Appliance Satisfaction Remains High as Customers Focus on Reliability, J.D. Power Finds

Samsung Wins 9 and LG Wins 2 Segment Awards; Best Buy Ranks Highest among Appliance Retailers

TROY, Mich.: 22 July 2021 — During the past year, there were similar amounts of appliance shoppers needing new appliances because their existing ones failed, as there were customers needing to service their appliance but opted to purchase a new one, according to the J.D. Power 2021 Appliance Satisfaction Study,℠ released today. With total price paid for appliances increasing from 2020, customers are valuing good price points, sales and brand reviews when selecting a new appliance.

“Since the uncertainty that came from 2020, we continue to see appliance customers prioritize performance and reliability over features, styling,” said Christina Cooley, home intelligence lead at J.D. Power. “Even if a customer’s existing appliance could be fixed, many were opting to purchase a new one that could better meet the current demands of everyone being home 24/7 and not wanting to worry about long-term dependability. Customers are taking their time—around 10 days—to research and decide what appliance is right for them.”

The Appliance Satisfaction Study measures customer satisfaction in 12 segments of major home appliances: cooktops; freestanding ranges; wall ovens; over-the-range microwaves; dishwashers; French door refrigerators; side-by-side refrigerators; top-mount freezer, two-door refrigerators; front-load clothes washers; top-load clothes washers; clothes dryers; and appliance retailers.

Study Rankings

Cooktop
Samsung (896) ranks highest in customer satisfaction among cooktops, followed by LG (893) and GE (868).

Freestanding Range
LG (898) ranks highest in customer satisfaction among freestanding ranges, followed by Samsung (881).

Wall Oven
Samsung (901) ranks highest in customer satisfaction among wall ovens. KitchenAid (889) and LG (889) rank second in a tie, followed by Whirlpool (881).

Over-the-Range Microwave
Samsung (892) ranks highest in customer satisfaction among over-the-range microwaves.

Dishwasher
Samsung (882) ranks highest in customer satisfaction among dishwashers, followed by KitchenAid (881) and LG (877).

French Door Refrigerator
Samsung (880) ranks highest in customer satisfaction among French door refrigerators and is followed by LG (875).
Side-by-Side Refrigerator
Samsung (887) ranks highest in customer satisfaction among side-by-side refrigerators and is followed by LG (876).

Top-Mount Freezer, Two-Door Refrigerator
LG (871) ranks highest in customer satisfaction among top-mount freezer refrigerators and is followed by Samsung (865).

Front-Load Clothes Washer
Samsung (887) ranks highest in customer satisfaction among front-load washers.

Top-Load Clothes Washer
Samsung (878) ranks highest in customer satisfaction among top-load washers, followed by LG (863).

Clothes Dryer
Samsung (886) ranks highest in customer satisfaction among clothes dryers, followed by Maytag (876).

Appliance Retailer
Best Buy (865) ranks highest in customer satisfaction among appliance retailers, followed by The Home Depot (852).

The 2021 Appliance Satisfaction Study is based on 21,477 evaluations from customers who purchased home appliances during the past 12 months. The study was fielded from January through April 2021.


See the online press release at http://www.jdpower.com/pr-id/2021080.

About J.D. Power
J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company’s business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

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# # #
NOTE: Twelve charts follow.
J.D. Power
2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Cooktop

Samsung 896
LG 893
GE 868
Segment Average 868
Whirlpool 860
KitchenAid 859
Frigidaire 857

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.
J.D. Power
2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Freestanding Range

- LG: 898
- Samsung: 881
- Segment Average: 871
- Whirlpool: 869
- GE: 868
- Frigidaire: 850

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠
J.D. Power
2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Wall Oven

<table>
<thead>
<tr>
<th>Brand</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
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<tr>
<td>KitchenAid</td>
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<tr>
<td>LG</td>
<td>889</td>
</tr>
<tr>
<td>Whirlpool</td>
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<tr>
<td>Segment Average</td>
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<td>GE</td>
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<tr>
<td>Frigidaire</td>
<td>856</td>
</tr>
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Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Over-the-Range Microwave

- Samsung: 892
- KitchenAid: 868
- Segment Average: 868
- LG: 867
- Whirlpool: 858
- GE: 848

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Dishwasher

<table>
<thead>
<tr>
<th>Brand</th>
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<tbody>
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<tr>
<td>KitchenAid</td>
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<td>Bosch</td>
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<td>Whirlpool</td>
<td>854</td>
</tr>
<tr>
<td>GE</td>
<td>841</td>
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Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

French Door Refrigerator

<table>
<thead>
<tr>
<th>Brand</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>880</td>
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<tr>
<td>LG</td>
<td>875</td>
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<tr>
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<td>Whirlpool</td>
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</tr>
<tr>
<td>GE</td>
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Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Side-by-Side Refrigerator

Samsung 887
LG 876
Segment Average 862
Frigidaire 855
GE 850
Whirlpool 847

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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J.D. Power
2021 U.S. Appliance Satisfaction Study™

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Top-Mount Freezer, Two-Door Refrigerator

- LG: 871
- Samsung: 865
- Segment Average: 842
- Whirlpool: 841
- GE: 834
- Frigidaire: 828

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study™

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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Front-Load Clothes Washer

Samsung 887
Segment Average 880
Whirlpool 879
LG 878
Maytag 860

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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Top-Load Clothes Washer

- Samsung: 878
- LG: 863
- Segment Average: 857
- Maytag: 853
- GE: 849
- Whirlpool: 849

Source: J.D. Power 2021 U.S. Appliance Satisfaction Study℠

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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Clothes Dryer

<table>
<thead>
<tr>
<th>Brand</th>
<th>Score</th>
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</thead>
<tbody>
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<tr>
<td>Maytag</td>
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<tr>
<td>LG</td>
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<tr>
<td>Whirlpool</td>
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2021 U.S. Appliance Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(By based on a 1,000-point scale)

Appliance Retailer

<table>
<thead>
<tr>
<th>Appliance Retailer</th>
<th>Index Ranking</th>
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<tbody>
<tr>
<td>Best Buy</td>
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<tr>
<td>The Home Depot</td>
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<td>Segment Average</td>
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<tr>
<td>Menards</td>
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<td>Sears</td>
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