



# New Brand Reliability Scores for Appliances

June 10, 2019

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

# Introduction



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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

Recommended	Rank	Brand & Model	Overall Score	Price	Survey Results		Test Results					Features								
					Predicted reliability	Owner satisfaction	Temperature uniformity	Thermostat control	Energy efficiency	Noise	Ease of use	Cabinet-depth model	Exterior height (in.)	Exterior width (in.)	Exterior depth (in.)	Total usable capacity (cu. ft.)	Energy cost/yr.	Ice and water	Stainless/SS-look option	Energy Star
TOP-FREEZER REFRIGERATORS																				
✓	1	Product A	79	\$1,000	↑	↑	↓	↑	↑	↑	↓		66	30	33	16.7	\$61		•	•
✓	2	Product B	78	\$1,000	↑	↑	↓	↑	↑	↑	↓		68	33	33	19.6	\$65		•	•
✓	3	Product C	76	\$1,080	↓	↓	↓	↑	↑	↑	↓		68	33	32	20.2	\$51		•	•

## New: Average Predicted Reliability Score for Major Appliance Brands

- 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

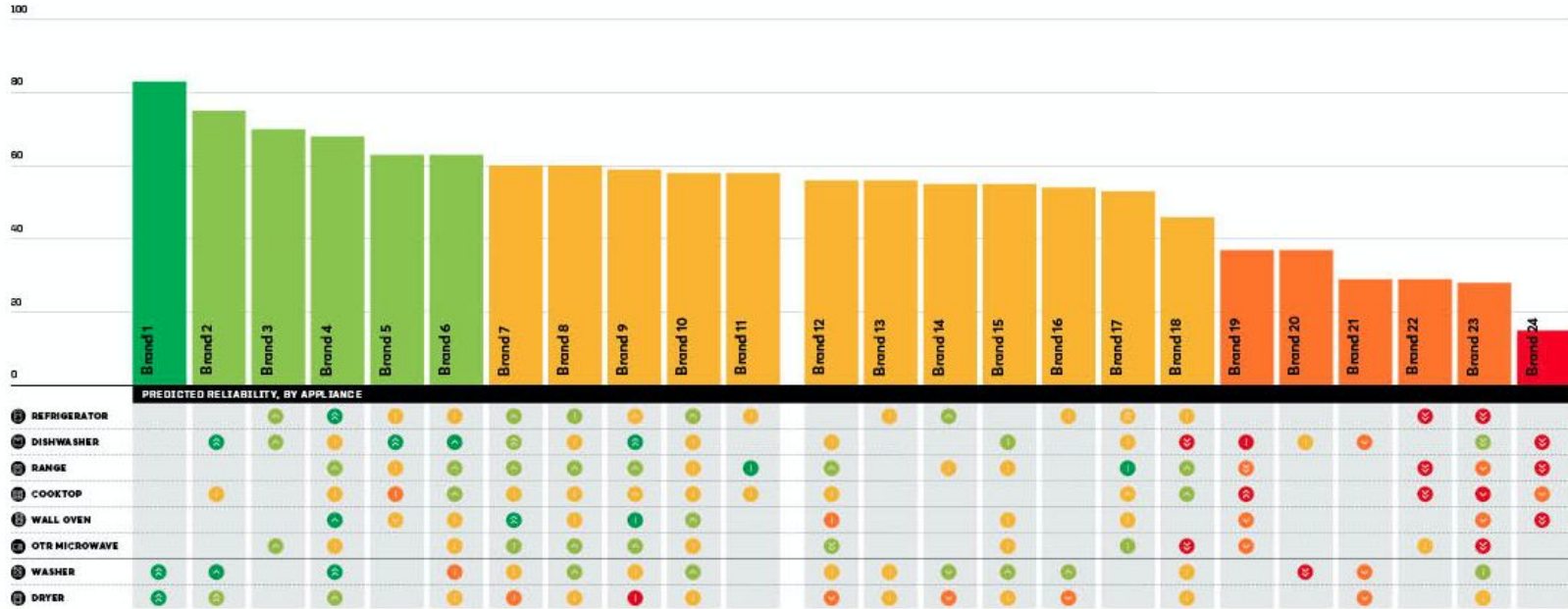
## Criteria

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.

# Major Appliance Brand Reliability Rankings Chart (for illustration only)





## 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](mailto:externalrelations@cr.consumer.org)