

Understanding behaviour and perceptions of gas and electric cooking

France



What people think,
feel and do

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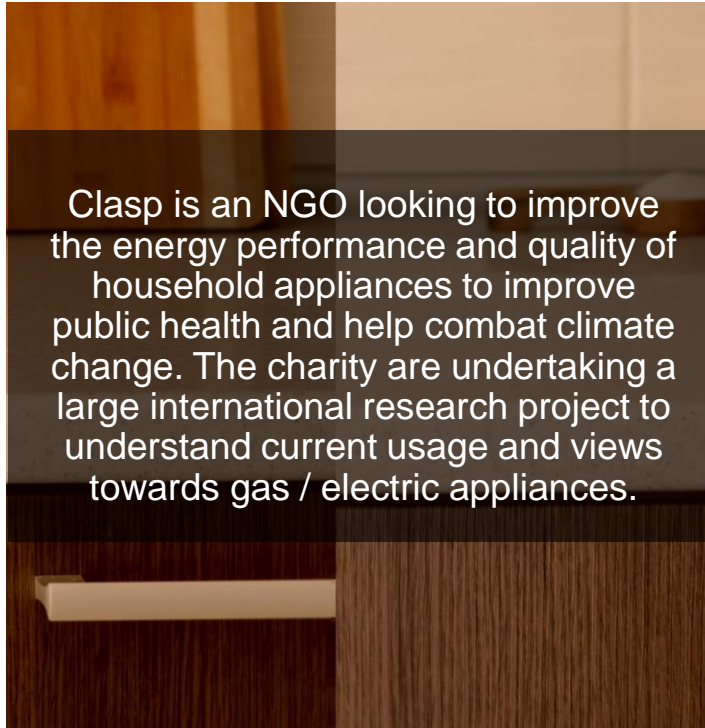


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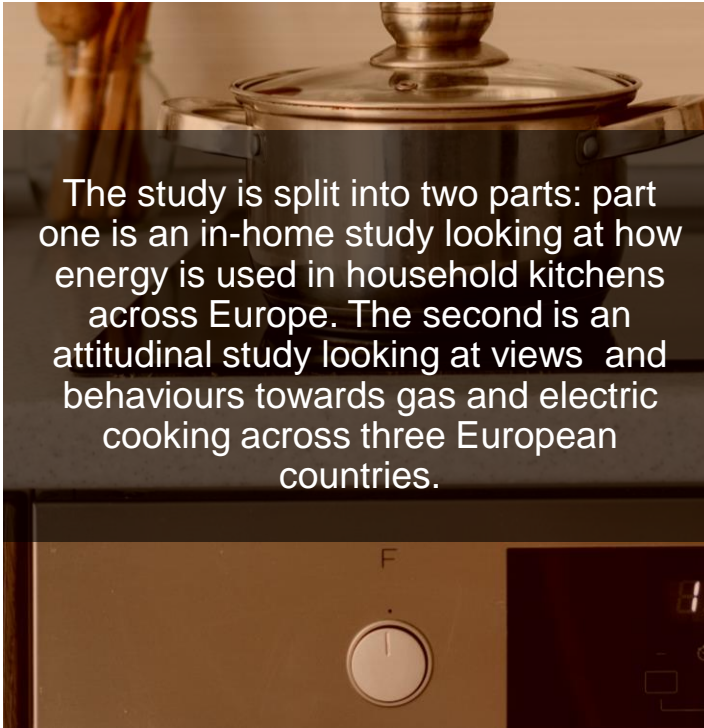
Understanding your challenge



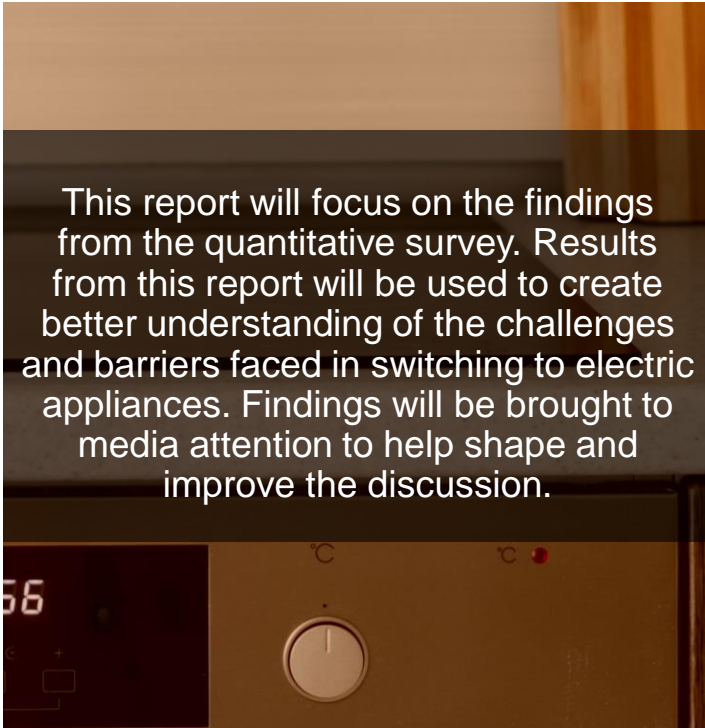
Our understanding of your challenge



Clasp is an NGO looking to improve the energy performance and quality of household appliances to improve public health and help combat climate change. The charity are undertaking a large international research project to understand current usage and views towards gas / electric appliances.



The study is split into two parts: part one is an in-home study looking at how energy is used in household kitchens across Europe. The second is an attitudinal study looking at views and behaviours towards gas and electric cooking across three European countries.



This report will focus on the findings from the quantitative survey. Results from this report will be used to create better understanding of the challenges and barriers faced in switching to electric appliances. Findings will be brought to media attention to help shape and improve the discussion.

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Research design and sampling



Sampling and methodology



Sample

We ran 1,000 online interviews with adults living in France. The sample is nationally representative of the market by gender, age group and region. Fieldwork was conducted from 7th to 14th February 2023.



Questionnaire topics

The questionnaire covered current energy usage for hobs / ovens and perceptions on using gas and electric cooking appliances. Topics were as follows:

Energy usage

Energy used when cooking at home
Energy preference and reasons for preference
Ventilation used

Considerations why buying

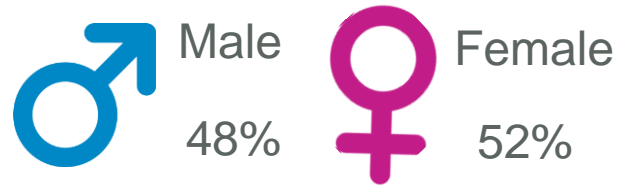
Things considered when purchasing a new hob/oven
Views on energy efficiency labels
Recent news seen on gas cooking

Barriers and motivations

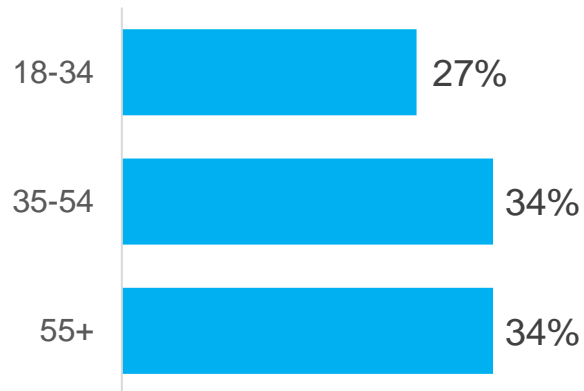
Barriers to switching to electric
Motivations to switch to electric
Government switching schemes
Concerns on using gas/electric
Health impacts of energy types

Sample demographics

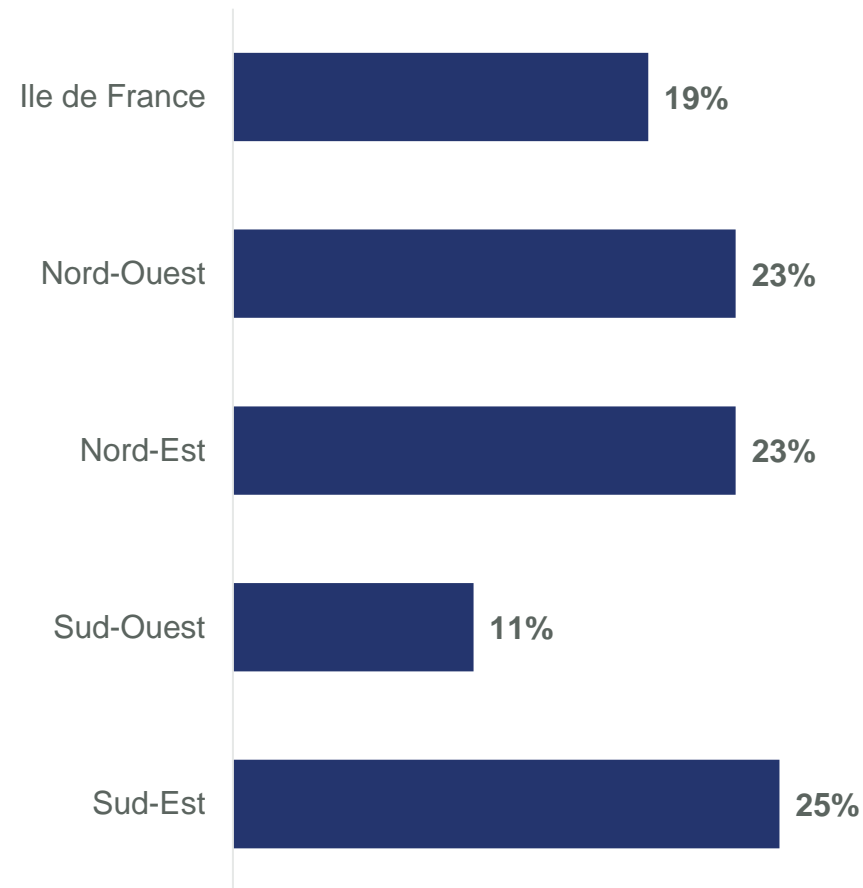
Gender



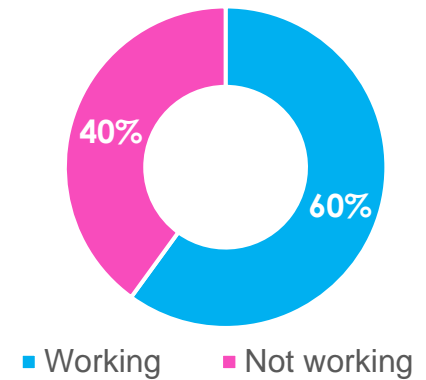
Age



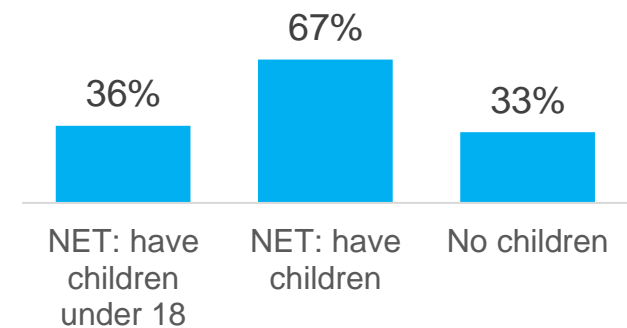
Region



Working Status



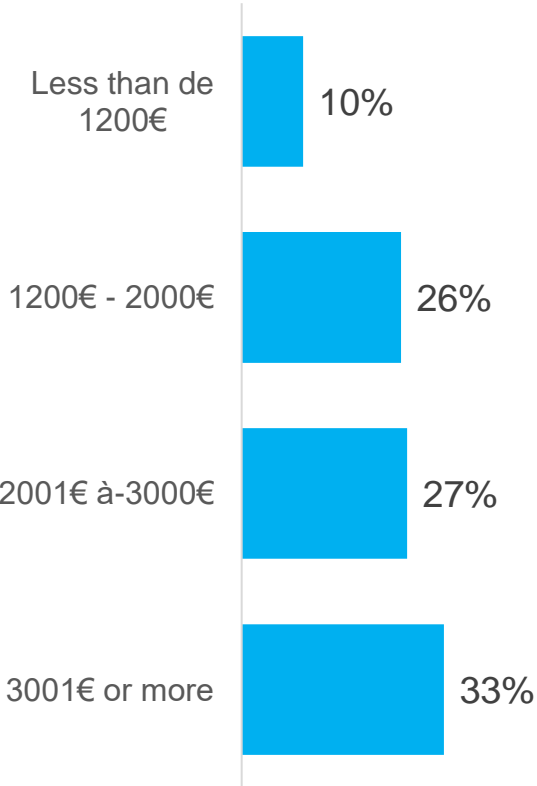
Children in household



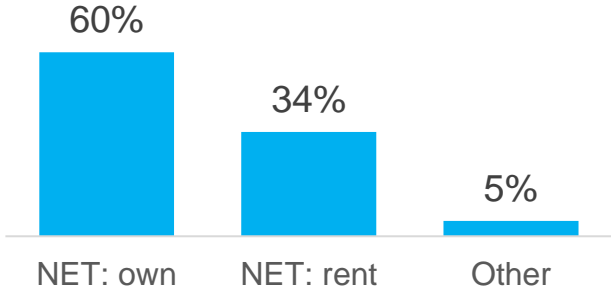
D1 gender, D2 age, D3 region, D4 children in HH. D6 working status. Base all respondents: 1,000

Sample demographics

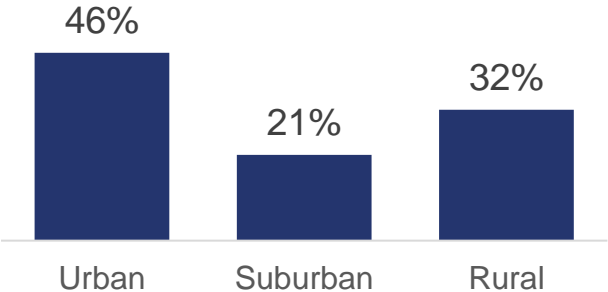
Household income



Home ownership

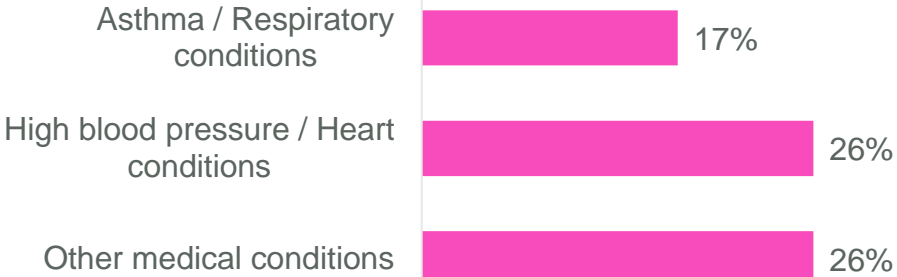


Area type

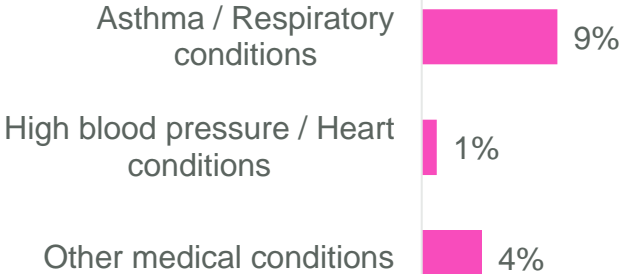


Health conditions

Myself



My child(ren) / others in my care



D5 ethnicity, D7 household income, D8 health conditions, D9 home ownership, D10 area type.
 Base all respondents: 1,000

3

Key takeouts



Summary

Key finding

Increased electricity bills are considered a key barrier to switching to electric appliances. Related to this, a financial incentive is seen as a top motivator to switching away from gas. This is most likely to be supported by lower income groups and those with medical conditions.



Most French adults (77%) agree that a government scheme would enable the move to switch to electric appliances – again higher amongst 18-34s, urban dwellers and those with medical conditions. However, only a third (33%) would approve of government measures to end gas cookers (particularly 18-34s, urban dwellers and French adults with medical conditions).

Considering health, half of French adults (47%) think gas appliances cause a health issue. Interestingly, a quarter (23%) think electric appliances cause a health issues, whilst a similar amount (26%) have concerns around cooking with electric appliances (particularly 18-34s, urban dwellers, lowest earners and French adults with medical conditions).



58% of French consumers would consider getting rid of theirs if there were health concerns.

What this means

Cost is evidently a top consideration for French adults, particularly those from lower incomes and with health conditions, so focusing on how electric appliances can help save costs may help swing French adults in favour.

Far fewer French adults would actually support a government scheme than those that agree with one, suggesting that French adults like the idea of switching to electric but are reluctant to take it on board. More work could therefore be done to highlight how easy switching is (as French adults have higher preference for previous use) and the benefits of switching (particularly related to cost and health impacts).

French adults are concerned about using electric appliances and therefore more awareness on the health benefits and safety of using electric appliances could prove useful.

Summary

Key finding

Cost comes top in factors that French adults would most consider when buying a new appliance. Energy efficiency scores within the top two, and is particularly important for 55+, higher earners, rural dwellers and French adults with medical conditions.



Introducing an energy label for hobs and ovens is considered useful (91%). The existing oven label is considered important (81%). However, information on the indoor air pollution created by an appliance is not ranked highly as important to know (17%), although this does increase in importance again for 55+, highest earners and rural dwellers.

About a tenth of French adults (12%) have seen or heard something recently related to gas cooking, rising amongst 18-34s, urban dwellers and those with health conditions.



Throughout the report we see differences amongst age groups, urban / rural living, working status and those with medical conditions vs those without. This indicates that views across France can differ, therefore when communicating with audiences it may be important to tailor these to audiences most likely to take an action from it.



What this means

The energy efficiency of a product is considered important for French adults however this may be more related to how much it may cost them in the long run, as how it might impact the environment and indoor air pollution levels is not considered as important for French adults. In which case, focusing on the cost (and potentially health) impacts of the energy efficiency of an electric appliance could relate to French adults more.

Having said that, certain groups of French adults are more likely to find this information useful, therefore targeting this group could help spread awareness further.

News related to gas cooking has not been seen or heard by many French adults – or it has not come top of mind when asked to recall. This could suggest that it doesn't reach consideration as much as other topics might. Having said that, certain groups are more likely to have seen or heard something so these will be groups to particularly target.

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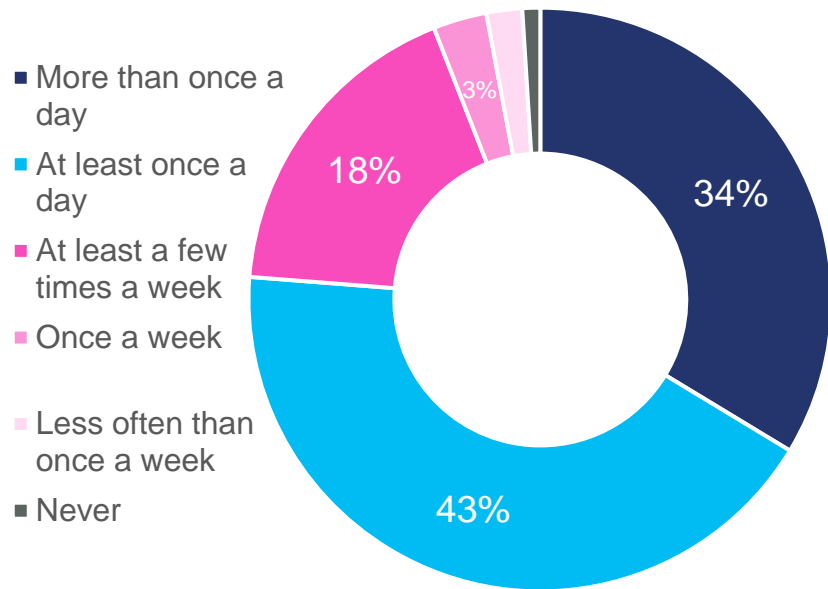
Cooking methods



The type of hob used in France is split between gas and electric use. Amongst those that use electric hobs, induction is the most popular form.

Oven / hob usage

NET: At least once a week **98%**
 NET: At least once a day **77%**



Type of hob most used at home



Gas
41%



Electric
59%

Type of electric hob used

Induction	54%
Ceramic	33%
Resistive heated element	12%

Those living in urban areas are more likely to have electric hobs (64% vs 54% in rural areas and 67% in Ile de France). Electric hobs are also more dominant amongst workers (61% vs 55% of non-workers) and 18-34s (63% vs 55% of 55+) – both of which may be more likely to live in urban areas.

However, despite similar levels of use electric ovens are most preferred by French adults, with preference driven mainly to previous use. Ease and speed are also top factors but do not perform as highly.

Type of oven preferred

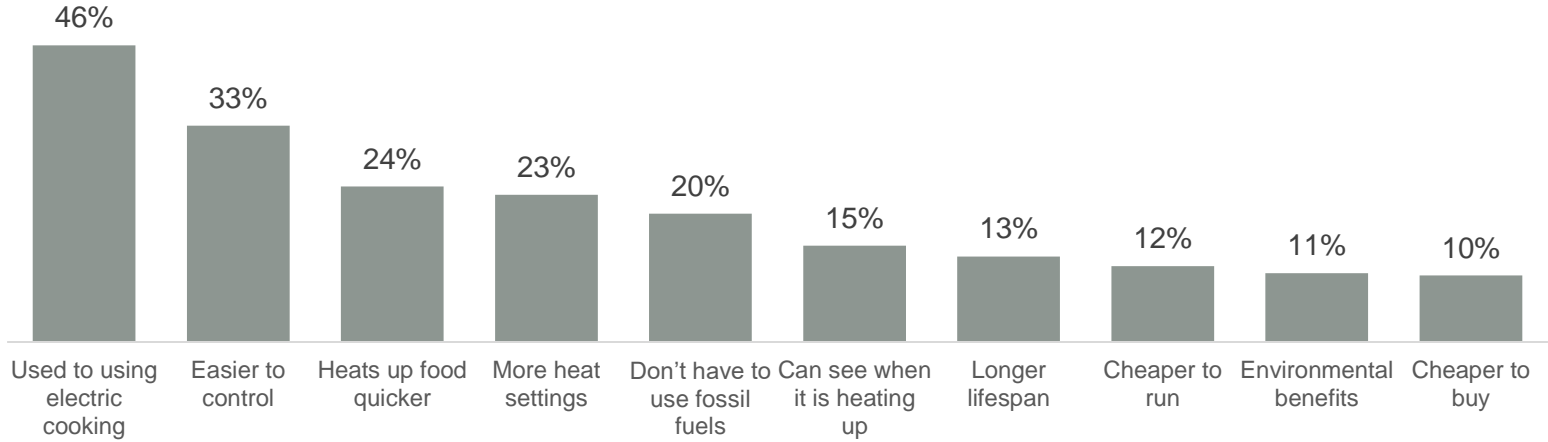


Gas
18%



Electric
79%

Reasons for electric oven preferences



French adults aged 55+ than 18-34s would prefer an electric oven (83% vs 73%), as do those living in rural areas (85% vs 76% urban) and those with a higher income (87% higher earners vs 81% lower earners).

Preferences for gas ovens is similar, driven mainly by previous use more than any other factor.

Type of oven preferred

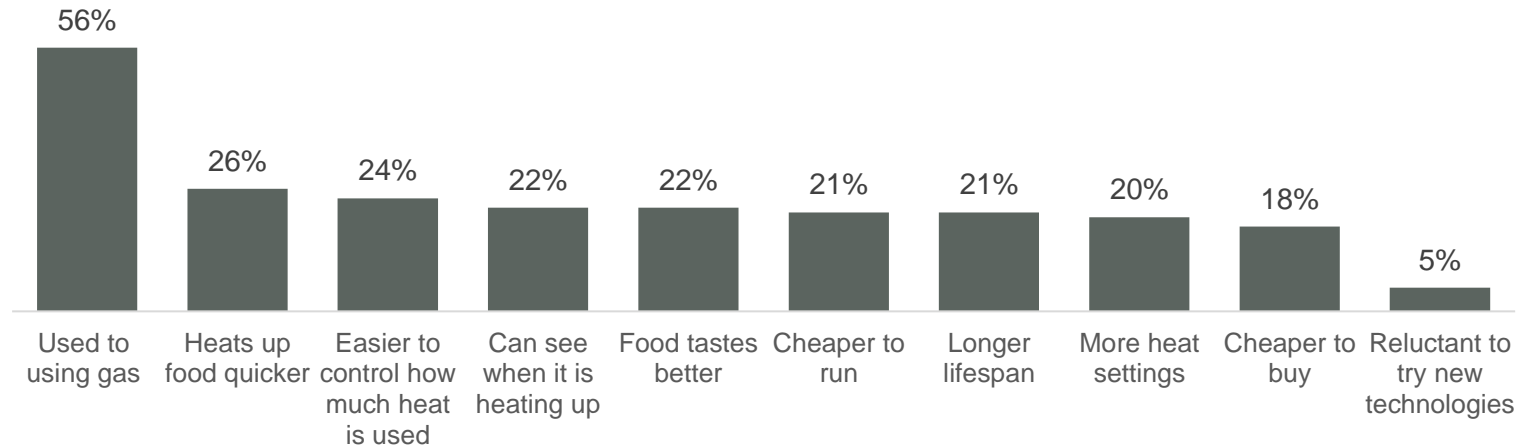


Gas
18%



Electric
79%

Reasons for gas oven preferences

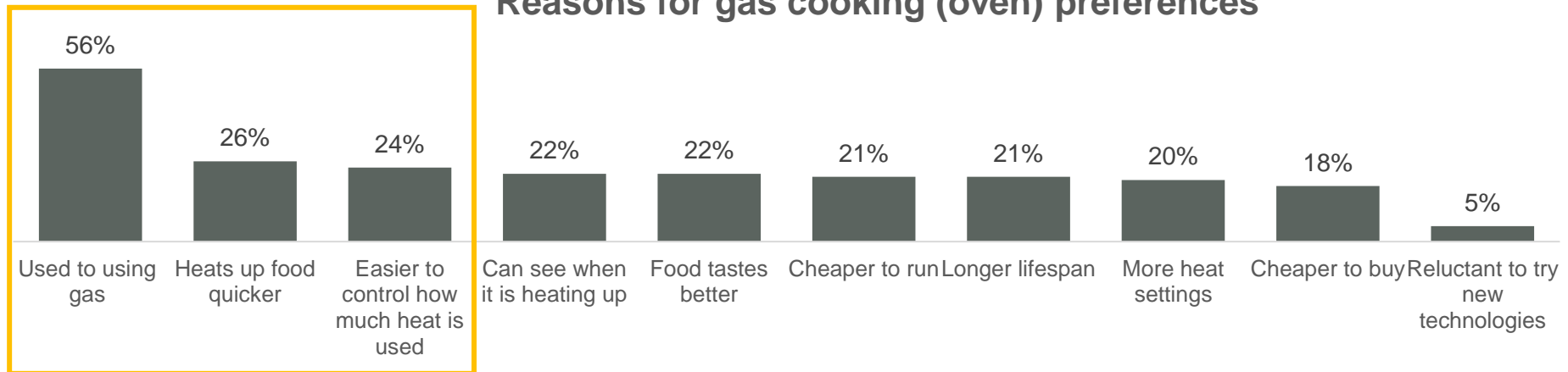


Gas ovens are more preferred by renters (23% vs 14% of owners), people living in urban areas (21% vs 13% rural), workers (20% vs 15% of non-workers) and young adults (24% vs 15% 55+), which may all correlate: gas ovens may essentially be preferred by young adults living and working in cities who rent their property.

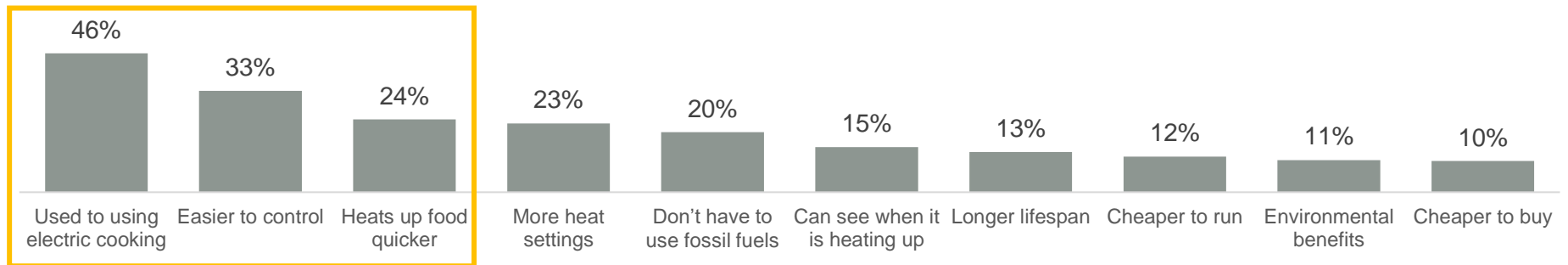
Electric use is slightly higher than gas use in France, however when looking at preferences for both, reasons are similar and mainly down to having used it before.



Reasons for gas cooking (oven) preferences



Reasons for electric cooking (oven) preferences



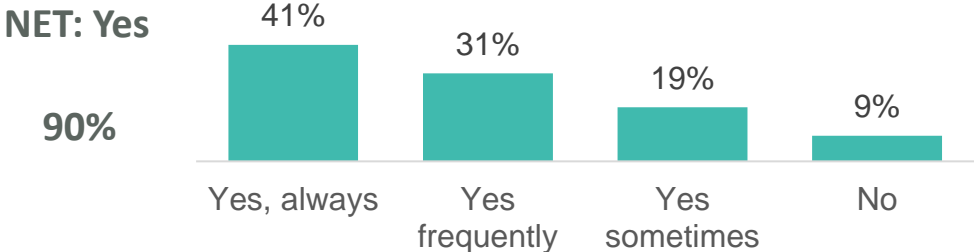
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Ventilation



Most French adults ventilate whilst they are cooking, mainly by opening windows to eliminate smells and reduce steam / smoke. Only a fifth ventilate to reduce indoor air pollution.

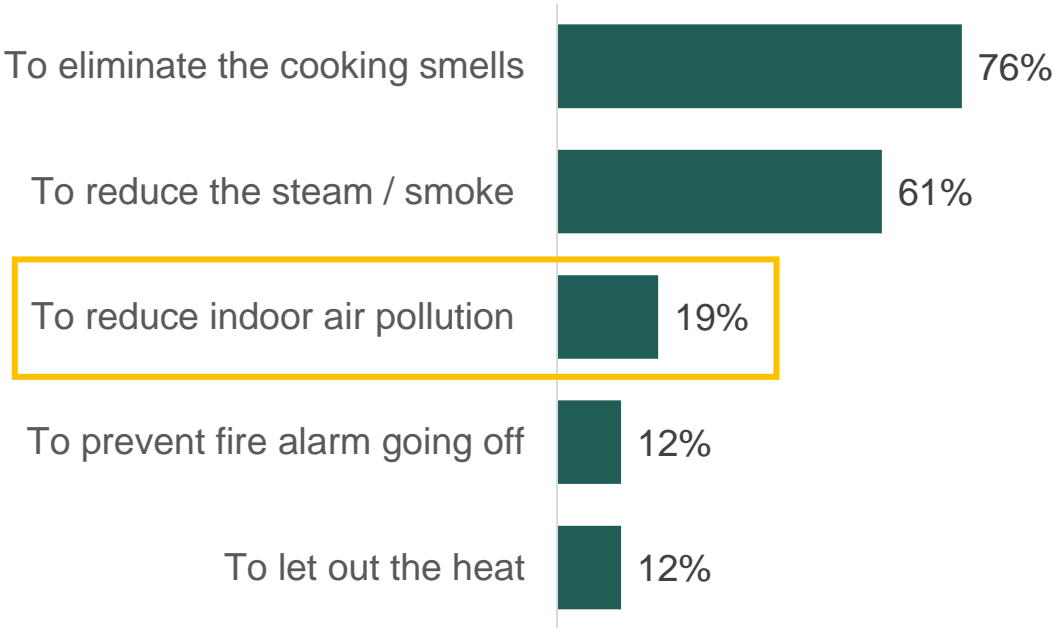
Ventilation used when cooking



Method of ventilation most used

Open windows	93%
Using an exhaust hood	88%
Keeping doors open	73%
Running a desktop fan	19%

Reasons for using ventilation when cooking

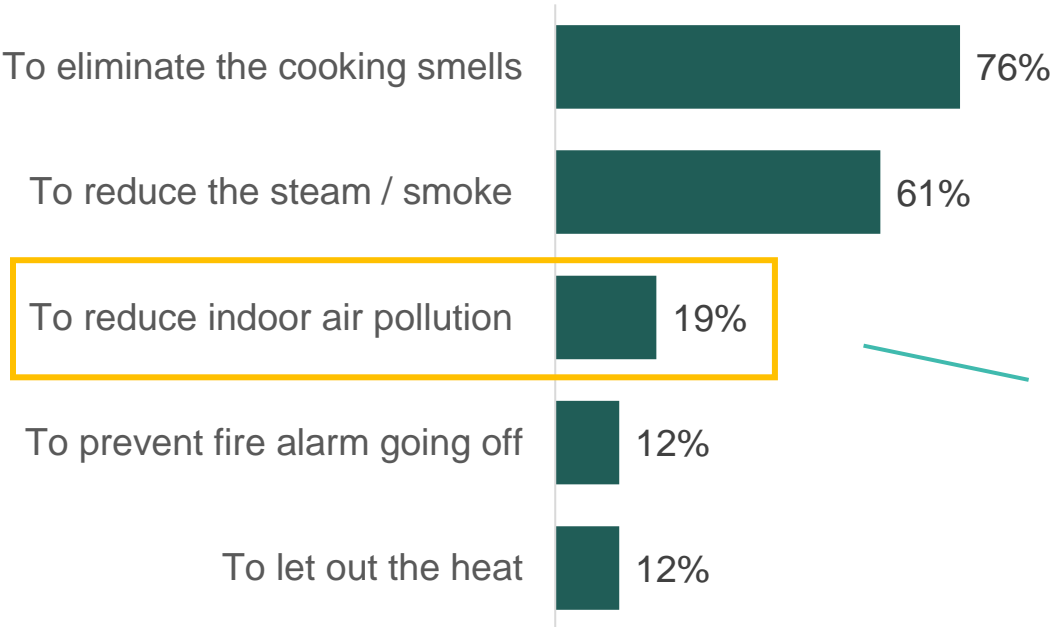


Across France most adults ventilate, however ventilation occurs more amongst higher earners (92% vs 83% lower earners), home owners (93% vs 86% renters) and people living in rural areas (94% vs 89% urban).

Q5. Do you use any ventilation method while cooking? Q6. You said you use a ventilation method when cooking. What forms do you use the most? Q7. You mentioned that you use some form of ventilation when cooking. Why do you do this? Base: all that cook (993), all that use a ventilation method (894)

Ventilation to reduce indoor air pollution grows in importance for lowest earners and French adults with medical conditions.

Reasons for using ventilation when cooking



Ventilating for these reasons are more important for 55+, parents, non-workers, higher earners and home owners.

Ventilation to reduce indoor air pollution scores fairly similarly across the demographics, however lowest earners (28% vs 19% of higher earners) and those with medical conditions (20% vs 15% of those without) are more likely to ventilate for this reason.

Q5. Do you use any ventilation method while cooking? Q6. You said you use a ventilation method when cooking. What forms do you use the most? Q7. You mentioned that you use some form of ventilation when cooking. Why do you do this? Base: all that cook (993), all that use a ventilation method (894)

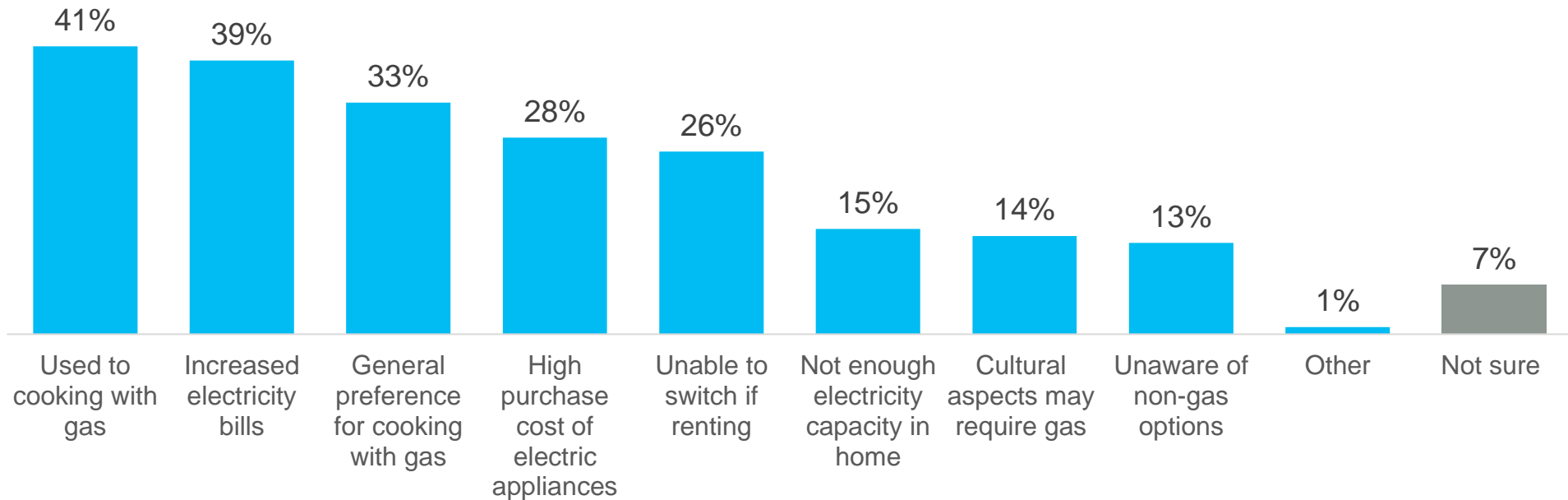
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Barriers and motivations to switching



As well as being a reason for preference, French adults also consider previous use as a barrier to switching away from gas. Increased electricity bills is also considered a barrier.

Barriers that stop consumers from switching away from gas appliances



Q10. Many people use gas cooking appliances over electric. In your opinion, what do you think may be the barriers, if any, that stop consumers from switching away from using gas appliances when cooking? Base: all respondents (1,000)

Older French adults are more likely to think that previous use will be a barrier to switching, whilst 18-34s are more swayed by increased electricity bills being a barrier.

Barriers that stop consumers from switching away from gas appliances

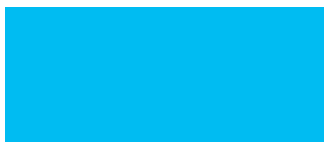
41%



Used to cooking with gas

55+ are more likely to think being used to cooking with gas (43% vs 38% of 18-34s) will be a barrier to switching, as do higher earners (45% vs 29% of lowest earners).

39%

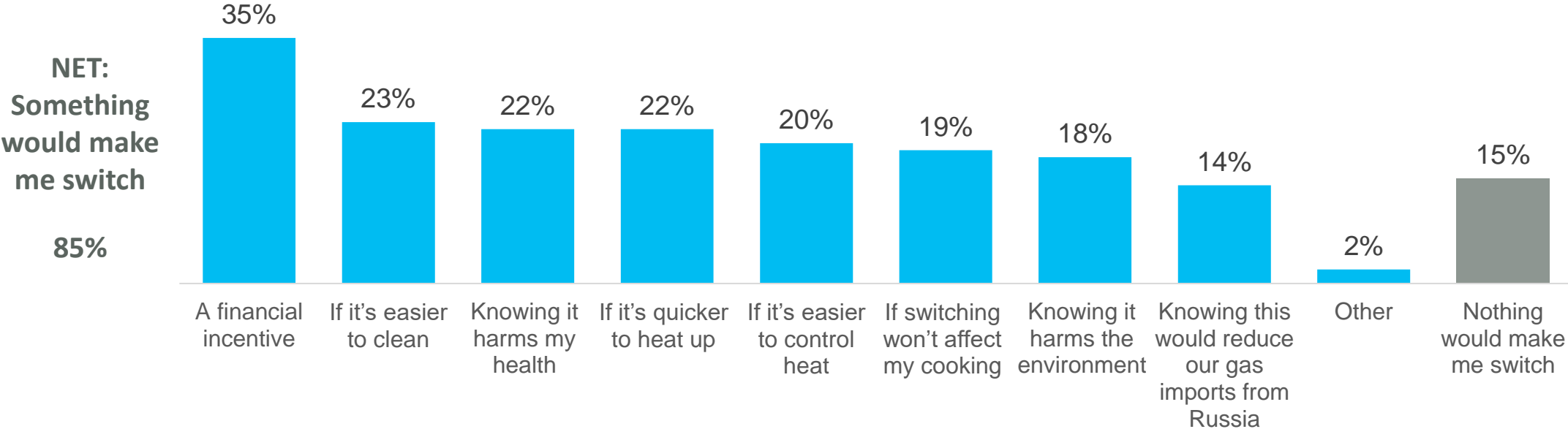


Increased electricity bills

However, more young adults (45% vs 36% of 55+) think that increased electricity bills will be a barrier to switching away from gas, as do those living in rural areas (44% vs 38% urban).

Increased electricity bills being a barrier to switching may relate to why financial incentives are considered a top motivator for switching away from gas appliances.

Factors that would motivate the switch away from gas appliances



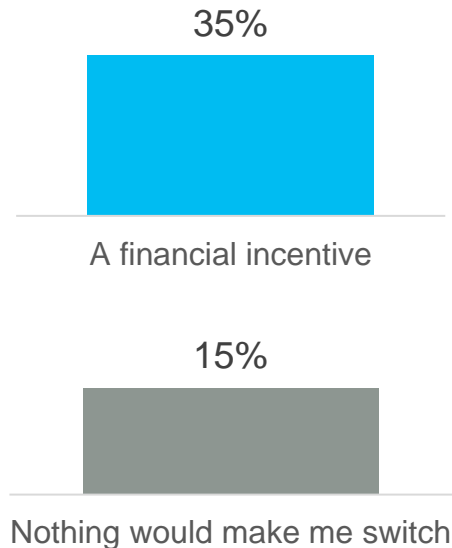
Ease of cleaning is more of a driving factor amongst rural respondents, with 27% citing this as a factor, compared to 20% of suburban respondents.

Q11. You mentioned that you use a gas oven / hob. What would motivate you, if anything, to switch from gas to electric cooking? Base: all that use gas (405)



A large proportion of French adults are reluctant to switch – which may be related to the high results of French adults who think previous use is a barrier to switching

Factors that would motivate the switch away from gas appliances



Being given a financial incentive to switch would increase the likelihood of switching for middle-aged adults (42% vs 32% for 18-34s) and home owners (37% vs 32% renters).

It is also important for those on potentially lower wages: lower incomes are more likely to think this is a motivator (49% vs 31% highest earners) as do non-workers (38% vs 33% of workers).

Those with medical conditions (37% vs 31% of those without medical conditions) would also benefit.

About a sixth of French adults are reluctant to switch, which may relate to the high results of French adults feeling that being used to using gas / electricity is a barrier for switching. This increases for 55+ (17% vs 7% of 18-34s), those with no children (17% vs 12% of parents with young children) and those in rural areas (20% vs 12% urban).

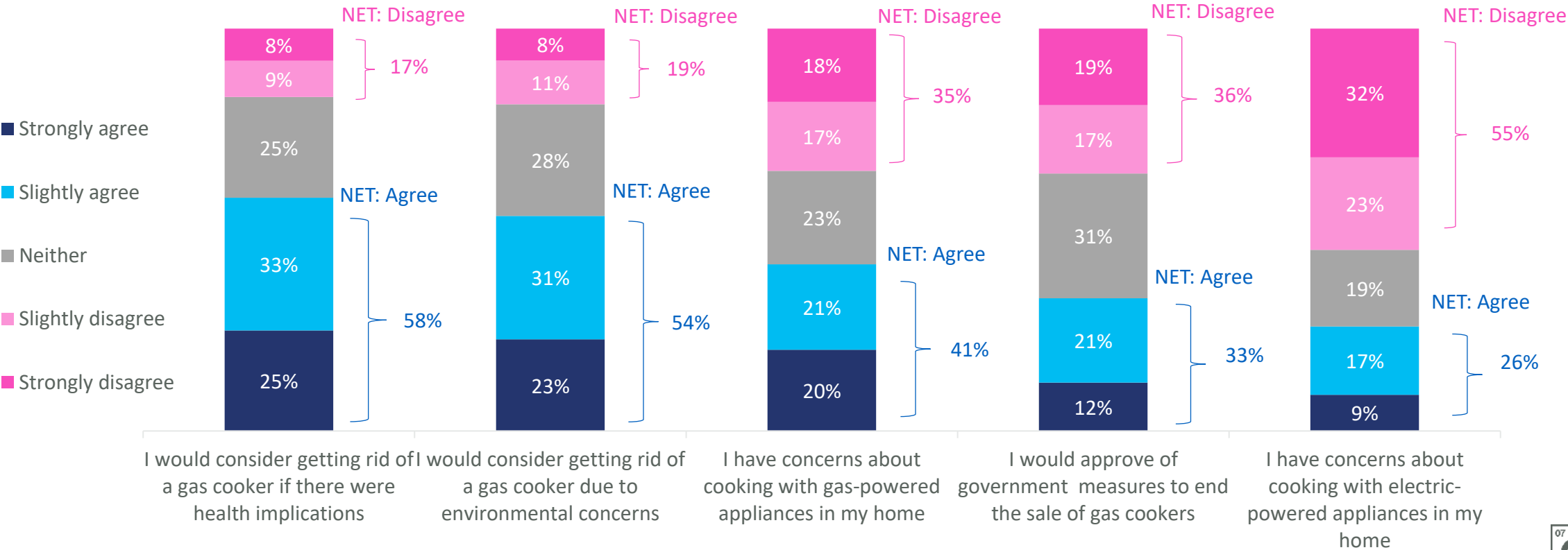
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Considerations when buying



Despite about half of French adults using gas appliances, almost three fifths would consider getting rid of theirs if there were health implications; a similar amount say the same for environmental concerns.

Statements on considerations and concerns with gas cooking

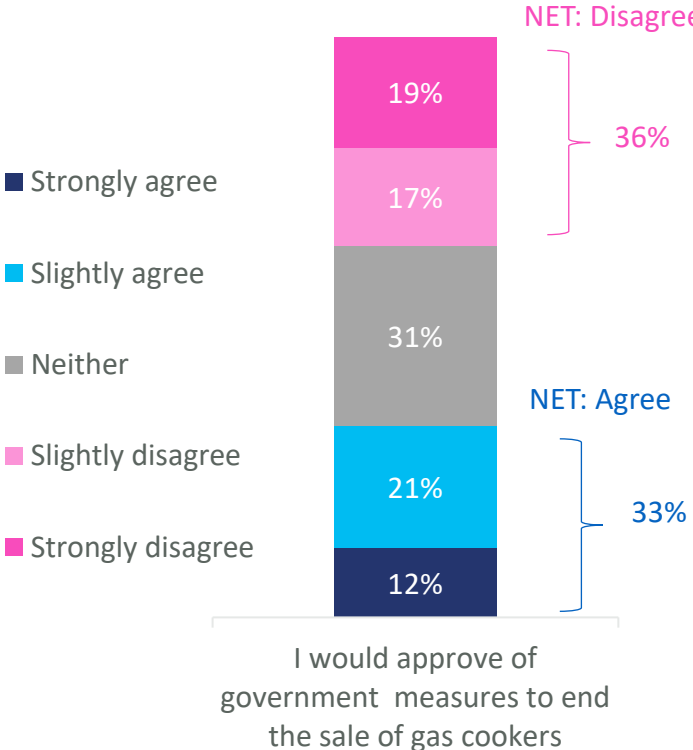


Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1,000)



Approval for government measures to end the sale of gas cooking is more likely to come from younger French adults and those living in urban areas.

Statements on considerations and concerns with gas cooking



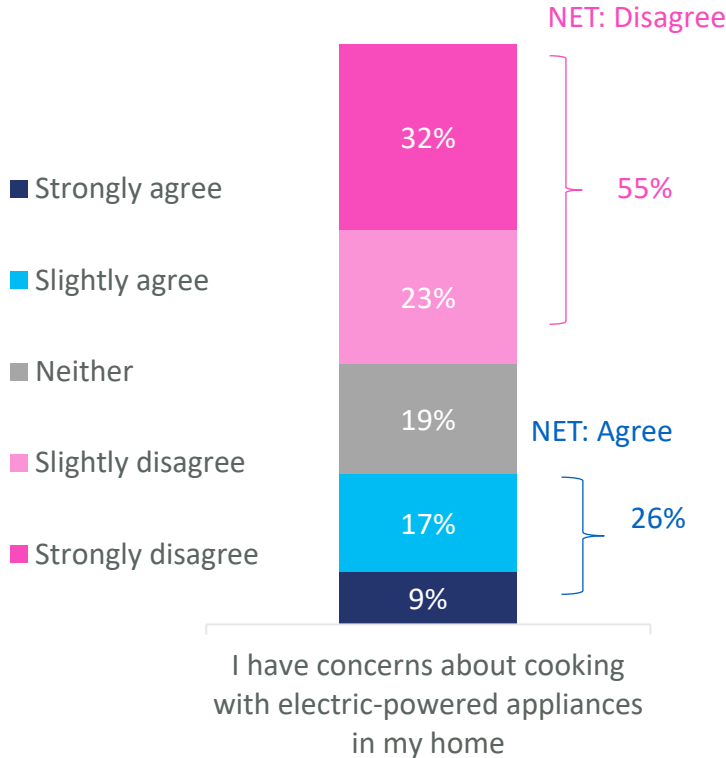
18-34s are much more likely to approve government measures to end the sale of gas cookers (50% vs 20% 55+), as are those living in Ile de France (40% vs 32% on average in other areas), workers (36% vs 29% of non workers), lowest earners (39% vs 30% highest earners) and those living in urban areas (43% vs 25% in rural).

Support is also likely to be higher amongst parents of young children (43% vs 35% of French adults without children) and French adults with medical conditions (35% vs 30% with none).

Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1,000)

A quarter of French adults are concerned about cooking with electric appliances, which further increases amongst young adults and parents of young children.

Statements on considerations and concerns with gas cooking



Concerns about cooking with electric-powered appliances increases amongst 18-34s (40% vs 18% 55+), workers (29% vs 21% of non-workers) and French adults living in urban areas (30% vs 23% rural).

It also increases amongst parents of young children (32% vs 26% without) and French adults with a medical condition (29% vs 20% with none).

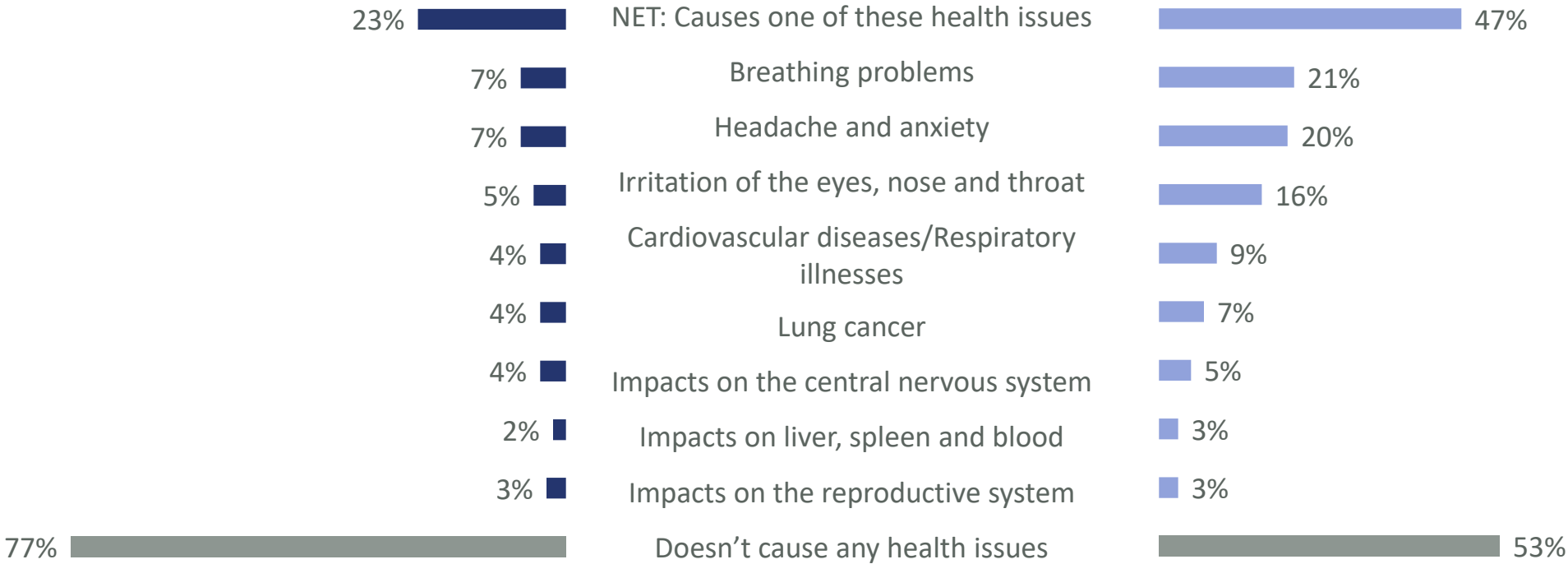
Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1,000)

Gas appliances are considered the more harmful to health, however a quarter of French adults think that electric appliances also cause health issues.

Health issues associated with oven / hob types

Electric ovens / hobs

Gas ovens / hobs



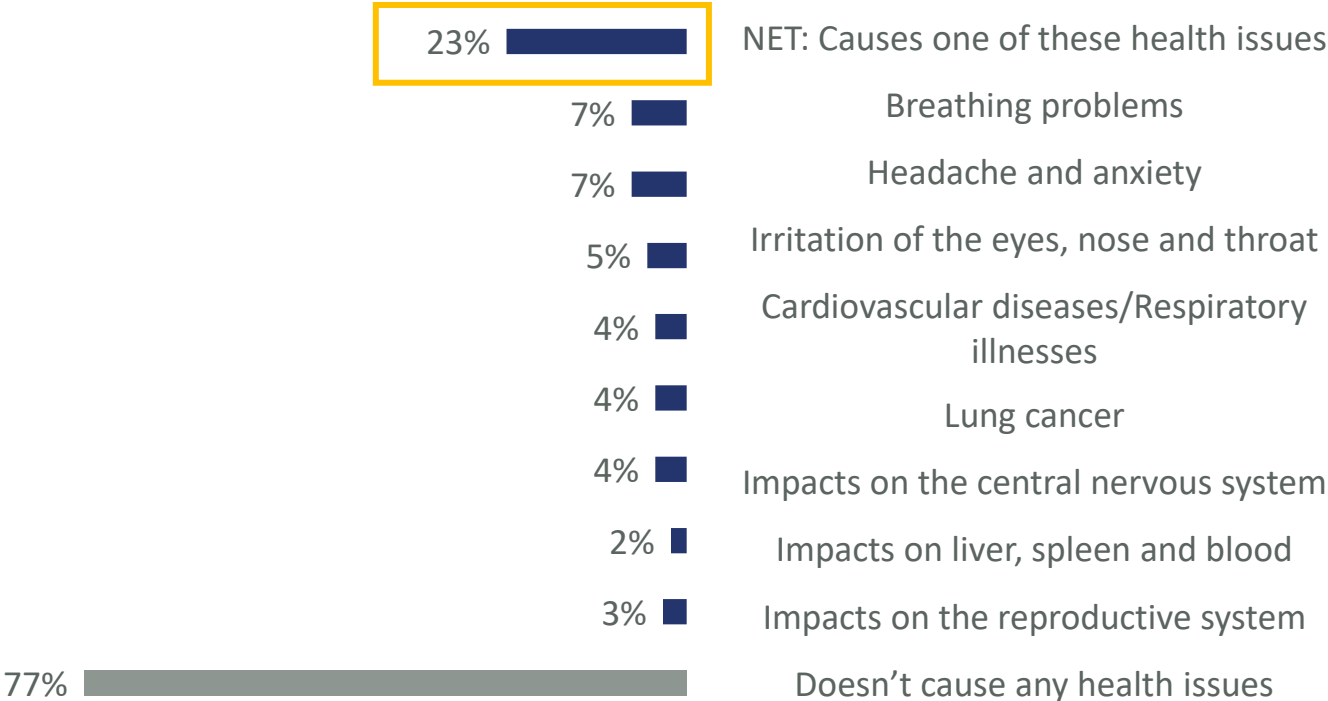
Q19. Thinking now about the different types of oven / hob, do you think these are linked to any of the following health issues? Base: all respondents (1,000)



Whilst a quarter of French adults think electric appliances cause health issues, this increases considerably amongst certain demographics including young adults and those living in urban areas.

Health issues associated with oven / hob types

Electric ovens / hobs



Again we see differences across French adults: 18-34s are more likely to think electric appliances cause health issues (46% vs 7% of 55+), as do French adults living in Ile de France (30% compared to 21% outside of it) and those without children (28% vs 20% of parents). Workers are also more likely to think this way (28% vs 15% non-workers), as are lowest earners (27% vs 15% of highest earners), renters (26% vs 20% of home owners) French adults living in urban areas (30% vs 16% rural).

French adults with medical conditions feel similarly (27% vs 15% with none).

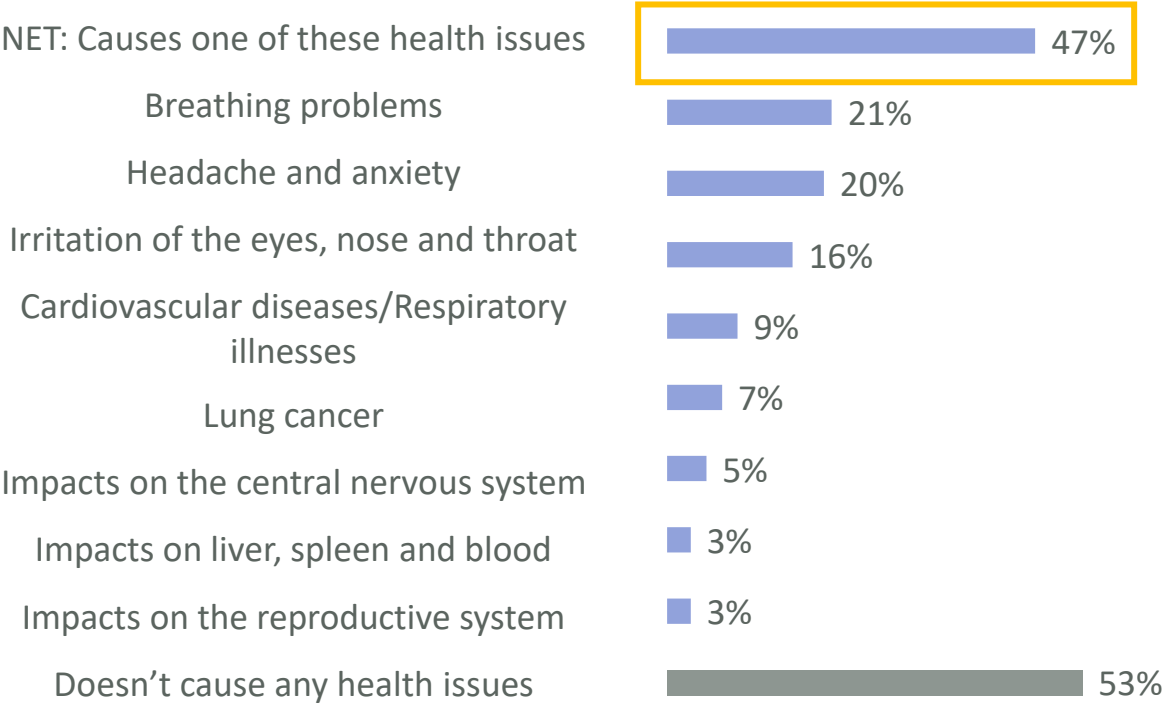
About half of French adults think gas appliances cause health issues, however this increases again amongst certain demographics including young adults and those living in urban areas.

Health issues associated with oven / hob types

Gas ovens / hobs

French adults also show differences by demographic on whether they think gas appliances cause health issues: results are higher amongst 18-34s (70% vs 34% 55+), those with no children (52% vs 45% of parents), workers (52% vs 41% non-workers) and those living in urban areas (53% vs 43% rural).

Those with medical conditions are also more likely to think that gas appliances cause health conditions (52% vs 40% with none).



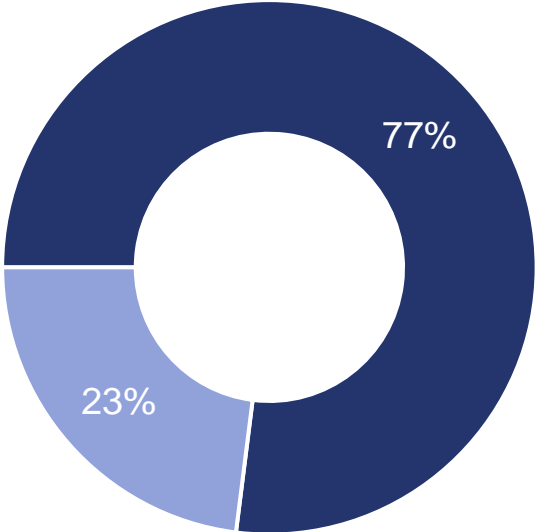
Q19. Thinking now about the different types of oven / hob, do you think these are linked to any of the following health issues? Base: all respondents (1,000)



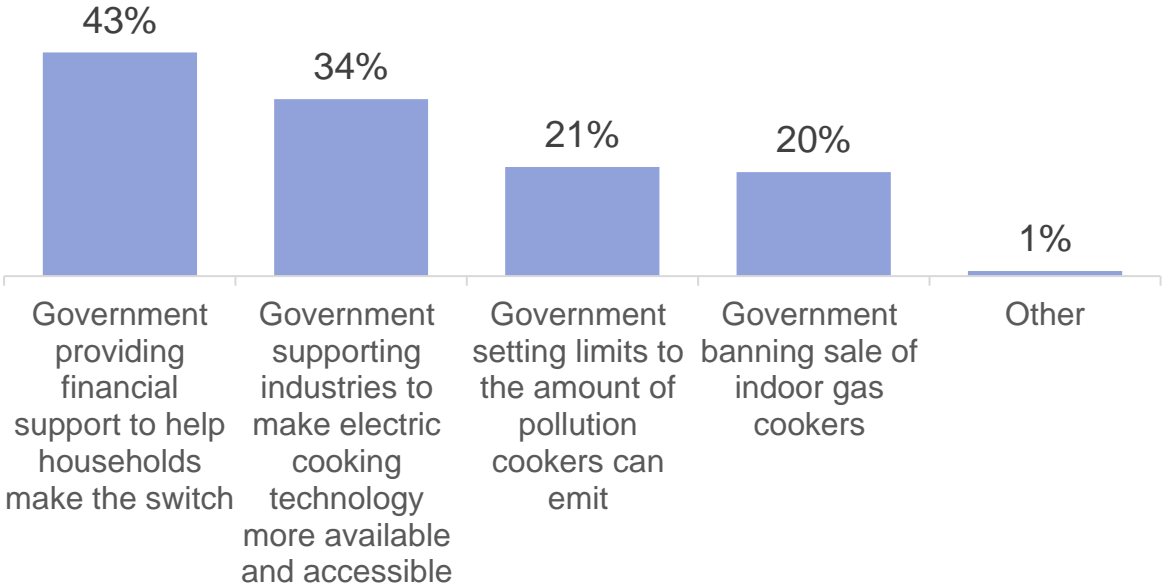
Government schemes are considered by most French adults as an effective way to enable people to switch from gas cooking, with the most popular scheme being financial.

Whether government schemes would enable move to switch

- NET: a scheme would enable more people to switch
- No scheme would enable more people to switch



Government schemes that would enable move to switch



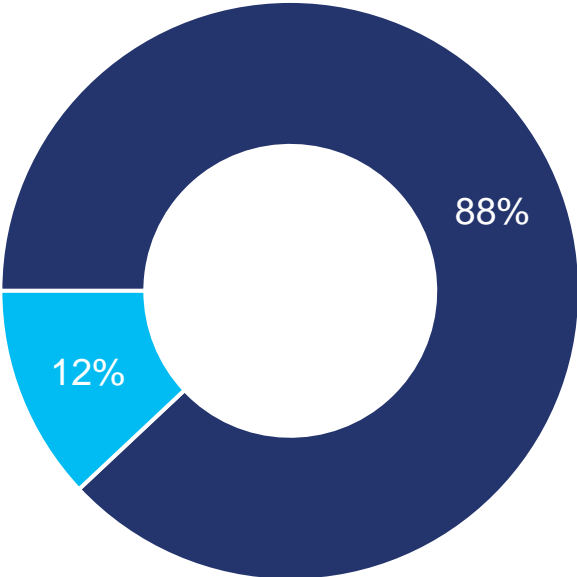
Agreement that a scheme would enable more to switch increases amongst 18-34s (87% vs 69% 55+), French adults with no children (81% vs 74% of parents), workers (80% vs 71% of non-workers) and those living in urban areas (82% vs 70%). Agreeing that a government scheme would enable more people to switch also increases amongst those with medical conditions (80% vs 72% with none).

Q19a. Which of the following government schemes do you think would enable more people to switch from gas to electric cooking, if any? Base: all respondents (1,000)

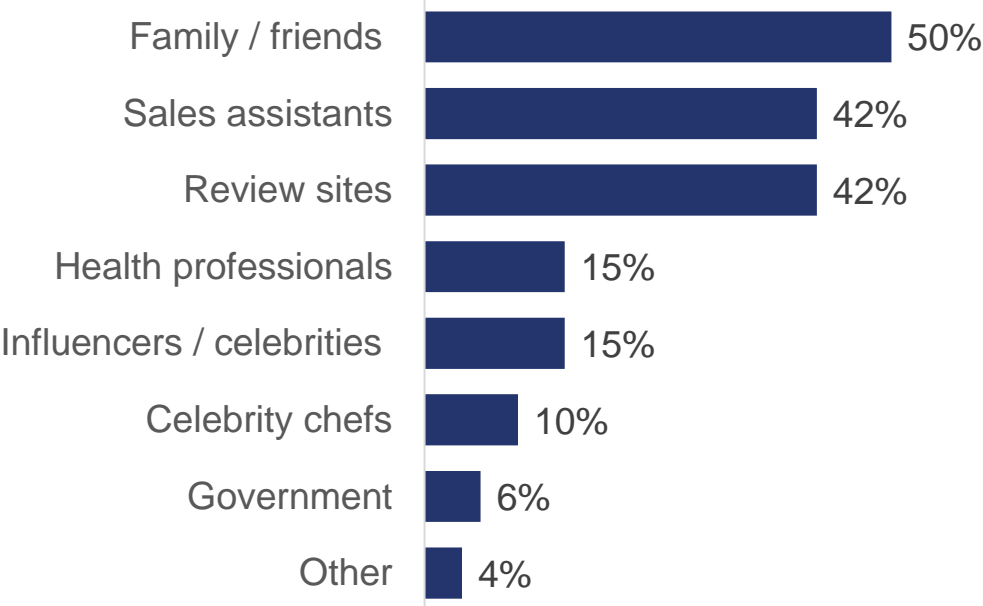
Most French adults would trust someone for advice when deciding what oven / hob to buy – namely their family and friends

Trust in sources when deciding what oven / hob to buy

- NET: would trust someone for advice
- Would not trust someone for advice



Sources trusted when deciding what oven / hob to buy



18-34s are more likely to trust someone when deciding to buy an oven / hob (94% vs 82% 55+), as are those living in urban areas (90% vs 85% rural) and highest earners (90% vs 81% lowest earners).

Q17. When buying an oven / hob, whose advice would you trust most to help you decide what to buy? Please select the top three people / sources that you would trust most. Base: all respondents (1,000)



Demographically age group, working status and income is likely to play a factor in what sources are most trusted when deciding what oven / hob to purchase.

Age group differences

Younger adults are more likely to trust family / friends (54% vs 49% 55+), health professionals (18% vs 12%) and celebrity chefs (14% vs 7%).

Whilst older adults are more likely to put trust in sales assistants (47% vs 39% 18-34s).

Differences by working status

Those who are working are more likely to trust more sources, including review sites (45% vs 38% non-workers), health professionals (17% vs 10%), celebrity chefs (13% vs 5%) and the government (9% vs 3%).

Differences by income group

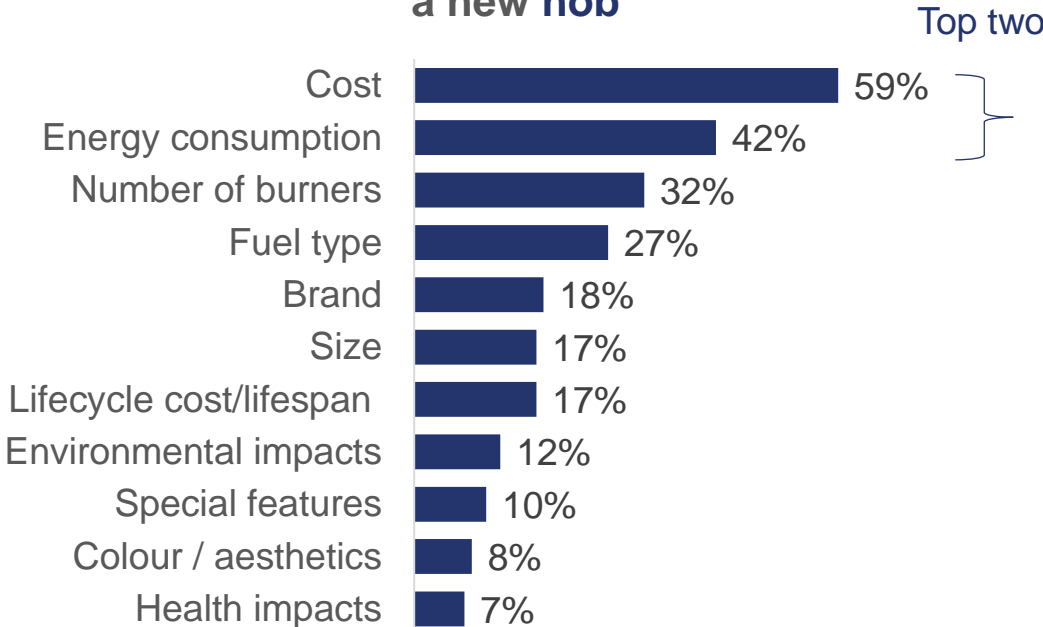
Higher earners are more likely to trust more sources, including family / friends (52% vs 47% lowest earners), review sites (49% vs 35%), sales assistants (42% vs 37%) and health professionals 15% vs 8%).

They are also strongly more likely than lowest earners to trust the government (10% vs 0%).

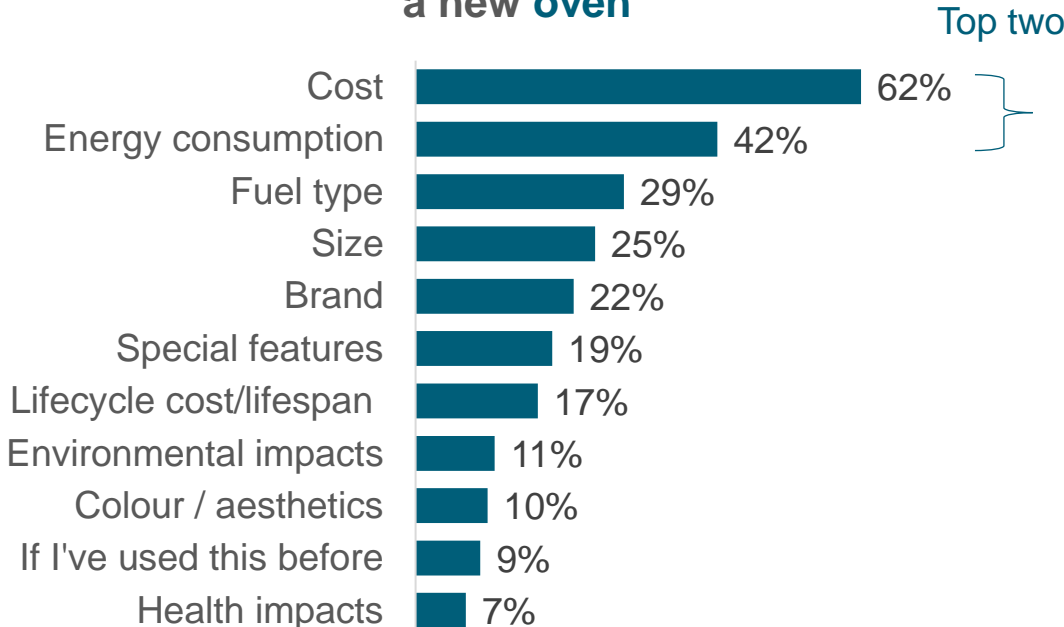
How important is energy efficiency?

Energy efficiency scores within the top two most important things that French adults consider when buying a new hob or oven. However, cost is the most dominant factor.

Top ten things considered when buying a new hob



Top ten things considered when buying a new oven

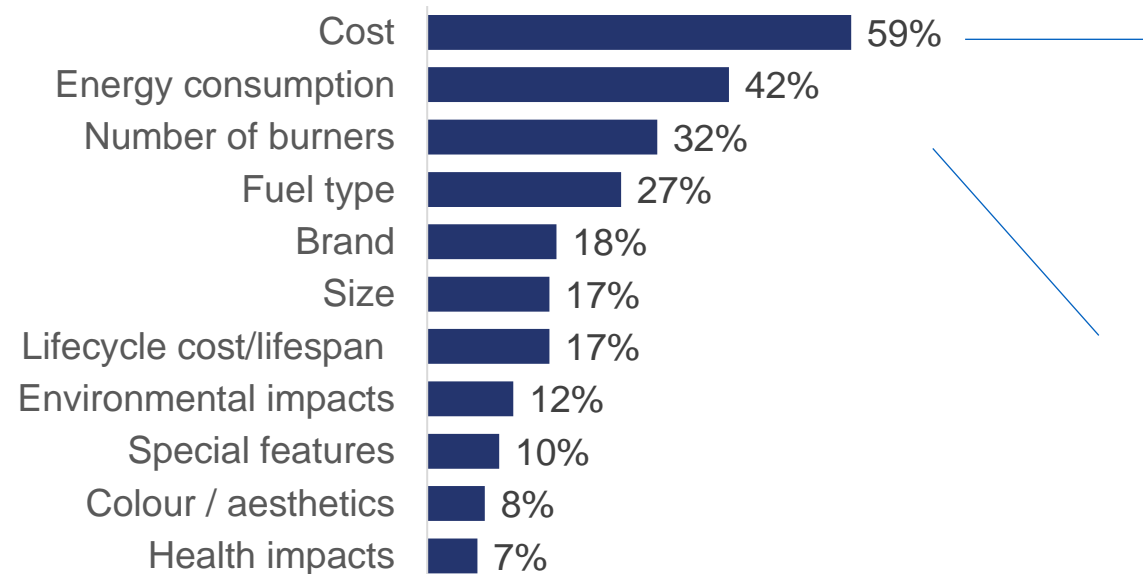


Q12. If you were to buy a new hob, what key things would you consider? Please select the top three things you would consider. Q13. If you were to buy a new oven, what key things would you consider? Please select the top three things you would consider. Base: all respondents (1,000)



Cost is an important factor when buying a new hob, specifically for certain groups of French adults including those on lower incomes and renters.

Top ten things considered when buying a new hob



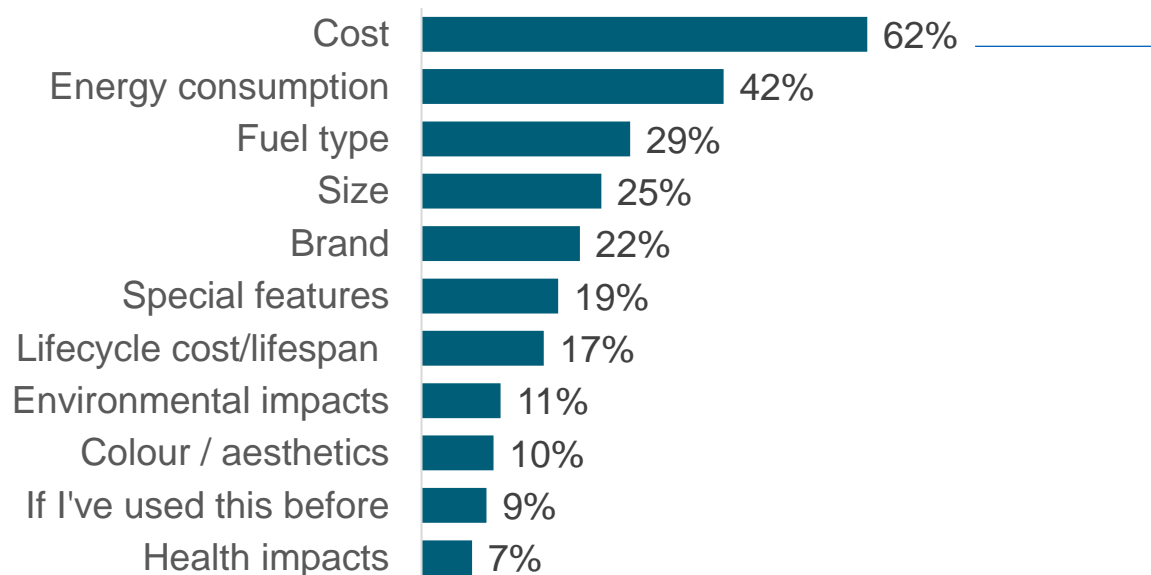
The importance of cost increases amongst:

- *Non-workers (62% vs 56% workers)*
- *Lowest earners (67% vs 53% highest earners)*
 - *Renters (66% vs 54% home owners)*
- *Interestingly, it also increases amongst those living in rural areas (64% vs 55% urban).*

Consideration of energy consumption increases amongst older French adults (47% vs 39% 18-34s).

Cost is even more of an important issue to certain demographics, namely lower income groups (where cost would play a big factor in their decision due to having less to spend) and French adults living outside of Paris.

Top ten things considered when buying a new oven



The importance of cost when buying a new oven increases amongst:

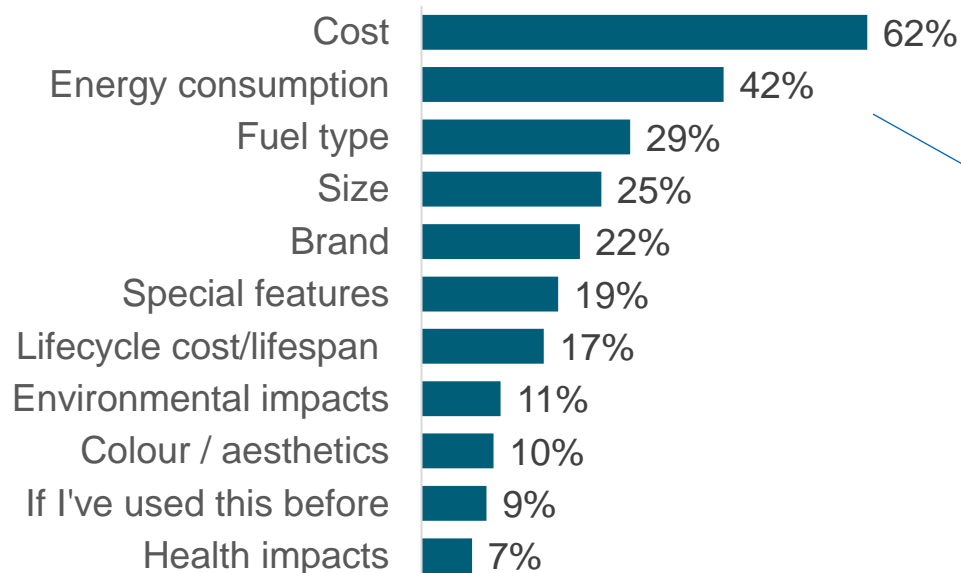
- Non-workers (67% vs 59% workers)
- Lowest earners (69% vs 56% highest earners)
- Renters (67% vs 58% homeowners).

It is also more important for French adults living outside of Ile de French (53% vs 65% average elsewhere) and in rural areas (68% vs 58% urban areas).

Those without medical conditions consider cost more than those with conditions (67% vs 60%).

Equally, energy consumption (and potentially the ongoing cost) has differences by demographic: those living outside of Paris think about this, as do parents. Those with medical conditions consider this highly as well.

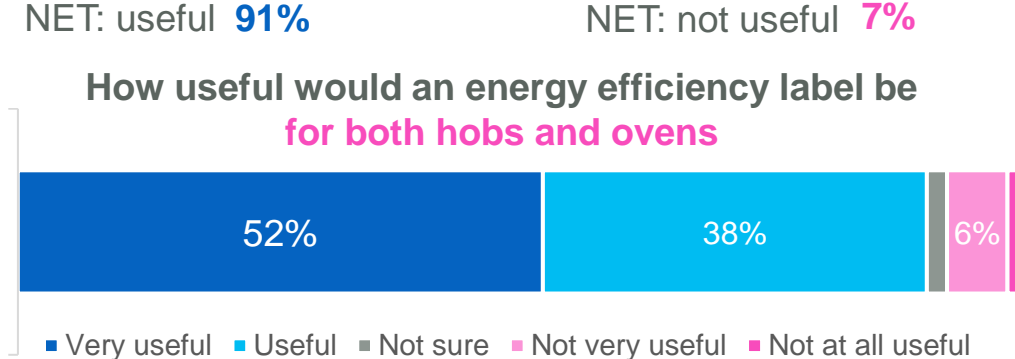
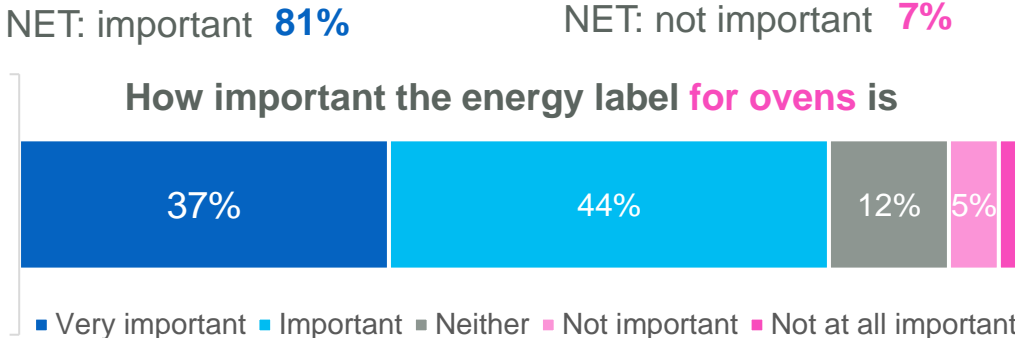
Top ten things considered when buying a new oven



Consideration of energy consumption increases amongst older French adults (52% vs 36% 18-34s), parents (44% vs 39% non-parents) and highest earners (46% vs 32% lowest earners).

It also increases in regions outside of Ile de France (45% outside vs 32% in Ile de France), those living in rural areas (50% vs 37% urban) and amongst French adults with medical conditions (45% vs 39% none).

The presence of the energy label for a new oven is important for French adults. Introducing a label for both oven and hobs would be even more useful (91% of the consumers).

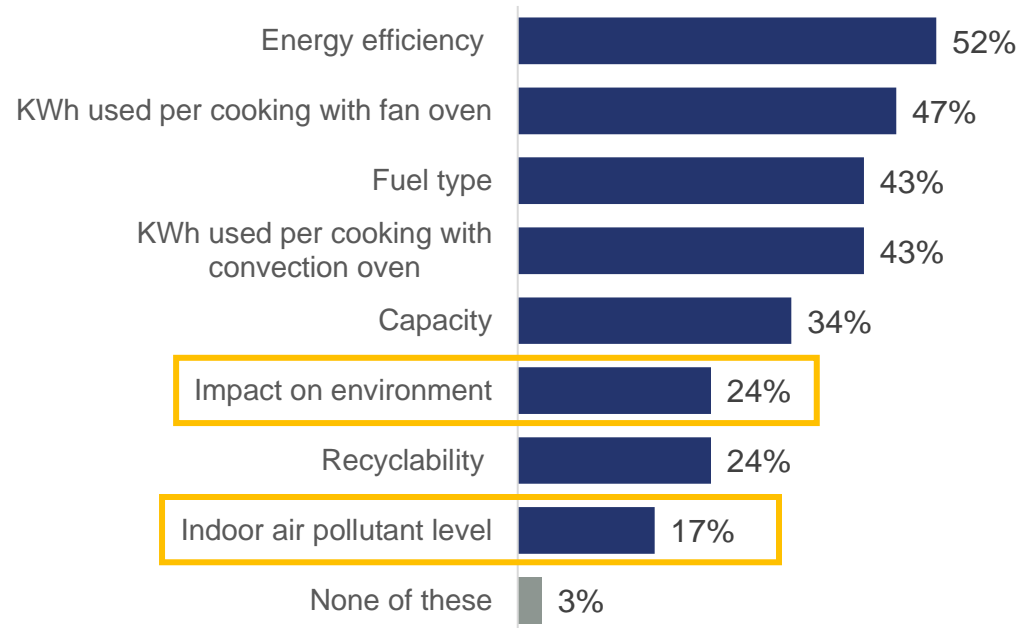


The importance of the energy efficiency label for ovens increases with age (87% vs 74% of 18-34s), income (87% highest earners vs 70% lowest earners), homeowners (84% vs 78% renters) and those living in rural areas (83% vs 78% urban). Introducing an energy label for hobs and ovens is similarly high across the demographics.

Q14. How important is the energy efficiency label to you, when buying a new oven? Q16. And how useful would an energy efficiency label for hobs and ovens be for you? Base: all respondents (1,000)

Energy efficiency, and type of fuel is the top information French consumers would find relevant when buying a new hob or oven. Environment and indoor air pollutant levels are lower priority. The latter is consistent with their lack of awareness about the health impacts of cooking appliances.

Information that would be useful when buying a new hob / oven



Across France, adults feel similarly towards whether information on the impact on the environment and indoor air pollutant levels of a new hob / oven would be useful to them. However, energy efficiency is more contentious:

- 55+ would find this information more useful (58% vs 45% 18-34s)
- As would non-workers (58% vs 48% workers)
- Highest earners (57% vs 47% of lowest earners)
 - Home owners (54% vs 48 renters)
- And those living in rural areas (53% vs 47% rural).

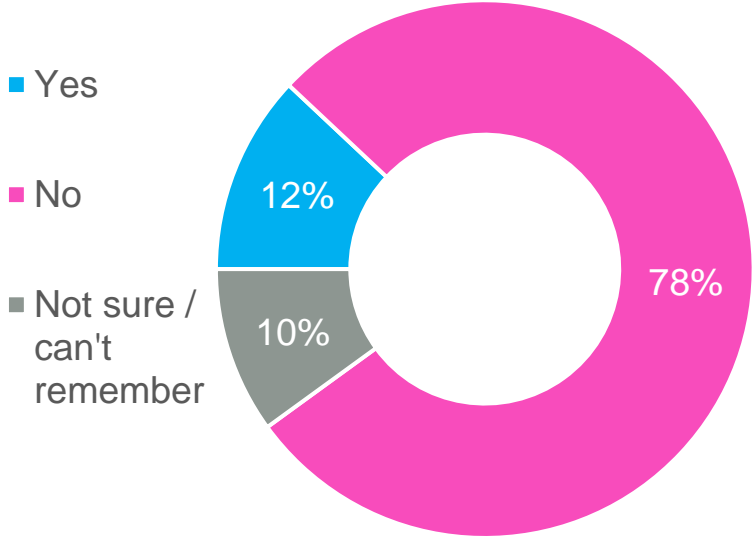
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Seen or heard recent information

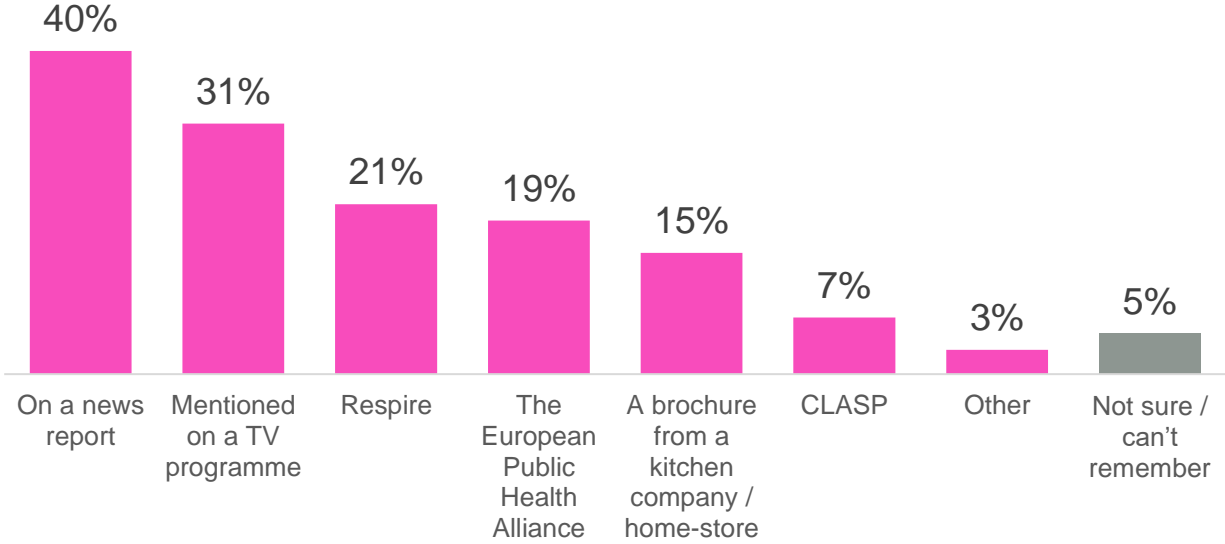


About a tenth have seen something recently about gas cooking, with the most popular source being a news report. However, a fifth have seen / heard something from the EPHA.

Seen or heard anything recently

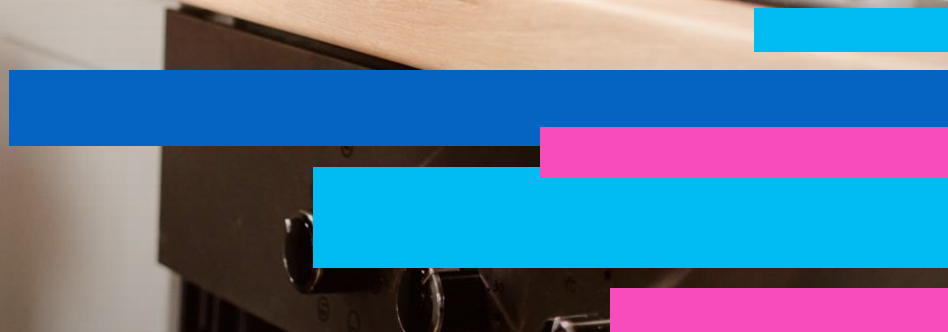


Sources seen or heard from

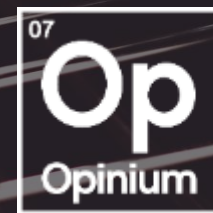


Young adults (24% vs 4% of 55+) are more likely to have seen or heard something recently, as are workers (15% vs 7% non-workers), lower earners (15% vs 7% higher earners) and those living in urban areas (16% vs 7% rural). French adults with health conditions are also more likely to have seen or heard something (14% vs 8% no conditions).

Q20. Have you recently seen or heard anything about gas cooking? Q21. What sources did you see / hear this from? Please tick all that you have seen / heard this from. Base: all respondents 1,000) and all that have seen or heard anything (118)



Understanding behaviour and perceptions of gas and electric cooking



What people think,
feel and do