Thank you for joining us!
The webinar will start at 3PM ET

Please use this number to dial in: 1.866.814.9555
Conference Code: 569 572 6185
Everyone will be automatically muted
Jen Shecter
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Agenda

- Review last year’s Overall Score (incorporating predicted reliability)
- Explain new predicted brand reliability scores for major appliances
- Discuss appliance categories & survey criteria
- Provide more details on how scores are calculated
- Share a mock-up of how the rankings will appear
- Answer questions
Crunching the Data: How We Calculate Predicted Reliability

We ask our members:

❖ How many times did the products you own break or stop working as well as they should?

We use that data to estimate how new major appliance models from a given brand will hold up within the first 5 years of ownership.

We combine predicted reliability estimates across major kitchen and laundry appliances to obtain an Average Brand Reliability Score based on a 100 point scale similar to the Overall Score in our Ratings tables.
**Last Year: Introduced Overall Score Incorporating Predicted Reliability**

### Predicted Reliability

**Owner satisfaction**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand &amp; Model</th>
<th>Overall Score</th>
<th>Price</th>
<th>Survey Results</th>
<th>Test Results</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Predicted reliability</td>
<td>Owner satisfaction</td>
<td>Uniformity</td>
</tr>
<tr>
<td>1</td>
<td>Product A</td>
<td>79</td>
<td>$1,000</td>
<td><img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /></td>
<td>66 30 33 16.7 $61</td>
<td><img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /></td>
</tr>
<tr>
<td>2</td>
<td>Product B</td>
<td>78</td>
<td>$1,000</td>
<td><img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /></td>
<td>68 33 33 19.6 $65</td>
<td><img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /></td>
</tr>
<tr>
<td>3</td>
<td>Product C</td>
<td>76</td>
<td>$1,080</td>
<td><img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /> <img src="image" alt="Green Check" /></td>
<td>68 33 32 20.2 $51</td>
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**TOP-FREEZER REFRIGERATOR**
Consumers have told us that reliability is an essential criteria in deciding what appliances to buy.

As a result, CR used real-world data to create our first-ever brand reliability rankings across major appliance categories (live on CR.org on June 20, 2019 and in the August 2019 issue of Consumer Reports).

All predicted reliability ratings within the different subcategories for an appliance are averaged into a single, brand-level predicted reliability score for that category (i.e., top freezers, bottom freezers, side-by-side refrigerators, become refrigerators.). If there are no subcategories, we take the category predicted reliability ratings.

Then we roll up a brand's category ratings into an Average Predicted Reliability Score for that brand's major appliances.
What’s Included: Product Categories & Criteria

**Major Kitchen & Laundry Appliances**
- Refrigerators
- Dishwashers
- Ranges
- Cooktops
- Electric wall ovens
- OTR Microwaves
- Washing machines
- Dryers

**Criteria**
Brands must be rated in two or more major appliance categories.

**Sample size**
Our results are based on data CR collected in our member surveys on more than 381,000 major appliances purchased between 2008 and 2018.
What We Do: Adjust for Relative Performance within a Subcategory

We do this for any category that has subcategories: Fridges, ranges, cooktops, washers and dryers.

French-door fridges tend to be more problematic.
Top freezers tend to be less problematic.

We adjust the score to have the best balance of innovation and reliability.
Questions?

Please type in your questions in the Q&A pod

For follow up questions, please email us at externalrelations@cr.consumer.org