

FREE DOWNLOAD

Energy shortlists: how to compare washing machines without guessing

A practical PDF for shortlist users who want to understand running costs, drum size, useful features, and where the better value often sits.

What this guide helps you do

- Spot the difference between cheap upfront and cheap to own
- Use one simple method to compare machines fairly
- See worked examples before you update the shortlist page

Built for plain-English comparison, quick examples, and repeatable monthly shortlist updates.

Format Short practical manual	Best with Your shortlist page + calculator	Update rhythm Monthly review
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CORE PRINCIPLE

The better washing machine is not always the one with the lowest ticket price

A machine can look cheaper on day one but still cost more over time if it uses more electricity, needs more repeat washes, or simply fits your household badly. The smarter comparison is to combine purchase price, likely running cost, useful capacity, and everyday practicality.

Think in ownership cost

If two machines are close in purchase price, lower running cost can make the higher-quality option easier to justify over a few years.

Use your real household pattern

A family running several loads a week should compare machines differently from a single person washing less often.

Do not overpay for unused extras

Smart controls, steam modes, or specialist programmes only matter if they change how you actually use the machine.

Capacity should fit your life

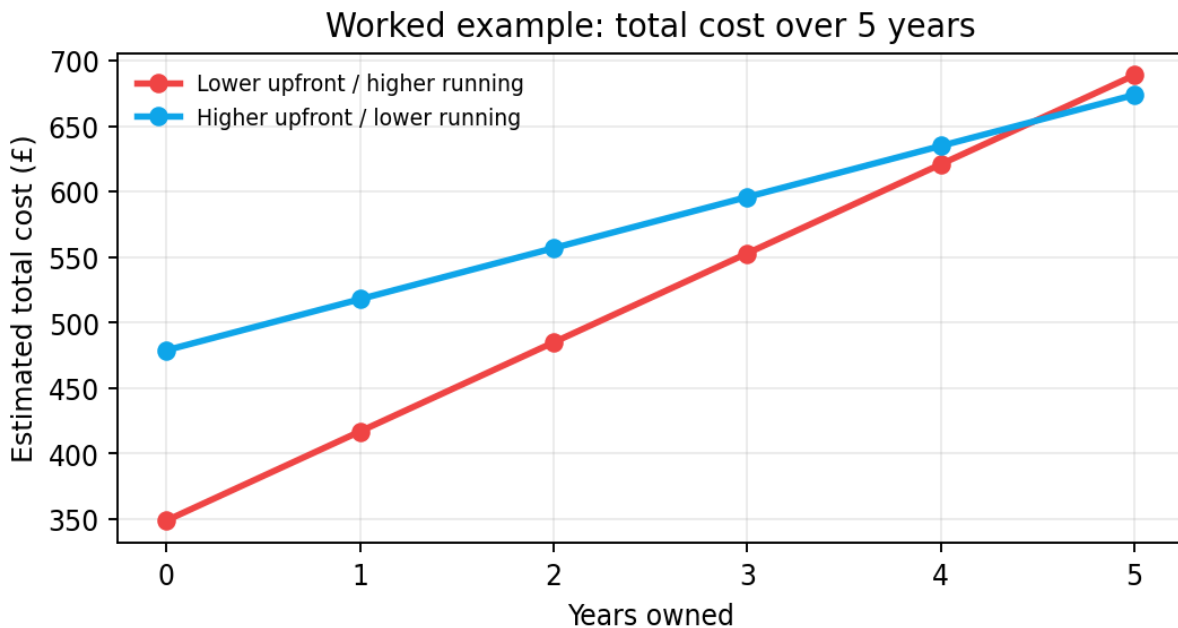
A large drum is useful for some homes, but not automatically better for everyone.

WHAT TO COMPARE FIRST

Use the same checklist each time

This keeps the decision smaller and makes your monthly shortlist update easier.

- Upfront price - the first part of the decision, not the whole story.
- Estimated electricity use - enough to create a fair running-cost estimate.
- Uses per week - your own usage matters as much as the label.
- Capacity - useful size for your household, not just the biggest drum available.
- Quick wash and everyday programmes - often more important than long feature lists.
- Noise, spin, and practicality - especially if the machine is near living space or you need faster drying turnover.



Example only: one machine starts cheaper but becomes more expensive over 5 years because the weekly running cost is higher.

WORKED EXAMPLE

A simple way to compare two shortlist models

The exact values will change each month, but the method stays the same. Keep your assumptions fixed so the comparison remains fair.

Check	Machine A	Machine B
Upfront price	£349	£479
Estimated annual electricity cost	£68	£39
Likely weekly use	5 cycles	5 cycles
5-year ownership cost (example)	£689	£674
Who it suits	Tighter budget now	Lower cost over time

SCORING METHOD

A beginner-friendly scorecard you can repeat monthly

A simple weighted approach stops the shortlist becoming random and helps you explain why the order changed.

Factor	Suggested weight	Why it matters
Running cost	30%	Core value driver for this category
Capacity / fit	20%	Strong effect on everyday usefulness
Practical features	20%	Quick wash, cycle mix, ease of use
Price today	20%	Still matters - just not by itself

Factor	Suggested weight	Why it matters
Extra confidence factor	10%	Warranty, brand trust, or build feel

COMMON MISTAKES

Why buyers often regret this category

Most problems come from comparing the wrong thing first.

- Choosing on sticker price alone.
- Using unrealistic weekly-load assumptions.
- Buying too much capacity for the household and assuming that automatically means better value.
- Paying for smart features that will never be used after setup day.
- Ignoring the final monthly shortlist price update before buying.

USE THIS WITH YOUR SITE PAGES

Best workflow for visitors

The simplest route is: open the washing-machine shortlist, use the running-cost calculator with one fixed assumption set, then return to the shortlist and compare only the top two or three options.

Monthly update routine

1. Check each shortlist model price. 2. Add retailer and last-checked date. 3. Re-run one worked comparison assumption. 4. Move the ranking only if the value logic has genuinely changed. 5. Keep the page useful for readers, not just numerically tidy.