

Understanding behaviour and perceptions of gas and electric cooking

Romania



What people think,
feel and do

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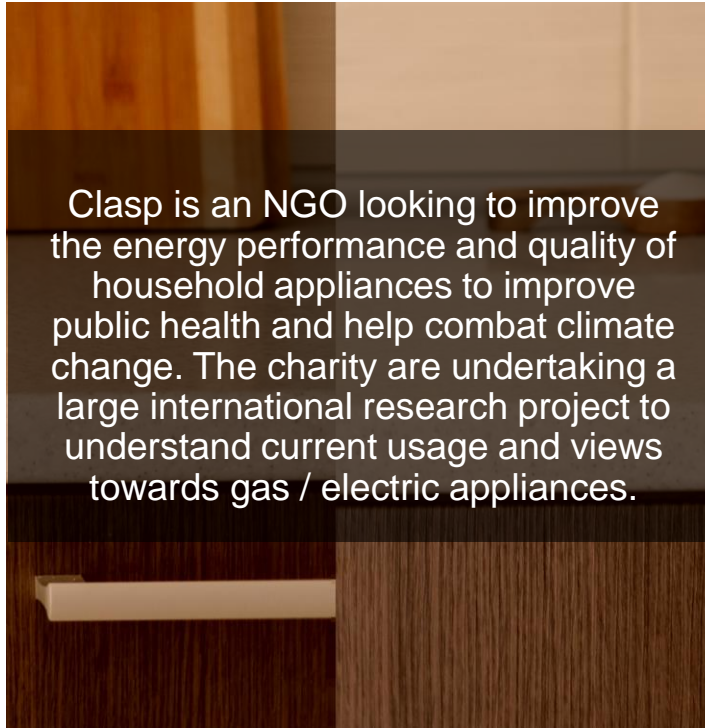


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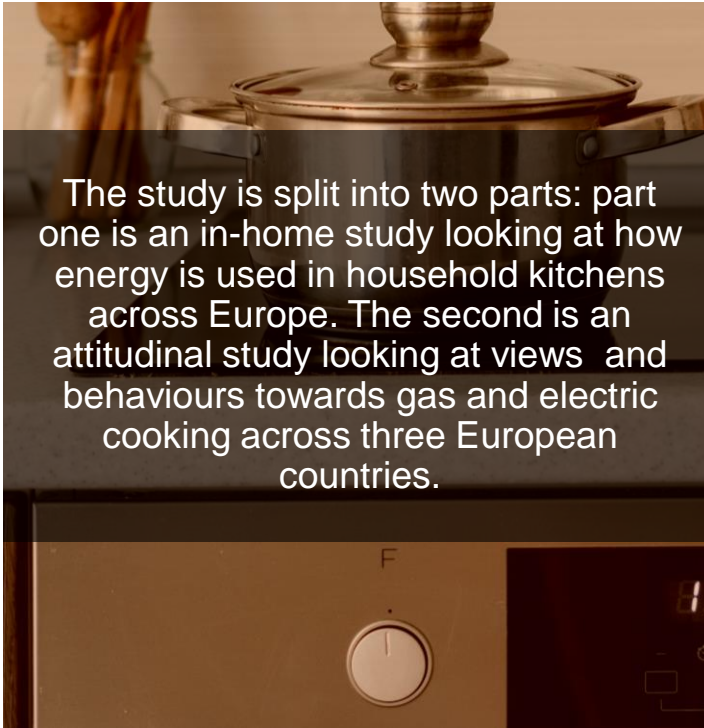
Understanding your challenge



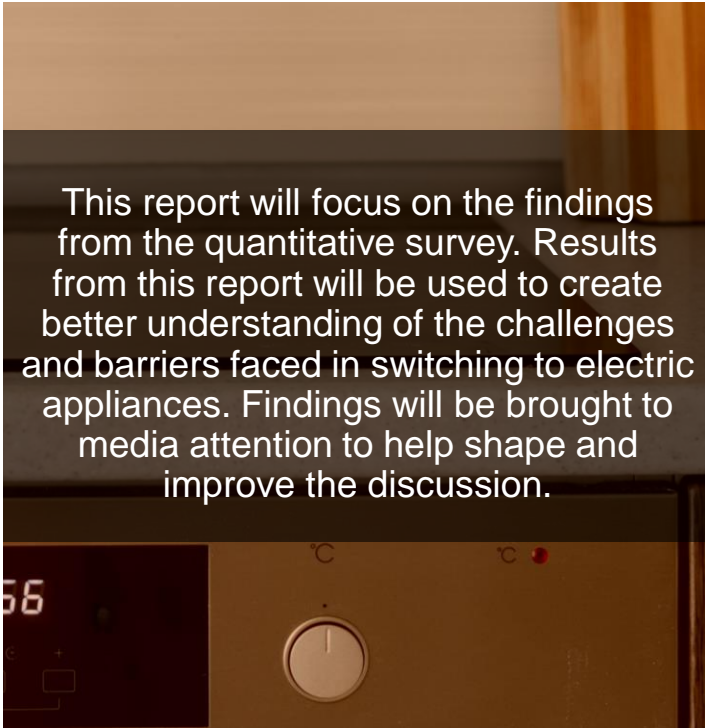
Our understanding of your challenge



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.

2

Research design and sampling



Sampling and methodology



Sample

We ran 1,000 online interviews with adults living in Romania. 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

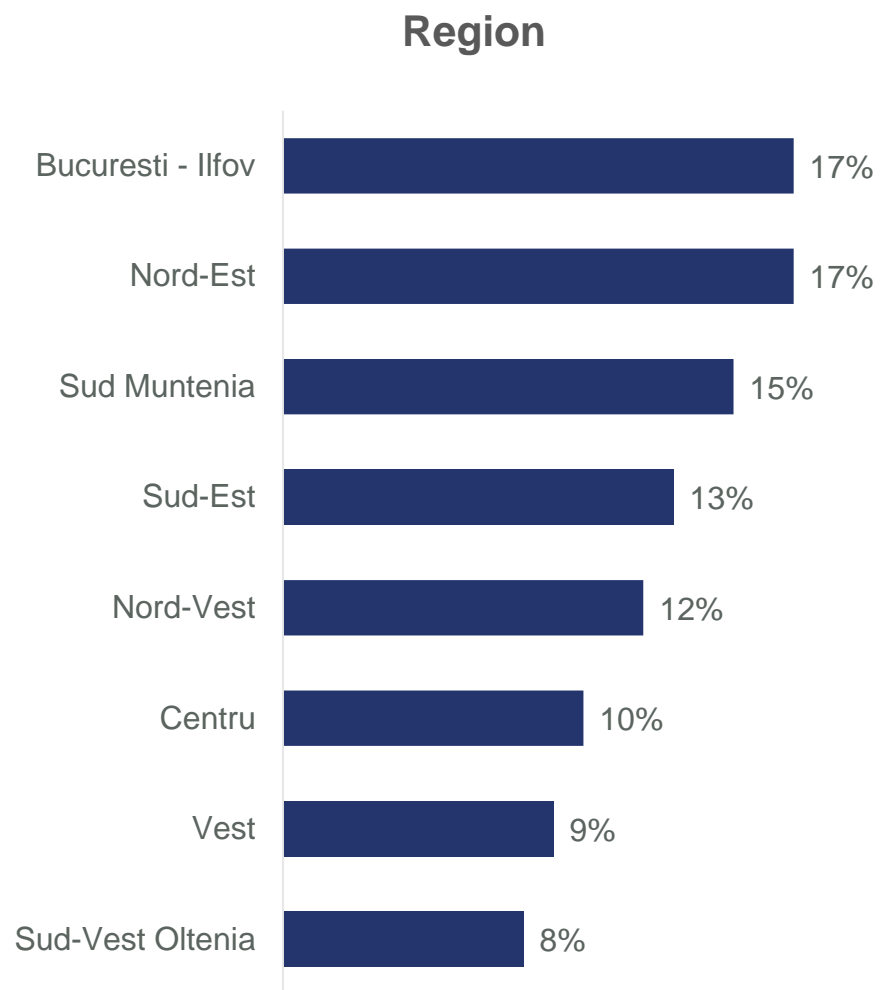
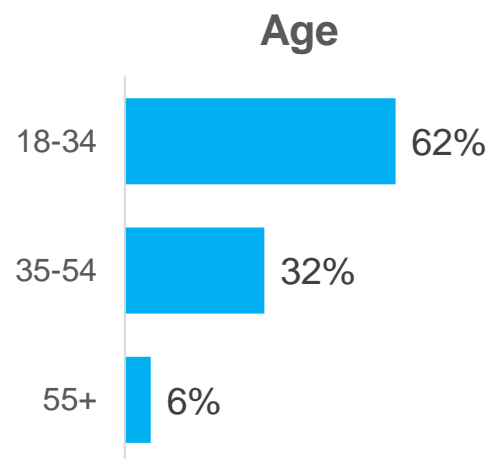
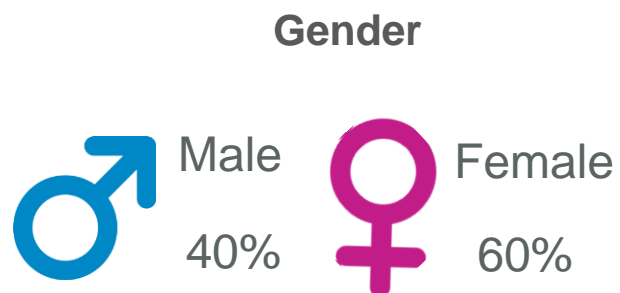
Considerations why buying

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

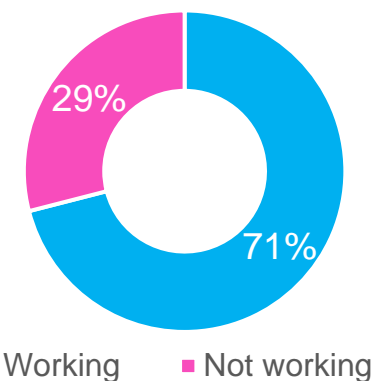
Barriers and motivations

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

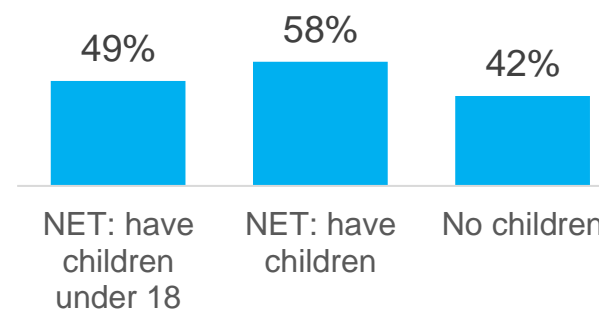
Sample demographics



Working Status

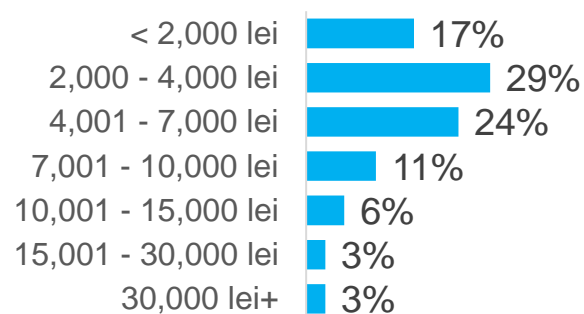


Children in household

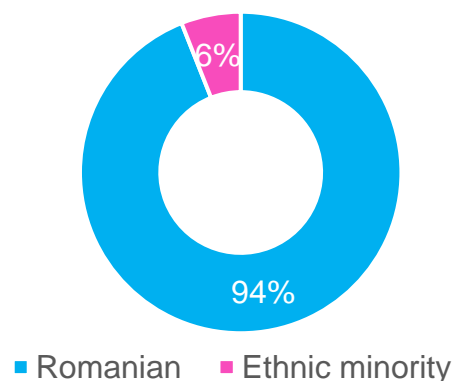


Sample demographics

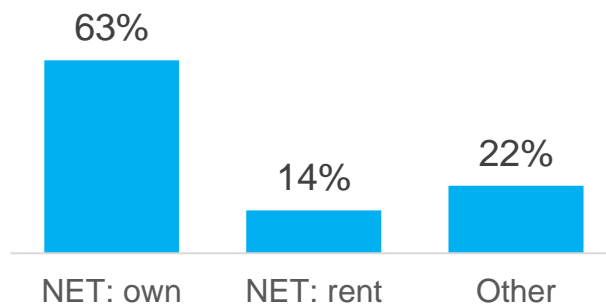
Household income



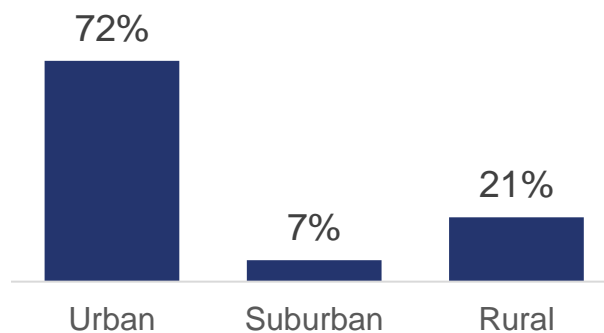
Ethnicity



Home ownership

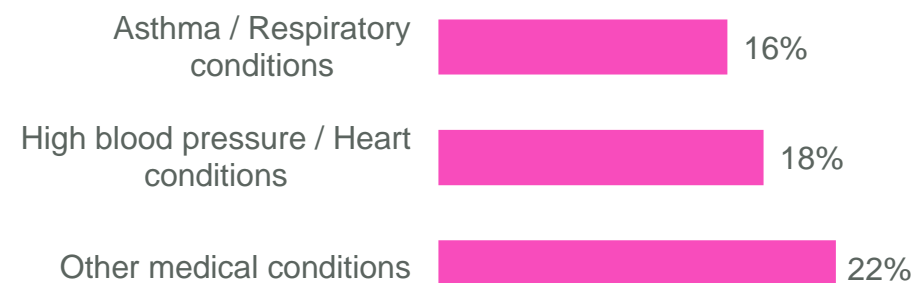


Area type

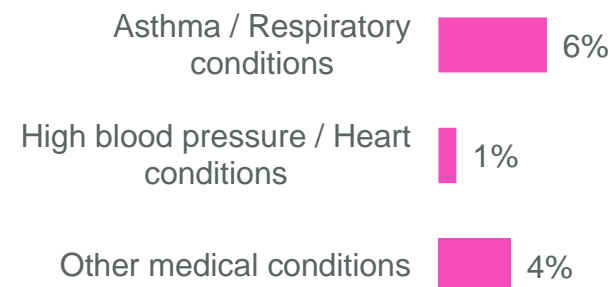


Health conditions

Myself



My child(ren) / others in my care



3

Key takeouts



Summary

Key finding



Gas hobs are most popular in Romania. Gas and electric ovens have similar equal levels of preference (although electric ovens are most preferred by young adults).



Most Romanian adults ventilate when they cook, mainly to eliminate cooking smells. Ventilation to reduce air pollution is only done by about a tenth (13%) and is highest amongst groups including older adults and homeowners. Related to this, only about a quarter said information on the air pollution when buying a new hob / oven would be useful to them.



Top barriers to switching to electric appliances are the rising cost of electric and previous use. Related to this, Romanian adults think a financial incentive is most likely to make others switch from gas appliances. The majority (86%) also think a government scheme would enable others to switch – particularly financial support (58%). Approval for government measures to end the sale of gas cookers increases amongst young adults and suburban dwellers.

What this means

Electric appliances are favoured for their functionality, and with gas being preferred for previous use, emphasising the ease of switching and use could help more adults switch.

Information on air pollution is not considered as important to Romanian adults as health, cost and previous use are. Although some would still like information on this, focussing on these factors may be more useful in helping Romanian adults switch to electric.

Finances and previous use are important factors to Romanian adults with regards to what cooking appliances they decide to use and buy. Therefore a government scheme that focuses on these factors (such as how electric appliances can help save cost or how easy it is to switch) may help drive change.

Summary

Key finding



Health concerns around appliances is also likely to be a motivator, where seven in ten (70%) Romanian adults would consider getting rid of a gas cooker for this reason. Related to this, three fifths (61%) believe gas appliances cause a health issue, rising amongst young adults and workers.

However, about a third (29%) have concerns about cooking with electric appliances, rising amongst certain demographics including young adults and lowest earners. A similar amount (31%) think they cause health issues.



Energy consumption and cost of a product are top things considered when buying a new hob / oven. Cost is more important to groups including parents and those with medical conditions. As important as cost is, energy efficiency is considered both important and useful to Romanian adults (particular older adults and middle income earners).



About a quarter (26%) have seen or heard something recently about gas cooking – one in twenty (6%) from Clasp. Certain groups (including young adults and homeowners) are more likely to have seen or heard something.

What this means

Health concerns around cooking appliances is a factor that has an impact on what decisions Romanian adults make on their cooking appliances. However there is concern about how electric could impact health, and with gas use still high and preference is based on previous use, there needs to be more awareness about the health benefits of electric appliances as well as how easy it is to switch.

Energy efficiency is considered useful to know and so is something that Romanian adults would like to see on new products. However throughout the findings we see the importance of cost over this, so focusing on cost in relation to buying new appliances may be more likely to gain attention.

Most Romanian adults have not seen or heard about gas cooking recently, which could suggest fewer news stories or it not being top of mind. However marketing towards young adults and homeowners may be key as these two groups are most likely to have seen or heard something.

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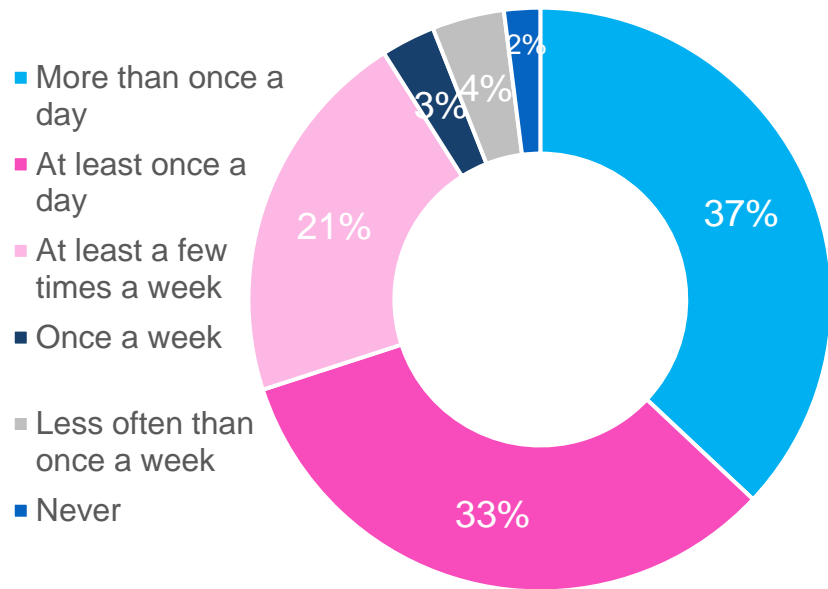
Cooking methods



Gas appliances are most popular amongst Romanian adults, whilst only a quarter use electric appliances.

Oven / hob usage

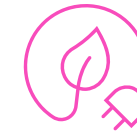
NET: At least once a week **94%**
 NET: At least once a day **70%**



Type of hob most used at home



Gas
74%



Electric
24%

Type of electric hob used

Induction	46%
Resistive heated element	30%
Ceramic	21%

18-34s are more likely to use an electric hob at home (27% vs 13% 55+), as are Romanian adults that are working (26% vs 18% non-workers), middle income earners (34%), homeowners (26% vs 20% renters) and those living in urban areas (26% vs 16% rural).

Although electric ovens are slightly more preferred over gas, the two are fairly split. Top reasons for electric preference are mainly down to functionality: ease and more choice of heat settings.

Type of oven preferred



Gas

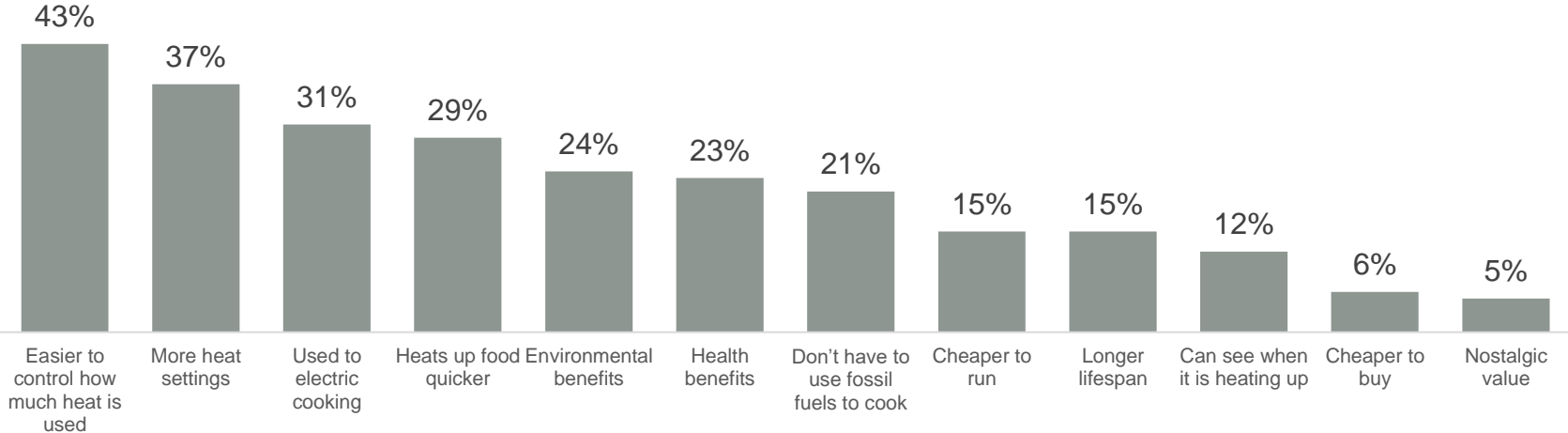
46%



Electric

50%

Reasons for preference in electric cooking



Preference for electric ovens rises amongst young adults (54% vs 37% 55+) and Romanian adults without medical conditions (53% vs 48% with conditions).

Gas ovens are popular amongst Romanian adults primarily due to being used to using one.

Type of oven preferred



Gas

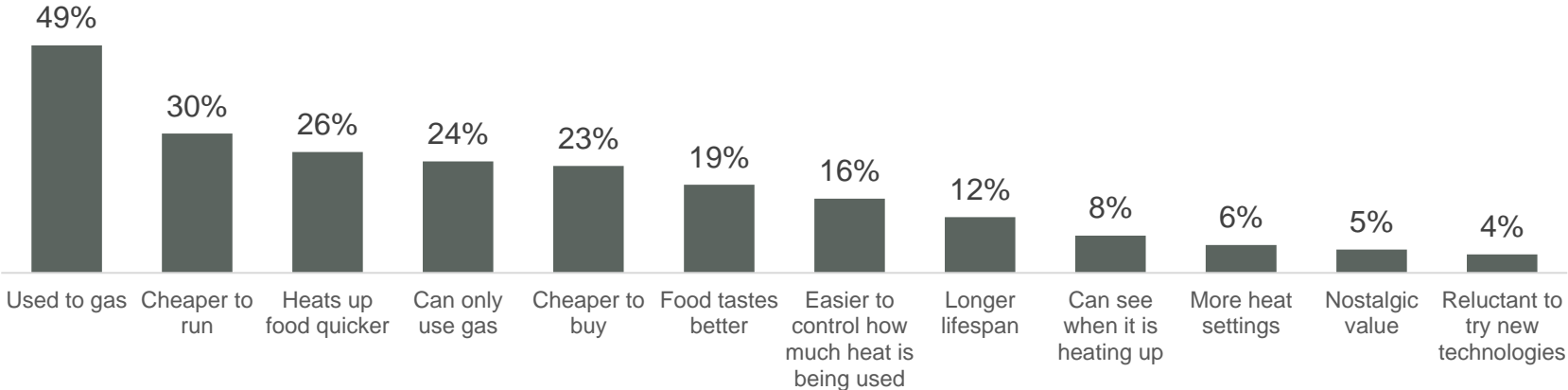
46%



Electric

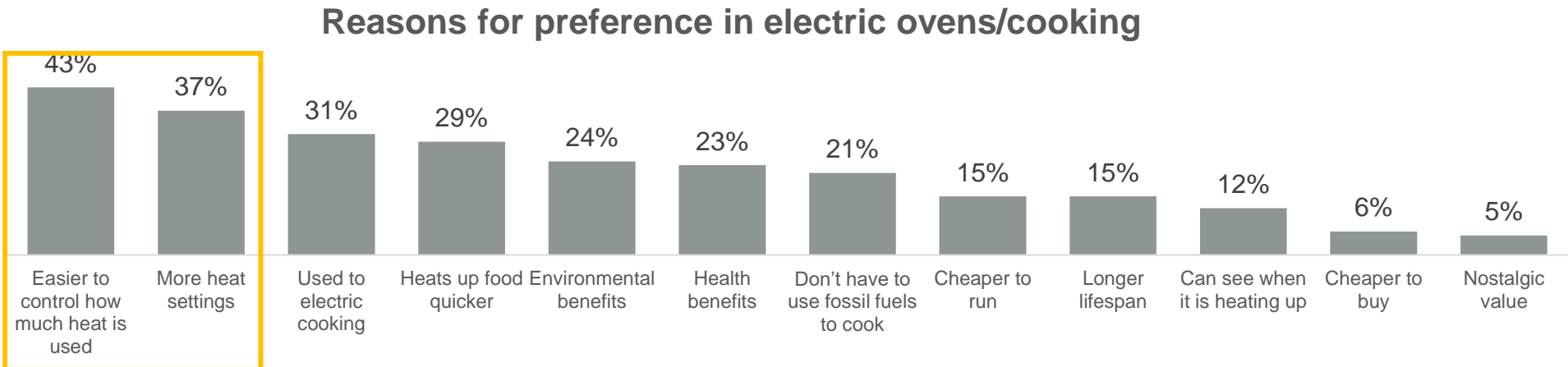
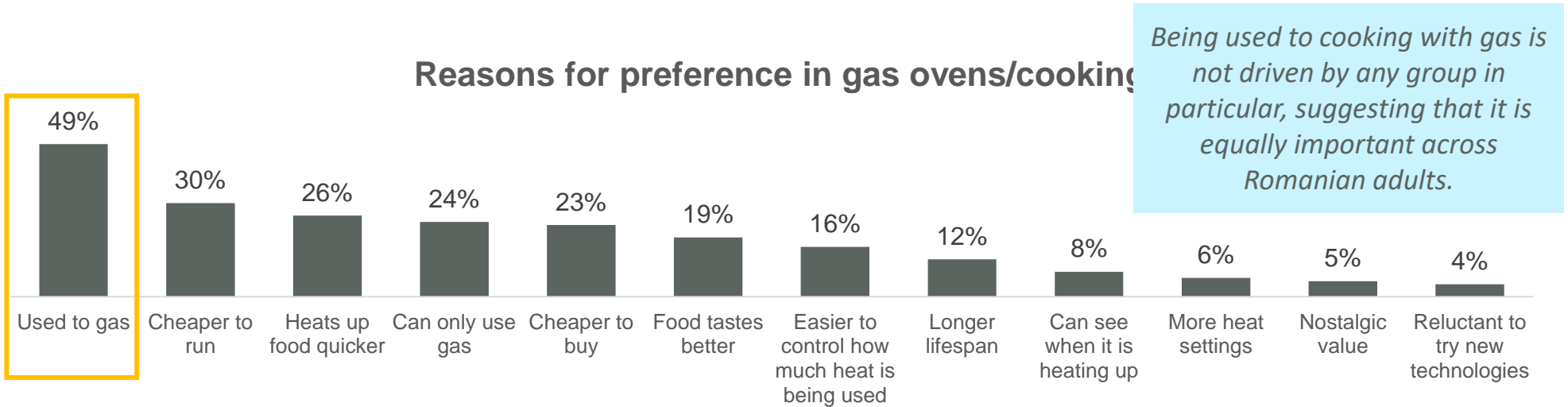
50%

Reasons for preference in gas cooking



However, preference for gas ovens rises amongst older adults (59% vs 42% 18-34s), which could be due to previous use. It also increases amongst those living in urban areas (48% vs 42% rural, which may be down to availability of this type of appliance in these areas) and those with medical conditions (49% vs 44%).

Reasons for preference of gas and electric appliances differ: whilst gas is primarily favoured due to previous use, electric is preferred due to its functionality.



Q4. What kind of oven do you prefer to use in your home? Q8. You mentioned you prefer gas cooking. Why do you prefer this? Q9. You mentioned you prefer electric cooking. Why do you prefer this? Base: all that prefer gas cooking (119), all that prefer electric cooking (489)

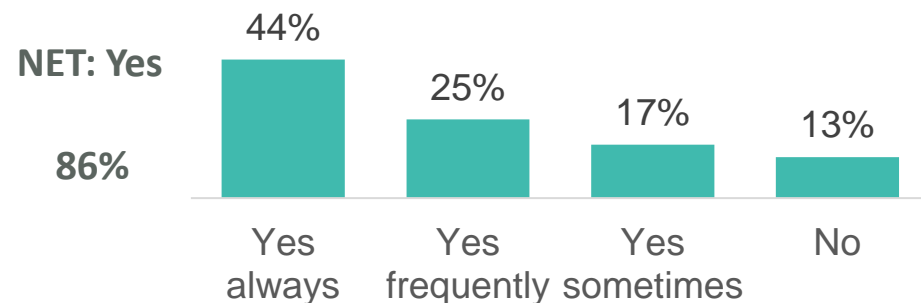
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Ventilation



Most Romanian adults use a form of ventilation when they cook – mainly via opening windows to eliminate cooking smells. Reducing air pollution is not as important however, as only about a tenth ventilate for this reason.

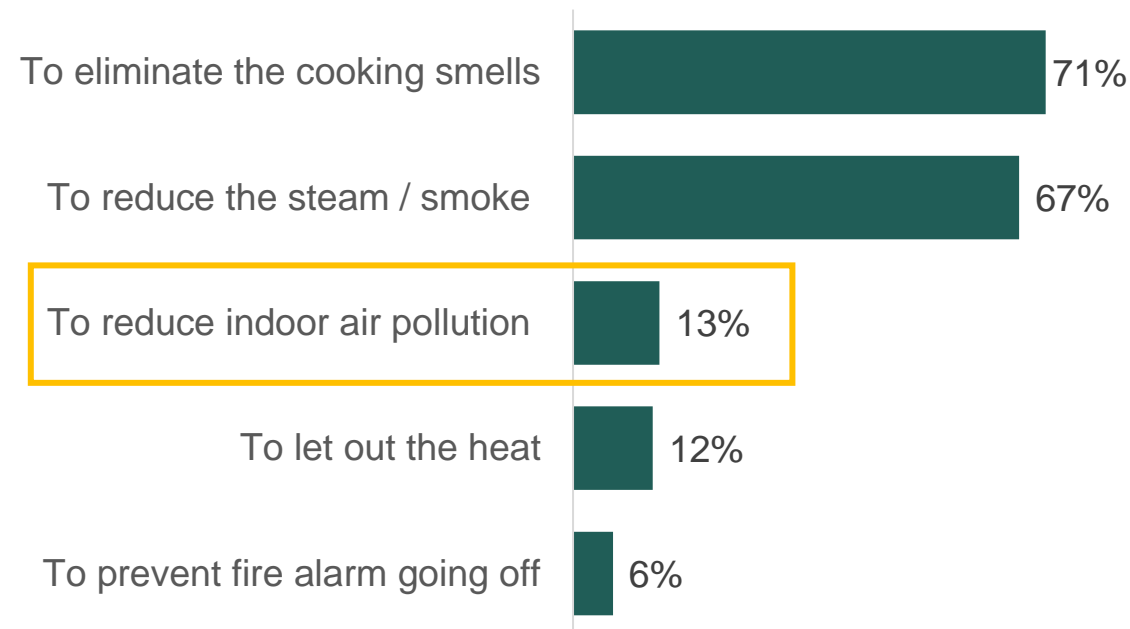
Ventilation used when cooking



Method of ventilation most used

Open windows	96%
Using an exhaust hood	90%
Running a desktop fan	37%
Keeping doors open	75%

Reasons for using ventilation when cooking

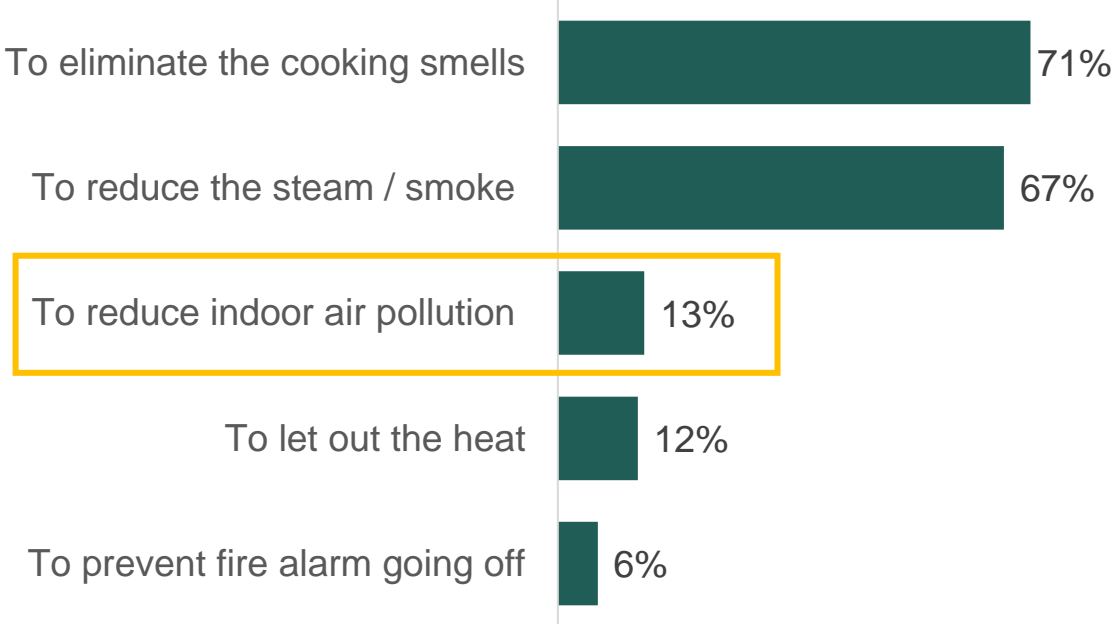


Men are more likely to ventilate (90% vs 83% women), as are young adults (87% vs 82% 55+), workers (89% vs 78% non-workers), middle income earners (94% average), those living in urban areas (87% vs 79% rural) and homeowners (90% vs 82%).

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 (983), all that use ventilation (844)

Ventilation to reduce indoor air pollution in their homes is more important for certain Romanian adults including older adults, workers and homeowners.

Reasons for using ventilation when cooking



Ventilating to reduce indoor air pollution is more important to older adults (16% vs 11% 18-34s), workers (15% vs 9% non-workers), middle-income earners (about 16% average) and homeowners (15% vs 8% renters).

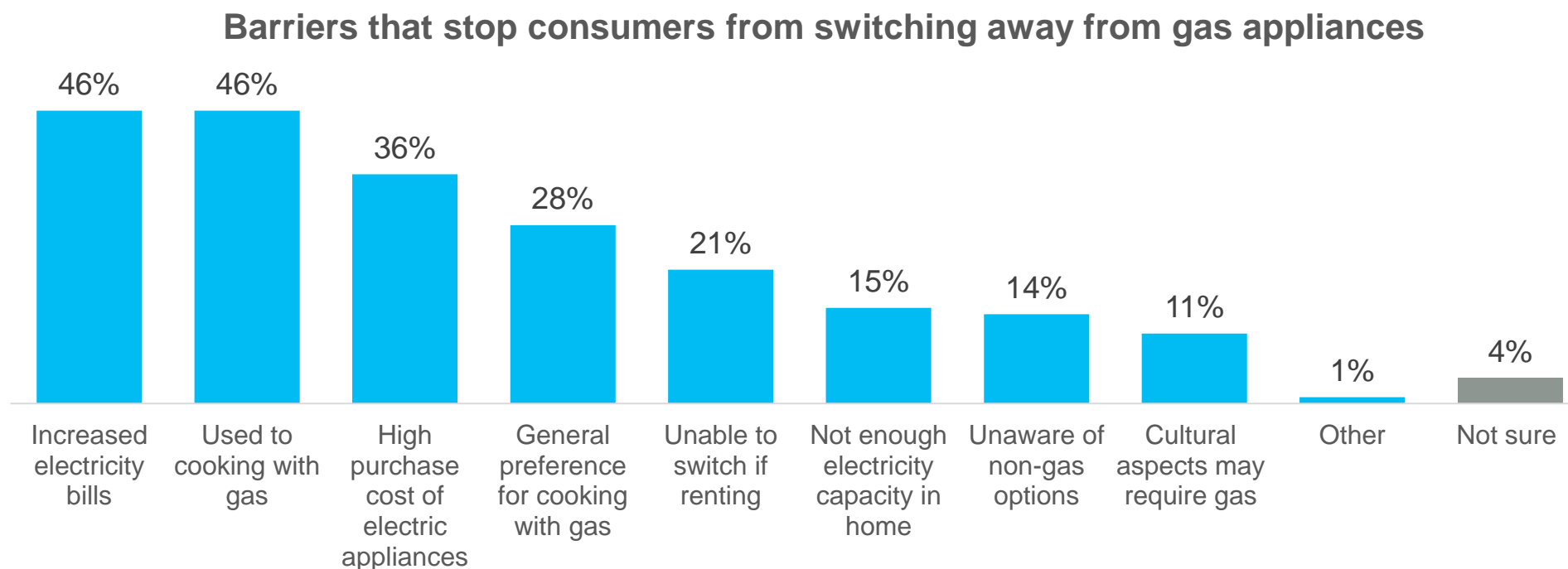
Q7. You mentioned that you use some form of ventilation when cooking. Why do you do this? Base: all that use ventilation (844)

6

Barriers and motivations to switching



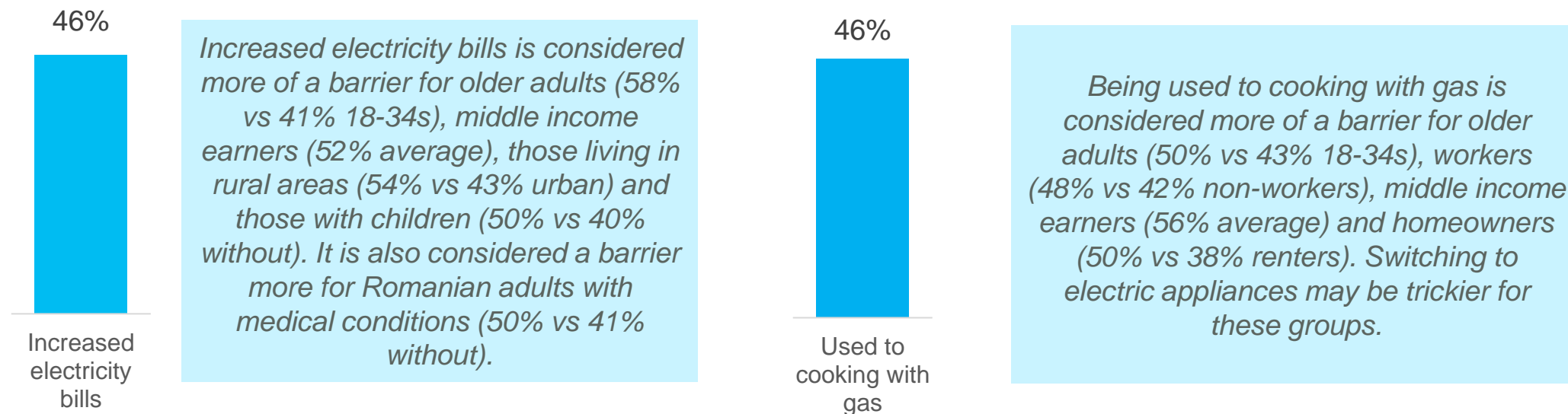
Top barriers that Romanian adults think stop consumers from switching to electric appliances are the rising cost of electricity and previous use (suggesting hesitance for new things).



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 (1000)

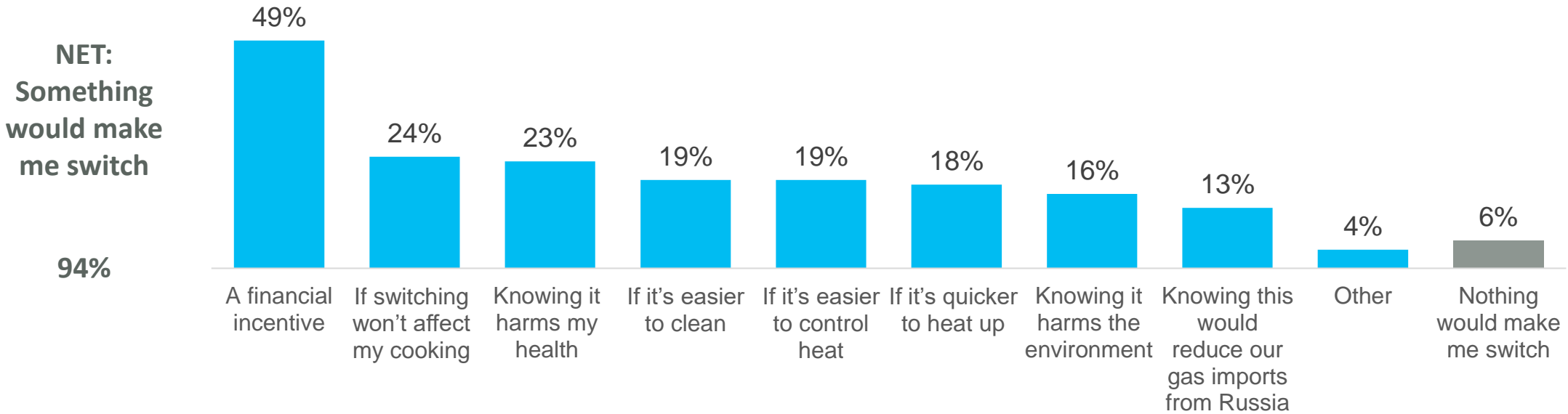
Increased electricity bills are likely to be a bigger barrier for certain groups including those living rurally and those with medical conditions. Previous use with gas is also likely to be a barrier more for older adults.

Barriers that stop consumers from switching away from gas appliances



Despite previous use being a top barrier for switching, finances is the most important motivator to switch from gas to electric cooking.

Factors that would motivate the switch away from gas appliances



Across the groups, Romanian adults are equally as likely to switch away from gas appliances across the demographics. This suggests consensus throughout Romania that factors may help motivate the switch from gas.

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 (728)



Demographically age group, working status and income have an impact on what factors are seen as likely to motivate the switch away from gas appliances.

Factors that would motivate the switch from gas appliances

A financial incentive

Financial incentives are more likely to be motivators for older adults (58% vs 46% 18-34s), workers (51% vs 44% non-workers) and homeowners (52% vs 38% renters).

Women are also more likely to be motivated by a financial incentive (52% vs 44% men) and those with medical conditions (52% vs 46% without).

Knowing that it harms the environment

Knowledge of the harm done to the environment is more likely to be a motivator for middle income earners (22% average).

Knowing that it harms my health

Knowledge of the impact on their health is more likely to be a motivator to switch for workers (26% vs 18% non-workers), Romanian adults without medical conditions (27% vs 21% with) and those living in urban areas (25% vs 16% rural).

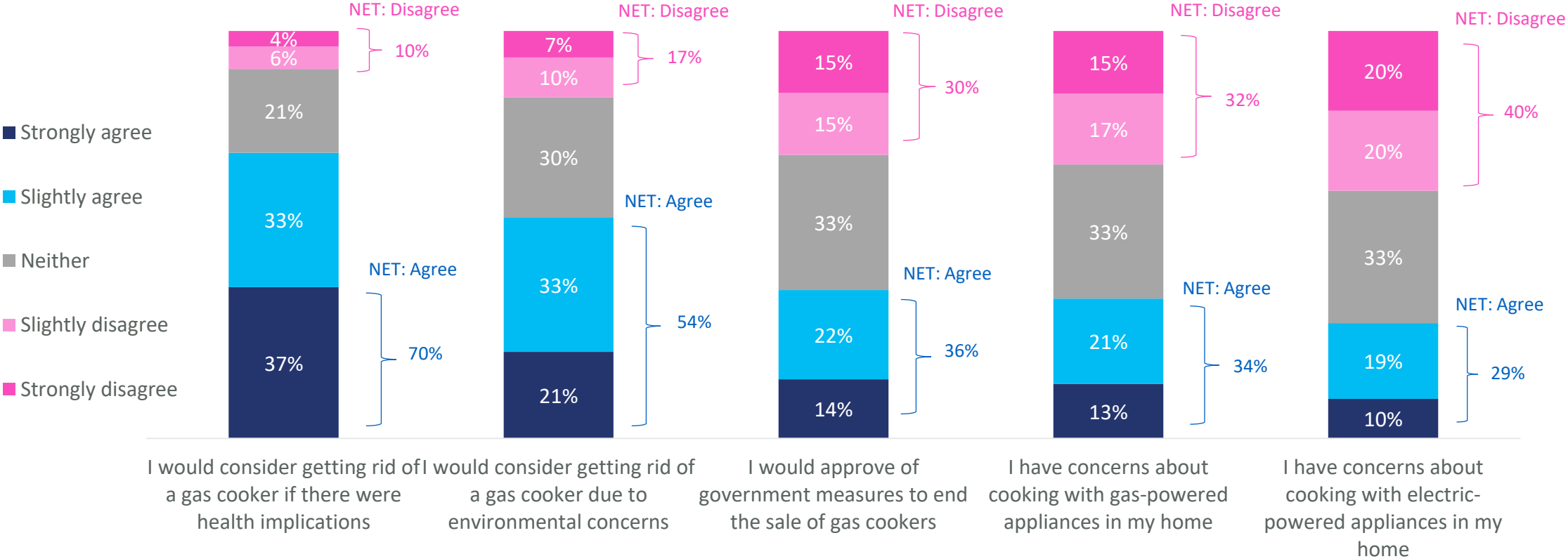
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Considerations when buying



Health concerns over environmental concerns is likely to be more of a motivator for getting rid of gas cookers. However, over a quarter are concerned about cooking with electric appliances.

Statements on considerations and concerns with gas cooking

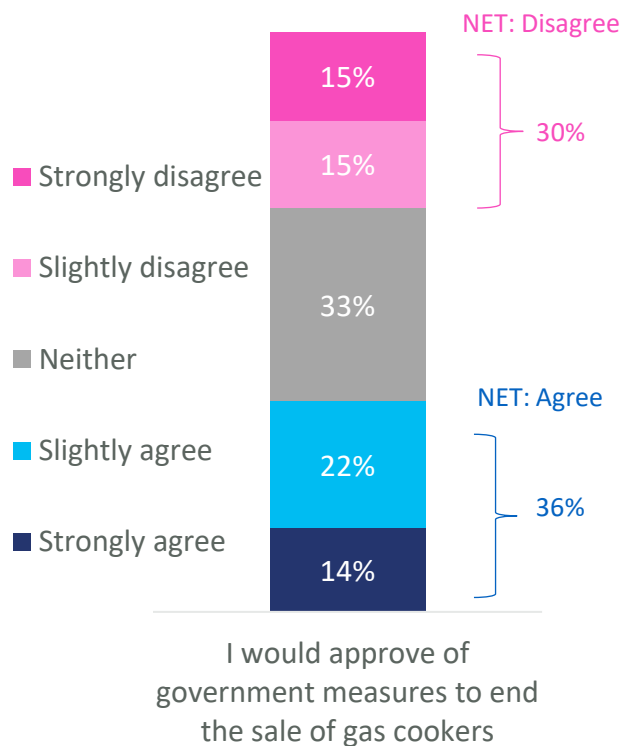


Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1000)



Approval for government measures to end the sale of gas cooking is more likely to come from men, young adults and those from suburban parts of Romania.

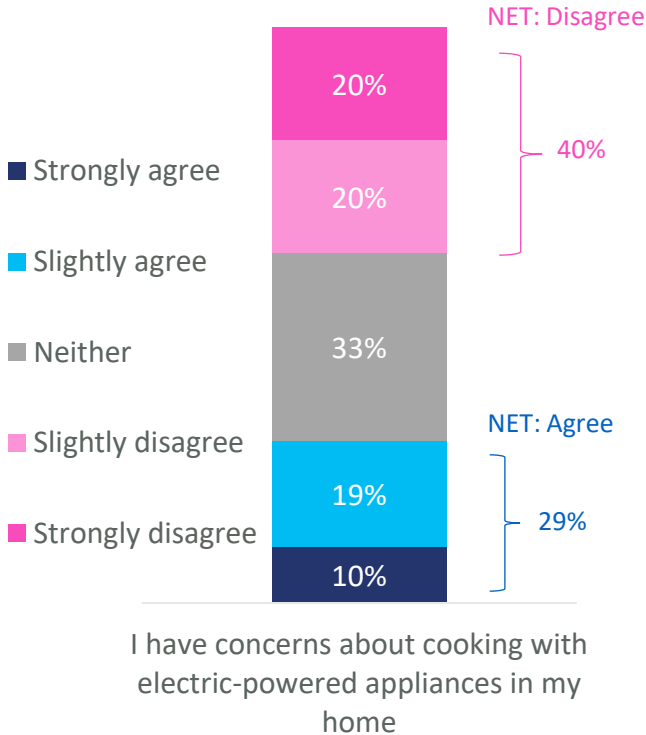
Statements on considerations and concerns with gas cooking



Men are more likely to approve of government measures to end the sale of gas cookers (43% vs 32% women), as are young adults (41% vs 23% 55+) and Romanian adults living in suburban areas (49%).

Concern about cooking with electric appliances rises amongst certain groups, including young adults, lowest earners and those living rurally.

Statements on considerations and concerns with gas cooking



Certain demographics feel more concern about cooking with electric appliances at home, including young adults (32% vs 18% 55+), non-workers (32% vs 27% workers), lowest earners (46%) and Romanian adults with young children (31% vs 26% without). Concern is also higher amongst men (34% vs 24 women), homeowners (28% vs 21% renters) and those living rurally (36% vs 26% urban).

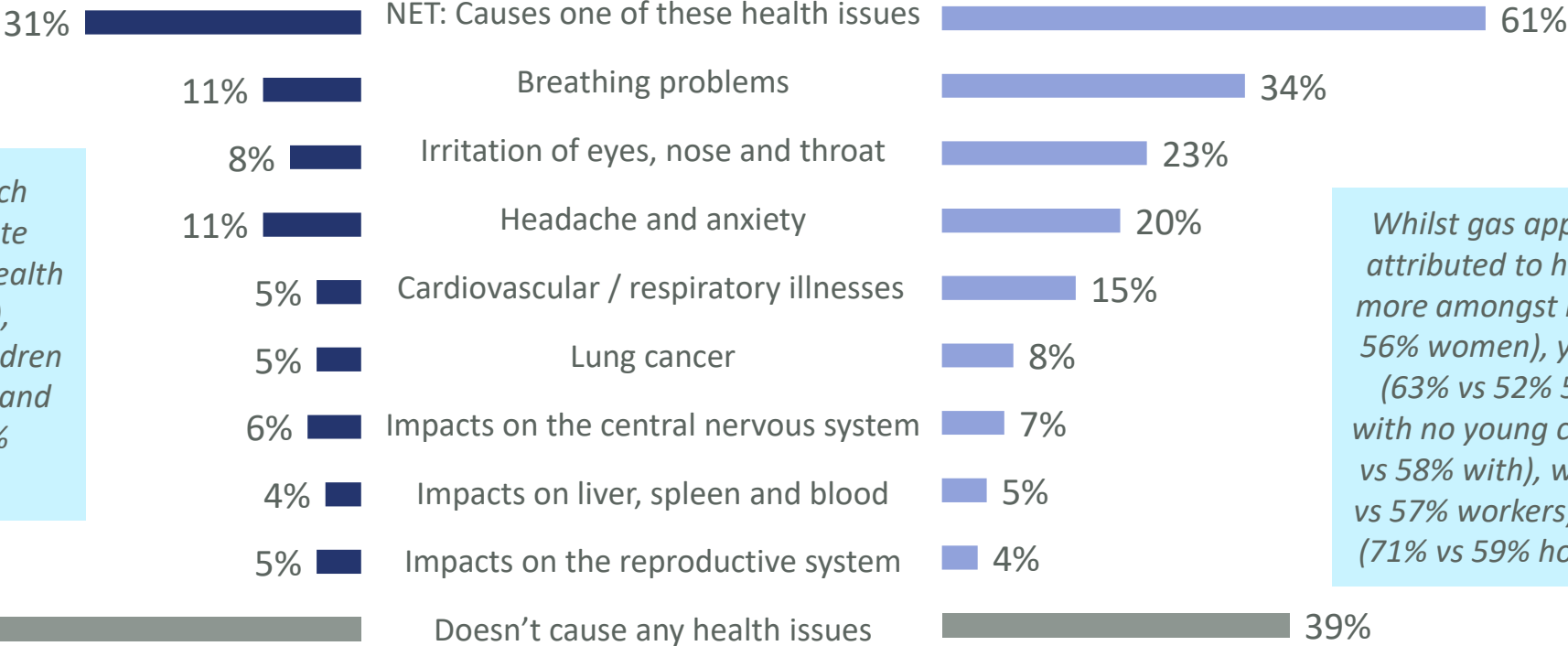
Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1000)

The majority of Romanian adults think that gas appliances are associated with health issues, however almost a third think the same for electric appliances.

Health issues associated with oven / hob types

Electric ovens / hobs

Gas ovens / hobs

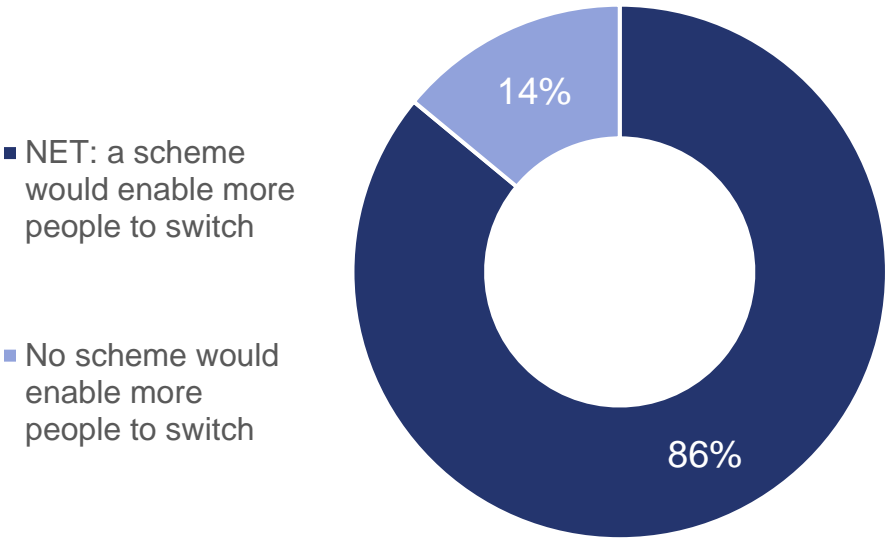


Young adults are much more likely to attribute electric appliances to health issues (38% vs 14%), Romanians with no children (35% vs 28% that are) and renters (39% vs 28% homeowners).

Whilst gas appliances are attributed to health issues more amongst men (68% vs 56% women), young adults (63% vs 52% 55+), those with no young children (66% vs 58% with), workers (68% vs 57% workers) and renters (71% vs 59% homeowners).

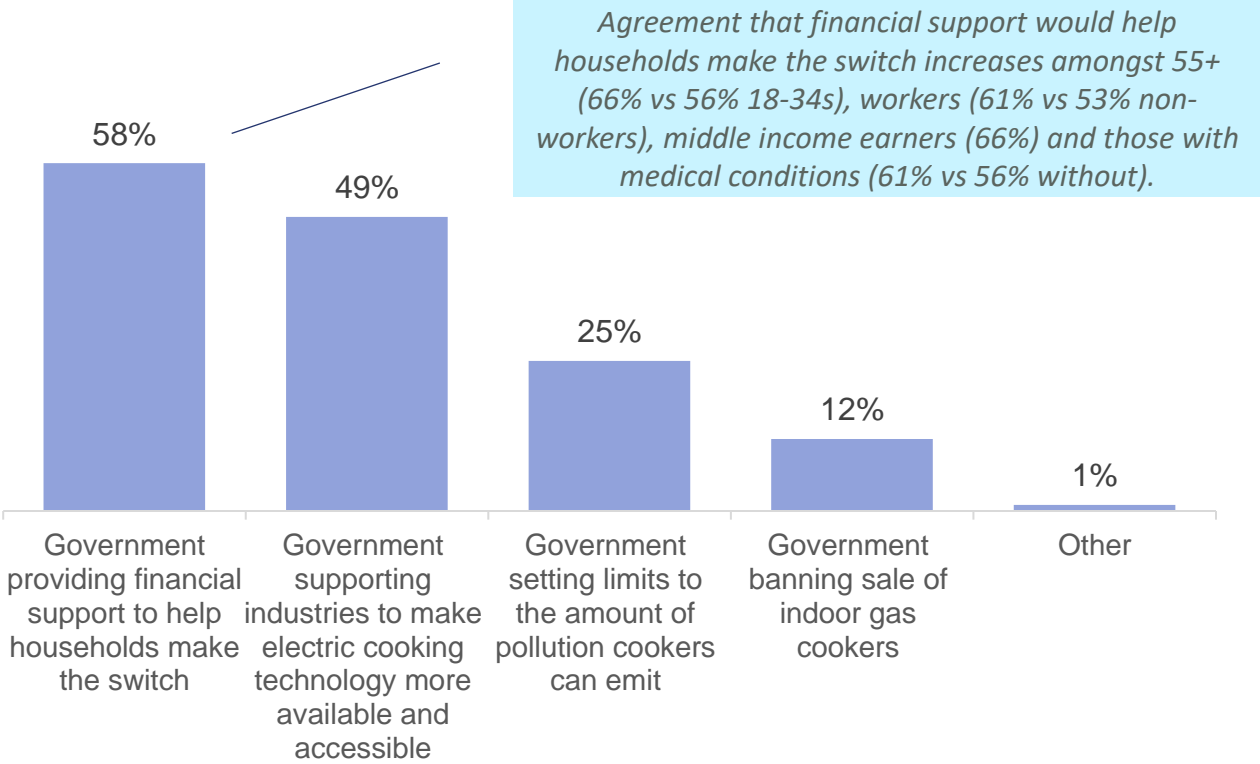
The vast majority of Romanian adults think government schemes would enable people to switch to electric cooking, particularly if this were via financial support

Whether government schemes would enable move to switch



Agreement that a scheme would enable more to switch increases amongst renters (92% vs 87% homeowners), although results are fairly similar across Romanian adults.

Government schemes that would enable move to switch

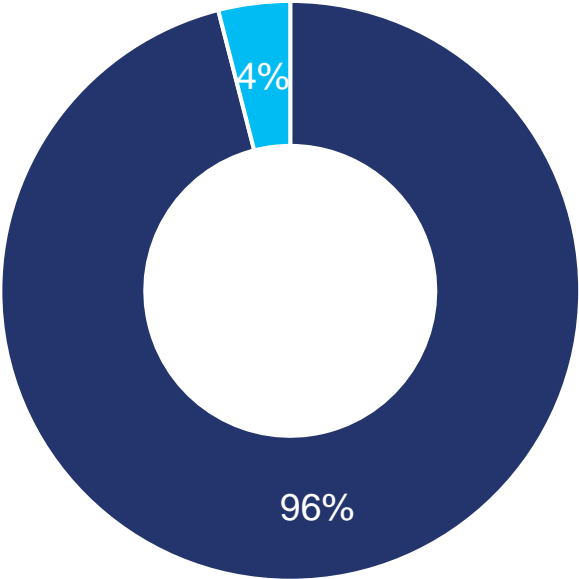


Q19a. Which of the following government schemes do you think would enable more people to switch from gas to electric cooking, if any? Base: all respondents (1000)

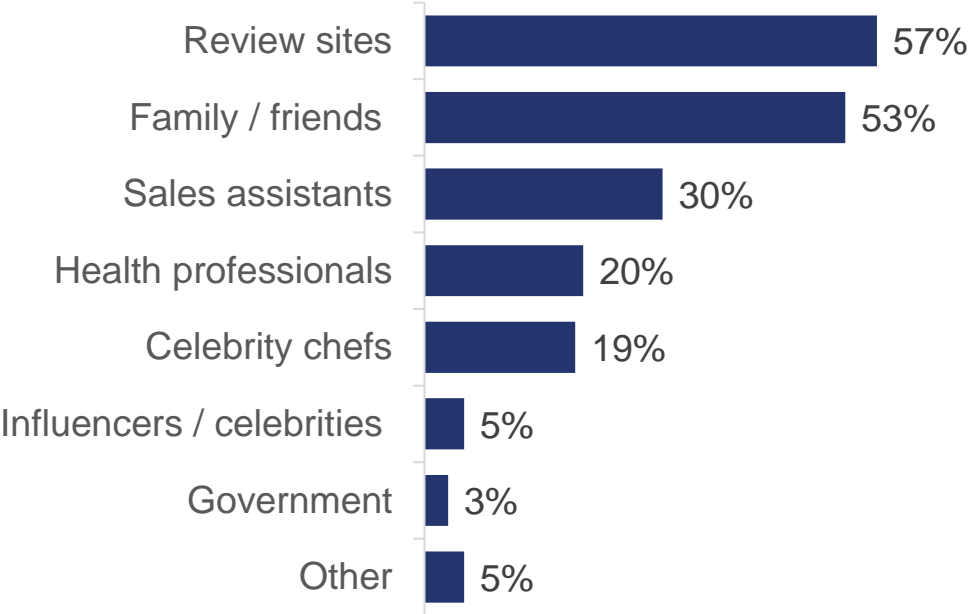
Most Romanian adults would trust others when deciding what oven / hob to buy, with review sites the most trusted source followed by family and friends.

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

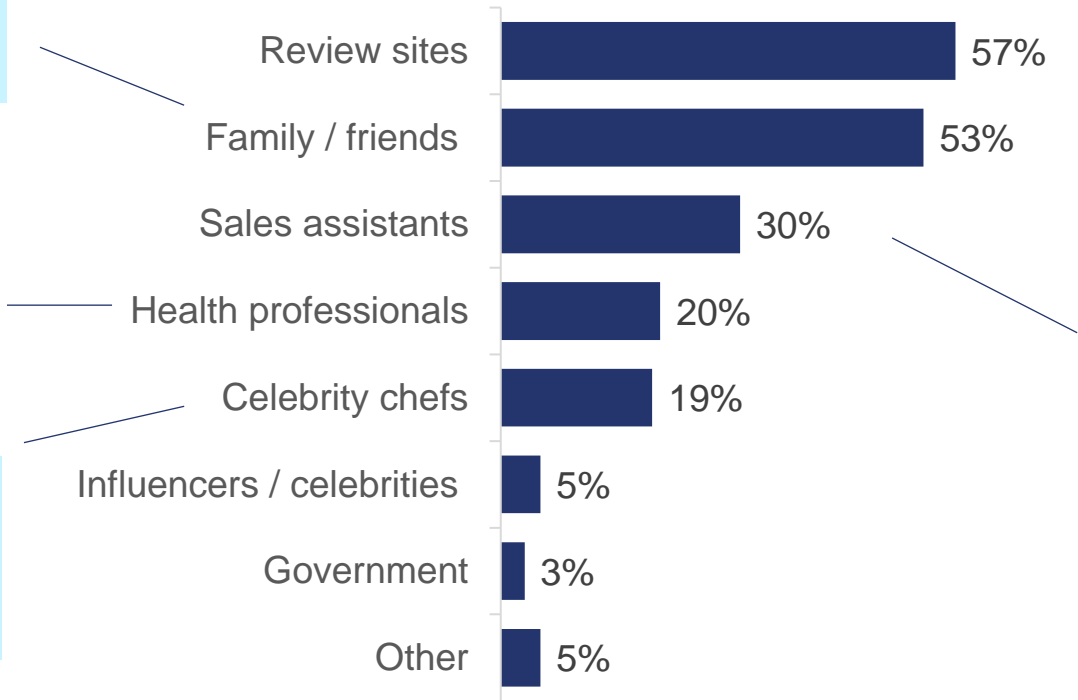


Levels of trust in sources to help decide what oven / hob to buy is similar across all demographic groups, suggesting similar levels of trust in others across Romanian adults.

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 (1000)

Certain groups are more likely to trust certain sources over others, including differences by age group, working status and type of area.

Sources trusted when deciding what oven / hob to buy



This increases amongst non-workers (58% vs 51% workers) and those living rurally (60%).

This increases amongst young adults (22% vs 13% 55+) and those living in urban and rural areas (both 20%).

This increases amongst workers (21% vs 15% non-workers) and those living rurally (29%).

This increases amongst women (59% vs 54% men), older adults (60% vs 52% 18-34s), workers (61% vs 48% non-workers), those living in suburban areas (71%) and Romanian adults with medical conditions (62% vs 50% without).

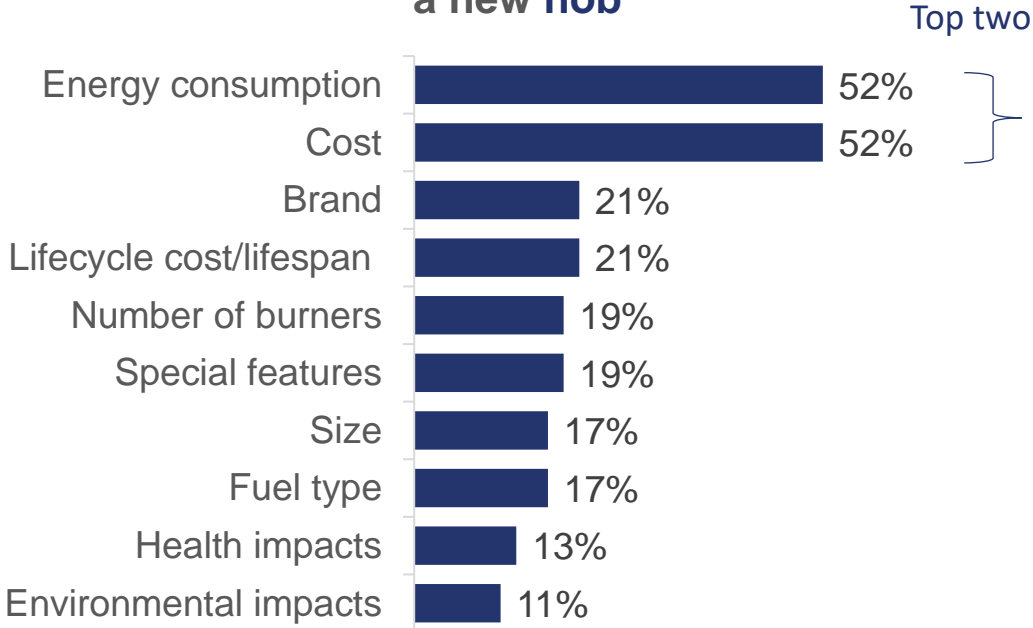
This increases amongst older adults (38% vs 29% 18-34s), homeowners (33% vs 20% renters), those living in suburban areas (33%) and adults with medical conditions (33% vs 26% with non).

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 (1000)

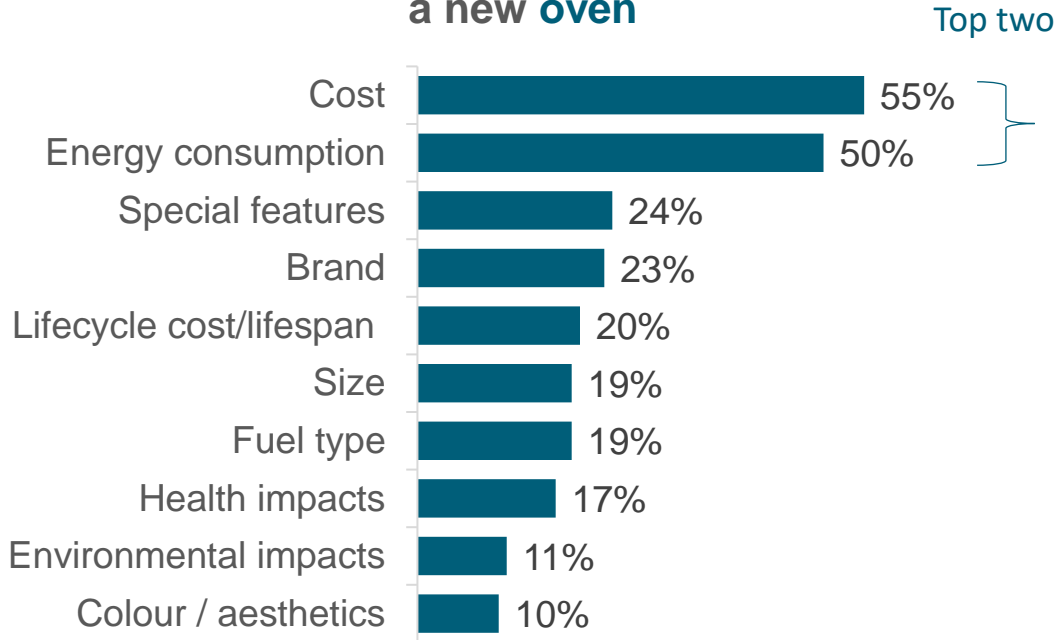
How important is energy
efficiency?

The energy consumption of a product and its cost are by far the top things considered when buying a new hob / oven.

Top ten things considered when buying a new hob



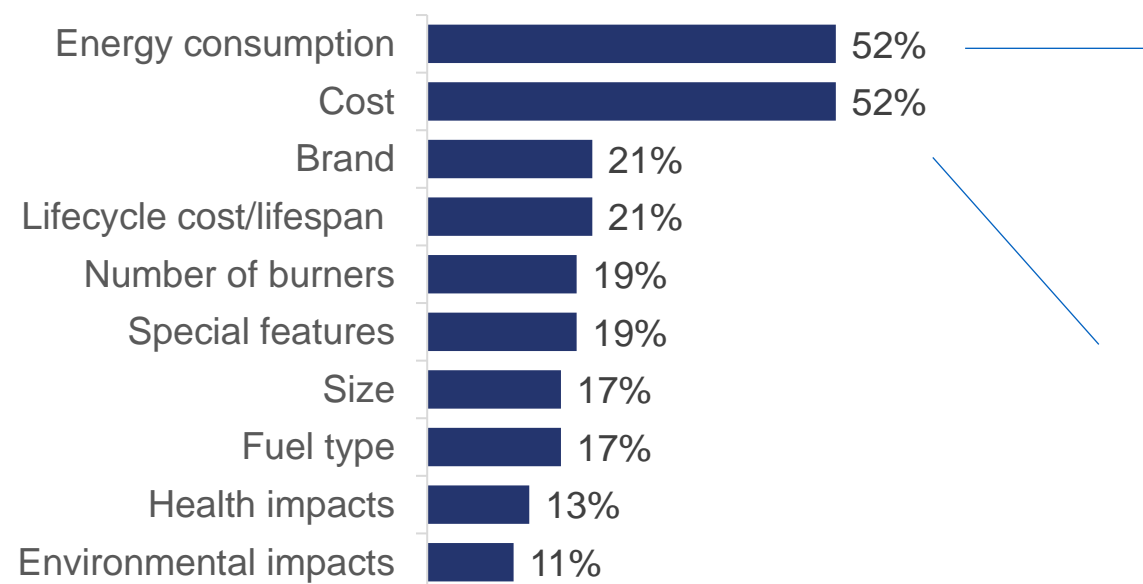
Top ten things considered when buying a new oven



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 (1000)

When buying a new hob, energy consumption is more likely to be considered by women, adults with young children and those with medical conditions. Cost rises in importance for older adults.

Top ten things considered when buying a new hob



Consideration of energy consumption increases amongst:

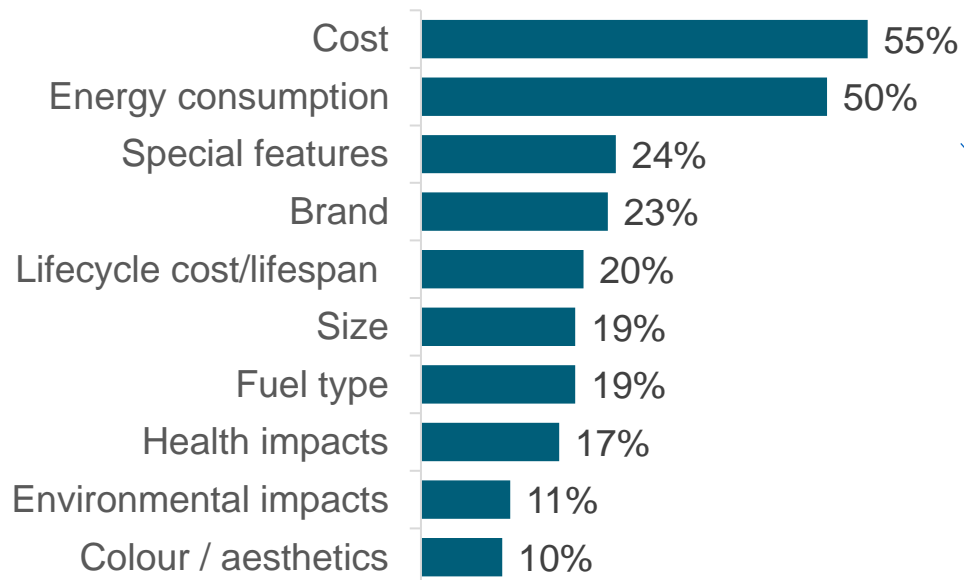
- Women (56% vs 46% men)
- Older adults (64% vs 45% 18-34s)
- Those with young children (55% vs 47% with no children)
 - Workers (56% vs 43% non-workers)
- Those with medical conditions (56% vs 48% with none)

The importance of cost increases amongst:

- Older adults (59% vs 50% 18-34s)
- Those living in urban areas (54% vs 36% rural).

Cost is more likely to see differences by group, where women, adults with young children, those with medical conditions and others are more likely to consider this when buying a new oven.

Top ten things considered when buying a new oven



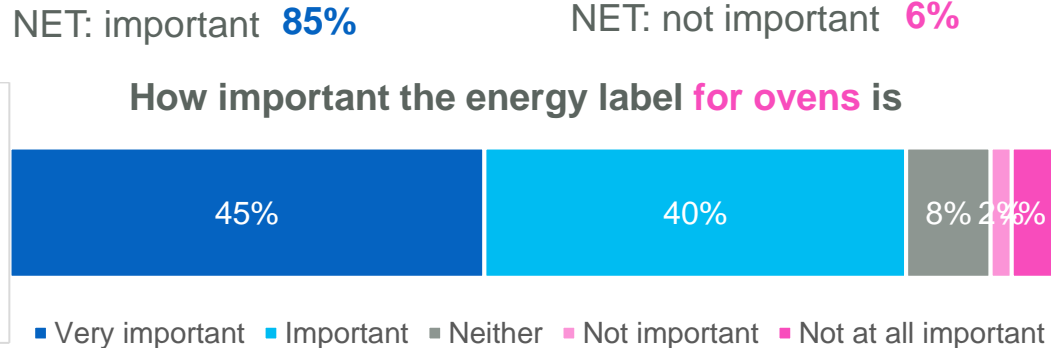
Consideration of energy consumption increases amongst:

- Women (54% vs 44% men)
- Older adults (65% vs 42% 18-34s)
- Those with children (52% vs 48% with none)
- Workers (53% vs 43% non-workers)
- Middle income earners (61% average)
- Those with medical conditions (55% vs 42% with)
 - Homeowners (52% vs 44% renters).

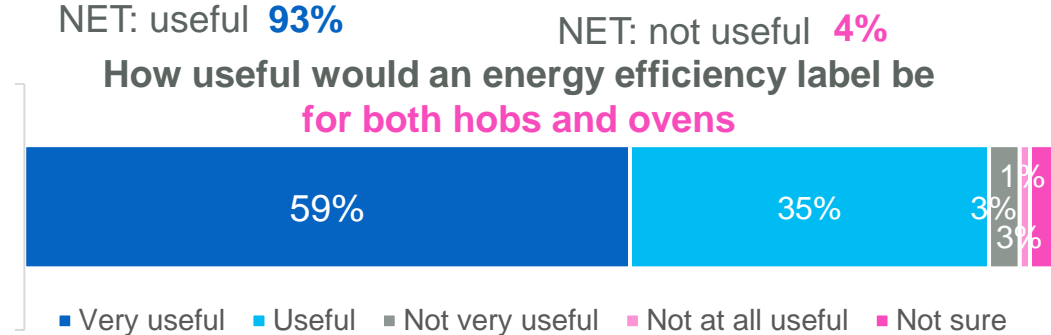
The importance of cost increases amongst:

- Older adults (66% vs 52% 18-34s)
- Home owners (57% vs 52% renters).

The presence of the energy label for a new oven is important for Romanian adults. Introducing a label for both oven and hobs would be even more useful (93% of the consumers).



The importance of the energy efficiency label for ovens increases with older adults (94% vs 81% 18-34), middle income earners (91% average), homeowners (88% vs 83% renters) and those with medical conditions (89% vs 80% without).

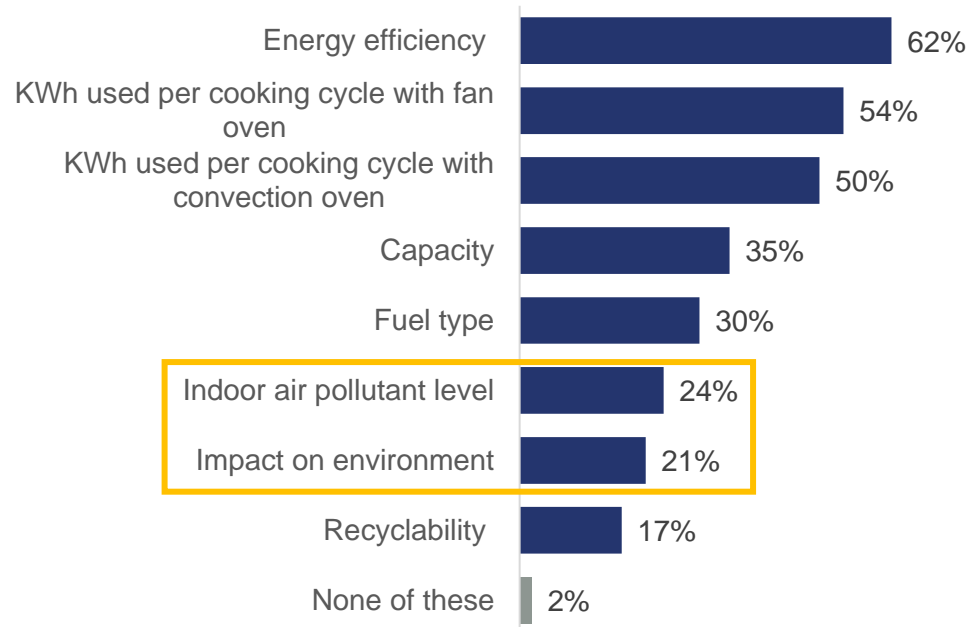


Introducing an energy label for hobs and ovens increases amongst older adults (97% vs 91% 18-34), parents of young children (96% vs 89% without) and middle income earners (94% average).

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 (1000)

Energy efficiency is considered the most useful bit of information when buying a new oven / hob; this may be related to cost, which is important for Romanian adults. Air pollution is only important for a quarter.

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



Although only a quarter find information on the environment useful, this increases amongst certain groups. Those that would find information on indoor air pollutant levels useful increases amongst:

- 55+ (27% vs 21% 18-34)
- Workers (26% vs 18% non-workers)
- Homeowners (26% vs 18% renters)

Whilst those who would find information regarding the impact on the environment increases amongst:

- Renters (30% vs 20% homeowners)
- Those living in urban areas (22% vs 15% rural).

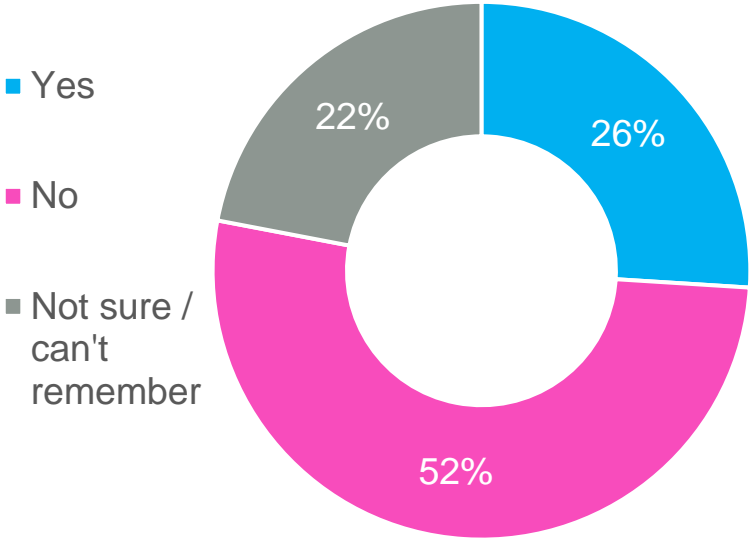
8

Seen or heard recent information

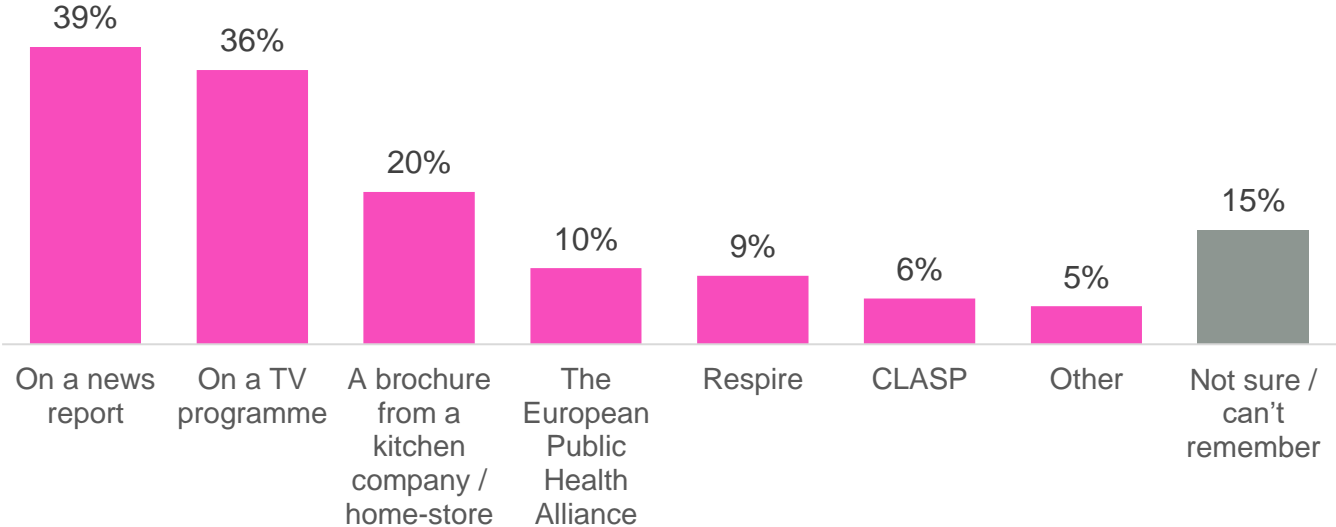


About a quarter have seen something recently about gas cooking, with the most popular source being a TV programme. One in twenty said this was from Clasp.

Seen or heard anything recently



Sources seen or heard from



Men are more likely to have seen or heard something recently (30% vs 23% women), as are young adults (29% vs 20% 55+), homeowners (29% vs 18% renters) and those living in rural areas (30% vs 24% urban).

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 (1000) and all that have seen or heard anything (257)

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Appendix

