

## **Appliances**

**Fieldwork Dates: 15th - 19th June 2018**

**Conducted by YouGov  
On behalf of Editorial**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1261 adults. Fieldwork was undertaken between 15th - 19th June 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# Editorial Appliances

US\_nat Sample: 15th - 19th June 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

ownhome. Do you own your home or pay rent?

Unweighted base	1261	626	635	287	357	617	252	258	495	256	835	177	187	62	553
<b>Base:</b> All US adults	1224	614	610	379	339	506	242	263	457	262	820	136	186	82	512
Own	58%	60%	56%	40%	56%	73%	54%	62%	60%	55%	66%	38%	39%	58%	50%
					C	C.D					K.L			K.L*	
Rent	37%	35%	38%	52%	39%	24%	38%	36%	35%	40%	29%	59%	55%	39%	43%
				D.E	E						J.M	J		*	P.Q
Other	5%	5%	5%	8%	5%	3%	8%	2%	5%	6%	5%	3%	7%	3%	7%
				E			G							*	Q

HYA\_q1. For you personally, which, if any, of the following household appliances are 'must haves'? Please select all that apply.

Unweighted base	1261	626	635	287	357	617	252	258	495	256	835	177	187	62	553
<b>Base:</b> All US adults	1224	614	610	379	339	506	242	263	457	262	820	136	186	82	512
Dishwasher	44%	42%	47%	39%	38%	51%	38%	42%	48%	45%	50%	33%	29%	37%	35%
						C.D			F		K.L			*	
Garbage disposal unit	26%	27%	26%	21%	20%	35%	15%	28%	27%	34%	27%	23%	26%	24%	25%
						C.D		F	F	F				*	
Washing machine	79%	77%	80%	67%	77%	89%	73%	83%	82%	75%	86%	61%	68%	66%	73%
						C		F	F		K.L.M			*	
Clothes dryer	70%	68%	71%	56%	65%	83%	57%	77%	72%	70%	76%	57%	55%	63%	66%
						C.D		F	F	F	K.L			*	
Refrigerator	90%	89%	91%	78%	91%	98%	88%	90%	92%	89%	94%	85%	82%	78%	86%
						C					K.L.M			*	
Microwave	78%	77%	80%	67%	78%	87%	81%	77%	79%	77%	81%	81%	75%	58%	77%
						C					M	M	M	*	
Coffee maker	54%	50%	57%	38%	51%	68%	54%	46%	56%	58%	60%	37%	47%	40%	53%
						C			G	G	K.L.M			*	
Stove	83%	81%	85%	71%	82%	93%	82%	82%	84%	83%	87%	83%	73%	68%	81%
						C					LM	M		*	
Oven	80%	79%	81%	69%	78%	89%	84%	78%	79%	80%	85%	69%	70%	74%	76%
						C					K.L			*	
None of these	4%	4%	4%	9%	3%	1%	3%	4%	4%	5%	2%	7%	6%	10%	5%
				D.E	E						J			J*	

HYA\_q2. Do you think that there is a right way and a wrong way to load a dishwasher?

Unweighted base	1261	626	635	287	357	617	252	258	495	256	835	177	187	62	553
<b>Base:</b> All US adults	1224	614	610	379	339	506	242	263	457	262	820	136	186	82	512
Yes, there is a right way and a wrong way to load a dishwasher	65%	66%	64%	61%	61%	70%	62%	64%	67%	64%	69%	47%	60%	60%	59%
						C.D					K			*	
No, it doesn't really matter how you load a dishwasher	18%	18%	17%	20%	22%	13%	18%	17%	17%	20%	17%	23%	16%	23%	17%
				E	E									*	
Don't know	17%	16%	19%	19%	17%	16%	20%	19%	16%	16%	14%	30%	24%	17%	24%
											J	J		*	O.P.Q

HYA\_q3. And how important, if at all, is it to you that a dishwasher (your own or someone else's) is loaded properly? Please select the option that best applies.

Unweighted base	826	422	404	172	216	438	160	164	342	160	588	96	108	34	321
<b>Base:</b> All US adults who think there is a right and a wrong way to load a dishwasher	794	404	390	231	208	355	151	168	308	167	569	64	112	49	304
Very important	39%	34%	44%	36%	38%	41%	35%	41%	42%	34%	37%	51%	45%	27%	49%
						A					J*	*	*	**	O.P.Q
Somewhat important	45%	51%	40%	46%	45%	45%	51%	41%	46%	44%	49%	26%	40%	47%	38%
						B					K	*	*	**	
Not very important	11%	9%	12%	10%	13%	10%	9%	13%	9%	12%	10%	15%	8%	19%	8%



# Editorial Appliances

US\_nat Sample: 15th - 19th June 2018



Total	Own or Renting your home			
	Prefer not to say	Own	Rent	Other
	AC	AQ	AR	AS

ownhome. Do you own your home or pay rent?

Unweighted base	1261	182	748	455	58
<b>Base:</b>	1224	174	710	452	62
Own	58%	57%	100%	-	-
		Z	AR,AS		
Rent	37%	33%	-	100%	-
		AB		AQ,AS	*
Other	5%	10%	-	-	100%
		Z,AA,AB			AQ,AR*

HYA\_q1. For you personally, which, if any, of the following household appliances are 'must haves'? Please select all that apply.

Unweighted base	1261	182	748	455	58
<b>Base: All US adults</b>	1224	174	710	452	62
Dishwasher	44%	46%	52%	31%	44%
		Z	AR		*
Garbage disposal unit	26%	31%	31%	19%	22%
		Z	AR		*
Washing machine	79%	74%	89%	63%	82%
			AR		AR*
Clothes dryer	70%	67%	80%	54%	68%
			AR		*
Refrigerator	90%	81%	94%	85%	85%
			AR,AS		*
Microwave	78%	73%	82%	73%	73%
			AR		*
Coffee maker	54%	48%	60%	46%	42%
			AR,AS		*
Stove	83%	72%	87%	77%	84%
			AR		*
Oven	80%	72%	84%	73%	83%
			AR		*
None of these	4%	12%	2%	6%	9%
		Z,AA,AB		AQ	AQ*

HYA\_q2. Do you think that there is a right way and a wrong way to load a dishwasher?

Unweighted base	1261	182	748	455	58
<b>Base: All US adults</b>	1224	174	710	452	62
Yes, there is a right way and a wrong way to load a dishwasher	65%	60%	68%	60%	67%
			AR		*
No, it doesn't really matter how you load a dishwasher	18%	18%	17%	20%	14%
					*
Don't know	17%	22%	15%	21%	19%
		AB		AQ	*

HYA\_q3. And how important, if at all, is it to you that a dishwasher (your own or someone else's) is loaded properly? Please select the option that best applies.

Unweighted base	826	111	514	273	39
<b>Base: All US adults who think there is a right and a wrong way to load a dishwasher</b>	794	104	483	269	42
Very important	39%	40%	38%	40%	47%
		*			*
Somewhat important	45%	41%	47%	45%	35%
		*			*
Not very important	11%	11%	11%	10%	8%

# Editorial Appliances

US\_nat Sample: 15th - 19th June 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Not important at all	3%	4%	2%	4%	2%	3%	4%	2%	2%	6%	3%	7%	2%	-	4%
Don't know	2%	2%	2%	5%	1%	1%	1%	3%	1%	4%	1%	0%	5%	7%	2%
Net: Important	84%	84%	84%	82%	83%	86%	86%	82%	88%	78%	86%	77%	85%	74%	86%
Net: Not important	14%	14%	14%	14%	16%	12%	13%	15%	11%	18%	13%	22%	10%	19%	11%

**HYA\_q4. Which ONE of the following statements comes closest to describing your view?**

	Unweighted base	626	635	287	357	617	252	258	495	256	835	177	187	62	553
	1261														
<b>Base: All US adults</b>	1224	614	610	379	339	506	242	263	457	262	820	136	186	82	512
I would rather do something myself than have it done badly by someone else	76%	78%	75%	68%	75%	83%	76%	78%	78%	73%	80%	75%	67%	69%	72%
I'm alright with someone doing something badly, if it means I don't have to do it	12%	13%	12%	15%	15%	8%	12%	11%	11%	16%	11%	8%	18%	17%	13%
Don't know / neither	11%	10%	13%	17%	9%	9%	12%	11%	11%	11%	9%	18%	15%	13%	15%

**HYA\_q5. In your household, to what extent do you think you do more than or less than your 'fair share' of the house work (i.e., cleaning, cooking, etc.)? Please select the option that best applies. If your household pays for someone else to the majority of the house work or if you live alone, please select the appropriate 'Not applicable' option.**

	Unweighted base	626	635	287	357	617	252	258	495	256	835	177	187	62	553
	1261														
<b>Base: All US adults</b>	1224	614	610	379	339	506	242	263	457	262	820	136	186	82	512
Much more than my fair share	21%	15%	28%	15%	29%	21%	18%	24%	22%	21%	21%	27%	21%	15%	23%
Somewhat more than my fair share	13%	11%	15%	12%	14%	14%	13%	10%	15%	14%	15%	11%	10%	8%	13%
About my fair share	31%	35%	27%	33%	33%	28%	36%	32%	26%	35%	32%	23%	36%	27%	30%
Somewhat less than my fair share	9%	11%	7%	12%	3%	10%	8%	10%	7%	12%	10%	7%	4%	9%	8%
Much less than my fair share	4%	6%	2%	5%	3%	4%	4%	2%	5%	3%	4%	2%	4%	5%	4%
Don't know	3%	3%	4%	6%	4%	2%	4%	3%	4%	2%	2%	3%	7%	11%	5%
Not applicable - My household pays for someone else to do the majority of the house work	3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	2%	1%	5%	9%	3%
Not applicable - I live alone	16%	16%	15%	15%	13%	19%	16%	17%	19%	10%	15%	25%	13%	15%	16%
Net: More than my fair share	34%	26%	42%	26%	43%	35%	31%	33%	36%	36%	36%	38%	31%	24%	36%
Net: Less than my fair share	13%	17%	9%	17%	6%	14%	12%	12%	12%	15%	14%	10%	9%	14%	12%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

# Editorial Appliances

US\_nat Sample: 15th - 19th June 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
			*		**	*	**		*					
Not important at all	3%	4%	1%	2%	10%	1%	4%	5%	-	1%	4%	3%	2%	3%
Don't know	2%	3%	2%	1%	-	2%	3%	3%	8%	3%	2%	2%	3%	2%
Net: Important	84%	82%	84%	84%	90%	90%	87%	78%	R*	87%	83%	87%	84%	81%
Net: Not important	14%	15%	14%	15%	10%	8%	10%	19%	*	10%	15%	11%	13%	17%
			*	13%	**	*	**	T	*					

HYA\_q4. Which ONE of the following statements comes closest to describing your view?

Unweighted base	1261	380	210	118	624	19	148	59	350	61	288	973	501	335	243
Base: All US adults	1224	389	214	108	576	15	134	51	390	57	304	920	475	335	240
I would rather do something myself than have it done badly by someone else	76%	80%	76%	85%	77%	72%	85%	84%	72%	72%	74%	77%	77%	80%	79%
I'm alright with someone doing something badly, if it means I don't have to do it	12%	12%	14%	9%	13%	8%	8%	7%	13%	14%	16%	11%	12%	11%	15%
Don't know / neither	11%	9%	11%	6%	9%	20%	7%	9%	15%	14%	10%	12%	11%	8%	6%
			N	N*		**	V	*		*			AC	AC	AC
			*	*		**	*	*		*					
			*	*		**	*	R.T		*			AB		

HYA\_q5. In your household, to what extent do you think you do more than or less than your 'fair share' of the house work (i.e., cleaning, cooking, etc.)? Please select the option that best applies. If your household pays for someone else to the majority of the house work or if you live alone, please select the appropriate 'Not applicable' option.

Unweighted base	1261	380	210	118	624	19	148	59	350	61	288	973	501	335	243
Base: All US adults	1224	389	214	108	576	15	134	51	390	57	304	920	475	335	240
Much more than my fair share	21%	24%	13%	20%	23%	17%	28%	24%	16%	21%	33%	17%	23%	22%	19%
Somewhat more than my fair share	13%	13%	14%	13%	17%	9%	5%	16%	8%	23%	16%	12%	11%	15%	19%
About my fair share	31%	28%	36%	39%	38%	16%	16%	10%	30%	25%	29%	32%	27%	33%	36%
Somewhat less than my fair share	9%	10%	11%	9%	10%	12%	2%	1%	11%	5%	6%	10%	7%	9%	10%
Much less than my fair share	4%	3%	5%	3%	4%	10%	3%	3%	4%	2%	3%	4%	3%	3%	4%
Don't know	3%	4%	1%	2%	3%	-	1%	1%	6%	3%	4%	3%	4%	2%	2%
Not applicable - My household pays for someone else to do the majority of the house work	3%	2%	3%	1%	2%	-	4%	4%	2%	10%	2%	3%	3%	3%	1%
Not applicable - I live alone	16%	16%	17%	13%	3%	35%	43%	41%	23%	12%	7%	19%	21%	12%	10%
Net: More than my fair share	34%	37%	27%	33%	40%	27%	33%	40%	24%	44%	49%	29%	34%	37%	38%
Net: Less than my fair share	13%	13%	15%	12%	14%	22%	4%	5%	16%	7%	9%	14%	10%	12%	14%
			*	*	T	**	*	*	T	*		X			
			*	*		**	R.V.W	R.V.W*	R	R*		X	AAAB		
			*	*	V	**	V*	V*	Y	Y			AC	AC	AC
			*	*	T	**	*	*	T	*		X			

Cell Contents (Col

# Editorial Appliances

US\_nat Sample: 15th - 19th June 2018



	Total	Own or Renting your home			
		Prefer not to say	Own	Rent	Other
		*			*
Not important at all	3%	6%	2%	3%	11%
		*			AQ*
Don't know	2%	2%	2%	2%	-
		*			*
Net: Important	84%	81%	84%	84%	82%
		*			*
Net: Not important	14%	17%	13%	14%	18%
		*			*

HYA\_q4. Which ONE of the following statements comes closest to describing your view?

	Unweighted base	1261	182	748	455	58
	<b>Base: All US adults</b>	1224	174	710	452	62
I would rather do something myself than have it done badly by someone else		76%	64%	78%	74%	70%
						*
I'm alright with someone doing something badly, if it means I don't have to do it		12%	12%	13%	12%	12%
						*
Don't know / neither		11%	24%	9%	14%	18%
			Z,AA,AB		AQ	AQ*

HYA\_q5. In your household, to what extent do you think you do more than or less than your 'fair share' of the house work (i.e., cleaning, cooking, etc.)? Please select the option that best applies. If your household pays for someone else to the majority of the house work or if you live alone, please select the appropriate 'Not applicable' option.

	Unweighted base	1261	182	748	455	58
	<b>Base: All US adults</b>	1224	174	710	452	62
Much more than my fair share		21%	17%	22%	20%	18%
						*
Somewhat more than my fair share		13%	9%	15%	11%	7%
						*
About my fair share		31%	32%	30%	32%	31%
						*
Somewhat less than my fair share		9%	13%	9%	8%	13%
			Z			*
Much less than my fair share		4%	5%	4%	2%	15%
						AQ,AR*
Don't know		3%	5%	3%	3%	8%
						*
Not applicable - My household pays for someone else to do the majority of the house work		3%	4%	3%	2%	4%
			AB			*
Not applicable - I live alone		16%	15%	13%	22%	5%
					AQ,AS	*
Net: More than my fair share		34%	26%	37%	31%	25%
				AR		*
Net: Less than my fair share		13%	18%	13%	10%	28%
			Z			AQ,AR*

Cell Contents (Col