

The background of the entire page is a photograph of a woman with dark hair and glasses, wearing a white shirt and a tan apron. She is smiling and looking down at a plate of food on a table. In the background, other people are blurred, suggesting a social or community event.

# Chefluencer Event Testing Strategy Pilot Report

CalMTA is a program of the California Public Utilities Commission (CPUC)  
and is administered by Resource Innovations



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REPORT # MR25-001

# Chefluencer Event Testing

## Strategy Pilot Report

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# 1 Introduction

## 1.1 Chefluencer Event Testing Strategy Pilot

CalMTA's Phase II research for the Induction Cooking market transformation initiative (MTI) identified key barriers to adoption, including low consumer awareness of induction technology and its benefits, cultural and consumer attachment to gas cooking, and concerns about the durability of newer induction products. To address these challenges, CalMTA sought to test interventions and messaging that could effectively shift public perceptions and ultimately grow market demand for Induction Cooking.

The Induction Cooking Chefluencer Event Testing Strategy Pilot aimed to learn from and build upon the Building Decarbonization Coalition's (BDC) successful "Chefluencer" program, which features experienced chefs as they lead engaging, multilingual, culturally relevant cooking demonstrations on induction cooktops at live events. This approach aligned with Strategic Intervention #5 in our [Logic Model](#), to build consumer acceptance and awareness through marketing and education campaigns. By providing attendees with firsthand experience and trusted, knowledgeable hosts, these events directly addressed the barrier of low awareness and helped counter cultural preferences for gas cooking by showcasing induction's performance, safety features, and sustainability benefits.

The findings will inform the initiative's approach to overcoming key barriers to adoption.

## 1.2 Background

To implement the pilot, CalMTA initially sought to collaborate with the BDC to apply the Chefluencer approach and messaging at events conducted in partnership with big box retailers. This initial scope was developed with the goal of better understanding how effectively seeing and hearing about the benefits of induction technology in a retail location could change the hearts and minds of prospective consumers.

After discussing the Chefluencer pilot with big box retailers such as Lowe's, Best Buy, and Nationwide, CalMTA learned that corporate timeframes for such events require internal certification processes that often take one year or more for approval. Due to CalMTA's intent to incorporate findings from this Strategy Pilot into the development of the Induction Cooking MTI Plan, a different approach was required to accelerate the timeline for completion in 2024.

CalMTA subsequently [modified the scope of work](#) to shift the focus to Chefluencer events occurring at farmers markets, community centers, and community learning events throughout California. The BDC provided experienced "Chefluencers" at these events to lead induction cooking demonstrations. Local partners promoted the events to community members, including many in environmental social justice communities (ESJ). CalMTA provided a gift card incentive to





attendees who completed a post-event survey, which gauged attendee opinions on induction cooking, their likelihood of purchasing an induction appliance in the future, and the effectiveness of messaging approaches. Subsequent to the Chefluencer events held in 2024, CalMTA was able to host three events in retail locations in early 2025. The findings of those events can be found in Appendix A.

### Strategy Pilot objectives

The modified Strategy Pilot targeted the following objectives:

- 1) **Determine whether Chefluencer events or similar public education can change public opinion.** The pilot completed 12 Chefluencer events over a three-month period. These events featured an experienced chef who introduced induction technology, demonstrated cooking on an induction appliance, discussed the benefits of induction cooking, and answered audience questions. At the close of each event, the CalMTA team deployed a survey to gather attendee experiences, gauging their opinions on induction cooking and their likelihood to purchase an induction appliance in the future.
- 2) **Identify key messages on the benefits of induction cooking that resonate the most with consumers.** The BDC has built a library of tools and messaging in multiple languages on induction that are delivered during the Chefluencer events and concurrent promotional campaigns. Analysis of survey data determined which messaging resonated the most with event attendees and will inform messaging for a consumer campaign that may be part of [Phase III: Market Deployment](#) for this MTI along with other research efforts.

### Evaluation objectives and implementation steps

This report presents pilot findings and conclusions related to these pilot objectives. Table 1 summarizes the research objectives and metrics CalMTA assessed.

**Table 1. Evaluation research objectives**

Strategy Pilot objectives	Evaluation research objectives or metrics
1) Do Chefluencer events change public opinion?	<ul style="list-style-type: none"><li>• Measure difference in opinion of attendees about induction cooking before and after the event</li><li>• Measure difference in the likelihood of attendees purchasing an induction appliance before and after the event</li><li>• Gather data on what influenced attendees to change their opinion about induction during the event</li></ul>
2) Which messages regarding the benefits of induction cooking resonate the most with consumers?	<ul style="list-style-type: none"><li>• Determine which messages about the benefits of induction cooking resonate the most with consumers</li></ul>

Evaluation activities conducted before, during, and after the Strategy Pilot to support the evaluation objectives in Table 1 include:

- Discussions with BDC and CalMTA staff working on pilot implementation

- Post-event survey of Chefluencer event attendees
- Evaluation of event attendee survey results

## 2 Event attendee survey methodology and results

The [Strategy Pilot statement of work and subsequent pilot change memo](#) describe activities and specific deliverables, which officially kicked off in August 2024 and are ongoing. Below is a summary of the implementation methodology and events held, followed by the attendee survey response analysis.

### 2.1 Implementation contractor and partner engagement

CalMTA engaged and contracted with the BDC to host a series of Chefluencer events throughout California between August and October 2024. The BDC coordinated all event logistics and provided a professional chef and additional staff at each event to facilitate and lead the induction cooking presentation.

The BDC also secured host partners for each Chefluencer event. These hosts provided the space and promoted the event to their communities, members, and/or the general public, depending on the event. Examples of host organizations include city government, community-based organizations, and other non-profit groups.

### 2.2 Survey distribution at Chefluencer events

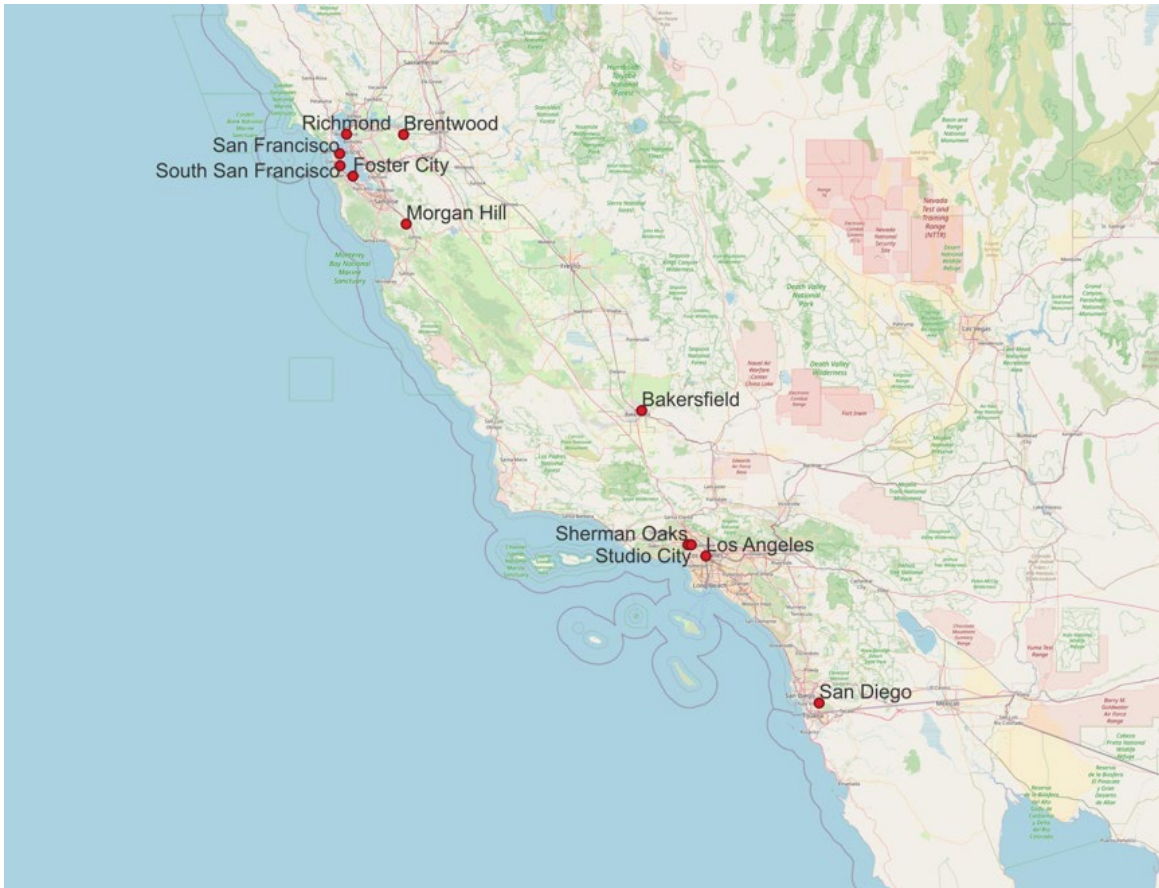
CalMTA distributed post-event surveys at 12 Chefluencer events as part of the Strategy Pilot. Surveys were available to all attendees and all respondents received a gift card ranging from \$20-\$25. Details of completed events can be found in Table 2 including the number of respondents from each location.

**Table 2. Completed Strategy Pilot Chefluencer events**

<b>Date</b>	<b>City</b>	<b>Location</b>	<b>Partner organization</b>	<b>Number of respondents (Total: 288)</b>
August 21	Richmond, CA	Richmond Memorial Auditorium and Convention Center	<a href="#">Alliance of Californians for Community Empowerment Action</a>	59
September 13	Los Angeles County, CA	Jeff Seymour Family Center	<a href="#">Basset &amp; Avocado Heights Advanced Energy Community Heights</a>	18
September 28	San Francisco, CA	Life's Better Electric: Electrification Fair at the Women's Building	<a href="#">San Francisco Environment Department</a>	19
September 29	Foster City, CA	Clean Air Fair at Foster City Library	<a href="#">California Clean Air Day</a>	16
October 1	Brentwood, CA	Brentwood Library	<a href="#">Bay Area Regional Energy Network (BayREN)</a>	12
October 1	Morgan Hill, CA	Morgan Hill Library	<a href="#">City of Morgan Hill</a>	11
October 8	Bakersfield, CA	Bakersfield College	<a href="#">Bakersfield College</a>	16
October 18	Sherman Oaks, CA	Neighborhood Block Party	Private Event	24
October 22	Studio City, CA	Studio City Library	<a href="#">Los Angeles Neighborhood Sustainability Council</a>	13
October 24	South San Francisco, CA	South San Francisco Library	<a href="#">BayREN</a>	72
October 24	San Diego, CA	Salt Creek Community Center	<a href="#">San Diego LEARN</a>	21
October 30	Los Angeles, CA	Little Tokyo	Private event with <a href="#">Association for Energy Affordability</a>	7

Figure 1 shows the locations of each of the 12 Chefluencer events in various regions of the state.

**Figure 1. Location of Chefluencer events**



### 3 Findings

Following each Chefluencer event, attendees were asked to complete a survey about their understanding of induction appliances and their experience at the event. The purpose of these questions included gauging opinions about induction appliances, understanding what benefits attendees considered to be most important, and measuring their likelihood of purchasing an induction appliance. Questions also asked about attendees' perceptions before and after the event to understand what impact the event had on each of the research areas. Full findings from 270 completed surveys are outlined in the following sections.<sup>1</sup>

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<sup>1</sup>Most attendees at the Los Angeles County (Basset Avocado Heights) event (n=18) were already familiar with induction cooking due to community electrification efforts and installation programs. While the awareness of induction cooktops is desirable, it created a misalignment with the goal of the Chefluencer events, which were tailored toward educating attendees with little to no experience with the technology. Because of this, responses from participants at the Basset Avocado height location were not included in the survey analysis reported here.

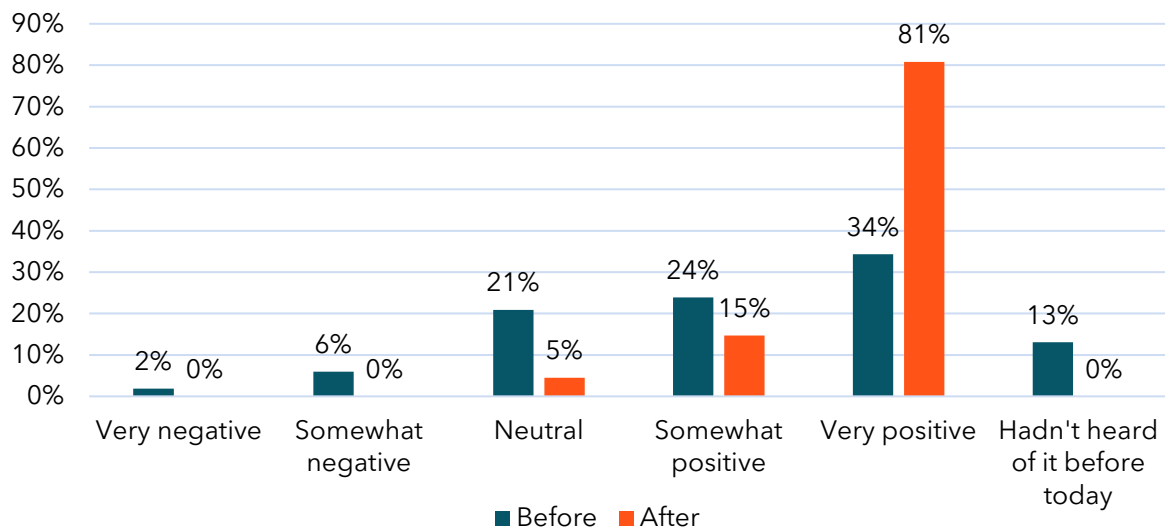
### 3.1 Respondent opinions of induction appliances

Respondents' opinions of induction appliances improved after attending Chefluencer events.

- **Before:** When asked about their opinions before attending the event, most respondents (58%) said they had a positive opinion of induction appliances, with 34% stating they had a "very positive" opinion. Notably, 13% stated they had not heard of induction appliances before the Chefluencer event.
- **After:** When asked about their opinions after the Chefluencer event, respondents' opinions toward induction appliances were more positive: 81% said they had a "very positive" opinion. Notably, no respondents said they had a negative opinion post-event. This highlights the effectiveness of the Chefluencer demonstrations, and the quality of the education provided to participants.

*No respondents said they had a negative opinion after the event*

**Figure 1. Respondent opinion of induction appliances, before and after event**

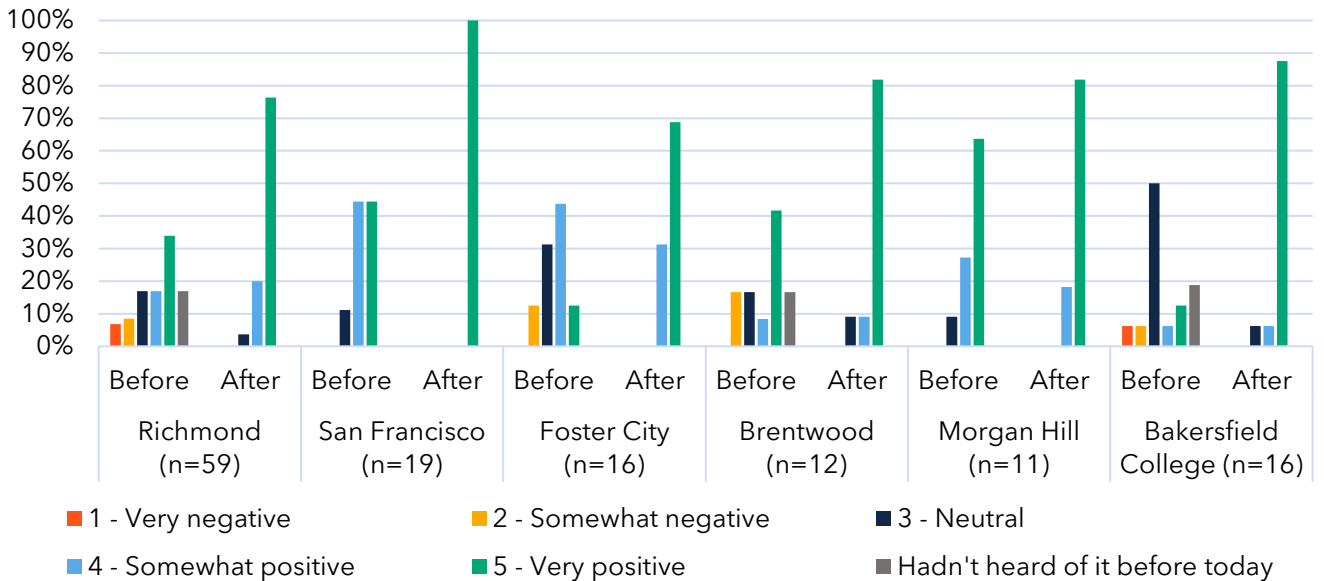


CalMTA Chefluencer Customer Survey Question B4: "Before today's event, what was your opinion of induction appliances?" (n=268) & Question B5: "After attending today's event, what is your opinion of induction appliances?" (n=265).

Respondents' opinions of induction appliances before and after the event varied by location. As shown in Figure 2 and Figure 3, positive opinions of induction appliances rose across most locations. Notably, more than 85% of respondents said they had very positive opinions of induction appliances after attending the events in San Francisco, Bakersfield College, Sherman Oaks, and San Diego. Interestingly, the event held at Bakersfield College was conducted with culinary school students and had the highest percentage of respondents that said they were neutral towards induction appliances prior to the event with 73% of respondents reporting they were very positive post-event. While a consistent pattern was present, it is important to note some locations had relatively small sample sizes.

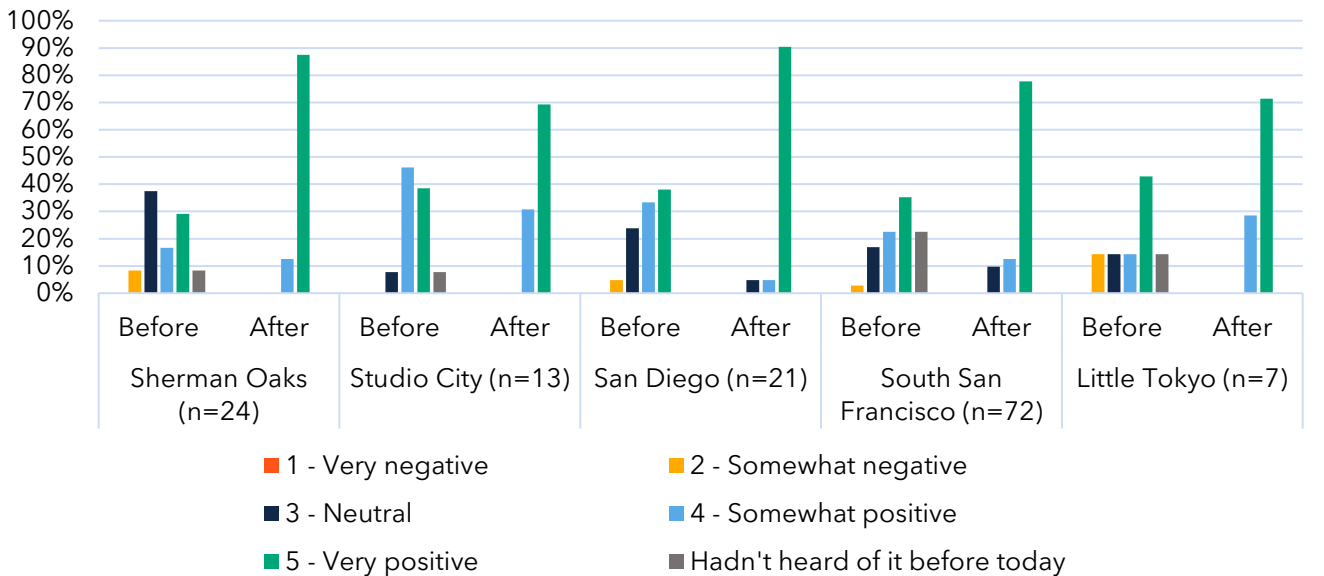


**Figure 2. Respondent opinion of induction appliances by event location**



CalMTA Cheflencer Customer Survey Question B4: "Before today's event, what was your opinion of induction appliances?" & Question B5: "After attending today's event, what is your opinion of induction appliances?"

**Figure 3. Respondent opinion of induction appliances by event location**



CalMTA Cheflencer Customer Survey Question B4: "Before today's event, what was your opinion of induction appliances?" & Question B5: "After attending today's event, what is your opinion of induction appliances?"

Respondents who said their opinions of induction appliances changed after the event were asked to provide a reason in their own words. Common themes about what caused the change in opinion included the quality of the appliance features, the variety of food that could be made on it, as well as the experience of seeing the demo. The full list of results as well as specific quotes from respondents are provided below in Table 3 and Figure 4.

Table 3. Reasons respondent opinion of induction appliances changed

Reason	% of Respondents (n=120)
Appliance/food quality	37%
The experience of seeing the demo	36%
Safety considerations	17%
Energy/cost savings	10%
Other	1%

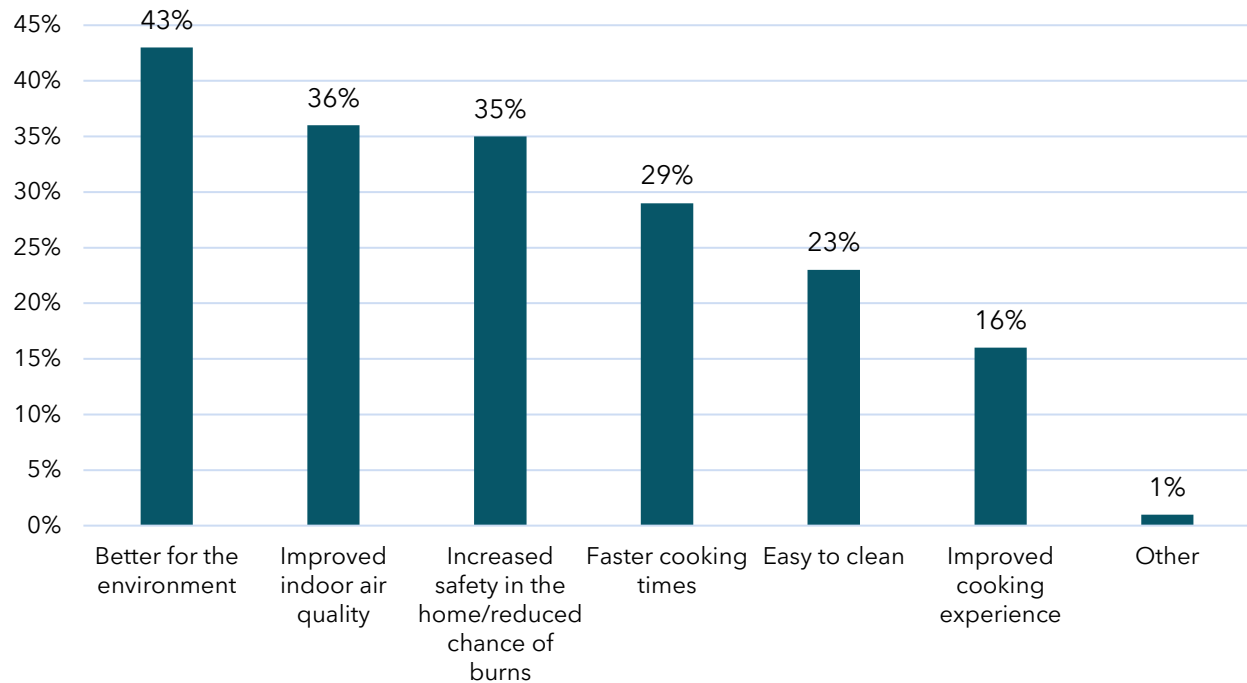
Figure 4. Respondent opinion quotes



### 3.2 Perceived benefits of induction appliances

Respondents were asked to select the two benefits of induction appliances that stood out to them from a list of possible options. As shown in Figure 5, environmental benefits and improved air quality were selected most often. Respondents who selected “Other” were given the option to supply a qualitative response. Of these responses (n=4), three respondents loosely described the types of dishes that could be prepared on an induction appliance, and one complimented the stovetop itself.

**Figure 5. Induction appliance benefits**



CalMTA Chefluencer Customer Survey Question B8: "Thinking about what you learned at the professional chef demonstration event today, what would you say are the benefits of using induction appliances? Please choose your top two." (n=270).

As shown in Table 4, the primary benefits of induction appliances that respondents reported differed based on the event they attended. While sample sizes are too small to draw conclusions about different takeaways by location, Table 4 shows that attendees in some locations notes faster cooking times and easy cleaning stood out induction cooking benefits.

**Table 4. Induction appliance benefits (by location)**

	<b>Better for the environment</b>	<b>Improved indoor air quality</b>	<b>Increased safety in the home/less chance of burns</b>	Faster cooking times	Easy to clean	Improved cooking experience	Other
Richmond (n=59)	41%	39%	32%	27%	7%	17%	8%
San Francisco (n=19)	16%	74%	42%	26%	21%	21%	0%
Foster City (n=16)	56%	25%	44%	19%	19%	6%	0%
Brentwood (n=12)	33%	42%	58%	42%	8%	0%	0%
Morgan Hill (n=11)	64%	18%	45%	9%	18%	9%	0%
Bakerfield College (n=16)	31%	25%	75%	13%	25%	25%	0%
Sherman Oaks (n=24)	42%	42%	13%	42%	42%	13%	4%
Studio City (n=13)	54%	85%	0%	31%	23%	8%	0%
San Diego (n=21)	62%	33%	29%	29%	19%	24%	0%
South San Francisco (n=72)	47%	19%	31%	32%	35%	19%	3%
Little Tokyo (n=7)	0%	29%	43%	43%	29%	14%	0%

 **30-50% of respondents**  
 over 50% of respondents

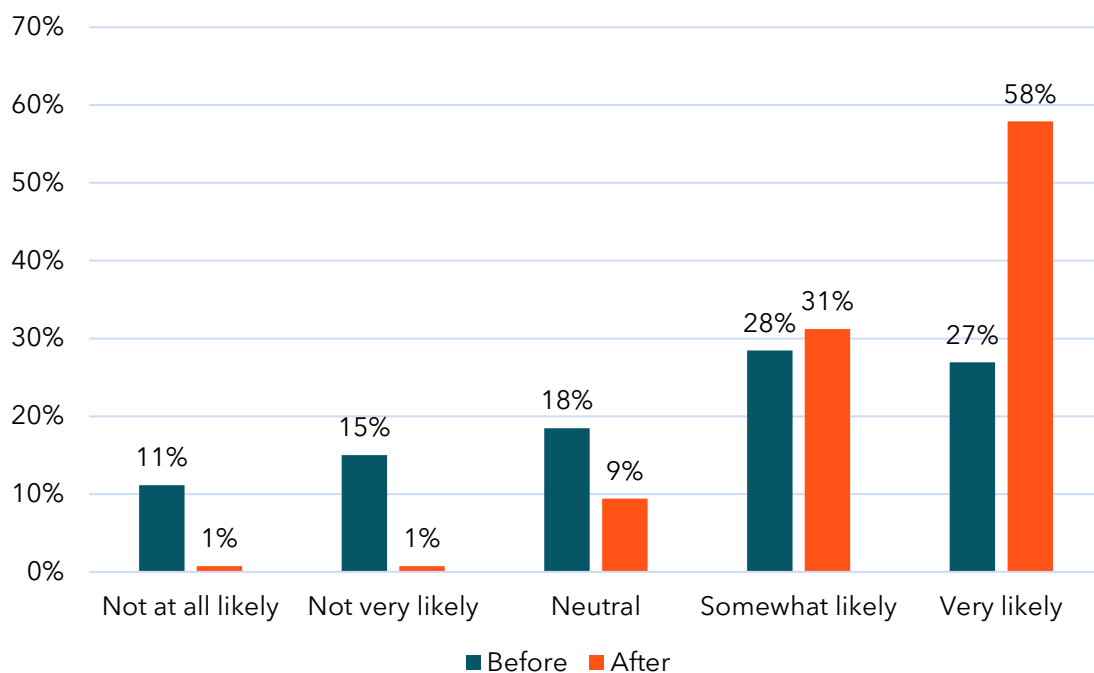




### 3.3 Likelihood to purchase

Respondents indicated they were more likely to purchase an induction appliance after attending a Chefluencer event. Respondents were mixed in their reported likelihood, before the event, to purchase an induction cooking appliance if their current one broke or they were updating their kitchen. As shown in Figure 6, respondents indicated they were more likely to buy induction appliances in these situations after attending an event, which suggests that the event influenced perception of the technology. Two participants offered qualitative answers to why they were unlikely to purchase an induction appliance, both related to cost.

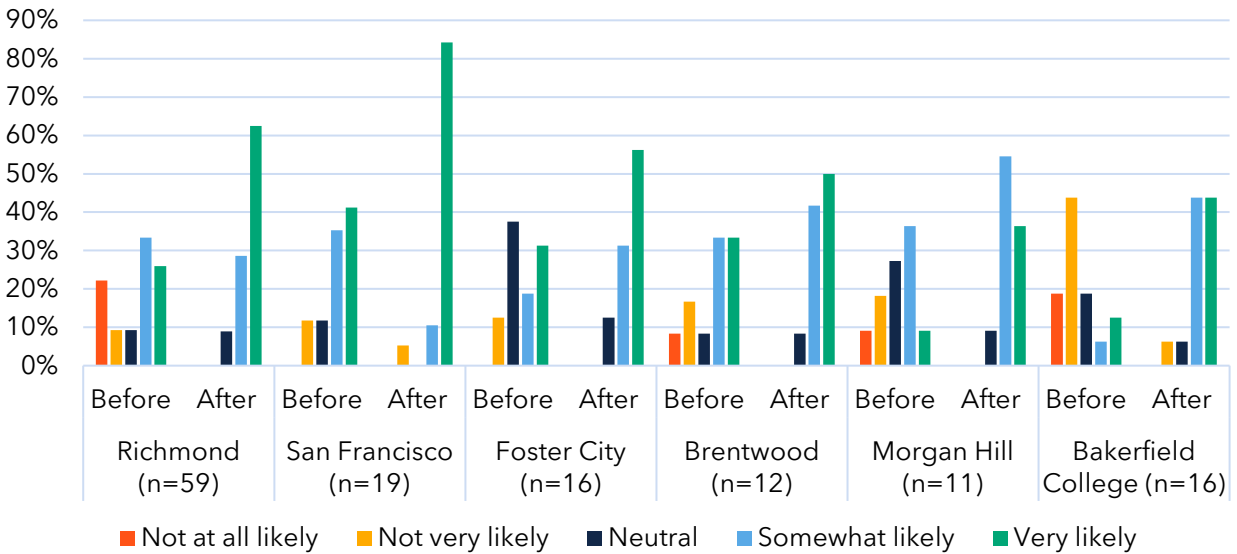
**Figure 6. Likelihood of buying an induction appliance**



CalMTA Chefluencer Customer Survey Question C1: "Before today's event, how likely were you to buy an induction appliance if your current one broke or you were fixing up your kitchen?" (n=260) & Question C2: "After learning about induction cooking today, how likely are you to buy an induction appliance if your current one breaks, or you are updating your kitchen?" (n=266).

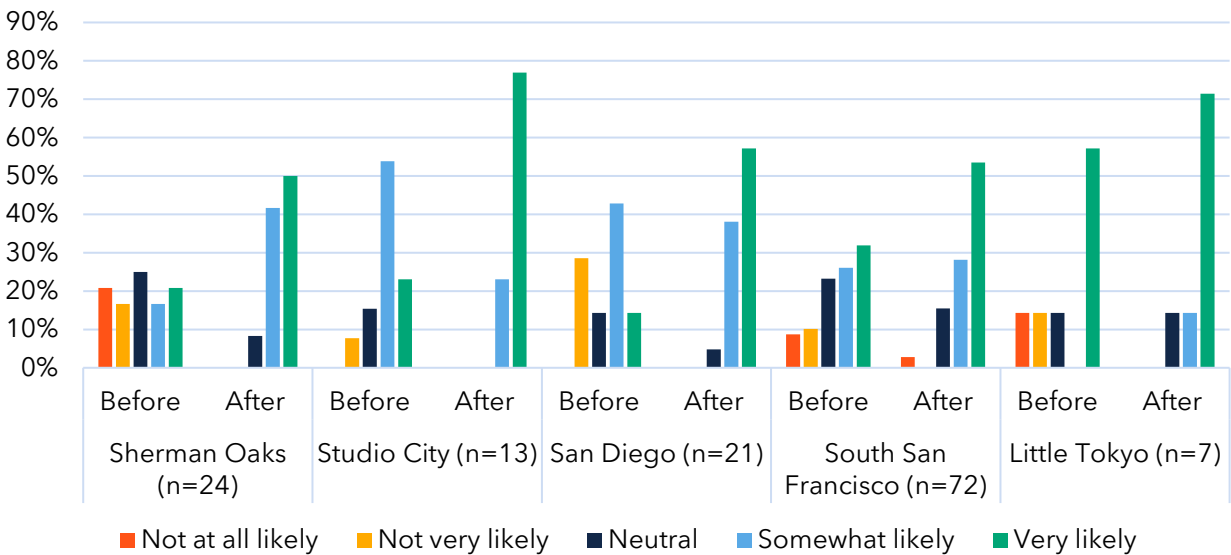
Respondents' likelihood of buying an induction appliance if their current appliance were to break, or if they were remodeling their kitchen, varied by location. Notably, over 70% of respondents who attended the San Francisco, Studio City, and Little Tokyo events indicated they would be very likely to purchase an induction appliance in these scenarios.

**Figure 7. Likelihood of buying an induction appliance before and after the event (by location)**



CalMTA Cheflencer Customer Survey Question C1: "Before today's event, how likely were you to buy an induction appliance if your current one broke or you were fixing up your kitchen?" & Question C2: "After learning about induction cooking today, how likely are you to buy an induction appliance if your current one breaks, or you are updating your kitchen?"

**Figure 8. Likelihood of buying an induction appliance before and after the event (by location)**

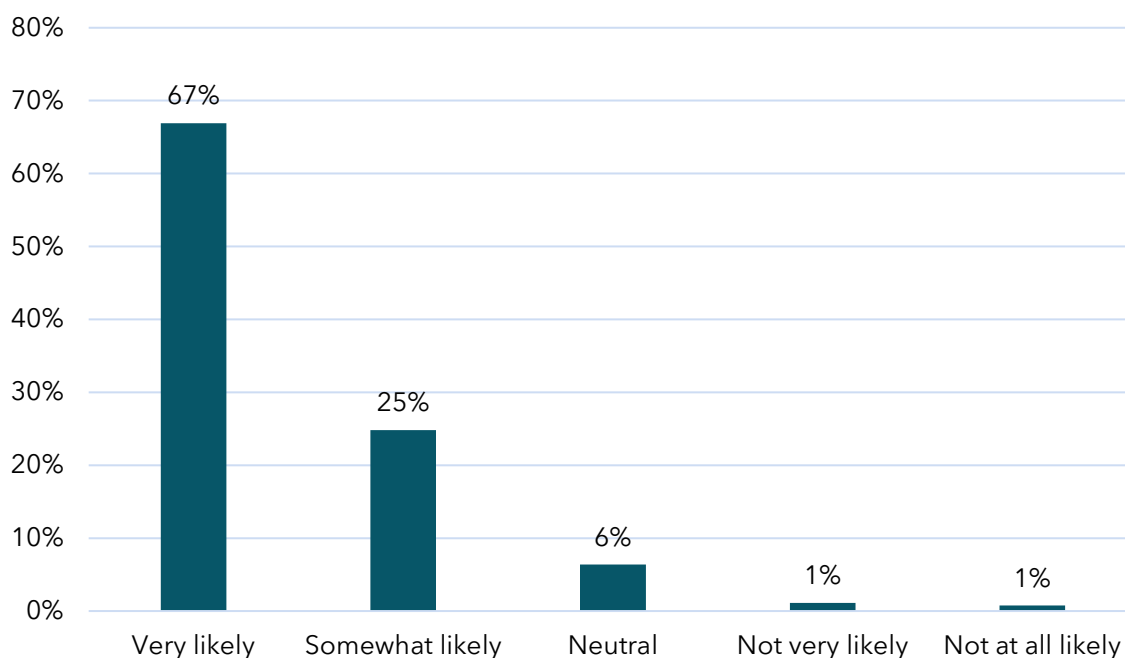


CalMTA Cheflencer Customer Survey Question C1: "Before today's event, how likely were you to buy an induction appliance if your current one broke or you were fixing up your kitchen?" & Question C2: "After learning

about induction cooking today, how likely are you to buy an induction appliance if your current one breaks, or you are updating your kitchen?"

As shown in Figure 9, respondents said they were very likely to suggest induction appliances to their friends and family. Coupled with differences in reported opinions before and after attending the Chefluencer event established in other questions, these results indicate the educational and informational content provided during the event was beneficial to respondents' overall knowledge and opinions of induction appliances.

**Figure 9. Likelihood to suggest induction appliances**



CalMTA Chefluencer Customer Survey Question C4: "After learning about induction cooking today, how likely are you to suggest induction appliances to your friends and family?" (n=266).

Respondents' likelihood of recommending an induction appliance was relatively similar regardless of the event they attended, as shown in Table 5. The only events where more than 50% of respondents said they would only be somewhat likely were Morgan Hill and Bakersfield College.

**Table 5. Likelihood of buying an induction appliance after the event (by location)**

	Not at all likely	Somewhat likely	Neutral	Somewhat likely	Very likely
Richmond (n=56)	0%	0%	4%	14%	82%
San Francisco (n=19)	0%	0%	0%	11%	89%
Foster City (n=16)	0%	0%	13%	13%	75%
Brentwood (n=12)	0%	0%	8%	0%	92%
Morgan Hill (n=11)	0%	0%	0%	55%	45%

	Not at all likely	Somewhat likely	Neutral	Somewhat likely	Very likely
Bakersfield College (n=16)	0%	0%	6%	63%	31%
Sherman Oaks (n=24)	0%	8%	8%	25%	58%
Studio City (n=13)	0%	0%	8%	38%	54%
San Diego (n=21)	0%	0%	10%	24%	67%
South San Francisco (n=71)	3%	1%	8%	28%	59%
Little Tokyo (n=7)	0%	0%	0%	29%	71%

over 50% of respondents

### 3.4 Satisfaction

At the end of the survey, respondents were asked if they had any additional feedback. Some respondents provided additional comments about their experience which primarily included satisfaction with the Chefluencer event and overall satisfaction with the technology. Some also had additional questions about induction appliances or similar technologies. The full results as well as some specific quotes from respondents are provided below in Table 6 and Figure 10.

**Table 6. Additional comments by respondents**

Additional Comment	% of Respondents (n=81)
Event satisfaction	37%
Overall satisfaction	36%
Additional questions about technology	17%

**Figure 10. Respondent general quotes**

*Great presentation and great food, LOOKS DELICIOUS!!!*

*Please do more demos everywhere!*

//

**Very informative on how the induction process works. //**

*I'd like your recommendations for what the best model induction ranges are*

*Please work with apartment complexes on outreach. I live in an apartment and cannot control what appliances I have*

### 3.5 Study notes from Basset Avocado Heights

As previously noted, respondents that participated in the Basset Avocado Heights events were already familiar with induction cooking and were therefore not included in the above analysis. These participants were included in a community electrification project and some had induction ranges installed in their homes. Respondents from the Basset Avocado Heights event had more positive opinions about induction appliances due to their pre-existing knowledge of the



technology. While the 18 respondents from the Basset Avocado Heights event were not included in the analysis due to previous knowledge of induction appliances, some findings were gathered regarding their opinions and feelings based on the Chefluencer event.

Findings included:

- Prior to the event, 13 respondents had somewhat positive or very positive opinions of induction appliances. After attending the event, this rose to all 18 respondents.
- After the event, 10 respondents noted increased safety/reduced chance of burns as their main perceived benefit from using induction appliances.
- Prior to the event, 12 respondents said they were somewhat likely or very likely to buy an induction appliance if their current one broke or they were fixing their kitchen. After attending the event, this number rose to 17.
- After the event, 17 respondents said they were somewhat likely or very likely to recommend induction appliances after attending the Chefluencer event, 1 respondent was neither likely nor unlikely.

## 4 Pilot study key findings, conclusions, and recommendations

The survey analysis findings led to the following key findings, conclusions, and recommendations for the Chefluencer Strategy Pilot.

### 4.1 Key findings from the survey

- **Key Finding 1:** Before attending a Chefluencer event, most respondents (58%) had a positive opinion of induction appliances, and this improved following the event as 96% of respondents said they had a positive opinion (81% had a very positive opinion).

Respondents' primary reasons for changes in opinion included the quality of the appliances (including the cooking quality) (37%) and the experience of seeing the demo (36%).

- **Key Finding 2:** Respondents were asked to select the two benefits that were their key takeaways about induction appliances and identified environmental benefits (43%), improved indoor air quality (36%), and increased safety (35%). These were the most commonly selected benefits across all of the event locations.
- **Key Finding 3:** Respondents were mixed in their reported likelihood to purchase an induction cooking appliance if their current one broke or they were updating their kitchen: 26% said they were not likely to, 18% were neutral, and 55% said they were likely to. However, following the event, they said their opinions changed: 89% of respondents said they would be likely to purchase if needed, including 58% who said they would be very likely.

- **Key Finding 4:** After the event, 67% of respondents said they were very likely to suggest induction appliances to their friends and family. An additional 25% said they were somewhat likely to recommend.

## 4.2 Conclusions

**Conclusion 1:** The increase in positive opinions about induction appliances following the event highlights the effectiveness of the Chefluencer demonstrations in changing participant perceptions, and the quality of the education provided to participants.

**Conclusion 2:** Respondent takeaways on the primary benefits of induction appliances indicated environmental impacts health and safety considerations were highlighted at the events.

**Conclusion 3:** The reported likelihood that respondents would buy an induction appliance if their current one failed or they were remodeling their kitchen increased after attending the event, suggesting that the event influenced their perception of the technology.

**Conclusion 4:** The educational and informational content provided during the event was beneficial to respondents' overall knowledge and opinions of induction appliances. This was indicated by a change in opinion of induction appliances before and after attending the event and respondents stating they were very likely to suggest induction appliances to their friends and family.

## 4.3 Recommendations for future data collection

**Recommendation 1:** Ask respondents if they currently have or have had induction appliances in the past to differentiate existing levels of knowledge prior to Chefluencer events. Also ask respondents if they own or rent their home to provide insight regarding their ability to make retrofits as well as what a realistic timeframe would be and how willing they are to pay. These questions were added to the most recent round of surveys conducted for the February events.

**Recommendation 2:** Conduct follow-up surveys with respondents to quantify the impact of Chefluencer events by asking if they had purchased an induction appliance and gather feedback if so. Additionally, ask these respondents if they had shared their experience with induction appliances with others to determine the impact of word-of-mouth awareness.

## 4.4 Recommendations for future events

**Recommendation 3:** Include distributors or contactors with knowledge of installing induction appliances either by being present or having their business cards available to distribute to attendees to begin the process of purchasing and installing an appliance or gathering further information. Additionally, promotional materials such as coupons or instant incentives should be available to attendees to help further incentivize purchases. This was not initially available at events due to the locations where they were held, but retail locations should be targeted in the future.

**Recommendation 4:** Focus future educational content on environmental benefits of induction appliances and air quality components, in addition to the cooking and food quality. These areas were identified by attendees and should be emphasized as providing further benefits.

**Recommendation 5:** Include information regarding configurations of induction appliance units, price points for different models, and the level of effort required to have one installed. This will help attendees better understand what is involved in the process and how to go about starting it.

**Recommendation 6:** Ensure information regarding local programs (such as utility offerings) that include incentives for induction cooking and/or information on available tax credits are present at future events. This will help improve customer awareness of the assistance for purchasing and installing induction appliances.

**Recommendation 7:** Target specific audiences such as culinary school students and community college students to gather their opinions and develop additional chefs to participate in Chefluencer events.

**Recommendation 8:** Partner with retailers to continue the progress already established from the prior Chefluencer events. Future events should be coordinated with retailers to give appropriate lead time and conduct the events while customers are actively shopping at stores to help gain visibility. Further information regarding the first Chefluencer events held at retail locations are detailed in Appendix A.

## About CalMTA

CalMTA is a program of the California Public Utilities Commission and is administered by Resource Innovations. We work to deliver cost-effective energy efficiency and decarbonization benefits to Californians through a unique approach called market transformation. Market transformation is the strategic process of intervening in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices. CalMTA-developed market transformation initiatives also aim to advance state goals on demand flexibility, workforce development and equity. Learn more at [www.calmta.org](http://www.calmta.org).

# Appendix A

In February 2025, CalMTA successfully hosted three Chefluencer demonstration events in retail locations across Southern California. This marked a significant milestone, as previous Chefluencer events were held in community settings such as farmers' markets and libraries, but this was the first opportunity to test the model in stores that actively sell induction cooktops. These retail events provided a unique setting to engage potential customers and store sales associates at the point of sale, offering them hands-on experience with induction cooking technology while addressing common concerns and misconceptions. The ability to bring the Chefluencer model into retail environments represents an important step in understanding how in-store demonstrations can influence consumer perceptions and drive market demand for induction appliances. Please note, the results below are primarily qualitative due to the limited number of responses collected.

## **Customer survey:**

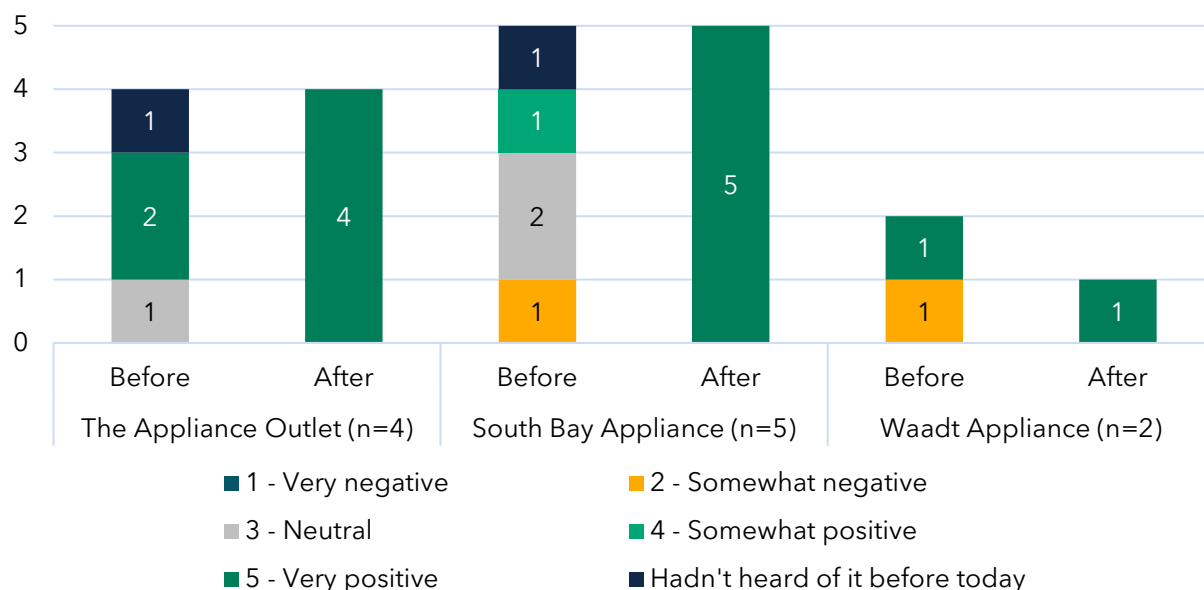
Across the three Chefluencer demonstration events, 11 participants completed post-event surveys about their experience. Findings from these events included:

- Nine respondents indicated they did not know anything about induction appliances prior to attending the event.
- When asked about their opinions of induction appliances prior to attending the event, respondents' answers varied. Two respondents indicated their opinions were somewhat negative, three said they were neutral, one was somewhat positive, three were very positive, and two said they had not heard of induction appliances prior to the event.
  - Following the event, all ten respondents that answered the question said they had very positive opinions of induction appliances.
- The primary takeaways about induction appliances that respondents reported were faster cooking times (6), increased safety/reduced chance of burns (5), and that induction appliances were easy to clean (5).
- Respondents indicated some level of likelihood to have purchased induction appliances prior to attending the event. Six respondents said they would have been very likely to, two said somewhat likely, one said they were neutral, and the final respondent said they would have been not very likely.
- Following the event, respondents continued to indicate likelihood to purchase an induction appliance as four said they would be very likely to, five said they would be somewhat likely, and one said they were neutral.
- Respondents expressed high likelihood to suggest induction appliances to friends and family. Seven respondents said they were very likely to, two said they were somewhat likely, and two said they were neutral.



- The majority of respondents (8) said they own their home, while the remaining three chose not to say or did not know.

**Figure A1. Opinion of induction appliances among customers**



CalMTA Chefluencer Customer Survey Question B4: "Before today's event, what was your opinion of induction appliances?" & Question B5: "After attending today's event, what is your opinion of induction appliances?"

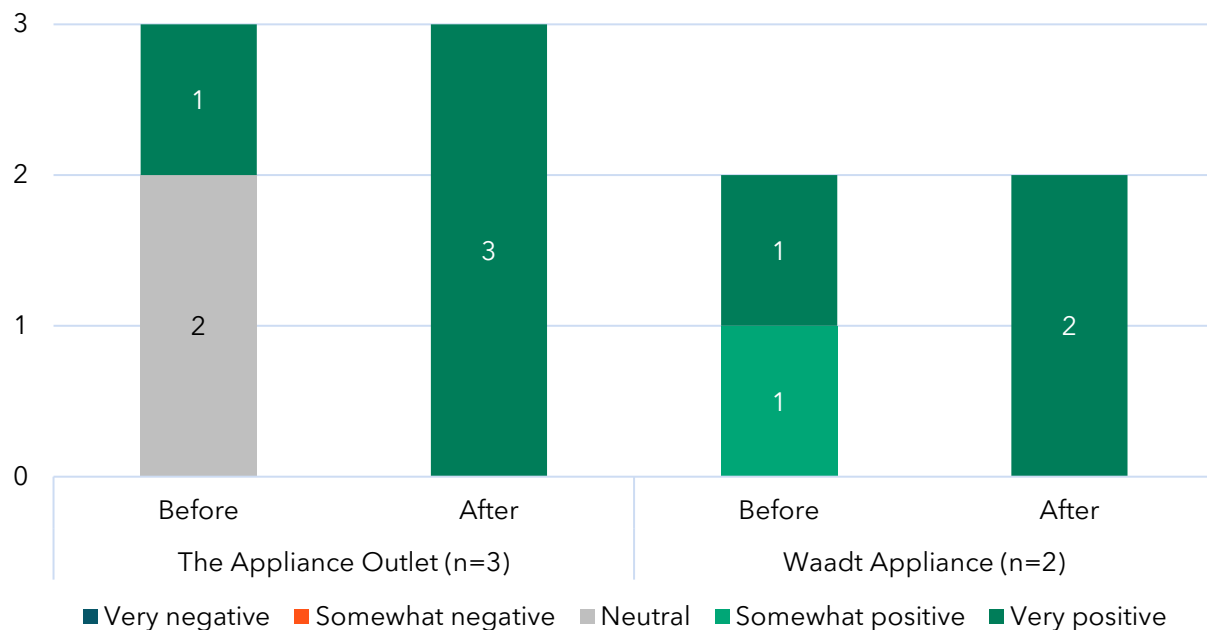
### **Sales associate survey:**

Across the three Chefluencer demonstration events, five retail sales associates from two stores completed post-event surveys about their experience. Findings from these events included:

- When asked about their opinions of induction appliances prior to attending the event, respondents' answers varied. Two respondents indicated their opinions were neutral, one was somewhat positive, and two were very positive.
- Following the event, all five respondents said they had very positive opinions of induction appliances.
- The primary takeaways about induction appliances that respondents reported were increased safety/no open flame (4), faster cooking times (2), improved indoor air quality (2), and improved cooking experience (2).
- The most commonly expected challenges in selling induction models noted by sales associates were the requirement for a 220V outlet (5), lack of customer awareness (3), high cost (2), and perception of lower effectiveness (2).
- All five respondents said they would be very likely to recommend induction appliances to customers following the event.

- When asked what aspects of the event were most beneficial to improving their knowledge of induction appliances, sales associates noted the chef's demonstration (4), the customer Q&A session (4), and the information about benefits (3).
- Two of the respondents indicated they owned the stores where the events were held. These respondents were asked a few additional questions.
  - One owner said the event had influenced their decision to stock more induction products, the second owner said they were not sure.
  - Both owners said they would be very likely to host similar events in the future.

**Figure A2. Opinion of induction appliances among sales associates**



CalMTA Chefluencer Sales Associate Survey Question 2: "Before today's event, what was your opinion of induction appliances?" & Question 3: "After attending today's event, what is your opinion of induction appliances?"

# Appendix B

Attached below are the customer and sales associate survey instruments used for the Chefluencer events. Please note, questions B1, B2, B3, and C5 in the customer survey were not present in the original version of the survey and were added for the February Chefluencer events.

[Chefluencer customer survey](#)

[Chefluencer Sales Associates survey](#)