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Title: The Seduction of Induction

Abstract: In December 2018, we invited members of our online residential insight community, SMUD Plugged In, to participate in a research study where they could order a portable induction cooktop from our online marketplace and use it to try various cooking tasks over a period of 3 to 4 weeks. We invited almost 400 members and 287 members completed the research resulting in a response rate of 82% and margin of error of 2.44%. Members provided their feedback on the ordering experience on our online marketplace. After having the induction cooktops delivered to their homes and using them for 3-4 weeks, respondents completed an online survey to provide their feedback on the experience in using induction cooking. We found significant increases in positive ratings after the trial as well as increase in likelihood to consider induction if they need to replace their current stoves. Additionally, we compared attitudes and perceptions of current gas stove and electric stove users regarding induction. Subsequent to the online surveys, we conducted online interviews with current gas and electric stove users to understand what they liked and disliked about their current stove type. We also presented a short advertisement about induction cooking to better understand potential interest and/or barriers to consideration.