

# In With Induction?

Understanding Customer  
Experiences and Opinions on  
Induction Cooktops

November 3, 2022

2022 IEPEC Conference  
San Diego, CA

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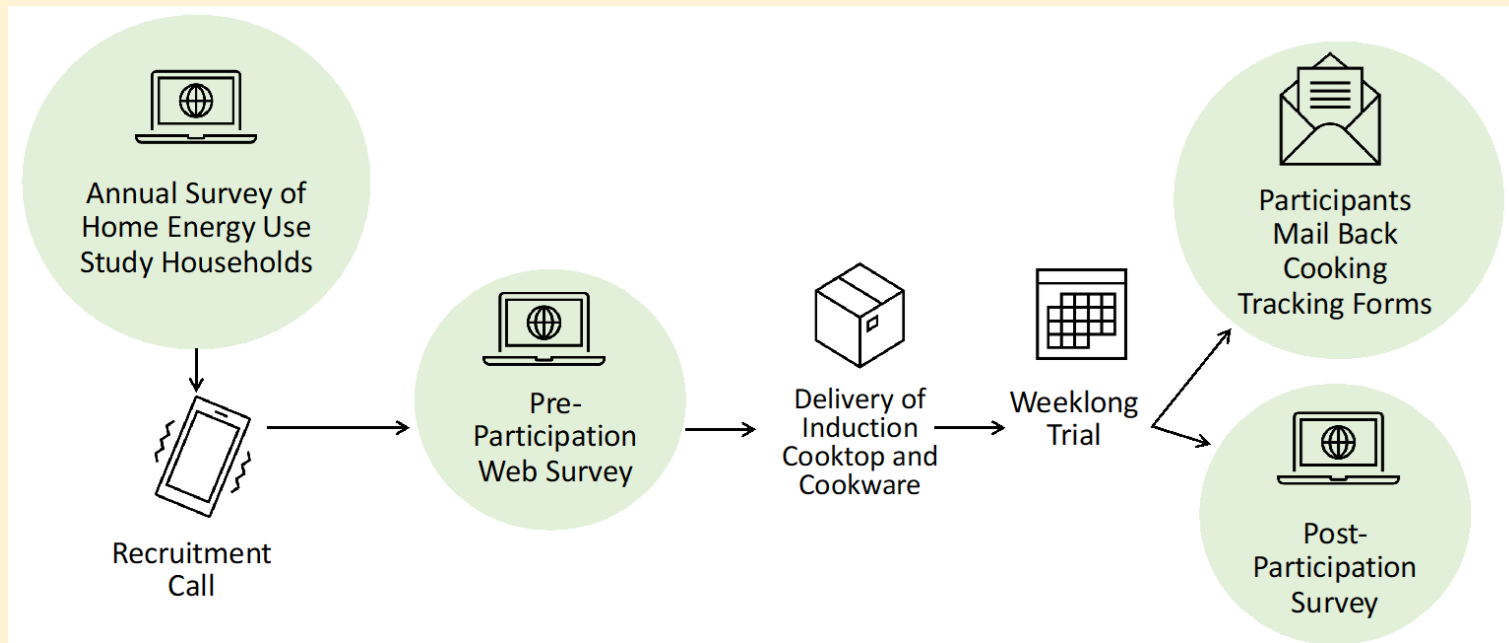
# What's Cookin'?

- Electrification helps meet carbon reduction goals
- We need data to understand perceptions
- People have strong opinions
- Stovetops are connected to our memories

# Stovetop Types



## Data Collection and Participation Process



# Equipment Selection

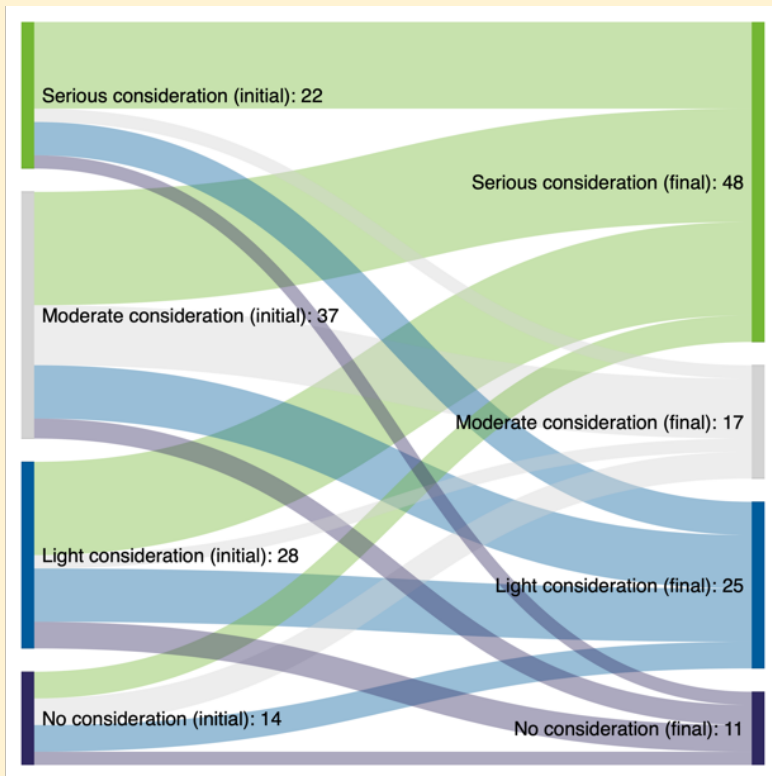
## Cooktops

- Single-burner
- Portable cooktop
- Power levels:  
200W – 1800W

## Cookware

- Purchased for 74% of participants
- Most common:
  - Frying pans
  - Saucepans

# Consideration of Induction

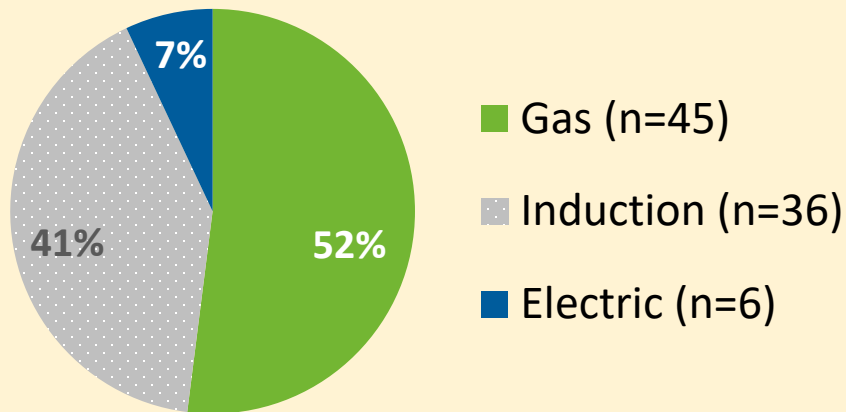


**Consideration of induction increased significantly after the weeklong trial.**

Of the participants whose consideration rating changed (69%), 65% gave an increased score.

# Next Stovetop Purchased

## Overall Stove Purchase Preference by Technology

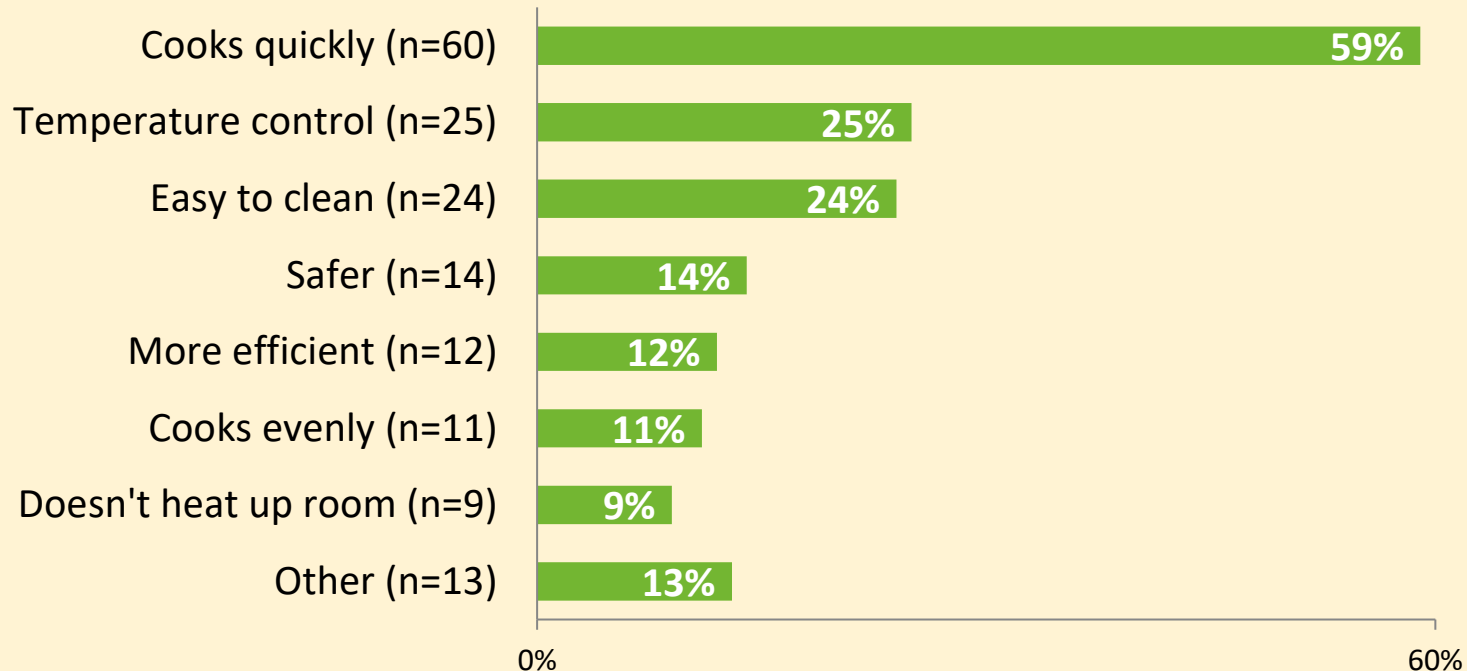


## Next stovetop varied with current stovetop type.

- **55%** of electric stove owners said they would purchase induction.
- **37%** of gas stove owners said they would purchase induction.

# Try it, you'll like it!

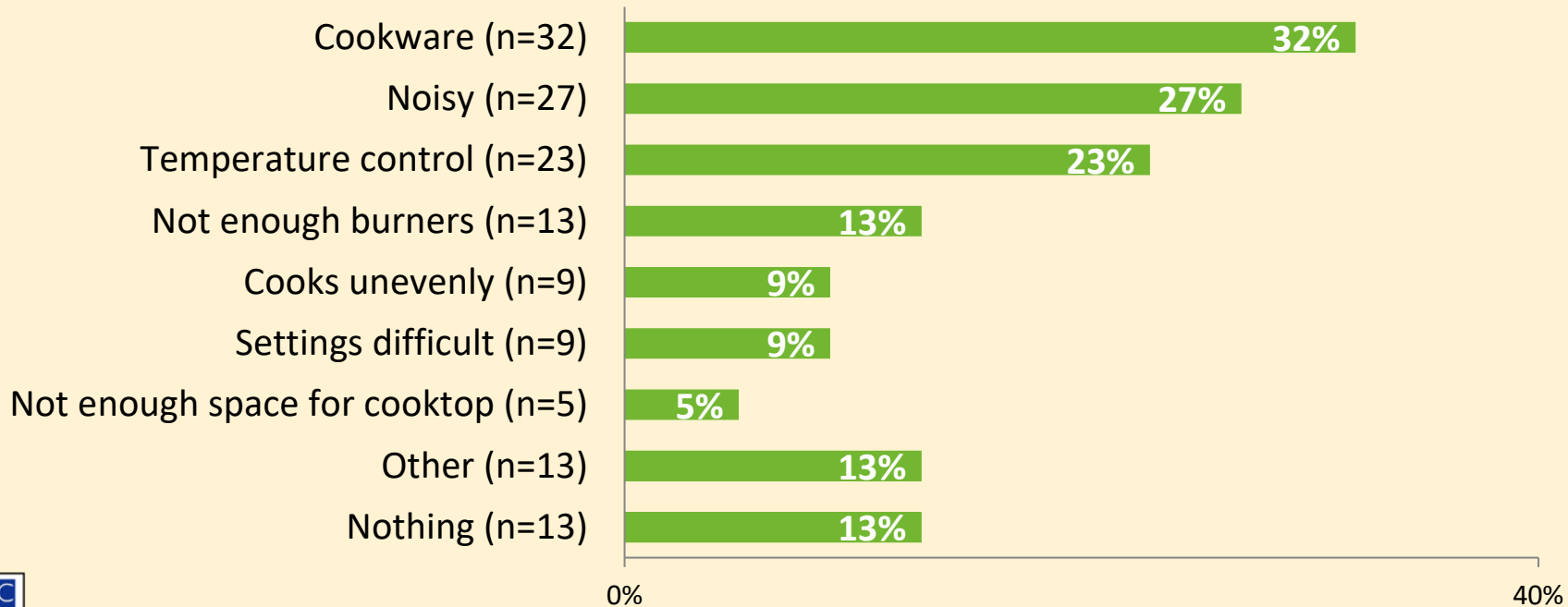
## Benefits of Induction





# An acquired taste

## Distaste for Induction



# Cultural Cooking Practices

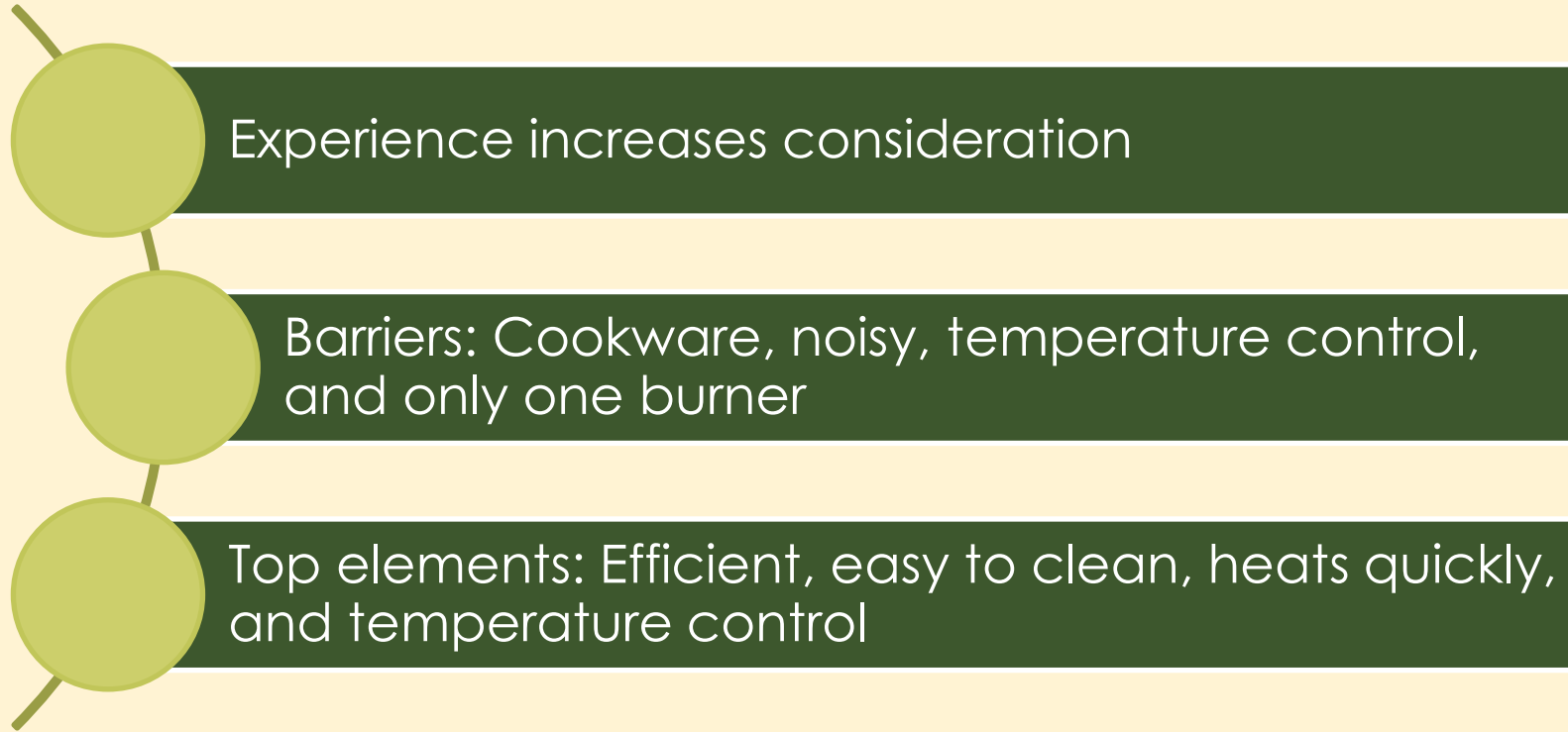
Eighteen percent of participants reported that **their cultural or ethnic background affected how they cooked.**

“Wok doesn’t do well on an induction. Difficult to concentrate heat.”

“The long simmering of Italian red sauces [and] long cooked meat dishes. [Induction is] very hot and fast.”

“It’s actually easier to use the induction stovetop for meals like hotpot and nabe.”

# ... take it to go!





# Contact Information

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