25% LMO	28 8%
Product K	1649 92%	38 65%	297 99% FgJ	62 82%	293 99% FGIJ	160 89%	291 95% f	38 77%	302 93%	144 92%	22 52%	335 93%	355 96% o	451 93%	341 91%
Not sure	42 2%	6 10%	1 *	2 2%	1 *	14 8% CEGI	5 1%	4 7%	-	8 5% CEI	2 5%	7 2%	3 1%	18 4% Mo	4 1%
None of these	31 2%	5 8%	1 *	3 5%	-	3 1%	1 *	5 9%	5 2%	2 2%	6 15%	5 2%	3 1%	3 1%	10 3%
Sigma	3593 201%	95 162%	594 197%	135 179%	576 194%	431 240%	643 210%	97 193%	638 196%	328 209%	56 129%	689 192%	711 191%	1074 221%	735 196%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q692. Based on this information, can you tell if any of the refrigerators qualify for the federal governments Energy Star program?

Base: Total for refrigerators

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Can Tell(Net)	1836 43%	52 12% BDFHJK	320 78%	67 15%	299 72%	157 38%	322 76%	59 13%	327 77%	188 46%	45 11%	372 44%	366 42%	479 57%	386 45%
Product L	1442 34%	23 5% BDeFHJK	299 73%	27 6%	269 65%	91 22%	280 66%	26 6%	310 73%	100 25%	17 4%	322 38%	296 34%	370 44%	337 39%
Product M	216 5%	18 4% I	12 3%	9 2%	12 3%	54 13%	32 7%	19 4%	4 1%	43 11%	13 3%	30 4%	21 2%	86 10%	24 3%
Product J	257 6%	18 4% ei	19 5% EI	19 4% ei	6 1%	65 16%	29 7% EI	22 5% EI	5 1%	60 15% BCDEGHIK	16 4% i	37 4%	25 3%	93 11% LMO	27 3%
Product K	1659 39%	37 9% BDFHJK	304 74%	47 10%	288 69%	140 34%	307 72%	52 12%	299 71%	154 38%	31 7%	341 40%	335 38%	447 53% LMO	351 41%
Not sure	58 1%	1 * eh	5 1% eh	7 2% eh	- 2%	8 2% bEH	8 2% EH	- 2%	2 6% BCDEFGHIK	23 6%	3 1%	6 1%	7 1%	16 2% O	2 *
None of these	29 1%	6 1% ceg	-	8 2% CEGi	-	1 *	-	4 1%	1 *	4 1%	5 1%	6 1%	8 1%	1 *	5 1%
Cannot Tell	1718 40%	291 68% CEFGIJ	45 11% CEFGIJ	292 64% CEFGIJ	68 16% c	162 39% CEGI	49 12% CEFGIJ	295 67% CEFGIJ	68 16% CEGI	161 39% CEFGIJ	286 67% CEFGIJ	336 40% N	360 41% N	211 25% N	363 42% N
Not sure if can tell	705 17%	88 20% CEGI	48 12% i	100 22% CEGI	50 12% i	96 23% CEGI	54 13% I	88 20% CEGI	29 7% I	59 14% I	95 22% CEGI	135 16% CEGI	150 17% CEGI	149 18% o	117 14% o
Sigma	6084 143%	482 112%	732 177%	509 111%	693 166%	617 149%	758 178%	507 115%	718 169%	603 148%	465 109%	1214 144%	1202 137%	1374 164%	1225 141%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q692. Based on this information, can you tell if any of the dishwashers qualify for the federal governments Energy Star program?

Base: Total for dishwashers

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Can Tell(Net)	1792 42%	59 14% BDFHJK	301 73% BDFHJK	75 16% k	296 71% BDFHJK	180 43% BDHK	306 72% BDFHJK	50 11% BDFHJK	325 77% BDFHJK	157 38% BDHK	43 10% BDFHJK	360 43% BDFHJK	371 42% BDFHJK	486 58% LMO	375 43% LMO
Product L	1406 33%	16 4% BDFHJK	286 69% BDFHJK	31 7% k	279 67% BDFHJK	110 27% BDHJK	273 64% BDFHJK	18 4% BDFHJK	304 72% BDFHJK	77 19% BDHK	12 3% BDFHJK	302 36% BDFHJK	309 35% BDFHJK	384 46% LMO	321 37% LMO
Product M	222 5%	18 4% cE	5 1% E	16 3% E	1 * E	67 16% BCDEGHJK	31 7% CdEhIK	15 3% cE	15 4% cE	44 11% BCDEHIK	10 2% e	23 3% e	17 2% e	98 12% LMO	31 4% LMO
Product J	243 6%	13 3% ek	4 1% E	21 5% CEK	2 1% E	77 19% BCDEGHJK	42 10% BCDEHIK	17 4% cEK	12 3% ek	51 13% BCDEHIK	3 1% e	17 2% e	23 3% e	119 14% LMO	28 3% LMO
Product K	1649 39%	38 9% BDFHJK	297 72% BDFHJK	62 13% K	293 70% BDFHJK	160 39% BDHK	291 68% BDFHJK	38 9% BDFHJK	302 71% BDFHJK	144 35% BDHK	22 5% BDFHJK	335 40% BDFHJK	355 41% BDFHJK	451 54% LMO	341 39% LMO
Not sure	42 1%	6 1% i	1 * E	2 * E	1 * E	14 3% CDEhIK	5 1% E	4 1% E	- E	8 2% el	2 * E	7 1% E	3 * E	18 2% MO	4 * E
None of these	31 1%	5 1% E	1 * E	3 1% E	- E	3 1% E	1 * E	5 1% E	5 1% E	2 1% E	6 2% e	5 1% E	3 * E	3 * E	10 1% E
Cannot Tell	1709 40%	274 64% CEFGIJ	69 17% CEFGIJ	277 60% CEFGIJ	72 17% CEGI	145 35% CEGI	58 14% CDEFGIJK	314 71% CDEFGIJK	65 15% CDEFGIJK	172 42% CEGI	263 62% CEFGIJ	344 41% N	349 40% N	203 24% N	379 44% N
Not sure if can tell	757 18%	98 23% CEGI	42 10% CEGI	106 23% CEGI	49 12% CEGI	90 22% CEGI	61 14% I	78 18% CeI	34 8% E	78 19% CEI	120 28% CEGI	140 17% CEGI	156 18% O	151 18% O	112 13% O
Sigma	6060 142%	468 109% E	706 171% E	518 113% E	697 167% E	666 161% E	762 179% E	489 111% E	737 174% E	579 142% E	438 103% E	1173 139% E	1215 139% E	1428 170% E	1226 142% E

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label L

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1462	14	323	21	303	97	286	16	307	83	12	337	324	383	323
Weighted Base	1442	23**	299	27**	269	91*	280	26**	310	100*	17**	322	296	370	337
Region 0001	488 34%	11 47%	285 95% EFGIJ	14 53%	1 *	46 51% EGI	33 12% EI	7 26%	-	81 81% EFGI	9 54%	296 92% MNO	15 5%	79 21% MO	7 2%
Region 0002	793 55%	-	3 1%	-	260 97% CFGJ	-	227 81% CFJ	-	303 98% CFGJ	-	-	3 1%	260 88% LN	227 61% L	303 90% LN
Undefined	162 11%	12 53%	11 4%	13 47%	8 3%	45 49% CEGIJ	19 7% I	20 74%	7 2%	19 19% CEGI	8 46%	24 7%	21 7%	64 17% LMO	26 8%
Sigma	1442 100%	23 100%	299 100%	27 100%	269 100%	91 100%	280 100%	26 100%	310 100%	100 100%	17 100%	322 100%	296 100%	370 100%	337 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label M

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	172	11	9	4	8	55	23	11	2	41	8	20	12	78	13
Weighted Base	216*	18**	12**	9**	12**	54*	32**	19**	4**	43**	13**	30**	21**	86*	24**
Region 0001	95 44%	4 20%	1 8%	- -	5 40%	19 35%	15 47%	1 7%	3 79%	38 88%	9 70%	5 16%	5 23%	34 39%	5 20%
Region 0002	3 1%	-	-	-	* 3%	-	3 9%	-	-	-	-	-	* 2%	3 3%	-
Undefined	118 55%	14 80%	11 92%	9 100%	7 56%	36 65%	14 44%	18 93%	1 21%	5 12%	4 30%	25 84%	15 75%	49 57%	19 80%
Sigma	216 100%	18 100%	12 100%	9 100%	12 100%	54 100%	32 100%	19 100%	4 100%	43 100%	13 100%	30 100%	21 100%	86 100%	24 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label J

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	201	10	13	9	5	66	21	11	5	50	11	23	14	87	16
Weighted Base	257	18**	19**	19**	6**	65*	29**	22**	5**	60**	16**	37**	25**	93*	27**
Region 0001	120 47%	3 17%	2 8%	8 39%	1 20%	27 41%	12 43%	6 27%	2 47%	53 90%	6 41%	5 13%	9 35%	39 42%	8 31%
Region 0002	3 1%	-	-	-	* 7%	-	2 9%	-	* 9%	-	-	-	* 2%	2 3%	* 2%
Undefined	133 52%	15 83%	17 92%	12 61%	4 73%	38 59%	14 49%	16 73%	2 44%	6 10%	9 59%	32 87%	16 64%	52 56%	18 68%
Sigma	257 100%	18 100%	19 100%	19 100%	6 100%	65 100%	29 100%	22 100%	5 100%	60 100%	16 100%	37 100%	25 100%	93 100%	27 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label K

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1656	28	325	34	313	148	314	27	305	140	22	353	347	462	332
Weighted Base	1659	37**	304	47**	288	140*	307	52**	299	154*	31**	341	335	447	351
Region 0001	625 38%	20 53%	286 94% EFGIJ	25 54%	9 3%	82 58% EJI	42 14% EI	19 36%	2 1%	126 82% EFGI	14 44%	306 90% MNO	35 10%	124 28% MO	21 6%
Region 0002	800 48%	-	7 2%	-	267 93% CFGJ	-	236 77% CFJ	-	290 97% CeFGJ	-	-	7 2%	267 80% LN	236 53% L	290 83% LN
Undefined	234 14%	18 47%	11 4%	22 46%	11 4%	58 42% CEGIJ	29 9% CEI	33 64%	7 2%	28 18% CEI	17 56%	28 8%	33 10%	87 20% LMO	40 11%
Sigma	1659 100%	37 100%	304 100%	47 100%	288 100%	140 100%	307 100%	52 100%	299 100%	154 100%	31 100%	341 100%	335 100%	447 100%	351 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label L

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1441	13	315	19	300	109	280	14	308	73	10	328	319	389	322
Weighted Base	1406	16**	286	31**	279	110*	273	18**	304	77*	12**	302	309	384	321
Region 0001	469 33%	11 68%	278 97%	6 20%	- -	64 58%	27 10%	6 32%	5 2%	63 82%	10 77%	289 96%	6 2%	91 24%	11 3%
Region 0002	791 56%	-	2 1%	-	275 99%	-	227 83%	-	287 94%	-	-	2 1%	275 89%	227 59%	287 89%
Undefined	146 10%	5 32%	6 2%	25 80%	3 1%	46 42%	20 7%	12 68%	12 4%	14 18%	3 23%	11 4%	28 9%	66 17%	24 7%
Sigma	1406 100%	16 100%	286 100%	31 100%	279 100%	110 100%	273 100%	18 100%	304 100%	77 100%	12 100%	302 100%	309 100%	384 100%	321 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label M

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	171	9	4	8	1	57	22	13	11	38	8	13	9	79	24
Weighted Base	222*	18**	5**	16**	1**	67*	31**	15**	15**	44**	10**	23**	17**	98*	31**
Region 0001	101 45%	8 46%	-	-	-	33 49%	11 34%	1 9%	2 13%	39 88%	7 68%	8 37%	-	43 44%	3 11%
Region 0002	11 5%	-	-	-	-	9 28%	-	3 17%	-	-	-	-	-	9 9%	3 8%
Undefined	110 50%	10 54%	5 100%	16 100%	1 100%	34 51%	11 37%	14 91%	11 70%	5 12%	3 32%	14 63%	17 100%	46 47%	25 81%
Sigma	222 100%	18 100%	5 100%	16 100%	1 100%	67 100%	31 100%	15 100%	15 100%	44 100%	10 100%	23 100%	17 100%	98 100%	31 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label J

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	200	9	3	11	2	71	30	12	9	46	7	12	13	101	21
Weighted Base	243	13**	4**	21**	2**	77*	42**	17**	12**	51**	3**	17**	23**	119*	28**
Region 0001	122 50%	9 72%	-	3 16%	1 49%	38 50%	13 30%	5 29%	3 28%	47 92%	2 58%	9 54%	4 19%	51 43%	8 29%
Region 0002	13 5%	-	-	-	-	-	10 24%	-	3 22%	-	-	-	-	10 8%	3 9%
Undefined	108 45%	4 28%	4 100%	18 84%	1 51%	39 50%	19 46%	12 71%	6 50%	4 8%	1 42%	8 46%	19 81%	58 49%	18 62%
Sigma	243 100%	13 100%	4 100%	21 100%	2 100%	77 100%	42 100%	17 100%	12 100%	51 100%	3 100%	17 100%	23 100%	119 100%	28 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label K

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1647	28	320	34	311	160	308	27	306	134	19	348	345	468	333
Weighted Base	1649	38**	297	62**	293	160*	291	38**	302	144*	22**	335	355	451	341
Region 0001	640 39%	29 76%	283 95% EFGIJ	35 57%	6 2%	102 64% EJI	41 14% EI	8 21%	3 1%	125 87% EFGI	8 36%	312 93% MNO	41 12% O	143 32% MO	11 3%
Region 0002	805 49%	-	8 3%	-	283 97% CFGJ	-	231 79% CFJ	-	283 94% CFGJ	-	-	8 2%	283 80% LN	231 51% L	283 83% LN
Undefined	203 12%	9 24%	6 2%	27 43%	4 1%	58 36% CEGIJ	19 6% CE	30 79%	16 5% E	19 13% CEI	14 64%	15 5%	31 9%	77 17% LM	46 14% L
Sigma	1649 100%	38 100%	297 100%	62 100%	293 100%	160 100%	291 100%	38 100%	302 100%	144 100%	22 100%	335 100%	355 100%	451 100%	341 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q705 Would you be willing to pay more for one of these two models?

Refrigerators

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	2277 53%	183 43%	244 59% BDHIK	202 44%	232 56% BDHK	290 70% BCDEHIJK	311 73% BCDEHIJK	190 43%	207 49% K	250 61% BDHIK	167 39%	427 51%	433 49%	601 72% LMO	397 46%
No	1223 29%	153 36% CEFGJ	89 22% fG	179 39% CEFGJ	111 27% FG	61 15%	51 12% CEFGJ	176 40% CEFGJ	142 34% CFGJ	84 21% G	177 42% CEFGJ	242 29% N	290 33% N	112 13%	318 37% LN
Not sure	759 18%	94 22% fg	80 19%	78 17%	74 18%	63 15%	63 15%	77 17%	74 18%	73 18%	82 19%	174 21% N	152 17%	126 15%	151 17%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q705 Would you be willing to pay more for one of these two models?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes	2358 55%	194 45%	224 54% bHK	217 47%	241 58% BDHK	290 70% BCDEHIK	319 75% BCDEHIJK	197 44%	227 54% bhk	260 64% BCDHIK	191 45%	418 50%	457 52%	609 73% LMO	424 49%
No	1143 27%	145 34% CeFGJ	102 25% FG	151 33% ceFGJ	107 26% FG	65 16%	49 12%	154 35% CEFGJ	128 30% FGJ	82 20% G	160 38% CEFGJ	247 29% N	258 29% N	114 14%	282 33% N
Not sure	757 18%	92 21% fG	87 21% fG	91 20% g	70 17%	59 14%	57 13%	92 21% fG	68 16%	65 16%	75 18%	179 21% N	161 18% n	116 14%	160 18% n
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q707. Willingness to Pay More for a Particular Model

Refrigerators

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes willing to pay more(Net)	2277 53%	183 43%	244 59% BDHIK	202 44%	232 56% BDHK	290 70% BCDEHIJK	311 73% BCDEHIJK	190 43%	207 49% K	250 61% BDHIK	167 39%	427 51%	433 49% LMO	601 72% LMO	397 46%
Would pay more for K	2154 51%	167 39% BDHIK	235 57% BDHIK	186 40% BDHIK	221 53% BDHIK	276 67% BCDEHIJK	303 71% BCDEHIJK	178 40%	190 45% BDHIK	239 59% BDHIK	160 38%	401 48%	407 46% LMO	580 69% LMO	368 42%
Would pay more for M	99 2%	14 3%	4 1%	13 3%	9 2%	12 3%	7 2%	11 2%	16 4% ck	6 2%	5 1%	19 2%	23 3%	19 2%	27 3%
Not sure	23 1%	3 1%	5 1%	3 1%	1 *	2 *	* *	1 *	1 *	5 1%	2 *	8 1%	4 *	2 *	2 *
Would not pay more	1223 29%	153 36% CEFGJ	89 22% fg	179 39% CEFGJ	111 27% FG	61 15%	51 12% CEFGJ	176 40% CEFGJ	142 34% CFGJ	84 21% G	177 42% CEFGJ	242 29% N	290 33% N	112 13%	318 37% LN
Not sure if would pay more	759 18%	94 22% fg	80 19%	78 17%	74 18%	63 15%	63 15%	77 17%	74 18%	73 18%	82 19%	174 21% N	152 17%	126 15%	151 17%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q707. Willingness to Pay More for a Particular Model

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 Table 97

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Yes willing to pay more(Net)	2358 55%	194 45%	224 54%	217 47%	241 58%	290 70%	319 75%	197 44%	227 54%	260 64%	191 45%	418 50%	457 52%	609 73%	424 49%
Would pay more for K	2220 52%	181 42%	219 53%	188 41%	225 54%	278 67%	301 71%	185 42%	215 51%	255 63%	173 41%	400 47%	412 47%	579 69%	400 46%
Would pay more for M	121 3%	11 3%	2 1%	22 5%	14 3%	9 2%	18 4%	12 3%	12 3%	5 1%	15 3%	14 2%	37 4%	27 3%	23 3%
Not sure	18 *	1 *	2 1%	6 1%	2 *	3 1%	-	-	1 *	-	3 1%	4 *	8 1%	3 *	1 *
Would not pay more	1143 27%	145 34%	102 25%	151 33%	107 26%	65 16%	49 12%	154 35%	128 30%	82 20%	160 38%	247 29%	258 29%	114 14%	282 33%
Not sure if would pay more	757 18%	92 21%	87 21%	91 20%	70 17%	59 14%	57 13%	92 21%	68 16%	65 16%	75 18%	179 21%	161 18%	116 14%	160 18%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q710. Additional Amount Would Pay For Model K?

Refrigerators

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
Weighted Base	2154	167*	235	186*	221	276	303	178*	190	239	160*	401	407	580	368
None	4	*	1	-	1	*	-	-	1	*	-	2	1	*	1
			1%	-											
\$1-25	220	22	24	20	25	29	23	14	21	18	23	46	45	52	35
	10%	13%	10%	11%	11%	11%	8%	8%	11%	8%	14%	11%	11%	9%	10%
\$26-50	492	37	64	53	50	50	39	53	47	44	55	101	103	89	100
	23%	22%	27%	28%	23%	18%	13%	30%	25%	18%	34%	25%	25%	15%	27%
		g	fGj	fGj	G		FGJ	G	G		beFGJ	N	N	N	N
\$51-75	145	17	18	14	17	18	16	11	8	16	10	35	31	35	19
	7%	10%	8%	8%	8%	7%	5%	6%	4%	7%	6%	9%	8%	6%	5%
		i													
\$76-100	406	33	31	27	48	50	81	36	31	35	32	65	75	131	67
	19%	20%	13%	15%	22%	18%	27%	20%	16%	15%	20%	16%	19%	23%	18%
					c		CDfij							i	
\$100+	430	31	38	40	40	54	74	41	40	57	16	68	81	127	81
	20%	18%	16%	22%	18%	19%	24%	23%	21%	24%	10%	17%	20%	22%	22%
		k		K	k	K	cK	K	K	K					
Not sure	458	26	59	31	39	75	71	23	42	68	24	85	71	145	65
	21%	16%	25%	17%	18%	27%	23%	13%	22%	29%	15%	21%	17%	25%	18%
			bHk		BdeHK	H	H		h	BDEHK				MO	
Mean	147.8	127.9	135.1	117.5	125.7	162.2	197.6	167.9	119.4	189.1	98.7	131.9	121.9	181.2	144.2
						K	bcDEIK	k		bDEIK				LM	
Standard Deviation	220.78	181.87	213.31	180.94	190.55	218.91	283.14	262.42	148.14	261.76	152.37	199.69	185.97	255.68	215.31
Standard Error	5.22	14.51	15.81	14.26	13.44	14.53	18.88	21.43	12.30	18.79	12.52	10.85	9.77	12.03	12.54
Median	75	70	50	55	75	100	100	75	75	100	50	60	75	100	75
Sigma	2154	167	235	186	221	276	303	178	190	239	160	401	407	580	368
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q710. Additional Amount Would Pay For Model M?

Refrigerators

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	82	13	5	12	7	9	6	9	11	4	6	18	19	15	20
Weighted Base	99*	14**	4**	13**	9**	12**	7**	11**	16**	6**	5**	19**	23**	19**	27**
\$1-25	9 9%	* 2%	- -	* 3%	1 5%	1 8%	- -	1 12%	1 4%	3 41%	3 50%	* 1%	1 4%	1 5%	2 7%
\$26-50	10 11%	2 13%	* 5%	- -	- -	5 43%	- -	1 12%	1 8%	1 10%	- -	2 11%	- -	5 27%	3 10%
\$51-75	11 11%	5 32%	1 28%	1 8%	* 2%	- -	- -	* 3%	3 20%	- -	- -	6 31%	1 6%	- -	4 13%
\$76-100	8 8%	- -	1 26%	2 12%	* 3%	2 13%	* 7%	1 5%	2 9%	- -	1 22%	1 6%	2 8%	2 11%	2 8%
\$100+	35 35%	5 38%	1 32%	9 66%	1 7%	1 12%	5 76%	2 23%	7 43%	2 26%	* 4%	7 37%	10 42%	7 36%	10 35%
Not sure	26 26%	2 15%	* 8%	1 11%	8 82%	3 24%	1 18%	5 45%	3 16%	1 23%	1 24%	2 13%	9 40%	4 21%	8 27%
Mean	266.0	214.5	122.1	301.3	504.4	75.7	223.4	472.1	473.4	72.8	48.1	191.3	326.3	134.0	473.0
Standard Deviation	355.32	175.39	68.15	331.07	-	55.04	222.52	607.02	490.57	84.24	61.50	158.69	376.96	157.27	511.70
Standard Error	45.13	55.46	34.07	104.69	-	20.80	111.26	214.62	173.44	48.64	30.75	42.41	100.75	47.42	127.93
Median	100	70	100	200	100	50	200	100	299	12	14	70	200	100	100
Sigma	99 100%	14 100%	4 100%	13 100%	9 100%	12 100%	7 100%	11 100%	16 100%	6 100%	5 100%	19 100%	23 100%	19 100%	27 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q710. Additional Amount Would Pay For Model K?

Dishwasher

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
Weighted Base	2220	181	219	188*	225	278	301	185	215	255	173*	400	412	579	400
None	6*	-	2 1%	-	1*	* *	* *	-	3 1%	-	-	2*	1*	1*	3 1%
\$1-25	296 13%	22 12%	24 11%	24 13%	32 14%	26 9%	28 9%	36 19% cFG	39 18% FG	30 12%	34 20% cFGj	46 12%	56 13%	55 9%	75 19% LN
\$26-50	613 28%	60 33% G	74 34% fG	63 33% G	62 28% g	69 25%	57 19%	57 31% G	59 27%	71 28% g	42 24%	134 33% N	125 30% N	126 22%	115 29% n
\$51-75	139 6%	13 7%	15 7%	12 6%	15 7%	17 6%	16 5%	10 6%	14 7%	13 5%	14 8%	28 7%	27 6%	33 6%	25 6%
\$76-100	341 15%	30 17% h	25 12%	23 12%	33 15%	38 14% CDeFHIJ	72 24%	16 9%	30 14%	37 15%	35 20% cH	56 14%	56 14%	111 19% mO	46 11%
\$100+	342 15%	25 14%	26 12%	36 19%	34 15%	40 14%	53 18%	33 18%	27 13%	50 20% ck	19 11%	51 13%	69 17%	93 16%	60 15%
Not sure	483 22%	31 17%	53 24%	31 16%	48 21% BDeHIJK	88 32%	74 25%	33 18%	43 20%	53 21%	30 17%	84 21%	79 19%	162 28% IMO	75 19%
Mean	110.4	98.7	86.2	136.4 ck	99.9	120.2 cK	143.4 ChK	87.5	96.3	133.2 CHK	78.9	92.1	117.0	132.8 LO	92.2
Standard Deviation	169.53	124.82	102.08	263.47	138.47	165.44	242.81	101.20	127.77	186.44	81.23	113.42	207.42	211.21	115.96
Standard Error	4.00	9.69	7.81	20.89	10.05	11.18	16.15	8.18	10.33	13.05	6.44	6.18	11.10	10.01	6.63
Median	50	50	50	50	50	50	100	50	50	50	50	50	50	75	50
Sigma	2220 100%	181 100%	219 100%	188 100%	225 100%	278 100%	301 100%	185 100%	215 100%	255 100%	173 100%	400 100%	412 100%	579 100%	400 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base

Q710. Additional Amount Would Pay For Model M?

Dishwasher

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	97	11	3	14	10	9	16	8	10	7	9	14	24	25	18
Weighted Base	121*	11**	2**	22**	14**	9**	18**	12**	12**	5**	15**	14**	37**	27**	23**
\$1-25	11 9%	6 54%	-	2 7%	-	2 25%	-	-	* 3%	-	1 5%	6 44%	2 4%	2 8%	* 1%
\$26-50	22 18%	2 18%	-	3 15%	2 15%	1 10%	6 31%	1 10%	5 41%	-	2 13%	2 15%	6 15%	6 24%	6 25%
\$51-75	2 1%	-	-	-	-	* 5%	1 5%	-	-	-	* 3%	-	-	1 5%	-
\$76-100	15 13%	-	-	7 32%	2 15%	-	* 3%	* 4%	4 32%	1 21%	* 2%	-	9 25%	* 2%	4 18%
\$100+	28 24%	2 18%	1 52%	9 38%	2 12%	4 47%	6 35%	3 23%	-	2 33%	-	3 24%	10 28%	11 39%	3 11%
Not sure	42 35%	1 10%	1 48%	2 8%	8 58%	1 13%	5 27%	7 64%	3 25%	2 47%	11 77%	2 17%	10 28%	6 22%	10 44%
Mean	139.1	68.6	430.0	159.1	118.3	129.4	170.2	281.3	69.8	161.2	47.7	107.4	149.9	154.9	139.2
Standard Deviation	143.14	107.29	-	168.14	90.33	110.84	142.99	244.35	28.25	61.65	25.36	154.50	153.40	130.52	165.71
Standard Error	17.23	33.93	-	48.54	34.14	45.25	41.28	99.75	10.68	43.59	10.35	46.58	35.19	30.76	45.96
Median	100	20	430	100	100	200	100	250	50	200	50	20	100	100	100
Sigma	121 100%	11 100%	2 100%	22 100%	14 100%	9 100%	18 100%	12 100%	12 100%	5 100%	15 100%	14 100%	37 100%	27 100%	23 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model K

Refrigerators

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
Weighted Base	2154	167*	235	186*	221	276	303	178*	190	239	160*	401	407	580	368
Positive (Grand Net)	1715 80%	138 83% j	187 79%	162 87% FGJ	180 81% j	206 74%	229 76%	160 90% CeFGIJ	150 79%	172 72%	132 83% j	324 81%	341 84% N	435 75%	311 84% N
Economy (Net)	1380 64%	114 68% FJ	144 61%	135 73% ceFgJ	138 63%	150 54%	184 61%	136 76% CEFGJ	125 66% fj	133 56%	120 75% CeFGJ	258 64%	274 67% N	335 58%	261 71% N
Cheaper to run/low operating cost	231 11%	22 13%	18 8%	13 7%	18 8%	24 9%	28 9%	28 16% cdef	28 15% cd	27 11%	26 16% cdef	40 10%	31 8%	51 9%	56 15% IMN
Savings (unsp)/Saves money on energy	219 10%	7 4%	34 14% BI	15 8%	27 12% B	27 10%	32 10% b	21 12% b	11 6%	22 9%	24 15% BI	41 10%	42 10%	59 10%	32 9%
Reasonable/fair price	70 3%	6 3%	7 3%	10 5% h	9 4%	9 3%	5 2%	2 1%	4 2%	9 4%	8 5% h	13 3%	20 5% o	14 2%	6 2%
Offers discount/rebate	16 1%	-	-	-	4 2%	3 1%	1 *	1 1%	3 1%	4 2%	-	-	4 1%	4 1%	3 1%
Value for money	44 2%	5 3%	1 *	2 1%	1 *	2 1%	17 6% CdEFHl	2 1%	2 1%	10 4% CEf	3 2%	5 1%	3 1%	20 3% Mo	3 1%
Other positive economy mentions	105 5%	8 5%	6 3%	17 9% CGk	13 6%	13 5%	9 3%	6 4%	11 6%	15 6%	5 3%	14 4%	30 7% In	22 4%	18 5%
Duration of savings (Subnet)	828 38%	71 43% FJ	86 36%	97 52% CEFGiJ	82 37%	81 29%	105 34%	84 47% FGJ	76 40% f	73 31%	73 46% FgJ	156 39% n	179 44% N	186 44% N	160 44% N
Can recover the savings in a few years/money back	193 9%	13 8%	14 6%	24 13% c	18 8%	19 7%	30 10%	21 12%	20 10%	16 7%	17 10%	27 7%	42 10%	49 9%	41 11%
2yrs savings/energy savings	30 1%	3 2%	1 1%	2 1%	5 2%	4 1%	1 *	6 3% g	4 2%	2 1%	3 2%	4 1%	7 2%	5 1%	10 3% n
3yrs savings/energy savings	30 1%	3 2%	9 4% fghj	5 3%	4 2%	2 1%	2 1%	-	1 1%	1 *	3 2%	12 3% NO	9 2% o	4 1%	1 *
4yrs savings/energy savings	16 1%	1 *	2 1%	5 3%	1 *	3 1%	1 *	1 *	-	2 1%	1 1%	3 1%	6 1%	5 1%	1 *
5yrs savings/energy savings	49 2%	8 5%	4 2%	2 1%	5 2%	8 3%	6 2%	3 2%	5 3%	6 2%	1 1%	12 3%	8 2%	14 2%	8 2%
Savings in the long run	310 14%	27 16% f	30 13%	39 21% cFIJ	36 16% f	25 9%	47 15% f	24 13% f	23 12%	28 12%	32 20% FJ	56 14%	75 18% N	72 12%	47 13%
Annual energy savings	84 4%	8 5% j	10 4% j	8 4% j	3 1%	15 5% eJ	8 3%	12 7% EJ	11 6% eJ	2 1%	6 4%	18 5%	12 3%	23 4%	23 6% m
10yrs savings/energy savings	18 1%	* *	1 *	7 4% bcGJk	2 1%	3 1%	1 *	3 2%	1 1%	* *	- -	1 *	9 2% l	4 1%	4 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q715. Reasons for willingness to pay more for model K

Refrigerators

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2154	167*	235	186*	221	276	303	178*	190	239	160*	401	407	580	368
\$13 savings per year	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
\$14 savings per year	119 6%	15 9% FG	11 5%	11 6%	12 5%	8 3%	9 3%	9 5%	13 7%	15 6%	14 9% FG	27 7% N	23 6%	18 3%	22 6% n
\$140 savings in 10 years	67 3%	3 2%	10 4%	4 2%	4 2%	5 2%	7 2%	10 5%	5 3%	10 4%	9 6%	12 3%	8 2%	12 2%	15 4%
\$130 savings in 10 years	2	-	-	-	1	-	-	-	-	1	-	-	1	-	-
Product (Net)	32 1%	4 2% c	-	* *	1 *	7 3% c	10 3% Cde	1 1%	2 1%	6 2% c	* *	4 1%	1 *	17 3% M	3 1%
Good product/good quality product	14 1%	-	-	-	1 *	5 2%	4 1%	-	1 *	2 1%	* *	-	1 *	9 2% lm	1 *
Other positive product mentions	19 1%	4 2% ce	-	* *	* *	2 1%	6 2%	1 1%	1 1%	3 1%	-	4 1%	1 *	8 1%	2 1%
General (Net)	575 27%	49 29%	69 30%	45 24%	61 27%	87 31% k	73 24%	44 25%	55 29%	61 25%	33 20%	118 29%	105 26%	160 28%	98 27%
Efficient/Energy efficient	442 21%	40 24%	42 18%	36 20%	43 19%	72 26% cjk	62 21%	37 21%	41 21%	42 18%	27 17%	82 20%	80 20%	135 23%	78 21%
Environmentally friendly	74 3%	15 9% eFGhJK	11 5% f	7 4%	7 3%	3 1%	9 3%	5 3%	8 4%	5 2%	4 2%	26 7% N	14 3%	12 2%	13 3%
Star/Energy star rating	80 4%	-	27 12% BDFGHJK	-	17 8% BDGHK	12 4% BDHK	5 2%	-	11 6% BDgHK	8 3% bdhk	-	27 7% No	17 4%	17 3%	11 3%
Other positive general mentions	61 3%	5 3%	8 3%	4 2%	4 2%	8 3%	10 3%	8 5% i	1 *	12 5% l	3 2%	12 3%	7 2%	18 3%	9 2%
Neutral (Grand Net)	519 24%	34 20%	60 25% H	32 17%	51 23% h	80 29% DHk	80 26% dH	25 14%	55 29% dH	71 30% DHk	31 19%	93 23%	83 20%	161 28% m	80 22%
Product (Net)	95 4%	4 2%	11 5%	7 4%	8 4%	9 3%	4 1%	13 7% bG	18 10% BeFGJ	8 3%	13 8% bG	14 4%	15 4%	13 2%	31 8% LMN
Depends on durability	81 4%	4 2%	9 4%	7 4%	7 3%	8 3%	4 1%	13 7% Gj	17 9% BeFGJ	5 2%	7 4%	13 3%	15 4%	13 2%	29 8% LmN
Other neutral product mentions	14 1%	-	1 1%	-	1 *	1 *	-	* *	1 1%	3 1% bcdeFGh	6 4%	1 *	1 *	1 *	2 1%
Need more information (Net)	172 8%	15 9%	17 7%	11 6%	14 6%	36 13% deHk	25 8%	6 3%	17 9%	24 10% H	8 5%	32 8%	25 6%	60 10% mo	23 6%
Need to see the product/model	21 1%	5 3% eh	2 1%	3 1%	-	2 1%	2 1%	-	* *	7 3% eh	* *	6 2%	3 1%	4 1%	* *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q715. Reasons for willingness to pay more for model K

Refrigerators

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2154	167*	235	186*	221	276	303	178*	190	239	160*	401	407	580	368
Need more information on the features	23 1%	2 1%	1	1	2 1%	8 3%	4 1%	2 1%	-	1 1%	3 2%	3 1%	2 1%	12 2%	2 1%
Need more information on price	121 6%	10 6%	14 6%	8 4%	9 4%	26 9%	20 6%	3 2%	12 6%	14 6%	5 3%	24 6%	17 4%	46 8%	16 4%
Need more information(unspsc)	20 1%	-	-	-	3 2%	6 2%	2 1%	1*	4 2%	4 2%	*	-	3 1%	8 1%	5 1%
General (Net)	269 12%	15 9%	34 14%	16 9%	28 13%	39 14%	52 17%	9 5%	20 11%	41 17%	16 10%	49 12%	44 11%	90 16%	29 8%
Other neutral general mentions	80 4%	3 2%	4 2%	4 2%	6 3%	18 7%	27 9%	1*	5 2%	9 4%	4 2%	7 2%	11 3%	45 8%	5 1%
Negative mentions	19 1%	2 1%	1*	*	2 1%	2 1%	1*	1*	4 2%	1 1%	4 2%	3 1%	2*	4 1%	5 1%
None/Nothing	34 2%	*	1*	2 1%	5 2%	2 1%	5 2%	1 1%	4 2%	10 4%	4 2%	1*	7 2%	7 1%	5 1%
Don't know	55 3%	1 1%	12 5%	6 3%	9 4%	7 3%	5 2%	1 1%	3 1%	7 3%	3 2%	13 3%	16 4%	13 2%	4 1%
Decline to answer/No answer	81 4%	8 5%	16 7%	3 2%	6 3%	9 3%	13 4%	5 3%	5 3%	14 6%	2 1%	24 6%	9 2%	22 4%	10 3%
Sigma	2842 132%	228 137%	306 130%	247 133%	284 128%	363 131%	386 127%	227 127%	261 137%	318 133%	222 138%	534 133%	531 131%	749 129%	487 133%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q715. Reasons for willingness to pay more for model M

Refrigerators

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	82	13	5	12	7	9	6	9	11	4	6	18	19	15	20
Weighted Base	99*	14**	4**	13**	9**	12**	7**	11**	16**	6**	5**	19**	23**	19**	27**
Positive (Grand Net)	70 70%	13 90%	4 92%	8 63%	4 40%	8 66%	4 52%	9 81%	15 88%	5 77%	1 20%	17 91%	12 54%	12 61%	23 85%
Economy (Net)	33 34%	2 16%	3 64%	3 22%	1 7%	7 61%	4 52%	3 29%	7 45%	3 51%	-	5 28%	4 16%	11 58%	11 39%
Cheaper to run/low operating cost	* 11%	1% 5%	- 32%	- 11%	- 7%	- 41%	- -	- 17%	2% -	- -	- -	1% 11%	- 9%	- 26%	1% 7%
Savings (unsp)/Saves money on energy	11 11%	1 5%	1 32%	1 11%	1 7%	5 41%	-	2 17%	-	-	-	2 11%	2 9%	5 26%	2 7%
Reasonable/fair price	11 11%	-	-	-	-	-	3 40%	1 9%	7 43%	-	-	-	-	3 15%	8 30%
Value for money	* 1%	2% -	- -	- 5%	- -	- -	- -	- -	- -	- -	- -	1% -	- 3%	- -	- -
Other positive economy mentions	10 10%	1 8%	1 32%	1 6%	-	2 20%	1 12%	* 3%	-	3 51%	-	3 14%	1 3%	3 17%	* 1%
Duration of savings (Subnet)	5 5%	3% -	1 32%	-	-	2 15%	7% -	-	-	1 10%	-	2 10%	-	2 12%	-
Can recover the savings in a few years/money back	* 5%	- 5%	- -	3% 3%	- -	- 5%	- 5%	- 3%	- -	- 41%	- -	- 1%	2% 4%	- 2%	- 5%
5yrs savings/energy savings	5 5%	1 5%	- -	3% 3%	- -	1 5%	5% 5%	3% 3%	- -	3 41%	- -	1 4%	2% 2%	1 5%	* 1%
Savings in the long run	* 1%	- -	- -	3% 3%	- -	- -	- -	- -	- -	- -	- -	- -	2% 2%	- -	- -
\$14 savings per year	10 11%	4 29%	- -	4 32%	- -	- -	- -	- -	1 8%	- -	1 16%	4 22%	4 19%	- -	1 5%
Product (Net)	2 2%	- -	- -	2 15%	- -	- -	- -	- -	- -	- -	- -	- -	2 9%	- -	- -
Good product/good quality product	8 9%	4 29%	- -	2 18%	- -	- -	- -	- -	1 8%	- -	1 16%	4 22%	2 10%	- -	1 5%
Other positive product mentions	32 32%	6 45%	4 92%	2 15%	3 33%	1 5%	-	6 51%	8 49%	2 26%	* 4%	10 57%	5 22%	1 3%	14 50%
General (Net)	17 17%	1 9%	3 66%	- -	3 30%	- -	- -	* 3%	8 49%	2 26%	* 4%	4 22%	3 12%	- -	8 30%
Efficient/Energy efficient															

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q715. Reasons for willingness to pay more for model M  
Refrigerators

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	99*	14**	4**	13**	9**	12**	7**	11**	16**	6**	5**	19**	23**	19**	27**
Star/Energy star rating	5 5%	2 11%	1 26%	2 15%	-	1 5%	-	-	-	-	-	3 15%	2 9%	1 3%	-
Other positive general mentions	11 11%	4 26%	-	-	* 3%	-	-	5 49%	-	2 26%	-	4 20%	* 1%	-	5 19%
Neutral (Grand Net)	33 33%	1 10%	* 8%	6 45%	7 77%	4 34%	3 48%	2 19%	2 12%	2 33%	4 80%	2 9%	13 58%	8 39%	4 15%
Product (Net)	3 3%	-	-	-	-	2 19%	-	-	-	1 10%	-	-	-	2 12%	-
Depends on durability	3 3%	-	-	-	-	2 19%	-	-	-	1 10%	-	-	-	2 12%	-
Need more information (Net)	3 3%	1 4%	* 8%	-	-	-	1 7%	-	2 10%	-	* 8%	1 5%	-	1 3%	2 6%
Need to see the product/model	* 1%	-	-	-	-	-	-	-	* 3%	-	-	-	-	-	* 2%
Need more information on the features	1 1%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 2%
Need more information on price	2 2%	1 4%	* 8%	-	-	-	1 7%	-	1 4%	-	* 8%	1 5%	-	1 3%	1 2%
General (Net)	26 27%	1 6%	-	6 45%	7 77%	2 15%	3 40%	2 19%	* 2%	1 23%	4 72%	1 5%	13 58%	5 25%	2 9%
Other neutral general mentions	7 8%	-	-	2 17%	2 17%	-	-	-	* 2%	1 23%	2 37%	-	4 17%	-	* 1%
Negative mentions	1 1%	-	-	-	-	* 3%	-	-	-	-	1 13%	-	-	* 2%	-
None/Nothing	3 3%	-	-	1 6%	* 2%	-	1 10%	-	-	-	1 22%	-	1 4%	1 4%	-
Don't know	8 8%	1 6%	-	-	5 58%	1 5%	-	1 12%	-	-	-	1 5%	5 24%	1 3%	1 5%
Decline to answer/No answer	7 7%	-	-	3 22%	-	1 7%	2 30%	1 7%	-	-	-	-	3 13%	3 16%	1 3%
Sigma	110 111%	14 100%	7 164%	16 116%	11 117%	12 100%	7 100%	11 100%	19 113%	8 136%	5 100%	21 115%	27 117%	19 100%	30 108%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model K

Dishwashers

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
Weighted Base	2220	181	219	188*	225	278	301	185	215	255	173*	400	412	579	400
Positive (Grand Net)	1739 78%	151 83% FG	179 82% FG	149 80% fg	178 79% fg	193 69%	210 70%	157 85% FG	171 80% fg	209 82% FG	142 82% FG	329 82% N	327 79% N	403 70%	329 82% N
Economy (Net)	1391 63%	121 67% FG	141 64% Fg	119 63% f	144 64% Fg	144 52%	160 53%	131 71% FG	140 65% FG	158 62% f	132 76% cdeFGiJ	262 65% N	263 64% N	304 52%	272 68% N
Cheaper to run/low operating cost	203 9%	20 11% F	20 9%	21 11% f	14 6%	13 5%	29 10% f	19 10% f	29 13% eFK	29 12% Fk	9 5%	40 10%	35 8%	42 7%	48 12% n
Savings (unsp)/Saves money on energy	207 9%	8 4%	31 14% BeGij	15 8%	16 7%	30 11% bgi	17 6%	25 13% BGI	10 5%	18 7%	37 21% BDEFGIJ	39 10%	31 8%	48 8%	34 9%
Reasonable/fair price	66 3%	8 5% C	1 *	3 2%	10 5% C	5 2%	11 4% c	4 2%	7 3%	14 5% C	3 1%	9 2%	14 3%	16 3%	11 3%
Offers discount/rebate	13 1%	4 2% eFg	1 *	-	-	-	1 *	-	2 1%	5 2% f	-	5 1% mn	-	1 *	2 *
Value for money	40 2%	6 3%	2 1%	3 2%	3 1%	5 2%	3 1%	3 1%	4 2%	6 2%	5 3%	8 2%	6 1%	8 1%	6 2%
Other positive economy mentions	37 2%	3 1%	1 *	-	3 1%	11 4% cD	6 2%	5 3%	2 1%	3 1%	3 2%	3 1%	3 1%	17 3% lm	7 2%
Duration of savings (Subnet)	935 42%	82 45% fg	99 45% Fg	82 43%	107 48% FGj	93 33%	104 35%	91 49% FGj	94 44% f	95 37%	89 51% FGJ	181 45% N	189 46% N	197 34%	185 46% N
Can recover the savings in a few years/money back	187 8%	12 7%	28 13% fj	23 12% j	19 9%	18 6%	24 8%	16 9%	19 9%	14 5%	14 8%	41 10%	42 10%	41 7%	35 9%
2yrs savings/energy savings	44 2%	3 1%	4 2%	3 2%	8 3% G	5 2% g	* *	7 4% G	9 4% Gj	2 1%	2 1%	6 2%	11 3%	6 1%	16 4% N
3yrs savings/energy savings	26 1%	2 1%	2 1%	3 1%	3 1%	6 2%	2 1%	1 *	1 *	2 1%	4 3%	5 1%	5 1%	8 1%	2 *
4yrs savings/energy savings	25 1%	1 1%	1 1%	1 1%	2 1%	3 1%	2 1%	2 1%	3 2%	5 2%	4 2%	3 1%	3 1%	6 1%	5 1%
5yrs savings/energy savings	64 3%	7 4% g	7 3%	5 3%	9 4% g	5 2%	3 1%	6 3%	8 4%	8 3%	6 3%	14 4% n	14 3%	8 1%	14 3%
Savings in the long run	361 16%	34 19%	36 17%	27 14%	45 20% g	38 14%	44 15%	29 16%	35 16%	37 14%	35 20%	70 18%	72 17%	82 14%	64 16%
Annual energy savings	157 7%	16 9%	13 6%	14 7%	14 6%	15 5%	14 5%	20 11% g	18 8%	16 6%	16 9%	29 7%	28 7%	29 5%	38 9% N
10yrs savings/energy savings	27 1%	1 1%	5 2%	-	3 1%	4 2%	5 2%	2 1%	2 1%	2 1%	1 *	6 2%	3 1%	10 2%	5 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q715. Reasons for willingness to pay more for model K

Dishwashers

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2220	181	219	188*	225	278	301	185	215	255	173*	400	412	579	400
\$13 savings per year	105 5%	12 7% F	7 3%	10 6% f	8 4%	4 2%	17 6% f	8 4%	13 6% F	17 7% F	8 5%	19 5%	18 4%	21 4%	22 5%
\$14 savings per year	2*	-	-	-	2 1%	-	-	-	-	-	-	-	2*	-	-
\$140 savings in 10 years	1*	-	-	-	-	1*	-	-	-	-	-	-	-	1*	-
\$130 savings in 10 years Product (Net)	55 2%	3 2%	3 1%	8 4% F	6 3%	2 1%	6 2%	5 3%	7 3%	8 3%	7 4% f	6 1%	15 4% n	8 1%	12 3%
Good product/good quality product	33 2%	2 1%	-	-	4 2%	9 3% Cdk	5 2%	1 1%	3 1%	9 3% Cdk	-	2 1%	4 1%	14 2%	4 1%
Other positive product mentions	22 1%	1 1%	-	-	4 2%	7 2% c	2 1%	1 1%	3 1%	4 1%	-	1*	4 1%	9 2%	4 1%
General (Net)	11*	1 1%	-	-	-	2 1%	2 1%	-	-	5 2%	-	1*	-	5 1%	-
Efficient/Energy efficient	583 26%	50 28%	74 34% fgiK	51 27%	58 26%	68 24%	74 24%	47 26%	50 23%	74 29%	37 21%	125 31% n	109 26%	141 24%	98 24%
Environmentally friendly	451 20%	43 24%	48 22%	39 21%	47 21%	52 19%	63 21%	43 23%	38 18%	50 19%	28 16%	91 23%	86 21%	115 20%	81 20%
Star/Energy star rating	72 3%	14 8% CFghij	5 2%	9 5% fj	8 4%	3 1%	9 3%	5 3%	5 2%	3 1%	12 7% cFJ	18 5%	17 4%	12 2%	10 2%
Other positive general mentions	90 4%	-	28 13%	-	10 5% BDHK	16 6% BDHK	8 3%	-	9 4% BDHK	19 8% BDGHK	-	28 7% MO	10 3%	23 4%	9 2%
Neutral (Grand Net)	23 1%	5 3%	2 1%	5 3%	2 1%	3 1%	2 1%	-	2 1%	4 1%	-	6 2%	7 2%	5 1%	2*
Product (Net)	502 23%	32 18%	40 18%	39 21%	51 23% BCdHijK	85 31% BCdHijK	93 31% BCdHijK	29 16%	44 20%	55 22%	33 19%	72 18%	90 22% LMO	179 31% LMO	73 18%
Depends on durability	24 1%	3 2%	*	2 1%	-	5 2%	7 2% e	1 1%	1*	1*	4 2% e	4 1%	2*	12 2% m	2 1%
Other neutral product mentions	11*	*	-	1 1%	-	3 1%	3 1%	1 1%	-	1*	1 1%	*	1*	6 1%	1*
Need more information (Net)	14 1%	3 2%	*	1*	-	2 1%	5 2%	-	1*	-	3 2%	3 1%	1*	7 1%	1*
Need to see the product/model	220 10%	17 9%	12 6%	20 11%	21 9%	40 14% Ch	37 12% c	12 6%	20 9%	28 11%	13 8%	29 7%	41 10%	76 13% Lo	32 8%
	24 1%	1 1%	5 2%	* 1%	3 1%	6 2%	2 1%	* 1%	3 1%	4 2%	-	6 1%	3 1%	7 1%	3 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q715. Reasons for willingness to pay more for model K

Dishwashers

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2220	181	219	188*	225	278	301	185	215	255	173*	400	412	579	400
Need more information on the features	32 1%	5 3% c	* 1	1 1	2 1%	7 3% c	2 1%	3 2%	1 1	3 1%	8 5% CdeGI	5 1%	2 1%	9 2%	4 1%
Need more information on price	148 7%	8 4%	7 3%	15 8%	17 8%	28 10% bChK	29 10% Chk	7 4%	12 5%	21 8% c	5 3%	15 4%	32 8% l	56 10% LO	18 5%
Need more information(unspl)	26 1%	3 2%	* 1	5 3% c	1 1	1 1%	6 2%	1 1%	5 2%	3 1%	1 1	4 1%	6 1%	8 1%	6 2%
General (Net)	274 12%	13 7%	29 13%	18 10%	30 13%	45 16% B	50 17% B	18 10%	23 11%	27 11%	21 12%	42 11%	48 12%	95 16% IO	41 10%
Other neutral general mentions	91 4%	5 3%	14 6% dEj	2 1%	3 1%	25 9% BDEJK	17 6% dej	8 4%	9 4%	5 2%	4 2%	19 5% M	5 1%	42 7% M	16 4% m
Negative mentions	28 1%	2 1%	3 1%	1 1	3 1%	4 1%	3 1%	1 1%	3 2%	5 2%	4 2%	4 1%	3 1%	7 1%	5 1%
None/Nothing	57 3%	1 1%	1 1	7 4% c	10 4% bCf	3 1%	12 4% cf	2 1%	3 1%	12 5% bCFh	6 4% c	2 1%	17 4% Lo	15 3% l	5 1%
Don't know	38 2%	-	4 2%	5 3% j	6 3% j	8 3% bJ	7 2% j	3 2%	2 1%	-	3 2%	4 1%	10 3%	15 3%	5 1%
Decline to answer/No answer	60 3%	5 3%	8 4%	3 2%	9 4%	5 2%	10 3%	4 2%	6 3%	6 2%	3 2%	13 3%	12 3%	15 3%	10 3%
Sigma	2816 127%	239 132%	287 131%	231 123%	288 128%	341 123%	367 122%	231 125%	270 126%	330 129%	233 135%	526 131%	519 126%	707 122%	502 125%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q715. Reasons for willingness to pay more for model M

Dishwashers

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	97	11	3	14	10	9	16	8	10	7	9	14	24	25	18
Weighted Base	121*	11**	2**	22**	14**	9**	18**	12**	12**	5**	15**	14**	37**	27**	23**
Positive (Grand Net)	73 61%	6 51%	1 52%	21 94%	5 35%	6 71%	10 54%	7 63%	10 88%	3 58%	3 23%	7 51%	26 71%	16 60%	18 75%
Economy (Net)	32 27%	3 26%	-	12 52%	3 21%	2 17%	5 29%	1 7%	3 30%	1 21%	3 18%	3 21%	15 40%	7 25%	4 19%
Cheaper to run/low operating cost	4 4%	-	-	-	1 7%	-	-	-	3 27%	-	* 1%	-	1 3%	-	3 14%
Savings (unsp)/Saves money on energy	2 2%	-	-	-	1 8%	-	-	-	-	-	1 8%	-	1 3%	-	-
Reasonable/fair price	7 6%	1 8%	-	1 6%	1 5%	* 2%	3 16%	-	-	1 21%	-	1 6%	2 5%	3 12%	-
Offers discount/rebate	* -	-	-	-	-	-	-	-	3 3%	-	* 1%	-	-	-	* 1%
Value for money	3 2%	-	-	3 12%	-	-	-	-	-	-	-	-	3 7%	-	-
Other positive economy mentions	1 *	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	1 2%
Duration of savings (Subnet)	17 14%	2 18%	-	8 34%	* 2%	1 15%	2 12%	2 2%	-	-	3 18%	2 15%	8 22%	4 13%	* 1%
Can recover the savings in a few years/money back	3 2%	-	-	-	-	* 5%	2 9%	-	-	-	1 6%	-	-	2 7%	-
5yrs savings/energy savings	1 1%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-
Savings in the long run	7 6%	1 7%	-	5 20%	* 2%	-	1 4%	-	-	-	1 8%	1 5%	5 13%	1 3%	-
Annual energy savings	5 4%	1 12%	-	3 14%	-	-	-	* 2%	-	-	1 4%	1 10%	3 9%	-	* 1%
10yrs savings/energy savings	1 1%	-	-	-	-	1 10%	-	-	-	-	-	-	-	1 4%	-
Product (Net)	14 12%	1 12%	-	9 39%	-	-	-	-	4 33%	-	-	1 10%	9 24%	-	4 16%
Good product/good quality product	11 9%	* 2%	-	7 32%	-	-	-	-	3 29%	-	-	* 2%	7 19%	-	3 14%
Other positive product mentions	3 3%	1 10%	-	2 7%	-	-	-	-	1 4%	-	-	1 8%	2 4%	-	1 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model M

Dishwashers

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	121*	11**	2**	22**	14**	9**	18**	12**	12**	5**	15**	14**	37**	27**	23**
General (Net)	35 29%	4 31%	1 52%	7 31%	2 13%	5 53%	5 26%	7 56%	3 25%	2 38%	1 5%	5 35%	9 24%	9 35%	9 40%
Efficient/Energy efficient	23 19%	4 31%	1 52%	5 22%	2 13%	5 53%	3 15%	2 13%	2 15%	* 5%	1 5%	5 35%	7 19%	8 28%	3 14%
Environmentally friendly	1 1%	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	1 5%
Other positive general mentions	10 9%	-	-	2 9%	-	-	2 11%	5 42%	-	2 33%	-	-	2 5%	2 7%	5 21%
Neutral (Grand Net)	48 40%	6 49%	1 48%	1 6%	9 65%	3 29%	9 48%	4 37%	1 12%	2 47%	11 77%	7 49%	11 29%	11 41%	6 25%
Product (Net)	2 1%	-	-	-	2 13%	-	-	-	-	-	-	-	2 5%	-	-
Depends on durability	2 1%	-	-	-	2 13%	-	-	-	-	-	-	-	2 5%	-	-
Need more information (Net)	9 8%	-	1 48%	-	-	* 2%	5 28%	-	1 5%	2 47%	-	1 8%	-	5 20%	1 2%
Need to see the product/model	1 1%	-	1 25%	-	-	-	-	-	-	1 13%	-	1 4%	-	-	-
Need more information on the features	1 1%	-	1 23%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	1 2%
Need more information on price	7 6%	-	1 23%	-	-	* 2%	5 28%	-	-	1 23%	-	1 4%	-	5 20%	-
Need more information(unsps)	1 *	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-
General (Net)	37 31%	6 49%	-	1 6%	8 53%	2 27%	3 19%	4 37%	1 7%	-	11 77%	6 41%	9 24%	6 22%	5 22%
Other neutral general mentions	4 3%	-	-	-	1 7%	-	* 3%	-	1 7%	-	1 10%	-	1 3%	* 2%	1 4%
Negative mentions	6 5%	-	-	-	-	-	1 4%	-	-	-	5 34%	-	-	1 2%	-
None/Nothing	15 12%	6 49%	-	1 3%	-	-	* 1%	3 26%	-	-	5 34%	6 41%	1 2%	* 1%	3 13%
Don't know	7 6%	-	-	-	5 34%	1 6%	-	1 12%	-	-	-	-	5 13%	1 2%	1 6%
Decline to answer/No answer	6 5%	-	-	1 2%	2 11%	2 21%	2 12%	-	-	-	-	-	2 6%	4 15%	-
Sigma	133 110%	14 118%	3 123%	29 127%	14 100%	9 100%	18 102%	12 100%	12 100%	5 105%	17 116%	16 119%	43 117%	27 101%	23 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model M  
 Dishwashers

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	121*	11**	2**	22**	14**	9**	18**	12**	12**	5**	15**	14**	37**	27**	23**

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q800. Earlier you said you purchased a new refrigerator in the past two years.  
 Refrigerators come in several standard designs or configurations, which  
 of these designs best describes your new refrigerator?

Base: All Qualified Respondents Who Purchased a Refrigerator in the Past Two Years and Were the Main Decision Maker

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	671	59	65	77	67	69	55	58	88	64	69	124	144	124	146
Weighted Base	741	65*	69*	86*	76*	64*	56*	70*	101*	68**	84*	135*	162*	120*	171*
Freezer compartment on the top	328 44%	31 47%	34 48%	44 52%	34 45%	29 45%	21 37%	24 35%	45 44%	27 40%	39 46%	64 48%	79 49%	50 41%	69 40%
Freezer compartment on the bottom	102 14%	13 20% K	6 9%	7 8%	22 29% CDIK	14 22% dK	7 13% k	11 16% K	11 11%	8 11%	2 2%	19 14%	29 18%	21 18%	22 13%
Refrigerator and freezer compartments side-by-side	293 39%	21 32%	25 37%	32 37%	18 23%	22 33%	26 46% E	32 46% E	45 44% E	32 47%	40 48% E	46 34%	50 31%	47 39%	77 45% m
Other	19 3%	* 1%	4 6% i	2 3%	2 3%	-	2 4%	3 4%	-	2 3%	3 3%	5 4%	5 3%	2 2%	3 2%
Sigma	741 100%	65 100%	69 100%	86 100%	76 100%	64 100%	56 100%	70 100%	101 100%	68 100%	84 100%	135 100%	162 100%	120 100%	171 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q805. Apart from the design in Q800, did you consider or shop for any of these other designs of refrigerator?

Base: Gave a Design

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	654	58	62	75	65	69	54	55	88	61	67	120	140	123	143
Weighted Base	722	65*	65*	84*	74*	64*	54*	68*	101*	67**	81*	130*	158*	118*	169*
Freezer compartment on the top	88 12%	5 7%	6 9%	5 6%	10 14%	15 24% bDI	8 16%	12 18% d	8 8%	8 12%	11 13%	11 8%	15 9%	24 20% lm	20 12%
Freezer compartment on the bottom	159 22%	5 8%	14 22%	32 38% BEFhi	12 16%	7 11%	14 25% b	12 18%	22 21%	21 32%	21 26% b	19 15%	44 28% l	21 18%	34 20%
Refrigerator and freezer compartments side-by-side	150 21%	21 33% G	12 18%	17 21%	21 29% G	15 23% g	4 7%	12 18%	26 26% G	7 10%	15 18%	33 26%	38 24%	19 16%	38 22%
Did not consider or shop for any of these	396 55%	37 58%	41 63%	39 47%	38 52%	35 55%	33 61%	34 50%	54 53%	40 60%	44 54%	79 61%	77 49%	68 57%	88 52%
Sigma	793 110%	69 106%	73 112%	93 111%	82 110%	73 113%	59 109%	70 103%	110 108%	76 114%	90 111%	142 109%	175 111%	131 111%	179 106%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q810. Leaving aside the size of the refrigerator and other features, which of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy?

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Freezer compartment on the top	437 10%	38 9%	42 10%	50 11%	48 12%	43 10%	42 10%	53 12%	34 8%	43 11%	44 10%	80 9%	98 11%	85 10%	87 10%
Freezer compartment on the bottom	847 20%	68 16%	68 17%	89 19%	99 24% Bcf	71 17% BCdFhJK	114 27%	84 19%	100 24% Bcf	77 19%	75 18%	136 16%	189 22% L	186 22% L	184 21% I
Refrigerator and freezer compartments side-by-side	326 8%	38 9%	38 9%	29 6%	30 7%	23 5%	26 6%	30 7%	27 6%	29 7% DEFGHIJ	56 13%	76 9% n	59 7%	49 6%	57 7%
They all use the same amount of energy.	533 13%	64 15%	46 11%	60 13%	43 10%	48 11%	56 13%	65 15%	57 13%	55 13%	41 10%	109 13%	103 12%	103 12%	121 14%
Not sure	2116 50%	224 52%	219 53% g	231 50%	196 47%	229 55% eGh	187 44%	210 47%	206 49%	203 50%	211 49%	442 52%	427 49%	416 50%	416 48%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q905. Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Top 4 Box (Net)	2871 67%	283 66%	276 67%	297 65%	276 66%	290 70%	306 72%	296 67%	291 69%	267 66%	290 68%	559 66%	573 65%	596 71% m	587 68%
Top 3 Box (Net)	2428 57%	246 57%	232 56%	252 55%	237 57%	250 60%	267 63% dK	243 55%	252 59%	225 55%	225 53%	478 57%	489 56%	516 61% m	495 57%
Top 2 Box (Net)	1748 41%	186 43%	169 41%	183 40%	155 37%	186 45% eJK	199 47% EJK	186 42%	182 43%	147 36%	155 36%	355 42%	338 39%	385 46% M	368 42%
(10)Extremely Useful	1174 28%	122 28%	109 26%	131 29%	103 25%	139 34% cEJK	131 31% J	124 28%	120 28%	92 22%	103 24%	231 27%	235 27%	270 32% m	244 28%
9	574 13%	64 15%	60 15%	52 11%	51 12%	47 11%	68 16%	62 14%	62 15%	56 14%	53 12%	124 15%	103 12%	115 14%	124 14%
8	680 16%	61 14%	63 15%	69 15%	82 20% h	64 15%	67 16%	57 13%	70 17%	78 19% h	69 16%	123 15%	151 17%	131 16%	127 15%
7	443 10%	37 9%	44 11%	45 10%	39 9%	40 10%	39 9%	52 12%	39 9%	42 10%	65 15% Bdefgi	81 10%	84 10%	80 9%	92 11%
Middle 5 Box(Net)	1435 34%	135 31%	152 37% f	149 32%	145 35%	119 29%	135 32%	152 34%	138 33%	142 35%	168 39% bF	287 34%	294 34%	254 30%	290 33%
Middle 3 Box(Net)	876 21%	93 22% f	97 24% F	93 20%	99 24% F	63 15%	84 20%	89 20%	87 21%	81 20%	88 21%	191 23% n	193 22% n	147 18%	176 20%
6	275 6%	22 5%	25 6%	34 7%	32 8%	23 6%	30 7%	27 6%	27 6%	34 8%	20 5%	47 6%	66 8%	54 6%	54 6%
5	474 11%	58 14% F	58 14% FJ	43 9%	50 12% f	30 7%	39 9%	48 11%	50 12%	37 9%	61 14% Fj	117 14% N	93 11%	69 8%	98 11%
4	127 3%	13 3%	14 3%	17 4%	17 4% k	10 2%	14 3%	14 3%	10 2%	10 2%	6 1%	27 3%	34 4%	24 3%	25 3%
3	115 3%	5 1%	10 3%	10 2%	6 2%	15 4%	12 3%	11 2%	11 3%	20 5% BE	14 3%	16 2%	17 2%	27 3%	22 3%
2	84 2%	9 2%	5 1%	5 1%	6 1%	13 3%	10 2%	10 2%	8 2%	13 3%	4 1%	14 2%	11 1%	24 3% m	18 2%
1	57 1%	5 1%	4 1%	13 3% Elk	2 1%	12 3% Elk	4 1%	8 2%	2 1%	5 1%	3 1%	9 1%	15 2%	16 2%	10 1%
Not At All Useful	139 3%	23 5% cG	9 2%	21 5% G	12 3%	9 2%	4 1%	20 5% G	14 3% g	13 3% g	15 3% g	31 4% N	33 4% N	13 2% N	34 4% N
Not Sure	116 3%	13 3%	11 3%	18 4% g	16 4% g	11 3%	6 1%	9 2%	11 3%	9 2%	12 3%	24 3%	35 4% n	17 2%	19 2%
Bottom 4 Box (Net)	395 9%	41 10%	28 7%	50 11% e	26 6%	49 12% cEg	30 7%	49 11% e	35 8%	51 12% CEg	36 8%	70 8%	76 9%	79 9%	84 10%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q905. Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Bottom 3 Box (Net)	280 7%	36 8% cg	18 4%	40 9% ceg	19 5%	35 8% cg	18 4%	38 9% ceg	24 6%	31 8%	22 5%	54 6%	59 7%	53 6%	62 7%
Bottom 2 Box (Net)	196 5%	28 6% G	13 3%	34 7% CEGi	14 3%	21 5% g	8 2%	28 6% G	16 4%	18 4%	17 4%	40 5%	48 5%	29 3%	44 5%
Mean	7.4	7.3	7.4	7.2	7.4	7.5	7.7 dhjk	7.2	7.5	7.2	7.3	7.4	7.3	7.6	7.4
Standard Deviation	2.65	2.83	2.48	2.86	2.46	2.77	2.40	2.82	2.58	2.67	2.53	2.66	2.68	2.59	2.71
Standard Error	0.04	0.14	0.12	0.14	0.12	0.14	0.12	0.14	0.13	0.13	0.12	0.09	0.09	0.09	0.09
Median	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q910. Percent indicating degree of usefulness for showing operating cost measured in dollars.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Top 4 Box (Net)	3399 80%	334 77%	319 77%	363 79%	321 77%	337 81%	365 86%	361 82%	327 77%	326 80%	347 82%	653 77%	684 78%	701 84% LM	687 79%
Top 3 Box (Net)	3070 72%	301 70%	291 70%	328 72%	299 72%	311 75%	334 79%	320 72%	293 69%	283 69%	311 73%	592 70%	627 72%	646 77% LmO	613 71%
Top 2 Box (Net)	2393 56%	226 52%	228 55%	259 56%	211 51%	258 62%	257 60%	272 61%	229 54%	214 53%	240 56%	454 54%	470 54%	515 61% LM	500 58%
(10)Extremely Useful	1691 40%	170 40%	167 40%	178 39%	151 36%	190 46% EIJ	181 43% J	200 45% eJ	152 36%	134 33%	168 39%	337 40%	329 38%	371 44% M	352 41%
9	701 16%	55 13%	61 15%	81 18%	60 14%	68 16%	76 18%	72 16%	77 18%	81 20% b	72 17%	117 14%	141 16%	143 17%	148 17%
8	677 16%	75 17% h	63 15%	69 15%	87 21% FH	54 13%	77 18% H	48 11%	64 15%	69 17% h	71 17% h	138 16%	157 18% O	131 16%	112 13%
7	328 8%	33 8%	28 7%	35 8%	22 5%	25 6%	30 7%	41 9%	34 8%	43 11% Ef	37 9%	61 7%	57 7%	56 7%	75 9%
Middle 5 Box(Net)	926 22%	104 24% g	99 24% g	95 21%	83 20%	76 18%	72 17%	95 21%	101 24% g	103 25% fG	98 23%	203 24% N	178 20%	148 18%	196 23% n
Middle 3 Box(Net)	550 13%	65 15% g	69 17% fGj	57 12%	59 14%	47 11%	39 9%	51 11%	60 14% g	45 11%	60 14%	134 16% N	115 13%	85 10%	110 13%
6	191 4%	23 5% h	23 6% h	29 6% fH	21 5% h	12 3%	15 3%	9 2%	23 5% h	23 6% h	13 3%	46 5% n	50 6% n	27 3%	33 4%
5	321 8%	39 9%	44 11% DGJ	24 5%	36 9%	27 6%	23 5%	30 7%	32 7%	21 5%	44 10% DgJ	83 10% N	60 7%	50 6%	62 7%
4	38 1%	3 1%	2 *	3 1%	2 *	8 2% gj	1 *	11 3% ceGJk	5 1%	1 *	2 *	4 1%	5 1%	9 1%	16 2% lm
3	48 1%	6 1%	1 *	4 1%	3 1%	4 1%	3 1%	3 1%	8 2% CDEIGHK	15 4%	2 *	7 1%	6 1%	7 1%	11 1%
2	42 1%	* *	4 1%	6 1%	3 1%	4 1%	10 2% Bk	3 1%	8 2% bk	3 1%	1 *	4 *	8 1%	14 2% l	11 1%
1	31 1%	1 *	1 *	6 1% ik	2 1% bCegIK	10 2%	2 *	4 1%	* *	3 1%	- -	3 *	9 1%	12 1% l	4 *
Not At All Useful	93 2%	15 4% fG	8 2%	9 2%	14 3% fG	4 1%	2 *	14 3% fG	12 3% G	8 2%	8 2%	23 3% N	23 3% N	5 1%	26 3% N
Not Sure	96 2%	9 2%	11 3%	14 3%	16 4% g	9 2%	5 1%	7 2%	10 2%	7 2%	8 2%	19 2%	30 3%	14 2%	17 2%
Bottom 4 Box (Net)	214 5%	23 5%	14 3%	25 5%	22 5%	21 5%	17 4%	24 5%	28 7% K	29 7% cK	11 3%	37 4%	47 5%	39 5%	52 6%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q910. Percent indicating degree of usefulness for showing operating cost measured in dollars.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Bottom 3 Box (Net)	166 4%	17 4%	13 3%	21 5%	19 5%	17 4%	14 3%	21 5%	20 5%	14 4%	9 2%	30 4%	40 5%	32 4%	41 5%
Bottom 2 Box (Net)	124 3%	17 4% G	9 2%	16 3% g	16 4% G	14 3% g	4 1%	18 4% G	12 3%	11 3%	8 2%	26 3%	32 4%	18 2%	30 3%
Mean	8.2	8.1	8.2	8.2	8.1	8.4	8.5 belJ	8.2	8.0	8.0	8.3	8.1	8.1	8.4 lmo	8.1
Standard Deviation	2.30	2.42	2.22	2.33	2.39	2.33	2.00	2.47	2.43	2.29	2.08	2.33	2.36	2.17	2.45
Standard Error	0.04	0.12	0.11	0.11	0.12	0.11	0.10	0.12	0.12	0.11	0.10	0.08	0.08	0.07	0.08
Median	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q915. Percent indicating degree of usefulness for showing energy efficiency based on a five-star scale.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Top 4 Box (Net)	2745 64%	238 55%	250 61%	269 59%	252 60%	328 79%	344 81%	257 58%	264 62%	291 71%	251 59%	488 58%	522 60%	672 80%	521 60%
Top 3 Box (Net)	2246 53%	184 43%	189 46%	219 48%	202 48%	294 71%	299 70%	210 47%	210 49%	256 63%	185 43%	373 44%	420 48%	593 71%	419 48%
Top 2 Box (Net)	1590 37%	138 32%	129 31%	143 31%	119 29%	233 56%	218 51%	146 33%	157 37%	190 47%	118 28%	267 32%	262 30%	450 54%	303 35%
(10)Extremely Useful	1048 25%	95 22%	82 20%	99 22%	83 20%	161 39%	155 37%	92 21%	99 23%	112 28%	70 16%	177 21%	182 21%	316 38%	191 22%
9	542 13%	44 10%	46 11%	44 10%	36 9%	72 17%	62 15%	54 12%	58 14%	78 19%	48 11%	90 11%	80 9%	134 16%	112 13%
8	655 15%	46 11%	60 15%	76 17%	83 20%	61 15%	81 19%	64 14%	53 12%	65 16%	68 16%	106 13%	158 18%	142 17%	116 13%
7	500 12%	54 13%	61 15%	51 11%	51 12%	34 8%	46 11%	48 11%	54 13%	35 9%	66 16%	115 14%	101 12%	80 9%	102 12%
Middle 5 Box(Net)	1512 36%	167 39%	175 42%	179 39%	162 39%	80 19%	106 25%	171 39%	166 39%	124 30%	183 43%	342 41%	341 39%	186 22%	337 39%
Middle 3 Box(Net)	894 21%	104 24%	103 25%	109 24%	103 25%	44 11%	52 12%	94 21%	102 24%	75 18%	106 25%	207 25%	213 24%	97 12%	196 23%
6	331 8%	32 7%	38 9%	40 9%	28 7%	12 3%	26 6%	34 8%	48 11%	42 10%	29 7%	70 8%	69 8%	38 5%	82 10%
5	445 10%	60 14%	50 12%	44 10%	59 14%	27 6%	24 6%	46 10%	47 11%	23 6%	65 15%	109 13%	103 12%	51 6%	93 11%
4	118 3%	12 3%	16 4%	25 5%	15 4%	5 1%	2 *	14 3%	6 1%	10 3%	12 3%	28 3%	40 5%	7 1%	20 2%
3	119 3%	9 2%	10 2%	19 4%	8 2%	2 *	8 2%	29 7%	10 2%	13 3%	11 3%	20 2%	27 3%	9 1%	39 4%
2	90 2%	15 4%	10 2%	9 2%	8 2%	4 1%	9 2%	12 3%	9 2%	6 1%	8 2%	25 3%	17 2%	13 2%	21 2%
1	70 2%	9 2%	13 3%	7 2%	3 1%	10 2%	3 1%	4 1%	3 1%	7 2%	11 3%	21 3%	10 1%	14 2%	7 1%
Not At All Useful	160 4%	31 7%	12 3%	19 4%	18 4%	11 3%	1 *	27 6%	18 4%	8 2%	16 4%	43 5%	36 4%	12 1%	45 5%
Not Sure	182 4%	25 6%	15 4%	26 6%	25 6%	16 4%	8 2%	19 4%	18 4%	7 2%	22 5%	40 5%	52 6%	23 3%	37 4%
Bottom 4 Box (Net)	438 10%	65 15%	44 11%	53 12%	36 9%	26 6%	21 5%	72 16%	40 9%	33 8%	47 11%	109 13%	90 10%	47 6%	112 13%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q915. Percent indicating degree of usefulness for showing energy efficiency based on a five-star scale.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Bottom 3 Box (Net)	319 7%	55 13% dEFGiJ	34 8% G	34 7% G	28 7% g	24 6% g	14 3% G	43 10% Gj	30 7% g	21 5% G	36 8% G	89 11% mN	63 7% n	38 5% n	73 8% N
Bottom 2 Box (Net)	230 5%	40 9% efGiJ	24 6% G	26 6% G	20 5% G	21 5% G	4 1% G	31 7% G	21 5% G	15 4% g	27 6% G	65 8% N	46 5% n	25 3% n	52 6% N
Mean	7.2	6.6	6.9	6.9	7.0	8.1 BCDEHIJK	8.2 BCDEHIJK	6.7	7.2 B	7.7 BCDEHIK	6.8	6.8	7.0	8.1 LMO	7.0
Standard Deviation	2.70	3.05	2.66	2.75	2.61	2.49	2.09	2.94	2.65	2.47	2.65	2.87	2.68	2.29	2.81
Standard Error	0.04	0.15	0.13	0.14	0.13	0.12	0.10	0.15	0.13	0.12	0.13	0.10	0.09	0.08	0.10
Median	8	7	7	8	8	9	9	7	8	8	7	7	8	9	8
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.



Q920. Which of the following types of controls do you prefer on a dishwasher?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Touchpad controls	1861 44%	206 48% d	187 45%	178 39%	168 40%	179 43%	192 45%	200 45%	194 46%	165 40%	192 45%	393 47% M	346 40%	371 44%	394 46% m
Buttons	370 9%	44 10% G	40 10% G	48 10% G	45 11% G	35 9% g	19 5%	41 9% g	36 8% g	34 8%	28 7%	84 10% n	93 11% N	55 7%	76 9%
Rotary dial	262 6%	27 6%	19 5%	29 6%	30 7%	20 5%	26 6%	37 8% l	16 4%	32 8% i	26 6%	46 5%	59 7%	47 6%	52 6%
A combination of a touchpad, buttons, or dials	577 14%	51 12%	38 9%	77 17% CHJ	70 17% ChJ	51 12% BCFHJ	82 19%	46 10%	63 15% c	40 10%	60 14%	89 11%	147 17% Lo	133 16% L	109 13%
I have no preference.	1189 28%	104 24%	128 31%	126 28%	105 25%	129 31%	106 25%	119 27%	115 27%	137 34% BEG	120 28%	232 28%	231 26%	235 28%	234 27%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q102. Gender

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Male	1974 46%	198 46%	194 47%	228 50%	180 43%	188 45%	187 44%	191 43%	193 46%	202 50%	214 50%	392 46%	407 47%	374 45%	384 44%
Female	2284 54%	233 54%	219 53%	231 50%	238 57%	227 55%	239 56%	252 57%	231 54%	205 50%	212 50%	452 54%	468 53%	465 55%	482 56%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q106. Age Ranges

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
18-29(net)	669 16%	64 15%	66 16%	70 15%	52 12%	76 18% eJ	67 16%	74 17%	71 17%	48 12%	82 19% eJ	130 15%	122 14%	143 17%	145 17%
18 - 24	240 6%	29 7% j	21 5%	22 5%	21 5%	32 8% gJ	16 4%	28 6% j	28 7% j	12 3%	31 7% gJ	50 6%	43 5%	47 6%	56 6%
25 - 29	430 10%	35 8%	45 11%	48 10%	31 7%	44 11%	51 12% e	46 10%	44 10%	35 9%	50 12%	80 10%	79 9%	96 11%	89 10%
30-49(net)	1880 44%	183 42%	167 41%	206 45%	194 47% g	169 41%	163 38%	208 47% g	185 44%	206 51% bCFG	200 47% g	350 41%	400 46% n	331 39%	392 45% n
30 - 34	364 9%	48 11% F	38 9% f	42 9%	48 12% Fg	21 5%	29 7%	36 8%	36 8%	30 7%	37 9%	86 10% N	90 10% N	50 6%	72 8%
35 - 39	505 12%	57 13%	36 9%	67 15% cEf	36 9%	39 9%	49 11%	60 14%	56 13%	55 14%	50 12%	93 11%	103 12%	88 10%	116 13%
40 - 44	319 8%	37 9%	35 8%	31 7%	32 8%	29 7%	28 7%	28 6%	27 6%	44 11% hi	29 7%	72 9%	63 7%	57 7%	55 6%
45 - 49	691 16%	40 9%	59 14%	66 14% b	78 19% B	79 19% B	57 13%	84 19% B	66 16% B	78 19% B	85 20% Bg	98 12%	144 16% L	136 16% l	150 17% L
50-64(net)	1123 26%	111 26%	102 25%	122 27%	116 28%	113 27%	136 32% chk	107 24%	110 26%	106 26%	100 24%	213 25%	238 27%	249 30%	217 25%
50 - 54	455 11%	43 10%	43 10%	39 9%	54 13%	46 11%	59 14% dk	45 10%	44 10%	45 11%	36 9%	86 10%	94 11%	105 12%	90 10%
55 - 59	383 9%	43 10%	32 8%	58 13% chi	34 8%	34 8%	38 9%	32 7%	33 8%	35 9%	43 10%	75 9%	92 11%	72 9%	66 8%
60 - 64	285 7%	25 6%	28 7%	25 5%	27 7%	33 8%	39 9%	30 7%	32 8%	26 6%	21 5%	52 6%	52 6%	72 9%	62 7%
65 and over	586 14%	74 17% K	76 18% hJK	60 13%	56 13%	57 14%	60 14%	54 12%	58 14%	48 12%	44 10%	150 18% mO	116 13%	117 14%	111 13%
Mean	46.4	46.3	47.9 K	46.2	46.6	46.6	47.3 k	45.6	46.0	46.6	44.6	47.1	46.4	47.0	45.8
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q174. Region

Base: US Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
East	990 23%	94 22%	119 29% bEhIK	115 25%	85 20%	108 26% i	101 24%	96 22%	79 19%	103 25% i	88 21%	213 25% o	201 23%	210 25% o	175 20%
Midwest	930 22%	93 21%	79 19%	103 22%	106 25%	87 21%	89 21%	93 21%	100 24%	84 21%	97 23%	172 20%	209 24%	176 21%	193 22%
South	1385 33%	116 27%	145 35% b	151 33%	125 30%	143 35% b	136 32%	157 36% b	148 35% b	138 34%	125 29%	261 31%	275 31%	280 33%	305 35%
West	954 22%	128 30% CDFhij	69 17%	90 20%	101 24% C	76 18%	98 23% c	97 22%	96 23%	83 20%	116 27% CdF	197 23%	191 22%	174 21%	193 22%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q190. What type of Internet connection do you have for your home computer or other primary computer?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
14.4k modem	10*	2 1%	-	-	-	-	1 cdefijk	6 1%	-	-	-	2*	-	1*	6 1% m
28.8k modem	29 1%	4 1%	2*	4 1%	3 1%	3 1%	5 1%	* *	6 1%	1*	1*	6 1%	7 1%	8 1%	6 1%
33.6k modem	14*	1*	-	1*	-	2 1%	6 1% ce	1*	* *	* *	2*	1*	1*	8 1% m	2*
56k modem	607 14%	54 12%	70 17%	57 12%	54 13%	68 16%	67 16%	61 14%	63 15%	62 15%	52 12%	124 15%	111 13%	135 16%	124 14%
Cable modem	1685 40%	151 35%	155 38%	160 35%	178 43% d	163 39%	179 42%	186 42%	158 37%	186 46% BcDi	168 40%	306 36%	338 39%	343 41%	343 40%
T1 or T3 line	118 3%	14 3%	22 5% dehJ	11 2%	9 2%	16 4% ij	13 3%	9 2%	6 1%	5 1%	14 3%	35 4% O	20 2%	29 3% o	15 2%
ISDN line	30 1%	1*	-	6 1% c	7 2% Cgi	8 2% bCghi	1*	1*	1*	3 1%	2*	1*	13 2% LO	9 1% l	2*
ADSL/DSL	1512 36%	172 40% gi	139 34%	178 39% j	142 34%	139 34%	135 32%	146 33%	170 40% gi	127 31%	164 39%	311 37%	320 37%	274 33%	316 36%
Other	60 1%	7 2% g	10 2% G	11 2% G	4 1%	5 1%	* *	5 1%	3 1%	11 3% Gi	4 1%	17 2% n	15 2%	6 1%	7 1%
Not sure	193 5%	25 6% fj	15 4%	31 7% FJ	20 5%	10 2%	17 4%	26 6% fj	19 4%	11 3%	19 4%	40 5%	51 6% n	27 3%	45 5%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q194. Excluding email, how many hours per week do you spend on the Internet or World Wide Web?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
0 hours	9 0%	-	-	-	-	-	-	-	2 0%	2 0%	6 1%	-	-	-	2 0%
											bcdefgh				
1 - 7 hours	824 19%	92 21%	71 17%	88 19%	84 20%	76 18%	79 18%	90 20%	76 18%	93 23%	75 18%	163 19%	173 20%	154 18%	166 19%
8 - 14 hours	950 22%	77 18%	86 21%	105 23%	94 22%	111 27% B	92 22%	103 23%	100 24%	85 21%	97 23%	163 19%	199 23%	203 24% I	203 23%
15 - 21 hours	1158 27%	132 31%	116 28%	122 27%	111 27%	98 24%	132 31% fj	121 27%	108 25%	96 24%	122 29%	248 29%	233 27%	230 27%	228 26%
22 - 28 hours	372 9%	50 12% fi	52 13% dFhIk	34 7%	42 10%	27 7%	37 9%	33 7%	27 6%	39 9%	31 7%	102 12% mNO	76 9%	65 8%	60 7%
29 - 35 hours	460 11%	42 10%	40 10%	54 12%	50 12%	44 11%	53 12%	47 11%	40 10%	48 12%	43 10%	82 10%	103 12%	97 12%	87 10%
36 - 42 hours	221 5%	13 3%	21 5% g	18 4%	21 5% g	26 6% bG	9 2%	34 8% BdG	34 8% BdG	21 5% g	24 6% g	34 4%	39 4%	35 4%	68 8% LMN
43+ hours	264 6%	25 6%	26 6%	37 8% eH	16 4%	31 8% eh	24 6%	15 3%	37 9% EH	24 6%	29 7%	51 6%	53 6%	55 7%	52 6%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q216. What is the highest level of education you have completed or the highest degree you have received?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
High School or Less (Net)	1335 31%	141 33%	148 36% f	149 33%	131 31%	118 29%	124 29%	143 32%	123 29%	132 32%	127 30%	289 34% n	280 32%	242 29%	266 31%
Less than high school	19 *	1 *	2 1%	1 *	5 1%	1 *	- *	8 2% bdGJK	1 *	- *	- *	3 *	6 1%	1 *	9 1% n
Some high school	79 2%	9 2% k	10 2% k	10 2% k	16 4% FGHK	4 1%	3 1%	4 1%	10 2% k	13 3% fGhK	1 *	19 2% n	26 3% N	7 1%	14 2%
High school or equivalent (e.g., GED)	1237 29%	131 30%	136 33%	138 30%	110 26%	113 27%	121 28%	131 30%	113 27%	119 29%	126 30%	267 32%	248 28%	234 28%	243 28%
Attended College or College Degree (Net)	2268 53%	220 51%	202 49%	238 52%	218 52% bCdeJ	249 60% Cj	250 59% Cj	236 53%	229 54%	202 49%	224 53%	422 50%	456 52%	499 59% LMo	465 54%
Some college, but no degree	1027 24%	96 22%	94 23%	112 24%	105 25%	99 24%	105 25%	104 24%	108 25%	94 23%	110 26%	190 22%	217 25%	204 24%	212 24%
Associate's degree	387 9%	34 8%	33 8%	37 8%	40 10%	45 11%	49 12%	40 9%	37 9%	38 9%	34 8%	66 8%	78 9%	94 11% l	77 9%
College (e.g., B.A., B.S.)	854 20%	91 21%	75 18%	89 19%	72 17% cEJk	106 26% cEJk	95 22%	92 21%	84 20%	69 17%	80 19%	166 20%	161 18%	201 24% M	177 20%
Attended Graduate School or Graduate Degree (Net)	655 15%	71 16%	62 15%	71 16%	68 16%	47 11%	52 12%	63 14%	72 17% f	74 18% Fg	76 18% f	133 16% n	139 16% n	99 12% n	135 16% n
Some graduate school, but no degree	208 5%	29 7% f	21 5%	20 4%	19 4%	14 3%	25 6%	18 4%	22 5%	22 6%	18 4%	50 6%	39 4%	38 5%	40 5%
Graduate school (e.g., M.S., M.D., Ph.D.)	447 11%	41 10%	42 10%	51 11% g	49 12% G	33 8%	27 6%	45 10%	50 12% g	52 13% G	57 13% fG	83 10%	100 11% N	60 7%	95 11% n
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q210. What is your employment status?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Employed full time	2196 52%	216 50%	200 49%	251 55%	216 52%	227 55%	208 49%	213 48%	221 52%	202 50%	241 57% ch	416 49%	467 53%	436 52%	434 50%
Employed part time	422 10%	43 10%	39 10%	40 9%	40 10%	54 13% h	48 11%	34 8%	35 8%	50 12%	38 9%	82 10%	80 9%	102 12% O	70 8%
Self-employed	450 11%	46 11%	33 8%	50 11%	29 7%	34 8%	57 13% cEf	54 12% e	56 13% cEf	42 10%	47 11%	80 9%	80 9%	91 11%	110 13% m
Not employed, but looking for work	158 4%	9 2%	13 3%	13 3%	21 5% b	10 2%	16 4%	37 8% BCDFGLJK	10 2%	15 4%	15 3%	21 3%	35 4%	26 3%	47 5% Ln
Not employed and not looking for work	98 2%	11 2%	10 2%	9 2%	4 1%	9 2%	9 2%	10 2%	18 4% Ek	12 3%	7 2%	20 2%	13 1%	18 2%	28 3% m
Retired	698 16%	68 16%	79 19%	74 16%	67 16%	69 17%	73 17%	68 15%	71 17%	74 18%	56 13%	146 17%	141 16%	142 17%	139 16%
Student	257 6%	41 9% HJ	26 6% J	30 7% J	28 7% J	31 7% hJ	29 7% J	17 4%	23 5%	10 2%	23 5%	67 8% O	58 7%	60 7%	40 5%
Homemaker	508 12%	55 13%	59 14% dfi	43 9%	50 12%	36 9%	66 16% DFI	67 15% dFI	37 9%	44 11%	51 12%	114 13%	92 11%	102 12%	104 12%
Sigma	4788 112%	488 113%	460 111%	511 111%	455 109%	470 113%	507 119%	500 113%	471 111%	449 110%	477 112%	947 112%	966 110%	977 116%	971 112%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q232. Which of the following income categories best describes your total 2005 household income?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Under 50K (Net)	1428 34%	139 32% G	149 36% G	161 35% G	164 39% fGi	131 32% g	100 24%	164 37% G	135 32% g	150 37% G	135 32% g	288 34% N	324 37% N	231 28%	299 34% N
Less than \$15,000	225 5%	21 5%	14 3%	29 6%	30 7% c	23 6%	20 5%	27 6%	16 4%	25 6%	21 5%	34 4%	59 7% I	43 5%	43 5%
\$15,000 to \$24,999	298 7%	33 8% G	39 9% G	29 6% g	33 8% G	32 8% G	11 3%	42 9% G	24 6%	26 6% g	28 7% g	72 8% n	62 7%	44 5%	66 8%
\$25,000 to \$34,999	375 9%	40 9%	36 9%	45 10% g	39 9%	31 7%	24 6%	41 9%	44 10% g	38 9%	37 9%	76 9%	84 10% n	55 6%	84 10% n
\$35,000 to \$49,999	530 12%	45 10%	61 15%	57 12%	62 15%	45 11%	45 11%	55 12%	50 12%	60 15%	49 11%	106 13%	119 14%	90 11%	106 12%
50K+ (Net)	2419 57%	240 56%	228 55%	248 54%	212 51%	238 57%	285 67% BCDEFHIJ	247 56%	245 58%	222 55%	255 60% e	467 55%	460 52%	522 62% LMo	492 57%
\$50,000 to \$74,999	837 20%	82 19%	91 22% Ei	82 18%	60 14%	76 18% BDEFHij	115 27%	85 19%	65 15%	81 20%	98 23% Ei	174 21% m	142 16%	192 23% MO	151 17%
\$75,000 to \$99,999	576 14%	40 9%	48 12%	68 15% b	65 16% B	72 17% BcH	62 15% b	47 11%	61 14% b	49 12%	64 15% b	88 10%	133 15% L	134 16% L	108 12%
\$100,000 to \$124,999	548 13%	63 15% E	56 14% E	55 12% e	31 7%	54 13% E	61 14% E	61 14% E	73 17% Ej	44 11%	51 12%	119 14% M	85 10%	115 14% m	134 15% M
\$125,000 to \$149,999	227 5%	37 9% CdfG	13 3%	20 4%	25 6% g	19 5%	12 3%	30 7% cG	22 5%	26 6% g	25 6%	51 6%	45 5%	30 4%	52 6%
\$150,000 to \$199,999	117 3%	7 2%	5 1%	9 2%	16 4% c	7 2%	23 5% BCdF	16 4%	10 2%	12 3%	11 3%	13 2%	25 3%	30 4% I	26 3%
\$200,000 to \$249,999	55 1%	6 1%	5 1%	6 1%	6 2%	6 2%	12 3% jK	5 1%	4 1%	2 1%	1 *	11 1%	13 1%	18 2%	10 1%
\$250,000 or more	58 1%	4 1%	8 2% G	8 2% g	9 2% G	4 1%	-	3 1%	9 2% G	7 2% G	6 1% g	12 1%	17 2% N	4 *	12 1%
Decline to answer	413 10%	52 12% h	36 9%	50 11%	42 10%	45 11%	41 10%	31 7%	45 11%	35 9%	36 8%	88 10%	92 10%	86 10%	76 9%
Mean(In Thousands)	85.0	86.0	81.8	83.2	84.2	83.9	91.6 ch	82.6	90.1	82.9	83.8	83.9	83.6	87.8	86.2
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q244. Racial Background

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
White	3205 75%	327 76%	336 81% deHJK	339 74%	311 75%	320 77% hk	330 78% hk	309 70%	331 78% HK	305 75%	297 70%	663 79%	650 74%	650 77%	640 74%
Black/African American (Net)	421 10%	29 7%	26 6%	60 13% BC	43 10%	45 11% c	36 9%	58 13% BC	38 9%	41 10%	45 11%	56 7%	103 12% L	81 10% I	96 11% L
Black	213 5%	8 2%	19 5%	37 8% BeJ	16 4%	21 5% b	21 5% b	29 6% B	18 4%	13 3%	30 7% Bj	27 3%	53 6% I	42 5%	47 5%
African American	209 5%	21 5% c	7 2%	23 5% c	27 6% C	24 6% C	15 3%	29 7% C	19 5% c	28 7% C	15 3%	28 3%	50 6% I	39 5%	49 6%
Non-White (Net)	498 12%	62 14% dg	40 10%	41 9%	52 12%	40 10%	37 9%	59 13%	45 11%	54 13%	68 16% cDiG	102 12%	93 11%	77 9%	104 12%
Asian or Pacific Islander	70 2%	11 2%	5 1%	5 1%	7 2%	3 1%	10 2%	5 1%	6 1%	5 1%	13 3% f	16 2%	13 1%	12 1%	11 1%
Native American or Alaskan native	30 1%	5 1%	6 1% h	1 *	5 1%	1 *	3 1%	* *	3 1%	2 *	5 1%	11 1%	6 1%	4 *	3 *
Mixed racial background	66 2%	8 2%	2 1%	7 2%	6 1%	4 1%	5 1%	7 2%	6 1%	13 3% Cf	8 2%	10 1%	13 2%	9 1%	13 2%
Other race	19 *	* *	1 *	3 1%	- -	3 1%	1 *	2 *	4 1%	5 1% e	1 *	1 *	3 *	3 *	6 1%
Hispanic	311 7%	39 9% G	25 6%	25 6%	33 8% g	31 7%	18 4%	44 10% dG	26 6%	29 7%	41 10% G	64 8%	59 7%	48 6%	70 8%
Filipino	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -
Decline to answer	119 3%	11 3%	10 3%	15 3%	8 2%	9 2%	18 4%	16 4%	10 2%	7 2%	13 3%	22 3%	23 3%	27 3%	27 3%
Unknown	16 *	1 *	* *	3 1%	3 1%	1 *	4 1%	- -	- -	- -	3 1%	2 *	6 1% o	5 1% o	- -
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q202. What is your marital status?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Married/Living with partner(Net)	3000 70%	298 69%	301 73% d	297 65%	297 71%	302 73% d	307 72% d	315 71%	297 70%	294 72% d	290 68%	600 71%	594 68%	609 73%	613 71%
Married	2656 62%	278 64% d	269 65% Dk	257 56%	267 64% d	265 64% d	275 65% d	280 63%	258 61%	262 64% d	245 58%	547 65%	524 60%	540 64%	538 62%
Living with partner	344 8%	20 5%	32 8%	40 9% b	30 7%	36 9% b	33 8%	35 8%	39 9% b	33 8%	45 11% B	52 6%	70 8%	69 8%	74 9%
Not Married(Net)	1259 30%	133 31%	111 27%	162 35% cfj	120 29%	113 27%	118 28%	127 29%	127 30%	113 28%	136 32%	244 29%	282 32%	231 27%	254 29%
Single, never married	689 16%	72 17%	55 13%	81 18%	53 13%	65 16%	75 18%	62 14%	79 19% e	67 16%	82 19% e	127 15%	133 15%	140 17%	141 16%
Divorced	365 9%	39 9%	38 9%	52 11% G	42 10% G	33 8%	22 5%	34 8%	30 7%	34 8%	41 10% g	77 9%	95 11% No	55 7%	64 7%
Separated	62 1%	2 1%	4 1%	6 1%	11 3% b	3 1%	11 2% b	12 3% b	4 1%	6 1%	4 1%	6 1%	16 2%	14 2%	16 2%
Widowed	142 3%	20 5% j	15 4%	23 5% j	14 3%	11 3%	11 2%	19 4%	13 3%	7 2%	10 2%	34 4%	38 4%	22 3%	32 4%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q204. Including you, how many adults (age 18 or over) live in your household?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
1	653 15%	66 15%	54 13%	83 18% g	75 18% g	63 15%	50 12%	75 17%	63 15%	55 13%	70 16%	120 14%	158 18% n	113 13%	138 16%
2	2704 63%	278 65%	290 70% dEFhk	282 62%	252 60%	249 60%	283 67%	273 62%	270 64%	266 65%	261 61%	568 67% m	535 61%	532 63%	542 63%
3	607 14%	64 15%	41 10%	66 14%	55 13%	69 17% C	59 14%	57 13%	59 14%	71 18% C	65 15%	105 12%	121 14%	128 15%	116 13%
4	211 5%	19 4%	18 4%	18 4%	29 7% J	17 4%	25 6% j	24 5%	27 6% j	10 3%	24 6%	37 4%	47 5%	42 5%	51 6%
5+	82 2%	2 1%	11 3% b	9 2%	7 2%	17 4% Bijk	8 2%	13 3% b	5 1%	5 1%	6 1%	13 2%	15 2%	25 3%	18 2%
Mean	2.2	2.1	2.1	2.1	2.1	2.3 bd	2.2	2.4	2.2	2.1	2.2	2.1	2.1	2.2 l	2.3
Std. Dev.	1.3	0.7	0.8	0.8	0.9	1.1	0.8	3.0	0.8	0.8	1.0	0.8	0.9	1.0	2.3
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Sigma	4257 100%	430 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	423 100%	407 100%	426 100%	843 100%	876 100%	840 100%	865 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q206. How many children under the age of 18 live in your household?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
0	2733 64%	278 64%	269 65%	304 66% h	274 66%	261 63%	286 67% h	257 58%	283 67% h	268 66%	254 60%	547 65%	577 66%	547 65%	541 62%
1	658 15%	74 17%	49 12%	59 13%	67 16%	69 17%	73 17%	76 17%	69 16%	50 12%	71 17%	124 15%	125 14%	142 17%	146 17%
2	565 13%	52 12%	65 16%	54 12%	48 12%	50 12%	49 11%	76 17% egi	47 11%	61 15%	63 15%	117 14%	102 12%	98 12%	123 14%
3	207 5%	21 5%	13 3%	26 6%	20 5%	23 6%	15 3%	23 5%	17 4%	23 6%	26 6%	34 4%	46 5%	38 4%	40 5%
4	61 1%	4 1%	9 2% l	6 1%	9 2% l	10 2% lj	3 1%	8 2% i	* *	2 *	10 2% l	13 2%	14 2%	13 2%	9 1%
5+	35 1%	2 *	8 2% EGh	10 2% EfGhk	-	2 *	-	1 *	7 2% eg	4 1%	2 *	10 1% n	10 1% n	2 *	8 1%
Decline to answer	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-
Mean	0.7	0.6	0.7 g	0.7 g	0.6	0.7 g	0.5	0.8 Gi	0.6	0.7	0.8 G	0.7	0.7	0.6	0.7
Std. Dev.	1.1	1.0	1.2	1.2	1.0	1.1	0.9	1.1	1.0	1.1	1.1	1.1	1.1	1.0	1.1
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q234 Which of the following ranges best describes your household's total investable assets?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	431	413	458	417	414	425	442	424	407	426	844	876	840	866
Less than \$10,000	787 18%	76 18%	75 18%	94 21%	85 20%	65 16%	73 17%	82 19%	89 21% k	84 21%	63 15%	152 18%	179 20%	139 17%	171 20%
\$10,000 - \$24,999	287 7%	29 7%	26 6%	29 6%	34 8% g	28 7%	18 4%	29 7%	38 9% G	25 6%	31 7%	55 6%	63 7%	46 5%	67 8%
\$25,000 - \$49,999	382 9%	50 12% egl	39 9%	52 11% egl	28 7%	35 8%	27 6%	35 8%	24 6%	33 8%	59 14% EFGHij o	89 10%	80 9%	62 7%	59 7%
\$50,000 - \$99,999	419 10%	40 9%	44 11%	54 12% e	27 7%	49 12% e	31 7%	48 11%	42 10%	43 10%	40 9%	85 10%	81 9%	80 10%	90 10%
\$100,000 - \$249,999	338 8%	41 9%	24 6%	30 7%	37 9% CdHjk	49 12% ch	44 10% ch	26 6%	31 7%	29 7%	27 6%	65 8%	67 8%	93 11% ImO	58 7%
\$250,000 - \$499,999	286 7%	23 5%	39 9% dF	23 5%	25 6%	18 4% BDeFJK	46 11%	34 8%	30 7%	25 6%	23 5%	62 7%	48 5%	64 8%	64 7%
\$500,000 - \$749,999	91 2%	6 1%	10 3%	9 2%	4 1%	11 3% bEiK	19 4%	10 2%	7 2%	11 3%	5 1%	17 2%	13 1%	29 3% m	17 2%
\$750,000 - \$999,999	46 1%	4 1%	3 1%	5 1%	5 1%	2 *	4 1%	9 2%	7 2%	6 1%	2 1%	7 1%	10 1%	5 1%	16 2%
\$1,000,000 - \$2,499,999	75 2%	18 4% deHK	8 2%	6 1%	5 1%	7 2%	8 2%	3 1%	10 2%	7 2%	3 1%	26 3% m	11 1%	15 2%	13 1%
\$2,500,000 - \$4,999,999	20 *	3 1%	-	3 1%	* 1%	2 *	-	-	6 1% cgh	5 1% ch	2 *	3 *	3 *	2 *	6 1%
\$5,000,000 or more	6 *	2 *	-	1 *	2 1%	1 *	-	-	-	-	-	2 *	3 *	1 *	-
Decline to answer	602 14%	55 13%	58 14%	48 10%	58 14%	65 16% d	70 16% d	58 13%	76 18% D	57 14%	57 13%	113 13%	106 12%	135 16% m	134 15%
Not sure	159 4%	10 2% BFIK	26 6% BFIK	22 5% fk	23 5% bFIK	7 2%	20 5% fk	14 3%	10 2%	20 5% fk	7 2%	36 4%	45 5% o	27 3%	24 3%
Unknown	761 18%	74 17%	60 15%	84 18%	83 20% l	76 18%	65 15%	94 21% cl	55 13%	64 16% bCdGIJ	106 25% bCdGIJ	134 16%	168 19%	141 17%	149 17%
Sigma	4259 100%	431 100%	413 100%	458 100%	417 100%	414 100%	425 100%	442 100%	424 100%	407 100%	426 100%	844 100%	876 100%	840 100%	866 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

1	1	Q415. Which of these types of appliances, if any, have you purchased in the past two years?
2	2	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Refrigerator
3	3	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Dishwasher
4	4	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Clothes washer
5	5	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Clothes dryer
6	6	Q430. Thinking about your purchase of the appliance, did you visit a retail showroom to look at the product before your purchase?
7	7	Q435. Do you recall seeing a label describing energy characteristics attached to the appliance?
8	8	Q440. To the best of your knowledge, was the color of the energy label...?
9	9	Q445. Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?
11	10	Q450. In the next two years, are you likely to shop for a new refrigerator, dishwasher, clothes washer or clothes dryer?
12	11	Q455. Which of the following best describes your most likely role in deciding which appliance to purchase?
13	12	Q510. Would any of this information be useful to you in making your purchase decision? Refrigerator
14	13	Q510. Would any of this information be useful to you in making your purchase decision? Dishwasher
15	14	Q515. Parts of label found most useful Refrigerator
18	15	Q515. Parts of label found most useful Dishwasher
21	16	Q520. Based on this information, can you tell how much it typically costs to operate this model for one year? Refrigerator
22	17	Q520. Based on this information, can you tell how much it typically costs to operate this model for one year? Dishwasher
23	18	Q522. How much would it typically cost to operate this model for one year? Refrigerator
24	19	Q522. How much would it typically cost to operate this model for one year using an electric water heater? Dishwasher
25	20	Q521. Now, we would like to ask you some questions about energy use. to operate this model for one year? Refrigerator
26	21	Q521. Now, we would like to ask you some questions about energy use. to operate this model for one year? Dishwasher
27	22	Q525. How much energy is typically required to operate this model for one year? Refrigerator
28	23	Q525. How much energy is typically required to operate this model for one year? Dishwasher
29	24	Q530. Now, we would like to ask you some questions about energy efficiency. model typically compares to the energy efficiency of all refrigerators sold in the market? Refrigerator
30	25	Q530. Now, we would like to ask you some questions about energy efficiency. model typically compares to the energy efficiency of all dishwashers sold in the market? Dishwasher
31	26	Q535. How would you rate this model in terms of typical energy efficiency compared to all refrigerators sold in the market? Refrigerator
32	27	Q535. How would you rate this model in terms of typical energy efficiency compared to all dishwashers sold in the market? Dishwasher
33	28	Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice sold in the market? Refrigerator

34	29	Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized dishwashers sold in the market? Dishwasher
35	30	Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice Refrigerator
36	31	Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized dishwashers sold in the market? Dishwasher
37	32	Q606. Can rank according to yearly operating costs - refrigerator
38	33	Q606. Can rank according to yearly operating costs - dishwasher
39	34	Q615. Ranked Most Expensive - refrigerator
40	35	Q615. Ranked 2nd Most Expensive - refrigerator
41	36	Q615. Ranked 3rd Most Expensive - refrigerator
42	37	Q615. Ranked 4th Most Expensive - refrigerator
43	38	Q615. Ranked Most Expensive - dishwasher
44	39	Q615. Ranked 2nd Most Expensive - dishwasher
45	40	Q615. Ranked 3rd Most Expensive - dishwasher
46	41	Q615. Ranked 4th Most Expensive - dishwasher
47	42	Q615. Please rank these refrigerators according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. Refrigerator
48	43	Q615. Please rank these dishwashers according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. Dishwasher
49	44	Q620. What is the difference in typical yearly operating costs, measured in dollars, between these two models? Refrigerator
50	45	Q620. What is the difference in typical yearly operating costs, measured in dollars, between these two models? Dishwasher
51	46	Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater. Refrigerator
53	47	Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater. Dishwasher
55	48	Q631. Can rank according to their typical energy efficiency - Refrigerator
56	49	Q631. Can rank according to their typical energy efficiency - Dishwashers
57	50	Q640. Ranked Most Energy Efficient - refrigerator
58	51	Q640. Ranked 2nd Most Energy Efficient - refrigerator
59	52	Q640. Ranked 3rd Most Energy Efficient - refrigerator
60	53	Q640. Ranked Least Energy Efficient - refrigerator
61	54	Q640. Ranked Most Energy Efficient - dishwasher
62	55	Q640. Ranked 2nd Most Energy Efficient - dishwasher
63	56	Q640. Ranked 3rd Most Energy Efficient - dishwasher
64	57	Q640. Ranked Least Energy Efficient - dishwasher
65	58	Q640. Please rank these refrigerators according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Refrigerator
66	59	Q640. Please rank these Dishwashers according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Dishwasher



Page	Table	Title
67	60	Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models? Refrigerator
69	61	Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models? Dishwasher
71	62	Q651. Can rank according to their typical energy use - Refrigerators
72	63	Q651. Can rank according to their typical energy use - Dishwashers
73	64	Q660. Uses the Most Energy - refrigerator
74	65	Q660. Uses the 2nd Most Energy - refrigerator
75	66	Q660. Uses the 3rd Most Energy - refrigerator
76	67	Q660. Uses the Least Energy - refrigerator
77	68	Q660. Uses the Most Energy - dishwasher
78	69	Q660. Uses the 2nd Most Energy - dishwasher
79	70	Q660. Uses the 3rd Most Energy - dishwasher
80	71	Q660. Uses the Least Energy - dishwasher
81	72	Q660. Please rank these refrigerators according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Refrigerator
82	73	Q660. Please rank these dishwashers according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Dishwasher
83	74	Q665. What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models? Refrigerator
84	75	Q665. What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models? Dishwasher
85	76	Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models? Refrigerator
87	77	Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models? Dishwasher
89	78	Q680. Can you tell, from the information provided, if one refrigerator has a higher overall quality than the other?
90	79	Q680. Can you tell, from the information provided, if one dishwasher has a higher overall quality than the other?
91	80	Q685. Which refrigerator has the highest overall quality?
92	81	Q685. Which dishwasher has the highest overall quality?
93	82	Q694 Based on this information, which of these refrigerators, if any, qualify for the federal program?
94	83	Q694 Based on this information, which of these dishwashers, if any, qualify for the federal program?
95	84	Q692. Based on this information, can you tell if any of the refrigerators qualify for the federal governments Energy Star program?
96	85	Q692. Based on this information, can you tell if any of the dishwashers qualify for the federal governments Energy Star program?
97	86	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label L
98	87	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label M
99	88	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label J
100	89	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label K

Page	Table	Title
101	90	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label L
102	91	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label M
103	92	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label J
104	93	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label K
105	94	Q705 Would you be willing to pay more for one of these two models? Refrigerators
106	95	Q705 Would you be willing to pay more for one of these two models? Dishwasher
107	96	Q707. Willingness to Pay More for a Particular Model Refrigerators
108	97	Q707. Willingness to Pay More for a Particular Model Dishwasher
109	98	Q710. Additional Amount Would Pay For Model K? Refrigerators
110	99	Q710. Additional Amount Would Pay For Model M? Refrigerators
111	100	Q710. Additional Amount Would Pay For Model K? Dishwasher
112	101	Q710. Additional Amount Would Pay For Model M? Dishwasher
113	102	Q715. Reasons for willingness to pay more for model K Refrigerators
116	103	Q715. Reasons for willingness to pay more for model M Refrigerators
118	104	Q715. Reasons for willingness to pay more for model K Dishwashers
121	105	Q715. Reasons for willingness to pay more for model M Dishwashers
124	106	Q800. Earlier you said you purchased a new refrigerator in the past two years. Refrigerators come in several standard designs or configurations, which of these designs best describes your new refrigerator?
125	107	Q805. Apart from the design in Q800, did you consider or shop for any of these other designs of refrigerator?
126	108	Q810. Leaving aside the size of the refrigerator and other features, which of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy?
127	109	Q905. Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.
129	110	Q910. Percent indicating degree of usefulness for showing operating cost measured in dollars.
131	111	Q915. Percent indicating degree of usefulness for showing energy efficiency based on a five-star scale.
133	112	Q920. Which of the following types of controls do you prefer on a dishwasher?
134	113	Q102. Gender
135	114	Q106. Age Ranges
136	115	Q174. Region
137	116	Q190. What type of Internet connection do you have for your home computer or other primary computer?
138	117	Q194. Excluding email, how many hours per week do you spend on the Internet or World Wide Web?
139	118	Q216. What is the highest level of education you have completed or the highest degree you have received?
140	119	Q210. What is your employment status?
141	120	Q232. Which of the following income categories best describes your total 2005 household income?
142	121	Q244. Racial Background
143	122	Q202. What is your marital status?
144	123	Q204. Including you, how many adults (age 18 or over) live in your household?
145	124	Q206. How many children under the age of 18 live in your household?
146	125	Q234 Which of the following ranges best describes your household's total investable assets?

# **Unweighted Data Tables**

Raw data collected from survey

Q415. Which of these types of appliances, if any, have you purchased in the past two years?

Base: All U.S. Respondents Aged 18+ and Not in An Identified Industry

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Purchased Any (Net)	2988 70%	294 69%	298 70%	320 75% BceFij	298 70%	290 68%	300 71%	301 71%	292 69%	298 70%	297 70%	592 69%	618 72%	590 69%	593 70%
Purchased 1 (Net)	1393 33%	148 35% H	154 36% HI	150 35% Hi	137 32%	133 31%	144 34% H	115 27%	126 30%	144 34% H	142 33% H	302 35% O	287 34% O	277 33% o	241 28%
Purchased 2 (Net)	899 21%	85 20%	91 21%	90 21%	90 21%	84 20%	92 22%	105 25% bfk	88 21%	89 21%	85 20%	176 21%	180 21%	176 21%	193 23%
Purchased 3 (Net)	386 9%	35 8%	31 7%	45 11% c	34 8%	40 9%	35 8%	45 11% c	43 10%	37 9%	41 10%	66 8%	79 9%	75 9%	88 10% l
Purchased 4 (Net)	310 7%	26 6%	22 5%	35 8% c	37 9% C	33 8%	29 7%	36 9% c	35 8% c	28 7%	29 7%	48 6%	72 8% L	62 7%	71 8% L
Refrigerator	1526 36%	146 34%	152 36%	162 38% g	150 35%	161 38% g	136 32%	151 36%	160 38% g	149 35%	159 38% g	298 35%	312 37%	297 35%	311 37%
Dishwasher	1041 24%	109 26% c	86 20%	105 25%	104 24%	97 23%	113 27% C	109 26% c	111 26% C	105 25%	102 24%	195 23%	209 24%	210 25%	220 26%
Clothes washer	1569 37%	142 33%	149 35%	174 41% Bcfj	175 41% Bcfj	150 35%	155 36%	169 40% B	153 36%	148 35%	154 36%	291 34%	349 41% LN	305 36%	322 38% l
Clothes dryer	1453 34%	130 30%	130 30%	164 38% BCek	138 32%	145 34%	145 34%	175 41% BCEFGUJK	147 35%	143 33%	136 32%	260 30%	302 35% L	290 34%	322 38% Ln
None of these	1271 30%	133 31% D	129 30% d	107 25%	129 30% d	136 32% D	125 29%	122 29%	134 31% D	129 30% d	127 30%	262 31%	236 28%	261 31%	256 30%
Sigma	6860 161%	660 155%	646 151%	712 167%	696 163%	689 162%	674 159%	726 172%	705 165%	674 158%	678 160%	1306 153%	1408 165%	1363 160%	1431 169%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Refrigerator

Base: Purchased Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1526	146	152	162	150	161	136	151	160	149	159	298	312	297	311
Weighted Base	1526	146	152	162	150	161	136	151	160	149	159	298	312	297	311
I was the main decision-maker.	671 44%	59 40%	65 43%	77 48%	67 45%	69 43%	55 40%	58 38%	88 55%	64 43%	69 43%	124 42%	144 46%	124 42%	146 47%
I shared equally in the decision.	808 53%	82 56%	82 54%	80 49%	81 54%	85 53%	76 56%	88 58%	68 43%	80 54%	86 54%	164 55%	161 52%	161 54%	156 50%
Someone else made the decision.	47 3%	5 3%	5 3%	5 3%	2 1%	7 4%	5 4%	5 3%	4 3%	5 3%	4 3%	10 3%	7 2%	12 4%	9 3%
Sigma	1526 100%	146 100%	152 100%	162 100%	150 100%	161 100%	136 100%	151 100%	160 100%	149 100%	159 100%	298 100%	312 100%	297 100%	311 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Dishwasher

Base: Purchased Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1041	109	86*	105	104	97*	113	109	111	105	102	195	209	210	220
Weighted Base	1041	109	86*	105	104	97*	113	109	111	105	102	195	209	210	220
I was the main decision-maker.	456 44%	47 43%	43 50% EK	52 50% EK	37 36%	46 47% ek	48 42%	44 40%	56 50% EK	48 46% k	35 34%	90 46%	89 43%	94 45%	100 45%
I shared equally in the decision.	527 51%	56 51%	36 42%	49 47%	64 62% CDfij	48 49%	58 51%	58 53%	50 45%	51 49%	57 56% c	92 47%	113 54%	106 50%	108 49%
Someone else made the decision.	58 6%	6 6%	7 8%	4 4%	3 3%	3 3%	7 6%	7 6%	5 5%	6 6%	10 10% dEf	13 7%	7 3%	10 5%	12 5%
Sigma	1041 100%	109 100%	86 100%	105 100%	104 100%	97 100%	113 100%	109 100%	111 100%	105 100%	102 100%	195 100%	209 100%	210 100%	220 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Clothes washer

Base: Purchased Clothes washer

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1569	142	149	174	175	150	155	169	153	148	154	291	349	305	322
Weighted Base	1569	142	149	174	175	150	155	169	153	148	154	291	349	305	322
I was the main decision-maker.	690 44%	62 44%	59 40%	80 46%	72 41%	76 51% ceH	68 44%	64 38%	75 49% H	68 46%	66 43%	121 42%	152 44%	144 47%	139 43%
I shared equally in the decision.	820 52%	73 51%	82 55%	83 48%	97 55%	72 48%	82 53%	99 59% Dfi	74 48%	76 51%	82 53%	155 53%	180 52%	154 50%	173 54%
Someone else made the decision.	59 4%	7 5% f	8 5% f	11 6% F	6 3%	2 1%	5 3%	6 4%	4 3%	4 3%	6 4%	15 5% n	17 5% n	7 2%	10 3%
Sigma	1569 100%	142 100%	149 100%	174 100%	175 100%	150 100%	155 100%	169 100%	153 100%	148 100%	154 100%	291 100%	349 100%	305 100%	322 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q421. Which of the following best describes your role in deciding which appliance(s) to purchase?

Clothes dryer

Base: Purchased Clothes dryer

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1453	130	130	164	138	145	145	175	147	143	136	260	302	290	322
Weighted Base	1453	130	130	164	138	145	145	175	147	143	136	260	302	290	322
I was the main decision-maker.	648 45%	60 46% h	55 42%	70 43%	60 43%	73 50% H	70 48% H	63 36%	70 48% H	70 49% H	57 42%	115 44%	130 43%	143 49% O	133 41%
I shared equally in the decision.	744 51%	61 47%	66 51%	84 51%	75 54%	69 48%	71 49%	106 61% BcdFGU	72 49%	69 48%	71 52%	127 49%	159 53%	140 48%	178 55% n
Someone else made the decision.	61 4%	9 7% ef	9 7% ef	10 6% ef	3 2%	3 2%	4 3%	6 3%	5 3%	4 3%	8 6%	18 7% No	13 4%	7 2%	11 3%
Sigma	1453 100%	130 100%	130 100%	164 100%	138 100%	145 100%	145 100%	175 100%	147 100%	143 100%	136 100%	260 100%	302 100%	290 100%	322 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q430. Thinking about your purchase of the appliance,  
 did you visit a retail showroom to look at the product  
 before your purchase?

22 Dec 2006  
 Table 6

Base: Appliance Selected

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2935	288	294	313	294	283	296	296	288	292	291	582	607	579	584
Weighted Base	2935	288	294	313	294	283	296	296	288	292	291	582	607	579	584
Yes	2500 85%	247 86%	246 84%	257 82%	250 85%	238 84%	254 86%	256 86%	249 86%	253 87%	250 86%	493 85%	507 84%	492 85%	505 86%
No	407 14%	37 13%	44 15%	50 16%	43 15%	43 15%	39 13%	38 13%	37 13%	36 12%	40 14%	81 14%	93 15%	82 14%	75 13%
Not sure	28 1%	4 1%	4 1%	6 2% ek	1 *	2 1%	3 1%	2 1%	2 1%	3 1%	1 *	8 1%	7 1%	5 1%	4 1%
Sigma	2935 100%	288 100%	294 100%	313 100%	294 100%	283 100%	296 100%	296 100%	288 100%	292 100%	291 100%	582 100%	607 100%	579 100%	584 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q435. Do you recall seeing a label describing energy characteristics attached to the appliance?

Base: Visited Showroom

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2500	247	246	257	250	238	254	256	249	253	250	493	507	492	505
Weighted Base	2500	247	246	257	250	238	254	256	249	253	250	493	507	492	505
Yes	2141 86%	208 84%	211 86%	219 85%	230 92% BCDFGHJ	193 81%	217 85%	223 87% f	207 83%	214 85%	219 88% F	419 85%	449 89% IN	410 83%	430 85%
No	190 8%	20 8%	19 8%	18 7%	14 6%	28 12% dEHK	21 8%	17 7%	19 8%	19 8%	15 6%	39 8%	32 6%	49 10% M	36 7%
Not sure	169 7%	19 8% E	16 7% E	20 8% E	6 2%	17 7% E	16 6% E	16 6% E	23 9% E	20 8% E	16 6% E	35 7%	26 5%	33 7%	39 8% m
Sigma	2500 100%	247 100%	246 100%	257 100%	250 100%	238 100%	254 100%	256 100%	249 100%	253 100%	250 100%	493 100%	507 100%	492 100%	505 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q440. To the best of your knowledge, was the color of the energy label...?

Base: Recall Energy Label

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
Weighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
White with green letters	89 4%	9 4%	6 3%	7 3%	10 4%	10 5%	17 8% CDHIK	6 3%	7 3%	9 4%	8 4%	15 4%	17 4%	27 7% LmO	13 3%
Blue with white letters	134 6%	17 8% F	11 5%	15 7% F	13 6%	5 3%	15 7% F	19 9% Fk	11 5%	18 8% F	10 5%	28 7%	28 6%	20 5%	30 7%
Yellow with black letters	1261 59%	122 59%	119 56%	124 57%	128 56%	129 67% bCDEGJ	118 54%	138 62%	128 62%	120 56%	135 62%	241 58%	252 56%	247 60%	266 62% m
Red with black letters	35 2%	1 *	3 1%	5 2%	3 1%	3 2%	2 1%	5 2%	5 2% b	5 2%	3 1%	4 1%	8 2%	5 1%	10 2%
Not sure	622 29%	59 28%	72 34% FH	68 31%	76 33% Fh	46 24%	65 30%	55 25%	56 27%	62 29%	63 29%	131 31% o	144 32% O	111 27%	111 26%
Sigma	2141 100%	208 100%	211 100%	219 100%	230 100%	193 100%	217 100%	223 100%	207 100%	214 100%	219 100%	419 100%	449 100%	410 100%	430 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q445. Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?

Base: Recall Energy Label

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
Weighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
Top 4 Box (Net)	1233 58%	126 61% cj	108 51%	133 61% Cj	144 63% CJ	116 60% cj	122 56%	131 59%	115 56%	111 52%	127 58%	234 56%	277 62% I	238 58%	246 57%
Top 3 Box (Net)	915 43%	90 43%	84 40%	98 45%	109 47% J	86 45%	95 44%	95 43%	88 43%	81 38%	89 41%	174 42%	207 46%	181 44%	183 43%
Top 2 Box (Net)	523 24%	46 22%	48 23%	58 26% j	59 26%	51 26%	53 24%	57 26%	56 27% j	42 20%	53 24%	94 22%	117 26%	104 25%	113 26%
(10)Extremely Useful	302 14%	26 13%	30 14% j	34 16% J	35 15% J	33 17% J	29 13%	31 14%	27 13%	19 9%	38 17% J	56 13%	69 15%	62 15%	58 13%
9	221 10%	20 10%	18 9%	24 11%	24 10%	18 9%	24 11%	26 12% k	29 14% cK	23 11%	15 7%	38 9%	48 11%	42 10%	55 13% I
8	392 18%	44 21%	36 17%	40 18%	50 22% i	35 18%	42 19%	38 17%	32 15%	39 18%	36 16%	80 19%	90 20%	77 19%	70 16%
7	318 15%	36 17% c	24 11%	35 16%	35 15%	30 16%	27 12%	36 16%	27 13%	30 14%	38 17% c	60 14%	70 16%	57 14%	63 15%
Middle 5 Box(Net)	991 46%	95 46%	100 47%	97 44%	93 40%	87 45%	101 47%	103 46%	102 49% e	108 50% E	105 48%	195 47%	190 42%	188 46%	205 48%
Middle 3 Box(Net)	577 27%	52 25%	68 32% DE	48 22%	50 22%	53 27%	64 29% de	58 26%	65 31% DE	62 29% de	57 26%	120 29% M	98 22%	117 29% M	123 29% M
6	222 10%	22 11%	19 9%	15 7%	26 11%	22 11%	23 11%	24 11%	21 10%	23 11%	27 12% d	41 10%	41 9%	45 11%	45 10%
5	268 13%	19 9% BDEHJK	40 19%	24 11%	23 10%	27 14%	32 15% b	26 12%	28 14%	28 13%	21 10%	59 14%	47 10%	59 14% m	54 13%
4	87 4%	11 5% Ef	9 4% E	9 4% E	1 0%	4 2%	9 4% E	8 4% E	16 8% EFh	11 5% E	9 4% E	20 5% M	10 2%	13 3% m	24 6% Mn
3	96 4%	7 3%	8 4%	14 6% F	8 3%	4 2%	10 5%	9 4%	10 5%	16 7% beF	10 5%	15 4%	22 5%	14 3%	19 4%
2	60 3%	5 2%	9 4% d	3 1%	9 4% d	4 2%	5 2%	5 2%	4 2%	9 4% d	7 3%	14 3%	12 3%	9 2%	9 2%
1	27 1%	3 1% c	-	2 1%	3 1% c	6 3% C	2 1%	5 2% C	2 1%	2 1%	2 1%	3 1%	5 1%	8 2%	7 2%
Not At All Useful	109 5%	13 6%	12 6%	12 5%	13 6%	7 4%	11 5%	10 4%	9 4%	10 5%	12 5%	25 6%	25 6%	18 4%	19 4%
Not Sure	39 2%	2 1%	6 3%	7 3%	3 1%	3 2%	3 1%	5 2%	2 1%	4 2%	4 2%	8 2%	10 2%	6 1%	7 2%
Bottom 4 Box (Net)	292 14%	28 13%	29 14%	31 14%	33 14%	21 11%	28 13%	29 13%	25 12%	37 17% f	31 14%	57 14%	64 14%	49 12%	54 13%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q445. Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?

22 Dec 2006  
 Table 9

Base: Recall Energy Label

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2141	208	211	219	230	193	217	223	207	214	219	419	449	410	430
Bottom 3 Box (Net)	196 9%	21 10%	21 10%	17 8%	25 11%	17 9%	18 8%	20 9%	15 7%	21 10%	21 10%	42 10%	42 9%	35 9%	35 8%
Bottom 2 Box (Net)	136 6%	16 8%	12 6%	14 6%	16 7%	13 7%	13 6%	15 7%	11 5%	12 6%	14 6%	28 7%	30 7%	26 6%	26 6%
Mean	6.6	6.5	6.4	6.7 j	6.7 J	6.8 J	6.6	6.6	6.6	6.2	6.6	6.5	6.7	6.7	6.6
Standard Deviation	2.68	2.70	2.71	2.73	2.72	2.61	2.64	2.66	2.62	2.64	2.73	2.71	2.72	2.63	2.64
Standard Error	0.06	0.19	0.19	0.19	0.18	0.19	0.18	0.18	0.18	0.18	0.19	0.13	0.13	0.13	0.13
Median	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
Sigma	2141 100%	208 100%	211 100%	219 100%	230 100%	193 100%	217 100%	223 100%	207 100%	214 100%	219 100%	419 100%	449 100%	410 100%	430 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q450. In the next two years, are you likely to shop for a new refrigerator, dishwasher, clothes washer or clothes dryer?

22 Dec 2006  
 Table 10

Base: All U.S. Respondents Aged 18+ and Not in An Identified Industry And Not Past 2 Yr Purchaser

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1324	139	133	114	133	143	129	127	138	135	133	272	247	272	265
Weighted Base	1324	139	133	114	133	143	129	127	138	135	133	272	247	272	265
Yes	1324 100%	139 100%	133 100%	114 100%	133 100%	143 100%	129 100%	127 100%	138 100%	135 100%	133 100%	272 100%	247 100%	272 100%	265 100%
Sigma	1324 100%	139 100%	133 100%	114 100%	133 100%	143 100%	129 100%	127 100%	138 100%	135 100%	133 100%	272 100%	247 100%	272 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q455. Which of the following best describes your most likely role in deciding which appliance to purchase?

Base: Intend To Purchase

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1324	139	133	114	133	143	129	127	138	135	133	272	247	272	265
Weighted Base	1324	139	133	114	133	143	129	127	138	135	133	272	247	272	265
I would be the main decision-maker.	568 43%	58 42%	59 44%	47 41%	56 42%	60 42%	58 45%	50 39%	58 42%	55 41%	67 50% h	117 43%	103 42%	118 43%	108 41%
I would share equally in the decision.	756 57%	81 58%	74 56%	67 59%	77 58%	83 58%	71 55%	77 61% k	80 58%	80 59%	66 50%	155 57%	144 58%	154 57%	157 59%
Someone else would make the decision.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1324 100%	139 100%	133 100%	114 100%	133 100%	143 100%	129 100%	127 100%	138 100%	135 100%	133 100%	272 100%	247 100%	272 100%	265 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q510. Would any of this information be useful to you in making your purchase decision?

Refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3563 84%	359 84% j	350 82%	361 85% J	358 84% j	361 85% J	366 86% cJ	356 84% J	359 84% J	337 79%	356 84% j	709 83%	719 84%	727 85%	715 84%
No	375 9%	34 8%	38 9%	39 9%	33 8%	30 7%	28 7%	41 10% g	32 8%	56 13% BCDEFGI	44 10% fG	72 8%	72 8%	58 7%	73 9%
Not sure	321 8%	34 8%	39 9% k	27 6%	36 8%	35 8%	31 7%	26 6%	35 8%	34 8%	24 6%	73 9%	63 7%	66 8%	61 7%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q510. Would any of this information be useful to you in making your purchase decision?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3448 81%	348 81%	348 81%	338 79%	352 82% j	354 83% hJ	350 82% j	331 78%	355 83% hJ	329 77%	343 81%	696 81%	690 81%	704 83%	686 81%
No	441 10%	45 11%	48 11%	45 11%	35 8%	36 8%	41 10%	49 12% e	40 9%	58 14% EFgi	44 10%	93 11%	80 9%	77 9%	89 10%
Not sure	370 9%	34 8%	31 7%	44 10%	40 9%	36 8%	34 8%	43 10%	31 7%	40 9%	37 9%	65 8%	84 10%	70 8%	74 9%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Refrigerator

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Weighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Price (Net)	2432 68%	229 64%	222 63%	252 70% bcFg	248 69% Fg	222 61%	231 63%	289 81%	281 78%	217 64%	241 68% f	451 64%	500 70% LN	453 62%	570 80% LMN
Savings (Subnet)	114 3%	12 3% J	12 3% J	17 5% egLJ	8 2%	20 6% EGIJ	8 2%	15 4% iJ	7 2%	3 1%	12 3% J	24 3%	25 3%	28 4%	22 3%
Savings	80 2%	8 2% J	11 3% gJ	12 3% GiJ	6 2% j	14 4% eGIJ	4 1%	11 3% gJ	5 1%	1 *	8 2% J	19 3%	18 3%	18 2%	16 2%
Yearly savings	34 1%	4 1%	1 *	5 1%	2 1%	6 2% c	4 1%	4 1%	2 1%	2 1%	4 1%	5 1%	7 1%	10 1%	6 1%
Yearly operating cost	1106 31%	104 29% c	80 23%	122 34% CFGK	117 33% CFGK	90 25%	89 24%	162 46% BCDEFGJK	155 43% BCDEFGJK	101 30% Cgk	86 24%	184 26%	239 33% LN	179 25%	317 44% LMN
Other price mentions	21 1%	-	1 *	2 1%	2 1%	1 *	1 *	3 1% b	7 2% BCdeFGk	2 1%	2 1%	1 *	4 1%	2 *	10 1% LN
Operating cost (unsp)	544 15%	40 11%	47 13%	55 15%	60 17% B	47 13%	56 15% b	61 17% B	59 16% B	58 17% B	61 17% B	87 12%	115 16% L	103 14%	120 17% L
Cost with electric water heater/gas water heater	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *
Cost (unsp)	159 4%	20 6%	14 4%	16 4%	13 4%	15 4%	15 4%	14 4%	15 4%	17 5%	20 6%	34 5%	29 4%	30 4%	29 4%
Cost per year/Yearly cost	347 10%	31 9%	43 12% DH	25 7%	37 10% h	43 12% DH	48 13% bDHi	24 7%	31 9%	31 9%	34 10%	74 10% o	62 9%	91 13% MO	55 8%
Energy cost	77 2%	9 3% dEFGI	14 4% dEFGI	6 2%	4 1%	5 1%	7 2%	7 2%	4 1%	8 2%	13 4% dEfi	23 3% MnO	10 1%	12 2%	11 2%
Yearly energy cost	60 2%	9 3% J	10 3% fghiJ	5 1%	7 2%	4 1%	4 1%	4 1%	4 1%	2 1%	11 3% fghiJ	19 3% NO	12 2%	8 1%	8 1%
Yearly operating cost of \$57	39 1%	6 2% J	4 1% J	7 2% J	4 1% j	3 1% j	6 2% J	3 1% j	3 1% j	-	3 1% j	10 1%	11 2%	9 1%	6 1%
Energy consumption (Net)	1456 41%	191 53% FGHIJ	185 53% FGHIJ	175 48% FGHIJ	170 47% FGHIJ	119 33% J	137 37% HIJ	107 30% j	101 28%	80 24%	191 54% FGHIJ	376 53% mNO	345 48% NO	256 35% O	208 29%
Energy used	996 28% DEFGHIJ	143 40% DEFGHIJ	146 42% DEFGHIJ	91 25% IJ	92 26% hJ	79 22% J	97 27% HIJ	72 20%	65 18%	54 16% DEFGHIJ	157 44% DEFGHIJ	289 41% MNO	183 25% O	176 24% O	137 19%
580 KWH	29 1%	2 1%	3 1% gj	7 2% bGIJ	5 1% GJ	4 1% Gj	-	3 1% gj	1 *	-	4 1% Gj	5 1%	12 2% INO	4 1%	4 1%
Yearly energy/KWH usage	390 11%	37 10%	30 9%	63 17% BCFGHIJK	76 21% BCFGHIJK	34 9%	36 10%	29 8%	30 8%	26 8%	29 8%	67 9%	139 19% LNO	70 10%	59 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Refrigerator

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Energy savings	55 2%	8 2% eJ	9 3% EghJk	14 4% EGHIJK	2 1%	8 2% eJ	3 1% j	3 1% j	5 1% J	-	3 1% j	17 2% o	16 2%	11 2%	8 1%
Other energy consumption mentions	15 *	3 1% e	1 *	3 1% e	-	1 *	1 *	1 *	2 1%	1 *	2 1%	4 1%	3 *	2 *	3 *
Product Attribute (Net)	259 7%	23 6%	27 8%	28 8%	27 8%	21 6%	21 6%	29 8%	27 8%	34 10% bFGk	22 6%	50 7%	55 8%	42 6%	56 8%
Capacity/Size (Subnet)	109 3%	6 2%	14 4% bH	8 2%	12 3% h	7 2%	9 2%	5 1%	7 2%	26 8% BCDEFGHIK	15 4% BfHi	20 3%	20 3%	16 2%	12 2%
Capacity	67 2%	3 1%	9 3% bf	7 2%	5 1%	3 1%	6 2%	4 1%	6 2%	13 4% BEFGHi	11 3% BFH	12 2%	12 2%	9 1%	10 1%
Size (unsp)	30 1%	3 1% fh	3 1% fh	1 *	5 1% dFH	-	2 1%	-	2 1%	11 3% BCDEFGHIK	3 1% fh	6 1%	6 1%	2 *	2 *
Cubic feet	20 1%	-	2 1%	-	2 1%	5 1% BDg	1 *	1 *	1 *	5 1% BDghi	3 1% bd	2 *	2 *	6 1%	2 *
Other product attribute mentions	60 2%	9 3%	5 1%	8 2%	4 1%	5 1%	5 1%	7 2%	6 2%	6 2%	5 1%	14 2%	12 2%	10 1%	13 2%
Features	85 2%	9 3% K	11 3% K	12 3% K	10 3% K	8 2% K	7 2% K	11 3% K	9 2% K	7 2% K	1 *	20 3%	22 3%	15 2%	20 3%
Automatic defrost	68 2%	7 2%	2 1%	11 3% CJ	6 2%	10 3% Cj	6 2%	10 3% Cj	8 2% c	3 1%	5 1%	9 1%	17 2%	16 2%	18 3% I
Ice through the door	39 1%	6 2% K	3 1% k	6 2% K	5 1% K	5 1% K	3 1% k	5 1% K	2 1%	4 1% K	-	9 1%	11 2%	8 1%	7 1%
Side mounted freezer	23 1%	2 1%	1 *	4 1% K	3 1% k	1 *	4 1% K	4 1% K	1 *	3 1% k	-	3 *	7 1%	5 1%	5 1%
Model/Type of appliance	14 *	3 1% efh	1 *	1 *	-	-	2 1%	-	4 1% EFH	2 1%	1 *	4 1%	1 *	2 *	4 1%
Stars/Energy Star Rating (Net)	490 14%	6 2% BDHK	54 15% BDHK	2 1%	44 12% BDHK	93 26% BCDEHIK	108 30% BCDEHIK	3 1%	58 16% BDHK	113 34% BCDEFGHIK	9 3% Dh	60 8%	46 6%	201 28% LMO	61 9%
Stars/Star rating	276 8%	2 1% BDH	9 3% BDH	2 1%	12 3% BDHK	73 20% BCDEHIK	72 20% BCDEHIK	2 1%	7 2% bdh	93 28% BCDEFGHIK	4 1%	11 2%	14 2%	145 20% LMO	9 1%
Energy star/Energy star rating	225 6%	4 1% D	46 13% BDDeFHJK	-	32 9% BDfHK	20 6% BDHK	45 12% BDFHJK	1 *	51 14% BDEFHJK	21 6% BDHK	5 1% D	50 7% M	32 4%	65 9% M	52 7% M
General (Net)	510 14%	46 13% BDEHIK	69 20% BDEHIK	45 12%	49 14% hl	60 17% hl	63 17% bdHik	41 12%	37 10% hl	56 17% hl	44 12%	115 16% mO	94 13%	123 17% MO	78 11%
All of it/Everything	105 3%	6 2%	11 3%	12 3%	6 2%	14 4% beh	14 4% beh	6 2%	9 3%	17 5% BEHi	10 3%	17 2%	18 3%	28 4% o	15 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Refrigerator

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Efficiency/Efficiency rating	111 3%	5 1%	7 2%	4 1%	6 2%	29 8%	32 9%	8 2%	7 2%	11 3%	2 1%	12 2%	10 1%	61 8%	15 2%
Comparison/Comparison with other/similar models	128 4%	16 4%	25 7%	13 4%	10 3%	11 3%	7 2%	12 3%	8 2%	8 2%	18 5%	41 6%	23 3%	18 2%	20 3%
Use/Usage (unsp)	19 1%	3 1%	5 1%	1 *	4 1%	-	-	2 1%	-	-	4 1%	8 1%	5 1%	-	2 *
Yearly usage	18 1%	2 1%	-	4 1%	6 2%	2 1%	1 *	1 *	-	1 *	1 *	2 *	10 1%	3 *	1 *
Information on product	20 1%	4 1%	5 1%	1 *	4 1%	-	-	-	3 1%	3 1%	-	9 1%	5 1%	-	3 *
Chart/Bar/Graph representation	11 *	1 *	-	2 1%	3 1%	-	-	1 *	-	4 1%	-	1 *	5 1%	-	1 *
Other mentions	69 2%	5 1%	11 3%	3 1%	9 3%	1 *	6 2%	9 3%	8 2%	11 3%	6 2%	16 2%	12 2%	7 1%	17 2%
None/Nothing	20 1%	3 1%	2 1%	3 1%	3 1%	1 *	2 1%	1 *	2 1%	2 1%	1 *	5 1%	6 1%	3 *	3 *
Don't know	6 *	-	1 *	2 1%	-	1 *	1 *	1 *	-	-	-	1 *	2 *	2 *	1 *
Refused/Declined to answer	25 1%	2 1%	4 1%	3 1%	1 *	3 1%	2 1%	1 *	3 1%	4 1%	2 1%	6 1%	4 1%	5 1%	4 1%
Sigma	5392 151%	519 145%	577 165%	533 148%	563 157%	546 151%	589 161%	488 137%	526 147%	532 158%	519 146%	1096 155%	1096 152%	1135 156%	1014 142%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Dishwasher

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Weighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Price (Net)	2408 70%	220 63%	219 63%	232 69%	260 74%	241 68%	226 65%	281 85%	292 82%	215 65%	222 65%	439 63%	492 71%	467 66%	573 84%
Savings (Subnet)	91 3%	15 4% DHJ	12 3% dHJ	5 1%	15 4% DHJ	11 3% HJ	8 2% j	3 1%	9 3% J	2 1%	11 3% HJ	27 4% O	20 3%	19 3%	12 2%
Savings	70 2%	11 3% HJ	11 3% HJ	5 1%	11 3% HJ	8 2% j	5 1%	3 1%	7 2%	2 1%	7 2%	22 3% O	16 2%	13 2%	10 1%
Yearly savings	21 1%	4 1% Dhj	1 *	-	4 1% Dhj	3 1% dhj	3 1% dhj	-	2 1%	-	4 1% DHj	5 1%	4 1%	6 1%	2 *
Yearly operating cost	895 26%	70 20%	57 16%	91 27% BCJK	100 28% BCJK	94 27% BCJK	85 24% CjK	144 44% BCDEFGJK	137 39% BCDEFGJK	62 19%	55 16%	127 18%	191 28% L	179 25% L	281 41% LMN
Other price mentions	56 2%	4 1%	8 2% gj	8 2% Gj	4 1%	5 1%	2 1%	8 2% Gj	10 3% GJ	2 1%	5 1%	12 2%	12 2%	7 1%	18 3% N
Operating cost (unsp)	534 15%	56 16%	44 13%	48 14%	61 17% c	51 14%	61 17% c	53 16%	63 18% ck	52 16%	45 13%	100 14%	109 16%	112 16%	116 17%
Cost with electric water heater/gas water heater	179 5%	13 4%	20 6% l	15 4%	20 6% l	18 5% i	14 4%	16 5%	9 3%	28 9% BDfGhI	26 8% BdGI	33 5%	35 5%	32 5%	25 4%
Cost (unsp)	162 5%	12 3%	18 5%	13 4%	20 6%	16 5%	13 4%	17 5%	20 6%	13 4%	20 6%	30 4%	33 5%	29 4%	37 5%
Cost per year/Yearly cost	311 9%	21 6%	30 9%	37 11% B	29 8%	29 8%	26 7%	30 9%	35 10% b	34 10% B	40 12% Bg	51 7%	66 10%	55 8%	65 9%
Energy cost	79 2%	10 3% h	14 4% DfHJ	5 1%	7 2%	6 2%	7 2%	3 1%	7 2%	5 2%	15 4% DeFgHiJ	24 3% MnO	12 2%	13 2%	10 1%
Yearly energy cost	62 2%	12 3% DEfgI	12 3% DEfgI	3 1%	3 1%	5 1%	5 1%	2 1%	3 1%	7 2%	7 2%	24 3% MNO	6 1%	10 1%	8 1%
Cost difference between gas and electricity	55 2%	8 2% i	8 2% i	4 1%	6 2%	6 2%	7 2% i	6 2%	2 1%	3 1%	5 1%	16 2%	10 1%	13 2%	8 1%
Yearly operating cost of gas/natural gas water heaters	83 2%	8 2% k	5 1%	8 2% k	4 1%	8 2% k	4 1%	9 3% K	9 3% K	26 8% K	2 1%	13 2%	12 2%	12 2%	18 3%
Energy consumption (Net)	1340 39%	171 49% FGHIJ	170 49% FGHIJ	165 49% FGHIJ	156 44% FHIJ	111 31% H	136 39% FHIJ	74 22%	97 27%	86 26%	174 51% eFGHIJ	341 49% NO	321 47% NO	247 35% O	171 25%
Energy used	974 28%	132 38% DEFGHIJ	130 37% DEFGHIJ	102 30% HIJ	103 29% HIJ	91 26% Hij	103 29% HIJ	58 18%	60 17%	64 19% DEFGHIJ	131 38% DEFGHIJ	262 38% MNO	205 30% O	194 28% O	118 17%
363 KWH	25 1%	5 1% H	2 1%	3 1% h	2 1%	2 1%	2 1%	-	3 1% h	1 *	5 1% H	7 1%	5 1%	4 1%	3 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

22 Dec 2006  
 Table 15

Dishwasher

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Yearly energy/KWH usage	311 9%	34 10% FHi	34 10% FHi	57 17% BCFGHIJK	50 14% bcFGHIJK	17 5%	28 8% fH	12 4%	21 6%	24 7% H	34 10% FHi	68 10% NO	107 16% LNO	45 6%	33 5%
Energy savings	43 1%	4 1%	2 1%	4 1%	3 1%	4 1%	4 1%	3 1%	10 3% CehJ	2 1%	7 2% c	6 1%	7 1%	8 1%	13 2% I
Other energy consumption mentions	31 1%	8 2% DeghJK	7 2% DegK	1 *	2 1%	3 1%	2 1%	2 1%	3 1%	2 1%	1 *	15 2% MNO	3 *	5 1%	5 1%
Product Attribute (Net)	45 1%	4 1%	6 2% j	5 1%	6 2% j	4 1%	2 1%	7 2% gJ	5 1%	1 *	5 1%	10 1%	11 2%	6 1%	12 2%
Capacity/Size (Subnet)	35 1%	2 1%	6 2% gJ	5 1% gJ	3 1% j	4 1% j	1 *	5 2% gJ	5 1% J	-	4 1% j	8 1%	8 1%	5 1%	10 1%
Capacity	34 1%	2 1%	5 1% J	5 1% gJ	3 1% j	4 1% j	1 *	5 2% gJ	5 1% J	-	4 1% j	7 1%	8 1%	5 1%	10 1%
Size (unsp)	2 *	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-
Other product attribute mentions	2 *	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-
Features	7 *	1 *	-	-	3 1% cdfik	-	1 *	1 *	-	1 *	-	1 *	3 *	1 *	1 *
Model/Type of appliance	6 *	2 1%	1 *	-	-	-	-	1 *	-	-	2 1%	3 *	-	-	1 *
Stars/Energy Star Rating (Net)	421 12%	2 1% BDEHIK	56 16% Bh	4 1% b	23 7% BDHK	90 25% BCDEHIK	106 30% BCDEHIK	2 1% BDHK	27 8% BCDEHIK	102 31% BCDEHIK	9 3% BH	58 8% MO	27 4% LMO	196 28% LMO	29 4%
Stars/Star rating	277 8%	-	8 2% Bh	3 1% b	6 2% B	77 22% BCDEHIK	76 22% BCDEHIK	2 1% BDHK	6 2% B	92 28% BCDEfghIK	7 2% B	8 1%	9 1% LMO	153 22% LMO	8 1%
Energy star/Energy star rating	150 4%	2 1% BDEFGHIJK	49 14% dehl	1 *	17 5% BDHK	13 4% BDHK	35 10% BDEFGHIJK	-	21 6% BDHK	10 3% BDHK	2 1%	51 7% MO	18 3% MO	48 7% MO	21 3%
General (Net)	584 17%	63 18% i	70 20% dehl	50 15%	53 15% i	71 20% dehl	61 17% i	48 15% i	38 11% k	57 17% i	73 21% DEHI	133 19% MO	103 15% MO	132 19% mo	86 13%
All of it/Everything	120 3%	9 3% K	14 4% K	14 4% K	8 2% k	13 4% k	14 4% K	12 4% k	8 2% k	23 7% BcEfgHkIK	5 1%	23 3% n	22 3% n	27 4% n	20 3%
Efficiency/Efficiency rating	74 2%	4 1% i	3 1% i	3 1% i	7 2% i	18 5% BCDEHIJK	25 7% BCDEHIJK	3 1% i	-	7 2% i	4 1% i	7 1% o	10 1% o	43 6% LMO	3 *
Comparison/Comparison with other/similar models	142 4%	17 5% j	19 5% gJ	11 3%	15 4%	13 4%	9 3%	15 5% j	11 3%	7 2% DeFGIJ	25 7% n	36 5% n	26 4% n	22 3% n	26 4%
Gas or electric	111 3%	17 5% GIJ	19 5% dGIJ	9 3%	11 3%	11 3%	5 1%	10 3%	5 1%	5 2% dGIJ	19 6% dGIJ	36 5% MNO	20 3% MNO	16 2% MNO	15 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q515. Parts of label found most useful

Dishwasher

Base: Found Information Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Use/Usage (unsp)	17*	2 1%	3 1% eij	2 1%	-	2 1%	1*	1*	-	-	6 2% EghIJ	5 1%	2*	3*	1*
Yearly usage	5*	-	-	2 1%	2 1%	-	1*	-	-	-	-	-	4 1% LO	1*	-
Information on product	12*	1*	3 1% dgi	-	1*	1*	-	1*	-	3 1% dgi	2 1%	4 1%	1*	1*	1*
Chart/Bar/Graph representation	9*	1*	1*	2 1%	-	-	-	1*	-	4 1% EFGIK	-	2*	2*	-	1*
Other mentions	79 2%	9 3%	8 2%	4 1%	7 2%	12 3% d	6 2%	5 2%	12 3% d	6 2%	10 3%	17 2%	11 2%	18 3%	17 2%
None/Nothing	15*	3 1% gi	1*	2 1%	1*	3 1% gi	-	1*	-	2 1%	2 1%	4 1%	3*	3*	1*
Don't know	5*	-	-	2 1%	1*	-	1*	-	-	1*	-	-	3* lo	1*	-
Refused/Declined to answer	18 1%	1*	6 2% beGhJ	2 1%	1*	2 1%	-	1*	3 1% gi	-	2 1%	7 1% n	3*	2*	4 1%
Sigma	4976 144%	483 139%	544 156%	466 138%	513 146%	536 151%	546 156%	428 129%	472 133%	488 148%	500 146%	1027 148%	979 142%	1082 154%	900 131%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q520. Based on this information, can you tell how much it typically costs to operate this model for one year?

Refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3913 92%	397 93%	398 93%	385 90%	395 93%	390 92%	396 93%	387 91%	391 92%	392 92%	382 90%	795 93%	780 91%	786 92%	778 92%
No	187 4%	19 4%	14 3%	22 5%	16 4%	22 5%	16 4%	21 5%	15 4%	19 4%	23 5%	33 4%	38 4%	38 4%	36 4%
Not sure	159 4%	11 3%	15 4%	20 5%	16 4%	14 3%	13 3%	15 4%	20 5%	16 4%	19 4%	26 3%	36 4%	27 3%	35 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q520. Based on this information, can you tell how much it typically costs to operate this model for one year?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3837 90%	389 91% d	390 91% d	373 87%	383 90%	380 89%	383 90%	388 92% D	389 91% d	380 89%	382 90%	779 91% m	756 89%	763 90%	777 92% M
No	219 5%	23 5%	16 4%	29 7% C	20 5%	21 5%	22 5%	21 5%	20 5%	28 7% c	19 4%	39 5%	49 6%	43 5%	41 5%
Not sure	203 5%	15 4%	21 5%	25 6% h	24 6%	25 6% h	20 5%	14 3%	17 4%	19 4%	23 5%	36 4%	49 6% O	45 5%	31 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q522. How much would it typically cost to operate this model for one year?

Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3707 87%	380 89% di	373 87%	362 85%	376 88%	372 87%	378 89% d	365 86%	363 85%	367 86%	371 88%	753 88%	738 86%	750 88%	728 86%
Incorrect Response	154 4%	13 3%	16 4%	17 4%	16 4%	15 4%	15 4%	19 4% k	16 4%	17 4%	10 2%	29 3%	33 4%	30 4%	35 4%
Not sure	52 1%	4 1%	9 2% efghK	6 1% k	3 1%	3 1%	3 1%	3 1% BEFGHK	12 3%	8 2% K	1 0%	13 2%	9 1%	6 1%	15 2% N
Cannot tell typical operating costs	346 8%	30 7%	29 7%	42 10%	32 7%	36 8%	29 7%	36 9%	35 8%	35 8%	42 10%	59 7%	74 9%	65 8%	71 8%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q522. How much would it typically cost to operate this model for one year  
 using an electric water heater?

Dishwasher

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3327 78%	343 80% g	330 77%	326 76%	332 78%	323 76%	319 75%	341 81% fg	337 79%	342 80% g	334 79%	673 79% n	658 77%	642 75%	678 80% N
Incorrect Response	411 10%	34 8% BDEhiJk	56 13%	38 9%	37 9%	46 11% j	53 12% BdeiJ	38 9%	38 9%	31 7%	40 9%	90 11%	75 9%	99 12% mo	76 9%
Not sure	99 2%	12 3% C	4 1%	9 2%	14 3% C	11 3% c	11 3% c	9 2%	14 3% C	7 2%	8 2%	16 2%	23 3%	22 3%	23 3%
Cannot tell typical operating costs	422 10%	38 9%	37 9%	54 13% bcHi	44 10%	46 11%	42 10%	35 8%	37 9%	47 11%	42 10%	75 9%	98 11% IO	88 10%	72 8%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q521. Now, we would like to ask you some questions about energy use.  
 Based on this information, can you tell how much energy is typically required  
 to operate this model for one year?

Refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3918 92%	396 93%	395 93%	388 91%	394 92%	393 92%	401 94% dhik	386 91%	389 91%	392 92%	384 91%	791 93%	782 92%	794 93%	775 91%
No	155 4%	17 4% G	10 2%	13 3%	16 4% g	16 4% g	7 2%	22 5% CG	19 4% cG	18 4% G	17 4% G	27 3%	29 3%	23 3%	41 5% IN
Not sure	186 4%	14 3%	22 5%	26 6% bh	17 4%	17 4%	17 4%	15 4%	18 4%	17 4%	23 5%	36 4%	43 5%	34 4%	33 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q521. Now, we would like to ask you some questions about energy use.  
 Based on this information, can you tell how much energy is typically required  
 to operate this model for one year?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3867 91%	385 90%	387 91%	379 89%	391 92%	391 92%	393 92% dj	386 91%	391 92%	378 89%	386 91%	772 90%	770 90%	784 92%	777 92%
No	170 4%	19 4%	17 4%	20 5%	16 4%	14 3%	13 3%	18 4%	17 4%	21 5%	15 4%	36 4%	36 4%	27 3%	35 4%
Not sure	222 5%	23 5%	23 5%	28 7%	20 5%	21 5%	19 4%	19 4%	18 4%	28 7%	23 5%	46 5%	48 6%	40 5%	37 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q525. How much energy is typically required to operate this model for one year?

Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3757 88%	371 87%	362 85%	365 85%	378 89%	386 91% bCDk	386 91% bCDk	381 90% CD	381 89% Cd	380 89% c	367 87%	733 86%	743 87%	772 91% LM	762 90% Lm
Incorrect Response	138 3%	22 5% eFHIJ	29 7% EFGHIJK	21 5% FHIJ	12 3% hi	6 1%	14 3% fHI	5 1%	5 1%	9 2%	15 4% FHI	51 6% MNO	33 4% nO	20 2% o	10 1%
Not sure	23 1%	3 1% h	4 1% H	2 *	4 1% H	1 *	1 *	-	3 1% h	3 1% h	2 *	7 1% n	6 1%	2 *	3 *
Cannot tell typical energy use	341 8%	31 7%	32 7%	39 9% g	33 8%	33 8%	24 6%	37 9% g	37 9% g	35 8%	40 9% G	63 7%	72 8%	57 7%	74 9%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q525. How much energy is typically required to operate this model for one year?

Dishwasher

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3693 87%	367 86%	364 85%	361 85%	379 89% dJ	374 88% J	368 87%	376 89% dJ	380 89% cDJ	353 83%	371 88% J	731 86%	740 87%	742 87%	756 89% L
Incorrect Response	136 3%	15 4%	20 5% eHI	15 4%	10 2%	11 3%	17 4% hi	8 2%	8 2%	21 5% EfHik	11 3%	35 4% O	25 3%	28 3% o	16 2%
Not sure	38 1%	3 1%	3 1%	3 1%	2 1%	6 1%	8 2% eh	2 1%	3 1%	4 1%	4 1%	6 1%	5 1%	14 2% IMO	5 1%
Cannot tell typical energy use	392 9%	42 10%	40 9%	48 11% g	36 8%	35 8%	32 8%	37 9%	35 8%	49 11% g	38 9%	82 10%	84 10%	67 8%	72 8%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q530. Now, we would like to ask you some questions about energy efficiency.  
 Based on this information, can you tell how the energy efficiency of this model  
 typically compares to the energy efficiency of all similarly-sized  
 refrigerators sold in the market?

Refrigerator

Base: Qualified Respondents and Information Would Be Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Weighted Base	3563	359	350	361	358	361	366	356	359	337	356	709	719	727	715
Yes	2829 79%	310 86%	308 88%	283 78%	273 76%	287 80%	289 79%	268 75%	256 71%	261 77%	294 83%	618 87%	556 77%	576 79%	524 73%
No	459 13%	25 7%	25 7%	51 14%	51 14%	47 13%	45 12%	61 17%	72 20%	46 14%	36 10%	50 7%	102 14%	92 13%	133 19%
Not sure	275 8%	24 7%	17 5%	27 7%	34 9%	27 7%	32 9%	27 8%	31 9%	30 9%	26 7%	41 6%	61 8%	59 8%	58 8%
Sigma	3563 100%	359 100%	350 100%	361 100%	358 100%	361 100%	366 100%	356 100%	359 100%	337 100%	356 100%	709 100%	719 100%	727 100%	715 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q530. Now, we would like to ask you some questions about energy efficiency.  
 Based on this information, can you tell how the energy efficiency of this  
 model typically compares to the energy efficiency of all  
 dishwashers sold in the market?

Dishwasher

Base: Qualified Respondents and Information Would Be Useful

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Weighted Base	3448	348	348	338	352	354	350	331	355	329	343	696	690	704	686
Yes	2401 70%	269 77%	261 75%	220 65%	242 69%	243 69%	235 67%	229 69%	226 64%	225 68%	251 73%	530 76%	462 67%	478 68%	455 66%
		DEFGHIJ	DefGhIj								Dgl	MNO			
No	724 21%	52 15%	65 19%	75 22% B	80 23% Bk	81 23% Bk	78 22% Bk	79 24% BcK	84 24% BK	71 22% B	59 17%	117 17%	155 22% L	159 23% L	163 24% L
Not sure	323 9%	27 8%	22 6%	43 13% BCeIh	30 9%	30 8%	37 11% Ch	23 7%	45 13% BCeIh	33 10% c	33 10%	49 7%	73 11% L	67 10% I	68 10% I
Sigma	3448 100%	348 100%	348 100%	338 100%	352 100%	354 100%	350 100%	331 100%	355 100%	329 100%	343 100%	696 100%	690 100%	704 100%	686 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q535. How would you rate this model in terms of typical energy efficiency compared to all refrigerators sold in the market?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2829	310	308	283	273	287	289	268	256	261	294	618	556	576	524
Weighted Base	2829	310	308	283	273	287	289	268	256	261	294	618	556	576	524
Top 2 Box(Net)	2024 72%	213 69% K	222 72% K	211 75% K	210 77% BK	262 91% BCDEHIJK	267 92% BCDEHIJK	193 72% K	187 73% K	191 73% K	68 23%	435 70%	421 76% L	529 92% LMO	380 73%
One of the best in the market	302 11%	21 7% K	16 5% K	37 13% BCK	38 14% BCK	46 16% BCJK	42 15% BCJK	39 15% BCJK	35 14% BCK	25 10% CK	3 1%	37 6%	75 13% L	88 15% L	74 14% L
Above average	1722 61%	192 62% K	206 67% HiK	174 61% K	172 63% K	216 75% BCDEHIJK	225 78% BCDEHIJK	154 57% K	152 59% K	166 64% K	65 22%	398 64% O	346 62% LMO	441 77% LMO	306 58%
About average	430 15%	40 13% FG	43 14% dFG	27 10% g	29 11% G	22 8%	16 6%	30 11% G	30 12% G	59 23% BCDEFGHI	134 46% BCDEFGHIJ	83 13% mN	56 10% N	38 7% N	60 11% N
Bottom 2 Box(Net)	375 13%	57 18% EFGJ	43 14% FGJ	45 16% FGJ	34 12% FGJ	3 1%	6 2%	45 17% FGJ	39 15% FGJ	11 4% F	92 31% BCDEFGHIJ	100 16% N	79 14% N	9 2% N	84 16% N
Below average	360 13%	56 18% cEFGJ	40 13% FGJ	44 16% FGJ	33 12% FGJ	2 1%	6 2%	44 16% FGJ	35 14% FGJ	11 4% F	89 30% BCDEFGHIJ	96 16% N	77 14% N	8 1% N	79 15% N
One of the worst in the market	15 1%	1 *	3 1% g	1 *	1 *	1 *	-	1 *	4 2% GJ	-	3 1% g	4 1%	2 *	1 *	5 1% n
Mean	3.7	3.6 K	3.6 K	3.7 BK	3.8 BCK	4.1 BCDEHIJK	4.0 BCDEHIJK	3.7 bK	3.7 bK	3.8 BCK	2.9	3.6	3.7 L	4.1 LMO	3.7 I
Standard Deviation	0.85	0.87	0.81	0.89	0.85	0.54	0.53	0.93	0.92	0.67	0.78	0.84	0.87	0.54	0.92
Standard Error	0.02	0.05	0.05	0.05	0.05	0.03	0.03	0.06	0.06	0.04	0.05	0.03	0.04	0.02	0.04
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
Sigma	2829 100%	310 100%	308 100%	283 100%	273 100%	287 100%	289 100%	268 100%	256 100%	261 100%	294 100%	618 100%	556 100%	576 100%	524 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q535. How would you rate this model in terms of typical energy efficiency compared to all dishwashers sold in the market?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2401	269	261	220	242	243	235	229	226	225	251	530	462	478	455
Weighted Base	2401	269	261	220	242	243	235	229	226	225	251	530	462	478	455
Top 2 Box(Net)	712 30%	19 7%	31 12% b	22 10%	22 9%	218 90%	219 93%	18 8%	29 13%	114 51%	20 8%	50 9%	44 10%	437 91%	47 10%
One of the best in the market	110 5%	3 1%	5 2% K	5 2% K	3 1%	32 13%	33 14%	5 2% K	6 3% K	18 8%	-	8 2%	8 2%	65 14%	11 2%
Above average	602 25%	16 6%	26 10% bh	17 8%	19 8%	186 77%	186 79%	13 6%	23 10% bh	96 43%	20 8%	42 8%	36 8%	372 78%	36 8%
About average	1602 67%	231 86% FGJ	213 82% FGJ	192 87% cFGJ	216 89% CFGJ	22 9%	14 6%	203 89% CFGJ	189 84% FGJ	99 44% FG	223 89% CFGJ	444 84% N	408 88% LN	36 8%	392 86% N
Bottom 2 Box(Net)	87 4%	19 7% DEFGHiK	17 7% dEFGk	6 3%	4 2%	3 1%	2 1%	8 3% g	8 4% G	12 5% EFG	8 3% g	36 7% MNO	10 2%	5 1%	16 4% N
Below average	85 4%	19 7% DEFGHiK	17 7% dEFGk	6 3%	4 2%	2 1%	2 1%	7 3% fg	8 4% FG	12 5% EFG	8 3% fg	36 7% MNO	10 2% n	4 1%	15 3% N
One of the worst in the market	2 *	-	-	-	-	1 *	-	1 *	-	-	-	-	-	1 *	1 *
Mean	3.3	3.0	3.1	3.1 B	3.1 B	4.0 BCDEHIJK	4.1 BCDEHIJK	3.1	3.1 Bk	3.5 BCDEHIK	3.0	3.0	3.1 l	4.0 LMO	3.1 l
Standard Deviation	0.62	0.42	0.49	0.43	0.37	0.54	0.48	0.44	0.48	0.72	0.33	0.45	0.40	0.51	0.46
Standard Error	0.01	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.05	0.02	0.02	0.02	0.02	0.02
Median	3	3	3	3	3	4	4	3	3	4	3	3	3	4	3
Sigma	2401 100%	269 100%	261 100%	220 100%	242 100%	243 100%	235 100%	229 100%	226 100%	225 100%	251 100%	530 100%	462 100%	478 100%	455 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice sold in the market?

Refrigerator

Base: Qualified Respondents Who Responded No Or Not Sure to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	734	49*	42*	78*	85*	74*	77*	88*	103	76*	62*	91*	163	151	191
Weighted Base	734	49*	42*	78*	85*	74*	77*	88*	103	76*	62*	91*	163	151	191
Yes	162 22%	13 27%	11 26%	19 24%	16 19%	15 20%	20 26%	19 22%	26 25%	13 17%	10 16%	24 26%	35 21%	35 23%	45 24%
No	372 51%	22 45%	18 43%	39 50%	45 53%	40 54%	35 45%	48 55%	50 49%	43 57%	32 52%	40 44%	84 52%	75 50%	98 51%
Not sure	200 27%	14 29%	13 31%	20 26%	24 28%	19 26%	22 29%	21 24%	27 26%	20 26%	20 32%	27 30%	44 27%	41 27%	48 25%
Sigma	734 100%	49 100%	42 100%	78 100%	85 100%	74 100%	77 100%	88 100%	103 100%	76 100%	62 100%	91 100%	163 100%	151 100%	191 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized dishwashers sold in the market?

Dishwasher

Base: Qualified Respondents Who Responded No Or Not Sure to Q530

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1047	79*	87*	118	110	111	115	102	129	104	92*	166	228	226	231
Weighted Base	1047	79*	87*	118	110	111	115	102	129	104	92*	166	228	226	231
Yes	442 42%	34 43% e	39 45% E	47 40%	34 31%	46 41%	54 47% EJ	48 47% Ej	61 47% EJ	35 34%	44 48% EJ	73 44% m	81 36%	100 44% m	109 47% M
No	348 33%	21 27%	26 30%	38 32% BCdGIK	49 45% bGK	43 39%	30 26%	36 35%	38 29%	44 42% BcGIK	23 25%	47 28%	87 38% L	73 32%	74 32%
Not sure	257 25%	24 30% iH	22 25%	33 28% h	27 25%	22 20%	31 27%	18 18%	30 23%	25 24%	25 27%	46 28%	60 26%	53 23%	48 21%
Sigma	1047 100%	79 100%	87 100%	118 100%	110 100%	111 100%	115 100%	102 100%	129 100%	104 100%	92 100%	166 100%	228 100%	226 100%	231 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice

Refrigerator

Base: All Qualified Respondents Who Responded Yes to Q540

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	162	13**	11**	19**	16**	15**	20**	19**	26**	13**	10**	24**	35*	35*	45*
Weighted Base	162	13**	11**	19**	16**	15**	20**	19**	26**	13**	10**	24**	35*	35*	45*
Top 2 Box(Net)	108 67%	9 69%	9 82%	13 68%	8 50%	11 73%	17 85%	12 63%	17 65%	8 62%	4 40%	18 75%	21 60%	28 80% m	29 64%
One of the best in the market	19 12%	1 8%	4 36%	2 11%	1 6%	3 20%	3 15%	1 5%	3 12%	1 8%	-	5 21%	3 9%	6 17%	4 9%
Above average	89 55%	8 62%	5 45%	11 58%	7 44%	8 53%	14 70%	11 58%	14 54%	7 54%	4 40%	13 54%	18 51%	22 63%	25 56%
About average	39 24%	4 31%	2 18%	4 21%	8 50%	2 13%	3 15%	4 21%	6 23%	2 15%	4 40%	6 25%	12 34% n	5 14%	10 22%
Bottom 2 Box(Net)	15 9%	-	-	2 11%	-	2 13%	-	3 16%	3 12%	3 23%	2 20%	-	2 6%	2 6%	6 13%
Below average	14 9%	-	-	2 11%	-	2 13%	-	3 16%	3 12%	2 15%	2 20%	-	2 6%	2 6%	6 13%
One of the worst in the market	1 1%	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-
Mean	3.7	3.8	4.2	3.7	3.6	3.8	4.0	3.5	3.7	3.4	3.2	4.0	3.6	3.9 o	3.6
Standard Deviation	0.82	0.60	0.75	0.82	0.63	0.94	0.56	0.84	0.85	1.12	0.79	0.69	0.73	0.74	0.84
Standard Error	0.06	0.17	0.23	0.19	0.16	0.24	0.13	0.19	0.17	0.31	0.25	0.14	0.12	0.13	0.12
Median	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
Sigma	162 100%	13 100%	11 100%	19 100%	16 100%	15 100%	20 100%	19 100%	26 100%	13 100%	10 100%	24 100%	35 100%	35 100%	45 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized dishwashers sold in the market?

Dishwasher

Base: All Qualified Respondents Who Responded Yes to Q540

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	442	34*	39*	47*	34*	46*	54*	48*	61*	35*	44*	73*	81*	100	109
Weighted Base	442	34*	39*	47*	34*	46*	54*	48*	61*	35*	44*	73*	81*	100	109
Top 2 Box(Net)	141 32%	4 12%	2 5%	5 11%	4 12%	43 93%	52 96%	4 8%	8 13%	17 49%	2 5%	6 8%	9 11%	95 95%	12 11%
One of the best in the market	24 5%	2 6%	-	1 2%	1 3%	10 22%	7 13%	-	2 3%	1 3%	-	2 3%	2 2%	17 17%	2 2%
Above average	117 26%	2 6%	2 5%	4 9%	3 9%	33 72%	45 83%	4 8%	6 10%	16 46%	2 5%	4 5%	7 9%	78 78%	10 9%
About average	277 63%	27 79%	33 85%	41 87%	29 85%	1 2%	2 4%	41 85%	49 80%	15 43%	39 89%	60 82%	70 86%	3 3%	90 83%
Bottom 2 Box(Net)	24 5%	3 9%	4 10%	1 2%	1 3%	2 4%	-	3 6%	4 7%	3 9%	3 7%	7 10%	2 2%	2 2%	7 6%
Below average	23 5%	3 9%	3 8%	1 2%	1 3%	2 4%	-	3 6%	4 7%	3 9%	3 7%	6 8%	2 2%	2 2%	7 6%
One of the worst in the market	1	-	1 3%	-	-	-	-	-	-	-	-	1 1%	-	-	-
Mean	3.3	3.1	2.9	3.1 C	3.1 C	4.1 BCDEHIJK	4.1 BCDEHIJK	3.0	3.1	3.4 BCDEHIJK	3.0	3.0	3.1	4.1 LMO	3.1
Standard Deviation	0.67	0.62	0.48	0.43	0.48	0.64	0.40	0.39	0.54	0.70	0.34	0.55	0.45	0.52	0.48
Standard Error	0.03	0.11	0.08	0.06	0.08	0.09	0.05	0.06	0.07	0.12	0.05	0.06	0.05	0.05	0.05
Median	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3
Sigma	442 100%	34 100%	39 100%	47 100%	34 100%	46 100%	54 100%	48 100%	61 100%	35 100%	44 100%	73 100%	81 100%	100 100%	109 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q606. Can rank according to yearly operating costs - refrigerator

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3946 93%	397 93%	391 92%	395 93%	394 92%	395 93%	400 94%	393 93%	395 93%	393 92%	393 93%	788 92%	789 92%	795 93%	788 93%
No	122 3%	13 3%	10 2%	13 3%	14 3%	14 3%	9 2%	10 2%	14 3%	13 3%	12 3%	23 3%	27 3%	23 3%	24 3%
Not sure	191 4%	17 4%	26 6%	19 4%	19 4%	17 4%	16 4%	20 5%	17 4%	21 5%	19 4%	43 5%	38 4%	33 4%	37 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q606. Can rank according to yearly operating costs - dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3907 92%	386 90%	391 92%	386 90%	382 89%	393 92%	400 94% BDEj	387 91%	402 94% BDEj	389 91%	391 92%	777 91%	768 90%	793 93% IM	789 93% M
No	146 3%	17 4%	16 4%	16 4%	16 4%	12 3%	11 3%	16 4%	12 3%	20 5% k	10 2%	33 4%	32 4%	23 3%	28 3%
Not sure	206 5%	24 6% l	20 5%	25 6% gl	29 7% Glj	21 5%	14 3%	20 5%	12 3%	18 4%	23 5% i	44 5%	54 6% NO	35 4%	32 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked Most Expensive - refrigerator

22 Dec 2006  
Table 34

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
K	386 10%	44 11% FG	46 12% eFG	39 10% F	31 8%	24 6%	27 7%	39 10% F	45 11% eFG	39 10% F	52 13% EFG	90 11% mN	70 9% n	51 6%	84 11% N
L	6 *	2 1%	1 *	-	-	-	-	1 *	-	-	2 1%	3 *	-	-	1 *
M	3441 87%	338 85%	331 85%	348 88% k	348 88% k BCDEHIJK	366 93%	358 90% bChK	335 85%	343 87%	346 88% k	328 83%	669 85%	696 88% l	724 91% LmO	678 86%
J	113 3%	13 3% f	13 3% f	8 2%	15 4% Fi	5 1%	15 4% Fi	18 5% DFIJ	7 2%	8 2%	11 3%	26 3%	23 3%	20 3%	25 3%
Sigma	3946 100%	397 100%	391 100%	395 100%	394 100%	395 100%	400 100%	393 100%	395 100%	393 100%	393 100%	788 100%	789 100%	795 100%	788 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q615. Ranked 2nd Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
K	33 1%	14 4%	-	2 1%	-	1	-	2 1%	1	-	13 3%	14 2%	2	1	3
		CDEFGHIJ									CDEFGHIJ	MNO			
L	445 11%	52 13%	57 15%	45 11%	36 9%	31 8%	31 8%	39 10%	54 14%	42 11%	58 15%	109 14%	81 10%	62 8%	93 12%
		eFG	EFGH	fg				EFG			EFGHj	MN	n		N
M	113 3%	14 4%	15 4%	8 2%	14 4%	4 1%	15 4%	18 5%	7 2%	8 2%	10 3%	29 4%	22 3%	19 2%	25 3%
		F	Fi		F		Fi	DFIJ							
J	3355 85%	317 80%	319 82%	340 86%	344 87%	359 91%	354 89%	334 85%	333 84%	343 87%	312 79%	636 81%	684 87%	713 90%	667 85%
		BcK	BCK	BCDHIK	BCK	BCDHIK	BCK	bK	k	BCK		L	LmO	L	L
Sigma	3946 100%	397 100%	391 100%	395 100%	394 100%	395 100%	400 100%	393 100%	395 100%	393 100%	393 100%	788 100%	789 100%	795 100%	788 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 3rd Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
K	22 1%	4 1% F	4 1% F	1 *	3 1% f	- -	2 1%	1 *	1 *	2 1%	4 1% F	8 1% no	4 1%	2 *	2 *
L	3451 87%	326 82%	331 85%	349 88% BK	356 90% BCiK	364 92% BCdIK	367 92% BCIK	352 90% BCK	340 86% K	349 89% BcK	317 81%	657 83%	705 89% L	731 92% LmO	692 88% L
M	105 3%	12 3%	9 2%	12 3%	7 2%	7 2%	10 3%	12 3%	12 3%	10 3%	14 4%	21 3%	19 2%	17 2%	24 3%
J	368 9% DEFGHJ	55 14% dEFGHJ	47 12% dEFGHj	33 8% g	28 7%	24 6%	21 5%	28 7%	42 11% eFGh	32 8%	58 15% DEFGHJ	102 13% MNO	61 8% n	45 6%	70 9% N
Sigma	3946 100%	397 100%	391 100%	395 100%	394 100%	395 100%	400 100%	393 100%	395 100%	393 100%	393 100%	788 100%	789 100%	795 100%	788 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 4th Most Expensive - refrigerator

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
K	3505 89%	335 84%	341 87% k	353 89% BK	360 91% BcK	370 94% BCDHJK	371 93% BCdHK	351 89% BK	348 88% K	352 90% BK	324 82%	676 86%	713 90% L	741 93% LMO	699 89% I
L	44 1% CDEFGHIJ	17 4%	2 1%	1	2 1%	-	2 1%	1 *	1 *	2 1%	16 4% CDEFGHIJ	19 2% MNO	3	2	2
M	287 7%	33 8% FG	36 9% FG	27 7%	25 6%	18 5%	17 4%	28 7% g	33 8% FG	29 7% fg	41 10% dEFG	69 9% N	52 7% n	35 4%	61 8% N
J	110 3%	12 3%	12 3%	14 4%	7 2%	7 2%	10 3%	13 3%	13 3%	10 3%	12 3%	24 3%	21 3%	17 2%	26 3%
Sigma	3946 100%	397 100%	391 100%	395 100%	394 100%	395 100%	400 100%	393 100%	395 100%	393 100%	393 100%	788 100%	789 100%	795 100%	788 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
K	385 10%	37 10%	45 12% i	41 11%	41 11%	36 9%	33 8%	39 10%	32 8%	47 12% gi	34 9%	82 11%	82 11%	69 9%	71 9%
L	13 0%	2 1%	2 1%	2 1%	-	2 1%	-	1 0%	2 0%	-	2 1%	4 1%	2 0%	2 0%	3 0%
M	3399 87%	331 86%	334 85%	333 86%	332 87%	347 88%	358 90% cj	332 86%	355 88%	330 85%	347 89%	665 86%	665 87%	705 89% L	687 87%
J	110 3%	16 4% fk	10 3%	10 3%	9 2%	8 2%	9 2%	15 4%	13 3%	12 3%	8 2%	26 3%	19 2%	17 2%	28 4% n
Sigma	3907 100%	386 100%	391 100%	386 100%	382 100%	393 100%	400 100%	387 100%	402 100%	389 100%	391 100%	777 100%	768 100%	793 100%	789 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 2nd Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
K	11*	2 1%	2 1%	1*	-	2 1%	1*	2 1%	1*	-	-	4 1%	1*	3*	3*
L	460 12%	44 11%	54 14% G	48 12% g	49 13% g	43 11%	35 9%	47 12%	41 10%	51 13% G	48 12%	98 13% n	97 13% n	78 10%	88 11%
M	112 3%	16 4% fk	10 3%	10 3%	9 2%	8 2%	9 2%	16 4% fk	14 3%	12 3%	8 2%	26 3%	19 2%	17 2%	30 4% n
J	3324 85%	324 84%	325 83%	327 85%	324 85%	340 87%	355 89% BCdHJ	322 83%	346 86%	326 84%	335 86%	649 84%	651 85%	695 88% Lmo	668 85%
Sigma	3907 100%	386 100%	391 100%	386 100%	382 100%	393 100%	400 100%	387 100%	402 100%	389 100%	391 100%	777 100%	768 100%	793 100%	789 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Ranked 3rd Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
K	21 1%	3 1% eh	4 1% EH	3 1% eh	-	2 1%	3 1% eh	-	2 *	1 *	3 1% eh	7 1% o	3 *	5 1%	2 *
L	3416 87%	337 87%	333 85%	335 87%	333 87%	347 88%	362 91% Cjk	338 87%	357 89%	337 87%	337 86%	670 86%	668 87%	709 89% l	695 88%
M	110 3%	12 3%	12 3%	14 4%	11 3%	10 3%	12 3%	10 3%	7 2%	11 3%	11 3%	24 3%	25 3%	22 3%	17 2%
J	360 9%	34 9% g	42 11% G	34 9% g	38 10% G	34 9%	23 6%	39 10% G	36 9% g	40 10% G	40 10% G	76 10% n	72 9%	57 7%	75 10% n
Sigma	3907 100%	386 100%	391 100%	386 100%	382 100%	393 100%	400 100%	387 100%	402 100%	389 100%	391 100%	777 100%	768 100%	793 100%	789 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q615. Ranked 4th Most Expensive - dishwasher

Base: All Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
K	3490 89%	344 89%	340 87%	341 88%	341 89%	353 90%	363 91% c	346 89%	367 91% cj	341 88%	354 91%	684 88%	682 89%	716 90%	713 90%
L	18 0%	3 1% e	2 1%	1 0%	-	1 0%	3 1% e	1 0%	2 0%	1 0%	4 1% E	5 1%	1 0%	4 1%	3 0%
M	286 7%	27 7%	35 9% G	29 8%	30 8%	28 7%	21 5%	29 7%	26 6%	36 9% G	25 6%	62 8%	59 8%	49 6%	55 7%
J	113 3%	12 3%	14 4%	15 4% i	11 3%	11 3%	13 3%	11 3%	7 2%	11 3%	8 2%	26 3%	26 3%	24 3%	18 2%
Sigma	3907 100%	386 100%	391 100%	386 100%	382 100%	393 100%	400 100%	387 100%	402 100%	389 100%	391 100%	777 100%	768 100%	793 100%	789 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Please rank these refrigerators according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate.

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Order	3330 78%	311 73%	317 74%	338 79% BcK	341 80% BcK BcdeHijk	359 84% BChik	353 83%	332 78% bK	332 78% bk	340 80% BcK	307 72%	628 74%	679 80% L	712 84% LMO	664 78% L
Incorrect Order	616 14% DEFGHIJ	86 20% DEFGHIJ	74 17% EFGJ	57 13% F	53 12% f	36 8% f	47 11%	61 14% F	63 15% F	53 12% f	86 20% DEFGHIJ	160 19% MNO	110 13% N	83 10% N	124 15% N
Cannot Rank	122 3%	13 3%	10 2%	13 3%	14 3%	14 3%	9 2%	10 2%	14 3%	13 3%	12 3%	23 3%	27 3%	23 3%	24 3%
Not Sure	191 4%	17 4%	26 6%	19 4%	19 4%	17 4%	16 4%	20 5%	17 4%	21 5%	19 4%	43 5%	38 4%	33 4%	37 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q615. Please rank these dishwashers according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate.

Dishwasher

Base: Total For Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Order	3298 77%	321 75%	322 75%	325 76%	324 76%	339 80%	351 83%	321 76%	343 81%	323 76%	329 78%	643 75%	649 76%	690 81%	664 78%
Incorrect Order	609 14%	65 15%	69 16%	61 14%	58 14%	54 13%	49 12%	66 16%	59 14%	66 15%	62 15%	134 16%	119 14%	103 12%	125 15%
Cannot Rank	146 3%	17 4%	16 4%	16 4%	16 4%	12 3%	11 3%	16 4%	12 3%	20 5%	10 2%	33 4%	32 4%	23 3%	28 3%
Not Sure	206 5%	24 6%	20 5%	25 6%	29 7%	21 5%	14 3%	20 5%	12 3%	18 4%	23 5%	44 5%	54 6%	35 4%	32 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q620. What is the difference in typical yearly operating costs, measured in dollars, between these two models?

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3713 87%	373 87%	367 86%	361 85%	368 86%	375 88%	373 88%	379 90% Dj	377 88% d	366 86%	374 88%	740 87%	729 85%	748 88%	756 89% M
Incorrect Response	515 12%	51 12%	56 13%	61 14% h	56 13%	50 12%	49 12%	42 10%	46 11%	58 14% h	46 11%	107 13%	117 14% Q	99 12%	88 10%
Not sure	31 1%	3 1%	4 1%	5 1%	3 1%	1 *	3 1%	2 *	3 1%	3 1%	4 1%	7 1%	8 1%	4 *	5 1%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q620. What is the difference in typical yearly operating costs, measured  
 in dollars, between these two models?

Dishwasher

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3239 76%	317 74%	330 77%	314 74%	312 73%	322 76%	321 76%	326 77%	342 80%	323 76%	332 78%	647 76%	626 73%	643 76%	668 79%
Incorrect Response	949 22%	101 24%	84 20%	103 24%	109 26%	101 24%	99 23%	89 21%	78 18%	98 23%	87 21%	185 22%	212 25%	200 24%	167 20%
Not sure	71 2%	9 2%	13 3%	10 2%	6 1%	3 1%	5 1%	8 2%	6 1%	6 1%	5 1%	22 3%	16 2%	8 1%	14 2%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Weighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Top 4 Box (Net)	1334 34%	117 29%	123 31%	130 33% k	123 31%	169 43% BCDEHIK	163 41% BCDEHIK	118 30%	135 34% K	149 38% BcEhK	107 27%	240 30%	253 32%	332 42% LMO	253 32%
Top 3 Box (Net)	1012 26%	86 22%	96 25%	91 23%	94 24%	131 33% BCDEHIJK	135 34% BCDEHIJK	90 23%	102 26%	103 26%	84 21%	182 23%	185 23%	266 33% LMO	192 24%
Top 2 Box (Net)	623 16%	51 13%	55 14%	52 13%	56 14%	85 22% BCDEHIK	79 20% BCDEK	65 17%	67 17% k	64 16%	49 12%	106 13%	108 14%	164 21% LMO	132 17% lm
(10)Extremely Important	370 9%	39 10%	27 7%	35 9%	37 9%	44 11% C	46 12% C	41 10% c	36 9%	32 8%	33 8%	66 8%	72 9%	90 11% L	77 10%
9	253 6%	12 3%	28 7% Bdk	17 4%	19 5%	41 10% BDEHK	33 8% BDeK	24 6% B	31 8% BDeK	32 8% BDeK	16 4%	40 5%	36 5%	74 9% LMO	55 7% M
8	389 10%	35 9%	41 10% H	39 10% h	38 10% h	46 12% H	56 14% BdeHljk	25 6%	35 9%	39 10% h	35 9%	76 10%	77 10%	102 13% LmO	60 8%
7	322 8%	31 8%	27 7%	39 10% K	29 7%	38 10% K	28 7%	28 7%	33 8% bCEGHK	46 12%	23 6%	58 7%	68 9%	66 8%	61 8%
Middle 5 Box(Net)	1601 41%	163 41%	149 38%	159 40%	149 38%	169 43%	166 42%	158 40%	163 41%	170 43%	155 39%	312 40%	308 39%	335 42%	321 41%
Middle 3 Box(Net)	1006 25%	106 27%	100 26%	97 25%	90 23%	109 28%	109 27%	100 25%	96 24%	91 23%	108 27%	206 26%	187 24%	218 27% m	196 25%
6	314 8%	30 8%	33 8% e	26 7%	20 5%	39 10% dEh	34 9% e	25 6%	35 9% E	29 7%	43 11% DEHj	63 8% m	46 6%	73 9% M	60 8%
5	468 12%	47 12%	51 13%	48 12%	47 12%	41 10%	51 13%	53 13%	48 12%	39 10%	43 11%	98 12%	95 12%	92 12%	101 13%
4	224 6%	29 7% cl	16 4%	23 6% i	23 6% i	29 7% cl	24 6% i	22 6%	13 3%	23 6% i	22 6%	45 6%	46 6%	53 7% o	35 4%
3	273 7%	26 7%	22 6%	23 6%	30 8%	22 6%	29 7%	30 8%	34 9% f	33 8%	24 6%	48 6%	53 7%	51 6%	64 8%
2	409 10%	42 11%	48 12% Fh	39 10%	43 11%	31 8%	36 9%	34 9%	45 11% f	41 10%	50 13% Fgh	90 11% N	82 10%	67 8%	79 10%
1	394 10%	45 11% FGj	40 10% FG	52 13% FGIJ	48 12% FGIJ	19 5%	21 5% bCFGJK	61 16% Fg	33 8% Fg	30 8%	45 11% FGj	85 11% N	100 13% N	40 5%	94 12% N
Not At All Important	515 13%	57 14% g	55 14%	53 13%	58 15% fg	42 11%	42 11%	50 13%	52 13%	47 12%	59 15% fg	112 14% N	111 14% N	84 11%	102 13%
Not Sure	15 *	4 1% GHIK	3 1% ghik	1 *	2 1%	3 1% ghik	-	-	-	2 1%	-	7 1% O	3 1% o	3 1% o	-

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3946	397	391	395	394	395	400	393	395	393	393	788	789	795	788
Bottom 4 Box (Net)	1591 40%	170 43% FG	165 42% FG	167 42% FG	179 45% FGJ	114 29%	128 32%	175 45% FGj	164 42% FG	151 38% Fg	178 45% FGj	335 43% N	346 44% N	242 30%	339 43% N
Bottom 3 Box (Net)	1318 33%	144 36% FGj	143 37% FGj	144 36% FGj	149 38% FGJ	92 23%	99 25%	145 37% FGJ	130 33% FG	118 30% Fg	154 39% FGiJ	287 36% N	293 37% N	191 24%	275 35% N
Bottom 2 Box (Net)	909 23%	102 26% FGJ	95 24% FG	105 27% FGiJ	106 27% FGiJ	61 15%	63 16%	111 28% FGiJ	85 22% FG	77 20%	104 26% FGJ	197 25% N	211 27% N	124 16%	196 25% N
Mean	4.7	4.4	4.5	4.5	4.4	5.5 BCDEHIJK	5.3 BCDEHIJK	4.4	4.8 k	4.9 BdEhK	4.3	4.5	4.4	5.4 LMO	4.6
Standard Deviation	3.28	3.26	3.25	3.27	3.32	3.21	3.22	3.32	3.28	3.22	3.24	3.25	3.29	3.21	3.30
Standard Error	0.05	0.16	0.17	0.16	0.17	0.16	0.16	0.17	0.16	0.16	0.16	0.12	0.12	0.11	0.12
Median	5	4	5	5	4	6	5	4	5	5	4	5	5	6	5
Sigma	3946 100%	397 100%	391 100%	395 100%	394 100%	395 100%	400 100%	393 100%	395 100%	393 100%	393 100%	788 100%	789 100%	795 100%	788 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Weighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Top 4 Box (Net)	1204 31%	118 31%	111 28%	116 30%	107 28%	153 39%	146 37%	99 26%	123 31%	126 32% Hk	105 27%	229 29%	223 29%	299 38% LMO	222 28%
Top 3 Box (Net)	896 23%	82 21%	85 22%	80 21%	83 22%	111 28%	113 28%	72 19%	101 25% HK	94 24% hk	75 19%	167 21%	163 21%	224 28% LMO	173 22%
Top 2 Box (Net)	553 14%	49 13%	47 12%	46 12%	43 11%	72 18%	63 16%	59 15%	72 18% k BCDEK	59 15% k	43 11%	96 12%	89 12%	135 17% LM	131 17% LM
(10)Extremely Important	338 9%	35 9%	28 7%	27 7%	25 7%	40 10% e	41 10% e	40 10% de	37 9%	37 10%	28 7%	63 8%	52 7%	81 10% M	77 10% M
9	215 6%	14 4%	19 5%	19 5%	18 5%	32 8% BodehK	22 6%	19 5%	35 9% BCDEghJK	22 6%	15 4%	33 4%	37 5%	54 7% Lm	54 7% Lm
8	343 9%	33 9% H	38 10% H	34 9% H	40 10% H	39 10% H	50 13% bdHIK	13 3%	29 7% H	35 9% H	32 8% H	71 9% O	74 10% O	89 11% O	42 5%
7	308 8%	36 9% I	26 7%	36 9% I	24 6%	42 11% CEHl	33 8%	27 7%	22 5%	32 8%	30 8%	62 8%	60 8%	75 9% O	49 6%
Middle 5 Box(Net)	1412 36%	133 34%	132 34%	142 37%	135 35%	161 41% bCHlk	162 41% bchlk	131 34%	135 34%	147 38%	134 34%	265 34%	277 36%	323 41% LmO	266 34%
Middle 3 Box(Net)	886 23%	76 20%	83 21%	86 22%	89 23%	96 24%	98 25%	87 22%	93 23%	97 25% b	81 21%	159 20%	175 23%	194 24% I	180 23%
6	261 7%	18 5%	21 5%	29 8% b	20 5%	25 6%	31 8% b	20 5%	32 8% b	36 9% BCEH	29 7%	39 5%	49 6%	56 7% I	52 7%
5	469 12%	47 12%	47 12%	45 12%	49 13%	49 12%	49 12%	54 14% k	44 11%	47 12%	38 10%	94 12%	94 12%	98 12%	98 12%
4	156 4%	11 3%	15 4%	12 3%	20 5% b	22 6% bd	18 5%	13 3%	17 4%	14 4%	14 4%	26 3%	32 4%	40 5% I	30 4%
3	218 6%	21 5%	23 6%	20 5%	22 6%	23 6%	31 8% Hj	17 4%	20 5%	18 5%	23 6%	44 6%	42 5%	54 7% o	37 5%
2	342 9%	38 10%	37 9%	41 11% f	33 9%	28 7%	30 8%	32 8%	32 8%	29 7%	42 11% f	75 10% n	74 10% n	58 7% n	64 8%
1	488 12%	45 12%	58 15% FG	47 12%	47 12%	35 9%	39 10%	58 15% FG	66 16% bdFGK	48 12%	45 12%	103 13% N	94 12% n	74 9% n	124 16% MN
Not At All Important	757 19%	86 22% FGI	77 20% fG	75 19% fG	83 22% FGI	58 15%	56 14%	94 24% FGIJ	65 16%	69 18%	94 24% FGIJ	163 21% N	158 21% N	114 14%	159 20% N
Not Sure	12 *	2 1%	2 1%	1 *	1 *	-	-	-	3 1% fgh	2 1%	1 *	4 1% N	2 *	-	3 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater.

Dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q606

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3907	386	391	386	382	393	400	387	402	389	391	777	768	793	789
Bottom 4 Box (Net)	1805 46%	190 49% FGJ	195 50% FGJ	183 47% FG	185 48% FGj	144 37% 37%	156 39% 39%	201 52% FGiJ	183 46% Fg	164 42% 42%	204 52% FGiJ	385 50% N	368 48% N	300 38% 38%	384 49% N
Bottom 3 Box (Net)	1587 41%	169 44% FGj	172 44% FGj	163 42% FG	163 43% FG	121 31% 31%	125 31% 31%	184 48% FGiJ	163 41% FG	146 38% Fg	181 46% FGJ	341 44% N	326 42% N	246 31% 31%	347 44% N
Bottom 2 Box (Net)	1245 32%	131 34% FG	135 35% FG	122 32% FG	130 34% FG	93 24% 24%	95 24% 24%	152 39% DFGiJ	131 33% FG	117 30% FG	139 36% FG	266 34% N	252 33% N	188 24% 24%	283 36% N
Mean	4.3	4.1	4.0	4.2	4.0	4.9 BCDEHIJK	4.8 BCDEHIJK	3.8	4.4 HK	4.5 bCEHK	3.8	4.0	4.1	4.9 LMO	4.1
Standard Deviation	3.41	3.44	3.36	3.34	3.34	3.36	3.33	3.47	3.46	3.41	3.37	3.40	3.34	3.34	3.48
Standard Error	0.05	0.18	0.17	0.17	0.17	0.17	0.17	0.18	0.17	0.17	0.17	0.12	0.12	0.12	0.12
Median	4	4	3	4	4	5	5	3	4	5	3	4	4	5	4
Sigma	3907 100%	386 100%	391 100%	386 100%	382 100%	393 100%	400 100%	387 100%	402 100%	389 100%	391 100%	777 100%	768 100%	793 100%	789 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q631. Can rank according to their typical energy efficiency - Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3751 88%	375 88%	365 85%	359 84%	378 89%	390 92%	399 94%	357 84%	363 85%	392 92%	373 88%	740 87%	737 86%	789 93%	720 85%
No	226 5%	22 5% G	20 5% g	30 7% FGJ	27 6% FGJ	14 3%	10 2% BCFGJK	39 9% BCFGJK	27 6% FGJ	14 3%	23 5% G	42 5% N	57 7% N	24 3% LMO	66 8% LN
Not sure	282 7%	30 7% G	42 10% EFGHjk	38 9% EFGJ	22 5%	22 5%	16 4%	27 6% g	36 8% efGJ	21 5%	28 7% g	72 8% N	60 7% N	38 4%	63 7% N
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q631. Can rank according to their typical energy efficiency - Dishwashers

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3717 87%	370 87%	364 85%	353 83%	365 85%	395 93%	401 94%	357 84%	361 85%	383 90%	368 87%	734 86%	718 84%	796 94%	718 85%
No	236 6%	24 6%	26 6%	33 8%	23 5%	14 3%	8 2%	33 8%	32 8%	18 4%	25 6%	50 6%	56 7%	22 3%	65 8%
Not sure	306 7%	33 8%	37 9%	41 10%	39 9%	17 4%	16 4%	33 8%	33 8%	26 6%	31 7%	70 8%	80 9%	33 4%	66 8%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Most Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
K	3436 92%	343 91%	339 93% DK	318 89%	345 91%	368 94%	377 94%	322 90%	330 91%	366 93% DK	328 88%	682 92%	663 90%	745 94% IMO	652 91%
L	21 1%	6 2% deGiJ	3 1% j	1	1	2 1%	1	3 1% j	1	-	3 1% j	9 1% Mn	2	3	4 1%
M	202 5%	14 4%	16 4%	32 9% BCeFGHJ	21 6% G	16 4%	10 3%	18 5% g	27 7% BcFG	19 5% g	29 8% BcFGj	30 4%	53 7% LN	26 3%	45 6% IN
J	92 2%	12 3% Fi	7 2%	8 2%	11 3% f	4 1%	11 3% f	14 4% Flj	5 1%	7 2%	13 3% Fi	19 3%	19 3%	15 2%	19 3%
Sigma	3751 100%	375 100%	365 100%	359 100%	378 100%	390 100%	399 100%	357 100%	363 100%	392 100%	373 100%	740 100%	737 100%	789 100%	720 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 2nd Most Energy Efficient - refrigerator

22 Dec 2006  
 Table 51

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
K	22 1%	4 1% GJ	3 1% gj	1 *	2 1%	1 *	-	4 1% GJ	2 1%	-	5 1% fGJ	7 1% N	3 *	1 *	6 1% N
L	3401 91%	334 89%	336 92% dk	317 88%	346 92%	367 94% BDHljk	375 94% BDHljk	317 89%	325 90%	356 91%	328 88%	670 91%	663 90%	742 94% LMO	642 89%
M	90 2%	12 3% fi	9 2%	8 2%	10 3%	5 1%	12 3% f	13 4% Fi	5 1%	7 2%	9 2%	21 3%	18 2%	17 2%	18 3%
J	238 6%	25 7% G	17 5%	33 9% CEFG	20 5%	17 4%	12 3%	23 6% G	31 9% CeFG	29 7% fG	31 8% CFG	42 6% n	53 7% N	29 4%	54 8% N
Sigma	3751 100%	375 100%	365 100%	359 100%	378 100%	390 100%	399 100%	357 100%	363 100%	392 100%	373 100%	740 100%	737 100%	789 100%	720 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 3rd Most Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
K	10*	3 1% dfghj	2 1%	-	1*	-	-	-	1*	-	3 1% dfghj	5 1% N	1*	-	1*
L	317 8%	31 8%	23 6%	41 11% CFG	30 8%	21 5%	22 6%	37 10% CFG	35 10% cFG	36 9% FG	41 11% CFG	54 7%	71 10% N	43 5%	72 10% IN
M	187 5%	23 6% F	20 5% F	19 5% F	20 5% F	9 2%	16 4%	17 5% f	23 6% F	22 6% F	18 5% f	43 6% N	39 5% N	25 3%	40 6% N
J	3237 86%	318 85%	320 88% dk	299 83%	327 87%	360 92% BCDEHIJK	361 90% BDeHIJK	303 85%	304 84%	334 85%	311 83%	638 86%	626 85% LMO	721 91% LMO	607 84%
Sigma	3751 100%	375 100%	365 100%	359 100%	378 100%	390 100%	399 100%	357 100%	363 100%	392 100%	373 100%	740 100%	737 100%	789 100%	720 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Least Energy Efficient - refrigerator

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
K	283 8%	25 7%	21 6%	40 11% BCFGJ	30 8%	21 5%	22 6%	31 9% fg	30 8%	26 7%	37 10% CFGj	46 6%	70 9% LN	43 5%	61 8% IN
L	12 %	4 1% dFhJ	3 1% dfhj	-	1 %	-	1 %	-	2 1%	-	1 %	7 1% MN	1 %	1 %	2 %
M	3272 87%	326 87%	320 88%	300 84%	327 87%	360 92% BCDEHIJK	361 90% DehIK	309 87%	308 85%	344 88%	317 85%	646 87%	627 85%	721 91% LMO	617 86%
J	184 5%	20 5% F	21 6% F	19 5% F	20 5% F	9 2%	15 4%	17 5% f	23 6% F	22 6% F	18 5% f	41 6% N	39 5% N	24 3%	40 6% N
Sigma	3751 100%	375 100%	365 100%	359 100%	378 100%	390 100%	399 100%	357 100%	363 100%	392 100%	373 100%	740 100%	737 100%	789 100%	720 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Most Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
K	3379 91%	344 93% HIK	335 92% hiK	319 90% I	342 94% dHIK	365 92% HIK	372 93% HIK	314 88%	304 84%	365 95% cDfHIK	319 87%	679 93% O	661 92% O	737 93% O	618 86%
L	19 1%	1 *	3 1% egh	1 *	-	2 1%	-	-	5 1% bEGH	4 1% eGh	3 1% egh	4 1%	1 *	2 *	5 1%
M	212 6%	11 3%	16 4%	24 7% BJ	15 4%	19 5% j	20 5% j	27 8% BcEJ	35 10% BCEFGJ	9 2% BCEFGJ	36 10%	27 4%	39 5%	39 5%	62 9% LMN
J	107 3%	14 4% J	10 3%	9 3%	8 2%	9 2%	9 2%	16 4% efgJ	17 5% efgJ	5 1%	10 3%	24 3%	17 2%	18 2%	33 5% MN
Sigma	3717 100%	370 100%	364 100%	353 100%	365 100%	395 100%	401 100%	357 100%	361 100%	383 100%	368 100%	734 100%	718 100%	796 100%	718 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q640. Ranked 2nd Most Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
K	16*	1*	3 1% eg	1*	-	1*	-	1*	3 1% eg	3 1% eg	3 1% eg	4 1%	1*	1*	4 1%
L	3296 89%	328 89% iK	322 88% iK	318 90% iK	341 93% BCHIK	357 90% iK	372 93% BCHIK	310 87% K	304 84% K	355 93% bCHIK	289 79%	650 89% o	659 92% LO	729 92% LO	614 86%
M	106 3%	15 4% J	8 2%	9 3%	8 2%	10 3%	9 2%	17 5% cegJk	16 4% cegJ	5 1%	9 2%	23 3%	17 2%	19 2%	33 5% MN
J	299 8%	26 7%	31 9% EgJ	25 7%	16 4%	27 7%	20 5%	29 8% Eg	38 11% bEfGJ	20 5%	67 18% BCDEFGHJ	57 8%	41 6%	47 6%	67 9% MN
Sigma	3717 100%	370 100%	364 100%	353 100%	365 100%	395 100%	401 100%	357 100%	361 100%	383 100%	368 100%	734 100%	718 100%	796 100%	718 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked 3rd Most Energy Efficient - dishwasher

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
K	6	1	1	1	1	1	1	-	-	-	-	2	2	2	-
L	396 11%	39 11% EJ	39 11% EgJ	32 9%	23 6%	36 9%	29 7%	47 13% dEfGJ	52 14% DEFGJ	24 6%	75 20% BCDEFGHIJ	78 11% mn	55 8%	65 8%	99 14% IMN
M	156 4%	15 4% F	18 5% F	17 5% F	12 3% f	5 1%	14 3% F	12 3% f	13 4% F	26 7% bEFGHi	24 7% EFghi	33 4% N	29 4% n	19 2%	25 3%
J	3159 85%	315 85% K	306 84% K	303 86% K	329 90% BCdHIK	353 89% bCHIK	357 89% CHIK	298 83% K	296 82% K	333 87% iK	269 73%	621 85%	632 88% IO	710 89% LO	594 83%
Sigma	3717 100%	370 100%	364 100%	353 100%	365 100%	395 100%	401 100%	357 100%	361 100%	383 100%	368 100%	734 100%	718 100%	796 100%	718 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Ranked Least Energy Efficient - dishwasher

22 Dec 2006  
 Table 57

Base: Qualified Respondents Who Responded "Yes" to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
K	316 9%	24 6%	25 7% j	32 9% J	22 6%	28 7% j	28 7% j	42 12% BCDEFGJ	54 15% BCDEFGJ	15 4%	46 13% BCEFGJ	49 7%	54 8%	56 7%	96 13% LMN
L	6	2 1%	-	2 1%	1	-	-	-	-	-	1	2	3 no	-	-
M	3243 87%	329 89% hIK	322 88% IK	303 86% k	330 90% dHIK	361 91% DHIK	358 89% HIK	301 84%	297 82%	343 90% HIK	299 81%	651 89% O	633 88% O	719 90% O	598 83%
J	152 4%	15 4% F	17 5% F	16 5% F	12 3%	6 2%	15 4% f	14 4% F	10 3%	25 7% EFgl	22 6% eFl	32 4% n	28 4%	21 3%	24 3%
Sigma	3717 100%	370 100%	364 100%	353 100%	365 100%	395 100%	401 100%	357 100%	361 100%	383 100%	368 100%	734 100%	718 100%	796 100%	718 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Please rank these refrigerators according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Order	3217 76%	314 74%	317 74%	298 70%	325 76%	359 84%	359 84%	301 71%	303 71%	334 78%	307 72%	631 74%	623 73%	718 84%	604 71%
Incorrect Order	534 13%	61 14%	48 11%	61 14%	53 12%	31 7%	40 9%	56 13%	60 14%	58 14%	66 16%	109 13%	114 13%	71 8%	116 14%
Cannot Rank	226 5%	22 5%	20 5%	30 7%	27 6%	14 3%	10 2%	39 9%	27 6%	14 3%	23 5%	42 5%	57 7%	24 3%	66 8%
Not Sure	282 7%	30 7%	42 10%	38 9%	22 5%	22 5%	16 4%	27 6%	36 8%	21 5%	28 7%	72 8%	60 7%	38 4%	63 7%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q640. Please rank these Dishwashers according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Dishwasher

Base: Total For Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Order	3136 74%	313 73% K	302 71% K	302 71% K	328 77% CDHIK	352 83% BCDEHIJK	357 84% BCDEHIJK	296 70% K	291 68% k	331 78% CDHIK	264 62%	615 72%	630 74% O	709 83% LMO	587 69%
Incorrect Order	581 14%	57 13% E	62 15% EFg	51 12%	37 9%	43 10%	44 10%	61 14% Efg	70 16% dEFGj	52 12% e	104 25% BCDEFGHJ	119 14% MN	88 10%	87 10%	131 15% MN
Cannot Rank	236 6%	24 6% fG	26 6% fG	33 8% FGJ	23 5% G	14 3%	8 2%	33 8% FGJ	32 8% FGJ	18 4% G	25 6% fG	50 6% N	56 7% N	22 3%	65 8% N
Not Sure	306 7%	33 8% FG	37 9% FG	41 10% FGj	39 9% FGj	17 4%	16 4%	33 8% FG	33 8% FG	26 6% FG	31 7% FG	70 8% N	80 9% N	33 4%	66 8% N
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Weighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Top 4 Box (Net)	1549 41%	139 37%	143 39% H	134 37%	135 36%	203 52% BCDEHIK	204 51% BCDEHIK	114 32%	150 41% Hk	197 50% BCDEHIK	130 35%	282 38%	269 36%	407 52% LMO	264 37%
Top 3 Box (Net)	1180 31%	109 29%	112 31% hk	103 29%	103 27%	158 41% BCDEHIK	158 40% BCDEHIK	89 25%	114 31% hK	143 36% BcDEHK	91 24%	221 30%	206 28%	316 40% LMO	203 28%
Top 2 Box (Net)	744 20%	63 17%	74 20% h	66 18%	61 16%	94 24% BdEhK	102 26% BCDEHIK	55 15%	71 20%	94 24% BdEhK	64 17%	137 19%	127 17%	196 25% LMO	126 18%
(10)Extremely Important	443 12%	41 11%	42 12%	40 11%	35 9%	53 14% ehk	67 17% BCDEHIK	34 10%	40 11%	55 14% Ehk	36 10%	83 11%	75 10%	120 15% LMO	74 10%
9	301 8%	22 6%	32 9%	26 7%	26 7%	41 11% BeH	35 9%	21 6%	31 9%	39 10% BH	28 8%	54 7%	52 7%	76 10% mo	52 7%
8	436 12%	46 12% K	38 10%	37 10%	42 11% k	64 16% CDEHIK	56 14% hK	34 10%	43 12% K	49 13% K	27 7%	84 11%	79 11%	120 15% LMO	77 11%
7	369 10%	30 8%	31 8%	31 9%	32 8%	45 12% H	46 12% bH	25 7%	36 10% BCDEH	54 14% h	39 10% h	61 8%	63 9%	91 12% LmO	61 8%
Middle 5 Box(Net)	1598 43%	142 38%	149 41%	148 41%	163 43%	173 44% b	173 43%	157 44% b	159 44%	167 43%	167 45% b	291 39%	311 42%	346 44% l	316 44% l
Middle 3 Box(Net)	971 26%	90 24%	96 26% j	94 26% j	101 27% j	105 27% J	101 25%	102 29% J	97 27% j	82 21%	103 28% J	186 25%	195 26%	206 26%	199 28%
6	317 8%	27 7%	25 7%	31 9%	33 9%	38 10%	37 9%	26 7%	34 9%	30 8%	36 10%	52 7%	64 9%	75 10%	60 8%
5	448 12%	44 12%	48 13%	45 13%	45 12%	46 12%	47 12%	51 14% J	46 13%	37 9%	39 10%	92 12%	90 12%	93 12%	97 13%
4	206 5%	19 5%	23 6%	18 5%	23 6%	21 5%	17 4%	25 7% j	17 5%	15 4%	28 8% gJ	42 6%	41 6%	38 5%	42 6%
3	258 7%	22 6%	22 6%	23 6%	30 8%	23 6%	26 7%	30 8%	26 7%	31 8%	25 7%	44 6%	53 7%	49 6%	56 8%
2	348 9%	46 12% FGJ	39 11% FG	41 11% FG	38 10% Fg	19 5%	25 6%	34 10% Fg	32 9% F	31 8% f	43 12% FGj	85 11% N	79 11% N	44 6%	66 9% N
1	299 8%	31 8% FG	31 8% FGj	36 10% FGJ	40 11% FGJ	15 4%	19 5% bcFGJ	45 13% F	26 7% F	21 5%	35 9% FGJ	62 8% N	76 10% N	34 4% N	71 10% N
Not At All Important	311 8%	42 11% FGj	33 9% g	31 9%	33 9%	23 6%	23 6%	32 9% g	30 8%	29 7%	35 9% fg	75 10% N	64 9% N	46 6% N	62 9% N
Not Sure	15 *	5 1% DegHj	1 *	- -	1 *	2 1%	1 *	- -	2 1%	1 *	2 1%	6 1% m	1 *	3 *	2 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3751	375	365	359	378	390	399	357	363	392	373	740	737	789	720
Bottom 4 Box (Net)	1216 32%	141 38% FGiJ	125 34% FGj	131 36% FGJ	141 37% FGiJ	80 21%	93 23%	141 39% FGiJ	114 31% FG	112 29% Fg	138 37% FGJ	266 36% N	272 37% N	173 22%	255 35% N
Bottom 3 Box (Net)	958 26%	119 32% FGiJ	103 28% FGJ	108 30% FGiJ	111 29% FGJ	57 15%	67 17%	111 31% FGiJ	88 24% FG	81 21% F	113 30% FGiJ	222 30% N	219 30% N	124 16%	199 28% N
Bottom 2 Box (Net)	610 16%	73 19% FGJ	64 18% FGj	67 19% FGJ	73 19% FGJ	38 10%	42 11%	77 22% FGiJ	56 15% FG	50 13% FGJ	70 19% FGJ	137 19% N	140 19% N	80 10%	133 18% N
Mean	5.3	5.0	5.2 h	5.1	4.9	6.2 BCDEHIK	6.1 BCDEHIK	4.7	5.4 beHK	5.8 BCDEHIK	4.9	5.1	5.0	6.1 LMO	5.1
Standard Deviation	3.19	3.29	3.25	3.23	3.17	2.94	3.05	3.16	3.15	3.17	3.17	3.27	3.20	3.00	3.17
Standard Error	0.05	0.17	0.17	0.17	0.16	0.15	0.15	0.17	0.17	0.16	0.16	0.12	0.12	0.11	0.12
Median	5	5	5	5	5	7	7	5	6	7	5	5	5	7	5
Sigma	3751 100%	375 100%	365 100%	359 100%	378 100%	390 100%	399 100%	357 100%	363 100%	392 100%	373 100%	740 100%	737 100%	789 100%	720 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Weighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Top 4 Box (Net)	1528 41%	138 37% H	140 38% H	140 40% H	129 35% H	216 55% BCDEHIK	205 51% BCDEHIK	98 27%	130 36% H	201 52% BCDEHIK	131 36% H	278 38% O	269 37% O	421 53% LMO	228 32%
Top 3 Box (Net)	1155 31%	98 26% H	110 30% Hk	94 27% H	102 28% H	170 43% BCDEHIK	161 40% BCDEHIK	72 20%	107 30% H	151 39% BCDEHIK	90 24%	208 28%	196 27%	331 42% LMO	179 25%
Top 2 Box (Net)	725 20%	57 15%	64 18%	53 15%	63 17% BCDEHIK	112 28% BCDEHIK	99 25%	55 15%	73 20% bdhk	93 24% BCDEHK	56 15%	121 16%	116 16%	211 27% LMO	128 18%
(10)Extremely Important	425 11%	37 10%	33 9%	33 9%	35 10% BCDEghJK	70 18% C	52 13%	37 10%	41 11%	48 13%	39 11%	70 10%	68 9%	122 15% LMO	78 11%
9	300 8%	20 5%	31 9% bhK	20 6%	28 8% k	42 11% BDHK	47 12% BDeHK	18 5%	32 9% bHK	45 12% BDeHK	17 5%	51 7%	48 7%	89 11% LMO	50 7%
8	430 12%	41 11% H	46 13% H	41 12% H	39 11% H	58 15% eHIK	62 15% beHIK	17 5%	34 9% H	58 15% beHIK	34 9% H	87 12% O	80 11% O	120 15% IMO	51 7%
7	373 10%	40 11% hl	30 8% h	46 13% CEHI	27 7% EHI	46 12% ehI	44 11% ehI	26 7%	23 6% CEHI	50 13% CEHI	41 11% o	70 10% O	73 10% O	90 11% O	49 7%
Middle 5 Box(Net)	1547 42%	153 41%	144 40%	158 45% fj	156 43%	153 39%	174 43%	153 43%	143 40%	147 38%	166 45% fj	297 40%	314 44%	327 41%	296 41%
Middle 3 Box(Net)	948 26%	95 26%	83 23%	94 27%	98 27% j	95 24%	112 28% J	98 27% j	100 28% j	83 22%	90 24%	178 24%	192 27%	207 26%	198 28%
6	331 9%	27 7%	26 7%	36 10%	37 10%	28 7%	42 10% f	27 8%	37 10%	37 10%	34 9%	53 7%	73 10% L	70 9%	64 9%
5	452 12%	53 14% Jk	46 13% j	42 12%	41 11%	44 11%	52 13% j	53 15% Jk	50 14% J	33 9%	38 10%	99 13%	83 12%	96 12%	103 14%
4	165 4%	15 4%	11 3%	16 5%	20 5%	23 6% c	18 4%	18 5%	13 4%	13 3%	18 5%	26 4%	36 5%	41 5%	31 4%
3	226 6%	18 5% BdFGJ	31 9% BdFGJ	18 5%	31 8% BdFGJ	12 3%	18 4%	29 8% bFGJ	20 6% f	14 4% BDFGJ	35 10% BDFGJ	49 7% N	49 7% N	30 4%	49 7% N
2	316 9%	42 11% efGJ	31 9%	38 11% Gj	31 8%	30 8%	23 6%	28 8%	29 8%	27 7%	40 11% Gj	73 10% N	66 9% n	53 7%	57 8%
1	326 9%	34 9% Fg	41 11% FGJ	31 9% F	35 10% FGj	14 4%	23 6% BDEFGJK	55 15% BDEFGJK	34 9% Fg	24 6% f	35 10% FGj	75 10% N	66 9% N	37 5%	89 12% mN
Not At All Important	363 10%	41 11% fG	37 10% G	30 8% g	42 12% FG	28 7% FG	20 5% DFGJk	49 14% dFGJ	46 13% dFGj	34 9% G	36 10% G	78 11% N	72 10% N	48 6%	95 13% mN
Not Sure	10 *	2 1%	1 *	2 1%	2 1%	-	-	-	2 1%	-	1 *	3 n	4 1% N	-	2 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q631

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3717	370	364	353	365	395	401	357	361	383	368	734	718	796	718
Bottom 4 Box (Net)	1231 33%	135 36% FGJ	140 38% FGJ	117 33% FGJ	136 37% FGJ	84 21%	84 21%	161 45% BCDEFGIJ	129 36% FGJ	99 26%	146 40% dFGJ	275 37% N	253 35% N	168 21%	290 40% MN
Bottom 3 Box (Net)	1005 27%	117 32% FGJ	109 30% FGJ	99 28% FGJ	105 29% FGJ	72 18%	66 16%	132 37% CDEFGIJK	109 30% FGJ	85 22% G	111 30% FGJ	226 31% N	204 28% N	138 17%	241 34% MN
Bottom 2 Box (Net)	689 19%	75 20% FGJ	78 21% FGJ	61 17% FG	77 21% FGJ	42 11%	43 11%	104 29% BCDEFGIJK	80 22% FGJ	58 15% fg	71 19% FG	153 21% N	138 19% N	85 11%	184 26% LMN
Mean	5.3	4.9 H	5.0 H	5.2 H	4.9 H	6.2 BCDEHIK	6.1 BCDEHIK	4.3	5.0 H	5.9 BCDEHIK	4.9 H	5.0	5.0 O	6.2 LMO	4.7
Standard Deviation	3.25	3.23	3.27	3.12	3.25	3.12	2.95	3.28	3.35	3.20	3.19	3.25	3.19	3.04	3.33
Standard Error	0.05	0.17	0.17	0.17	0.17	0.16	0.15	0.17	0.18	0.16	0.17	0.12	0.12	0.11	0.12
Median	6	5	5	6	5	7	7	4	5	7	5	5	5	7	5
Sigma	3717 100%	370 100%	364 100%	353 100%	365 100%	395 100%	401 100%	357 100%	361 100%	383 100%	368 100%	734 100%	718 100%	796 100%	718 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q651. Can rank according to their typical energy use - Refrigerators

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3948 93%	396 93%	388 91%	395 93%	389 91%	398 93%	402 95% CE	393 93%	400 94% c	393 92%	394 93%	784 92%	784 92%	800 94% lm	793 93%
No	119 3%	10 2%	14 3%	13 3%	15 4% g	10 2%	7 2%	12 3%	9 2%	16 4% g	13 3%	24 3%	28 3% n	17 2%	21 2%
Not sure	192 5%	21 5%	25 6%	19 4%	23 5%	18 4%	16 4%	18 4%	17 4%	18 4%	17 4%	46 5%	42 5%	34 4%	35 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q651. Can rank according to their typical energy use - Dishwashers

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	3915 92%	388 91%	386 90%	390 91%	390 91%	396 93%	404 95%	386 91%	397 93%	385 90%	393 93%	774 91%	780 91%	800 94%	783 92%
No	139 3%	16 4% g	16 4% g	14 3%	15 4% g	14 3%	7 2%	16 4% g	11 3%	19 4% G	11 3%	32 4%	29 3%	21 2%	27 3%
Not sure	205 5%	23 5%	25 6% g	23 5%	22 5%	16 4%	14 3%	21 5%	18 4%	23 5%	20 5%	48 6% N	45 5% n	30 4%	39 5%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Most Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
K	465 12%	57 14% dEFg	62 16% DEFhK	39 10%	38 10%	28 7%	42 10% f	45 11% F	52 13% F	60 15% DEFGk	42 11% f	119 15% MNo	77 10%	70 9%	97 12% N
L	9 *	2 1%	-	-	1 *	1 *	1 *	2 1%	1 *	1 *	-	2 *	1 *	2 *	3 *
M	3339 85%	321 81%	310 80%	346 88% BCJ	338 87% BCJ	360 90% BCGHIJK	343 85% CJ	333 85% cj	338 85% cj	314 80%	336 85% CJ	631 80%	684 87% L	703 88% Lo	671 85% L
J	135 3%	16 4%	16 4%	10 3%	12 3%	9 2%	16 4%	13 3%	9 2%	18 5% fi	16 4%	32 4%	22 3%	25 3%	22 3%
Sigma	3948 100%	396 100%	388 100%	395 100%	389 100%	398 100%	402 100%	393 100%	400 100%	393 100%	394 100%	784 100%	784 100%	800 100%	793 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the 2nd Most Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
K	13	1	-	1	2	-	-	-	1	-	8	1	3	-	1
					1%						2%		n		
L	525	68	76	41	40	32	44	48	58	66	52	144	81	76	106
	13%	17%	20%	10%	10%	8%	11%	12%	15%	17%	13%	18%	10%	10%	13%
		DEFGH	DEFGHIK					i	deF	DEFGh	F	MNO			mN
M	144	20	18	11	12	10	17	14	9	18	15	38	23	27	23
	4%	5%	5%	3%	3%	3%	4%	4%	2%	5%	4%	5%	3%	3%	3%
		fi	i							i		mO			
J	3266	307	294	342	335	356	341	331	332	309	319	601	677	697	663
	83%	78%	76%	87%	86%	89%	85%	84%	83%	79%	81%	77%	86%	87%	84%
				BCJK	BCJK	BCgHIJK	BCJ	BCJ	bC		c		L	LO	L
Sigma	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the 3rd Most Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
K	30 1%	6 2% ehj	3 1%	2 1%	1 *	3 1%	3 1%	1 *	5 1%	1 *	5 1%	9 1% m	3 *	6 1%	6 1%
L	3374 85%	319 81%	306 79%	351 89% BCiJK	345 89% BCiJK	364 91% BCHIJK	355 88% BCiJK	342 87% BCj	337 84% c	324 82%	331 84% c	625 80%	696 89% Lo	719 90% LO	679 86% L
M	115 3%	13 3%	14 4%	10 3%	8 2%	10 3%	11 3%	14 4%	16 4%	8 2%	11 3%	27 3%	18 2%	21 3%	30 4% m
J	429 11%	58 15% DEFGHi	65 17% DEFGHiK	32 8%	35 9% F	21 5%	33 8% f	36 9% F	42 11% F	60 15% DEFGHI	47 12% dFg	123 16% MNO	67 9%	54 7%	78 10% N
Sigma	3948 100%	396 100%	388 100%	395 100%	389 100%	398 100%	402 100%	393 100%	400 100%	393 100%	394 100%	784 100%	784 100%	800 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Least Energy - refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
K	3440 87%	332 84%	323 83%	353 89% BCJ	348 89% BCiJ	367 92% BChJK	357 89% BCj	347 88% bC	342 86%	332 84%	339 86%	655 84%	701 89% L	724 91% LO	689 87% I
L	40 1%	7 2% FgHj	6 2% fh	3 1%	3 1%	1 *	2 *	1 *	4 1%	2 1%	11 3% DEFGHIJ	13 2% No	6 1%	3 *	5 1%
M	350 9%	42 11% dF	46 12% DeFghk	28 7%	31 8% F	18 5%	31 8% f	32 8% F	37 9% F	53 13% DEFGHIK	32 8% F	88 11% MNo	59 8%	49 6%	69 9% N
J	118 3%	15 4% eJ	13 3% j	11 3%	7 2%	12 3%	12 3%	13 3%	17 4% EJ	6 2%	12 3%	28 4%	18 2%	24 3%	30 4% m
Sigma	3948 100%	396 100%	388 100%	395 100%	389 100%	398 100%	402 100%	393 100%	400 100%	393 100%	394 100%	784 100%	784 100%	800 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Most Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
K	445 11%	48 12% dG	49 13% DFG	32 8%	45 12% g	35 9%	32 8%	45 12% g	48 12% dG	62 16% DeFGH	49 12% dfG	97 13% mN	77 10%	67 8%	93 12% N
L	10 *	3 1% efgj	2 1%	2 1%	-	-	-	1 *	1 *	-	1 *	5 1% N	2 *	-	2 *
M	3338 85%	321 83%	321 83%	344 88% BCiJ	337 86% J	350 88% BCiJ	360 89% BChIJK	328 85%	332 84%	311 81%	334 85%	642 83%	681 87% Lo	710 89% LO	660 84%
J	122 3%	16 4% e	14 4%	12 3%	8 2%	11 3%	12 3%	12 3%	16 4%	12 3%	9 2%	30 4%	20 3%	23 3%	28 4%
Sigma	3915 100%	388 100%	386 100%	390 100%	390 100%	396 100%	404 100%	386 100%	397 100%	385 100%	393 100%	774 100%	780 100%	800 100%	783 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q660. Uses the 2nd Most Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
K	6	-	4 1%	-	-	-	1	-	-	1	-	4 1%	-	1	-
			BDEFHIK									MO			
L	580 15%	70 18%	72 19%	38 10%	57 15%	42 11%	35 9%	50 13%	55 14%	70 18%	91 23%	142 18%	95 12%	77 10%	105 13%
		DFGh	DFGHi		DfG			g	dG	DFGHi	bDEFGHij	MNO			N
M	125 3%	18 5%	13 3%	12 3%	8 2%	11 3%	12 3%	13 3%	16 4%	12 3%	10 3%	31 4%	20 3%	23 3%	29 4%
		E													
J	3204 82%	300 77%	297 77%	340 87%	325 83%	343 87%	356 88%	323 84%	326 82%	302 78%	292 74%	597 77%	665 85%	699 87%	649 83%
				BCIJK	BCjK	BCiJK	BCehJK	BCjK	bcK				L	LO	L
Sigma	3915 100%	388 100%	386 100%	390 100%	390 100%	396 100%	404 100%	386 100%	397 100%	385 100%	393 100%	774 100%	780 100%	800 100%	783 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the 3rd Most Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
K	20 1%	5 1% EFgK	2 1%	2 1%	-	-	1 *	3 1% efk	3 1% efk	4 1% EFK	-	7 1% mN	2 *	1 *	6 1% n
L	3308 84%	313 81%	309 80%	349 89% BCehJK	333 85% bCjK	354 89% BCeJK	368 91% BCEHIJK	330 85% bCjK	340 86% bCjK	311 81%	301 77%	622 80%	682 87% L	722 90% LmO	670 86% L
M	115 3%	15 4% fi	12 3%	14 4%	11 3%	7 2%	16 4% fi	10 3%	7 2%	12 3%	11 3%	27 3%	25 3%	23 3%	17 2%
J	472 12%	55 14% DFG	63 16% DeFGHi	25 6%	46 12% DG	35 9% G	19 5%	43 11% DG	47 12% DG	58 15% DFG	81 21% BDEFGHIJ	118 15% MNO	71 9% n	54 7%	90 11% N
Sigma	3915 100%	388 100%	386 100%	390 100%	390 100%	396 100%	404 100%	386 100%	397 100%	385 100%	393 100%	774 100%	780 100%	800 100%	783 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Uses the Least Energy - dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
K	3444 88%	335 86%	331 86%	356 91% BChiJk	345 88% J	361 91% BCiJk	370 92% BChIJk	338 88% j	346 87% j	318 83%	344 88% j	666 86%	701 90% L	731 91% LO	684 87%
L	17 *	2 1%	3 1% efk	1 *	-	-	1 *	5 1% dEFgiK	1 *	4 1% EFK	-	5 1% n	1 *	1 *	6 1% mn
M	337 9%	34 9% DG	40 10% DG	20 5%	34 9% DG	28 7% g	16 4%	35 9% DG	42 11% DFG	50 13% bDeFGh	38 10% DG	74 10% mN	54 7%	44 6%	77 10% MN
J	117 3%	17 4% Fhi	12 3%	13 3%	11 3%	7 2%	17 4% Fhi	8 2%	8 2%	13 3%	11 3%	29 4% O	24 3%	24 3%	16 2%
Sigma	3915 100%	388 100%	386 100%	390 100%	390 100%	396 100%	404 100%	386 100%	397 100%	385 100%	393 100%	774 100%	780 100%	800 100%	783 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Please rank these refrigerators according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Refrigerator

Base: Total For Refrigerator

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Order	3235 76%	302 71%	292 68%	339 79% BCJK	333 78% BCJ	355 83% BCEHIJK	339 80% BCJK	329 78% BCJ	328 77% BCj	306 72%	312 74% c	594 70%	672 79% L	694 82% LO	657 77% L
Incorrect Order	713 17%	94 22% DEFGHi	96 22% DEFGHI	56 13%	56 13%	43 10%	63 15% F	64 15% F	72 17% F	87 20% DEFGH	82 19% DEFg	190 22% MNO	112 13%	106 12%	136 16% mN
Cannot Rank	119 3%	10 2%	14 3%	13 3%	15 4% g	10 2%	7 2%	12 3%	9 2%	16 4% g	13 3%	24 3%	28 3% n	17 2%	21 2%
Not Sure	192 5%	21 5%	25 6%	19 4%	23 5%	18 4%	16 4%	18 4%	17 4%	18 4%	17 4%	46 5%	42 5%	34 4%	35 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q660. Please rank these dishwashers according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs.

Dishwasher

Base: Total For Dishwasher

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Order	3169 74%	294 69%	296 69%	337 79%	323 76%	343 81%	355 84%	319 75%	322 76%	296 69%	284 67%	590 69%	660 77%	698 82%	641 76%
Incorrect Order	746 18%	94 22%	90 21%	53 12%	67 16%	53 12%	49 12%	67 16%	75 18%	89 21%	109 26%	184 22%	120 14%	102 12%	142 17%
Cannot Rank	139 3%	16 4%	16 4%	14 3%	15 4%	14 3%	7 2%	16 4%	11 3%	19 4%	11 3%	32 4%	29 3%	21 2%	27 3%
Not Sure	205 5%	23 5%	25 6%	23 5%	22 5%	16 4%	14 3%	21 5%	18 4%	23 5%	20 5%	48 6%	45 5%	30 4%	39 5%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q665. What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models?

Refrigerator

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3880 91%	378 89%	377 88%	389 91%	394 92%	396 93%	394 93%	391 92%	392 92%	390 91%	379 89%	755 88%	783 92%	790 93%	783 92%
Incorrect Response	220 5%	25 6%	30 7%	21 5%	18 4%	13 3%	18 4%	25 6%	23 5%	19 4%	28 7%	55 6%	39 5%	31 4%	48 6%
Not sure	159 4%	24 6%	20 5%	17 4%	15 4%	17 4%	13 3%	7 2%	11 3%	18 4%	17 4%	44 5%	32 4%	30 4%	18 2%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q665. What is the difference in typical yearly energy use, measured  
 in kilowatt-hours (kWh), between these two models?

Dishwasher

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Correct Response	3464 81%	335 78%	355 83% bj	341 80%	343 80%	343 81%	357 84% BJ	344 81%	353 83%	336 79%	357 84% BdJ	690 81%	684 80%	700 82%	697 82%
Incorrect Response	600 14%	68 16% Ck	48 11%	67 16% ck	64 15%	64 15%	55 13%	61 14%	60 14%	65 15% ck	48 11%	116 14%	131 15%	119 14%	121 14%
Not sure	195 5%	24 6% gi	24 6% gi	19 4%	20 5%	19 4%	13 3%	18 4%	13 3%	26 6% Gi	19 4%	48 6% no	39 5%	32 4%	31 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Weighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Top 4 Box (Net)	1561 40%	145 37%	146 38%	145 37%	142 37%	191 48%	199 50%	133 34%	153 38%	171 44%	136 35%	291 37%	287 37%	390 49%	286 36%
Top 3 Box (Net)	1183 30%	105 27%	114 29%	100 25%	104 27%	154 39%	153 38%	107 27%	117 29%	133 34%	96 24%	219 28%	204 26%	307 38%	224 28%
Top 2 Box (Net)	719 18%	66 17%	64 16%	61 15%	65 17%	87 22%	93 23%	72 18%	77 19%	76 19%	58 15%	130 17%	126 16%	180 23%	149 19%
(10)Extremely Important	434 11%	48 12%	34 9%	37 9%	40 10%	56 14%	55 14%	42 11%	44 11%	42 11%	36 9%	82 10%	77 10%	111 14%	86 11%
9	285 7%	18 5%	30 8%	24 6%	25 6%	31 8%	38 9%	30 8%	33 8%	34 9%	22 6%	48 6%	49 6%	69 9%	63 8%
8	464 12%	39 10%	50 13%	39 10%	39 10%	67 17%	60 15%	35 9%	40 10%	57 15%	38 10%	89 11%	78 10%	127 16%	75 9%
7	378 10%	40 10%	32 8%	45 11%	38 10%	37 9%	46 11%	26 7%	36 9%	38 10%	40 10%	72 9%	83 11%	83 10%	62 8%
Middle 5 Box(Net)	1746 44%	176 44%	158 41%	182 46%	173 44%	173 43%	177 44%	162 41%	191 48%	175 45%	179 45%	334 43%	355 45%	350 44%	353 45%
Middle 3 Box(Net)	1057 27%	105 27%	104 27%	99 25%	91 23%	116 29%	102 25%	108 27%	121 30%	100 25%	111 28%	209 27%	190 24%	218 27%	229 29%
6	353 9%	31 8%	34 9%	36 9%	34 9%	37 9%	35 9%	26 7%	43 11%	36 9%	41 10%	65 8%	70 9%	72 9%	69 9%
5	486 12%	44 11%	47 12%	44 11%	37 10%	56 14%	52 13%	56 14%	58 15%	46 12%	46 12%	91 12%	81 10%	108 14%	114 14%
4	218 6%	30 8%	23 6%	19 5%	20 5%	23 6%	15 4%	26 7%	20 5%	18 5%	24 6%	53 7%	39 5%	38 5%	46 6%
3	311 8%	31 8%	22 6%	38 10%	44 11%	20 5%	29 7%	28 7%	34 9%	37 9%	28 7%	53 7%	82 10%	49 6%	62 8%
2	367 9%	39 10%	42 11%	42 11%	30 8%	30 8%	33 8%	42 11%	29 7%	35 9%	45 11%	81 10%	72 9%	63 8%	71 9%
1	295 7%	30 8%	36 9%	36 9%	40 10%	12 3%	17 4%	45 11%	29 7%	16 4%	34 9%	66 8%	76 10%	29 4%	74 9%
Not At All Important	342 9%	43 11%	37 10%	34 9%	41 11%	28 7%	22 5%	35 9%	31 8%	32 8%	39 10%	80 10%	75 10%	50 6%	66 8%
Not Sure	15 *	3 1%	1 *	1 *	1 *	1 *	- -	2 1%	3 1%	2 1%	1 *	4 1%	2 *	1 *	5 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

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 Table 76

Refrigerator

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3948	396	388	395	389	398	402	393	400	393	394	784	784	800	793
Bottom 4 Box (Net)	1315 33%	143 36% FGj	137 35% FG	150 38% FGIJ	155 40% FGIJ	90 23%	101 25%	150 38% FGIJ	123 31% Fg	120 31% Fg	146 37% FGij	280 36% N	305 39% No	191 24%	273 34% N
Bottom 3 Box (Net)	1004 25%	112 28% FGiJ	115 30% FGIJ	112 28% FGIJ	111 29% FGIJ	70 18%	72 18%	122 31% FGIJ	89 22% f	83 21%	118 30% FGIJ	227 29% N	223 28% N	142 18%	211 27% N
Bottom 2 Box (Net)	637 16%	73 18% FGJ	73 19% FGJ	70 18% FGJ	81 21% FGIJ	40 10%	39 10%	80 20% FGIJ	60 15% FG	48 12%	73 19% FGJ	146 19% N	151 19% N	79 10%	140 18% N
Mean	5.2	5.0	5.0	5.0	4.9	5.9 BCDEHIJK	6.0 BCDEHIJK	4.9	5.4 dEHK	5.5 BCDEHK	4.9	5.0	4.9	5.9 LMO	5.1
Standard Deviation	3.16	3.23	3.19	3.13	3.24	3.01	3.01	3.23	3.09	3.09	3.13	3.21	3.18	3.01	3.17
Standard Error	0.05	0.16	0.16	0.16	0.16	0.15	0.15	0.16	0.16	0.16	0.16	0.11	0.11	0.11	0.11
Median	5	5	5	5	5	6	6	5	5	6	5	5	5	6	5
Sigma	3948 100%	396 100%	388 100%	395 100%	389 100%	398 100%	402 100%	393 100%	400 100%	393 100%	394 100%	784 100%	784 100%	800 100%	793 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Weighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Top 4 Box (Net)	1579 40%	142 37% h	140 36%	159 41% HK	143 37% h	209 53% BCDEHJK	202 50% BCDEHIK	119 31%	158 40% Hk	174 45% BCEHK	133 34%	282 36%	302 39%	411 51% LMO	277 35%
Top 3 Box (Net)	1170 30%	102 26%	99 26%	108 28%	110 28%	162 41% BCDEHJK	156 39% BCDEHIK	92 24%	118 30% hk	129 34% BCdHK	94 24%	201 26%	218 28%	318 40% LMO	210 27%
Top 2 Box (Net)	731 19%	63 16%	63 16%	65 17%	68 17%	110 28% K	95 24% BCDEHIK	62 16%	79 20% K	75 19% K	51 13%	126 16%	133 17%	205 26% LMO	141 18%
(10)Extremely Important	432 11%	41 11%	37 10%	36 9%	40 10%	67 17% BCDEHJK	52 13% K	43 11%	45 11%	38 10%	33 8%	78 10%	76 10%	119 15% LMO	88 11%
9	299 8%	22 6%	26 7%	29 7% k	28 7% BCdeHK	43 11% BceHK	43 11%	19 5%	34 9% HK	37 10% BHK	18 5%	48 6%	57 7%	86 11% LMO	53 7%
8	439 11%	39 10%	36 9%	43 11%	42 11%	52 13% CH	61 15% BCdeHk	30 8%	39 10%	54 14% bCHi	43 11%	75 10%	85 11%	113 14% LmO	69 9%
7	409 10%	40 10%	41 11% h	51 13% EH	33 8%	47 12% H	46 11% H	27 7%	40 10%	45 12% H	39 10%	81 10%	84 11%	93 12% O	67 9%
Middle 5 Box(Net)	1757 45%	175 45%	176 46%	172 44%	176 45%	169 43%	184 46%	171 44%	177 45%	175 45%	182 46%	351 45%	348 45%	353 44%	348 44%
Middle 3 Box(Net)	1080 28%	113 29%	108 28%	99 25%	111 28%	101 26%	115 28%	112 29%	110 28%	101 26%	110 28%	221 29%	210 27%	216 27%	222 28%
6	366 9%	31 8%	45 12% bdfhl	31 8%	38 10%	32 8%	42 10% i	29 8%	28 7%	44 11% hl	46 12% bdfHl	76 10% o	69 9%	74 9%	57 7%
5	497 13%	57 15% J	44 11%	51 13% j	49 13%	45 11%	54 13% j	56 15% J	62 16% cfJk	35 9%	44 11%	101 13%	100 13%	99 12%	118 15%
4	217 6%	25 6%	19 5%	17 4%	24 6%	24 6%	19 5%	27 7%	20 5%	22 6%	20 5%	44 6%	41 5%	43 5%	47 6%
3	268 7%	22 6%	27 7%	22 6%	32 8%	21 5%	23 6%	32 8% f	27 7%	29 8%	33 8% i	49 6%	54 7%	44 6%	59 8%
2	285 7%	39 10% FGHiJ	28 7%	37 9% FGHJ	35 9% FGHJ	18 5%	19 5%	22 6%	26 7%	20 5%	41 10% FGHiJ	67 9% No	72 9% NO	37 5%	48 6%
1	339 9%	35 9% Fg	48 12% EFGiJ	38 10% FGj	29 7% F	16 4%	24 6% bEFGJk	52 13% F	34 9% F	25 6%	38 10% FG	83 11% N	67 9% N	40 5% N	86 11% N
Not At All Important	356 9%	36 9% G	34 9% G	35 9% G	39 10% G	31 8%	21 5%	47 12% FG	42 11% G	35 9% G	36 9% G	70 9% n	74 9% N	52 7% N	89 11% N
Not Sure	8 *	1 *	1 *	-	1 *	-	-	2 1%	-	1 *	2 1%	2 *	1 *	-	2 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models?

Dishwasher

Base: Qualified Respondents Who Responded Yes to Q651

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	3915	388	386	390	390	396	404	386	397	385	393	774	780	800	783
Bottom 4 Box (Net)	1248 32%	132 34% FGj	137 35% FGJ	132 34% FGj	135 35% FGj	86 22%	87 22%	153 40% dFGIJ	129 32% FG	109 28% FG	148 38% FGJ	269 35% N	267 34% N	173 22%	282 36% N
Bottom 3 Box (Net)	980 25%	110 28% FGJ	110 28% FGJ	110 28% FGJ	103 26% FGj	65 16%	64 16%	121 31% FGiJ	102 26% FG	80 21% g	115 29% FGJ	220 28% N	213 27% N	129 16%	223 28% N
Bottom 2 Box (Net)	695 18%	71 18% FG	82 21% FGJ	73 19% FG	68 17% FG	47 12%	45 11%	99 26% BDEFGIJK	76 19% FG	60 16% g	74 19% FG	153 20% N	141 18% N	92 12%	175 22% MN
Mean	5.3	5.0 h	5.0	5.2 H	5.1 h	6.1 BCDEHIJK	6.1 BCDEHIJK	4.6	5.2 H	5.6 BCdEHK	4.9	5.0	5.1	6.1 LMO	4.9
Standard Deviation	3.18	3.16	3.17	3.17	3.17	3.12	2.95	3.27	3.24	3.12	3.09	3.16	3.17	3.03	3.26
Standard Error	0.05	0.16	0.16	0.16	0.16	0.16	0.15	0.17	0.16	0.16	0.16	0.11	0.11	0.11	0.12
Median	5	5	5	5	5	7	7	5	5	6	5	5	5	7	5
Sigma	3915 100%	388 100%	386 100%	390 100%	390 100%	396 100%	404 100%	386 100%	397 100%	385 100%	393 100%	774 100%	780 100%	800 100%	783 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q680. Can you tell, from the information provided, if one refrigerator has a higher overall quality than the other?

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	618 15%	43 10%	53 12% k	50 12%	50 12%	96 23% BCDEHIK	98 23% BCDEHIK	44 10%	54 13% k	93 22% BCDEHIK	37 9%	96 11%	100 12%	194 23% LMO	98 12%
No	3142 74%	320 75% FGJ	318 74% FGJ bcEFGJ	341 80% FGJ	314 74% FGJ	283 66%	282 66% cEFGJ	336 79%	327 77% FGJ	289 68%	332 78% FGJ	638 75% N	655 77% N	565 66%	663 78% N
Not sure	499 12%	64 15% DfgHij	56 13% D	36 8%	63 15% DgHij	47 11%	45 11%	43 10%	45 11%	45 11%	55 13% D	120 14% NO	99 12%	92 11%	88 10%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q680. Can you tell, from the information provided, if one dishwasher has a higher overall quality than the other?

Base: Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	589 14%	42 10%	46 11%	44 10%	44 10%	96 23%	94 22%	47 11%	53 12%	89 21%	34 8%	88 10%	88 10%	190 22%	100 12%
No	3215 75%	336 79%	314 74%	338 79%	334 78%	288 68%	298 70%	338 80%	326 77%	303 71%	340 80%	650 76%	672 79%	586 69%	664 78%
Not sure	455 11%	49 11%	67 16%	45 11%	49 11%	42 10%	33 8%	38 9%	47 11%	35 8%	50 12%	116 14%	94 11%	75 9%	85 10%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q685. Which refrigerator has the highest overall quality?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	618	43*	53*	50*	50*	96*	98*	44*	54*	93*	37*	96*	100	194	98*
Weighted Base	618	43*	53*	50*	50*	96*	98*	44*	54*	93*	37*	96*	100	194	98*
Product M	54 9%	8 19% FGJ	4 8%	8 16% FGJ	7 14% FgJ	3 3%	5 5%	6 14% Fgj	6 11% f	4 4%	3 8%	12 13% N	15 15% N	8 4%	12 12% N
Product J	21 3%	2 5% GJ	4 8% FGJ	3 6% fGJ	1 2%	1 1%	-	3 7% fGJ	5 9% FGJ	-	2 5% GJ	6 6% N	4 4% N	1 1%	8 8% N
Product K	495 80%	29 67%	39 74%	36 72%	36 72%	91 95% BCDEHIK	89 91% BCDEHIK	30 68%	34 63%	87 94% BCDEHIK	24 65%	68 71%	72 72%	180 93% LMO	64 65%
Product L	48 8%	4 9% Fj	6 11% FgJ	3 6% f	6 12% FgJ	1 1%	4 4%	5 11% FJ	9 17% dFGJ	2 2%	8 22% DFGJ	10 10% N	9 9% N	5 3%	14 14% N
Sigma	618 100%	43 100%	53 100%	50 100%	50 100%	96 100%	98 100%	44 100%	54 100%	93 100%	37 100%	96 100%	100 100%	194 100%	98 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q685. Which dishwasher has the highest overall quality?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	589	42*	46*	44*	44*	96*	94*	47*	53*	89*	34*	88*	88*	190	100
Weighted Base	589	42*	46*	44*	44*	96*	94*	47*	53*	89*	34*	88*	88*	190	100
Product M	53 9%	2 5%	2 4%	8 18%	6 14%	3 3%	3 3%	10 21%	9 17%	4 4%	6 18%	4 5%	14 16%	6 3%	19 19%
Product J	23 4%	3 7%	3 7%	3 7%	-	1 1%	-	6 13%	3 6%	1 1%	3 9%	6 N	3 n	1 1%	9 N
Product K	473 80%	33 79%	35 76%	28 64%	35 80%	89 93%	90 96%	28 60%	31 58%	81 91%	23 68%	68 77%	63 72%	179 94%	59 59%
Product L	40 7%	4 10%	6 13%	5 11%	3 7%	3 3%	1 1%	3 6%	10 19%	3 3%	2 6%	10 11%	8 9%	4 2%	13 13%
Sigma	589 100%	42 100%	46 100%	44 100%	44 100%	96 100%	94 100%	47 100%	53 100%	89 100%	34 100%	88 100%	88 100%	190 100%	100 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q694 Based on this information, which of these refrigerators, if any, qualify for the federal program?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1792	42*	337	47*	322	167	323	35*	321	165	33*	379	369	490	356
Weighted Base	1792	42*	337	47*	322	167	323	35*	321	165	33*	379	369	490	356
Product L	1462 82%	14 33%	323 96%	21 45%	303 94%	97 58%	286 89%	16 46%	307 96%	83 50%	12 36%	337 89%	324 88%	383 78%	323 91%
			BDFGHJK		BDFGHJK	BK	BDFHJK		BDFGHJK	b		N	N		N
Product M	172 10%	11 26%	9 3%	4 9%	8 2%	55 33%	23 7%	11 31%	2 1%	41 25%	8 24%	20 5%	12 3%	78 16%	13 4%
		CDEGI		CEI		i CDEGI	CEI	CDEGI		CDEGI	CdEGI			LMO	
Product J	201 11%	10 24%	13 4%	9 19%	5 2%	66 40%	21 7%	11 31%	5 2%	50 30%	11 33%	23 6%	14 4%	87 18%	16 4%
		CEGI		ei		bCDEGIj	EI	CEGI		CEGI	CEGI			LMO	
Product K	1656 92%	28 67%	325 96%	34 72%	313 97%	148 89%	314 97%	27 77%	305 95%	140 85%	22 67%	353 93%	347 94%	462 94%	332 93%
			BDFHJK		BDFHJK	BDhK	BDFHJK		BDFHJK	BdK					
Not sure	47 3%	2 5%	4 1%	6 13%	-	12 7%	3 1%	-	1 *	16 10%	3 9%	6 2%	6 2%	15 3%	1 *
		cEGI		e CEGHI		CEGI	e			CEGHI	CEGHI			O	
None of these	30 2%	7 17%	-	5 11%	-	2 1%	-	4 11%	1 *	6 4%	5 15%	7 2%	5 1%	2 *	5 1%
		CEFGIJ		CEFGIj		CEG		CEFGIj		CEGI	CEFGIJ		N		
Sigma	3568 199%	72 171%	674 200%	79 168%	629 195%	380 228%	647 200%	69 197%	621 193%	336 204%	61 185%	746 197%	708 192%	1027 210%	690 194%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base



Q694 Based on this information, which of these dishwashers, if any, qualify for the federal program?

Base: Qualified Respondents Who Responded "Yes" to Q680

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1778	47*	325	44*	316	179	319	39*	321	154	34*	372	360	498	360
Weighted Base	1778	47*	325	44*	316	179	319	39*	321	154	34*	372	360	498	360
Product L	1441 81%	13 28% BDFGHJK	315 97%	19 43%	300 95% BDFGHJK	109 61% BDHJK	280 88% BDFHJK	14 36%	308 96% BDFGHJK	73 47% Bk	10 29%	328 88% N	319 89% N	389 78%	322 89% N
Product M	171 10%	9 19% CEGI	4 1%	8 18% CEGI	1 3% bCdEgIj	57 32% CEI	22 7% CEGI	13 33% cE	11 3% CEGI	38 25% CEGI	8 24% CEGI	13 3% LMO	9 3% IM	79 16% IM	24 7% IM
Product J	200 11%	9 19% CEGI	3 1%	11 25% CEGI	2 1% BCdEgIj	71 40% CEI	30 9% CEGI	12 31% cE	9 3% CEGI	46 30% CEGI	7 21% CEGI	12 3% LMO	13 4% LMO	101 20% LMO	21 6% I
Product K	1647 93%	28 60% BDFHIJK	320 98% bK	34 77% BDFHIJK	311 98% BDHK	160 89% BDFHJK	308 97% BDFHJK	27 69% BDFHJK	306 95% BDFHJK	134 87% BHK	19 56% BHK	348 94% BHK	345 96% o	468 94% o	333 93% o
Not sure	49 3%	7 15% CEfGI	1 3%	3 7% CEGI	3 1% i	12 7% CEGI	6 2% cl	2 5% CEI	-	12 8% CEGI	3 9% CEGI	8 2% o	6 2% mO	18 4% mO	2 1% n
None of these	36 2%	6 13% CEFGIJ	1 3%	4 9% CEFGI	-	3 2% cE	1 3% CEFGIJ	6 15% CEFGIJ	2 1% CEFGIJ	5 3% CEGI	8 24% CdEFGIJ	7 2% CdEFGIJ	4 1% CdEFGIJ	4 1% CdEFGIJ	8 2% n
Sigma	3544 199%	72 153%	644 198%	79 180%	617 195%	412 230%	647 203%	74 190%	636 198%	308 200%	55 162%	716 192%	696 193%	1059 213%	710 197%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q692. Based on this information, can you tell if any of the refrigerators qualify for the federal governments Energy Star program?

Base: Total for refrigerators

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Can Tell(Net)	1792 42%	42 10% BDFHJK	337 79%	47 11%	322 75% BDFHJK	167 39% BDHK	323 76% BDFHJK	35 8%	321 75% BDFHJK	165 39% BDHK	33 8%	379 44%	369 43% LMO	490 58%	356 42%
Product L	1462 34%	14 3% BDFGHJK	323 76%	21 5%	303 71% BDFHJK	97 23% BDHK	286 67% BDFHJK	16 4%	307 72% BDFHJK	83 19% BDHK	12 3%	337 39%	324 38% LMO	383 45%	323 38%
Product M	172 4%	11 3% dl	9 2% l	4 1%	8 2% i	55 13% BCDEGHK	23 5%	11 3% dl	2 *	41 10% BCDEGHK	8 2% i	20 2%	12 1% LMO	78 9%	13 2%
Product J	201 5%	10 2%	13 3% ei	9 2%	5 1% BCDEGHK	66 15% BDEHk	21 5%	11 3%	5 1%	50 12% BCDEGHK	11 3%	23 3%	14 2% LMO	87 10%	16 2%
Product K	1656 39%	28 7% BDFHJK	325 76%	34 8%	313 73% BDFHJK	148 35% BDHK	314 74% BDFHJK	27 6%	305 72% BDFHJK	140 33% BDHK	22 5%	353 41%	347 41% LMO	462 54%	332 39%
Not sure	47 1%	2 *	4 1% EH	6 1% EHi	- 1%	12 3% BCEGHK	3 1% eh	- 1%	1 *	16 4% BCDEGHK	3 1% eh	6 1% o	6 1% o	15 2% LMO	1 *
None of these	30 1%	7 2% CEFGI	-	5 1% CEG	-	2 *	-	4 1% CEG	1 *	6 1% CEGi	5 1% CEG	7 1% n	5 1% n	2 *	5 1%
Cannot Tell	1779 42%	289 68% CEFGIJ	45 11% CEFGIJ	303 71% CEFGIJ	58 14% CEGI	166 39% CEGI	53 12% CEFGIJ	302 71% CEFGIJ	70 16% C	189 44% CEGI	304 72% CEFGIJ	334 39% N	361 42% N	219 26% LN	372 44% LN
Not sure if can tell	688 16%	96 22% CEGIJ	45 11% CEGI	77 18% CEGI	47 11% CEGIj	93 22% CEGIj	49 12% CEGI	86 20% CEGI	35 8% CEGI	73 17% CEGI	87 21% CEGI	141 17% CEGI	124 15% CEGI	142 17% CEGI	121 14% CEGI
Sigma	6035 142%	457 107%	764 179%	459 107%	734 172%	639 150%	749 176%	457 108%	726 170%	598 140%	452 107%	1221 143%	1193 140%	1388 163%	1183 139%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q692. Based on this information, can you tell if any of the dishwashers qualify for the federal governments Energy Star program?

Base: Total for dishwashers

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Can Tell(Net)	1778 42%	47 11% BDFHJK	325 76% BDFHJK	44 10% BDFHJK	316 74% BDFHJK	179 42% BDHJK	319 75% BDFHJK	39 9% BDFHJK	321 75% BDFHJK	154 36% BDHK	34 8% BDFHJK	372 44% BDFHJK	360 42% BDFHJK	498 59% LMO	360 42% LMO
Product L	1441 34%	13 3% BDFGHJK	315 74% BDFGHJK	19 4% K	300 70% BDFHJK	109 26% BDHJK	280 66% BDFHJK	14 3% BDFGHJK	308 72% BDFGHJK	73 17% BDHK	10 2% BDFHJK	328 38% BDFHJK	319 37% BDFHJK	389 46% LMO	322 38% LMO
Product M	171 4%	9 2% E	4 1% E	8 2% E	1 * E	57 13% BCDEGHJK	22 5% BCDEiK	13 3% CE	11 3% CE	38 9% BCDEGHJK	8 2% E	13 2% E	9 1% LMO	79 9% LMO	24 3% IM
Product J	200 5%	9 2% cE	3 1% E	11 3% CE	2 * E	71 17% BCDEGHJK	30 7% BCDEHIK	12 3% CE	9 2% CE	46 11% BCDEGHJK	7 2% e	12 1% E	13 2% E	101 12% LMO	21 2% LMO
Product K	1647 39%	28 7% BDFHJK	320 75% BDFHJK	34 8% K	311 73% BDFHJK	160 38% BDHJK	308 72% BDFHJK	27 6% BDFHJK	306 72% BDFHJK	134 31% BDHK	19 4% BDFHJK	348 41% BDFHJK	345 40% BDFHJK	468 55% LMO	333 39% LMO
Not sure	49 1%	7 2% Chl	1 * E	3 1% i	3 1% i	12 3% CDEHIK	6 1% cl	2 * E	- - CDEHIK	12 3% E	3 1% i	8 1% o	6 1% LMO	18 2% LMO	2 * E
None of these	36 1%	6 1% cEg	1 * E	4 1% E	- - E	3 1% e	1 * E	6 1% cEg	2 * E	5 1% E	8 2% CEGi	7 1% E	4 * E	4 * E	8 1% E
Cannot Tell	1806 42%	287 67% CEFGIJ	60 14% CEFGIJ	297 70% CEFGIJ	66 15% CEGI	164 38% CEGI	58 14% BCDEFGIJ	318 75% BCDEFGIJ	72 17% BCDEFGIJ	186 44% CEGI	298 70% CEFGIJ	347 41% N	363 43% N	222 26% LN	390 46% LN
Not sure if can tell	675 16%	93 22% CEGHI	42 10% CEGHI	86 20% CEGHI	45 11% CEGI	83 19% CEGI	48 11% i	66 16% CEGI	33 8% CEGI	87 20% CEGHI	92 22% CEGHI	135 16% O	131 15% O	131 15% O	99 12% O
Sigma	6025 141%	452 106%	746 175%	462 108%	728 170%	659 155%	753 177%	458 108%	741 174%	581 136%	445 105%	1198 140%	1190 139%	1412 166%	1199 141%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label L

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1462	14**	323	21**	303	97*	286	16**	307	83*	12**	337	324	383	323
Weighted Base	1462	14**	323	21**	303	97*	286	16**	307	83*	12**	337	324	383	323
Region 0001	487 33%	4 29%	312 97%	11 52%	2 1%	53 55%	27 9%	4 25%	-	69 83%	5 42%	316 94%	13 4%	80 21%	4 1%
Region 0002	842 58%	-	3 1%	-	294 97%	-	245 86%	-	300 98%	-	-	3 1%	294 91%	245 64%	300 93%
Undefined	133 9%	10 71%	8 2%	10 48%	7 2%	44 45%	14 5%	12 75%	7 2%	14 17%	7 58%	18 5%	17 5%	58 15%	19 6%
Sigma	1462 100%	14 100%	323 100%	21 100%	303 100%	97 100%	286 100%	16 100%	307 100%	83 100%	12 100%	337 100%	324 100%	383 100%	323 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label M

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	172	11**	9**	4**	8**	55*	23**	11**	2**	41*	8**	20**	12**	78*	13**
Weighted Base	172	11**	9**	4**	8**	55*	23**	11**	2**	41*	8**	20**	12**	78*	13**
Region 0001	80 47%	2 18%	1 11%	- -	2 25%	21 38%	11 48%	1 9%	1 50%	37 90% F	4 50%	3 15%	2 17%	32 41%	2 15%
Region 0002	3 2%	-	-	-	1 13%	-	2 9%	-	-	-	-	-	1 8%	2 3%	-
Undefined	89 52%	9 82%	8 89%	4 100%	5 63%	34 62% J	10 43%	10 91%	1 50%	4 10%	4 50%	17 85%	9 75%	44 56%	11 85%
Sigma	172 100%	11 100%	9 100%	4 100%	8 100%	55 100%	23 100%	11 100%	2 100%	41 100%	8 100%	20 100%	12 100%	78 100%	13 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label J

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	201	10**	13**	9**	5**	66*	21**	11**	5**	50*	11**	23**	14**	87*	16**
Weighted Base	201	10**	13**	9**	5**	66*	21**	11**	5**	50*	11**	23**	14**	87*	16**
Region 0001	100 50%	1 10%	3 23%	4 44%	1 20%	27 41%	10 48%	3 27%	2 40%	45 90% F	4 36%	4 17%	5 36%	37 43%	5 31%
Region 0002	3 1%	-	-	-	1 20%	-	1 5%	-	1 20%	-	-	-	1 7%	1 1%	1 6%
Undefined	98 49%	9 90%	10 77%	5 56%	3 60%	39 59% J	10 48%	8 73%	2 40%	5 10%	7 64%	19 83%	8 57%	49 56%	10 63%
Sigma	201 100%	10 100%	13 100%	9 100%	5 100%	66 100%	21 100%	11 100%	5 100%	50 100%	11 100%	23 100%	14 100%	87 100%	16 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Refrigerator Label K

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1656	28**	325	34*	313	148	314	27**	305	140	22**	353	347	462	332
Weighted Base	1656	28**	325	34*	313	148	314	27**	305	140	22**	353	347	462	332
Region 0001	625 38%	12 43%	314 97%	19 56%	6 2%	94 64%	42 13%	11 41%	2 1%	117 84%	8 36%	326 92%	25 7%	136 29%	13 4%
Region 0002	848 51%	-	4 1%	-	298 95%	-	251 80%	-	295 97%	-	-	4 1%	298 86%	251 54%	295 89%
Undefined	183 11%	16 57%	7 2%	15 44%	9 3%	54 36%	21 7%	16 59%	8 3%	23 16%	14 64%	23 7%	24 7%	75 16%	24 7%
Sigma	1656 100%	28 100%	325 100%	34 100%	313 100%	148 100%	314 100%	27 100%	305 100%	140 100%	22 100%	353 100%	347 100%	462 100%	332 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label L

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1441	13**	315	19**	300	109	280	14**	308	73*	10**	328	319	389	322
Weighted Base	1441	13**	315	19**	300	109	280	14**	308	73*	10**	328	319	389	322
Region 0001	480 33%	7 54%	308 98% EFGIJ	6 32%	- -	65 60% EJI	22 8% EI	3 21%	3 1% e	59 81% EFGI	7 70%	315 96% MNO	6 2%	87 22% MO	6 2%
Region 0002	838 58%	-	3 1%	-	297 99% CFGIJ	-	244 87% CFJ	-	294 95% CFGJ	-	-	3 1%	297 93% LN	244 63% L	294 91% LN
Undefined	123 9%	6 46%	4 1%	13 68%	3 1%	44 40% CEGIJ	14 5% CE	11 79%	11 4% cE	14 19% CEGI	3 30%	10 3%	16 5% LMO	58 15% L	22 7% L
Sigma	1441 100%	13 100%	315 100%	19 100%	300 100%	109 100%	280 100%	14 100%	308 100%	73 100%	10 100%	328 100%	319 100%	389 100%	322 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label M

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	171	9**	4**	8**	1**	57*	22**	13**	11**	38*	8**	13**	9**	79*	24**
Weighted Base	171	9**	4**	8**	1**	57*	22**	13**	11**	38*	8**	13**	9**	79*	24**
Region 0001	79 46%	3 33%	-	-	-	28 49%	8 36%	1 8%	2 18%	33 87% F	4 50%	3 23%	-	36 46%	3 13%
Region 0002	7 4%	-	-	-	-	-	4 18%	-	3 27%	-	-	-	-	4 5%	3 13%
Undefined	85 50%	6 67%	4 100%	8 100%	1 100%	29 51% J	10 45%	12 92%	6 55%	5 13%	4 50%	10 77%	9 100%	39 49%	18 75%
Sigma	171 100%	9 100%	4 100%	8 100%	1 100%	57 100%	22 100%	13 100%	11 100%	38 100%	8 100%	13 100%	9 100%	79 100%	24 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label J

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	200	9**	3**	11**	2**	71*	30*	12**	9**	46*	7**	12**	13**	101	21**
Weighted Base	200	9**	3**	11**	2**	71*	30*	12**	9**	46*	7**	12**	13**	101	21**
Region 0001	101 51%	4 44%	-	2 18%	1 50%	35 49%	10 33%	2 17%	1 11%	42 91% FG	4 57%	4 33%	3 23%	45 45%	3 14%
Region 0002	10 5%	-	-	-	-	-	7 23% FJ	-	3 33%	-	-	-	-	7 7%	3 14%
Undefined	89 45%	5 56%	3 100%	9 82%	1 50%	36 51% J	13 43% J	10 83%	5 56%	4 9%	3 43%	8 67%	10 77%	49 49%	15 71%
Sigma	200 100%	9 100%	3 100%	11 100%	2 100%	71 100%	30 100%	12 100%	9 100%	46 100%	7 100%	12 100%	13 100%	101 100%	21 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q725. Area label selected that shows a product qualifies for ES program

Dishwasher Label K

Base: Believes Label Qualifies for ES Program

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	1647	28**	320	34*	311	160	308	27**	306	134	19**	348	345	468	333
Weighted Base	1647	28**	320	34*	311	160	308	27**	306	134	19**	348	345	468	333
Region 0001	624 38%	17 61%	310 97%	18 53%	5 2%	106 66%	37 12%	7 26%	2 1%	112 84%	10 53%	327 94%	23 7%	143 31%	9 3%
Region 0002	847 51%	-	5 2%	-	302 97%	-	250 81%	-	290 95%	-	-	5 1%	302 88%	250 53%	290 87%
Undefined	176 11%	11 39%	5 2%	16 47%	4 1%	54 34%	21 7%	20 74%	14 5%	22 16%	9 47%	16 5%	20 6%	75 16%	34 10%
Sigma	1647 100%	28 100%	320 100%	34 100%	311 100%	160 100%	308 100%	27 100%	306 100%	134 100%	19 100%	348 100%	345 100%	468 100%	333 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q705 Would you be willing to pay more for one of these two models?  
 Refrigerators

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	2378 56%	202 47%	248 58% BDHIK	211 49%	246 58% BDHIK	308 72% BCDEHIJK	299 70% BCDEHIJK	192 45%	211 50%	274 64% BcDeHIK	187 44%	450 53% O	457 54% O	607 71% LMO	403 47%
No	1111 26%	137 32% CEFGJ	94 22% FG	140 33% CEFGJ	104 24% FGJ	58 14%	56 13%	151 36% CEFGJ	138 32% CEFGJ	75 18% g	158 37% CEFGJ	231 27% N	244 29% N	114 13%	289 34% LMN
Not sure	770 18%	88 21% F	85 20% F	76 18%	77 18%	60 14%	70 16%	80 19% f	77 18%	78 18% f	79 19% f	173 20% N	153 18%	130 15%	157 18% n
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q705 Would you be willing to pay more for one of these two models?

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes	2416 57%	214 50%	228 53% h	207 48%	247 58% BDHiK	309 73% BCDEHIJK	316 74% BCDEHIJK	198 47%	220 52%	271 63% BCDeHIK	206 49%	442 52%	454 53%	625 73% LMO	418 49%
No	1067 25%	120 28% FGJ	106 25% FG	133 31% CEFGJ	104 24% FG	59 14%	51 12%	133 31% CEFGJ	130 31% cEFGJ	86 20% FG	145 34% bCEFGJ	226 26% N	237 28% N	110 13%	263 31% LN
Not sure	776 18%	93 22% FGJk	93 22% FGJk	87 20% FG	76 18% fg	58 14%	58 14%	92 22% FGJk	76 18% fg	70 16%	73 17%	186 22% N	163 19% N	116 14%	168 20% N
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q707. Willingness to Pay More for a Particular Model

22 Dec 2006  
 Table 96

Refrigerators

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes willing to pay more(Net)	2378 56%	202 47% BDHIK	248 58% BDHIK	211 49% BDHIK	246 58% BDHIK	308 72% BCDEHIJK	299 70% BCDEHIJK	192 45% BCDEHIJK	211 50% BCDEHIJK	274 64% BcDeHIK	187 44% O	450 53% O	457 54% O	607 71% LMO	403 47% LMO
Would pay more for K	2280 54%	186 44% BDHIK	242 57% BDHIK	198 46% BDHIK	238 56% BDHIK	297 70% BCDEHIJK	292 69% BCDEHIJK	182 43% BCDEHIJK	199 47% BCDEHIJK	267 63% BcDeHIK	179 42% O	428 50% O	436 51% O	589 69% LMO	381 45% LMO
Would pay more for M	82 2%	13 3% cJ	5 1% F	12 3% cJ	7 2% F	9 2% F	6 1% F	9 2% F	11 3% j	4 1% F	6 1% F	18 2% F	19 2% F	15 2% F	20 2% F
Not sure	16 *	3 1% *	1 * *	1 * *	1 * *	2 * *	1 * *	1 * *	1 * *	3 1% *	2 * *	4 * *	2 * *	3 * *	2 * *
Would not pay more	1111 26%	137 32% CEFGJ	94 22% FG	140 33% CEFGJ	104 24% FGJ	58 14% FGJ	56 13% CEFGJ	151 36% CEFGJ	138 32% CEFGJ	75 18% g	158 37% CEFGJ	231 27% N	244 29% N	114 13% LMN	289 34% LMN
Not sure if would pay more	770 18%	88 21% F	85 20% F	76 18% F	77 18% F	60 14% F	70 16% F	80 19% f	77 18% f	78 18% f	79 19% f	173 20% N	153 18% N	130 15% N	157 18% n
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q707. Willingness to Pay More for a Particular Model

22 Dec 2006  
 Table 97

Dishwasher

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Yes willing to pay more(Net)	2416 57%	214 50%	228 53% h	207 48%	247 58% BDHiK	309 73% BCDEHIJK	316 74% BCDEHIJK	198 47%	220 52%	271 63% BCDeHIK	206 49%	442 52%	454 53%	625 73% LMO	418 49%
Would pay more for K	2306 54%	200 47%	223 52% DHk	191 45%	236 55% BDHiK	298 70% BCDEHIJK	300 71% BCDEHIJK	190 45%	209 49%	264 62% BCDeHIK	195 46%	423 50%	427 50%	598 70% LMO	399 47%
Would pay more for M	97 2%	11 3% C	3 1%	14 3% C	10 2% c	9 2% c	16 4% Cj	8 2%	10 2% c	7 2%	9 2% c	14 2%	24 3%	25 3% l	18 2%
Not sure	13 *	3 1% ghj	2 *	2 *	1 *	2 *	-	-	1 *	-	2 *	5 1%	3 *	2 *	1 *
Would not pay more	1067 25%	120 28% FGJ	106 25% FG	133 31% CEFGJ	104 24% FG	59 14%	51 12%	133 31% CEFGJ	130 31% cEFGJ	86 20% FG	145 34% bCEFGJ	226 26% N	237 28% N	110 13%	263 31% LN
Not sure if would pay more	776 18%	93 22% FGJk	93 22% FGJk	87 20% FG	76 18% fg	58 14%	58 14%	92 22% FGJk	76 18% fg	70 16%	73 17%	186 22% N	163 19% N	116 14%	168 20% N
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q710. Additional Amount Would Pay For Model K?

Refrigerators

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
Weighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
None	6 *	1 1%	1 *	- -	1 *	1 *	- -	- -	1 1%	1 *	- -	2 *	1 *	1 *	1 *
\$1-25	262 11%	27 15% G	27 11%	19 10%	30 13% g	33 11%	24 8%	22 12%	25 13%	29 11%	26 15% G	54 13%	49 11%	57 10%	47 12%
\$26-50	538 24%	48 26% G	65 27% fGj	60 30% FGIJ	60 25% G	60 20% g	42 14%	48 26% G	41 21% g	55 21% g	59 33% eFGIJ	113 26% N	120 28% N	102 17%	89 23% N
\$51-75	175 8%	21 11% J	20 8%	13 7%	20 8%	22 7%	27 9% i	13 7%	10 5%	15 6%	14 8%	41 10% o	33 8%	49 8%	23 6%
\$76-100	409 18%	31 17%	35 14%	32 16%	50 21% cjk	58 20% bcdJK	69 24%	35 19%	33 17%	41 15%	25 14%	66 15%	82 19%	127 22% L	68 18%
\$100+	400 18%	29 16%	34 14%	37 19%	40 17%	53 18%	63 22% CK	32 18%	35 18%	53 20% ck	24 13%	63 15%	77 18%	116 20% L	67 18%
Not sure	490 21%	29 16% BEhk	60 25% BEhk	37 19%	37 16%	70 24% BE	67 23% bE	32 18% BDEHK	54 27% BDEHK	73 27% BDEHK	31 17%	89 21%	74 17%	137 23% M	86 23% M
Mean	135.2	125.6	124.3	119.0	130.9	146.5	166.5 bcdK	126.1	128.8	146.2	118.2	124.9	125.6	156.5 Lmo	127.5
Standard Deviation	212.22	189.12	205.92	212.02	212.63	215.85	257.18	201.94	189.53	214.80	187.54	198.03	212.15	237.27	195.61
Standard Error	5.02	15.09	15.26	16.71	15.00	14.33	17.15	16.49	15.74	15.42	15.42	10.76	11.15	11.16	11.39
Median	70	60	50	55	70	75	100	70	75	75	50	55	70	100	70
Sigma	2280 100%	186 100%	242 100%	198 100%	238 100%	297 100%	292 100%	182 100%	199 100%	267 100%	179 100%	428 100%	436 100%	589 100%	381 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q710. Additional Amount Would Pay For Model M?

Refrigerators

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	82*	13**	5**	12**	7**	9**	6**	9**	11**	4**	6**	18**	19**	15**	20**
Weighted Base	82*	13**	5**	12**	7**	9**	6**	9**	11**	4**	6**	18**	19**	15**	20**
\$1-25	11 13%	1 8%	-	1 8%	1 14%	2 22%	-	1 11%	2 18%	1 25%	2 33%	1 6%	2 11%	2 13%	3 15%
\$26-50	10 12%	4 31%	1 20%	-	-	2 22%	-	1 11%	1 9%	1 25%	-	5 28%	-	2 13%	2 10%
\$51-75	8 10%	2 15%	1 20%	2 17%	1 14%	-	-	1 11%	1 9%	-	-	3 17%	3 16%	-	2 10%
\$76-100	9 11%	-	1 20%	1 8%	1 14%	1 11%	1 17%	1 11%	2 18%	-	1 17%	1 6%	2 11%	2 13%	3 15%
\$100+	24 29%	3 23%	1 20%	6 50%	1 14%	2 22%	3 50%	4 44%	2 18%	1 25%	1 17%	4 22%	7 37%	5 33%	6 30%
Not sure	20 24%	3 23%	1 20%	2 17%	3 43%	2 22%	2 33%	1 11%	3 27%	1 25%	2 33%	4 22%	5 26%	4 27%	4 20%
Mean	253.5	156.4	104.3	309.6	343.5	82.7	362.5	615.0	219.8	79.0	81.0	141.5	319.3	184.5	417.4
Standard Deviation	381.20	168.33	67.12	372.97	572.08	70.75	426.96	659.09	366.80	85.28	89.54	145.79	414.83	278.60	554.23
Standard Error	48.41	53.23	33.56	117.94	286.04	26.74	213.48	233.02	129.68	49.24	44.77	38.96	110.87	84.00	138.56
Median	100	60	84	171	80	50	175	500	88	50	57	69	121	100	100
Sigma	82 100%	13 100%	5 100%	12 100%	7 100%	9 100%	6 100%	9 100%	11 100%	4 100%	6 100%	18 100%	19 100%	15 100%	20 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q710. Additional Amount Would Pay For Model K?

Dishwasher

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
Weighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
None	7 *	-	2 1%	-	1 *	1 *	1 *	-	2 1%	-	-	2 *	1 *	2 *	2 1%
\$1-25	333 14%	30 15% F	27 12%	30 16% F	34 14% F	26 9%	32 11% BCdEFGJ	44 23% cFGj	38 18%	33 13%	39 20% CFGJ	57 13% n	64 15% N	58 10%	82 21% LMN
\$26-50	671 29%	70 35% fGhi	78 35% fGhi	68 36% FGhi	76 32% G	81 27% G	61 20%	51 27% g	55 26%	75 28% G	56 29% G	148 35% NO	144 34% NO	142 24%	106 27%
\$51-75	152 7%	16 8%	13 6%	13 7%	17 7%	21 7%	18 6%	12 6%	14 7%	15 6%	13 7%	29 7%	30 7%	39 7%	26 7%
\$76-100	325 14%	21 11%	27 12%	25 13%	33 14%	46 15% h	61 20% BCDeHij	18 9%	27 13%	38 14%	29 15%	48 11%	58 14%	107 18% LmO	45 11%
\$100+	312 14%	29 15% I	24 11%	23 12%	29 12%	44 15% I	53 18% CdeIk	28 15% I	17 8%	43 16% cl	22 11%	53 13%	52 12%	97 16% mO	45 11%
Not sure	506 22%	34 17%	52 23% d	32 17%	46 19% BDehK	79 27% BD	74 25%	37 19% BDehK	56 27%	60 23%	36 18%	86 20%	78 18%	153 26% IM	93 23% m
Mean	98.9	102.0	85.6	85.7	97.6	112.0 CdhIk	129.5 CDeHiK	85.5	81.4	106.4 ik	83.0	93.7	92.2	120.9 LMO	83.5
Standard Deviation	141.13	146.74	111.48	147.58	148.43	141.36	199.10	110.20	107.05	134.52	100.24	130.11	147.95	173.14	108.48
Standard Error	3.33	11.39	8.53	11.70	10.77	9.55	13.24	8.91	8.65	9.42	7.95	7.09	7.92	8.21	6.20
Median	50	50	50	50	50	60	80	50	50	50	50	50	50	70	50
Sigma	2306 100%	200 100%	223 100%	191 100%	236 100%	298 100%	300 100%	190 100%	209 100%	264 100%	195 100%	423 100%	427 100%	598 100%	399 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q710. Additional Amount Would Pay For Model M?

Dishwasher

Base: All Qualified Respondents Who Selected Model at Q707

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	97*	11**	3**	14**	10**	9**	16**	8**	10**	7**	9**	14**	24**	25**	18**
Weighted Base	97*	11**	3**	14**	10**	9**	16**	8**	10**	7**	9**	14**	24**	25**	18**
\$1-25	10 10%	4 36%	-	2 14%	-	2 22%	-	-	1 10%	-	1 11%	4 29%	2 8%	2 8%	1 6%
\$26-50	23 24%	4 36%	-	2 14%	3 30%	1 11%	5 31%	2 25%	3 30%	-	3 33%	4 29%	5 21%	6 24%	5 28%
\$51-75	4 4%	-	-	-	-	1 11%	2 13%	-	-	-	1 11%	-	-	3 12%	-
\$76-100	12 12%	-	-	3 21%	2 20%	-	1 6%	1 13%	3 30%	1 14%	1 11%	-	5 21%	1 4%	4 22%
\$100+	20 21%	2 18%	1 33%	5 36%	2 20%	2 22%	4 25%	3 38%	-	1 14%	-	3 21%	7 29%	6 24%	3 17%
Not sure	28 29%	1 9%	2 67%	2 14%	3 30%	3 33%	4 25%	2 25%	3 30%	5 71%	3 33%	3 21%	5 21%	7 28%	5 28%
Mean	132.6	68.6	430.0	181.8	118.6	141.3	129.0	258.3	66.1	150.0	52.5	101.5	158.5	133.1	154.8
Standard Deviation	154.58	90.43	-	223.94	95.60	188.50	112.39	239.62	34.27	70.71	27.52	138.68	186.22	136.60	185.62
Standard Error	18.61	28.59	-	64.65	36.13	76.96	32.44	97.82	12.95	50.00	11.24	41.81	42.72	32.20	51.48
Median	65	35	430	100	100	54	70	175	50	150	45	40	100	70	100
Sigma	97 100%	11 100%	3 100%	14 100%	10 100%	9 100%	16 100%	8 100%	10 100%	7 100%	9 100%	14 100%	24 100%	25 100%	18 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model K

Refrigerators

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
Weighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
Positive (Grand Net)	1814 80%	152 82% J	191 79% J	164 83% ij	195 82% J	237 80% J	229 78% J	158 87% CfGJ	151 76% J	186 70% J	151 84% IJ	343 80% J	359 82% J	466 79% J	309 81% J
Economy (Net)	1443 63%	126 68% CJ	139 57% J	136 69% CfJ	152 64% J	180 61% j	186 64% J	136 75% J	120 60% j	140 52% J	128 72% CFGJ	265 62% J	288 66% J	366 62% J	256 67% J
Cheaper to run/low operating cost	220 10%	18 10% J	19 8% J	19 10% J	17 7% J	24 8% J	27 9% J	25 14% cEF	22 11% J	26 10% J	23 13% cef	37 9% J	36 8% J	51 9% J	47 12% lmn
Savings (unsp)/Saves money on energy	236 10%	14 8% J	29 12% J	21 11% i	28 12% J	33 11% i	34 12% J	19 10% J	12 6% J	26 10% J	20 11% i	43 10% J	49 11% J	67 11% J	31 8% J
Reasonable/fair price	72 3%	7 4% h	7 3% J	4 2% J	9 4% h	12 4% h	7 2% J	2 1% J	4 2% J	11 4% h	9 5% H	14 3% J	13 3% J	19 3% J	6 2% J
Offers discount/rebate	12 1%	-	-	-	2 1% J	2 1% J	3 1% J	1 1% J	2 1% J	2 1% J	-	-	2 1% J	5 1% J	3 1% J
Value for money	36 2%	3 2% J	1 1% J	2 1% J	1 1% J	3 1% J	12 4% CDEFH	2 1% J	1 1% J	8 3% CEfi	3 2% J	4 1% J	3 1% J	15 3% IMO	3 1% J
Other positive economy mentions	97 4%	10 5% J	7 3% J	9 5% J	13 5% J	13 4% J	10 3% J	9 5% J	8 4% J	12 4% J	6 3% J	17 4% J	22 5% J	23 4% J	17 4% J
Duration of savings (Subnet)	906 40%	81 44% fJ	88 36% j	98 49% CeFGiJ	97 41% J	104 35% J	110 38% J	91 50% CeFGiJ	79 40% J	77 29% J	81 45% cFJ	169 39% J	195 45% N	214 36% J	170 45% N
Can recover the savings in a few years/money back	213 9%	15 8% J	19 8% J	27 14% bCFJ	22 9% J	21 7% J	29 10% J	23 13% FJ	19 10% J	18 7% J	20 11% J	34 8% J	49 11% J	50 8% J	42 11% J
2yrs savings/energy savings	35 2%	4 2% J	2 1% J	4 2% J	6 3% fg	2 1% J	2 1% J	5 3% fg	4 2% J	3 1% J	3 2% J	6 1% J	10 2% N	4 1% J	9 2% N
3yrs savings/energy savings	38 2%	5 3% H	6 2% H	6 3% Hj	7 3% Hj	3 1% J	4 1% J	-	2 1% J	2 1% J	3 2% h	11 3% nO	13 3% NO	7 1% J	2 1% J
4yrs savings/energy savings	20 1%	2 1% J	1 1% J	5 3% cgl	2 1% J	3 1% J	2 1% J	1 1% J	-	2 1% J	2 1% J	3 1% J	7 2% o	5 1% J	1 1% J
5yrs savings/energy savings	58 3%	9 5% cDhJK	4 2% J	2 1% J	10 4% cDjk	11 4% dk	8 3% J	3 2% J	5 3% J	4 1% J	2 1% J	13 3% J	12 3% J	19 3% J	8 2% J
Savings in the long run	305 13%	24 13% J	32 13% J	34 17% J	30 13% J	38 13% J	46 16% J	23 13% J	25 13% J	25 9% J	28 16% J	56 13% J	64 15% J	84 14% J	48 13% J
Annual energy savings	97 4%	11 6% gJ	8 3% J	10 5% J	7 3% J	15 5% J	8 3% J	12 7% eGJ	12 6% gJ	4 1% J	10 6% J	19 4% J	17 4% J	23 4% J	24 6% n
10yrs savings/energy savings	17 1%	1 1% J	1 1% J	3 2% k	2 1% J	3 1% J	1 1% J	3 2% k	2 1% J	1 1% J	-	2 1% J	5 1% J	4 1% J	5 1% J

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q715. Reasons for willingness to pay more for model K

Refrigerators

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
\$13 savings per year	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
\$14 savings per year	142 6%	15 8% cfi	10 4%	16 8% cfgi	18 8% f	12 4%	13 4%	16 9% CFgi	8 4%	21 8% cfgi	13 7%	25 6%	34 8% N	25 4%	24 6%
\$140 savings in 10 years	75 3%	5 3%	11 5%	5 3%	5 2%	9 3%	8 3%	10 5% e	5 3%	9 3%	8 4%	16 4%	10 2%	17 3%	15 4%
\$130 savings in 10 years	2	-	-	-	1	-	-	-	-	1	-	-	1	-	-
Product (Net)	38 2%	2 1%	-	1 1%	2 1%	7 2% C	11 4% bCDEHK	2 1%	4 2% C	8 3% Cdek	1 1%	2 *	3 1%	18 3% LM	6 2%
Good product/good quality product	20 1%	-	-	-	1	5 2% bCdh	6 2% BCDh	-	3 2% bcdh	4 1% bcdh	1 1%	-	1	11 2% LM	3 1%
Other positive product mentions	18 1%	2 1%	-	1 1%	1	2 1%	5 2% Ck	2 1%	1 1%	4 1% c	-	2 *	2 *	7 1%	3 1%
General (Net)	621 27%	48 26%	77 32% gk	49 25%	64 27%	91 31%	72 25%	45 25%	58 29%	74 28%	43 24%	125 29%	113 26%	163 28%	103 27%
Efficient/Energy efficient	477 21%	41 22%	50 21%	39 20%	44 18%	74 25% e	60 21%	39 21%	42 21%	53 20%	35 20%	91 21%	83 19%	134 23%	81 21%
Environmentally friendly	77 3%	12 6% FGJ	11 5% fj	10 5% Fj	8 3%	5 2%	7 2%	6 3%	7 4%	5 2%	6 3%	23 5% N	18 4% N	12 2%	13 3%
Star/Energy star rating	85 4%	-	25 10% BDFGHJK	-	16 7% BDGHK	13 4% BDHK	7 2% BDHK	-	12 6% BDGHK	12 4% BDHK	-	25 6% no	16 4%	20 3%	12 3%
Other positive general mentions	56 2%	2 1%	6 2% i	3 2%	3 1%	10 3% l	12 4% bEI	4 2%	1 1%	11 4% bel	4 2%	8 2%	6 1%	22 4% IMO	5 1%
Neutral (Grand Net)	545 24%	42 23%	62 26% Hk	45 23%	51 21%	69 23% h	69 24% h	30 16%	55 28% HK	89 33% BcDEFGHK	33 18%	104 24%	96 22%	138 23%	85 22%
Product (Net)	94 4%	7 4%	10 4% g	10 5% G	8 3%	11 4%	5 2%	10 5% G	10 5% G	14 5% G	9 5% G	17 4%	18 4%	16 3%	20 5% N
Depends on durability	79 3%	7 4%	8 3%	10 5% G	7 3%	9 3%	5 2%	9 5% G	9 5% g	9 3%	6 3%	15 4%	17 4%	14 2%	18 5% N
Other neutral product mentions	15 1%	-	2 1%	-	1	2 1%	-	1 1%	1	5 2% bdG	3 2% bdG	2	1	2	2 1%
Need more Information (Net)	207 9%	18 10% h	23 10% h	17 9%	14 6%	32 11% EHk	27 9% h	9 5%	21 11% eHk	36 13% EHK	10 6%	41 10%	31 7%	59 10%	30 8%
Need to see the product/model	29 1%	7 4% EFGHIK	4 2% Eh	3 2% eh	-	4 1% e	2 1%	-	1 1%	7 3% EgHi	1 1%	11 3% MnO	3 1%	6 1%	1

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q715. Reasons for willingness to pay more for model K  
 Refrigerators

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2280	186	242	198	238	297	292	182	199	267	179	428	436	589	381
Need more information on the features	30 1%	2 1%	3 1%	2 1%	3 1%	8 3%	5 2%	3 2%	-	2 1%	2 1%	5 1%	5 1%	13 2%	3 1%
Need more information on price	146 6%	10 5%	17 7%	13 7%	10 4%	21 7%	20 7%	5 3%	17 9%	26 10%	7 4%	27 6%	23 5%	41 7%	22 6%
Need more information (unsp)	14 1%	-	-	-	1 *	2 1%	3 1%	1 1%	3 2%	3 1%	1 1%	-	1 *	5 1%	4 1%
General (Net)	262 11%	17 9%	31 13%	20 10%	29 12%	29 10%	38 13%	13 7%	25 13%	43 16%	17 9%	48 11%	49 11%	67 11%	38 10%
Other neutral general mentions	80 4%	5 3%	5 2%	7 4%	6 3%	13 4%	16 5%	2 1%	9 5%	13 5%	4 2%	10 2%	13 3%	29 5%	11 3%
Negative mentions	21 1%	3 2%	1 *	1 1%	1 *	3 1%	2 1%	1 1%	3 2%	3 1%	3 2%	4 1%	2 *	5 1%	4 1%
None/Nothing	34 1%	1 1%	3 1%	2 1%	4 2%	4 1%	6 2%	2 1%	3 2%	6 2%	3 2%	4 1%	6 1%	10 2%	5 1%
Don't know	56 2%	2 1%	11 5%	5 3%	8 3%	4 1%	7 2%	3 2%	4 2%	8 3%	4 2%	13 3%	13 3%	11 2%	7 2%
Decline to answer/No answer	71 3%	6 3%	11 5%	5 3%	10 4%	5 2%	7 2%	5 3%	6 3%	13 5%	3 2%	17 4%	15 3%	12 2%	11 3%
Sigma	2984 131%	243 131%	314 130%	268 135%	304 128%	388 131%	384 132%	237 130%	253 127%	360 135%	233 130%	557 130%	572 131%	772 131%	490 129%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q715. Reasons for willingness to pay more for model M

Refrigerators

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	82*	13**	5**	12**	7**	9**	6**	9**	11**	4**	6**	18**	19**	15**	20**
Weighted Base	82*	13**	5**	12**	7**	9**	6**	9**	11**	4**	6**	18**	19**	15**	20**
Positive (Grand Net)	55 67%	11 85%	4 80%	9 75%	4 57%	5 56%	3 50%	7 78%	7 64%	3 75%	2 33%	15 83%	13 68%	8 53%	14 70%
Economy (Net)	31 38%	6 46%	3 60%	5 42%	1 14%	4 44%	3 50%	4 44%	3 27%	2 50%	-	9 50%	6 32%	7 47%	7 35%
Cheaper to run/low operating cost	2 2%	1 8%	-	-	-	-	-	-	1 9%	-	-	1 6%	-	-	1 5%
Savings (unsp)/Saves money on energy	10 12%	2 15%	2 40%	2 17%	1 14%	1 11%	-	2 22%	-	-	-	4 22%	3 16%	1 7%	2 10%
Reasonable/fair price	4 5%	-	-	-	-	-	1 17%	1 11%	2 18%	-	-	-	-	1 7%	3 15%
Value for money	1 1%	1 8%	-	-	-	-	-	-	-	-	-	1 6%	-	-	-
Other positive economy mentions	1 1%	-	-	1 8%	-	-	-	-	-	-	-	-	1 5%	-	-
Duration of savings (Subnet)	13 16%	2 15%	1 20%	2 17%	-	3 33%	2 33%	1 11%	-	2 50%	-	3 17%	2 11%	5 33%	1 5%
Can recover the savings in a few years/money back	6 7%	1 8%	1 20%	-	-	2 22%	1 17%	-	-	1 25%	-	2 11%	-	3 20%	-
5yrs savings/energy savings	1 1%	-	-	1 8%	-	-	-	-	-	-	-	-	1 5%	-	-
Savings in the long run	6 7%	1 8%	-	1 8%	-	1 11%	1 17%	1 11%	-	1 25%	-	1 6%	1 5%	2 13%	1 5%
\$14 savings per year	1 1%	-	-	1 8%	-	-	-	-	-	-	-	-	1 5%	-	-
Product (Net)	7 9%	1 8%	-	4 33%	-	-	-	-	1 9%	-	1 17%	1 6%	4 21%	-	1 5%
Good product/good quality product	2 2%	-	-	2 17%	-	-	-	-	-	-	-	-	2 11%	-	-
Other positive product mentions	5 6%	1 8%	-	2 17%	-	-	-	-	1 9%	-	1 17%	1 6%	2 11%	-	1 5%
General (Net)	22 27%	4 31%	4 80%	1 8%	3 43%	1 11%	-	3 33%	4 36%	1 25%	1 17%	8 44%	4 21%	1 7%	7 35%
Efficient/Energy efficient	14 17%	2 15%	3 60%	-	2 29%	-	-	1 11%	4 36%	1 25%	1 17%	5 28%	2 11%	-	5 25%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model M  
 Refrigerators

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	82*	13**	5**	12**	7**	9**	6**	9**	11**	4**	6**	18**	19**	15**	20**
Star/Energy star rating	4 5%	1 8%	1 20%	1 8%	-	1 11%	-	-	-	-	-	2 11%	1 5%	1 7%	-
Other positive general mentions	5 6%	1 8%	-	-	1 14%	-	-	2 22%	-	1 25%	-	1 6%	1 5%	-	2 10%
Neutral (Grand Net)	30 37%	2 15%	1 20%	4 33%	4 57%	4 44%	3 50%	2 22%	4 36%	2 50%	4 67%	3 17%	8 42%	7 47%	6 30%
Product (Net)	2 2%	-	-	-	-	1 11%	-	-	-	1 25%	-	-	-	1 7%	-
Depends on durability	2 2%	-	-	-	-	1 11%	-	-	-	1 25%	-	-	-	1 7%	-
Need more information (Net)	7 9%	1 8%	1 20%	-	-	-	1 17%	-	3 27%	-	1 17%	2 11%	-	1 7%	3 15%
Need to see the product/model	1 1%	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	1 5%
Need more information on the features	1 1%	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	1 5%
Need more information on price	5 6%	1 8%	1 20%	-	-	-	1 17%	-	1 9%	-	1 17%	2 11%	-	1 7%	1 5%
General (Net)	21 26%	1 8%	-	4 33%	4 57%	3 33%	2 33%	2 22%	1 9%	1 25%	3 50%	1 6%	8 42%	5 33%	3 15%
Other neutral general mentions	6 7%	-	-	2 17%	1 14%	-	-	-	1 9%	1 25%	1 17%	-	3 16%	-	1 5%
Negative mentions	2 2%	-	-	-	-	1 11%	-	-	-	-	1 17%	-	-	1 7%	-
None/Nothing	4 5%	-	-	1 8%	1 14%	-	1 17%	-	-	-	1 17%	-	2 11%	1 7%	-
Don't know	5 6%	1 8%	-	-	2 29%	1 11%	-	1 11%	-	-	-	1 6%	2 11%	1 7%	1 5%
Decline to answer/No answer	4 5%	-	-	1 8%	-	1 11%	1 17%	1 11%	-	-	-	-	1 5%	2 13%	1 5%
Sigma	92 112%	13 100%	8 160%	15 125%	8 114%	9 100%	6 100%	9 100%	12 109%	6 150%	6 100%	21 117%	23 121%	15 100%	21 105%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q715. Reasons for willingness to pay more for model K

Dishwashers

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
Weighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
Positive (Grand Net)	1804 78%	168 84% FGI	175 78% g	154 81% G	186 79% g	224 75%	216 72%	155 82% fG	157 75%	208 79% g	161 83% fGi	343 81% N	340 80% N	440 74%	312 78% n
Economy (Net)	1460 63%	138 69% FGJ	141 63% g	129 68% FGj	156 66% FG	168 56%	166 55%	132 69% FGJ	130 62%	157 59%	143 73% CFGJ	279 66% N	285 67% N	334 56%	262 66% N
Cheaper to run/low operating cost	210 9%	23 12% EF	19 9%	18 9%	13 6%	19 6%	31 10% Ef	21 11% Ef	27 13% EFk	25 9% e	14 7%	42 10%	31 7%	50 8%	48 12% Mn
Savings (unsp)/Saves money on energy	227 10%	12 6%	28 13% BGi	19 10%	20 8%	29 10%	20 7%	29 15% BEfGij	15 7%	25 9%	30 15% BEfGij	40 9%	39 9%	49 8%	44 11%
Reasonable/fair price	59 3%	6 3%	2 1%	4 2%	7 3%	7 2%	9 3% c	5 3%	3 1%	11 4% Ci	5 3%	8 2%	11 3%	16 3%	8 2%
Offers discount/rebate	7 *	1 1%	1 *	-	-	-	1 *	-	1 *	3 1% f	-	2 *	-	1 *	1 *
Value for money	48 2%	7 4% g	3 1%	5 3%	4 2%	8 3%	3 1%	2 1%	3 1%	6 2%	7 4% G	10 2%	9 2%	11 2%	5 1%
Other positive economy mentions	42 2%	5 3% cD	1 *	-	3 1%	9 3% CD	7 2% cD	4 2% D	2 1%	5 2% d	6 3% CD	6 1%	3 1%	16 3% M	6 2%
Duration of savings (Subnet)	996 43%	94 47% FGJ	99 44% Gj	93 49% FGJ	122 52% FGiJ	112 38%	107 36%	88 46% fGJ	90 43% g	96 36%	95 49% FGJ	193 46% N	215 50% No	219 37%	178 45% N
Can recover the savings in a few years/money back	206 9%	20 10%	21 9% FGiJK	28 15%	24 10%	19 6%	24 8%	19 10%	18 9%	17 6%	16 8%	41 10%	52 12% N	43 7%	37 9%
2yrs savings/energy savings	50 2%	3 2%	5 2% G	5 3% G	12 5% BFGJK	5 2% g	1 *	5 3% G	7 3% G	4 2%	3 2%	8 2%	17 4% IN	6 1%	12 3% N
3yrs savings/energy savings	38 2%	2 1%	4 2%	4 2%	6 3% i	6 2%	3 1%	2 1%	1 *	4 2%	6 3% gl	6 1%	10 2% o	9 2%	3 1%
4yrs savings/energy savings	29 1%	2 1%	3 1%	2 1%	3 1%	3 1%	3 1%	1 1%	2 1%	5 2%	5 3%	5 1%	5 1%	6 1%	3 1%
5yrs savings/energy savings	80 3%	10 5% G	9 4% g	6 3%	13 6% Gij	10 3%	5 2%	9 5% G	5 2%	6 2%	7 4%	19 4% n	19 4% n	15 3%	14 4%
Savings in the long run	349 15%	27 14%	36 16%	30 16%	38 16%	47 16%	42 14%	28 15%	33 16%	32 12%	36 18% j	63 15%	68 16%	89 15%	61 15%
Annual energy savings	161 7%	20 10% fG	17 8% G	14 7% G	19 8% G	16 5%	10 3%	13 7% g	19 9% G	18 7% g	15 8% G	37 9% N	33 8% N	26 4%	32 8% N
10yrs savings/energy savings	25 1%	3 2% d	2 1%	-	2 1%	4 1%	7 2% D	1 1%	2 1%	3 1%	1 1%	5 1%	2 *	11 2% m	3 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q715. Reasons for willingness to pay more for model K

22 Dec 2006  
 Table 104

Dishwashers

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
\$13 savings per year	132 6%	14 7% F	11 5%	13 7% F	14 6% f	8 3%	19 6% F	15 8% F	14 7% F	13 5%	11 6% f	25 6%	27 6%	27 5%	29 7% n
\$14 savings per year	1*	-	-	-	1*	-	-	-	-	-	-	-	1*	-	-
\$140 savings in 10 years	2*	-	-	-	-	2 1%	-	-	-	-	-	-	-	2*	-
\$130 savings in 10 years	65 3%	5 3%	4 2%	7 4% F	8 3% f	3 1%	8 3%	7 4% F	6 3%	10 4% F	7 4% F	9 2%	15 4% n	11 2%	13 3%
Product (Net)	33 1%	3 2% cdk	-	-	5 2% CDK	9 3% CDhK	6 2% CdK	1 1%	3 1% cdk	6 2% CDK	-	3 1%	5 1%	15 3% Lo	4 1%
Good product/good quality product	24 1%	1 1%	-	-	5 2% CDK	6 2% CDK	4 1% c	1 1%	3 1% cdk	4 2% cdk	-	1*	5 1%	10 2% L	4 1%
Other positive product mentions	9*	2 1%	-	-	-	3 1%	2 1%	-	-	2 1%	-	2*	-	5 1% mo	-
General (Net)	603 26%	52 26%	68 30% g	50 26%	59 25%	78 26%	72 24%	45 24%	52 25%	76 29%	51 26%	120 28%	109 26%	150 25%	97 24%
Efficient/Energy efficient	472 20%	46 23%	45 20%	41 21%	43 18%	64 21%	56 19%	40 21%	37 18%	57 22%	43 22%	91 22%	84 20%	120 20%	77 19%
Environmentally friendly	74 3%	9 5% gJ	6 3%	11 6% fGJ	8 3% j	7 2%	5 2%	6 3%	7 3% j	3 1%	12 6% cFGJ	15 4%	19 4% N	12 2%	13 3%
Star/Energy star rating	79 3%	-	19 9% BDeGHIJK	-	11 5% BDHK	16 5% BDHK	13 4% BDHK	-	9 4% BDHK	11 4% BDHK	-	19 4% o	11 3%	29 5% mo	9 2%
Other positive general mentions	28 1%	3 2% hk	2 1%	1 1%	3 1%	3 1%	6 2% hK	-	2 1%	8 3% cdfHK	-	5 1%	4 1%	9 2%	2 1%
Neutral (Grand Net)	523 23%	33 17%	48 22%	39 20%	54 23% b	75 25% Bk	87 29% BcDhK	37 19%	52 25% B	62 23% b	36 18%	81 19%	93 22%	162 27% Lmo	89 22%
Product (Net)	23 1%	3 2% e	1*	3 2% e	-	4 1% e	4 1% e	2 1%	1*	1*	4 2% Ej	4 1%	3 1%	8 1%	3 1%
Depends on durability	13 1%	1 1%	-	2 1%	-	3 1%	2 1%	2 1%	-	1*	2 1%	1*	2*	5 1%	2 1%
Other neutral product mentions	11*	2 1%	1*	1 1%	-	1*	3 1%	-	1*	-	2 1%	3 1%	1*	4 1%	1*
Need more information (Net)	243 11%	17 9%	19 9%	17 9%	28 12% k	40 13% bchK	39 13% K	16 8%	24 11% k	30 11% k	13 7%	36 9%	45 11%	79 13% L	40 10%
Need to see the product/model	29 1%	2 1%	7 3% dGhK	1 1%	3 1%	7 2% gK	2 1%	1 1%	3 1% k	3 1%	-	9 2%	4 1%	9 2%	4 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q715. Reasons for willingness to pay more for model K

Dishwashers

Base: Would Pay More For Model K

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	2306	200	223	191	236	298	300	190	209	264	195	423	427	598	399
Need more information on the features	29 1%	4 2%	1 *	1 1%	3 1%	4 1%	4 1%	4 2%	1 *	3 1%	4 2%	5 1%	4 1%	8 1%	5 1%
Need more information on price	179 8%	9 5%	11 5%	15 8%	22 9% bchk	28 9% BchK	32 11% BCHK	9 5%	19 9% bchk	25 9% Bchk	9 5%	20 5%	37 9% L	60 10% L	28 7%
Need more information (unsp)	20 1%	3 2%	1 *	1 1%	1 *	4 1%	4 1%	2 1%	1 *	2 1%	1 1%	4 1%	2 *	8 1%	3 1%
General (Net)	273 12%	15 8%	30 13% B	21 11%	26 11%	34 11%	45 15% B	21 11%	27 13% b	32 12%	22 11%	45 11%	47 11%	79 13%	48 12%
Other neutral general mentions	83 4%	6 3%	10 4% ek	6 3%	4 2%	15 5% EK	11 4%	10 5% EK	10 5% ek	8 3%	3 2%	16 4%	10 2%	26 4% m	20 5% M
Negative mentions	38 2%	2 1%	5 2%	2 1%	4 2%	3 1%	5 2%	1 1%	5 2%	8 3% fh	3 2%	7 2%	6 1%	8 1%	6 2%
None/Nothing	49 2%	2 1%	3 1%	6 3% f	5 2%	3 1%	12 4% BcFhl	2 1%	2 1%	8 3% f	6 3% f	5 1%	11 3% o	15 3% o	4 1%
Don't know	39 2%	-	5 2% BJ	3 2% bJ	6 3% BJ	7 2% BJ	7 2% BJ	4 2% BJ	4 2% bJ	-	3 2% bJ	5 1%	9 2%	14 2%	8 2%
Decline to answer/No answer	64 3%	5 3%	7 3%	4 2%	7 3%	6 2%	10 3%	4 2%	6 3%	8 3%	7 4%	12 3%	11 3%	16 3%	10 3%
Sigma	2971 129%	257 129%	289 130%	250 131%	312 132%	375 126%	371 124%	247 130%	268 128%	338 128%	264 135%	546 129%	562 132%	746 125%	515 129%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q715. Reasons for willingness to pay more for model M

Dishwashers

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	97*	11**	3**	14**	10**	9**	16**	8**	10**	7**	9**	14**	24**	25**	18**
Weighted Base	97*	11**	3**	14**	10**	9**	16**	8**	10**	7**	9**	14**	24**	25**	18**
Positive (Grand Net)	65 67%	8 73%	1 33%	12 86%	6 60%	6 67%	10 63%	5 63%	8 80%	3 43%	6 67%	9 64%	18 75%	16 64%	13 72%
Economy (Net)	32 33%	3 27%	-	6 43%	4 40%	3 33%	5 31%	2 25%	3 30%	1 14%	5 56%	3 21%	10 42%	8 32%	5 28%
Cheaper to run/low operating cost	4 4%	-	-	-	1 10%	-	-	-	2 20%	-	1 11%	-	1 4%	-	2 11%
Savings (unsp)/Saves money on energy	2 2%	-	-	-	1 10%	-	-	-	-	-	1 11%	-	1 4%	-	-
Reasonable/fair price	6 6%	1 9%	-	1 7%	1 10%	1 11%	1 6%	-	-	1 14%	-	1 7%	2 8%	2 8%	-
Offers discount/rebate	2 2%	-	-	-	-	-	-	-	1 10%	-	1 11%	-	-	-	1 6%
Value for money	2 2%	-	-	2 14%	-	-	-	-	-	-	-	-	2 8%	-	-
Other positive economy mentions	1 1%	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	1 6%
Duration of savings (Subnet)	18 19%	2 18%	-	3 21%	1 10%	2 22%	4 25%	1 13%	-	-	5 56%	2 14%	4 17%	6 24%	1 6%
Can recover the savings in a few years/money back	6 6%	-	-	-	-	1 11%	3 19%	-	-	-	2 22%	-	-	4 16%	-
5yrs savings/energy savings	3 3%	-	-	-	-	-	-	-	-	-	3 33%	-	-	-	-
Savings in the long run	5 5%	1 9%	-	1 7%	1 10%	-	1 6%	-	-	-	1 11%	1 7%	2 8%	1 4%	-
Annual energy savings	5 5%	1 9%	-	2 14%	-	-	-	1 13%	-	-	1 11%	1 7%	2 8%	-	1 6%
10yrs savings/energy savings	1 1%	-	-	-	-	1 11%	-	-	-	-	-	-	-	1 4%	-
Product (Net)	9 9%	2 18%	-	5 36%	-	-	-	-	2 20%	-	-	2 14%	5 21%	-	2 11%
Good product/good quality product	6 6%	1 9%	-	4 29%	-	-	-	-	1 10%	-	-	1 7%	4 17%	-	1 6%
Other positive product mentions	3 3%	1 9%	-	1 7%	-	-	-	-	1 10%	-	-	1 7%	1 4%	-	1 6%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model M

Dishwashers

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	97*	11**	3**	14**	10**	9**	16**	8**	10**	7**	9**	14**	24**	25**	18**
General (Net)	30 31%	5 45%	1 33%	5 36%	2 20%	3 33%	5 31%	3 38%	3 30%	2 29%	1 11%	6 43%	7 29%	8 32%	6 33%
Efficient/Energy efficient	24 25%	5 45%	1 33%	4 29%	2 20%	3 33%	3 19%	2 25%	2 20%	1 14%	1 11%	6 43%	6 25%	6 24%	4 22%
Environmentally friendly	1 1%	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	1 6%
Other positive general mentions	5 5%	-	-	1 7%	-	-	2 13%	1 13%	-	1 14%	-	-	1 4%	2 8%	1 6%
Neutral (Grand Net)	34 35%	3 27%	2 67%	2 14%	4 40%	3 33%	7 44%	3 38%	2 20%	5 71%	3 33%	5 36%	6 25%	10 40%	5 28%
Product (Net)	1 1%	-	-	-	1 10%	-	-	-	-	-	-	-	1 4%	-	-
Depends on durability	1 1%	-	-	-	1 10%	-	-	-	-	-	-	-	1 4%	-	-
Need more information (Net)	12 12%	-	2 67%	-	-	1 11%	3 19%	-	1 10%	5 71%	-	2 14%	-	4 16%	1 6%
Need to see the product/model	3 3%	-	1 33%	-	-	-	-	-	-	2 29%	-	1 7%	-	-	-
Need more information on the features	2 2%	-	1 33%	-	-	-	-	-	1 10%	-	-	1 7%	-	-	1 6%
Need more information on price	7 7%	-	1 33%	-	-	1 11%	3 19%	-	-	2 29%	-	1 7%	-	4 16%	-
Need more information(unsps)	1 1%	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-
General (Net)	21 22%	3 27%	-	2 14%	3 30%	2 22%	4 25%	3 38%	1 10%	-	3 33%	3 21%	5 21%	6 24%	4 22%
Other neutral general mentions	4 4%	-	-	-	1 10%	-	1 6%	-	1 10%	-	1 11%	-	1 4%	1 4%	1 6%
Negative mentions	2 2%	-	-	-	-	-	1 6%	-	-	-	1 11%	-	-	1 4%	-
None/Nothing	8 8%	3 27%	-	1 7%	-	-	1 6%	2 25%	-	-	1 11%	3 21%	1 4%	1 4%	2 11%
Don't know	3 3%	-	-	-	1 10%	1 11%	-	1 13%	-	-	-	-	1 4%	1 4%	1 6%
Decline to answer/No answer	4 4%	-	-	1 7%	1 10%	1 11%	1 6%	-	-	-	-	-	2 8%	2 8%	-
Sigma	111 114%	13 118%	4 133%	18 129%	10 100%	9 100%	17 106%	8 100%	10 100%	8 114%	14 156%	17 121%	28 117%	26 104%	18 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q715. Reasons for willingness to pay more for model M  
 Dishwashers

Base: Would Pay More For Model M

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	97*	11**	3**	14**	10**	9**	16**	8**	10**	7**	9**	14**	24**	25**	18**

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q800. Earlier you said you purchased a new refrigerator in the past two years.  
 Refrigerators come in several standard designs or configurations, which  
 of these designs best describes your new refrigerator?

22 Dec 2006  
 Table 106

Base: All Qualified Respondents Who Purchased a Refrigerator in the Past Two Years and Were the Main Decision Maker

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	671	59*	65*	77*	67*	69*	55*	58*	88*	64*	69*	124	144	124	146
Weighted Base	671	59*	65*	77*	67*	69*	55*	58*	88*	64*	69*	124	144	124	146
Freezer compartment on the top	318 47%	26 44%	35 54% H	38 49% h	27 40%	35 51% H	28 51% h	19 33%	45 51% H	30 47%	35 51% H	61 49%	65 45%	63 51%	64 44%
Freezer compartment on the bottom	102 15%	17 29% CDfGhJK	7 11%	9 12%	21 31% CDfGHJK	11 16% K	5 9%	8 14% k	13 15% K	8 13% k	3 4%	24 19%	30 21% n	16 13%	21 14%
Refrigerator and freezer compartments side-by-side	234 35%	15 25%	20 31%	28 36%	17 25%	23 33%	21 38%	28 48% BcEfi	30 34%	23 36%	29 42% bE	35 28%	45 31%	44 35%	58 40% L
Other	17 3%	1 2%	3 5% fl	2 3%	2 3%	-	1 2%	3 5% fl	-	3 5% fl	2 3%	4 3%	4 3%	1 1%	3 2%
Sigma	671 100%	59 100%	65 100%	77 100%	67 100%	69 100%	55 100%	58 100%	88 100%	64 100%	69 100%	124 100%	144 100%	124 100%	146 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base

Q805. Apart from the design in Q800, did you consider or shop for any of these other designs of refrigerator?

Base: Gave a Design

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	654	58*	62*	75*	65*	69*	54*	55*	88*	61*	67*	120	140	123	143
Weighted Base	654	58*	62*	75*	65*	69*	54*	55*	88*	61*	67*	120	140	123	143
Freezer compartment on the top	65 10%	4 7%	6 10%	6 8%	6 9%	10 14%	4 7%	8 15%	6 7%	5 8%	10 15%	10 8%	12 9%	14 11%	14 10%
Freezer compartment on the bottom	145 22%	8 14%	15 24%	20 27% b	13 20%	11 16%	15 28% b	12 22%	22 25%	14 23%	15 22%	23 19%	33 24%	26 21%	34 24%
Refrigerator and freezer compartments side-by-side	133 20%	14 24% Gj	14 23% g	16 21% g	21 32% fGhJK	13 19%	5 9%	10 18%	23 26% GJk	7 11%	10 15%	28 23% n	37 26% N	18 15%	33 23% n
Did not consider or shop for any of these	376 57%	35 60%	36 58%	42 56%	33 51%	44 64%	34 63%	27 49%	49 56%	40 66% eh	36 54%	71 59%	75 54%	78 63% o	76 53%
Sigma	719 110%	61 105%	71 115%	84 112%	73 112%	78 113%	58 107%	57 104%	100 114%	66 108%	71 106%	132 110%	157 112%	136 111%	157 110%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used. \* small base



Q810. Leaving aside the size of the refrigerator and other features, which of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy?

Base: All Qualified Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Freezer compartment on the top	420 10%	39 9%	45 11%	40 9%	37 9%	54 13% beK	40 9%	50 12% K	41 10%	42 10%	32 8%	84 10%	77 9%	94 11%	91 11%
Freezer compartment on the bottom	931 22%	90 21%	91 21%	93 22%	108 25% Fk	82 19%	108 25% Fk	90 21%	93 22%	91 21%	85 20%	181 21%	201 24%	190 22%	183 22%
Refrigerator and freezer compartments side-by-side	303 7%	36 8%	29 7%	25 6%	29 7%	27 6%	30 7%	29 7%	29 7%	30 7%	39 9% d	65 8%	54 6%	57 7%	58 7%
They all use the same amount of energy.	477 11%	45 11%	38 9%	46 11%	40 9%	50 12%	46 11%	52 12%	55 13% c	55 13% c	50 12%	83 10%	86 10%	96 11%	107 13% lm
Not sure	2128 50%	217 51%	224 52%	223 52%	213 50%	213 50%	201 47%	202 48%	208 49%	209 49%	218 51%	441 52%	436 51%	414 49%	410 48%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q905. Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Top 4 Box (Net)	2811 66%	280 66%	283 66% j	277 65%	281 66%	295 69% J	287 68% J	275 65%	285 67% j	259 61%	289 68% J	563 66%	558 65%	582 68%	560 66%
Top 3 Box (Net)	2311 54%	236 55% j	243 57% Jk	225 53%	230 54%	247 58% JK	241 57% Jk	224 53%	242 57% Jk	208 49%	215 51%	479 56%	455 53%	488 57% m	466 55%
Top 2 Box (Net)	1603 38%	171 40% JK	174 41% JK	154 36%	151 35%	180 42% dEJK	170 40% JK	158 37%	162 38%	142 33%	141 33%	345 40% M	305 36%	350 41% M	320 38%
(10)Extremely Useful	1046 25%	114 27% jk	115 27% Jk	95 22%	100 23% bDEGHUK	136 32%	108 25%	94 22%	103 24%	90 21%	91 21%	229 27% mo	195 23%	244 29% MO	197 23%
9	557 13%	57 13%	59 14%	59 14%	51 12%	44 10%	62 15% f	64 15% F	59 14%	52 12%	50 12%	116 14%	110 13%	106 12%	123 14%
8	708 17%	65 15%	69 16%	71 17%	79 19%	67 16%	71 17%	66 16%	80 19%	66 15%	74 17%	134 16%	150 18%	138 16%	146 17%
7	500 12%	44 10%	40 9%	52 12%	51 12%	48 11%	46 11%	51 12%	43 10%	51 12% BCDEFGHJ	74 17%	84 10%	103 12%	94 11%	94 11%
Middle 5 Box(Net)	1565 37%	150 35%	150 35%	156 37%	157 37%	137 32%	156 37%	160 38% f	153 36%	170 40% F	176 42% bcFi	300 35%	313 37%	293 34%	313 37%
Middle 3 Box(Net)	931 22%	96 22%	96 22%	92 22%	98 23% f	77 18%	95 22%	96 23% f	96 23%	98 23% f	87 21%	192 22%	190 22%	172 20%	192 23%
6	334 8%	30 7%	28 7%	35 8%	40 9%	28 7%	33 8%	35 8%	36 8%	41 10%	28 7%	58 7%	75 9%	61 7%	71 8%
5	460 11%	50 12% f	50 12% f	41 10%	47 11%	34 8%	48 11%	47 11%	46 11%	46 11%	51 12% F	100 12%	88 10%	82 10%	93 11%
4	137 3%	16 4%	18 4% K	16 4%	11 3%	15 4%	14 3%	14 3%	14 3%	11 3%	8 2%	34 4%	27 3%	29 3%	28 3%
3	134 3%	10 2%	14 3%	12 3%	8 2%	12 3%	15 4%	13 3%	14 3%	21 5% BE	15 4%	24 3%	20 2%	27 3%	27 3%
2	97 2%	8 2%	5 1%	7 2%	7 2%	13 3% ck	10 2%	14 3% CK	9 2%	19 4% BCDEgik	5 1%	13 2%	14 2%	23 3% l	23 3% l
1	55 1%	5 1%	10 2% gl	10 2% gl	4 1%	7 2% i	3 1%	4 1%	2 1%	5 1%	5 1%	15 2% O	14 2% o	10 1%	6 1%
Not At All Useful	125 3%	14 3%	10 2%	14 3%	15 4%	11 3%	8 2%	14 3%	12 3%	12 3%	15 4%	24 3%	29 3%	19 2%	26 3%
Not Sure	106 2%	14 3%	9 2%	15 4% gh	14 3%	11 3%	7 2%	7 2%	8 2%	13 3%	8 2%	23 3%	29 3% O	18 2%	15 2%
Bottom 4 Box (Net)	411 10%	37 9%	39 9%	43 10%	34 8%	43 10%	36 8%	45 11%	37 9%	57 13% BcEGlk	40 9%	76 9%	77 9%	79 9%	82 10%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q905. Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Bottom 3 Box (Net)	277 7%	27 6%	25 6%	31 7%	26 6%	31 7%	21 5%	32 8%	23 5%	36 8% Gi	25 6%	52 6%	57 7%	52 6%	55 6%
Bottom 2 Box (Net)	180 4%	19 4%	20 5%	24 6% Gi	19 4%	18 4%	11 3%	18 4%	14 3%	17 4%	20 5% g	39 5%	43 5% n	29 3%	32 4%
Mean	7.3	7.3 J	7.3 J	7.2	7.3 j	7.5 hJ	7.4 J	7.1	7.3 J	7.0	7.2	7.3	7.2	7.4	7.2
Standard Deviation	2.60	2.64	2.63	2.66	2.54	2.69	2.48	2.64	2.52	2.69	2.53	2.63	2.60	2.58	2.58
Standard Error	0.04	0.13	0.13	0.13	0.12	0.13	0.12	0.13	0.12	0.13	0.12	0.09	0.09	0.09	0.09
Median	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q910. Percent indicating degree of usefulness for showing operating cost measured in dollars.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Top 4 Box (Net)	3408 80%	336 79%	335 78%	344 81%	337 79%	342 80%	347 82%	344 81%	343 81%	332 78%	348 82%	671 79%	681 80%	689 81%	687 81%
Top 3 Box (Net)	3024 71%	298 70%	305 71%	308 72%	310 73%	313 73%	312 73%	294 70%	297 70%	282 66%	305 72%	603 71%	618 72%	625 73%	591 70%
Top 2 Box (Net)	2306 54%	218 51%	237 56%	234 55%	223 52%	250 59%	244 57%	241 57%	230 54%	200 47%	229 54%	455 53%	457 54%	494 58%	471 55%
(10)Extremely Useful	1586 37%	154 36%	171 40%	149 35%	160 37%	186 44%	171 40%	155 37%	154 36%	135 32%	151 36%	325 38%	309 36%	357 42%	309 36%
9	720 17%	64 15%	66 15%	85 20%	63 15%	64 15%	73 17%	86 20%	76 18%	65 15%	78 18%	130 15%	148 17%	137 16%	162 19%
8	718 17%	80 19%	68 16%	74 17%	87 20%	63 15%	68 16%	53 13%	67 16%	82 19%	76 18%	148 17%	161 19%	131 15%	120 14%
7	384 9%	38 9%	30 7%	36 8%	27 6%	29 7%	35 8%	50 12%	46 11%	50 12%	43 10%	68 8%	63 7%	64 8%	96 11%
Middle 5 Box(Net)	996 23%	104 24%	99 23%	92 22%	85 20%	90 21%	94 22%	105 25%	108 25%	117 27%	102 24%	203 24%	177 21%	184 22%	213 25%
Middle 3 Box(Net)	556 13%	60 14%	66 15%	52 12%	55 13%	56 13%	52 12%	51 12%	53 12%	56 13%	55 13%	126 15%	107 13%	108 13%	104 12%
6	210 5%	23 5%	25 6%	23 5%	23 5%	13 3%	22 5%	13 3%	20 5%	29 7%	19 4%	48 6%	46 5%	35 4%	33 4%
5	290 7%	32 7%	37 9%	23 5%	28 7%	29 7%	28 7%	30 7%	26 6%	25 6%	32 8%	69 8%	51 6%	57 7%	56 7%
4	56 1%	5 1%	4 1%	6 1%	4 1%	14 3%	2 *	8 2%	7 2%	2 *	4 1%	9 1%	10 1%	16 2%	15 2%
3	56 1%	6 1%	3 1%	4 1%	3 1%	5 1%	7 2%	4 1%	9 2%	11 3%	4 1%	9 1%	7 1%	12 1%	13 2%
2	45 1%	1 *	4 1%	5 1%	4 1%	5 1%	8 2%	5 1%	4 1%	6 1%	3 1%	5 1%	9 1%	13 2%	9 1%
1	28 1%	3 1%	2 *	4 1%	3 1%	5 1%	3 1%	4 1%	1 *	3 1%	-	5 1%	7 1%	8 1%	5 1%
Not At All Useful	82 2%	12 3%	9 2%	8 2%	11 3%	5 1%	3 1%	9 2%	9 2%	8 2%	8 2%	21 2%	19 2%	8 1%	18 2%
Not Sure	84 2%	9 2%	8 2%	10 2%	14 3%	8 2%	5 1%	6 1%	7 2%	11 3%	6 1%	17 2%	24 3%	13 2%	13 2%
Bottom 4 Box (Net)	211 5%	22 5%	18 4%	21 5%	21 5%	20 5%	21 5%	22 5%	23 5%	28 7%	15 4%	40 5%	42 5%	41 5%	45 5%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q910. Percent indicating degree of usefulness for showing operating cost measured in dollars.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Bottom 3 Box (Net)	155 4%	16 4%	15 4%	17 4%	18 4%	15 4%	14 3%	18 4%	14 3%	17 4%	11 3%	31 4%	35 4%	29 3%	32 4%
Bottom 2 Box (Net)	110 3%	15 4% G	11 3%	12 3%	14 3% g	10 2%	6 1%	13 3%	10 2%	11 3%	8 2%	26 3%	26 3%	16 2%	23 3%
Mean	8.1	8.0	8.2	8.2	8.2	8.3 J	8.3 J	8.1	8.1	7.9	8.2 j	8.1	8.2	8.3	8.1
Standard Deviation	2.26	2.34	2.27	2.24	2.31	2.31	2.15	2.33	2.27	2.29	2.11	2.30	2.27	2.23	2.30
Standard Error	0.04	0.11	0.11	0.11	0.11	0.11	0.10	0.11	0.11	0.11	0.10	0.08	0.08	0.08	0.08
Median	9	9	9	9	9	9	9	9	9	8	9	9	9	9	9
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q915. Percent indicating degree of usefulness for showing energy efficiency based on a five-star scale.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Top 4 Box (Net)	2677 63%	216 51%	261 61% B	249 58% B	239 56% BCDEHIJK	335 79% BCDEHIK	323 76% BCDEHIK	243 57% B	262 62% B	306 72% BCDEHIK	243 57% B	477 56%	488 57% LMO	658 77% LMO	505 59%
Top 3 Box (Net)	2130 50%	165 39%	200 47% B	193 45% b	184 43% BCDEHIJK	287 67% BCDEHIJK	280 66% BCDEHIJK	188 44% b	203 48% B	249 58% BCDEHIK	181 43%	365 43%	377 44% LMO	567 67% LMO	391 46%
Top 2 Box (Net)	1450 34%	115 27%	129 30%	119 28%	114 27% BCDEHIJK	218 51% BCDEHIK	200 47% BCDEHIK	122 29% BDEHK	146 34% BCDEHIK	180 42% BCDEHIK	107 25%	244 29%	233 27% LMO	418 49% LMO	268 32% m
(10)Extremely Useful	923 22%	72 17%	83 19% K	74 17%	77 18% BCDEHIJK	152 36% BCDEHIK	138 32% BCDEHIK	65 15%	86 20% hK	116 27% BCDEHIK	60 14%	155 18%	151 18% LMO	290 34% LMO	151 18%
9	527 12%	43 10%	46 11%	45 11%	37 9% BCDEK	66 15% BcdE	62 15% BcdE	57 13% E	60 14% bE	64 15% BcdEk	47 11%	89 10%	82 10% LM	128 15% LM	117 14% LM
8	680 16%	50 12%	71 17% B	74 17% B	70 16% B	69 16% b	80 19% BI	66 16% b	57 13% b	69 16% b	74 17% B	121 14%	144 17% lo	149 18% lo	123 14%
7	547 13%	51 12%	61 14% g	56 13%	55 13%	48 11%	43 10%	55 13%	59 14% g	57 13% g	62 15% G	112 13%	111 13%	91 11% n	114 13% n
Middle 5 Box(Net)	1641 39%	179 42% FGJ	174 41% FGJ	179 42% FGJ	185 43% FGJ	107 25% FGJ	121 28% FGJ	181 43% FGJ	179 42% FGJ	145 34% Fg	191 45% FGJ	353 41% N	364 43% N	228 27% N	360 42% N
Middle 3 Box(Net)	962 23%	116 27% FGJ	98 23% FGJ	106 25% FGJ	116 27% FGJ	57 13% FGJ	68 16% FGJ	101 24% FGJ	108 25% FGJ	75 18% f	117 28% FGJ	214 25% N	222 26% N	125 15% N	209 25% N
6	347 8%	40 9% Fk	38 9% F	41 10% FK	34 8% F	18 4% FGJ	33 8% F	35 8% F	43 10% FK	39 9% FK	26 6% FK	78 9% N	75 9% N	51 6% N	78 9% N
5	472 11%	60 14% cFGJ	43 10% fJ	45 11% fgJ	62 15% CdFGJ	29 7% FGJ	30 7% FGJ	51 12% FGJ	55 13% FGJ	27 6% CDFGhJ	70 17% N	103 12% N	107 13% N	59 7% N	106 12% N
4	143 3%	16 4% G	17 4% G	20 5% fGj	20 5% fGj	10 2% FGJ	5 1% FGJ	15 4% G	10 2% G	9 2% FGJ	21 5% FGJ	33 4% N	40 5% No	15 2% N	25 3% N
3	132 3%	12 3% F	15 4% F	17 4% F	14 3% F	2 *	10 2% F	25 6% BceFGJK	12 3% F	13 3% F	12 3% F	27 3% N	31 4% N	12 1% N	37 4% N
2	101 2%	17 4% FiJ	11 3% j	13 3% j	9 2% j	6 1% j	9 2% j	12 3% j	8 2% j	5 1% j	11 3% j	28 3% N	22 3% N	15 2% N	20 2% N
1	64 2%	9 2% h	12 3% GHik	7 2%	6 1%	6 1%	4 1%	3 1%	4 1%	8 2% NO	5 1% NO	21 2% NO	13 2% NO	10 1% NO	7 1% NO
Not At All Useful	147 3%	26 6% CDFGJ	13 3% G	13 3% G	18 4% Gj	10 2% G	2 *	18 4% Gj	19 4% fgj	9 2% G	19 4% fgj	39 5% N	31 4% N	12 1% N	37 4% N
Not Sure	176 4%	31 7% CFGJK	17 4% FGj	22 5% FGj	25 6% FGj	10 2% FGj	9 2% FGj	21 5% FGj	13 3% FGj	11 3% FGj	4 1% FGj	17 4% N	48 6% N	19 2% N	34 4% N
Bottom 4 Box (Net)	444 10%	64 15% eFGJk	51 12% FGj	50 12% FGj	47 11% FG	24 6% FG	25 6% FG	58 14% FGJ	43 10% FG	35 8% FG	47 11% FG	115 13% N	97 11% N	49 6% N	101 12% N

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q915. Percent indicating degree of usefulness for showing energy efficiency based on a five-star scale.

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Bottom 3 Box (Net)	312 7% gDEFGHIJK	52 12% fGj	36 8% fGj	33 8% G	33 8% G	22 5% G	15 4% G	33 8% G	31 7% G	22 5% G	35 8% fGj	88 10% mNO	66 8% N	37 4% N	64 8% N
Bottom 2 Box (Net)	211 5% DFGhJ	35 8% G	25 6% G	20 5% G	24 6% G	16 4% G	6 1% G	21 5% G	23 5% G	17 4% G	24 6% G	60 7% N	44 5% N	22 3% N	44 5% N
Mean	7.1	6.4	6.9 B	6.8 B	6.7	8.0 BCDEHIJK	7.9 BCDEHIJK	6.7	7.0 BK	7.6 BCDEHIK	6.6	6.7	6.8	8.0 LMO	6.9
Standard Deviation	2.65	2.93	2.68	2.63	2.69	2.41	2.21	2.69	2.65	2.47	2.64	2.81	2.66	2.31	2.67
Standard Error	0.04	0.15	0.13	0.13	0.13	0.12	0.11	0.13	0.13	0.12	0.13	0.10	0.09	0.08	0.09
Median	8	7	7	7	7	9	8	7	7	8	7	7	7	9	7
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q920. Which of the following types of controls do you prefer on a dishwasher?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Touchpad controls	1852 43%	192 45%	190 44%	180 42%	189 44%	181 42%	180 42%	190 45%	183 43%	174 41%	193 46%	382 45%	369 43%	361 42%	373 44%
Buttons	348 8%	36 8%	32 7%	40 9%	40 9%	35 8%	27 6%	35 8%	42 10% g	32 7%	29 7%	68 8%	80 9%	62 7%	77 9%
Rotary dial	244 6%	25 6%	25 6%	21 5%	24 6%	26 6%	23 5%	28 7%	19 4%	30 7%	23 5%	50 6%	45 5%	49 6%	47 6%
A combination of a touchpad, buttons, or dials	539 13%	51 12%	44 10%	57 13%	60 14% c	49 12%	67 16% CfH	47 11%	58 14%	51 12%	55 13%	95 11%	117 14%	116 14%	105 12%
I have no preference.	1276 30%	123 29%	136 32% e	129 30%	114 27%	135 32%	128 30%	123 29%	124 29%	140 33% e	124 29%	259 30%	243 28%	263 31%	247 29%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q102. Gender

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Male	1907 45%	190 44%	189 44%	202 47%	196 46%	184 43%	193 45%	181 43%	180 42%	201 47%	191 45%	379 44%	398 47% o	377 44%	361 43%
Female	2352 55%	237 56%	238 56%	225 53%	231 54%	242 57%	232 55%	242 57%	246 58%	226 53%	233 55%	475 56%	456 53%	474 56%	488 57% m
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q106. Age Ranges

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
18-29(net)	590 14%	57 13%	57 13%	64 15%	51 12%	64 15%	56 13%	57 13%	61 14%	53 12%	70 17% ej	114 13%	115 13%	120 14%	118 14%
18 - 24	193 5%	22 5%	19 4%	20 5%	18 4%	20 5%	16 4%	20 5%	22 5%	15 4%	21 5%	41 5%	38 4%	36 4%	42 5%
25 - 29	397 9%	35 8%	38 9%	44 10%	33 8%	44 10%	40 9%	37 9%	39 9%	38 9%	49 12% e	73 9%	77 9%	84 10%	76 9%
30-49(net)	1846 43%	179 42%	182 43%	189 44%	207 48% bcFG	167 39%	167 39%	195 46% FG	183 43%	191 45%	186 44%	361 42%	396 46% IN	334 39%	378 45% N
30 - 34	347 8%	42 10%	32 7%	34 8%	43 10%	30 7%	33 8%	31 7%	37 9%	32 7%	33 8%	74 9%	77 9%	63 7%	68 8%
35 - 39	493 12%	52 12%	44 10%	52 12%	49 11%	46 11%	41 10%	53 13%	50 12%	53 12%	53 13%	96 11%	101 12%	87 10%	103 12%
40 - 44	348 8%	35 8%	41 10%	29 7%	38 9%	31 7%	34 8%	37 9%	33 8%	34 8%	36 8%	76 9%	67 8%	65 8%	70 8%
45 - 49	658 15%	50 12%	65 15%	74 17% B	77 18% Bg	60 14%	59 14%	74 17% B	63 15%	72 17% B	64 15%	115 13%	151 18% LN	119 14%	137 16%
50-64(net)	1237 29%	124 29%	116 27%	118 28%	115 27% cdeh	140 33% e	137 32% e	117 28%	120 28%	123 29%	127 30%	240 28%	233 27% LMO	277 33% LMO	237 28%
50 - 54	459 11%	44 10%	47 11%	39 9%	45 11%	51 12%	50 12%	45 11%	46 11%	51 12%	41 10%	91 11%	84 10%	101 12%	91 11%
55 - 59	447 10%	53 12% c	38 9%	46 11%	39 9%	50 12%	44 10%	38 9%	46 11%	44 10%	49 12%	91 11%	85 10%	94 11%	84 10%
60 - 64	331 8%	27 6%	31 7%	33 8%	31 7%	39 9%	43 10% Bij	34 8%	28 7%	28 7%	37 9%	58 7%	64 7%	82 10% Lo	62 7%
65 and over	586 14%	67 16% K	72 17% ehK	56 13%	54 13%	55 13%	65 15% K	54 13%	62 15% K	60 14% K	41 10%	139 16% M	110 13%	120 14%	116 14%
Mean	47.2	47.2	48.0 K	46.9	46.8	47.5	48.4 K	47.0	47.1	47.6 k	45.9	47.6	46.8	47.9	47.1
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q174. Region

Base: US Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
East	1108 26%	108 25%	119 28%	120 28% i	102 24%	122 29% hi	118 28%	98 23%	98 23%	120 28% i	103 24%	227 27% o	222 26%	240 28% O	196 23%
Midwest	1089 26%	110 26%	92 22%	111 26%	125 29% Cg	107 25%	103 24%	115 27% c	107 25%	107 25%	112 26% c	202 24%	236 28% i	210 25%	222 26%
South	1193 28%	104 24%	135 32% BdE	113 26%	107 25%	127 30% b	119 28%	119 28%	132 31% Be	121 28%	116 27%	239 28%	220 26%	246 29%	251 30% m
West	869 20%	105 25% CdFJ	81 19%	83 19%	93 22% F	70 16%	85 20%	91 22% f	89 21% f	79 19%	93 22% F	186 22% n	176 21%	155 18%	180 21%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q190. What type of Internet connection do you have for your home computer or other primary computer?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
14.4k modem	7 *	1 *	-	-	-	-	1 *	5 1% bCDEFJK	-	-	-	1 *	-	1 *	5 1% M
28.8k modem	30 1%	4 1%	2 *	3 1%	2 *	5 1%	4 1%	2 *	2 *	4 1%	2 *	6 1%	5 1%	9 1%	4 *
33.6k modem	14 *	2 *	-	1 *	-	2 *	4 1% CE	2 *	1 *	1 *	1 *	2 *	1 *	6 1% m	3 *
56k modem	648 15%	60 14%	65 15%	61 14%	64 15%	70 16%	63 15%	69 16%	73 17%	63 15%	60 14%	125 15%	125 15%	133 16%	142 17%
Cable modem	1740 41%	159 37%	173 41%	160 37%	180 42%	178 42%	186 44% bd	167 39%	176 41%	183 43% b	178 42%	332 39%	340 40%	364 43%	343 40%
T1 or T3 line	101 2%	13 3%	17 4% GHi	9 2%	10 2%	11 3%	7 2%	7 2%	8 2%	9 2%	10 2%	30 4% nO	19 2%	18 2%	15 2%
ISDN line	22 1%	1 *	-	3 1% c	4 1% C	4 1% C	1 *	2 *	1 *	4 1% C	2 *	1 *	7 1% L	5 1%	3 *
ADSL/DSL	1438 34%	158 37% j	137 32%	159 37% j	139 33%	138 32%	142 33%	145 34%	145 34%	135 32%	140 33%	295 35%	298 35%	280 33%	290 34%
Other	64 2%	5 1%	11 3% G	9 2% G	8 2% G	5 1%	1 *	5 1%	5 1%	9 2% G	6 1% g	16 2% N	17 2% N	6 1%	10 1%
Not sure	195 5%	24 6% f	22 5%	22 5%	20 5%	13 3%	16 4%	19 4%	15 4%	19 4%	25 6% F	46 5% N	42 5%	29 3%	34 4%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q194. Excluding email, how many hours per week do you spend on the Internet or World Wide Web?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
0 hours	7 0%	-	-	-	-	-	-	-	2 0%	3 1%	2 0%	-	-	-	2 0%
1 - 7 hours	904 21%	97 23%	94 22%	88 21%	87 20%	85 20%	82 19%	93 22%	84 20%	101 24%	93 22%	191 22%	175 20%	167 20%	177 21%
8 - 14 hours	1023 24%	82 19%	107 25% B	103 24% b	103 24% b	114 27% B	105 25% b	103 24% b	106 25% B	98 23%	102 24% b	189 22%	206 24%	219 26% l	209 25%
15 - 21 hours	1168 27%	123 29%	114 27%	113 26%	117 27%	109 26%	125 29%	116 27%	119 28%	113 26%	119 28%	237 28%	230 27%	234 27%	235 28%
22 - 28 hours	331 8%	42 10% fh	37 9%	30 7%	37 9%	28 7%	37 9%	27 6%	30 7%	33 8%	30 7%	79 9% o	67 8%	65 8%	57 7%
29 - 35 hours	406 10%	44 10%	40 9%	43 10%	45 11%	42 10%	40 9%	40 9%	39 9%	36 8%	37 9%	84 10%	88 10%	82 10%	79 9%
36 - 42 hours	196 5%	17 4%	19 4% g	19 4% g	18 4%	19 4% g	10 2%	26 6% G	25 6% G	21 5% G	22 5% G	36 4%	37 4%	29 3%	51 6% IN
43+ hours	224 5%	22 5%	16 4%	31 7% Chk	20 5%	29 7% C	26 6%	18 4%	21 5%	22 5%	19 4%	38 4%	51 6%	55 6% lo	39 5%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q216. What is the highest level of education you have completed or the highest degree you have received?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
High School or Less (Net)	650 15%	64 15%	73 17% K	78 18% gK	63 15%	65 15%	59 14%	65 15%	64 15%	67 16%	52 12%	137 16%	141 17%	124 15%	129 15%
Less than high school	11 ↓	1 ↓	3 1% gjk	1 ↓	1 ↓	1 ↓	-	3 1% gjk	1 ↓	-	-	4 ↓	2 ↓	1 ↓	4 ↓
Some high school	39 1%	7 2% gK	4 1%	3 1%	6 1% k	3 1%	2 ↓	3 1%	4 1%	6 1% k	1 ↓	11 1%	9 1%	5 1%	7 1%
High school or equivalent (e.g., GED)	600 14%	56 13%	66 15%	74 17% beK	56 13%	61 14%	57 13%	59 14%	59 14%	61 14%	51 12%	122 14%	130 15%	118 14%	118 14%
Attended College or College Degree (Net)	2630 62%	270 63%	257 60%	256 60%	261 61%	276 65%	273 64%	259 61%	259 61%	254 59%	265 63%	527 62%	517 61%	549 65% m	518 61%
Some college, but no degree	1259 30%	126 30%	124 29%	132 31%	124 29%	125 29%	130 31%	120 28%	121 28%	125 29%	132 31%	250 29%	256 30%	255 30%	241 28%
Associate's degree	449 11%	49 11%	41 10%	37 9%	46 11%	56 13% Dh	48 11%	40 9%	44 10%	43 10%	45 11%	90 11%	83 10%	104 12% m	84 10%
College (e.g., B.A., B.S.)	922 22%	95 22%	92 22%	87 20%	91 21%	95 22%	95 22%	99 23%	94 22%	86 20%	88 21%	187 22%	178 21%	190 22%	193 23%
Attended Graduate School or Graduate Degree (Net)	979 23%	93 22%	97 23%	93 22%	103 24%	85 20%	93 22%	99 23%	103 24%	106 25% f	107 25% f	190 22%	196 23%	178 21%	202 24%
Some graduate school, but no degree	340 8%	39 9%	34 8%	32 7%	32 7%	27 6%	39 9%	34 8%	34 8%	32 7%	37 9%	73 9%	64 7%	66 8%	68 8%
Graduate school (e.g., M.S., M.D., Ph.D., Sigma)	639 15%	54 13%	63 15%	61 14%	71 17%	58 14%	54 13%	65 15%	69 16%	74 17% bg	70 17%	117 14%	132 15%	112 13%	134 16%
	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q210. What is your employment status?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Employed full time	2184 51%	219 51%	208 49%	222 52%	224 52%	223 52%	207 49%	211 50%	230 54%	208 49%	232 55% cgj	427 50%	446 52%	430 51%	441 52%
Employed part time	457 11%	53 12%	47 11%	40 9%	41 10%	59 14% Dehik	45 11%	42 10%	41 10%	47 11%	42 10%	100 12%	81 9%	104 12% m	83 10%
Self-employed	456 11%	49 11%	39 9%	53 12% ef	36 8%	36 8%	54 13% cEF	45 11%	51 12% ef	47 11%	46 11%	88 10%	89 10%	90 11%	96 11%
Not employed, but looking for work	133 3%	7 2%	9 2%	10 2%	21 5% BCDI	13 3%	13 3% BCDfglk	23 5%	8 2%	17 4% Bi	12 3%	16 2%	31 4% L	26 3%	31 4% L
Not employed and not looking for work	100 2%	12 3% E	12 3% E	6 1%	3 1%	12 3% E	10 2% E	8 2%	12 3% E	15 4% DE	10 2% E	24 3% M	9 1%	22 3% M	20 2% M
Retired	769 18%	72 17%	81 19%	75 18%	74 17%	69 16%	91 21% bfhk	71 17%	80 19%	86 20%	70 17%	153 18%	149 17%	160 19%	151 18%
Student	253 6%	31 7% hJ	27 6% j	29 7% J	28 7% J	31 7% hJ	25 6%	18 4%	23 5%	15 4%	26 6% j	58 7% o	57 7%	56 7%	41 5%
Homemaker	495 12%	45 11%	58 14% I	47 11%	50 12%	44 10%	55 13% i	64 15% BdFIJ	38 9%	45 11%	49 12%	103 12%	97 11%	99 12%	102 12%
Sigma	4847 114%	488 114%	481 113%	482 113%	477 112%	487 114%	500 118%	482 114%	483 113%	480 112%	487 115%	969 113%	959 112%	987 116%	965 114%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q232. Which of the following income categories best describes your total 2005 household income?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Under 50K (Net)	1551 36%	141 33%	158 37%	154 36%	159 37%	162 38%	140 33%	152 36%	161 38%	160 37%	164 39% bg	299 35%	313 37%	302 35%	313 37%
Less than \$15,000	174 4%	13 3%	13 3%	22 5%	22 5%	17 4%	19 4%	19 4%	17 4%	17 4%	15 4%	26 3%	44 5% L	36 4%	36 4%
\$15,000 to \$24,999	302 7%	32 7% G	33 8% G	26 6% G	30 7% G	41 10% dGi	13 3%	36 9% G	27 6% G	29 7% G	35 8% G	65 8%	56 7%	54 6%	63 7%
\$25,000 to \$34,999	461 11%	43 10%	45 11%	49 11%	43 10%	48 11%	41 10%	41 10%	53 12%	48 11%	50 12%	88 10%	92 11%	89 10%	94 11%
\$35,000 to \$49,999	614 14%	53 12%	67 16%	57 13%	64 15%	56 13%	67 16%	56 13%	64 15%	66 15%	64 15%	120 14%	121 14%	123 14%	120 14%
50K+ (Net)	2252 53%	221 52%	236 55%	224 52%	216 51%	215 50%	240 56% ef	231 55%	219 51%	228 53%	222 52%	457 54%	440 52%	455 53%	450 53%
\$50,000 to \$74,999	930 22%	91 21%	107 25% Ef	87 20%	83 19%	83 19%	97 23%	87 21%	92 22%	104 24% ef	99 23%	198 23% m	170 20%	180 21%	179 21%
\$75,000 to \$99,999	630 15%	52 12%	65 15%	64 15%	66 15%	77 18% BHIJ	72 17% B	55 13%	56 13%	56 13%	67 16%	117 14%	130 15%	149 18% LO	111 13%
\$100,000 to \$124,999	366 9%	42 10%	40 9%	39 9%	31 7%	30 7%	39 9%	42 10%	40 9%	33 8%	30 7%	82 10%	70 8%	69 8%	82 10%
\$125,000 to \$149,999	160 4%	21 5% C	10 2%	18 4%	19 4% c	12 3%	12 3%	25 6% CFGIK	12 3%	18 4%	13 3%	31 4%	37 4% n	24 3%	37 4% n
\$150,000 to \$199,999	86 2%	7 2%	5 1%	8 2%	7 2%	7 2%	15 4% bCeK	13 3% c	9 2%	9 2%	6 1%	12 1%	15 2%	22 3% 	22 3% 
\$200,000 to \$249,999	35 1%	3 1%	4 1%	3 1%	3 1%	3 1%	5 1%	6 1%	4 1%	2 *	2 *	7 1%	6 1%	8 1%	10 1%
\$250,000 or more	45 1%	5 1% G	5 1% G	5 1% G	7 2% G	3 1% g	-	3 1% g	6 1% G	6 1% G	5 1% G	10 1% n	12 1% N	3 *	9 1% n
Decline to answer	456 11% CGHIJK	65 15%	33 8%	49 11% c	52 12% C	49 12% c	45 11%	40 9%	46 11%	39 9%	38 9%	98 11%	101 12%	94 11%	86 10%
Mean(In Thousands)	78.4	80.6	77.2	78.8	78.6	74.8	80.8 fk	81.9 fk	78.4	77.8	75.1	78.8	78.7	77.8	80.1
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.



Q244. Racial Background

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
White	3479 82%	353 83%	363 85% DeK	341 80%	342 80%	351 82%	349 82%	343 81%	345 81%	354 83%	338 80%	716 84% M	683 80%	700 82%	688 81%
Black/African American (Net)	247 6%	14 3%	18 4%	30 7% Bc	25 6% b	28 7% B	25 6% b	28 7% B	29 7% Bc	24 6% b	26 6% B	32 4%	55 6% L	53 6% L	57 7% L
Black	133 3%	4 1%	11 3% b	19 4% Bj	12 3% B	17 4% B	14 3% B	16 4% B	15 4% B	9 2%	16 4% B	15 2%	31 4% L	31 4% L	31 4% L
African American	114 3%	10 2%	7 2%	11 3%	13 3%	11 3%	11 3%	12 3%	14 3%	15 4% c	10 2%	17 2%	24 3%	22 3%	26 3%
Non-White (Net)	403 9%	46 11%	36 8%	39 9%	45 11%	35 8%	35 8%	36 9%	40 9%	42 10%	49 12%	82 10%	84 10%	70 8%	76 9%
Asian or Pacific Islander	114 3%	14 3%	11 3%	10 2%	14 3%	7 2%	13 3%	11 3%	12 3%	9 2%	13 3%	25 3%	24 3%	20 2%	23 3%
Native American or Alaskan native	44 1%	5 1%	10 2% DFGH	2 *	5 1%	2 *	2 *	1 *	5 1%	4 1%	8 2% dfgH	15 2% mNO	7 1%	4 *	6 1%
Mixed racial background	70 2%	10 2% C	2 *	12 3% CfHi	9 2% C	5 1%	6 1%	4 1%	5 1%	10 2% C	7 2% c	12 1%	21 2% nO	11 1%	9 1%
Other race	22 1%	1 *	1 *	2 *	-	5 1% E	1 *	2 *	4 1% E	4 1% E	2 *	2 *	2 *	6 1%	6 1%
Hispanic	152 4%	16 4%	12 3%	13 3%	17 4%	16 4%	12 3%	18 4%	14 3%	15 4%	19 4%	28 3%	30 4%	28 3%	32 4%
Filipino	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *	-
Decline to answer	116 3%	12 3%	9 2%	15 4% j	13 3%	10 2%	13 3%	16 4% j	12 3%	7 2%	9 2%	21 2%	28 3%	23 3%	28 3%
Unknown	14 *	2 *	1 *	2 *	2 *	2 *	3 1% hij	-	-	-	2 *	3 *	4 *	5 1% O	-
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q202. What is your marital status?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Married/Living with partner(Net)	3003 71%	297 70%	299 70%	296 69%	308 72%	311 73%	298 70%	311 74% k	293 69%	302 71%	288 68%	596 70%	604 71%	609 72%	604 71%
Married	2725 64%	279 65%	276 65%	262 61%	282 66% k	280 66% k	269 63%	289 68% Dk	259 61%	275 64%	254 60%	555 65%	544 64%	549 65%	548 65%
Living with partner	278 7%	18 4%	23 5%	34 8% B	26 6%	31 7% b	29 7% b	22 5%	34 8% B	27 6%	34 8% Bh	41 5%	60 7% I	60 7% L	56 7%
Not Married(Net)	1256 29%	130 30%	128 30%	131 31%	119 28%	115 27%	127 30%	112 26%	133 31%	125 29%	136 32% h	258 30%	250 29%	242 28%	245 29%
Single, never married	639 15%	66 15%	58 14%	68 16%	54 13%	59 14%	67 16%	58 14%	72 17% e	65 15%	72 17% e	124 15%	122 14%	126 15%	130 15%
Divorced	424 10%	44 10%	48 11% g	46 11%	43 10%	41 10%	33 8%	36 9%	43 10%	40 9%	50 12% G	92 11%	89 10%	74 9%	79 9%
Separated	59 1%	4 1%	6 1%	3 1%	10 2% d	4 1%	9 2% d	4 1%	6 1%	8 2%	5 1%	10 1%	13 2%	13 2%	10 1%
Widowed	134 3%	16 4%	16 4%	14 3%	12 3%	11 3%	18 4% k	14 3%	12 3%	12 3%	9 2%	32 4%	26 3%	29 3%	26 3%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q204. Including you, how many adults (age 18 or over) live in your household?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
1	735 17%	71 17%	76 18%	78 18%	76 18%	77 18%	69 16%	73 17%	82 19% j	64 15%	69 16%	147 17%	154 18%	146 17%	155 18%
2	2696 63%	283 66% Fi	274 64%	263 62%	267 63%	250 59%	281 66% Fi	269 64%	255 60%	280 66% Fi	274 65% i	557 65%	530 62%	531 62%	524 62%
3	581 14%	54 13%	52 12%	64 15%	59 14%	71 17% bcgh	53 12%	51 12%	56 13%	65 15%	56 13%	106 12%	123 14%	124 15%	107 13%
4	184 4%	13 3%	17 4%	19 4%	18 4%	16 4%	18 4%	23 5% b	25 6% Bj	14 3%	21 5%	30 4%	37 4%	34 4%	48 6% L
5+	60 1%	5 1%	8 2%	3 1%	7 2% bDGJK	12 3%	4 1%	7 2%	6 1%	4 1%	4 1%	13 2%	10 1%	16 2%	13 2%
Mean	2.1	2.1	2.1	2.1	2.1	2.2 b	2.1	2.2	2.1	2.1	2.1	2.1	2.1	2.1	2.1
Std. Dev.	0.9	0.7	0.8	0.8	0.8	0.9	0.7	1.6	0.8	0.8	0.9	0.8	0.8	0.8	1.3
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Sigma	4256 100%	426 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	424 100%	427 100%	424 100%	853 100%	854 100%	851 100%	847 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
Overlap formulae used.

Q206. How many children under the age of 18 live in your household?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
0	2772 65%	274 64%	275 64%	290 68% eH	264 62%	281 66%	287 68% eH	256 61%	291 68% EH	285 67% h	269 63%	549 64%	554 65%	568 67%	547 64%
1	658 15%	72 17%	62 15%	56 13%	74 17% dj	69 16%	68 16%	68 16%	64 15%	55 13%	70 17%	134 16%	130 15%	137 16%	132 16%
2	552 13%	52 12%	56 13%	50 12%	56 13%	50 12%	52 12% BcDeFGJk	75 18%	50 12%	54 13%	57 13%	108 13%	106 12%	102 12%	125 15% n
3	190 4%	22 5%	20 5%	20 5%	25 6% G	16 4%	13 3%	17 4%	15 4%	24 6% g	18 4%	42 5%	45 5% n	29 3%	32 4%
4	57 1%	5 1%	8 2% l	6 1% i	8 2% l	8 2% l	5 1%	5 1%	1 *	4 1%	7 2% l	13 2%	14 2% o	13 2%	6 1%
5+	29 1%	2 *	6 1% EG	5 1% EG	-	2 *	-	2 *	5 1% EG	5 1% EG	2 *	8 1% n	5 1%	2 *	7 1% n
Decline to answer	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-
Mean	0.6	0.6	0.7 Gi	0.6	0.7 Gi	0.6	0.5	0.7 Gi	0.6	0.6	0.7	0.7 n	0.7	0.6	0.6
Std. Dev.	1.0	1.0	1.1	1.1	1.0	1.1	0.9	1.1	1.0	1.1	1.0	1.1	1.1	1.0	1.0
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

Q234 Which of the following ranges best describes your household's total investable assets?

Base: All Respondents

	Total	Cell 1	Cell 2	Cell 3	Cell 4	Cell 5	Cell 6	Cell 7	Cell 8	Cell 9	Cell 10	Cell 1 & 2	Cell 3 & 4	Cell 5 & 6	Cell 7 & 8
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Weighted Base	4259	427	427	427	427	426	425	423	426	427	424	854	854	851	849
Less than \$10,000	908 21%	93 22%	98 23%	87 20%	96 22%	81 19%	83 20%	97 23%	101 24% fk	93 22%	79 19%	191 22%	183 21%	164 19%	198 23% N
\$10,000 - \$24,999	290 7%	26 6%	30 7%	20 5%	32 7% d	30 7%	23 5%	31 7%	31 7%	34 8% D	33 8% d	56 7%	52 6%	53 6%	62 7%
\$25,000 - \$49,999	397 9%	45 11% g	37 9%	47 11% g	37 9%	43 10%	31 7%	35 8%	35 8%	36 8%	51 12% Ghij	82 10%	84 10%	74 9%	70 8%
\$50,000 - \$99,999	440 10%	45 11%	45 11%	55 13% E	32 7%	49 12% E	42 10%	46 11% e	45 11%	40 9%	41 10%	90 11%	87 10%	91 11%	91 11%
\$100,000 - \$249,999	343 8%	32 7%	32 7%	28 7%	34 8% bcDhIjk	48 11% bcDhIjk	44 10% Di	32 8%	30 7%	31 7%	32 8%	64 7%	62 7%	92 11% LMO	62 7%
\$250,000 - \$499,999	260 6%	25 6%	32 7% ef	26 6%	20 5%	19 4%	34 8% EF	29 7%	23 5%	27 6%	25 6%	57 7%	46 5%	53 6%	52 6%
\$500,000 - \$749,999	82 2%	9 2%	9 2%	6 1%	7 2%	6 1%	14 3% dfK	8 2%	7 2%	11 3%	5 1%	18 2%	13 2%	20 2%	15 2%
\$750,000 - \$999,999	49 1%	4 1%	3 1%	6 1%	7 2%	3 1%	4 1%	7 2%	6 1%	6 1%	3 1%	7 1%	13 2%	7 1%	13 2%
\$1,000,000 - \$2,499,999	73 2%	11 3% k	9 2%	6 1%	7 2%	6 1%	9 2%	5 1%	7 2%	9 2%	4 1%	20 2%	13 2%	15 2%	12 1%
\$2,500,000 - \$4,999,999	13	3 1% cgh	-	2	1	1	-	-	2	2	2	3	3	1	2
\$5,000,000 or more	5	1	-	1	2	1	-	-	-	-	-	1	3 o	1	-
Decline to answer	635 15%	68 16%	59 14%	56 13%	66 15%	67 16%	70 16%	62 15%	70 16%	61 14%	56 13%	127 15%	122 14%	137 16%	132 16%
Not sure	147 3%	13 3%	18 4%	18 4%	18 4%	11 3%	15 4%	13 3%	11 3%	19 4%	11 3%	31 4%	36 4%	26 3%	24 3%
Unknown	617 14%	52 12%	55 13%	69 16% b	68 16%	61 14%	56 13%	58 14%	58 14%	58 14% BCFGHIJ	82 19%	107 13%	137 16% L	117 14%	116 14%
Sigma	4259 100%	427 100%	427 100%	427 100%	427 100%	426 100%	425 100%	423 100%	426 100%	427 100%	424 100%	854 100%	854 100%	851 100%	849 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - b/c/d/e/f/g/h/i/j/k - l/m/n/o  
 Overlap formulae used.

1	1	Q415. Which of these types of appliances, if any, have you purchased in the past two years?
2	2	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Refrigerator
3	3	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Dishwasher
4	4	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Clothes washer
5	5	Q421. Which of the following best describes your role in deciding which appliance(s) to purchase? Clothes dryer
6	6	Q430. Thinking about your purchase of the appliance, did you visit a retail showroom to look at the product before your purchase?
7	7	Q435. Do you recall seeing a label describing energy characteristics attached to the appliance?
8	8	Q440. To the best of your knowledge, was the color of the energy label...?
9	9	Q445. Using a scale from 0 to 10, where 0 is not at all useful and 10 is extremely useful, how useful was the energy label in your most recent purchase decision?
11	10	Q450. In the next two years, are you likely to shop for a new refrigerator, dishwasher, clothes washer or clothes dryer?
12	11	Q455. Which of the following best describes your most likely role in deciding which appliance to purchase?
13	12	Q510. Would any of this information be useful to you in making your purchase decision? Refrigerator
14	13	Q510. Would any of this information be useful to you in making your purchase decision? Dishwasher
15	14	Q515. Parts of label found most useful Refrigerator
18	15	Q515. Parts of label found most useful Dishwasher
21	16	Q520. Based on this information, can you tell how much it typically costs to operate this model for one year? Refrigerator
22	17	Q520. Based on this information, can you tell how much it typically costs to operate this model for one year? Dishwasher
23	18	Q522. How much would it typically cost to operate this model for one year? Refrigerator
24	19	Q522. How much would it typically cost to operate this model for one year using an electric water heater? Dishwasher
25	20	Q521. Now, we would like to ask you some questions about energy use. to operate this model for one year? Refrigerator
26	21	Q521. Now, we would like to ask you some questions about energy use. to operate this model for one year? Dishwasher
27	22	Q525. How much energy is typically required to operate this model for one year? Refrigerator
28	23	Q525. How much energy is typically required to operate this model for one year? Dishwasher
29	24	Q530. Now, we would like to ask you some questions about energy efficiency. model typically compares to the energy efficiency of all refrigerators sold in the market? Refrigerator
30	25	Q530. Now, we would like to ask you some questions about energy efficiency. model typically compares to the energy efficiency of all dishwashers sold in the market? Dishwasher
31	26	Q535. How would you rate this model in terms of typical energy efficiency compared to all refrigerators sold in the market? Refrigerator
32	27	Q535. How would you rate this model in terms of typical energy efficiency compared to all dishwashers sold in the market? Dishwasher
33	28	Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice sold in the market? Refrigerator

34	29	Q540. Based on this information, can you tell how the energy efficiency of this model typically compares to the energy efficiency of all similarly-sized dishwashers sold in the market? Dishwasher
35	30	Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized refrigerators with a side-mounted freezer, automatic defrost, and through-the door ice Refrigerator
36	31	Q545. How would you say this model is in terms of typical energy efficiency compared to all similarly-sized dishwashers sold in the market? Dishwasher
37	32	Q606. Can rank according to yearly operating costs - refrigerator
38	33	Q606. Can rank according to yearly operating costs - dishwasher
39	34	Q615. Ranked Most Expensive - refrigerator
40	35	Q615. Ranked 2nd Most Expensive - refrigerator
41	36	Q615. Ranked 3rd Most Expensive - refrigerator
42	37	Q615. Ranked 4th Most Expensive - refrigerator
43	38	Q615. Ranked Most Expensive - dishwasher
44	39	Q615. Ranked 2nd Most Expensive - dishwasher
45	40	Q615. Ranked 3rd Most Expensive - dishwasher
46	41	Q615. Ranked 4th Most Expensive - dishwasher
47	42	Q615. Please rank these refrigerators according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. Refrigerator
48	43	Q615. Please rank these dishwashers according to their typical yearly operating costs, starting with the most expensive to operate, and then moving to the second most expensive to operate, and then the third most expensive to operate. Dishwasher
49	44	Q620. What is the difference in typical yearly operating costs, measured in dollars, between these two models? Refrigerator
50	45	Q620. What is the difference in typical yearly operating costs, measured in dollars, between these two models? Dishwasher
51	46	Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater. Refrigerator
53	47	Q625 On a scale of 0 to 10, with 0 being "not at all important" and 10 being "extremely important," how important to you is the difference in typical yearly operating costs between these two models? Please use the information regarding yearly operating costs using an electric water heater. Dishwasher
55	48	Q631. Can rank according to their typical energy efficiency - Refrigerator
56	49	Q631. Can rank according to their typical energy efficiency - Dishwashers
57	50	Q640. Ranked Most Energy Efficient - refrigerator
58	51	Q640. Ranked 2nd Most Energy Efficient - refrigerator
59	52	Q640. Ranked 3rd Most Energy Efficient - refrigerator
60	53	Q640. Ranked Least Energy Efficient - refrigerator
61	54	Q640. Ranked Most Energy Efficient - dishwasher
62	55	Q640. Ranked 2nd Most Energy Efficient - dishwasher
63	56	Q640. Ranked 3rd Most Energy Efficient - dishwasher
64	57	Q640. Ranked Least Energy Efficient - dishwasher
65	58	Q640. Please rank these refrigerators according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Refrigerator
66	59	Q640. Please rank these Dishwashers according to their typical energy efficiency, starting with the most energy efficient, and then moving to the second most energy efficient, and then the third most energy efficient. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Dishwasher

Page	Table	Title
67	60	Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models? Refrigerator
69	61	Q645. On a scale of 0 to 10, with 0 being "not at all important" and 10 being being extremely important, how important to you is the difference in typical energy efficiency between these two models? Dishwasher
71	62	Q651. Can rank according to their typical energy use - Refrigerators
72	63	Q651. Can rank according to their typical energy use - Dishwashers
73	64	Q660. Uses the Most Energy - refrigerator
74	65	Q660. Uses the 2nd Most Energy - refrigerator
75	66	Q660. Uses the 3rd Most Energy - refrigerator
76	67	Q660. Uses the Least Energy - refrigerator
77	68	Q660. Uses the Most Energy - dishwasher
78	69	Q660. Uses the 2nd Most Energy - dishwasher
79	70	Q660. Uses the 3rd Most Energy - dishwasher
80	71	Q660. Uses the Least Energy - dishwasher
81	72	Q660. Please rank these refrigerators according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Refrigerator
82	73	Q660. Please rank these dishwashers according to the typical amount of energy they use each year, starting with the one that uses the most energy, and then moving to the one that uses the second most amount of energy, and then the third most amount of energy. To rank the labels, please left click and hold down your mouse button to "drag and drop" each label where you believe it belongs. Dishwasher
83	74	Q665. What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models? Refrigerator
84	75	Q665. What is the difference in typical yearly energy use, measured in kilowatt-hours (kWh), between these two models? Dishwasher
85	76	Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models? Refrigerator
87	77	Q670. On a scale of 0 to 10, with 0 being "not at all important" and 10 being extremely important, how important is the difference in typical yearly energy use between these two models? Dishwasher
89	78	Q680. Can you tell, from the information provided, if one refrigerator has a higher overall quality than the other?
90	79	Q680. Can you tell, from the information provided, if one dishwasher has a higher overall quality than the other?
91	80	Q685. Which refrigerator has the highest overall quality?
92	81	Q685. Which dishwasher has the highest overall quality?
93	82	Q694 Based on this information, which of these refrigerators, if any, qualify for the federal program?
94	83	Q694 Based on this information, which of these dishwashers, if any, qualify for the federal program?
95	84	Q692. Based on this information, can you tell if any of the refrigerators qualify for the federal governments Energy Star program?
96	85	Q692. Based on this information, can you tell if any of the dishwashers qualify for the federal governments Energy Star program?
97	86	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label L
98	87	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label M
99	88	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label J
100	89	Q725. Area label selected that shows a product qualifies for ES program Refrigerator Label K



Page	Table	Title
101	90	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label L
102	91	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label M
103	92	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label J
104	93	Q725. Area label selected that shows a product qualifies for ES program Dishwasher Label K
105	94	Q705 Would you be willing to pay more for one of these two models? Refrigerators
106	95	Q705 Would you be willing to pay more for one of these two models? Dishwasher
107	96	Q707. Willingness to Pay More for a Particular Model Refrigerators
108	97	Q707. Willingness to Pay More for a Particular Model Dishwasher
109	98	Q710. Additional Amount Would Pay For Model K? Refrigerators
110	99	Q710. Additional Amount Would Pay For Model M? Refrigerators
111	100	Q710. Additional Amount Would Pay For Model K? Dishwasher
112	101	Q710. Additional Amount Would Pay For Model M? Dishwasher
113	102	Q715. Reasons for willingness to pay more for model K Refrigerators
116	103	Q715. Reasons for willingness to pay more for model M Refrigerators
118	104	Q715. Reasons for willingness to pay more for model K Dishwashers
121	105	Q715. Reasons for willingness to pay more for model M Dishwashers
124	106	Q800. Earlier you said you purchased a new refrigerator in the past two years. Refrigerators come in several standard designs or configurations, which of these designs best describes your new refrigerator?
125	107	Q805. Apart from the design in Q800, did you consider or shop for any of these other designs of refrigerator?
126	108	Q810. Leaving aside the size of the refrigerator and other features, which of these standard refrigerator designs is the most energy-efficient, or do they all use the same amount of energy?
127	109	Q905. Percent indicating degree of usefulness for showing amount of energy use in kilowatt-hours.
129	110	Q910. Percent indicating degree of usefulness for showing operating cost measured in dollars.
131	111	Q915. Percent indicating degree of usefulness for showing energy efficiency based on a five-star scale.
133	112	Q920. Which of the following types of controls do you prefer on a dishwasher?
134	113	Q102. Gender
135	114	Q106. Age Ranges
136	115	Q174. Region
137	116	Q190. What type of Internet connection do you have for your home computer or other primary computer?
138	117	Q194. Excluding email, how many hours per week do you spend on the Internet or World Wide Web?
139	118	Q216. What is the highest level of education you have completed or the highest degree you have received?
140	119	Q210. What is your employment status?
141	120	Q232. Which of the following income categories best describes your total 2005 household income?
142	121	Q244. Racial Background
143	122	Q202. What is your marital status?
144	123	Q204. Including you, how many adults (age 18 or over) live in your household?
145	124	Q206. How many children under the age of 18 live in your household?
146	125	Q234 Which of the following ranges best describes your household's total investable assets?