

AMDEA MEDIA RELEASE

***Know Watt's What* spotlights savings for the unsung heroes of the hidden chores**

#knowwattswat

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FOR IMMEDIATE RELEASE



As households brace for increased energy and water bills this winter, AMDEA unveils a new *Know Watt's What* website packed with savings tips for the magic hands, managing the thankless tasks, that quietly keep UK families in comfort and homes running smoothly.

Leading a national campaign, a poll of 2,000 adults revealed the most thankless household tasks included cleaning the toilet, taking out the bins, putting on the washing so the family doesn't run out of socks and pants and cleaning the oven. Other unnoticed jobs, carried out by the silent majority, included cleaning hair out of the shower plug, putting away the clean laundry, vacuuming and wiping down the hob.

The research was carried out by the Association of Manufacturers of Domestic Appliances (AMDEA) to restore national attention to how modern appliances and small behaviour changes can make a big difference to household bills.

Listing the jobs around the house which go unnoticed, 31 per cent admitted they rarely or never witness them magically getting done by someone else. And 77 per cent said there is one person in their home who takes on the majority of these chores.

Beyond the top 10, clearing out old food and cleaning the fridge shelves (19 per cent), defrosting the freezer (15 per cent), and emptying the dishwasher (14 per cent) also featured as tasks which go unnoticed, according to the OnePoll.com data.

In a message to households, Stefan Hay, Chief Executive Officer for AMDEA said: "If you are that person who always runs the washing machine or the dishwasher, especially on energy saving Eco-mode, we salute you.

“Even if some people in your household believe these tasks are done by ‘magic,’ rather than recognising it’s you, have faith as these small things are essential to the smooth and efficient running of a home.

“With constantly innovating smart tech in appliances, lots of these jobs will be made quicker, quieter and easier for you.”

Of all respondents, 85 per cent believed such tasks are crucial to the efficiency of a household, this rises to 94 per cent when you ask the people most responsible for getting them done.

When completing these household chores, 68 per cent are conscious of energy efficiency, only boiling the correct amount of water required or washing full loads rather than half loads.

Overall, 73 per cent think they could be doing more to be energy efficient, but holdbacks include the cost of upgrading appliances, prioritising convenience over efficiency, and lack of motivation.

Stefan Hay from AMDEA added: “Lots of little jobs can build up to making a real difference in the home and go a long way to helping everyone’s well-being and ensuring our belongings last.

“Know Watt’s What clearly signposts how to choose and use appliances wisely to cut energy and water bills, avoid food waste and help the environment.

“Along with sound maintenance tips, we even feature a repairs directory with contacts for genuine parts from over 70 leading brands.

“By using appliances correctly and adopting clever savings hacks, households could be rewarded with sparkling homes, cheaper utility bills and the knowledge they are protecting the earth for future generations.”

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Notes to editors

TOP 10 MOST THANKLESS HOUSEHOLD TASKS, ACCORDING TO BRITS

1. Cleaning the toilet
2. Taking out the bins
3. Cleaning out hair from shower plug
4. Putting away the clean laundry
5. Dusting
6. Vacuuming
7. Wiping down the hob after cooking
8. Cleaning the oven
9. Turning off lights in empty rooms
10. Putting a load of washing on so family doesn’t run out of socks/pants.

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[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.

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