

Load of Potential: Insights into National Laundry Behaviors for DOE Standards Development



**2025 International Energy
Program Evaluation
Conference**

October 8, 2025

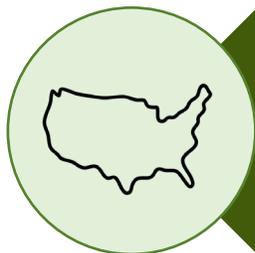


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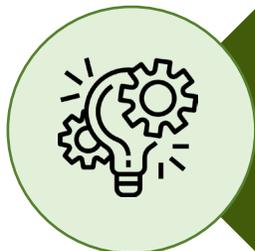
Introduction



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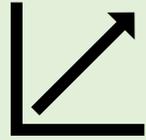
Nationally representative laundry
behavior insights



Novel data on emerging technologies
and features

Sneak Peek At Findings

*What am I
going to
learn?*



Potential to increase market acceptance of higher-efficiency laundry appliances



The quick wash feature is valued by low-income respondents



Potentially limited benefit from policies that isolate short-cycle functionality

Agenda



Research Objectives



Methods



Findings



Learnings and Value

Research Objectives

Learn about the following with a nationally representative sample:

1

Use of new laundry technologies, including heat pump dryers and combination washer-dryer units

2

Overall laundry appliance usage and satisfaction

3

Experience with the quick wash feature

AmeriSpeak fielded a general population web-based survey (June – July 2024, n=413)

AmeriSpeak

- Web survey panel
- ≥97% coverage of U.S. population

Survey Analysis

Results weighted to U.S. population by age, sex, education, and race/ethnicity

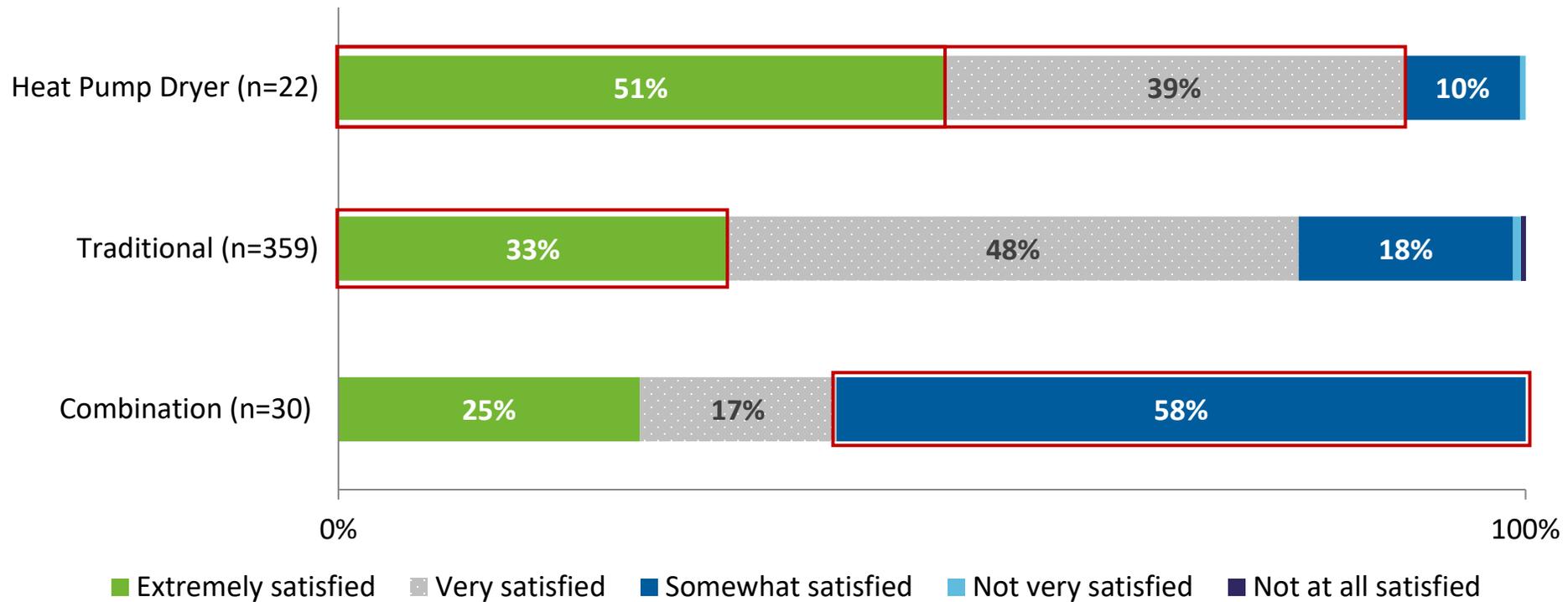
Conjoint Analysis

- Statistical technique for assessing how people value various attributes of a product
- Tradeoffs between purchase price, operating cost, and cycle time

Findings: New Laundry Technologies



Overall satisfaction is high across technologies, but satisfaction with heat pump dryers is highest



Findings: Satisfaction with Washers



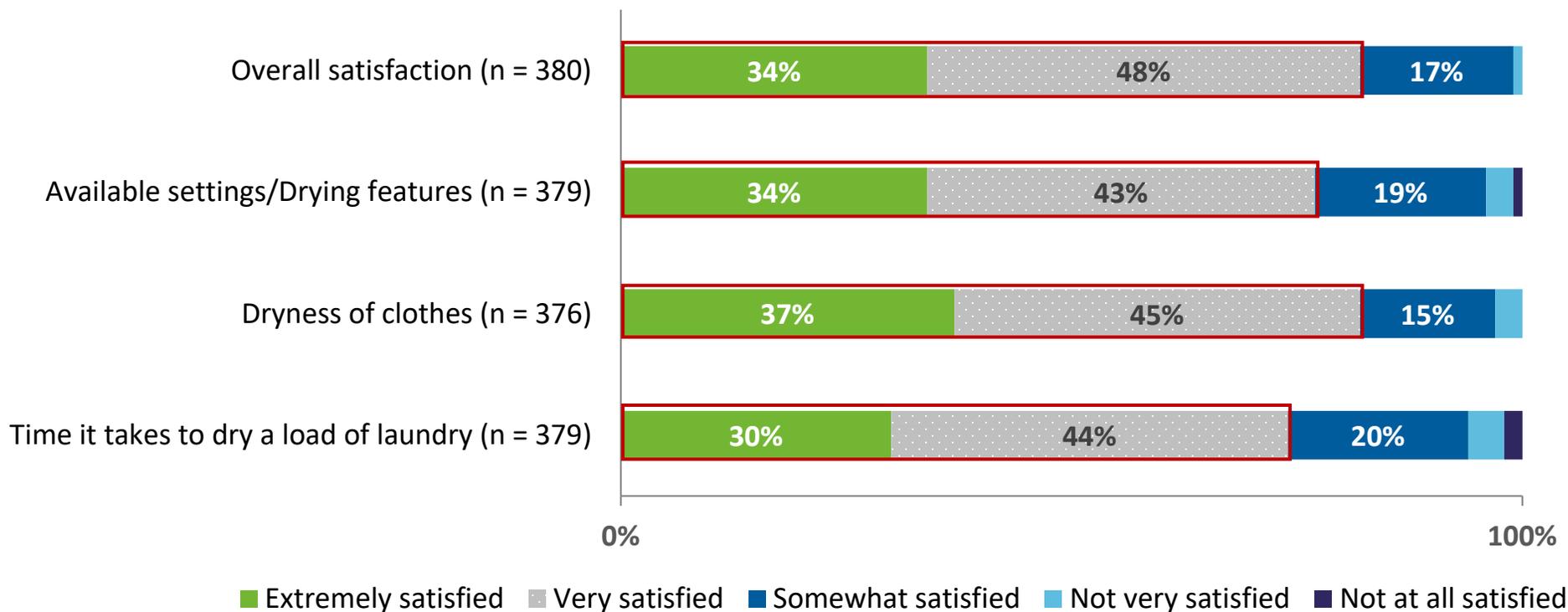
Consumers report high overall satisfaction with clothes washers, particularly with loading style, performance, and settings/features



Findings: Satisfaction with Dryers



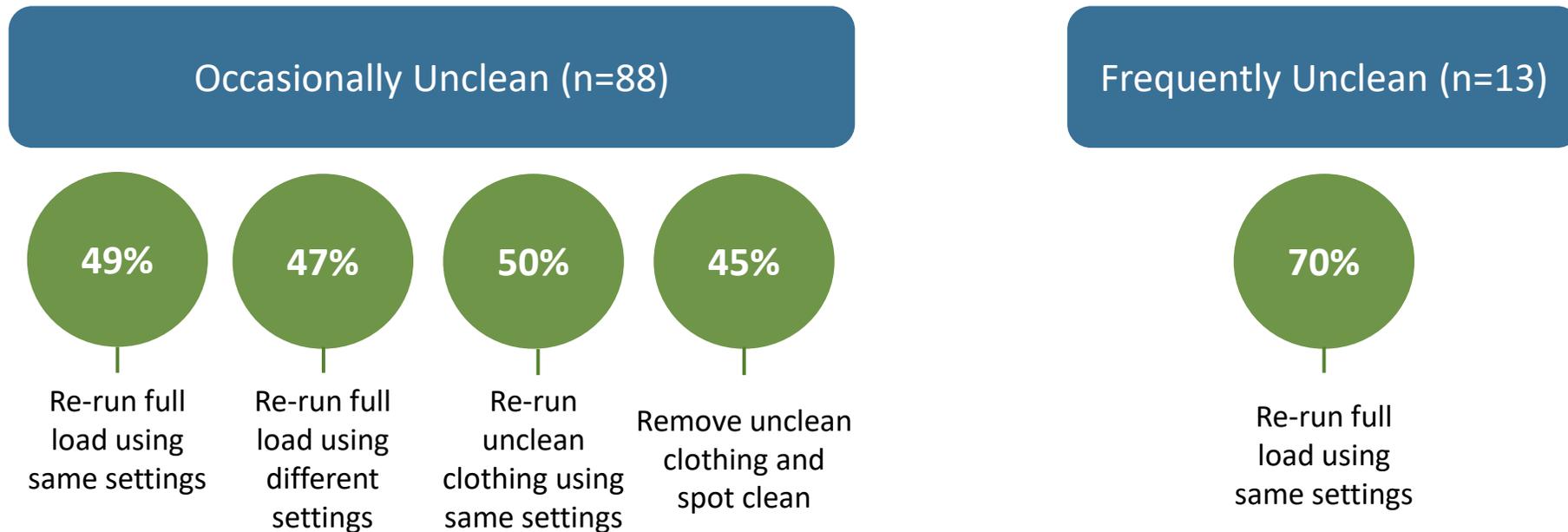
Consumers report high overall satisfaction with clothes dryers, particularly with settings/features and performance



Respondents with heat pump dryers are significantly more satisfied with dryness of clothes and cycle time

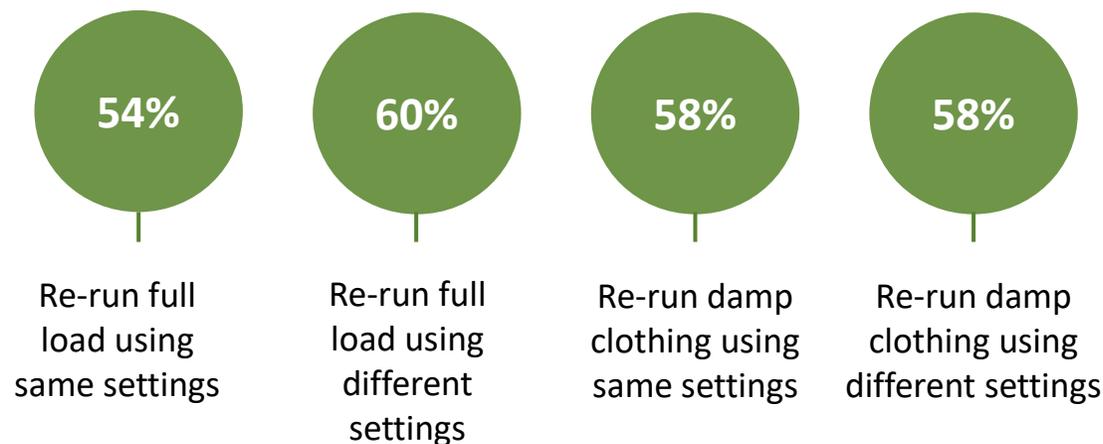
Findings: Insufficient Washer Performance

24% of respondents said their wash cycle occasionally or frequently does not sufficiently clean laundry



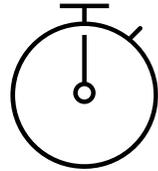
Findings: Insufficient Dryer Performance

65% of respondents said their dryer occasionally or frequently does not sufficiently dry laundry

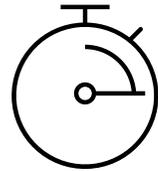


Takeaway across washers/dryers: Savings assumptions and C&S may not account for re-drying and re-washing

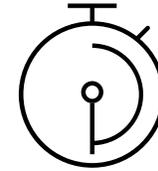
Findings: Quick Wash Feature



76% of
respondents have
the quick wash
feature



25% of those
respondents
(n=71/284) use
quick wash **at least
once per month**



1/3 of those 71
respondents use
quick wash **almost
always or most of
the time**

- **6% of respondents use the quick wash feature almost always or most of the time**
- **50% of lower-income respondents use quick wash at least once per month**

Findings: Conjoint Analysis

Conjoint Analysis

- Statistical technique for assessing how people value various attributes of a product
- Tradeoffs between purchase price, operating cost, and cycle time

**Respondents value
cost savings more than
reducing cycle time**

Learnings and Value

Potential to increase market acceptance of higher-efficiency laundry appliances

Quick wash feature valued by low-income group

Potentially limited benefit from policies that isolate short-cycle functionality

More research to come!

Opportunities For Future Research

- Verified combination units
- Heat pump dryers in combination units
- Quick dry setting

Acknowledgements



Evergreen Economics



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Questions?



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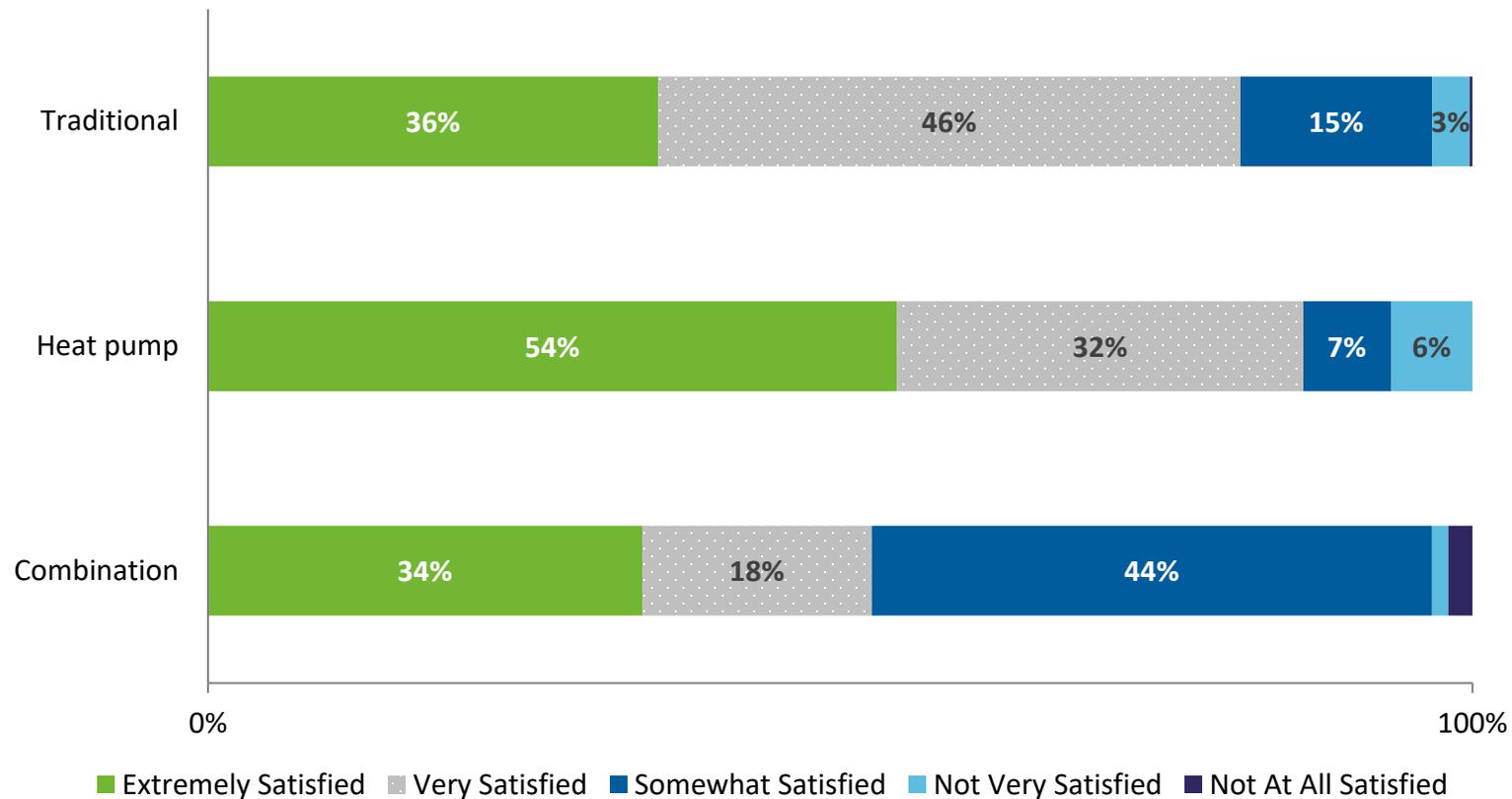
ChatGPT Outtakes



Findings: Satisfaction with Dryers Splits



Respondents with heat pump dryers are significantly more satisfied with dryness of clothes than respondents with non-heat pump dryers



Findings: Satisfaction with Dryers Splits



Respondents with heat pump dryers are significantly more satisfied with cycle time than respondents with non-heat pump dryers

