



Survey Says Consumers are Looking to Save

BENTON HARBOR, Mich., Dec. 27, 2011 /PRNewswire/ -- A recent survey conducted by Harris Interactive on behalf of Whirlpool Corporation reveals consumers want to make a habit out of saving time, money and energy with their home appliances.

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And as 2011 wraps up, they're looking for more tools to help them do just that in the new year.

According to the survey 75 percent of consumers ages 18-34 have already taken "green" steps, but they are looking to do even more to save energy, water and money. That's something companies like Whirlpool say they're keeping in mind when it comes to product development.

"We are not surprised to see that consumers are devoted to living an energy efficient lifestyle," says Monica Teague, Senior PR Manager at Whirlpool Corporation. "Whirlpool is constantly innovating new products that conserve water and reduce energy consumption in order to help consumers live a more eco-friendly lifestyle."

It's a lifestyle many are turning to and want more of. And while 78 percent are interested in monitoring their household's energy use — they're hungry for more information on how to save. According to the survey, a quarter of those interested in saving are not at all aware of the energy and water usage of their appliances.

Many consumers have already made significant lifestyle changes in an effort to save energy and money. 65 percent of consumers already use ENERGY STAR® qualified appliances and CFL light bulbs, 36 percent purchase green products when possible and 15 percent actually seek out green products, according to the survey.

And consumers seem willing to invest in saving money over time. Almost half of those who took part in the survey, 49 percent, said they would consider paying more money for an appliance if it would reduce their utility bills over time. Replacing appliances that were made before 2000 with ENERGY STAR® qualified products can help save on both energy and water costs. According to the U.S. Department of Energy (DOE), replacing a washer and refrigerator made before 2000 with new ENERGY STAR® qualified models can save up to \$135 and \$40 each year, respectively.

For those not currently in the market but still looking to save, there are plenty of ways for consumers to be more efficient using the appliances they already have in their home.

- According to the survey, 87 percent still pre-rinse their dishes (even though it's unnecessary). By scraping and skipping pre-rinsing, consumers can save up to 20 gallons of water per load and by using the dishwasher vs. handwashing save up to 230 hours per year (that's a 10-day vacation!).
- Run your dishwasher, washer and dryer late in the evening to avoid the peak hours.
- Proper appliance maintenance like emptying the lint trap, vacuuming refrigerator coils and cleaning your washer on a regular basis can help keep appliances running efficiently.
- Use pots and pans with flat bottoms that fit the burners. A 6" pot on an 8" burner wastes over 40 percent of that burner's heat. Using the right sized pot can save up to \$36 annually for an electric range, and \$18 for a gas range.
- Don't open the oven door during cooking; each time you open the door, you can lose about 25 - 30 degrees of heat. Try cooking with a full oven too, and using the broiler when possible, which uses less energy and does not require preheating.

This survey was conducted online within the United States by Harris Interactive on behalf of Whirlpool Corporation from May 18-20, 2011 among 2,407 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact media@whirlpool.com.

About Whirlpool Brand

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. Whirlpool brand recognizes that consumers lead busy, active lives and continues to create solutions that help

consumers optimize productivity and efficiency in the home. In addition to designing appliance solutions based on consumer insight, Whirlpool brand is dedicated to creating ENERGY STAR® qualified appliances like the new Duet® washer and dryer (model 9750), the industry's most resource efficient laundry pair, overall efficiency based on equal weighting of cycle time and energy usage. Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand please visit www.whirlpool.com or find us on Facebook at www.facebook.com/whirlpool. Additional information about the company can be found at www.whirlpoolcorp.com.

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