

# Understanding behaviour and perceptions of gas and electric cooking

Spain



What people think,  
feel and do

# Content

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7. Considerations when buying
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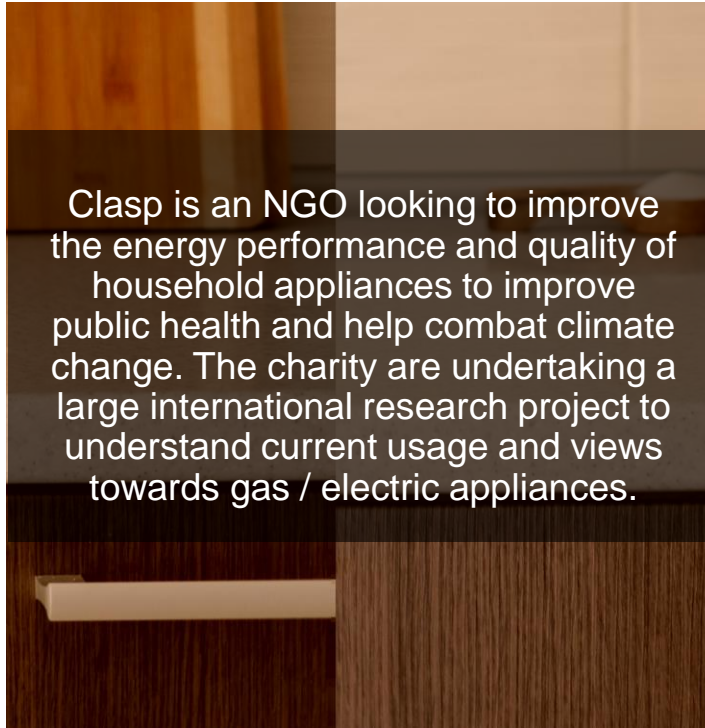
# Understanding your challenge

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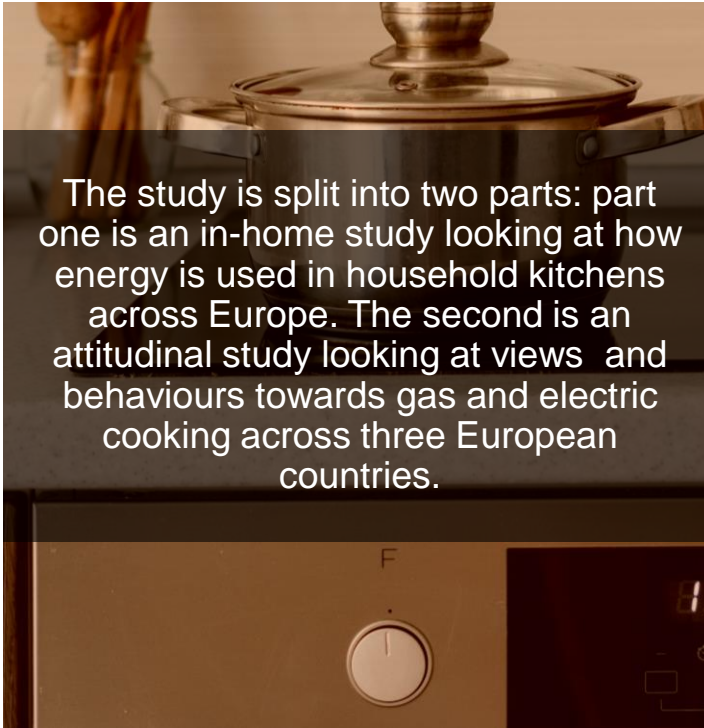


# Our understanding of your challenge

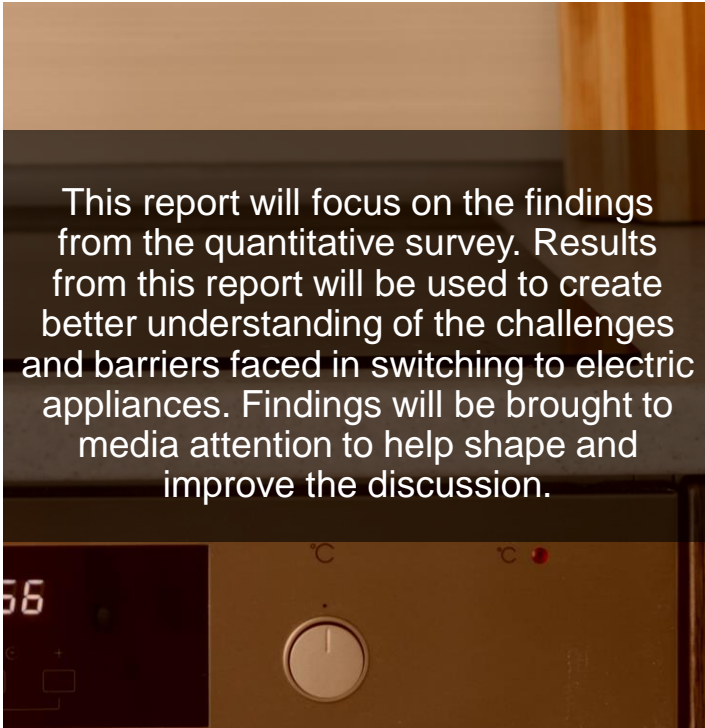
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Clasp is an NGO looking to improve the energy performance and quality of household appliances to improve public health and help combat climate change. The charity are undertaking a large international research project to understand current usage and 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 1,002 online interviews with adults living in Spain. The sample is nationally representative of the market by gender, age group and region. Fieldwork was conducted from 7<sup>th</sup> to 14<sup>th</sup> 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

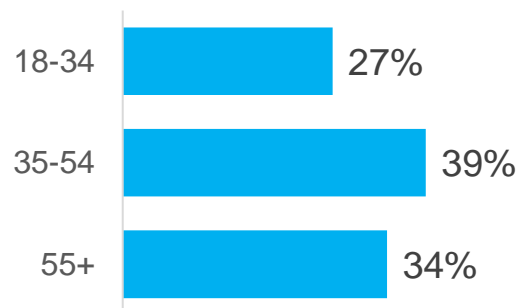
Barriers to switching to electric  
Motivations to switch to electric  
Government switching schemes  
Concerns on using gas/electric  
Health impacts of energy types

# Sample demographics

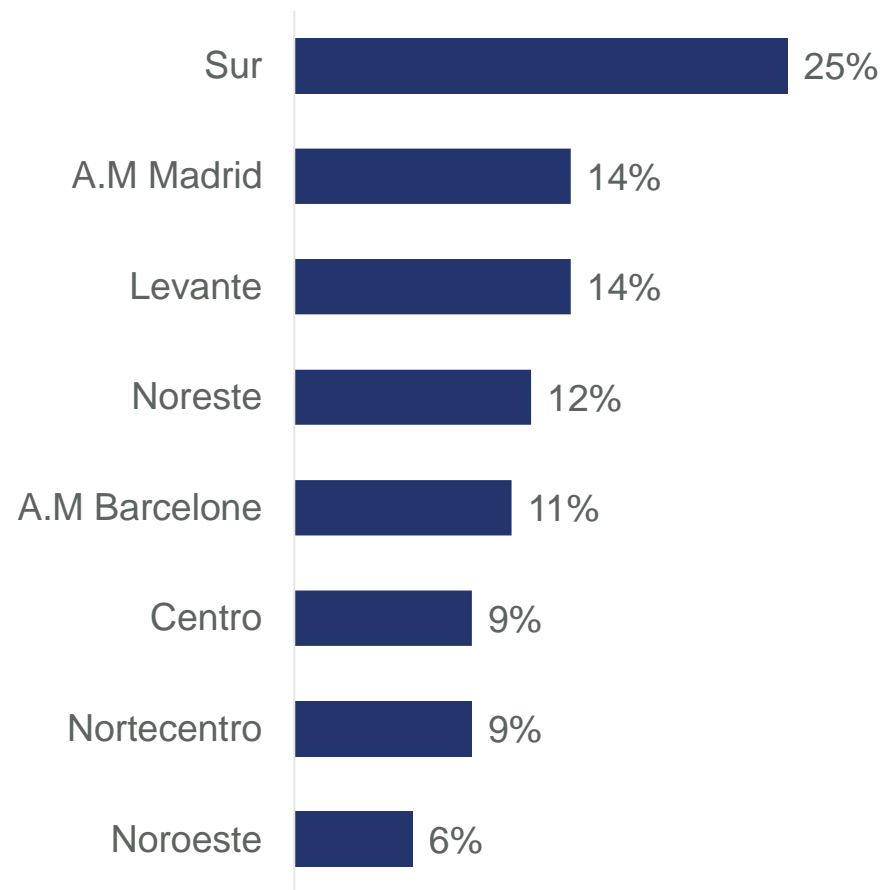
## Gender



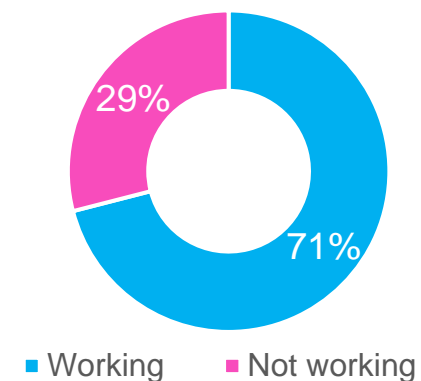
## Age



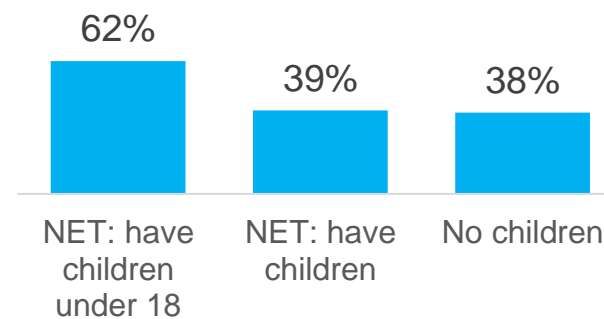
## Region



## Working Status

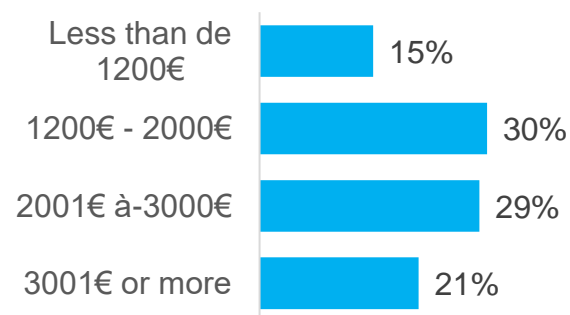


## Children in household

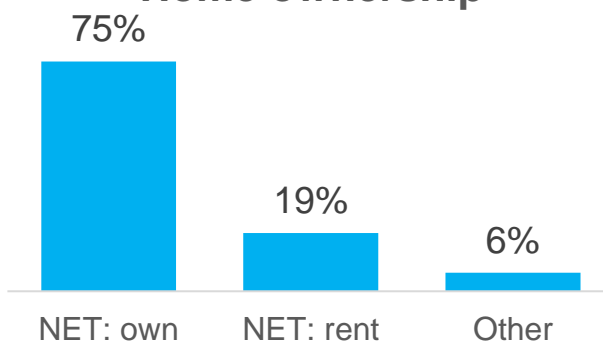


# Sample demographics

## Household income

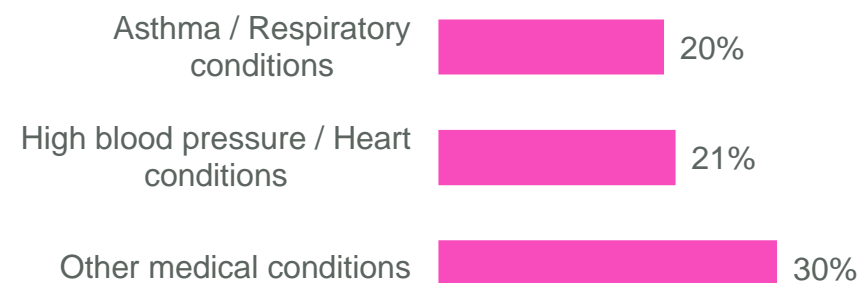


## Home ownership

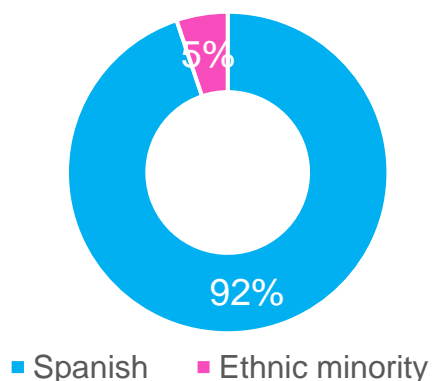


## Health conditions

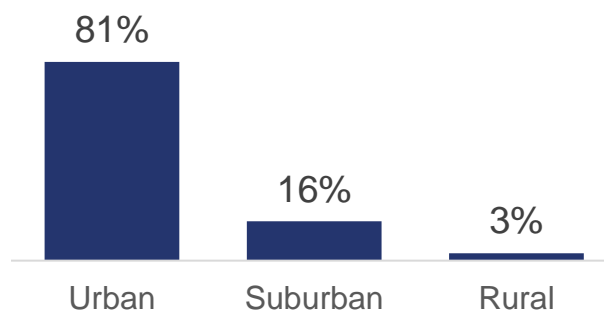
### Myself



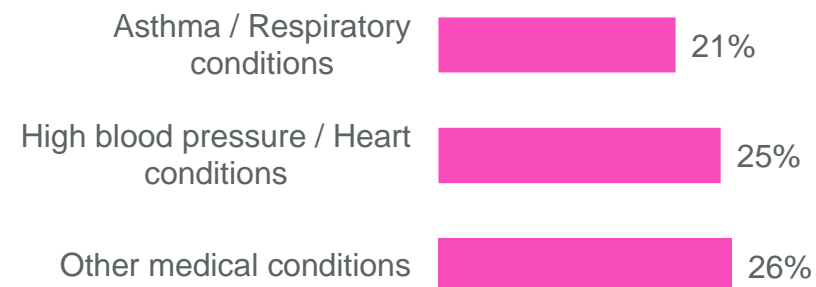
## Ethnicity



## Area type



### My child(ren) / others in my care





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# Key takeouts



# Summary

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## Key finding



Electric hobs are the most owned in Spain. Electric ovens are preferred. This increases with income.

Despite this preference for electric, Spanish adults agree that gas cooking is generally cheaper to run and think it is quicker for cooking.



Most Spanish adults use a form of ventilation when they cook, mainly via an exhaust hood. Parents with young children are more likely to ventilate and are more concerned with the harm gas cooking can do to their health.

Eliminating smells is the key reason for this, whilst reducing air pollution is only important for a fifth.



Finance is both a key barrier and a key motivator for helping consumers switch away from gas cooking: the rising cost of electricity is considered a top barrier for moving towards electric appliances, whilst finance is considered an important motivator for actually helping people to switch. Finances are particularly important for younger adults.

## What this means

Electric appliances are dominant in Spain, however with many agreeing that gas is cheaper, there will be appeal to those with less income to use gas appliances over electric.

There is a misconception that gas cooking is quicker. However, as many think this is correct more awareness needs to be done around the speed of electric cooking – particularly amongst those with lowest incomes.

Indoor air pollution is not considered as important as other factors, therefore more education on the health impacts of not ventilating may be key. Parents with young children are a particular demographic to target as they have higher levels of health concerns.

With most Spanish adults ventilating, more education on how to ventilate the house after cooking could be useful.

Cost is evidently a key concern for Spanish adults (especially with the current climate) and therefore plays an important part in their decision for what they buy. Cost needs to be strongly factored into anything released – particularly for young adults.

# Summary

## Key finding



The health implications of gas appliances is a key driving factor for considerations to switching – particularly amongst parents with young children and higher earners.

Gas appliances are considered to have more health impacts, particularly in breathing difficulties.



Most Spanish adults think a government scheme would help people switch from gas cooking, however, actual support for government measures to help make the switch is much lower.



Including the energy efficiency label on hobs and ovens is considered useful to Spanish adults. However, cost was also a top factor when considering what to buy.

The environmental impact of a product is also considered important to know, but not as key to persuade decisions.



About a sixth of Spanish adults have seen or heard something about gas cooking recently, mainly on a TV programme. This increases amongst young adults. Only a tenth saw something from Clasp or the EPHA.

## What this means

Health is a key driving factor for consumers to consider switching, so messaging around this – particularly to young families – could be useful to help drive change.

The health benefits of electric appliances should be emphasised in any releases.

There is support for change in Spain however implementing actual change will be more difficult as there is resistance to what change might mean for them. More understanding for what the changes could bring to Spanish adults may help increase support for schemes. Parents and young adults are more likely to think a scheme would help, so may be more likely to support one.

Spanish adults are keen to know more about the efficiency of their appliances (which may be due to how much it may cost them to run, considering how important cost is to Spanish adults). Young families are more keen for this knowledge, so could be a target market.

Although environmental factors are not considered as important, if it can be related to efficiency this could increase desire for better environmental products.

Awareness of CLASP and the work done is still fairly low to the Spanish public, more needs to be done to bring this into the public sphere. Awareness is higher amongst young adults awareness may be more likely to grow with this demographic .



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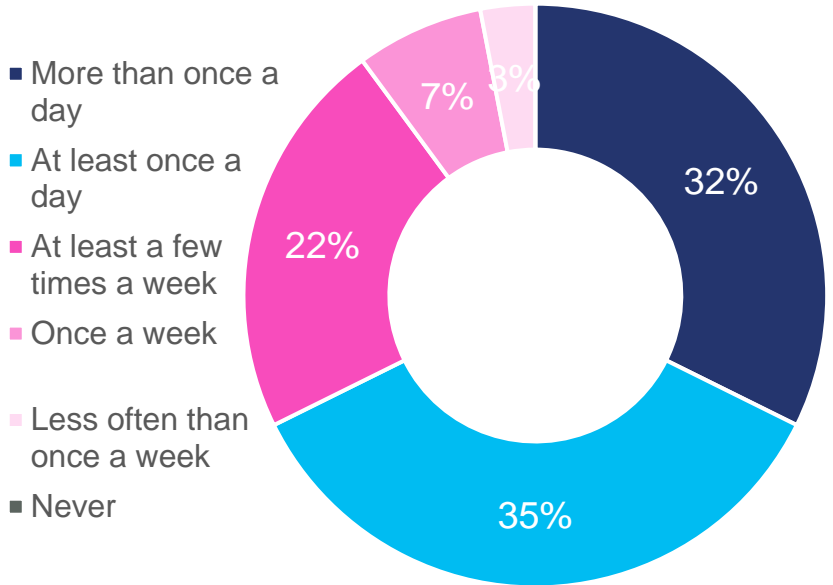
# Cooking methods



Electric hobs are most popular amongst Spanish adults, particularly ceramic hobs. Preference can differ depending on demographic - working status and income show differences for the type of hob used at home.

Oven / hob usage

NET: At least once a week **96%**  
 NET: At least once a day **67%**



Type of hob most used at home



Gas  
25%



Electric  
74%

Type of electric hob used

Ceramic	63%
Induction	32%
Resistive heated element	4%

*Income appears to play a factor in the type of cooker used in the home: workers are more likely to have electric cookers (77% vs 68% of non-workers) and lowest earners are less likely to have an electric cooker (65% vs 83% of highest earners).*

Q1. How often do you use the oven and hob in your house? Q2. Which of the following type of hob do you use most in your house? Q3. You said you use an electric hob. Which kind do you use? Base: all respondents (1,002), all that cook (998), all with an electric hob (740)

Most Spanish adults prefer electric ovens, with top reasons similar to gas preference. Electric ovens are generally more preferred by higher income groups.

Type of oven preferred



Gas

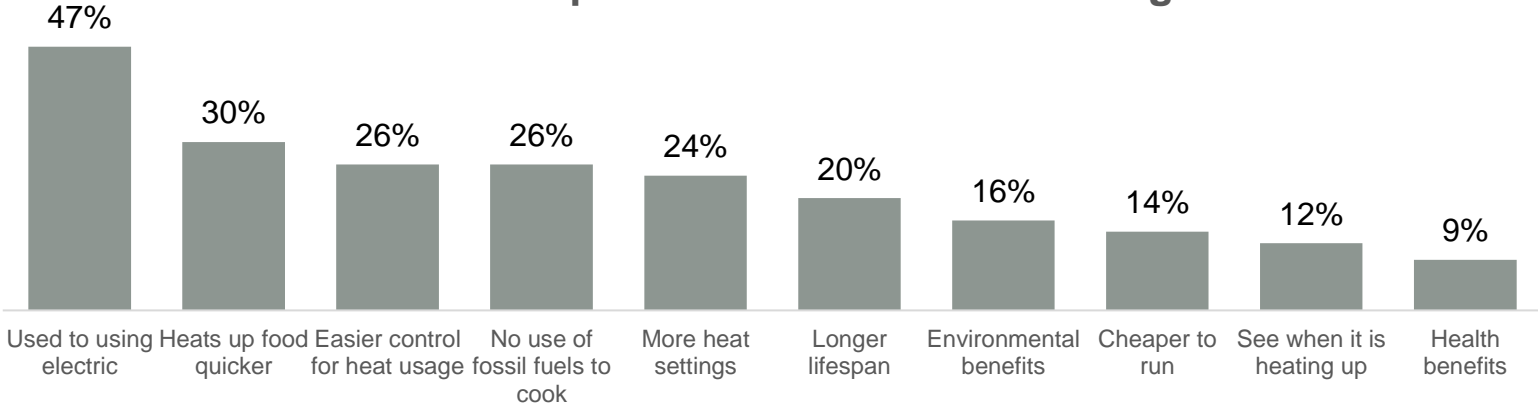
12%



Electric

83%

Reasons for preference in electric cooking



*On the other hand, preference for electric ovens appears to increase with income (72% of lowest earners vs 91% of highest earners). It also increases with age (85% of 55+ prefer an electric oven in their home vs 76% of 18-34s), which may coincide with income as older adults are likely to be higher earners.*

*Home owners also prefer electric (85% vs 78% renters), though this could be because they have more choice over what to use at home.*



A tenth however prefer gas ovens, with reasons being due to previous use and speed of cooking. Young people and lowest earners are more likely to prefer this type of oven.

Type of oven preferred



Gas

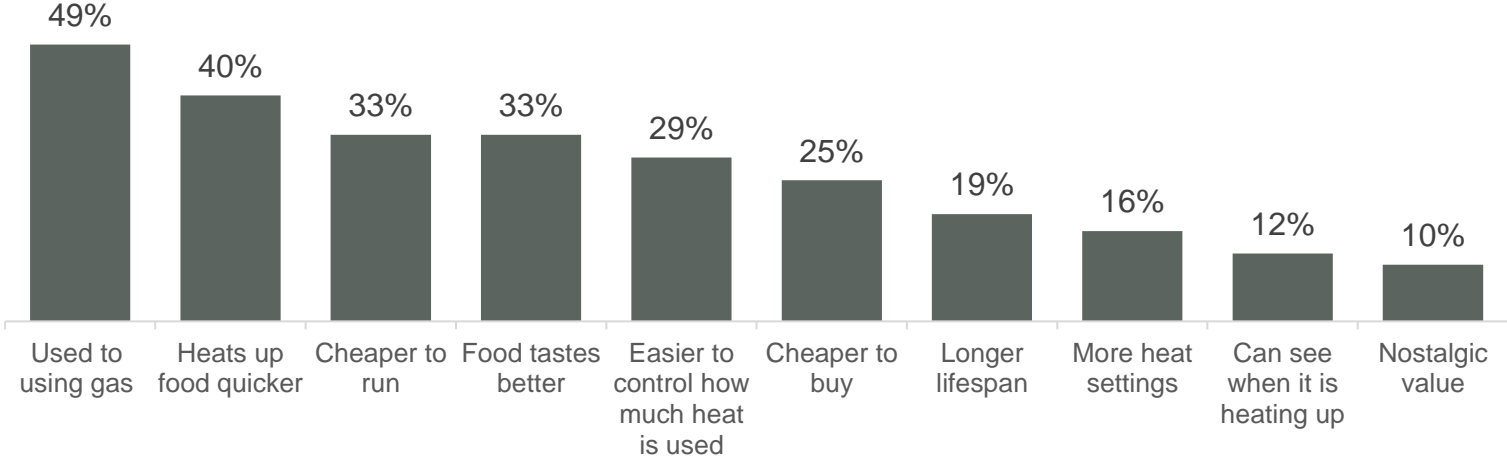
12%



Electric

83%

Reasons for preference in gas cooking

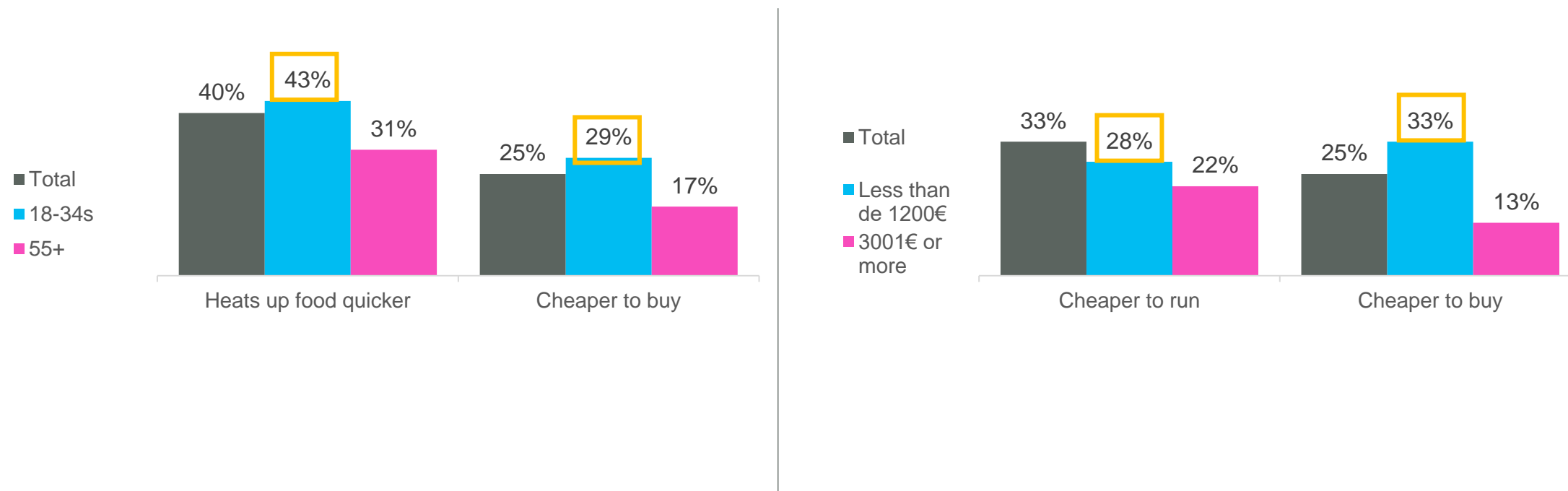


*18-34s are more likely to prefer gas ovens (17% vs 11% 55+) as are the lowest earners (19% vs 5% highest earners). This could suggest that gas ovens are more appealing to those with less money to spend (as 18-34s are less likely to earn as much as those aged 55+).*



Looking further into demographics, cost is a key driving factor for young people and lowest earners in their preference for gas cooking, where they score higher on cost factors than others.

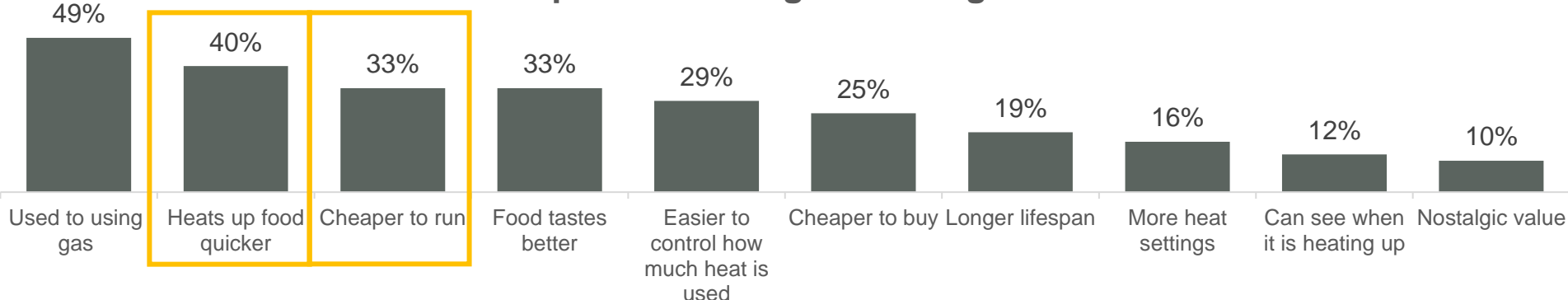
### Reasons for preference in gas cooking



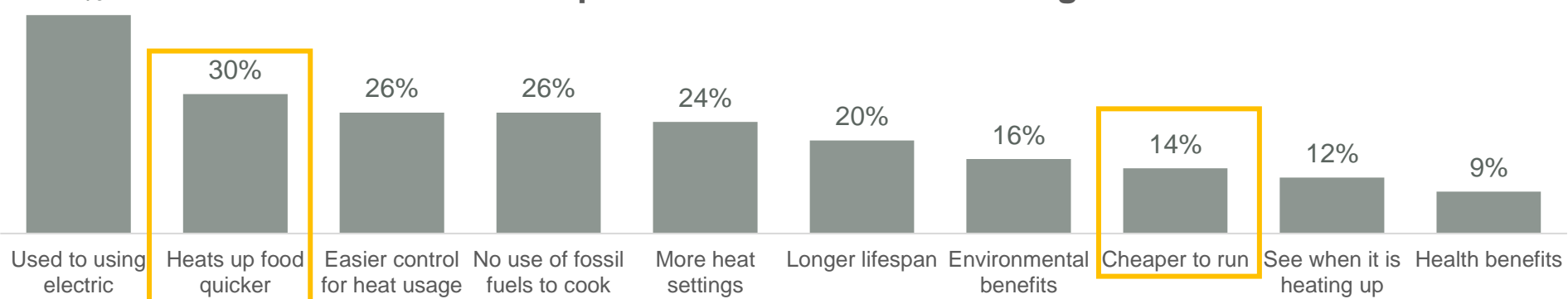
Comparing the two cooking types, although electric ovens are most preferred across Spain, gas scores higher in being quicker to cook and higher still in being cheaper to run.



Reasons for preference in gas cooking



Reasons for preference in electric cooking





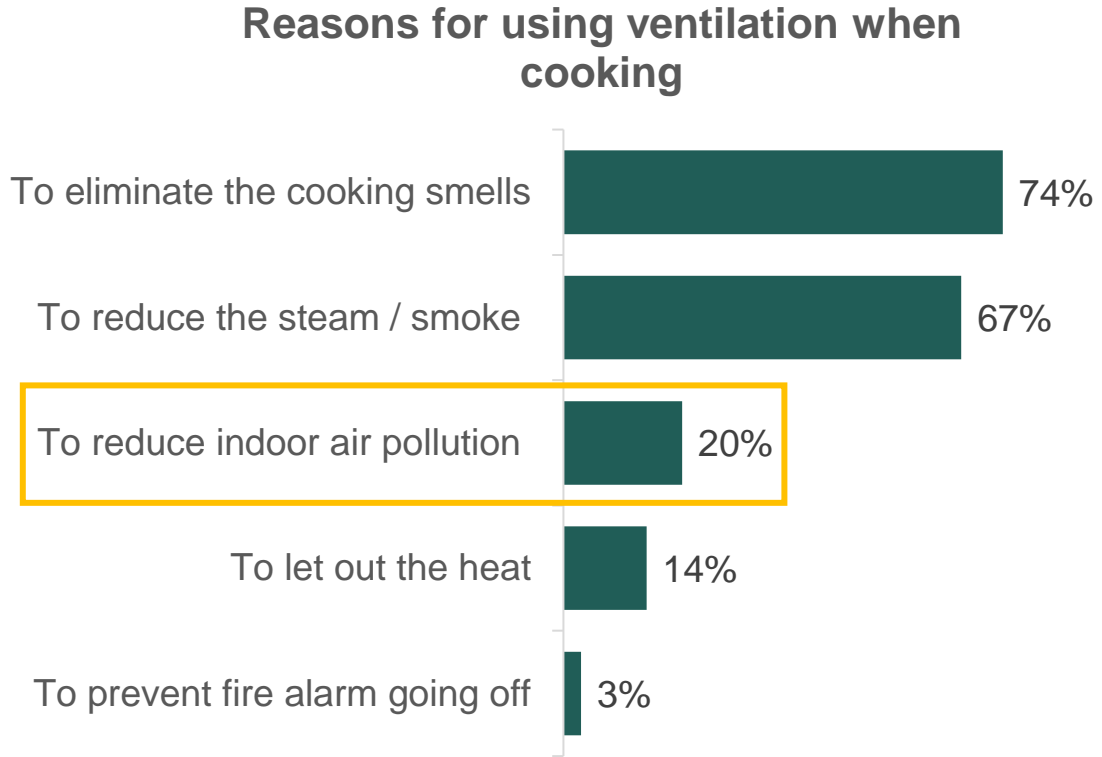
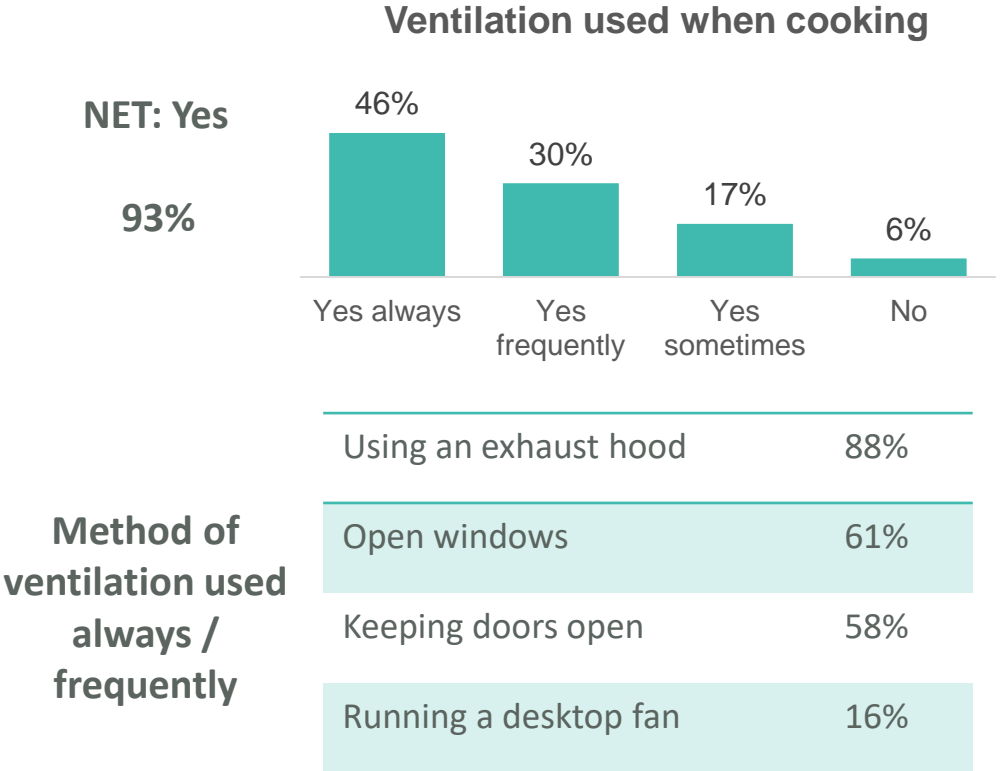
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# Ventilation

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Most Spanish adults use a form of ventilation when they cook – mainly via an exhaust hood to eliminate cooking smells. Reducing air pollution is not as important however, as only a fifth ventilate for this reason.



*People with children under 18 are more likely to ventilate when cooking (97% vs 90% of Spanish adults with no children), which suggests more awareness / wariness of indoor pollution when children are present. Ventilation is also more likely to occur amongst workers (95% vs 88% of non-workers) and higher earners (96% vs 91% of lowest earners).*

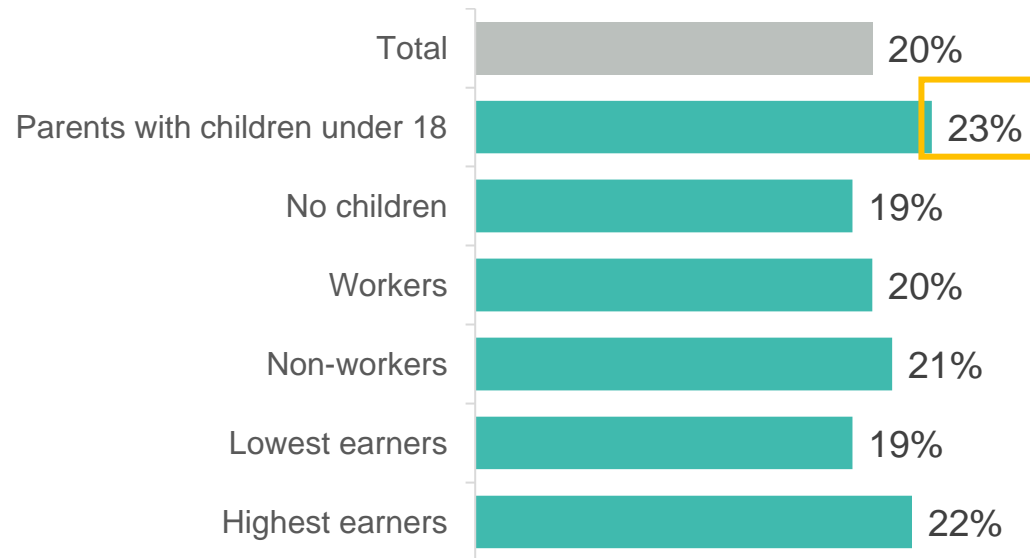
Q5. Do you use any ventilation method while cooking? Q6. You said you use a ventilation method when cooking. What forms do you use the most? Q7. You mentioned that you use some form of ventilation when cooking. Why do you do this? Base: all that cook (998), all that use a ventilation method (927)



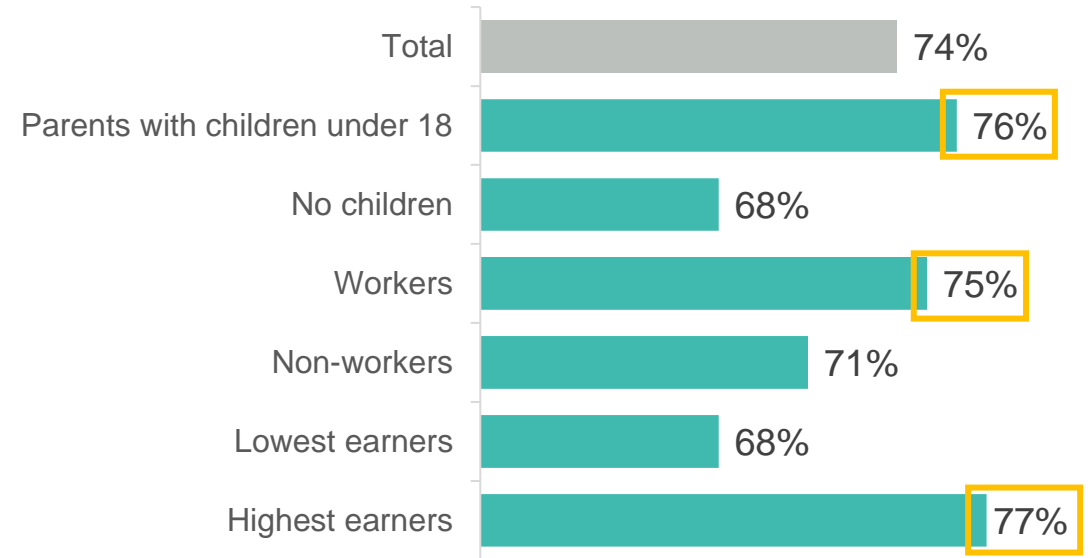
Parents with children under 18 appear more wary of indoor air pollution, where they score higher for ventilating to reduce indoor air pollution and eliminate smells. Workers and higher earners are similar.

### Reasons for ventilating when cooking

#### To reduce indoor air pollution



#### To eliminate cooking smells



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 (998), all that use a ventilation method (927)



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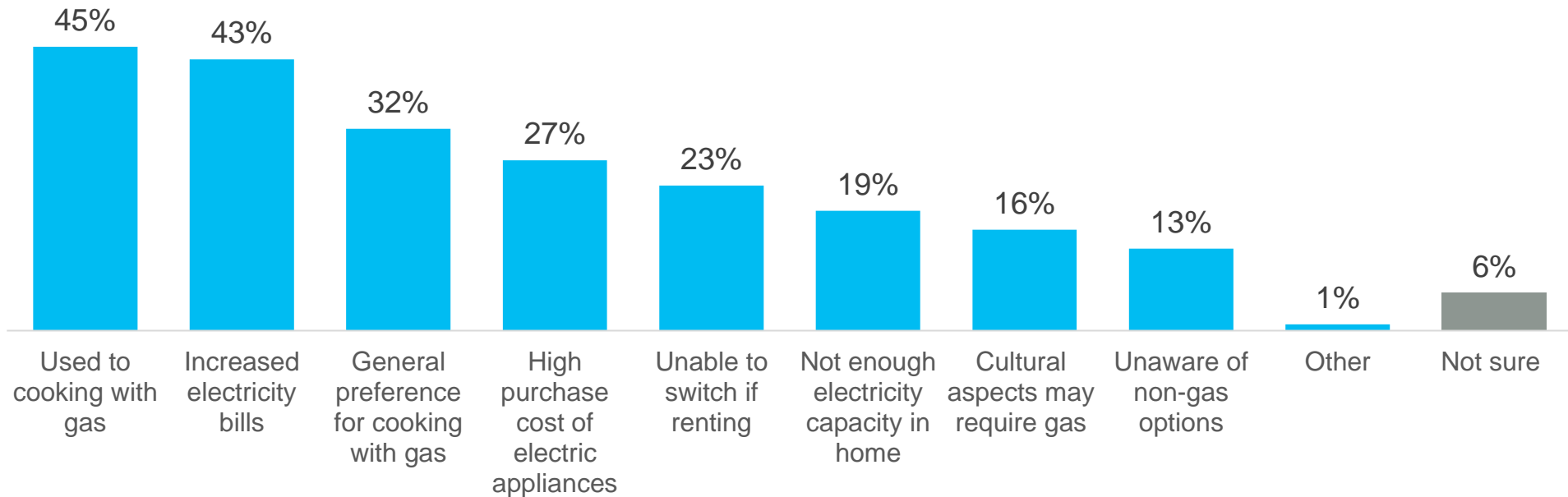
# Barriers and motivations to switching

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

### Barriers that stop consumers from switching to electric appliances



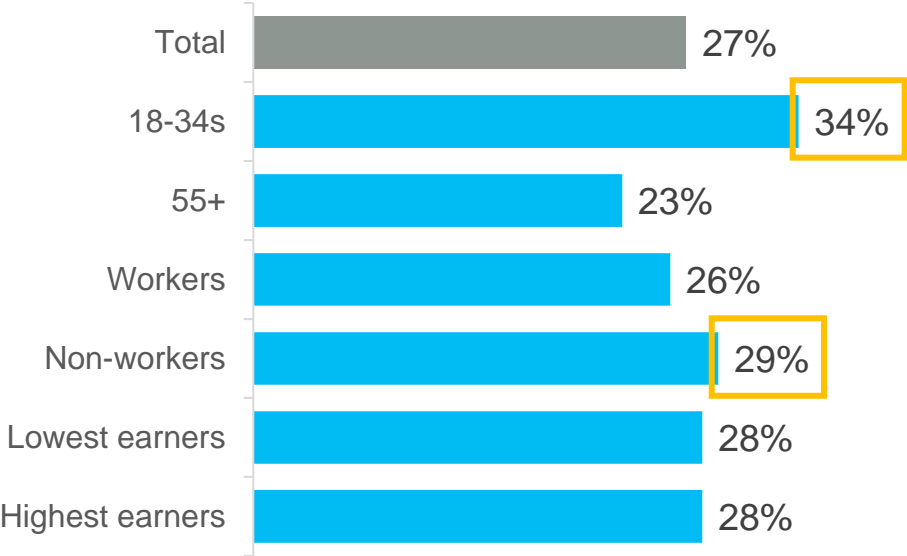
*Parents with children under 18 are more likely to say cultural aspects play a factor in barriers to switching (19% vs 13% of non-parents). Higher earners also have more opinion on barriers: 53% (vs 40% of lowest earners) think previous use is a barrier, as well as a general preference towards gas (32% vs 25% of lowest earners) and cultural aspects (17% vs 9% of lowest earners).*

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 (1,002)

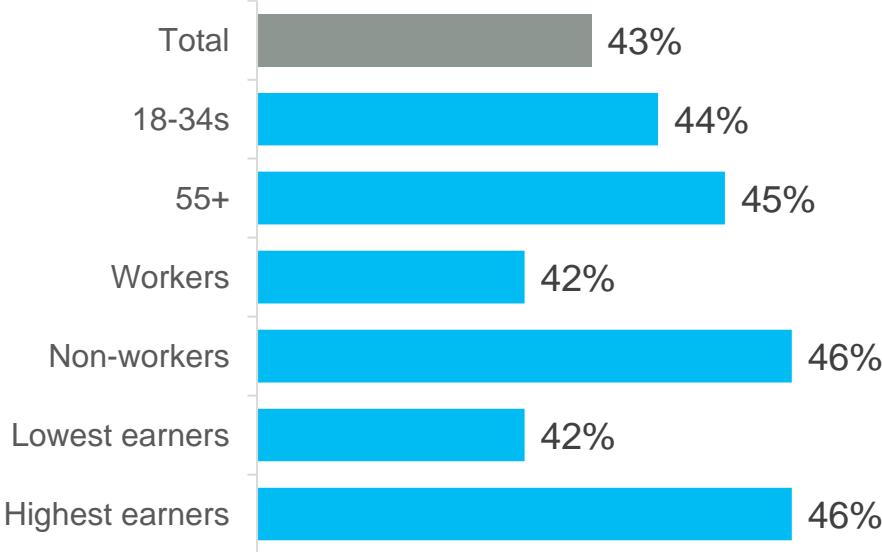
Younger Spanish adults and non-workers are more likely to think high initial purchase cost is a barrier. However, the rising cost of living on electricity bills scores similarly across all groups – suggesting this affects all.

**Barriers that stop consumers from switching to electric appliances**

**Due to high purchase cost of electric cooking appliances**



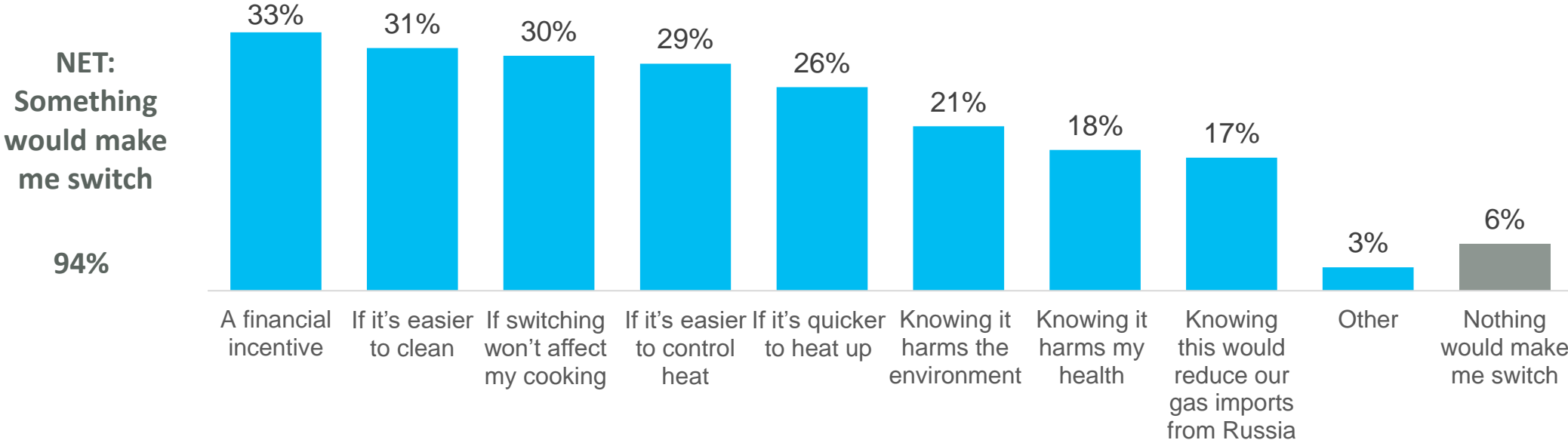
**Due to increased electricity bills**



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 (1,002)

Finances and ease are the most important motivators to switch from gas to electric cooking. Although finances are most important, the ease of cleaning and no change in cooking ability are also important to Spanish adults

Factors that would motivate the switch from gas appliances



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 (253)





Demographically 18-34s, parental and working status 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:*

- **18-34s** think this would be a motivator (36% vs 24% 55+)
- Those with **no children** (42% vs 32% of parents with under 18s)
- **Workers** (37% vs 26% of non-workers).

#### Knowing that it harms the environment

*Knowledge of the harm done to the environment is more likely to be a motivator for:*

- **18-34s** (26% vs 16% of 55+)
- Those **with no children** (27% vs 14% of parents with under 18s).

#### Knowing that it harms my health

*Knowledge of the impact on health is more likely to be a motivator for:*

- **Parents with under 18s** (22% vs 18% of non-parents)
- **Non-workers** (22% vs 17% of workers).

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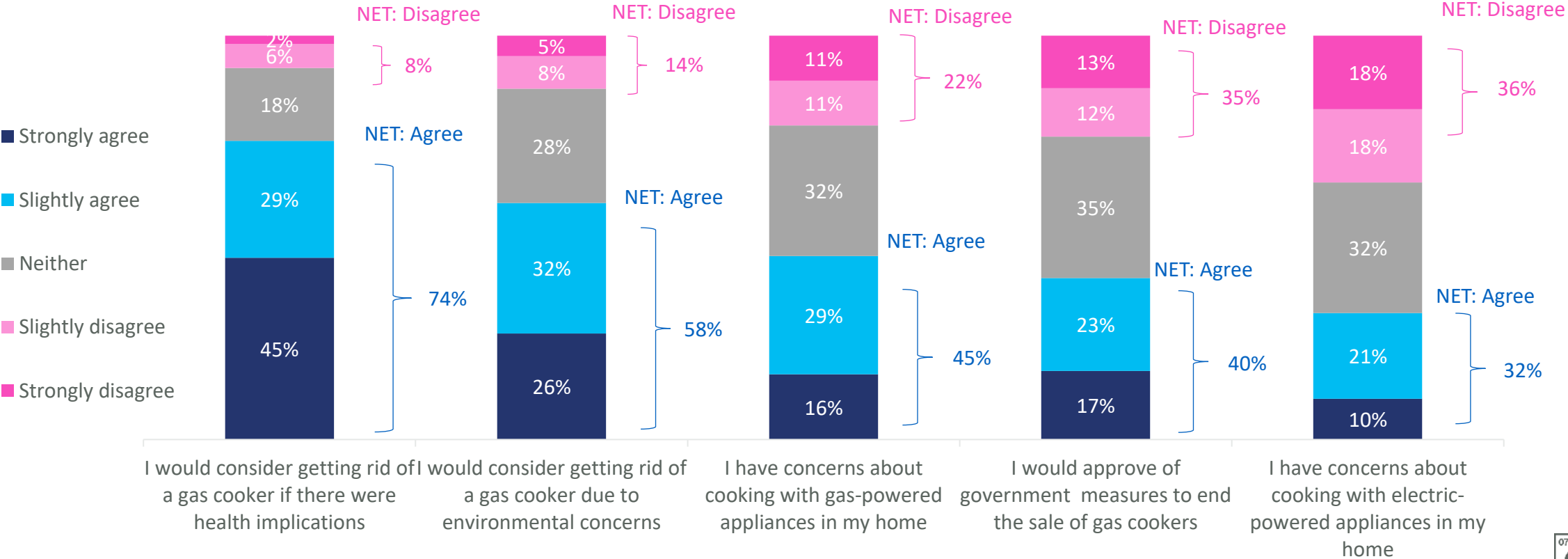
# Considerations when buying

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Health is a key driver is being a consideration for change, where this would make three quarters of Spanish adults consider getting rid of gas cookers. Concerns over gas appliances are higher than concerns for electric appliances

Statements on considerations and concerns with gas cooking

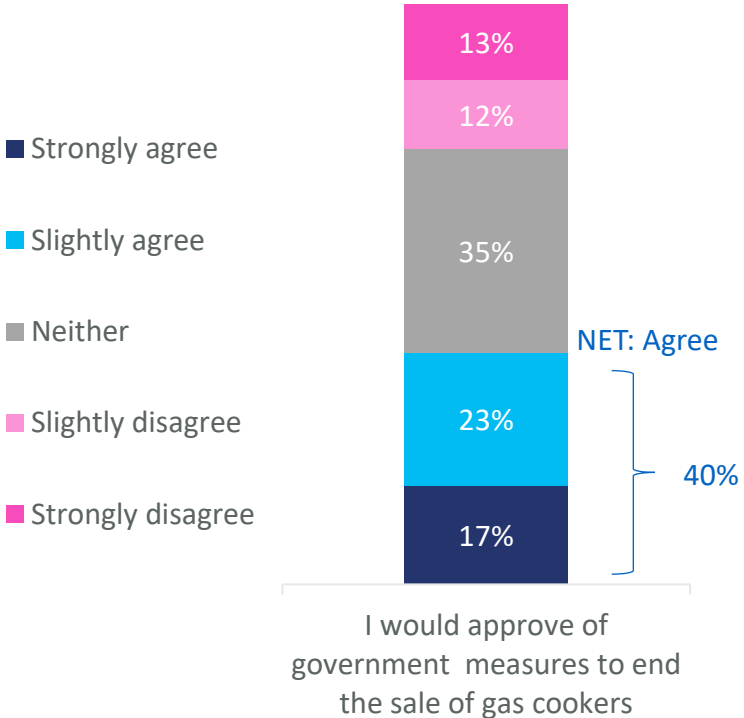


Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1,002)



# Approval for government measures to end the sale of gas cooking is more likely to come from younger Spanish adults and those from lower incomes

## Statements on considerations and concerns with gas cooking



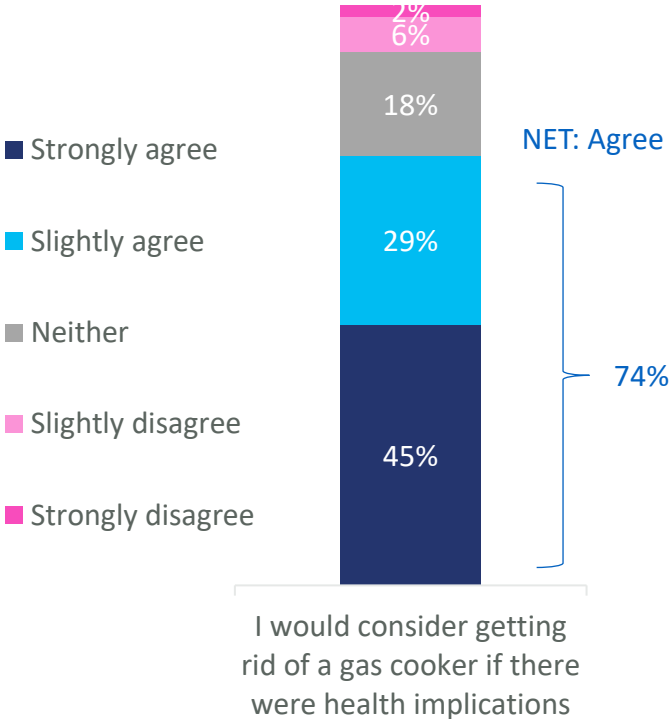
*18-34s are more likely to approve government measures for ending the sale of gas cookers (48% vs 34% of 55+), as are those from lower incomes (47% vs 40% of high earners). Interestingly, support for measures is also more likely to be gained within urban areas (41% vs 37% in suburban areas).*

Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1,002)



# Concern over health implications are higher amongst parents of under 18s and workers

## Statements on considerations and concerns with gas cooking



*Concerns over the health implications of gas cookers are more prominent amongst parents with children under 18 (77% vs 72% of non-parents) and Spanish adults on a higher income (77% vs 69% of lowest earners), suggesting this is more likely to drive their behaviour than other groups.*

*Interestingly, we see similar levels of concerns amongst those with and without health conditions (76% and 73%), suggesting that both groups feel concern equally.*

Q18. Thinking about ovens and hobs, which of the following apply to you? Base: all respondents (1,002)

Spanish adults consider gas hobs and ovens to be more likely to cause health issues, particularly for breathing and contributing to various other health issues including respiratory illness and lung cancer

Health issues associated with oven / hob types

Electric ovens / hobs

Gas ovens / hobs

Younger Spanish adults are much more likely to attribute electric appliances to health issues (41% vs 9% of 55+) as are workers (26% vs 14% of non-workers) and lower earners (25% vs 17% higher earners).

Younger Spanish adults are more likely to think gas appliances cause health issues (72% vs 47%) as do parents of under 18s (63% vs 57% of non-parents).

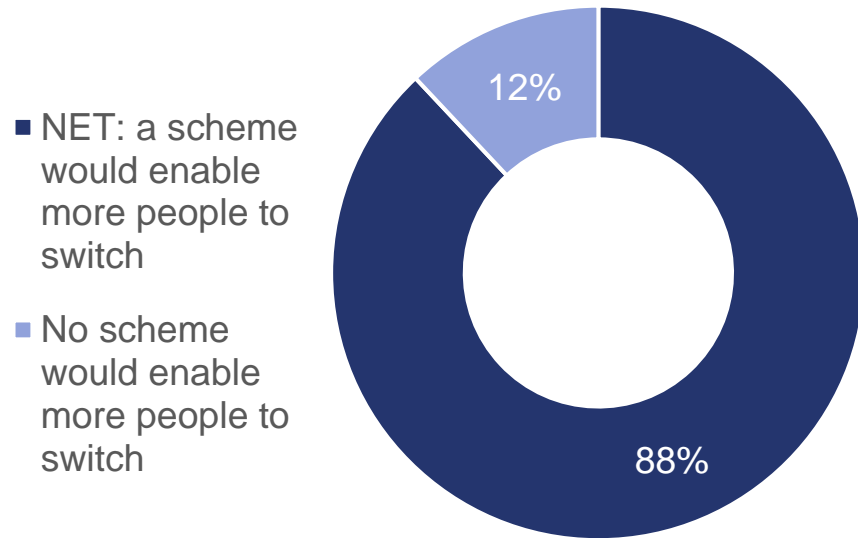


Q19. Thinking now about the different types of oven / hob, do you think these are linked to any of the following health issues? Base: all respondents (1,002)



The vast majority of Spanish adults think government schemes would enable people to switch to electric cooking, particularly in providing financial support

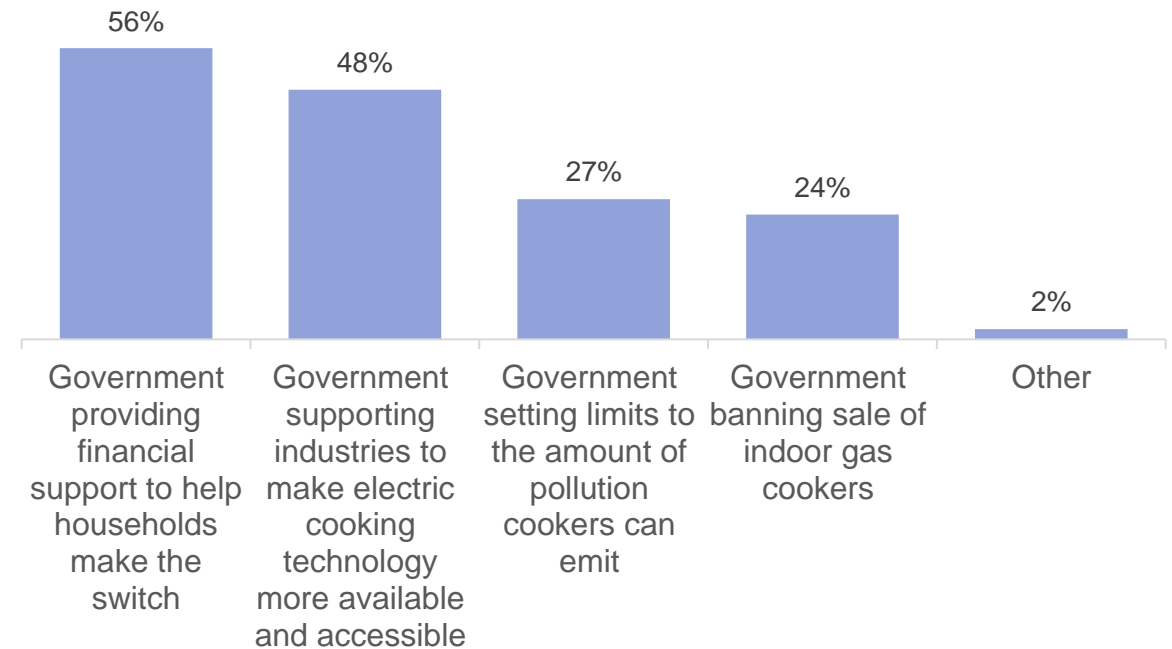
### Whether government schemes would enable move to switch



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

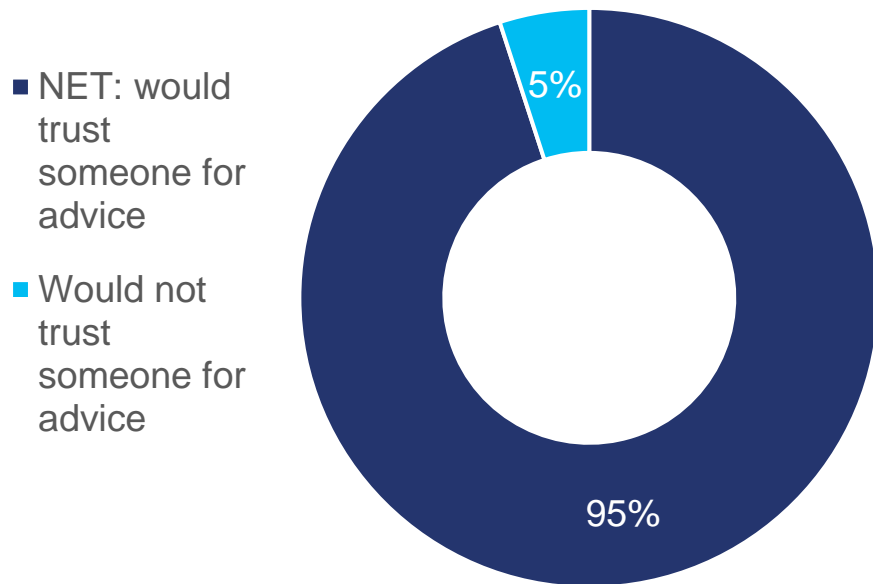
*Agreement that a scheme would enable more to switch increases amongst 18-34s (94% vs 83% of 55+) and parents of under 18s (92% vs 86% of non-parents).*

### Government schemes that would enable move to switch

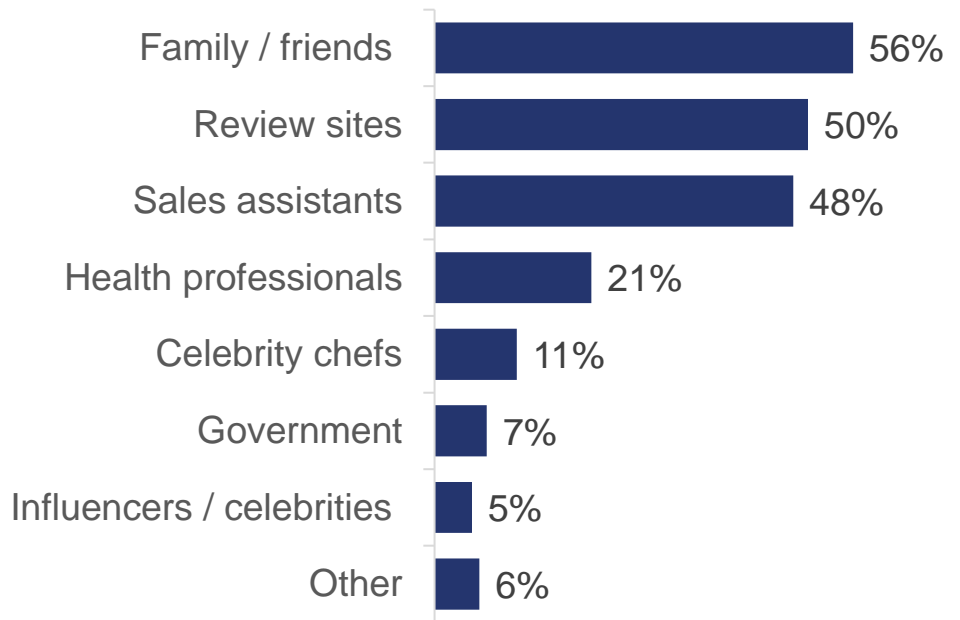


Most Spanish adults would gather information from others when deciding what oven / hob to buy, with family / friends the most trusted source. Younger adults and higher earners are more likely to get advice from others.

**Trust in sources when deciding what oven / hob to buy**



**Sources trusted when deciding what oven / hob to buy**



*18-34s are more likely to trust someone when deciding to buy an oven / hob (99% vs 91% of 55+). This also increases amongst higher earners (96% vs 91% of 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 (1.002)



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:*

- Friends / family (61% of 18-34s vs 52% of 55+)
- Celebrity chefs (20% vs 8% of 55+).

*Whilst older adults are more likely to put trust in sales assistants (53% vs 42% of 18-34s)*

### Differences by working status

*Those who are working are more likely to trust review sites (52% vs 43%).*

*Whilst those without work are more likely to trust health professionals (25% vs 19%).*

### Differences by income group

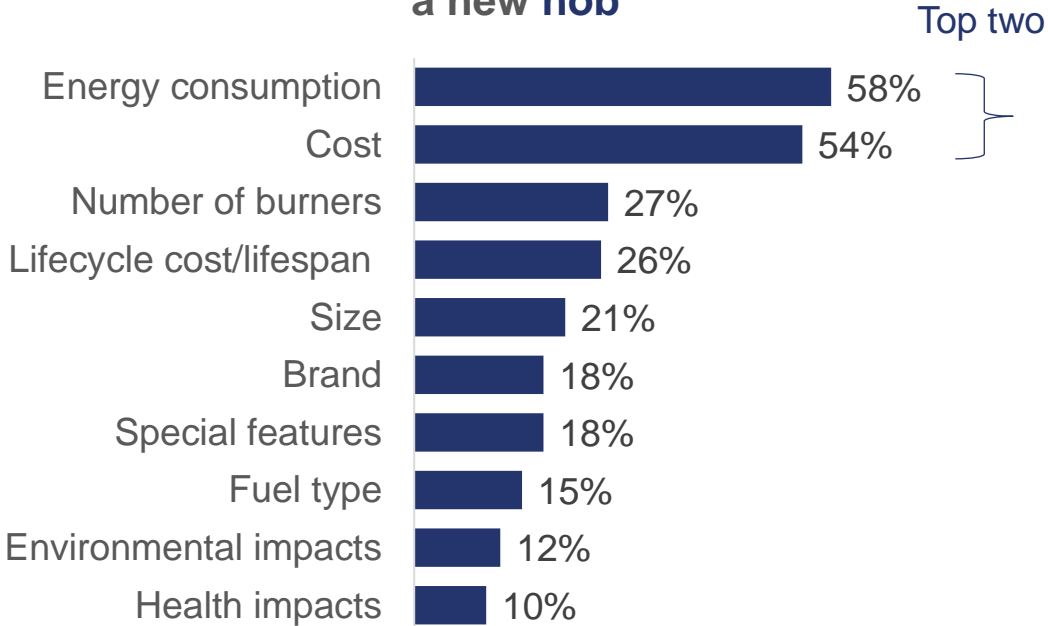
*Those with the highest income are more likely to trust review sites (55% vs 43% of the lowest income) and sales assistants (51% vs 43% of the lowest income).*

*On the other hand, those with the lowest income are more likely to trust celebrity chefs (10% vs 5% of the highest income).*

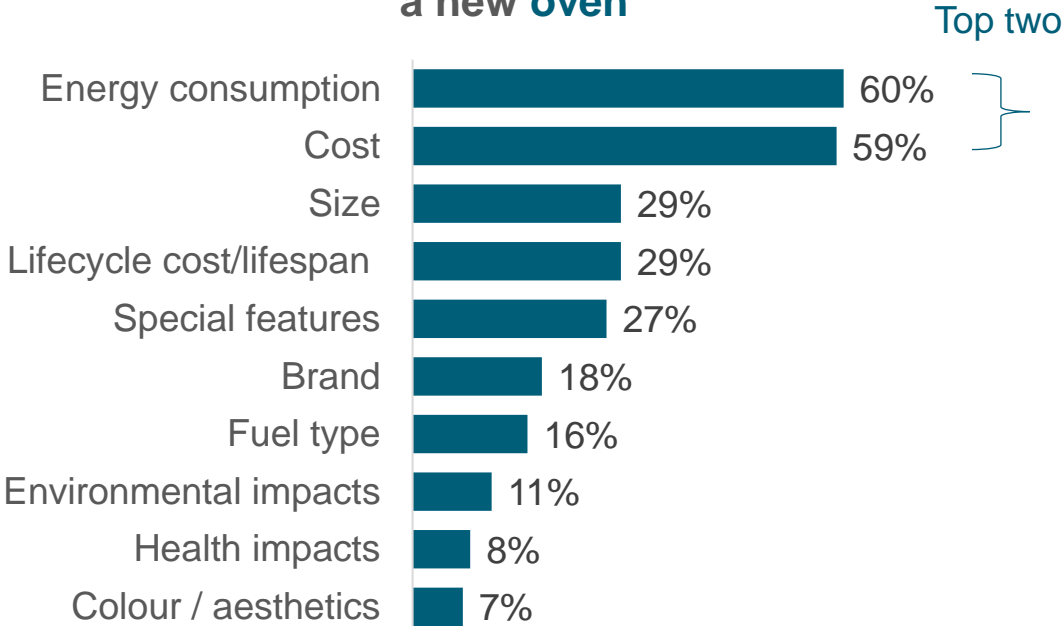
How important is energy efficiency?

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**



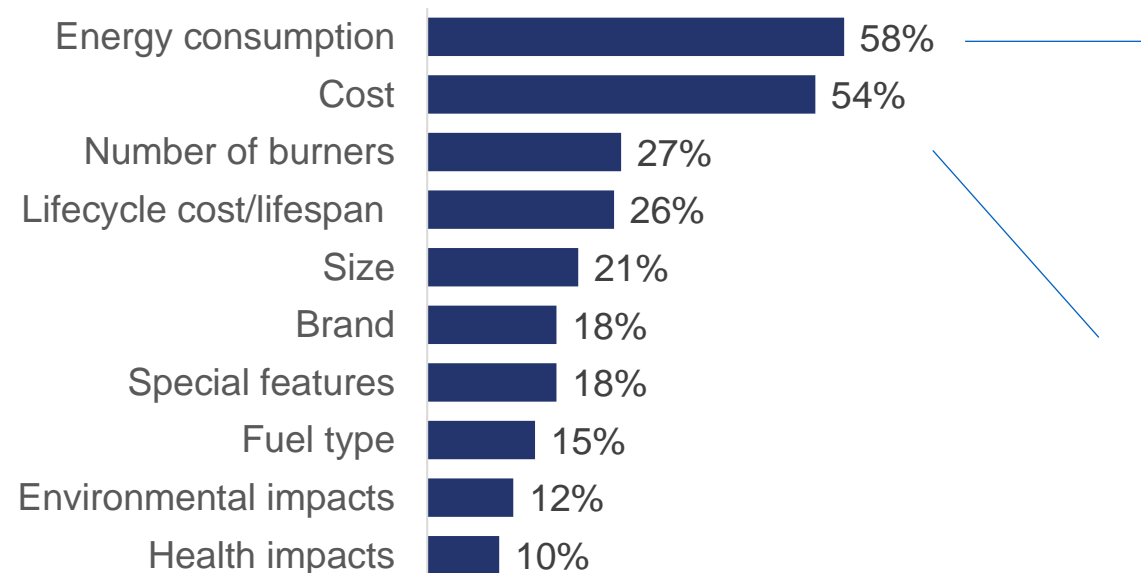
**Top ten things considered when buying a new oven**



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 (1,002)

Considerations for the energy consumption and cost when buying a new hob show differences depending on age, parental status and income

### Top ten things considered when buying a new hob



*Consideration of energy consumption increases amongst:*

- 55+ (60% vs 51% of 18-34s)
- Parents with children under 18 (62% vs 52% of non-parents)
- Higher earners (57% vs 52%)

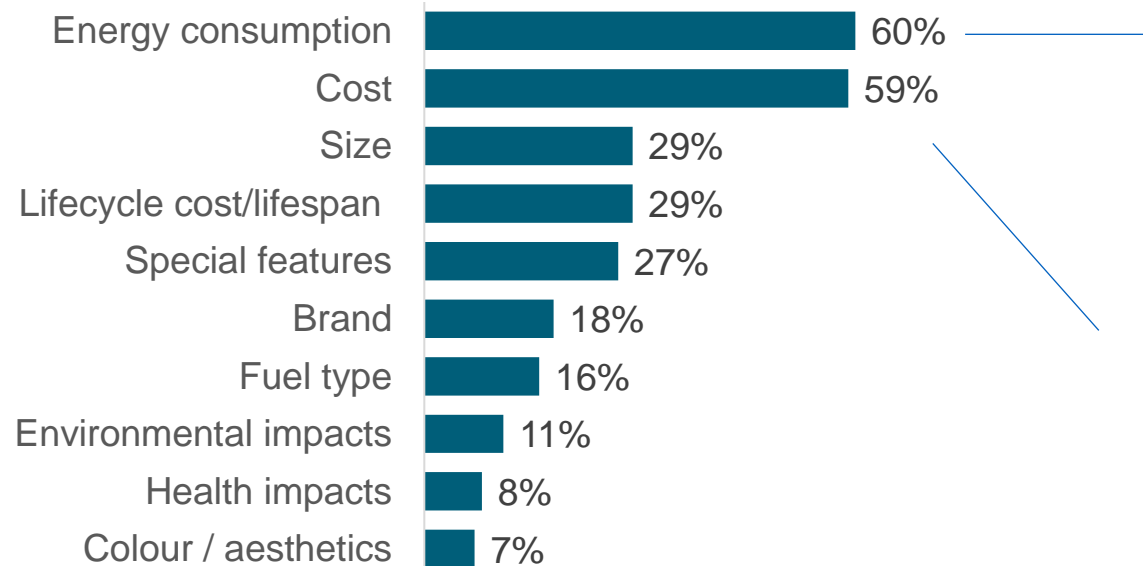
*The importance of cost increases amongst:*

- Those with no children (60% vs 47% of parent with children under 18)
- Lower earners (59% vs 54%)



Similarly, there are differences by age, income, parental and working status when considering the energy consumption and cost of buying a new oven

### Top ten things considered when buying a new oven



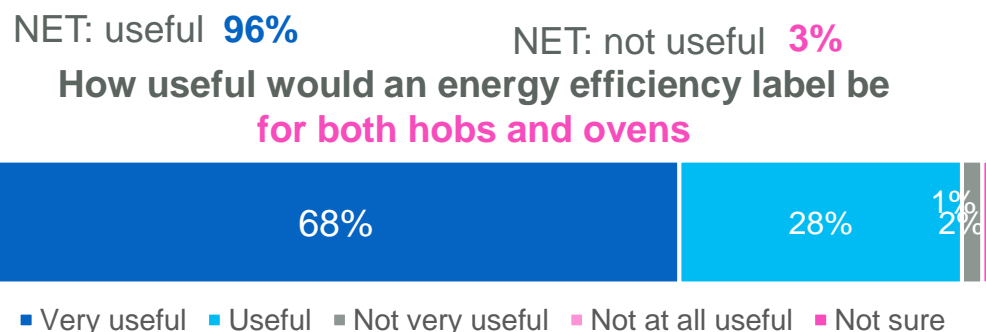
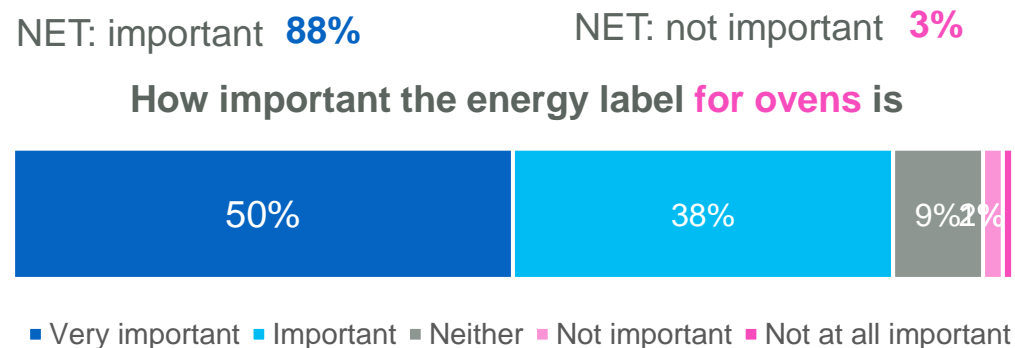
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- 55+ (66% vs 51% of 18-34s)
- Higher earners (62% vs 55%)

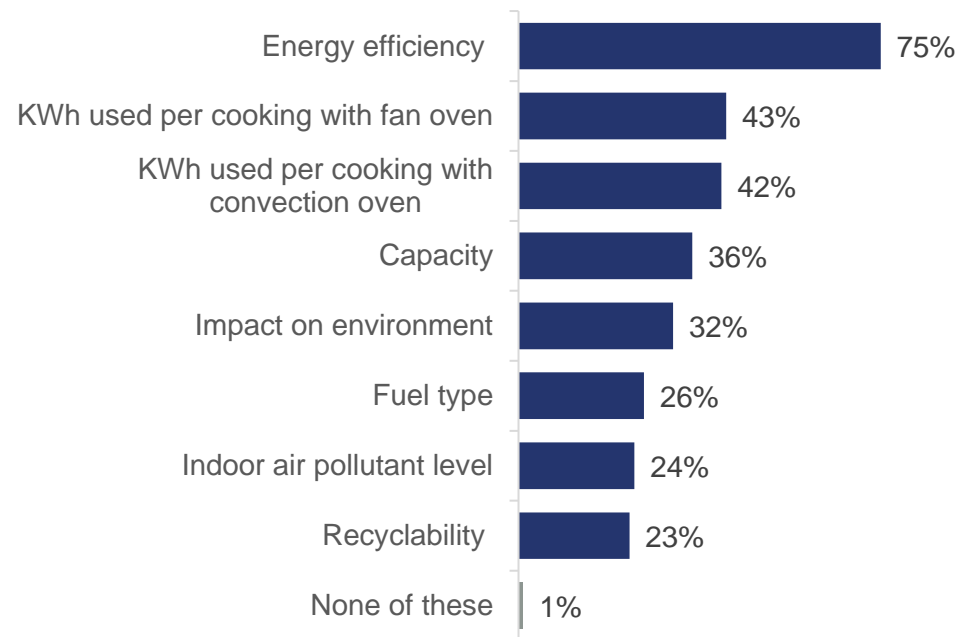
*The importance of cost increases amongst:*

- Those with no children (64% vs 54% of parent with children under 18)
- Those not working (65% vs 56% of workers)

The presence of an energy label on new ovens is important for most Spanish adults. Introducing a label for both oven and hobs would be even more useful (96% of the consumers)



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

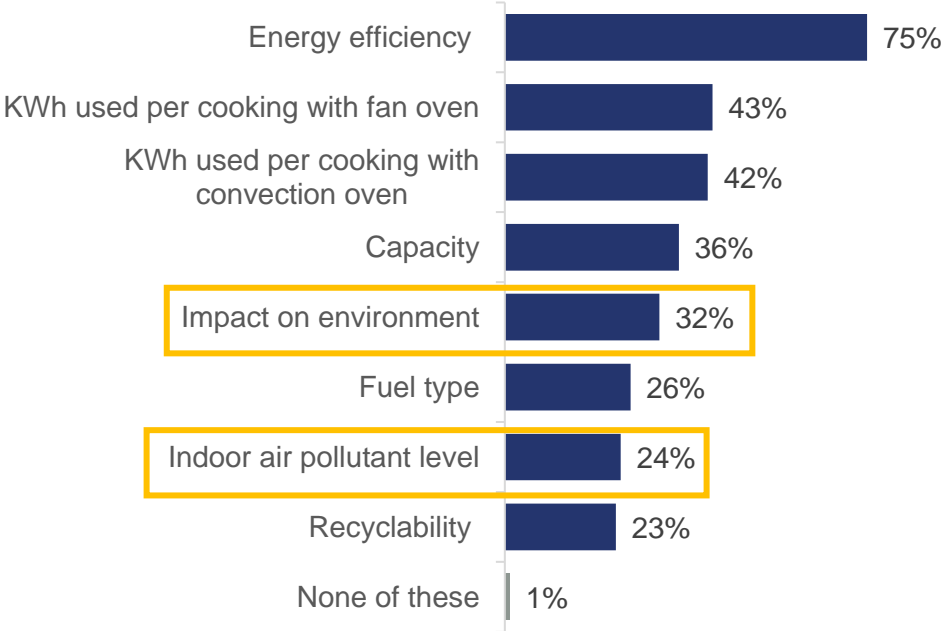


*The importance of the energy efficiency label for ovens increases with age (91% vs 81% of 18-34s) and with parents of children under 18 (89% vs 82% of non-parents). A label for hobs and ovens would be similarly high across the demographics.*

Q14. How important is the energy efficiency label to you, when buying a new oven? Q15. What information on this would you find useful if you were to buy a new hob / oven? Q16. And how useful would an energy efficiency label for hobs and ovens be for you? Base: all respondents (1,002)

Most Spanish adults feel similarly towards the usefulness of information regarding the environment and air pollutant levels when buying a new hob / oven.

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



*Across demographics most Spanish adults feel similarly that the impact on the environment and indoor air pollutant levels is information they would find useful. However, Spanish adults with medical conditions are more likely to find indoor air pollutant level important (26% vs 20%), whilst highest earners will find the impact on the environment more useful than lowest earners (32% vs 26%).*

Q15. What information on this would you find useful if you were to buy a new hob / oven? Base: all respondents (1,002)

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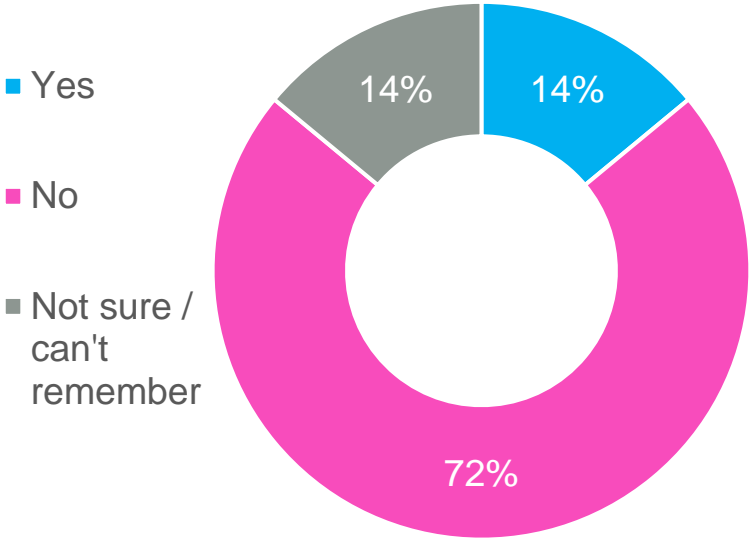
# Seen or heard recent information

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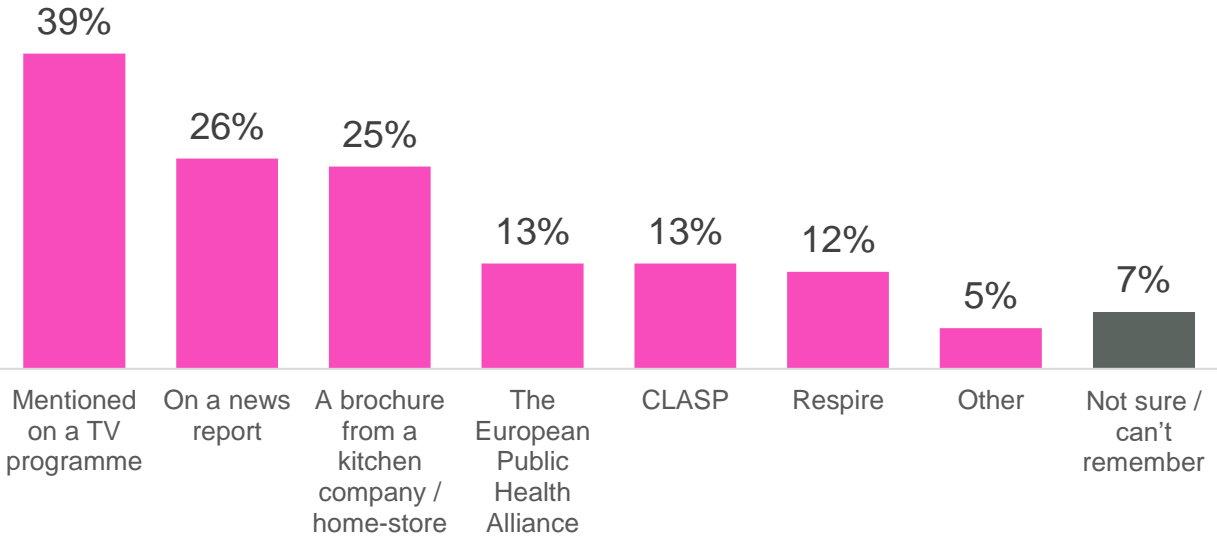


# About a sixth have seen something recently about gas cooking, with the most popular source being a TV programme

Seen or heard anything recently



Sources seen or heard from



*Having seen or heard something is much higher amongst 18-34s (28% vs 8% of 55+) and renters (19% vs 13%).*

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 (1,002) and all that have seen or heard anything (142)





# Understanding behaviour and perceptions of gas and electric cooking

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What people think,  
feel and do