

## AMDEA MEDIA RELEASE

Embargoed until 00:01h Monday 23 January 2023

### Fallen for an older model?

### Register old and new appliances for a safer home

Register My Appliance Week 23-27 January 2023

#regmyAppliance2023

The cost-of-living crisis is driving more Brits to consider buying second-hand large domestic appliances, but only one in five (20%) would bother to take the simple safety step of registering that appliance with the manufacturer before installing it, a survey has revealed.

[The Association of Manufacturers of Domestic Appliances \(AMDEA\)](#) says Brits are missing out on a free and easy way to help ensure the safety of their homes by failing to register home appliances – both new and second-hand - via [registermyappliance.org.uk](#).

The survey<sup>1</sup>, carried out by AMDEA to mark Register My Appliance Week (23-27 January), showed a significant surge in people thinking about buying a second-hand large domestic appliance, due to the current increasing cost-of-living. Now one in four (25%) of people say they are likely to consider buying a second-hand appliance online, compared to just one in six (16%) four years ago<sup>2</sup>. For Millennials<sup>3</sup>, two in five (37%) are now likely to buy pre-loved online, with the over 55s least likely at 12%.

Many have already bought a large domestic appliance second hand. As many as one in four (24%) have done so online or from a shop.

Saving money was the principal motivator for buying previously used. When asked their reasons for considering it at any point in future, 70% said to save money and 39% because it would be the only way to afford to replace an essential appliance. However, environmental motives and saving resources also scored well: 39% cited environmental reasons for taking the pre-loved route. This rose to almost half (46%) for Millennials.

But when respondents were asked what they would do before installing or 'adopting' a second-hand appliance, only 20% said they would register the machine with the manufacturer in case of a recall. This is despite most manufacturers enabling simple and easy registration of older appliances. Most (54%) said they would find the manual online, 42% would check installation instructions and 31% would even have it checked by a qualified technician, presumably with the implied cost of doing this rather than the free and simple act of registering.

---

<sup>1</sup> All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2064 adults. Fieldwork was undertaken between 22nd - 23rd December 2022. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

<sup>2</sup> In 2018 fieldwork was undertaken by YouGov Plc., for AMDEA, between 17th - 18th October. Total sample size was 2072 adults. The survey was carried out online. The figures were weighted and are representative of all GB adults (aged 18+).

<sup>3</sup> Age groups are: Gen Z aged 18-24; Millennials aged 25-41; Gen X aged 45-54; aged 55+

AMDEA CEO Paul Hide, commenting on the survey said: "Buying second hand may be a tempting route to cut costs, and registering these pre-loved appliances will avoid skimping on safety. We urge anyone with an old or new appliance – whether a brand-new bargain picked up in the sales or installed a while ago - to register all their appliances so they can be contacted in case of any safety notifications, repairs or recalls. Most manufacturers accept registrations of machines up to 12 years old, and there's no need for a proof of purchase. It's completely free and easy to do – it's a win-win for keeping your home safe and possibly increasing the life span of your machine."

Those questioned were more apt to spend extra money by fitting door locks or installing a camera door-bell rather than taking the free step of registering their appliances. When asked which three safety measures are most important for their homes, 83% said fitting good locks, and 20% said installing a video door-bell ahead of the 15% who cited registering all their appliances. Least likely to consider registering important were Gen X (12%) with Gen Z the keenest (20%).

By far the most popular place for people looking to buy pre-loved were online marketplaces (60%), again with Millennials (71%) the most eager. Second-hand or charity shops (45%) were also commonplace locations to look.

[Register My Appliance](#) is a web portal developed by AMDEA to improve ownership data by making it quicker and easier for householders to register old and new appliances. Offering access to over 60 of the nation's leading brands, the vast majority of manufacturers on the site welcome registration of products up to 12 years old or even older. Handy tips guide the user through how to find the important model details, meaning all the user needs to supply is their name and address. This data then goes directly to the manufacturer for use exclusively in case of a recall.

Other survey results:

When asked to imagine they had bought or adopted a second-hand appliance, people said they would do the following before installing it in their home:

- Get it checked out by a qualified technician: 31%
- Find an online user manual: 54%
- Check installation instructions: 42%
- Register it with the manufacturer: 20%
- None of these: 14%
- Don't know: 12%

**-END-**

#### **Notes to editors**

AMDEA is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

Contacts for further details, interviews or comment:

AMDEA Press Office,  
Dee Fernandes or Philippa Dovar,  
Tel: 020 7722 9034; 07887 648434  
Email: [amdeapress@bfipr.co.uk](mailto:amdeapress@bfipr.co.uk)