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Presentation Title: A Nationwide Residential Survey Exploring The Factors Behind The Consumer Decisions Between Electric Vs Non-Electric Appliances

Abstract: The pursuit of electrification is considered as a strategy to meet building decarbonization targets. Technologies such as energy efficient heat pumps and induction cooktops provide options for residential consumers to reduce daily emission and energy consumption. However, residential uptake of these technologies is still facing challenges. Gaining better insight into consumer attitudes towards end uses with electric and gas technology options, most notably space heating, water heating, and cooking, would inform strategies to address underlying perceptual, emotional, or experiential inhibitors to electrification. A nationwide residential survey was developed and fielded in four census regions, which explored the influential factors behind the consumer decisions between electric vs non-electric appliances, as well as identifying the attractive technology features and the perks that might persuade consumers to adopt an electric appliance.