

ENERGY STAR[®] Consumer Products Program

*Market Progress Evaluation Report # 2
Executive Summary*

prepared by

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**MARKET PROGRESS
EVALUATION REPORT
(MPER2) FOR THE
NORTHWEST ENERGY
EFFICIENCY ALLIANCE'S
ENERGY STAR[®] CONSUMER
PRODUCTS PROGRAM**

FINAL REPORT

Prepared for

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This document is the executive summary of the second Market Progress Evaluation Report (MPER2) for the Northwest Energy Efficiency Alliance's (Alliance) ENERGY STAR[®] Consumer Products project. The project officially launched in early 2004 and was recently extended through 2006. The report documents the results of evaluation activities conducted in the fall of 2005.

1.1 PROJECT DESCRIPTION

Through this project, the Alliance is implementing a multi-pronged approach for targeted consumer products, with a particular focus on compact florescent lighting (CFL) products and the next generation of clothes washers—ultra-high-efficiency (UHE) clothes washers. The project includes a range of market-based activities focused on improving the quality and consumer acceptance of CFLs and generating increased awareness and market share of the higher efficiency clothes washers.

In 2005, the project launched the Savings with a Twist CFL promotion, which provided manufacturers with an upstream incentive to reduce the market price of CFLs in the region. Specifically, the Alliance worked with manufacturers and retailers to establish promotional distribution channels to move lower price products that met minimum light output standards and were PEARL tested into the market. The project also created new product delivery channels as well as new relationships between various market players. In total, 900 retail locations participated in the SWAT promotion.

The SWAT promotion launched on August 1, 2005 and officially ran through the end of December; however, retailers maintained promotional pricing and signage until they achieved full sell-through of the promoted bulbs, which was expected to run through February 2006 in some cases.

Also, in 2005, the project continued efforts to prime the market for the ENERGY STAR clothes washer specification change¹. The Alliance continued its "Best of the Best" program to showcase the highest efficiency machines. The "Best of the Best" concept was introduced during the Double Your Savings promotion in the spring of 2004 and later incorporated into promotional messaging for the Spring Into Savings program. In December of 2005, the promotion was heightened with the release of the "Best of the Best" promotional stickers for eligible clothes washers. Retailers (managers and salespeople) continue to be trained and provided with materials

¹ Effective on January 1, 2007, the ENERGY STAR criteria for clothes washers will change from a minimum modified energy factor (MEF) of 1.42 cubic feet per kWh per cycle to MEF 1.72. In addition, the ENERGY STAR specification also includes a water efficiency metric as represented by a water factor (WF). The new ENERGY STAR specification for 2007 specifies that clothes washers cannot exceed 8.0 WF.

to familiarize themselves with the benefits of UHE clothes washers and the technicalities of the features that make a clothes washer UHE versus ENERGY STAR.

The “Best of the Best” is coupled with a coupon book that allows utilities to provide rebate offers to their customers. The coupon book covers all ENERGY STAR appliances. In some cases, manufacturers are interested in tying into the coupon book concept and perhaps matching utility rebates. Tiered rebates for UHE clothes washer purchasers continue and will be pursued in 2006 to continue to push the higher efficiency units.

1.2 MARKET PROGRESS

The project has established several market progress indicators that track success in meeting its goals. Progress toward these goals was assessed through evaluation efforts including interviews with program staff, consumers, retailers, and other market actors (Table 1-1). Findings related to these goals and associated market progress indicators are detailed below.

**Table 1-1
Completed Interviews***

Interview Type	Completed Interviews
Program Staff	6
Lighting manufacturers (market actor)	4
Lighting retailers (market actor)	3
Clothes washer manufacturers (market actor)	4
Clothes washer retailer (market actor)	1
Industry organizations (market actor)	5
Consumer Lighting (purchaser survey)	560
Lighting Retailer (shelf survey)	73

* Note that there is some overlap among market actor interviewees

1.2.1 Lighting Products

Goal: Increase CFL sales in the region.

- **Market progress indicator:** Increase CFL sales in the Northwest from 750,000 to 1 million annually from the 2004 level of 5.1 million, reaching total sales of 9 million per year by 2010. *The project has exceeded its 2005 sales goal of 6.1 million CFLs, with approximately 6.8 million in CFL sales.*

Goal: Increase CFL with CFL replacements to encourage persistence of CFL technology.

- **Market progress indicator:** Increase the rate that CFL purchasers report that they are likely to replace burnt out CFLs with CFLs from 75 to 80 percent. Continue to track the

overall CFL removal rate, which was 4 percent² of all CFLs installed in homes in 2004. *The Alliance has met its goal of 80 percent of CFL purchasers being likely to replace their burnt out CFLs with new CFLs. The removal rate has held steady at 4 percent.*

Goal: Increase availability, selection, and affordability of lighting products in smaller markets in the region.

- **Market progress indicators:** Change in retailer CFL availability, diversity and affordability and in consumers' perceptions of availability, diversity and affordability as barriers to purchase. *There was an increase in the share of lighting space dedicated to CFLs and in the diversity of CFL models from spring 2005 to fall 2005. Likewise, lack of CFL diversity and availability is not presently a major barrier to future consumer CFL purchases. CFL prices declined from spring to fall in 2005 as well. If CFLs are available at \$2 or less, CFL price is not a barrier to future consumer purchases.*

1.2.2 Clothes Washers

Goal: Maintain ENERGY STAR clothes washer market share.

- **Market progress indicator:** Maintain the Northwest's lead over the national average market share for ENERGY STAR clothes washers. *The Alliance has met its ENERGY STAR clothes washer market share goal for 2005, with regional shares exceeding national shares by 10 percentage points (46 percent regionally versus 36 percent nationally).*

Goal: Increase UHE clothes washer market share.

- **Market progress indicator:** Achieve annual market share for UHE clothes washers (modified energy factor >1.8) of at least 50 percent of all ENERGY STAR clothes washers by 2007. *Although UHE market share data are not available region-wide, the sample of data that are available suggest that the project has met if not exceeded its goal and has achieved around 60 percent UHE clothes washer market shares.*

Goals: Define target efficiency for UHE clothes washers and facilitate adoption of target efficiency as 2007 ENERGY STAR specification.

- **Market progress indicator:** Criteria used for the 2007 ENERGY STAR specification. *In spite of Alliance efforts and the Consortium for Energy Efficiency's adoption of a target efficiency of a modified energy factor (MEF) of 1.8, the Department of Energy adopted an MEF of 1.72. The final ENERGY STAR specification will be effective in 2007. However, new tax credits are available to manufacturers on sales of ENERGY STAR machines that meet 2007 energy specification levels, starting on January 1, 2006.*

² In MPER1, this percentage was stated as 3 percent of all CFLs across all purchaser homes with CFLs installed, which is a subset of purchaser homes.

1.3 PROJECT UPDATE

As mentioned above, in 2005, the Alliance launched the *Savings with a Twist* (SWAT) lighting promotion, and developed plans to address the new ENERGY STAR clothes washer standards. In addition, the Alliance continued to offer retailer and utility field support. Feedback on these major project activities, as gathered through project reports and interviews with project staff and market actors, is summarized below.

1.3.1 SWAT Promotion Feedback

- The promotion was designed to create new product delivery channels as well as new relationships between various market players. In total, 900 retail locations participated in the SWAT promotion.
- Manufacturers and retailers interviewed as part of this study felt the SWAT promotion led to increased customer awareness and willingness to purchase CFLs, and credited its success to the Alliance's field support.
- Several manufacturers and retailers expressed dissatisfaction with the retail price requirements imposed by the SWAT promotion. Project staff recommended raising the buydown price to add flexibility in retailer pricing.
- Tracking CFLs during the promotion was one of the most challenging components of the project. Project staff agreed that the CFL tracking process was intense and suggested creating mechanisms to encourage better compliance among participating manufacturers and retailers.
- Project staff noted that it was essential to maintain sufficient promotional lead-time to notify manufacturers, retailers, and utilities and work with them to sign onto future promotions and integrate the promotions into their schedules.

1.3.2 Clothes Washer Market Update

- The Alliance goes beyond ENERGY STAR to promote the "Best of the Best," a promotion designed to showcase the highest efficiency clothes washers. The "Best of the Best" concept was introduced during the Double Your Savings promotion in the spring of 2004.
- Some representatives of manufacturers and industry organizations, as well as the retailer we interviewed, feel the Alliance's promotion of the higher standard clothes washer models may cause customer confusion, but others feel this will be less of a problem.
- Manufacturers report that they are equipped to meet the 2007 ENERGY STAR specification change.

- According to the manufacturers and retailer we interviewed, first cost continues to be the most significant barrier to increased sales of high efficiency clothes washers, and the new ENERGY STAR specifications may result in high efficiency models being out-of-reach financially for most consumers.
- Other barriers reported by manufacturers include high-efficiency model availability, size and detergent requirements.
- Manufacturers feel that rebates are an important consideration for consumers when making purchasing decisions, but stress that rebates are not the *only* consideration.
- Manufacturers feel tiered rebates are somewhat of a double-edged sword – the structure may cause confusion but the tiered levels can be effective at drawing attention to the highest efficiency models.
- Manufacturers expressed that combining energy efficiency rebates with water utility rebates could significantly reduce first cost barrier.
- Tax credits are likely to help push manufacturers toward higher production of ENERGY STAR models. Tax credits are limited, however, only to clothes washers manufactured in the United States.

1.3.3 Field Support Update

- In 2005, field services continued to be at the heart of the project and provided an opportunity to heavily market the SWAT promotion. During the promotion period, field staff worked closely with retail partners and manufacturers to monitor bulb supply and distribution channels.
- Because the 2005 project had adequate advance notice about the fall SWAT promotion, field staff focused summer activities on consumer products and shifted the majority of the field focus to lighting as the promotion picked up momentum.
- Field staff continued to visit the full range of stores with stronger focus in 2005 on smaller regional stores.
- Retailer field representative visits were significantly higher during the third and fourth quarter 2005 SWAT planning and implementation time period. Field staff made a total of 8,714 store visits in 2005 compared to 6,364 in 2004 or a 37 percent overall increase.

1.4 SALES AND MARKET SHARE ASSESSMENT

1.4.1 *Lighting*

The Alliance exceeded its CFL sales goals in 2005, with sales of nearly 6.8 million in the region. It is likely that the SWAT promotion contributed to the large increase in sales from 2004 to 2005, since the peak in the fourth quarter was much higher than previous years' peaks, which have coincided with utility, retailer and national ENERGY STAR program fall lighting promotions. A rough estimate of the portion of 2005 CFL sales that were attributable to SWAT based on prior trends in third and fourth quarter sales increases is 800,000 CFLs. Approximately 883,000 bulbs were sold through the SWAT promotion in 2005.

Estimated CFL market shares for the region were approximately 11 percent by the end of 2005, 7.7 percentage points higher than national market shares (3.3%). Since Northwest market shares were estimated using national non-CFL sales per capita (which are likely greater than those for the Northwest), Northwest market shares are likely even higher than 11 percent.

1.4.2 *Appliances*

The Alliance continues to lead the nation in ENERGY STAR market share for clothes washers, dishwashers and refrigerators. The region has dropped below the national market share for ENERGY STAR room air conditioners. The gap between national and Northwest market shares for ENERGY STAR refrigerators and dishwashers is only 6 percent. But the gap for clothes washers remains at approximately 10 percent. The Alliance has narrowed its focus in recent years on clothes washers, so that there are not specific project strategies targeted at the other appliances. Geographic differences in clothes washer market shares have narrowed due to a large increase in market shares for Montana from 2004 to 2005. However, shares in Idaho still lag behind those of the other states.

Data from Puget Sound Energy, the Oregon Department of Energy, and PacifiCorp, UHE clothes washer market shares (of ENERGY STAR clothes washer sales) range from 56 to 88 percent in 2005 – which means the project has likely met and possibly exceeded its goal of 50 percent market shares. Continuing efforts to promote the “Best of the Best” models (which include UHE clothes washers) and an increase in utilities offering tiered clothes washer rebates from 2004 to 2005 may have contributed to the increase in UHE clothes washer market shares.

1.5 LIGHTING CONSUMER SURVEY RESULTS

1.5.1 *Major Shift in the Market*

The Northwest consumer lighting market has experienced major change over a period of one year. Notable changes in the market that occurred from the fall of 2004 to the fall of 2005 include:

- The percent of consumers who have ever purchased a CFL has increased from 32 to 58 percent;
- The percentage of consumers that bought CFLs in 2005 was 37 percent, compared to 19 percent that bought them in 2004;
- The percentage of consumers that bought CFLs for the first time in 2005 was 18 percent, compared to 12 percent that bought them for the first time in 2004;
- The average number of CFLs purchased per household increased from 6 to 9 CFLs from 2004 to 2005;
- Awareness increased from 68 to 87 percent;
- Price paid per bulb decreased³; and
- Price is not a barrier to continued purchases for current CFL purchasers, as long as CFLs cost \$2 or less and current purchasers are aware of their cost.

1.5.2 *SWAT Promotion's Effects*

The Savings with a Twist promotion's effect on price likely contributed to the shift in the market from 2004 to 2005. The percentage of both first-time and repeat CFL purchases increased from 2004 to 2005. In 2004, the high price of CFLs was cited as a barrier by both non-purchasers and prior purchasers who were unlikely to buy them again. In 2005, the SWAT promotion got CFLs stocked in prominent locations in a wide variety of store locations region wide – and offered them for sale at low promotional prices (mostly 99 cents). It is likely that the promotion's low prices helped increase the rate of both first-time and repeat purchasers.

1.5.3 *Regional Differences in Purchase and Awareness Rates*

The rate of CFL awareness and purchase is now the same region-wide. From 2004 to 2005, the percentage of residents in Idaho and Montana that are aware and have purchased CFLs increased such that rates are now the same in all four Northwest states. Likewise, previous regional differences in drivers of and barriers to CFL purchase also no longer exist.

³ Consumer self-reported price data are unreliable. However, they are useful to determine order of magnitude of changes over time. The shelf survey data that are being collected as part of this project have been used to estimate change in price from 2004 to 2005.

1.5.4 CFL Storage

The higher volume of purchases did not lead to a drop in the reported CFL installation rate. The increase in CFL purchases per household has not had an effect on the incidence of CFL storage. Households that have purchased CFLs on average report storing 26 percent of all CFLs they have acquired over time – statistically unchanged from 25 percent in 2004. However, purchasers that bought CFLs during a promotion have higher storage rates (and a higher number of CFLs in storage) than non-promotion purchasers.

1.5.5 Satisfaction with CFLs

General satisfaction with CFLs, future CFL purchase intentions and CFL to CFL replacement intentions all improved slightly from 2004 to 2005.

1.5.6 CFL Purchase Motivations

Purchasers continue to cite energy savings and saving money as primary reasons for buying CFLs – while the fact that CFLs last longer than standard bulbs is cited most often as their “best feature”. This finding suggests that the longer life of CFLs over standard bulbs could be promoted as a selling point.

1.5.7 Outlook for 2006

Increasing CFL purchases from 2005 levels depends on CFL promotions and prices in 2006. Over half (57%) of consumers say they will buy CFLs next year. Another 21 percent might also buy them, once aware of them and informed about their current market conditions. The actual purchase rate in 2006 will depend on what happens to CFL prices and availability in the new channels after promotions end and whether CFL awareness continues to increase. There is evidence from the 2005 survey that when CFLs are sold at low promotional prices, consumers will buy them even when they have concerns about them and are not all that motivated by their energy savings potential. This effect likely contributed to the substantial increase in the purchaser rate from 2004 to 2005, and to favorable purchase intentions for 2006. Nearly one-quarter of the population say they will not buy CFLs next year (or ever), regardless of price.

1.6 LIGHTING SHELF SURVEY RESULTS

1.6.1 Affordability

Based on sales-weighted shelf inventory data, the estimate of the average price paid by consumers for CFLs in the region in the fall of 2005 is around \$4. For twister-style CFLs, the estimate for less than 30-watt bulbs is \$2.75. Warehouse stores in particular charge just under \$2

for all their twister models. The lowest priced twister-style CFL model for the other stores averages between \$3 and \$4.⁴

Prices for twister style CFLs dropped from \$4.30 in the spring of 2005 to \$3.50 in the fall – with SWAT likely influencing the drop in prices specifically for 18-30 watt twisters. The SWAT promotion focused on twisters at least 18 watts. Prior to the promotion (in the spring), twisters under 18-watts were offered at \$2 or less by stores within each store channel. In contrast, few 18-30 watt twister models were offered for \$2 or less before the promotion. By the fall, twisters under 18-watts were promoted by stores within each store channel for \$1 each – about the same as prices available during the SWAT promotion for 18-30 watt twisters. Since the promotion excluded twisters under 18-watts, it is likely that annual fall lighting promotions (sponsored by retailers, manufacturers, utilities and other stakeholders in coordination with the national Change a Light promotion) were responsible for the drop in price for these bulbs.

The average price of non-twister bulbs did not change from spring to fall – and is around \$7. There is a wide range in price for non-twister style bulbs, from \$1 to \$40. This range varies by style, with specialty type CFLs (e.g., 3-way, dimmable, suited for specific applications) accounting for most of the higher priced models. There is not a lot of difference in the average-priced model across bulb styles or even store categories – with the exception of warehouse stores which only stock reflector CFLs and offer them at about \$4.

It is likely that the average CFL price paid by consumers was higher in Montana and Idaho in the spring of 2005 – based on an assumption of higher sales from channels dominated by independent retailers in those states. By fall 2005, many individual stores within those channels offered very low prices for CFLs and we speculate that average prices in Montana and Idaho probably approached those in Washington and Oregon. This conclusion is consistent with the rise in purchase rates for Montana and Idaho over the same period.

1.6.2 Availability

The proportion of total lighting shelf space dedicated to CFLs (and specifically to ENERGY STAR rated CFLs) did not change from spring to fall – but the proportion of CFL space to total lighting space increased. Retailers were likely making way for holiday promotions in the fall, causing a decrease in lighting displays in general.

Geographic differences that existed in the spring of 2005 with respect to CFL availability no longer existed by fall of 2005. In the spring, display space dedicated to CFLs in Idaho retailers was smaller than that of other states. By the fall, CFL diversity was about the same region wide.

⁴ Limitations exist when using shelf survey data as the basis of price estimates. Assumptions must be made regarding how often customers buy the lowest price bulb and to what extent do very low prices result in impulse and volume purchases. To increase the reliability of the estimates yielded by this method, sales data would need to be more detailed at both the store (particularly for non-big box retailer chains) and product level (e.g., by style and wattage category). Due to these limitations, CFL price estimates are probably biased upward.

1.6.3 Diversity

A wider range of twister models was available particularly at mass merchandisers in the fall (as compared to spring), and all stores expanded their selection of non-twister models. Retailers tend to promote lighting in the fall (since it is the lighting season), so it is unknown to what extent the SWAT promotion contributed to these changes.

Similar to availability results, geographic differences that existed in the spring of 2005 with respect to CFL diversity no longer existed by fall of 2005. In the spring, the diversity of CFL stock was less in Idaho and Montana. By the fall, CFL diversity in those states approached that of Washington and Oregon.

1.7 RECOMMENDATIONS

1.7.1 Sales and Market Share Tracking

Lighting and appliance secondary source market share data that are used by the project to track its market progress are becoming increasingly unreliable due to a drop in retailers' willingness to supply data. Collecting market share data can be costly (particularly for lighting) and requires a great deal of coordination and cooperation of stakeholders. The Alliance should look into working with other regions to support existing efforts and sponsor new initiatives to improve data availability and quality.

Likewise, collecting reliable CFL price data is one of the project's focuses in recent years in order to track market progress. This study leveraged CFL sales data and shelf inventory data to develop estimates of CFL prices. However, many limitations exist to this approach. Ideally, CFL price data could be provided by retailers along with CFL sales data – either via the CFL sales data collection that is conducted by the Alliance's project implementation subcontractor or in conjunction with national CFL market share tracking efforts (which rely on actual point-of-sale retailer data). However, with retailers less willing to provide data, this type of initiative will not necessarily be successful in the short-term. Instead, a broader initiative should be undertaken to improve the availability and reliability of sales and market share data that are used in many regions of the country to track progress of market transformation projects.

1.7.2 Future Project Focus

Regional Efforts

In 2005, a specific project focus on smaller markets, combined with utility efforts particularly in Montana, helped to close the gap in both consumer and supplier lighting markets. While additional efforts targeted to smaller markets may not be needed in 2006 since regional differences no longer exist, the Alliance might consider continuing 2005 efforts to sustain the gains made in the smaller markets.

There still remains a gap in clothes washer market shares in Idaho – while Montana has caught up to the other states. The Alliance might examine what helped close the gap in Montana from 2004 to 2005 (possibly a combination of utility and Alliance project efforts), and consider how those same efforts might be successful in Idaho in 2006.

CFL Marketing Messages

The project and other stakeholders in the region should continue to cite the energy and bill savings potential of CFLs when marketing CFLs to consumers. Likewise, the attribute that CFLs last longer than standard bulbs could be used to promote CFLs – since that was found to be their best feature by current purchasers.

CFL Price

It is uncertain whether the market changes that occurred in 2005 will be sustained in 2006. The outlook for CFL sales in 2006 is in line with (or will exceed) project goals – but that outlook is based on consumers' experience in 2005, where CFLs were available for less than a \$1 at least in the fall. The Alliance's project implementation subcontractors stay in communication with lighting retailers and manufacturers, and should use that channel to determine whether prices will remain low in absence of an Alliance sponsored promotion. Such information could also be used to help shape another promotion if warranted.

CFL Products

The SWAT promotion specifically focused on twister style CFLs of 18 watts or greater because lesser watt bulbs do not supply enough light for the typical residential application. Evidence from this evaluation showed that prices of CFLs less than 18 watts were low during the fall – likely due to annual fall promotions sponsored by utilities, retailers and manufacturers and coordinated with the national Change a Light campaign. In absence of a 2006 promotion that focuses on 18 watt and higher CFLs, the incidence of sales of lesser watt bulbs may increase since that range of product will likely be cheaper in the fall. If the project does not sponsor another initiative, it should continue its collaboration with utilities, retailers and manufacturers and try to influence promotions on the higher wattage CFL category.

Likewise, specialty CFLs should be given some attention in the future. Currently, non-twister CFLs are fairly costly and not as widely available as twister style CFLs. As CFL saturations increase in the future, the Alliance may consider focusing on the market for specialty CFLs to ensure that CFL installations increase. The Alliance should be able to utilize upcoming results from the Residential Appliance Saturation Survey that is being conducted in the region to determine the extent to which non-specialty sockets are saturated, helping to forecast how soon the specialty market will require attention.

CFL Awareness and Education

This study showed that providing current information on CFLs to both purchasers and non-purchasers leads to substantial increases in intentions to purchase CFLs in the future. While

stated intentions do not necessarily translate into CFL sales, these results indicate that there may exist a gap in awareness and education among consumers. Certainly there are still consumers who have not heard of CFLs, but moreover there are consumers who are aware of them but are basing their opinions and behavior on outdated information.

The Alliance might consider expanding existing consumer awareness and educational messages (e.g., the Consumer Products consumer website, utility bill inserts and retailer marketing materials) to ensure that current information on CFLs is being delivered to a broad range of consumers.

UHE Clothes Washers

The project's efforts to promote the "Best of the Best" clothes washers (which include UHE clothes washers) and the increase in utilities that offer tiered clothes washer rebates likely contributed to the increase in UHE clothes washer market shares over the last few years. The project should continue its efforts to promote UHE clothes washers to market actors and to influence utilities in the region to offer tiered rebates. Continuing to educate retailers and staying in contact with manufacturers should help to minimize the threat of "marketplace confusion" relating to promotion of both ENERGY STAR and UHE clothes washers (which exceed the new ENERGY STAR standard), a concern voiced by clothes washer manufacturers.

1.7.3 Future Evaluation Tracking

The outlook for CFL sales in 2006 is positive, mostly based on market change that occurred in 2005. Whether those market changes will be sustained over time – with or without continued Alliance and utility initiatives – remains to be seen. The Alliance should continue to track consumer CFL purchase motivations and barriers in order to inform current and future project strategies to meet goals.

Likewise, the Alliance should specifically track the incidence of CFL storage, particularly for promotional purchases. While the storage rate stayed the same from 2004 to 2005, we found that promotional purchasers stored CFLs at a much higher rate than non-promotional purchases.

This document is the second Market Progress Evaluation Report (MPER2) for the Northwest Energy Efficiency Alliance's (Alliance) ENERGY STAR[®] Consumer Products project (project). The project officially launched in early 2004, and was recently extended through 2006. This report documents the results of evaluation activities conducted from the summer of 2005 to February 2006. A third MPER is planned to document the project's final accomplishments in early 2007.

2.1 PROJECT DESCRIPTION

The Alliance seeks to make affordable, energy-efficient products and services available in the marketplace. To that end, it supports projects targeted at the residential, commercial, industrial, and agricultural sectors in the Pacific Northwest. This report documents the results of an evaluation of the Alliance's ENERGY STAR Consumer Products project, which, along with the ENERGY STAR Homes Northwest project, comprises the Residential Sector Initiative.

Consumer Products is a continuation of successful regional efforts to promote ENERGY STAR-qualified lighting, appliances, windows, and other home products to Northwest consumers. In the late 1990s, the Alliance launched three residential projects targeting energy-efficient light bulbs, fixtures, and resource-efficient clothes washers. These projects were designed to introduce these products to the marketplace by developing relationships with product manufacturers. The projects included manufacturer financial incentives to increase product availability and reduce product price.

In 2000, the two lighting projects were combined and the clothes washer project was expanded to address dishwashers, refrigerators, and room air conditioners. The project narrowed its focus to ENERGY STAR-rated products and changed its intervention target from manufacturers to retailers. The project provided retailers with salesperson training and advertising and marketing support to encourage ENERGY STAR product promotion and marketplace acceptance. Local utility activities were leveraged and regional and national initiatives were launched to encourage the improvement of ENERGY STAR product quality.

Starting in 2004, all residential project activities were rolled up into the Residential Sector Initiative, which includes the ENERGY STAR Consumer Products project and the ENERGY STAR Homes Northwest project. This umbrella approach to targeting residential products and homes streamlines the Alliance's messaging to partnering utilities and upstream market actors and improves the functional efficiency of project implementation.

The Consumer Products project reflects the culmination of over 5 years of market interventions and market intelligence. As energy-efficient consumer products have moved through the various

stages of the adoption process, the project has evolved accordingly to ensure its strategies are cost effective.

In 2005, the project launched the Savings with a Twist CFL promotion, which provided manufacturers with an upstream incentive to reduce the market price of CFLs in the region. Specifically, the Alliance worked with manufacturers and retailers to establish promotional distribution channels to move lower price products that met minimum light output standards and were PEARL tested into the market. The project also created new product delivery channels as well as new relationships between various market players. In total, 900 retail partners participated in the SWAT promotion.

The SWAT promotion launched on August 1, 2005 and officially ran through the end of December; however, retailers maintained promotional pricing and signage until they achieved full sell-through of the promoted bulbs, which was expected to run through February 2006 in some cases.

Also, in 2005, the project continued efforts to prime the market for the ENERGY STAR specification change¹ and take advantage of the current relatively large differential between the current ENERGY STAR level and higher efficiency units. The Alliance has come out with a “Best of the Best” program to showcase the highest efficiency machines. Retailers (managers and salespeople) continue to be trained and provided with materials to familiarize themselves with the benefits of Ultra High Efficiency (UHE) clothes washers and the technicalities of the features that make a clothes washer UHE versus ENERGY STAR.

The “Best of the Best” is coupled with a coupon book program that allows utilities to provide rebate materials to their customers. The coupon book covers all ENERGY STAR appliances. The coupon book was in its planning stages at the time of the research for MPER2 with a target implementation date in the spring of 2006. In some cases, manufacturers are interested in tying into the coupon book concept and perhaps matching utility rebates. Tiered rebates for UHE clothes washer purchasers continue and will be pursued in 2006 to continue to push the higher efficiency units.

2.1.1 Market Progress Indicators

The project has established several market progress indicators that track success in meeting its goals:

Lighting Products

Goal: Increase CFL sales.

¹ Effective on January 1, 2007, the ENERGY STAR criteria for clothes washers will change from a minimum modified energy factor (MEF) of 1.42 cubic feet per kWh per cycle to MEF 1.72. In addition, the ENERGY STAR specifications also includes water efficiency metric as represented by a water factor (WF). The new ENERGY STAR specifications for 2007 specifies that clothes washers cannot exceed 8.0 WF.

- **Market progress indicator:** Increase CFL sales in the Northwest from 750,000 to 1 million annually from the 2004 level of 5.1 million, reaching total sales of 9 million per year by 2010.

Goal: Increase CFL with CFL replacements.

- **Market progress indicator:** Increase the rate that CFL purchasers report that they are likely to replace burnt out CFLs with CFLs from 75 to 80 percent. Continue to track the overall CFL removal rate, which was 4 percent² of all CFLs installed in homes in 2004.

Goal: Increase availability, selection, and affordability of lighting products in smaller markets in the region.

- **Market progress indicators:** Change in retailer CFL availability, diversity and affordability and in consumers' perceptions of availability, diversity and affordability as barriers to purchase.

Goal: Improve product quality and perception of product quality.

- **Market progress indicators:** Retailer perception of changes in product quality and consumer satisfaction with CFLs.

Clothes Washers

Goal: Maintain ENERGY STAR clothes washer market share.

- **Market progress indicator:** Maintain the Northwest's lead over the national average market share for ENERGY STAR clothes washers.

Goal: Increase UHE clothes washer market share

- **Market progress indicator:** Achieve annual market share for UHE clothes washers (modified energy factor >1.8) of at least 50 percent of all ENERGY STAR clothes washers by 2007.

Goals: Define target efficiency for UHE clothes washers and facilitate adoption of target efficiency as 2007 ENERGY STAR specification.

- **Market progress indicator:** Criteria used for the 2007 ENERGY STAR specification.

2.2 EVALUATION OBJECTIVES AND APPROACH

The goals of the evaluation are to:

- Measure progress toward overcoming market barriers, leveraging market opportunities, and the product or service becoming sustainable in the marketplace

² In MPER1, this percentage was stated as 3 percent of all CFLs across all purchaser homes with CFLs installed. In this report, we cite installed, stored and removed CFLs as a percentage of CFLs across all purchaser homes in order to allow for consistent comparisons across categories.

- Document the project; and
- Provide ongoing feedback to the Alliance and Project Contractor.

The MPER2 evaluation approach consisted of the following research activities:

- Project staff interviews (6 interviews performed in January and February 2006);
- Assessment of secondary source product sales and market share data;
- In-depth interviews with lighting and clothes washer market actors including manufacturers, retailers, and industry observers (a total of 16 interviews performed between December 2005 and February 2006);
- Consumer lighting survey – 560 computer-assisted telephone interviews with Northwest consumers in November 2005; and
- Lighting retailer shelf survey – 73 on-site surveys with Northwest lighting retailers.

Table 2-1 summarizes the interview components of the evaluation. Table 2-2 shows the indicators of lighting market progress as well as its goals that were tracked by the evaluation and their linkages to the evaluation research components. Table 2-3 shows the same overview for appliances.

Table 2-1
MPER2 Interviews*

Interview Type	Completed Interviews
Program Staff	6
Lighting manufacturers (market actor)	4
Lighting retailers (market actor)	3
Clothes washer manufacturers (market actor)	4
Clothes washer retailer (market actor)	1
Industry organizations (market actor)	5
Consumer Lighting (purchaser survey)	560
Lighting Retailer (shelf survey)	73

* Note that there is some overlap among lighting and clothes washer market actors (e.g., retailers that sell both lighting and clothes washers are counted twice)

**Table 2-2
Lighting Market Indicators, Goals and Research Tasks**

Goals	Market Indicator	Research Task			
		CFL Sales Assessment	CFL Consumer Survey	Market Actor Survey	Shelf Survey
Increase CFL sales	Estimated annual CFL sales in 4 states	●			
Increase CFL with CFL replacements	Rate of future intended CFL-CFL replacement		●		
Improve product availability in smaller markets in the region	Total and share of space dedicated to energy efficient lighting products				●
	Perception of product availability as a consumer purchaser barrier		●		
Improve product selection in smaller markets in the region	Number of CFL styles and wattage categories stocked				●
	Number of CFL brands for sale by style and wattage categories				●
	Perception of product selection as a consumer purchaser barrier		●		
Improve product affordability in smaller markets in the region	Prices of CFLs by style and wattage category				●
	Perception of product affordability as a consumer purchaser barrier		●		
Improve product quality and customer perception of product quality	Retailer perception of product quality			●	
	Customer satisfaction with CFLs		●		

**Table 2-3
Appliance Market Indicators, Goals and Research Tasks**

Goal	Market Indicator	Research Task	
		Appliance Market Share Assessment	Market Actor Survey
Maintain ENERGY STAR clothes washer market share	Market shares of ENERGY STAR clothes washers in 4 states and for the nation	●	
Increase UHE clothes washer market share	UHE clothes washer sales as a fraction of ENERGY STAR clothes washer sales	●	●
Define target efficiency for UHE clothes washers	Criteria used for new ENERGY STAR specifications effective January 1, 2007		
Facilitate adoption of target efficiency as 2007 ENERGY STAR specification			●

2.3 REPORT ORGANIZATION

The remainder of this report is organized as follows:

- Section 3: Project Update
- Section 4: Product Sales and Market Shares
- Section 5: Consumer Lighting Survey Results
- Section 6: Lighting Shelf Survey Results
- Appendix A: Consumer lighting survey instrument
- Appendix B: Shelf survey instrument
- Appendix C: Market actor survey instrument
- Appendix D: Project staff survey instrument
- Appendix E: Consumer lighting survey banners
- Appendix F: Shelf survey sample size tables

This section provides a project update based on interviews with Consumer Products project staff and market actors, and a review of project reports. Alliance staff and project contractors were interviewed to gather feedback on major project activities. Market actors including manufacturers, retailers, and industry organizations were interviewed to help identify their perception of the current market conditions. Table 3-1 shows the types of market actors interviewed.

**Table 3-1
Market Actor and Program Staff Interviews**

Interviewee	Contact Pool	Completed Interviews
Program Staff	6	6
Lighting manufacturers	5	4
Lighting retailers	5	3
Clothes washer manufacturers	6	4
Clothes washer retailer	5	1
Industry organizations	9	5
Total	36*	23*

* Note that there is some overlap among lighting and clothes washer market actors (e.g., retailers that sell both lighting and clothes washers are counted twice)

While the evaluation effort involved attempts to contact a range of market actors, the small sample sizes should be considered when reviewing the results. The comments provide insight into the market, but are not necessarily representative of the entire market. When we use the general term market actor to describe comments, it refers to the fact that individuals from more than one market perspective (manufacturers, retailers, and industry organizations) comment similarly.

In 2005, the project focused on three major activities – first, the Alliance launched the Savings with a Twist (SWAT) lighting promotion; second, the Alliance developed plans to address the new ENERGY STAR[®] clothes washer standards, and third, the Alliance continued to offer retailer and utility field support. These major activities are discussed in some detail below.

3.1 LIGHTING MARKET UPDATE

3.1.1 SWAT Promotion

The SWAT promotion provided an upstream CFL buy down which reduced the market price of CFLs in the region. Specifically, the Alliance worked with manufacturers and retailers to establish promotional distribution channels to move lower price products that met minimum light output standards and were tested by The Program for the Evaluation and Analysis of Residential Lighting (PEARL)¹ into the market. The project also created new product delivery channels as well as new relationships between various market players. In total, 900 retail locations participated in the SWAT promotion.

The SWAT promotion launched on August 1, 2005 and officially ran through the end of December; however, retailers maintained promotional pricing and signage until they achieved full sell-through of the promoted bulbs, which was expected to run through February 2006 in some cases.

Manufacturers and retailers felt the SWAT promotion led to increased customer awareness and willingness to purchase CFLs, and credited its success to the Alliance's field support. The retailers we interviewed indicated that the SWAT promotion was “good for business” in that it undoubtedly increased consumer willingness to purchase CFLs and resulted in increased product sales. Manufacturers and retailers were in agreement that the Alliance field support was instrumental to the promotion's success. More than one market actor stated that the Alliance field staff provides more retailer support than many other programs. In addition, manufacturers felt the POP materials for SWAT were simpler when compared to other regional and national programs (e.g., “We just had to put a sticker on the displays rather than on every light bulb...”).

Several manufacturers and retailers expressed dissatisfaction with the retail price requirements imposed by the SWAT promotion. These market actors felt that the promotional price should not be dictated by the Alliance. Some retailers felt that as a result they achieved very thin profit margins, and several manufacturers felt that other regions have offered promotions with higher buy down levels as well as higher retail prices. Some market actors felt that the retail pricing requirement may have prevented some manufacturers and retailers from participating in the promotion.

In addition, manufacturers and retailers felt that the rebate payment process and associated reporting requirements were administratively burdensome. Manufacturers

¹ PEARL is a watchdog program. It was created in response to complaints received by utility program managers about the performance of certain ENERGY STAR lighting products being promoted within their service territories and the lack of a self-policing mechanism within the lighting industry that would ensure the reliability of these products and their compliance with ENERGY STAR specifications. To remedy these problems, PEARL purchases and tests products that are available to the consumer in the marketplace.

participating in the promotion were paid a portion of the buy-down when retail stores confirmed delivery of the product, and another portion after 75 percent sell-through, and so on. Some of the manufacturers interviewed for this study felt that these requirements added unnecessary administrative costs for both manufacturers and retailers. According to various market actors, these extra administrative costs made the program even less financially enticing.

The promotion’s focus on specific product types, combined with the low price requirements, led to concerns among some manufacturers and retailers. The promotion included only bulbs that were 18 Watts or greater. According to project staff, this restriction was intended to reduce quality and application complaints in the future. They felt the promotion offered attractive pricing. However, some manufacturers and retailers expressed concern that by focusing on low prices for specific bulbs, consumers will continue to look for and purchase the low price bulbs when the promotion is over – which may be of poorer quality than the promotional bulbs.

Project staff recommended raising the buy down price to add flexibility in retailer pricing and reduce the chance of devaluing the product. Project staff suggested that the Alliance raise the buy down price so there is more flexibility in retailer pricing and less chance of devaluing the product such that it is viewed as an impulse purchase or “throw away” commodity.

Tracking CFLs during the promotion was one of the most challenging components of the project. Early in the SWAT promotion, it became clear that the bulb distribution process was not synchronized across retailers. Manufacturers and retailers made bulbs available at varying times throughout the region. Bulbs often sold out quickly so the program had difficulty both getting and keeping promotional bulbs in all retail locations. This created consumer and utility frustration because consumers were not able to locate promotional bulbs as easily as was indicated in some of the utility marketing materials.

Alliance project staff and field representatives worked with retailers to better understand the retail and distribution channel challenges and create solutions to help improve product availability throughout the region. This included creating a website that reported the availability of promotional bulbs at specific retail locations as retailers received their product shipments. Large retailers who participated in the promotion were most able to update their inventory records with reliable numbers. Smaller retailers had difficulty providing reliable updates because their tracking systems were less sophisticated and bulbs could not be tracked to the retail floor. While the tracking system helped mitigate delivery challenges and provided a means to minimize availability uncertainty, the process required significant additional time and resources to contact retailers and identify shipment status so that the program could keep an updated record of bulb availability across the region.

Project staff agreed that the CFL tracking process was intense and suggested creating mechanisms to encourage better compliance among participating manufacturers and retailers. The website tracking process, and associated effort to contact retailers (“call downs”), was very time intensive. Project staff commented that, for future efforts, there will need to be

sufficient hours allocated for this field work, especially considering the smaller, more rural stores tend to require more time and effort than the larger chain or DIY stores.

To aid the tracking process, project staff encouraged the Alliance to coordinate upfront with manufacturers, retailers, and project staff in a three-way discussion to ensure all players understand the reporting requirements. During the fall 2005 promotion, project staff felt that many retailers appeared to not fully understand the reporting requirements. They suggested that the Alliance should create mechanisms to motivate retailers to track and report more efficiently. Project staff suggested that the Alliance may want to consider creating specific contract language to establish more stringent shipping and delivery standards, with built-in penalties and rewards based on specific goals and expectations.

Project staff suggested several improvements related to project marketing and outreach:

- Use generic lighting promotional messages in retail locations and in utility messaging that educate customers about the benefits of more efficient technologies, as opposed to reporting availability of promotional products by retailer or within a specific timeframe. The time sensitive, location specific reporting has real risks associated with not meeting customer expectations due to difficulties coordinating with retail locations.
- Promotional pricing and in-store demonstrations are the most effective marketing strategies. This was mirrored by market actor feedback.
- Improve consumer education by providing take-away materials in advance of the promotions as well as year-round. Field representatives would like to see more general lighting information materials that consumers can take home with them from retailer displays.
- Improve the efficiency in rural and smaller markets by increasing promotions in national chain grocery stores and drug stores.
- Continue educating utilities in the value of using upstream promotion and leveraging opportunities as a means of creating market transformation.
- Leverage manufacturer relationships with retailers to gain better access to retailer contacts.

Maintain sufficient promotional lead-time to notify manufacturers, retailers, and utilities and work with them to sign onto the promotion and integrate the promotions into their schedules. The 2005 timing of early commitments in June or September worked well in some cases, but more lead-time is still needed. Project staff felt it was imperative that the Alliance meet its April target solicitation release for the 2006 program. During the 2005 promotion, they noted that retailer commitments early on in many cases fell through later, so they felt that lead time needs to be coupled with more detailed commitments or other follow-up activities.

3.1.2 *Coordination with Other, National Efforts*

Participation in national ENERGY STAR programs and promotions continues to be an important component of sales strategies at the manufacturer and retailer levels. The manufacturers and retailers we interviewed reported that they promote and support the ENERGY STAR brand. Market actors report that the current market has shown an increase in CFL sales, which is likely a result of national programs coupled with regional and local promotions. They feel that promotional activities, timed with national-level promotions such as the ENERGY STAR *Change a Light, Change the World* campaign, have been effective in drawing increased consumer attention to the products. According to retailers, these efforts have not only led to increased consumer awareness, but also expanded product availability, lower prices, and increased sales. Manufacturers report increased sales and an expanded retailer base as a result of these coordinated efforts.

CFL promotions are clearly an important component of retailer and manufacturer promotional efforts. All of the retailer and manufacturer representatives we interviewed indicated that their organizations participate in multiple CFL promotions annually. Most mentioned participation in utility-sponsored lighting promotions and indicated that they have promotions planned for 2006, although few were able to provide details regarding the future promotions. Several indicated that they would definitely participate in future regional promotions, and indicated that utility support can greatly increase a program's effectiveness.

ENERGY STAR qualifying bulbs are the primary focus of most manufacturer and retailer sales efforts. Several of the manufacturers and retailers we interviewed report that most or all of their CFL bulbs are ENERGY STAR qualifying models, and all engage in promoting ENERGY STAR bulbs.

3.1.3 *Product Quality*

Product quality has improved over time but still an issue for some of the newer products. The overall impression among the lighting manufacturers, retailers, and industry organizations we interviewed is that CFL quality has improved over time; however, more than one of the industry organizations' representatives feel that quality is still "spotty." All market actors feel that quality will continue to improve. Reflectors, dimmables, and 3-way bulbs are of the greatest concern to industry organizations and retailers in terms of quality, but these same groups feel that manufacturers have made progress in improving quality of spiral and enclosed compact fluorescent bulbs.

Product quality continues to be effectively monitored through PEARL testing, and ENERGY STAR continues to be regarded as symbol of quality products. The Alliance continues to work with PEARL to develop and monitor lighting quality. The manufacturers we interviewed feel this effort has value and see it as an important criteria used by retailers when making stocking decisions. They indicated that some of the nation's major CFL retailers are paying greater attention to PEARL testing results such that products that do not pass will not be carried in their stores.

Product quality is also an important factor in consumer acceptance. Manufacturers and retailers are aware that poor quality can be a barrier to purchase. Manufacturers' and retailers' representatives pointed out that consumers view the ENERGY STAR brand as an indicator of product quality.

3.1.4 Market Barriers

Manufacturers and retailers consider consumer hesitation to try new products and CFL price as the primary barriers to expanding CFL market share. Both manufacturers and retailers indicated that consumers' lack of awareness and initial hesitation to purchase and try CFL bulbs are the major barriers to overcome. Several market actors cited price as a barrier to consumers and suppliers for energy-efficient lighting, and others cited customer concerns about product quality. Concerns regarding price and product quality were greatest with regard to specialty bulbs.

One potential barrier that the Alliance is attempting to address is the issue of CFL bulb disposal. The Alliance is committed to helping the market create effective ways to dispose of CFL waste using an environmentally focused approach. The Alliance participated in two pilot programs in King and Lane Counties in Oregon. The Lane results are in and King county results are being analyzed. While early indications are that the programs were expensive relative to their value, the Alliance is committed to monitoring the results and looking for creative ways to address this important issue. According to retailers, some consumers are beginning to become aware of the issue of CFL bulb disposal but none felt, at this time, it was a significant barrier to increased sales.

3.1.5 CFL Fixtures

Manufacturers may be reluctant to invest in CFL fixtures because of a misunderstanding of the ENERGY STAR requirements. According to the market actors we interviewed, CFL fixtures are not a major component of the retailer lighting stock and although one of the manufacturers we interviewed does produce CFL fixtures, other manufacturers expressed hesitation to invest in production because of the expense involved in meeting ENERGY STAR specifications. However, there may be some misunderstanding among these manufacturers of the new testing requirements for CFL fixtures that, if clarified, could lead to greater interest and production activity. Specifically, they may not fully understand that the testing burden has shifted from the fixture manufacturer to the bulb and ballast manufacturers. One industry organization representative with whom we spoke noted that once manufacturers are made aware of this change, they tend to be more receptive.

3.2 CLOTHES WASHER MARKET UPDATE

The Department of Energy announced a change in the ENERGY STAR standard for clothes washers in December 2005, reporting that the new criteria are expected to save \$70 million in

energy bills and 8.9 billion gallons of water each year.² Effective on January 1, 2007, the ENERGY STAR criteria for clothes washers will change from a minimum modified energy factor (MEF) of 1.42 cubic feet per kWh per cycle to MEF 1.72.³ The new ENERGY STAR standard also includes a water efficiency metric as represented by a water factor (WF). The new ENERGY STAR standard for 2007 specifies that clothes washers cannot exceed 8.0 WF.⁴

Alliance goes beyond ENERGY STAR to promote the “Best of the Best.” The Alliance is continuing ongoing efforts to prime the market for the ENERGY STAR standard change and use this year in before the new standard is adopted to highlight the current relatively big differential between the current ENERGY STAR specification and the 2007 and higher efficiency units. The Alliance has come out with a “Best of the Best” program to showcase the highest efficiency machines. Retailers (managers and salespeople) continue to be trained and provided with materials to familiarize themselves with the benefits of UHE clothes washers and the technicalities of the features that make a clothes washer UHE versus ENERGY STAR.

The “Best of the Best” is coupled with a coupon book program that allows utilities to provide rebate materials to their customers. The coupon book covers all ENERGY STAR appliances. In some cases, manufacturers are interested in tying into the coupon book concept and perhaps matching utility rebates. Tiered rebates for UHE clothes washer purchasers continue and will be pursued in 2006 to continue to push the higher efficiency units. Forty-six utilities (up from 16 in MPER1) offer a tiered clothes washer rebate to encourage purchases of the highest efficiency clothes washers.

Market actor reactions to Alliance promotion of higher standard clothes washers are mixed. Some market actors felt the Alliance’s support of the higher standard for ENERGY STAR will create confusion in the market place. Some representatives of manufacturers and industry organizations, as well as the retailer we interviewed, felt that lack of consistency with the ENERGY STAR standard will require extra effort to communicate with salespeople and customers, and will require use of “a lot of jargon” that most don’t understand. Others felt that the Alliance has already taken steps to minimize customer confusion and emphasized that its “Best of the Best” promotion is not inconsistent with ENERGY STAR messages.

Manufacturers are equipped to meet the new standard. While the Department of Energy announced the new standard in December 2005, manufacturers report that they were aware of the

² DOE, 2005. “DOE Announces New Clothes Washer Criteria (December 2005).” Press Release, U.S. Department of Energy. Online at http://www.doe.gov/contact/newWebSite.htm?PUBLIC_ID=19403&BT_CODE=PR_PRESSRELEASES&TT_CODE=PRESSRELEASE

³ MEF is the present energy efficiency measure for all clothes washers and is the quotient of the cubic foot capacity of the clothes container divided by the total clothes washer energy consumption per cycle. A clothes washer’s energy consumption includes its electrical energy consumption, hot water energy consumption, and the energy required for removal of the remaining moisture in the wash load.

⁴ DOE, 2005. “ENERGY STAR® Program Requirements and Criteria for Clothes Washers.” December 20, 2005. Online at http://www.energystar.gov/ia/partners/product_specs/program_reqs/CW_ProgramRequirements_2007.pdf.

upcoming change far in advance of that date and that this lead-time has been essential in their efforts to meet the standard. Most manufacturers admit that product offerings will change and there may be a dip in sales and availability, but most expect the market to recover quickly. In fact, all of the manufacturers we interviewed reported that they already produce clothes washers that meet the new standard.

Focus is on front-loading clothes washers – the “wave of the future.” All four of the manufacturers we interviewed indicated that their current focus is on increasing production of high-efficiency front-loading clothes washers, and some also mentioned decreasing production of their top-loaders. One manufacturer indicated that front-loading units currently represent just under one quarter of the clothes washer market, but indicates this is a substantial increase over the past several years: “five years ago it was only 8 percent.” This same manufacturer indicated that their front-loader business is growing at an average of 32 percent per year and noted that in 2005, the growth in front-loader sales was 49 percent over the previous year.

Some high efficiency models may be too expensive for many consumers. Three of the four manufacturers we interviewed expressed that the highest efficiency models generally require more sophisticated and expensive components, and are often equipped with more features or unique styling to attract consumers to this high-end product. These manufactures are large scale, mainstream producers and not just high-end specialty manufacturers. As a result, manufacturers report that these models cost more to build and cost consumers more to purchase. There is some concern that the new standards will result in high efficiency models being out-of-reach financially for most consumers, but several manufacturers are planning to launch qualifying models targeted to price-conscious consumers.

Consumers consider many factors when making purchase decisions, including but not limited to the rebate amount. All of the manufacturers we interviewed indicated that rebates are still important considerations for consumers, and rebates help increase awareness of energy efficiency features. However, most manufacturers agree that rebates alone do not drive purchase decisions. Most feel that consumers have an idea of how much they are planning to spend when they enter the store, and that what drives their decisions between models in the same price range is features. “Getting the rebate” is considered alongside of getting the most attractive model with the best available features.

Reactions to a tiered rebate structure was mixed. Generally, manufacturers indicated that tiered rebates are in some sense a “double-edged sword” – that is, the structure may lead to some confusion in the marketplace, but the tiered rebates are effective at increasing consumer awareness, communicating relative savings, and generating higher sales of the higher efficiency models.

First cost continues to be the most significant barrier to increased sales of high efficiency clothes washers. According to the manufacturers and retailers we interviewed, the up-front cost is the most significant barrier in the market for high efficiency clothes washers. As a result,

manufacturers see the need to focus consumer education on the “economics” (or life-cycle cost benefits) of high efficiency models.

Combining energy efficiency rebates with water utility rebates could significantly reduce the first cost barrier. In addition to increased energy prices, many consumers are facing increased water costs as well. One manufacturer’s representative commented that some water utilities in California and the Pacific Northwest are offering rebates that can be combined with energy-efficiency rebates for the clothes washers. The combined water and energy rebates could dramatically reduce the first cost barrier mentioned above.

Other barriers include high efficiency model availability, size and detergent requirements. In addition to the first cost barrier, manufacturers discussed other market barriers to increased sales of high efficiency clothes washers:

- *Availability.* Consumers can go online and find the high efficiency model they want, but all models may not be available on the sales floor at their preferred appliance store.
- *Size.* Energy efficient top-loading clothes washers are generally larger (deeper) and may not fit into smaller homes.
- *Detergent.* Some consumers may still perceive the lack of availability of high efficiency detergent as a barrier.

Tax credits helped push manufacturers toward higher production of ENERGY STAR models. Appliance manufacturers are able to take advantage of tax credits for increasing their production of ENERGY STAR models. Tax credits are available in 2006 for manufacturers who meet the 2007 ENERGY STAR requirements in advance and show growth in their production during this lead-up year. Consumers in Oregon can also take advantage of Oregon tax credits. Both of these offers provide additional financial support to the industry and the Alliance promotes these tax credits as appropriate.

Manufacturers’ reactions to the tax credits are generally positive, crediting the government with taking this important step to influencing the availability of high efficiency clothes washers on the market. As tax credits are based on a manufacturer’s incremental production volume above a moving three-year average, some manufacturers have indicated they will have to be “pretty aggressive to try to get the incentives.” On the other hand, manufacturers already producing a variety of ENERGY STAR models are facing greater challenges to produce enough to gain substantial benefit from the tax incentives. One manufacturer remarked that, “it’s almost as if we’re getting penalized” for being ahead of other manufacturers in pushing the ENERGY STAR brand.

One manufacturer noted that the tax incentive is available only to clothes washers manufactured in the United States, and mentioned that while many manufacturers have some of their components (particularly computerized components) made overseas, this won’t impact their ability to take advantage of the incentives.

3.3 FIELD SUPPORT

The project's field representatives have developed relationships with both retailers and utilities over the years that facilitate the promotion of ENERGY STAR consumer products. From introducing general energy-efficiency concepts to providing promotional materials to salesperson training, field representatives have become part of the fabric of the retail environment. Likewise, the utilities rely on field support and the project's utility coordinator as a link to regional and national initiatives and promotions.

In 2005, field services continued to be at the heart of the project and provided an opportunity to heavily market the SWAT promotion. During the promotion period, field staff worked closely with retailers and manufacturers to monitor bulb supply and distribution channels. Field staffing levels remained similar to previous years with additional funding for temporary representatives to assist with the SWAT promotion. According to project staff, field staff turnover was minimal and there was good continuity of staffing during the intensive SWAT implementation months.

Because of the heavy emphasis on lighting field support in the fall and winter, staff focused efforts in earlier months on appliance focused field training and support. During the study period, the field staff also distributed the clothes washer "Best of the Best" POP materials and provided retail support for this new campaign.

3.3.1 Retailers

The key to the effectiveness of the project's retailer field services is the consistency and frequency of visits. The target visit schedule includes:

- Appliance stores and do-it-yourself (DIY)/lighting chains are contacted every 5 to 6 weeks;
- Drug stores and mass merchandisers are contacted every 12 weeks, and;
- "Mom and pop" hardware stores every 4 to 5 months.

The SWAT promotion involved field visits and a significant amount of "call downs" (phone check-ins with retail contacts) to review product availability and gather information to allow more real time tracking of promotional product availability throughout the region.

Table 3-2 provides a summary of the number of field representative visits by state for 2004 and the first quarter of 2005. Visits were significantly higher during the third and fourth quarter 2005 SWAT planning and implementation time period. The field staff made a total of 8,714 store visits in 2005 compared to 6,364 in 2004, or a 37 percent overall increase.

**Table 3-2
Field Representative Visits to Retailer Stores by State**

State	Q1 2004	Q2 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	Q4 2005	Total	Percent of Total Visits
Idaho	90	251	219	281	223	179	267	388	1,898	13%
Montana	99	223	190	236	176	251	199	215	1,589	11%
Oregon	282	626	595	763	608	582	791	1,143	5,390	36%
Washington	394	690	691	734	484	904	977	1,327	6,201	41%
Total	865	1,790	1,695	2,014	1,491	1,916	2,234	3,073	15,078	
Percent of Total	6%	12%	11%	13%	10%	13%	15%	20%		

Source: Residential Sector Initiative Monthly Reports, PECl

Field representatives provide a variety of services during each retailer field visit depending on the status of seasonal promotional activities (e.g., utility and/or national programs). Retailers are updated on utility incentive program status and provided with product qualifying lists and updated point-of-purchase materials. Field representatives may provide some salesperson training and possibly assist customers with questions concerning energy-efficient products.

Because the 2005 project had adequate advance notice about the Fall SWAT promotion, the field staff was able to focus their summer activities on consumer products and shift the majority of the field focus to lighting as the promotion picked up momentum. As with previous field efforts, while the promotion provides opportunities to focus on specific program needs, staff are well versed in all of the programs and use the in-store opportunity to provide a range of answers to retail representatives about the program, the specific equipment that qualifies, and the ENERGY STAR added product value.

Field staff continues to visit the full range of stores with stronger focus in the 2005 project on smaller regional stores. These regional visits allowed the SWAT program in particular to spread the promotional scope to a wider audience. Because manufacturer representatives often neglect small rural stores, the field representatives continue to serve the more rural market with program details as well as to provide general information on energy-efficient products and marketing support. The SWAT promotion also provided opportunities for the program to establish strong relationships with new market players, including retailers who did not previously have strong CFL sales. In contrast, national DIY chains are more sophisticated and often already incorporate energy efficiency into their sales pitch and promotional materials. Field support to this audience is more specific and technical.

3.3.2 Utilities

The Alliance provides a variety of services to the utility market. These services include:

- The northwestenergystar.com web site, which acts as a source of project, technology, and market information as well as a distribution channel for materials that the

Alliance previously provided in paper form (this is where the 2005 bulb tracking system was located)

- A utility coordinator to help utilities effectively use the Alliance project services
- Field representatives who focus their field visits on retailers to promote the project but also periodically visit utilities and help educate them on the services available
- Materials (the “Utility Resource Kit”) to help utilities plan, implement, and market their programs
- Marketing and outreach support
- Communication services (e-mail notices, E-newsletter, working groups, conference calls).

The utility coordinator and the field representatives are the primary contact points for utility program managers. The utility coordinator and field representatives aim to meet or talk with contacts at active utilities, publics, and those who have DSM funding once each quarter. This pool of active utility contacts is about 50 utilities.

Table 3-3 provides a summary of the utility visits for the 9 months between April 2005 and December 2005. There are a total of 140 utilities within the region. The average number of visits per utility has increased since MPER1. MPER1 included the 5 months from November 2004 to April 2005, which had an average of 1.47 visits per utility. The average number of visits per utility increased in Washington, Montana, and Idaho while Wyoming visits remained the same and Oregon declined. The average number of utility visits per month increased slightly from MPER1 (13.8) to MPER2 (15.1).

Table 3-3
Field Representative Visits to Utilities by State for the 9 Month Period from 4-05 to 12-05

Utility	Washington	Oregon	Montana	Idaho	Wyoming	Total
Total Visits	81	12	19	22	2	136
Total Utilities	38	15	11	11	2	77
Average Visits/Utility	2.13	0.80	1.73	2.00	1.00	1.77

Source: RSI Monthly Reports, PECl

4

PRODUCT SALES AND MARKET SHARES

This section presents lighting and appliance sales and market share data. The purpose of reporting on these data are to measure the project's progress towards the various indicators that are based on sales and market shares. The basis of this section is internal Alliance reports compiled by PECEI and ECOS, the Alliance's implementation contractors.

4.1 CFL SALES AND MARKET SHARES

4.1.1 CFL Sales Assessment

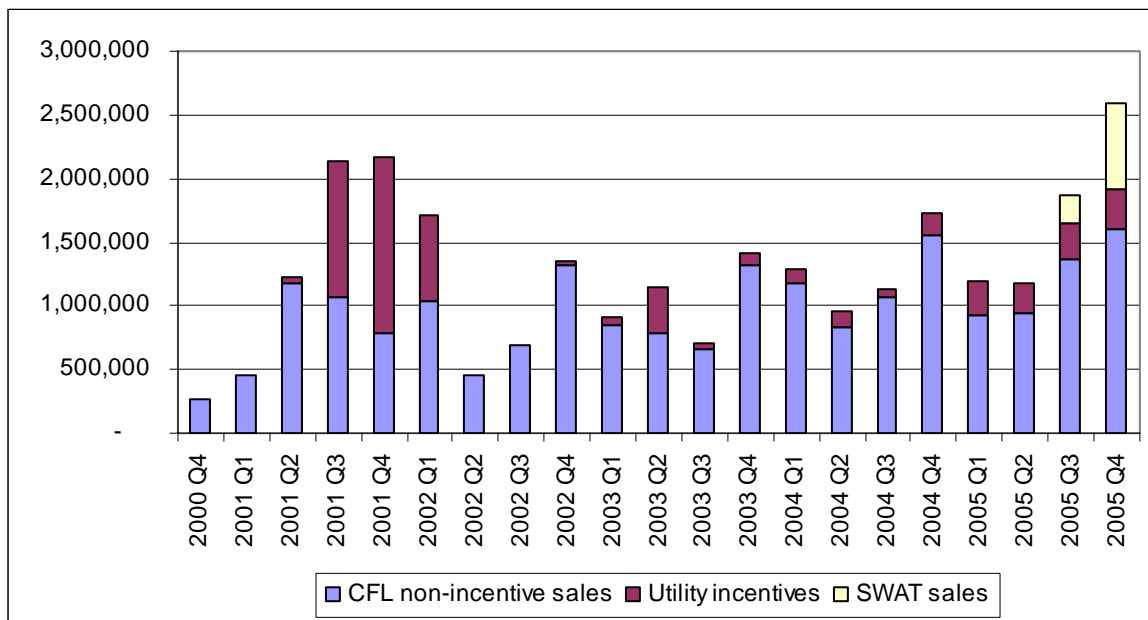
This section presents the results of the compact fluorescent lamp (CFL) sales and market share assessments. These assessments measure market progress in meeting the Alliance project goals of increasing CFL sales in the Northwest from 750,000 to 1 million annually from the 2004 level of 5.1 million, reaching total sales of 9 million per year by 2010.

Figure 4-1 shows CFL sales for the region based on Alliance estimates¹, broken down by utility incentive versus nonincentive sales. SWAT sales are also broken out, starting in quarter 3 for 2005. The figure shows the cyclical nature of lighting sales, with sales spiking in quarters 1 and 4 during the "lighting season" and dipping in quarters 2 and 3. Total sales peaked in 2001 likely due to consumer and retailer response to (1) rising energy costs resulting from the California energy crisis; and (2) Alliance and utility-sponsored energy-efficiency programs. Annual nonincentive sales have increased gradually since 2002.

Sales in the last quarter of 2005 were up significantly. Sales typically peak in the fourth quarter, but the SWAT promotion likely contributed to a major peak in the fourth quarter of 2005. The total annual CFL sales in 2005 were estimated at 6.8 million bulbs, which is 600,000 over the projections for 2005. Based on quarterly trends in sales increases from 2002 through 2004, it appears that in absence of the SWAT promotion, 2005 sales would have been around 6 million bulbs, a difference of approximately 800,000. Approximately 883,000 bulbs were sold through the SWAT promotion in 2005.

¹ Refer to MPER1 Section 4 for an in-depth discussion with regard to the methods used to develop CFL sales estimates. The methods have not changed significantly from 2004 to 2005.

Figure 4-1
CFL Sales Estimates for the Northwest²



Sources: ECOS CFL Sales Data Reports for 2000 through 2005 Q4

4.1.2 CFL Market Share

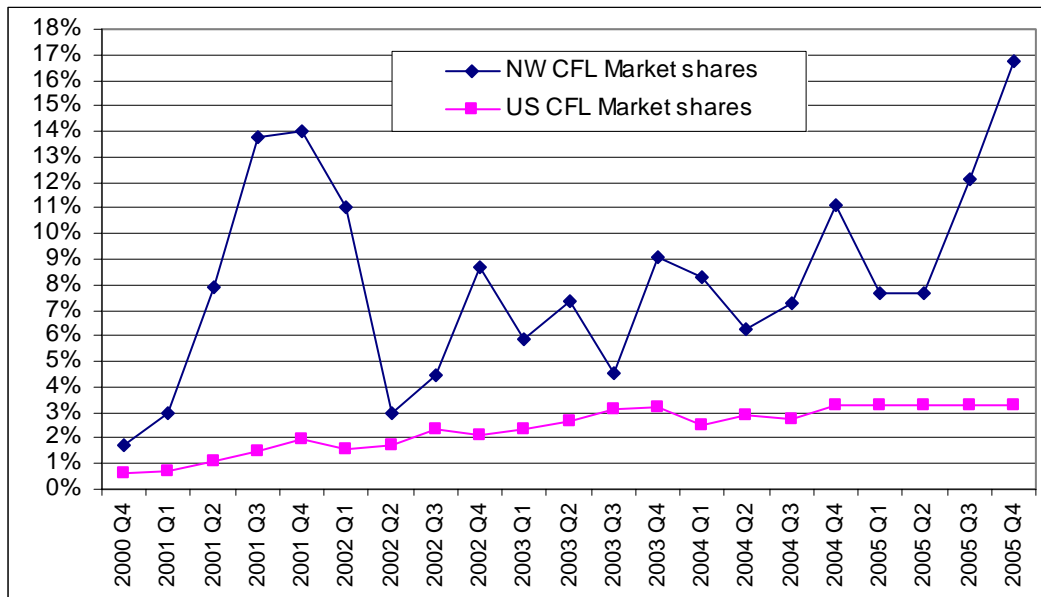
Figure 4-2 shows CFL market shares for the Northwest and for the U.S. as a whole.³ These market shares have been estimated using methods from MPER1, which combine the CFL sales estimates described above with estimates of Northwest non-CFL sales. (The method uses national non-CFL sales estimates per capita from a national study of lighting sales data and applies them to the Northwest population.⁴) As shown, through 2002 market shares in the Northwest exceeded U.S. market shares by a substantial margin. Northwest market shares for 2005 are estimated at 11 percent.

² SWAT sales for the first quarter of 2006 are 214,570.

³ Note that U.S. CFL market shares might be understated due to data availability issues associated with the CFL lamp report (i.e., the only available source of national CFL market share data). Some major retail channels have dropped out of the study in recent years and data have been extrapolated for these channels. Likewise, warehouse stores are not included in this study – a channel that for certain regions including the Northwest accounts for a very large portion of CFL sales.

⁴ As mentioned in MPER1, market shares for the Northwest are probably understated because non-CFL sales per capita in the region are likely less than non-CFL sales per capita for the nation, since CFL sales per capita are higher in the Northwest as compared to the nation. However, at present time there exist no data on non-CFL sales per capita for the Northwest.

Figure 4-2
CFL Market Share Estimates for the Northwest and U.S.



Sources: ECOS CFL Sales Data report for 2005, U.S. Census Population Estimates for 2004 and Itron California Lamp Report 2004

4.2 ENERGY STAR[®] APPLIANCE MARKET SHARES

Although the Alliance's project is currently focused on clothes washers (and not the other three appliances), the project tracks ENERGY STAR[®] sales and market shares for all four appliances, as it has addressed these products in prior years. The market shares are used to measure market progress in meeting the Alliance project goals to:

- Maintain the Northwest's lead over national average market share for ENERGY STAR clothes washers
- Achieve annual market share for ultra-high-efficiency (UHE; modified energy factor >1.8) clothes washers of at least 50 percent of all ENERGY STAR clothes washers by 2007.

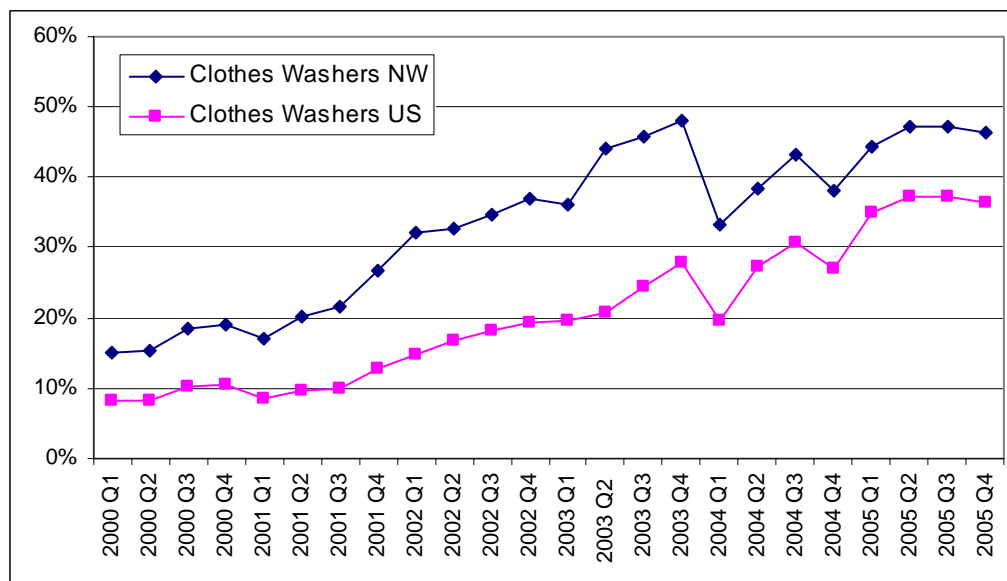
Tracking of appliance sales and ENERGY STAR appliance (clothes washers, dishwashers, refrigerators and room air conditioners) market shares are produced for the region by the Alliance's implementation contractor, PECL.⁵ The sources for the sales and market share data are D&R International and the Association of Home Appliance Manufacturers (AHAM). D&R previously provided quarterly market share estimates for ENERGY STAR-qualified appliances by state. In 2005, D&R has had some difficulty gathering the same level of data that they provided

⁵ Refer to MPER1 Section 4 for a discussion on the methods used by PECL to generate regional estimates based on AHAM and D&R data.

in the past, and the final 2005 data were not available until June, 2006. The delays in data availability were a result of waning retailer willingness to share data.

Figure 4-3 shows the ENERGY STAR clothes washer market share trends for the entire U.S. and for the Northwest. As shown, market shares of ENERGY STAR clothes washers have steadily increased over time. A sharp decline in Q1 2004 corresponds to a tightening of the ENERGY STAR modified energy factor specification. The Northwest market shares have consistently exceeded the national shares by about 10 percent. Currently, 2005 market shares are at 46 percent for the Northwest and 36 percent for the nation. The mean northwest market share across 2004 was 38 percent.

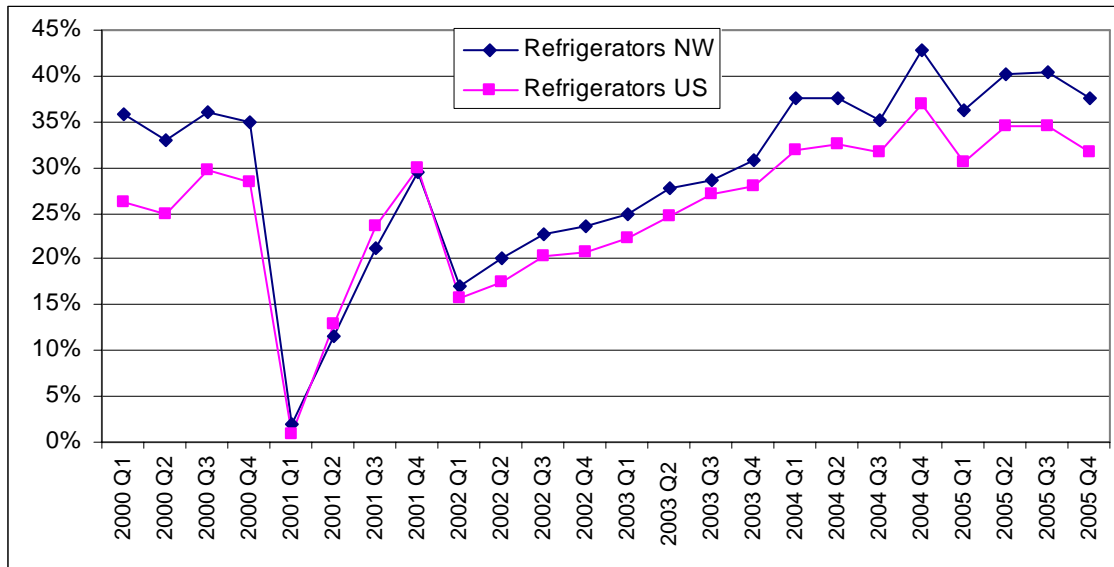
Figure 4-3
U.S. and Northwest ENERGY STAR Clothes Washer Market Shares 2000-2005



Sources: PECL, AHAM, and D&R International, Ltd.

Figure 4-4 shows the market shares for ENERGY STAR refrigerators. Shares dropped suddenly and significantly in Q1 2001 due to a change in ENERGY STAR standards in January 2001. The Northwest's refrigerator market shares have consistently exceeded the nationwide shares by several percentage points and 2005 values are at 39 percent. The Northwest's market share for 2004 averaged 38 percent across the four quarters.

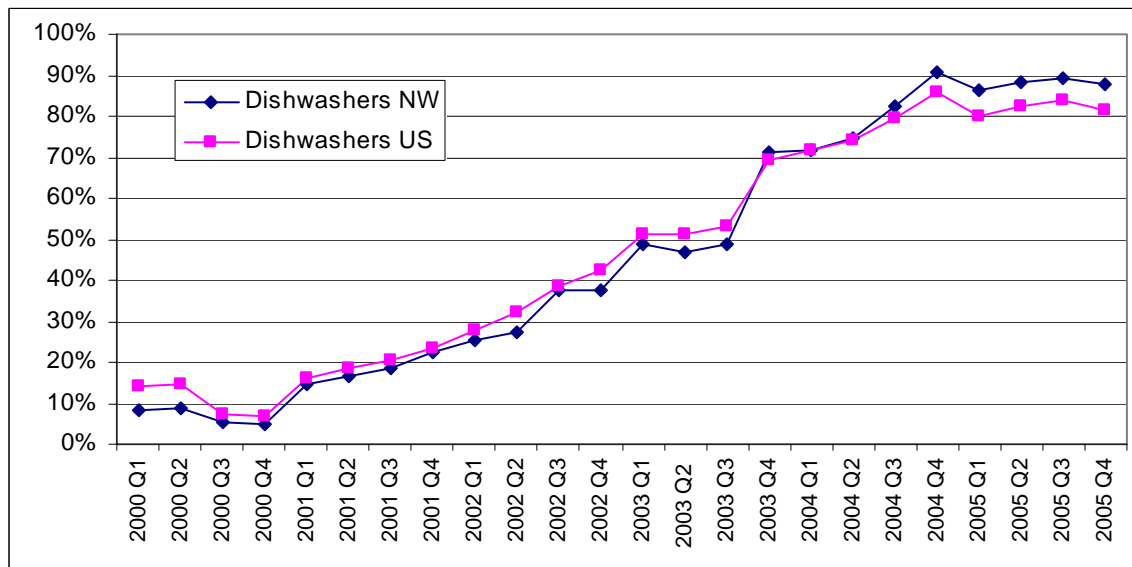
Figure 4-4
U.S. and Northwest ENERGY STAR Refrigerator Market Shares 2000-2005



Sources: PECL, AHAM, and D&R International, Ltd.

Figure 4-5 shows the ENERGY STAR dishwasher market shares for the U.S. and the Northwest. Shares for both have steadily increased over time. Northwest market shares for 2005 are 88 percent while the mean 2004 market share across the four quarters was 80 percent.

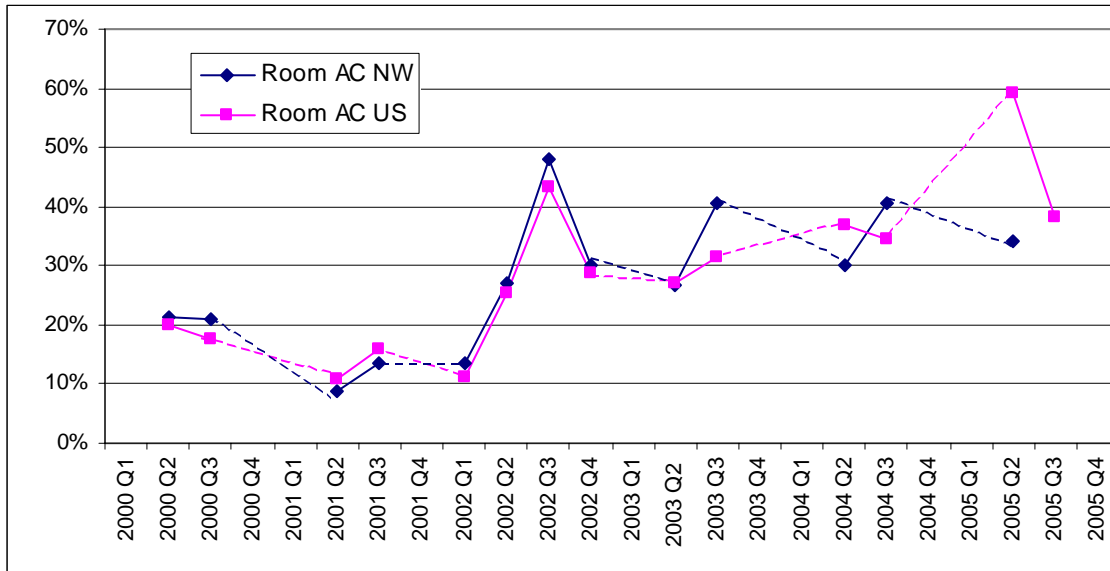
Figure 4-5
U.S. and Northwest ENERGY STAR Dishwasher Market Shares 2000-2005



Sources: PECL, AHAM, and D&R International, Ltd.

Figure 4-6 shows ENERGY STAR market shares for room air conditioners (Room ACs). As shown, the latest report shows the Northwest share at 44 percent versus 49 percent nationally for 2005. The mean market shares in 2004 were 35 percent in the Northwest and 36 percent nationally. Note that D&R typically reports on market shares for Room ACs only for the second and third quarters of each year.

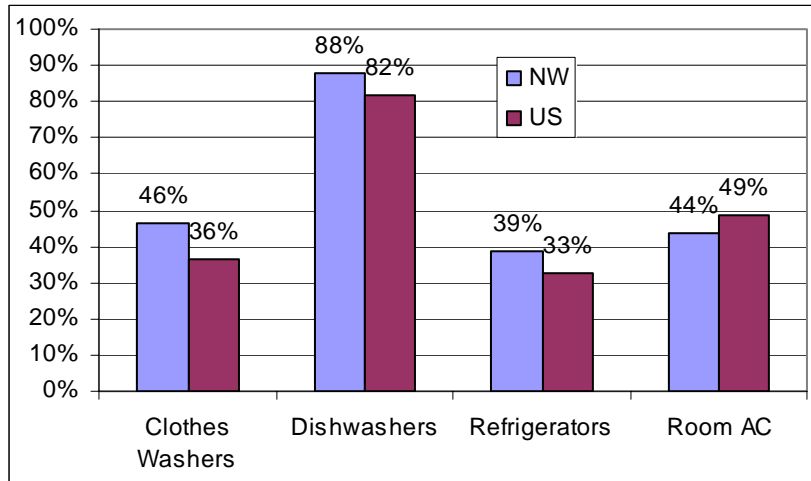
Figure 4-6
U.S. and Northwest ENERGY STAR Room AC Market Shares 2000-2005



Sources: PECCI, AHAM, and D&R International, Ltd.
 Note: The dotted lines have been added to smooth trend lines.

The Alliance’s goal is to maintain the Northwest’s lead over the national market share for ENERGY STAR clothes washers. As shown in Figure 4-7, the region exceeds national average shares for clothes washers, dishwashers, and refrigerators by a significant margin. The share of ENERGY STAR room air conditioners in the region has dropped behind the national average.

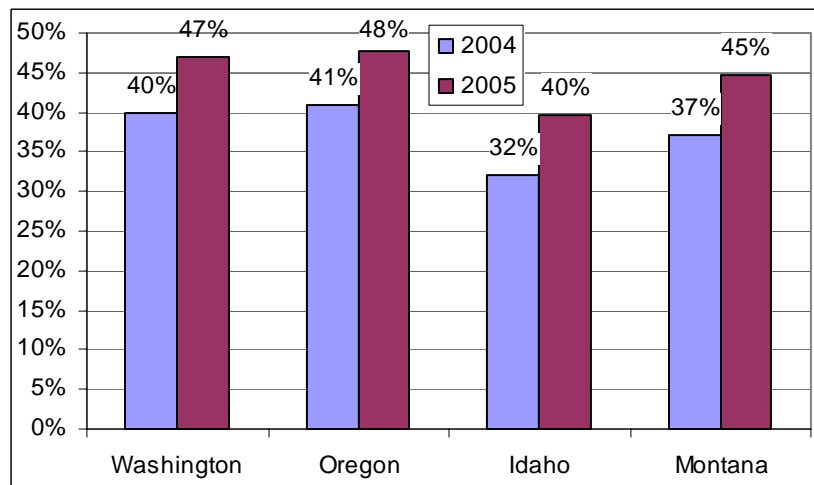
Figure 4-7
U.S. and Northwest ENERGY STAR Appliance Market Shares for 2005



Sources: PECL, AHAM, and D&R International, Ltd.

Figure 4-8 shows the market shares for clothes washer by state from 2004 to 2005. As shown, market shares in Idaho continue to lag behind those of the other states in the region. Market shares in Montana increased 8 percent from 2004 to 2005 closing the gap that existed between Montana and Oregon and Washington.

Figure 4-8
Change in ENERGY STAR Clothes Washer Market Shares by State from 2004 to 2005

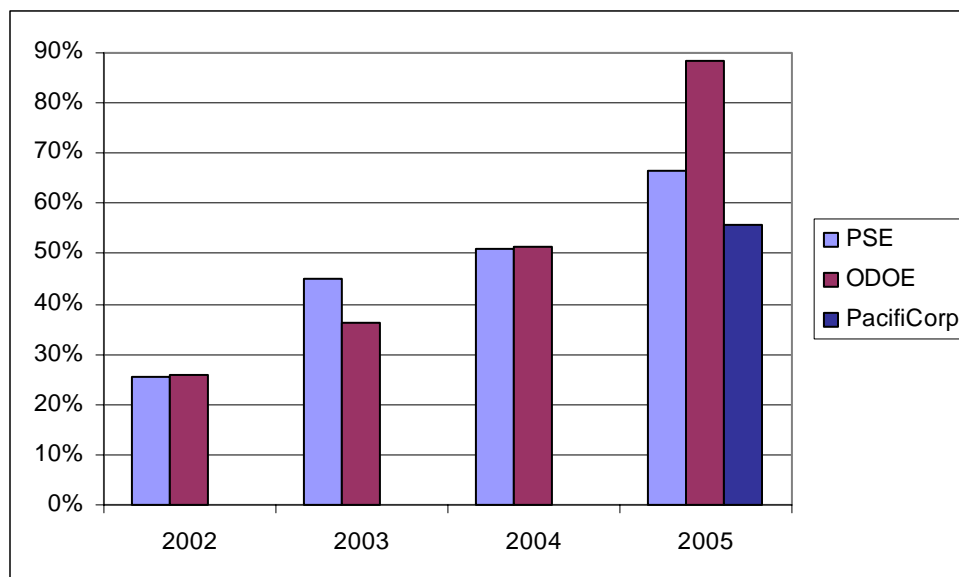


Sources: PECL, AHAM, and D&R International, Ltd.

4.3 UHE CLOTHES WASHER MARKET SHARES

This section presents data on UHE clothes washer market shares as a fraction of ENERGY STAR market shares. These market shares are not available region-wide. Instead, data are available from three specific sources that represent coupon sales for Puget Sound Energy, tax credits claimed by Oregon residents, and instant rebate coupon data from the 2005 PacifiCorp *WashWise* pilot program. These sales likely represent upwards of half the UHE sales for the region. Figure 4-9 presents these data from 2002 to 2005 (with the exception of the PacifiCorp data, for which only 2005 data is available). Based on these data, it appears that the project has probably met and possibly exceeded its goal of 50 percent UHE clothes washer market shares, since all three sources show above 50 percent shares for 2005.

Figure 4-9
UHE Clothes Washer Market Shares (of ENERGY STAR Sales)



Sources: Coupon sales data from Puget Sound Energy, tax credit data from the Oregon Department of Energy, and instant rebate coupon data from PacifiCorp.
2005 PSE n= 9,554; 2005 ODOE n= 23,310; 2005 PacifiCorp n=255

4.4 SUMMARY OF FINDINGS

The Alliance exceeded its CFL sales goals by a wide margin in 2005, with sales of nearly 6.8 million in the region. The goal was to increase sales by 1 million from 2004, which were 5.1 million. It is likely that the SWAT promotion contributed to the huge increase in sales from 2004 to 2005, since the peak in the fourth quarter was so much higher than previous years' peaks, which have coincided with utility, retailer and national ENERGY STAR program fall lighting promotions. A rough estimate of the portion of 2005 CFL sales that were attributable to SWAT based on prior trends in third and fourth quarter sales increases is 800,000 CFLs.

Estimated CFL market shares for the region neared 17 percent by the end of 2005, exceeding national market shares by more than 13 percent. Since Northwest market shares were estimated using national non-CFL sales per capita (which are likely greater than those for the Northwest), Northwest market shares are likely even higher than 17 percent.

The Alliance continues to lead the nation in ENERGY STAR[®] market share for clothes washers, dishwashers and refrigerators. The region has dropped below the national market share for ENERGY STAR[®] room air conditioners. The gap between national and Northwest market shares for ENERGY STAR[®] refrigerators and dishwashers is only 6 percent. But the gap for clothes washers remains at more than 10 percent. The Alliance has narrowed its focus in recent years on clothes washers, so that there are not specific project strategies targeted at the other appliances.

Geographic differences in clothes washer market shares have narrowed due to a large increase in market shares for Montana from 2004 to 2005. However, shares in Idaho still lag behind those of the other states.

The project has likely met its goal of 50 percent UHE clothes washer market shares of total ENERGY STAR clothes washer sales. While data are not available region wide, the data that are available represent upwards of 50 percent of sales for the region. Project efforts to promote the “Best of the Best” models (which include UHE clothes washers) and an increase in utilities offering tiered clothes washer rebates from 2004 to 2005 may have contributed to the increase in UHE clothes washer market shares.

5

CONSUMER LIGHTING SURVEY RESULTS

5.1 INTRODUCTION

This section of the report presents results from the 2005 consumer lighting survey, which was conducted in November of 2005. A total of 560 households in the Northwest were surveyed to obtain information regarding their CFL awareness and purchasing behavior. This effort built on prior Northwest consumer lighting surveys that have been conducted each year in the fall, beginning in 2001.

The primary objectives of the survey were to track progress towards and explore barriers to meeting the Alliance's Consumer Product lighting goals and market progress indicators. These goals are shown in Table 5-1 and are linked to the survey topics that address them.

Table 5-1
Linkage of Project Goals to Survey Topics

Market Progress Indicator	Survey Topics
Increase CFL sales in the region	<ul style="list-style-type: none">• CFL purchase and awareness rate• CFL future purchase intentions• Barriers to and drivers of CFL purchases
Increase CFL with CFL replacements	<ul style="list-style-type: none">• CFL to CFL future replacement intentions
Increase product availability, selection and affordability in smaller market areas of the region	<ul style="list-style-type: none">• Customer purchase locations (store types)• Reported purchase prices of CFLs• Consideration of product availability, selection, or affordability as barriers to purchasing CFLs• General satisfaction with CFLs
Improve customer perception of product quality	<ul style="list-style-type: none">• Satisfaction with various CFL attributes• Impressions of best CFL features• Consideration of product quality as a barrier to purchasing CFLs• General satisfaction with CFLs• CFL removal rate

Next, we present an overview of our analysis approach. Then the remainder of this section is organized by the following topics:

- CFL awareness and purchases;
- Disposition of CFLs in purchasers' homes;
- Satisfaction with CFLs;
- Future CFL purchase intentions; and

- Summary of findings.

5.2 ANALYSIS APPROACH

We analyzed the 2005 survey data using both time series and cross-sectional comparisons in order to understand how the market is shifting over time, as well as what is driving those changes.

We used prior Northwest consumer lighting survey results where possible to show changes in the market over time. The 2005 survey was based on the 2004 survey¹, so we are able to show changes in most of the key variables of interest from 2004 to 2005. We also used 2001-2003 survey results where data are consistent and comparable.

We used cross-sectional analysis within the 2005 survey data to explore differences in CFL purchase behavior and future purchase intentions across key consumer segments.

One of the most important segmentations we used was a set of three mutually exclusive groups based upon respondent experience with CFLs. These groups were developed and used for the 2004 survey, and include:

- **Purchasers**, which includes respondents who reported one more or more CFL purchases at any time;
- **Aware Non-Purchasers**, which includes respondents who indicated awareness of CFLs but reported never having purchased any CFLs; and
- **Unaware Non-Purchasers**, including respondents who reported no CFL purchases and had no awareness of CFLs prior to the survey.²

We also segmented purchasers based on the date of first CFL purchase, date of most recent purchase, where they buy light bulbs, whether CFLs are being stored, and whether respondents' most recent CFL purchase occurred during a promotion. Note that the utilities in the region as well as the Alliance have sponsored various initiatives over the past decade to encourage CFL purchases. In particular, the Alliance administered the Savings with a Twist promotion in August 2005, in which utility funds provided manufacturer buy-downs on more than 1 million CFLs, which most retailers throughout the Northwest sold at \$0.99.

Finally, we looked at consumers by state and geographic region (east or west of the Cascade mountain range) along with how they responded to a series of attitude questions. Based on their attitudinal responses, consumers were grouped by:

¹ Note that the sample frame was also based on the 2004 survey. In the 2005 survey, we oversampled non-purchasers. Simple adjustment weights were developed to weight the survey data to the population. Refer to MPER1 Section 3 for a detailed methodology showing the sample frame.

² The survey script (see Appendix F) included a brief description of CFLs that was read to respondents who were unaware of CFLs in an unprompted recall; this segment includes only those respondents who were still unaware after hearing the CFL description.

- their level of concern about energy use in their home;
- whether they are too busy to worry about making energy related improvements in their home;
- whether it is worth it for their household to use less energy in order to preserve the environment; and
- whether operating costs are considered when making a major purchase.

Where we found meaningful and statistically significant differences in the results by any of these segments, we report them.

We have included cross-tabulations for each survey question by the segments described above in the Appendix E in banner format.

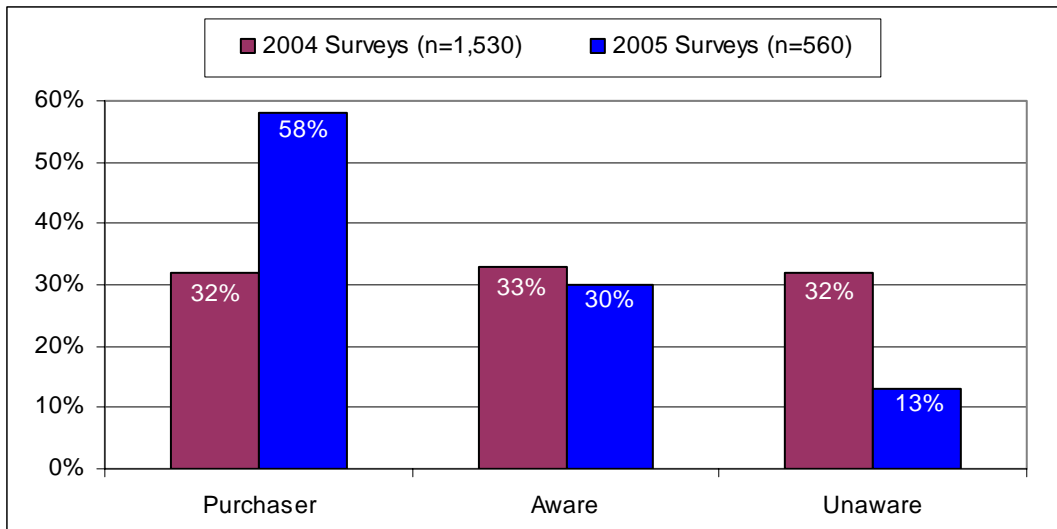
5.3 CFL AWARENESS AND PURCHASES

This subsection begins with results on CFL purchaser and awareness categories, which were described above. Next, the subsection discusses how aware respondents first learned of CFLs, when purchases occurred, where purchases occurred and why purchasers chose to buy CFLs over standard bulbs. Finally, an overview of purchaser statistics is provided.

5.3.1 CFL Purchaser and Awareness Categories

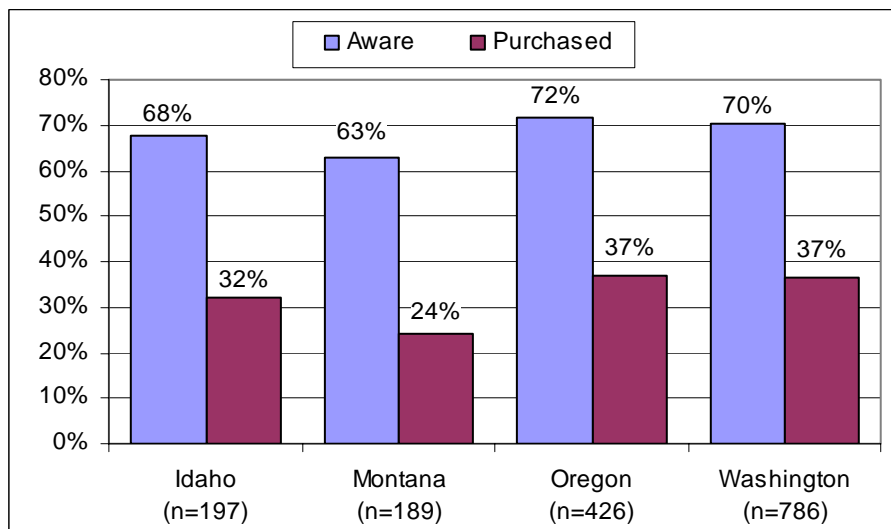
Figure 5-1 illustrates the change in the percentage of consumers who report having purchased a CFL from 2004 to 2005. In 2004, there was about an equal percentage of purchasers, unaware non-purchasers and aware non-purchasers. In 2005, the purchaser base has nearly doubled and is currently 58 percent. The percent of aware non-purchasers has changed only slightly, while the percentage of unaware consumers has dropped to 13 percent.

**Figure 5-1
Consumer Awareness and Purchaser Categories,
2004 and 2005**



In the fall of 2004, rates of consumer awareness and purchases of compact fluorescent lamps (CFLs) differed by state and population density. Montana residents and consumers living in non-urban areas in particular were less likely to be both aware of and have purchased CFLs. Idaho residents were less likely to have purchased CFLs. Figure 5-2 shows CFL awareness and purchase rates by state as of the fall of 2004.

**Figure 5-2
CFL Awareness and Purchases, Fall of 2004**



Source: KEMA 2005

Rates of both CFL awareness and purchases increased region-wide from the fall of 2004 to the fall of 2005, particularly in Montana. There are no statistically significant differences by state or population density, with region wide awareness currently at 88 percent and the purchase rate at 58 percent.

We found that respondents' attitudes towards energy and the environment were correlated with both being aware of and having purchased CFLs. That is, the more favorable the attitude, the higher likelihood of being aware and having purchased. Obviously, those who care about energy efficiency and the environment and think about operating costs are more motivated to buy CFLs. Moreover, they are also more likely to pay attention to CFL advertisements from utilities, retailers and other sources, which would lead to a higher level of awareness.

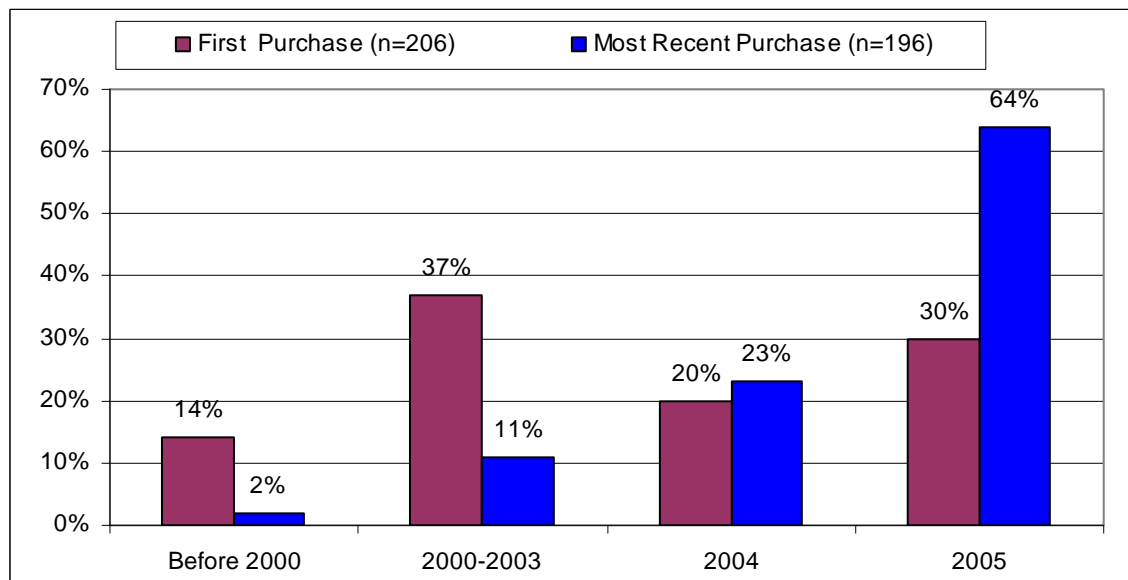
5.3.2 How Consumers Became Aware of CFLs

When respondents aware of CFLs were asked how they first heard about CFLs, they mentioned advertising more than any other source. The proportion of respondents citing television, news, or Internet advertisements as the source of first awareness increased from 28 percent in 2004 to 42 percent in 2005. There was little change among other sources between 2004 and 2005. The next most common source of awareness of CFLs was word-of-mouth (15%) followed by information from their utility (11%).

5.3.3 When CFL Purchases Have Occurred

Figure 5-3 below shows two distributions for CFL purchasers. The first column of the series indicates the year that CFLs were purchased *for the first time*, and the second column the year that CFLs were *most recently purchased*. As shown, nearly two-thirds of purchasers bought CFLs in 2005 – and nearly one-third (or half of all 2005 purchasers) bought them for the first time ever in 2005. As was the case in 2004, half of all CFL purchasers bought their first CFLs within the past 2 years – and nearly 90 percent bought them within the last 4 years.

Figure 5-3
Date of First CFL Purchase and Date of Most Recent CFL Purchase,
Purchasers Surveyed in 2005



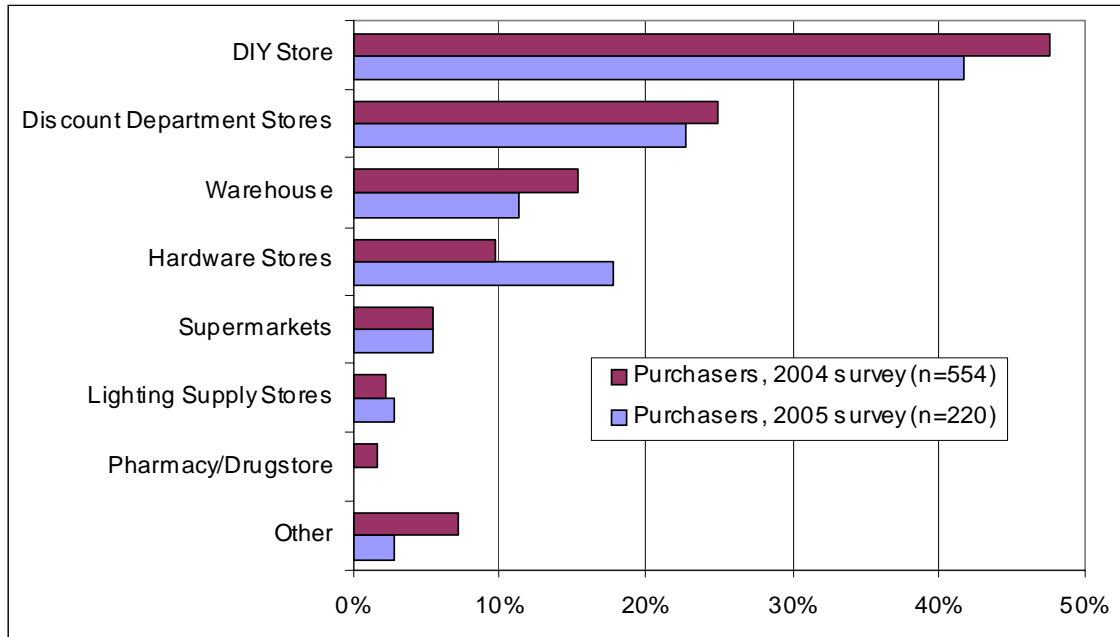
We found that whether a purchaser bought CFLs for the first time in 2005 or not made a difference in purchaser behavior (for example, new purchasers paying less per CFL). Likewise, whether a purchaser bought CFLs at all in 2005 or not made a difference in satisfaction with CFLs and future CFL replacement and purchase intentions. To present these differences throughout the remainder of this section, these purchaser segments are referred to as:

- New purchasers – purchasers who bought CFLs for the first time in 2005 (versus prior purchasers); and
- 2005 purchasers – purchasers who bought CFLs in 2005 (versus non-2005 purchasers).

5.3.4 Where CFLs Have Been Purchased

As shown in Figure 5-4, just under half (42%) of purchasers reported that at least one of their past CFL purchases was made in a Do-It-Yourself (DIY) store such as Home Depot or Lowe's. The next most common place where CFLs are purchased is discount department stores such as K-Mart and Wal-Mart (23%), followed by hardware stores (18%) and warehouses such as Costco and Sam's Club (11%). Compared to 2004 results, purchasers are now more likely to have bought CFLs at hardware stores and less likely at DIY stores and warehouses.

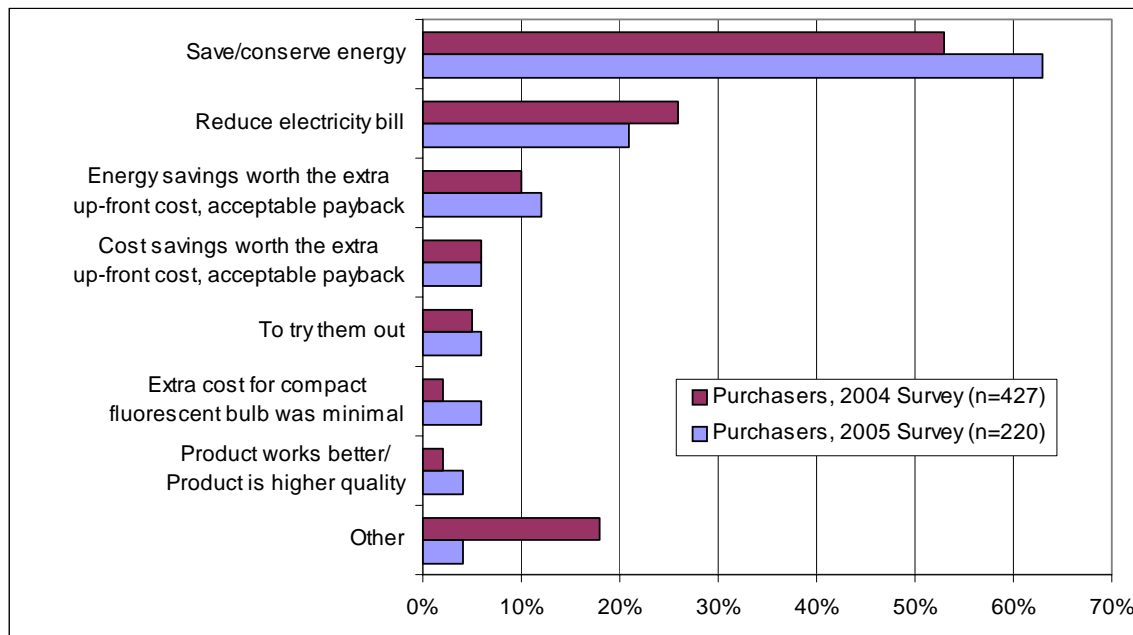
Figure 5-4
CFL Purchase Locations



5.3.5 Why Respondents Chose CFLs

CFL purchasers were asked why they chose CFLs over regular light bulbs. Figure 5-5 compares 2004 to 2005 survey results. As shown, saving or conserving energy is the most commonly cited reason (cited even more often in 2005), followed by reducing electricity bill.

Figure 5-5
Reason for Choosing CFLs over Regular Light Bulbs*



* 2005 question wording: "Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?"; 2004 question wording: "Why did you purchase CFLs?"

In 2004, Montana and Idaho residents were more likely to buy CFLs based on friend and family word-of-mouth (versus saving electricity). Currently, there are no geographical differences in CFL purchase motivations.

5.3.6 General Purchaser Statistics

Table 5-2 presents a summary of CFL purchase statistics among all CFL purchasers surveyed in 2004 and 2005, and for new purchasers (who bought their first CFL in 2005).

As shown, as of November 2005, one-third of purchasers reporting having received a CFL coupon in the mail, and on average purchasers have bought CFLs on 5 occasions. On average, purchaser households bought nearly 9 CFLs in 2005. On average, consumers recall paying about \$6 per CFL³ on their most recent purchase (refer to Figure 5-3 for the distribution of the "most recent purchase"). Significant changes from 2004 include a major drop in self-reported CFL price and an increase in the number of CFLs purchased. The percentage of purchasers that report receiving a coupon in the mail also increased from 2004 to 2005, from 22 to 35 percent.

³ We specifically asked respondents about the price they paid *per bulb*, but some may still provide the price per pack of bulbs. Self-reported consumer CFL price data is unreliable because of the multi-pack issue and other issues including difficulty in recalling small purchases such as these.

We found small differences between new purchasers (i.e., purchasers who bought CFLs for the first time in 2005) and prior purchasers (i.e., purchasers who bought CFLs prior to 2005), with new purchasers paying less per CFL (recall that by definition, new purchasers' most recent purchase occurred in 2005).

Table 5-2
CFL Purchase Statistics,
2004 and 2005

Purchase Statistics	All Purchasers		New Purchasers (n=61)
	2004 Survey (n=554)	2005 Survey (n=220)	
Received CFL coupon in the mail ever	22%	35%	35%
Mean number CFL purchase occasions ever	4.4	5.1	3.3
Mean number CFLs purchased in past year	5.7	8.6	7.7
Mean per-bulb CFL price during most recent purchase	\$10.50	\$6.20	\$5.30
Promotion during most recent purchase	*	28%	26%

* Data not collected in 2004.

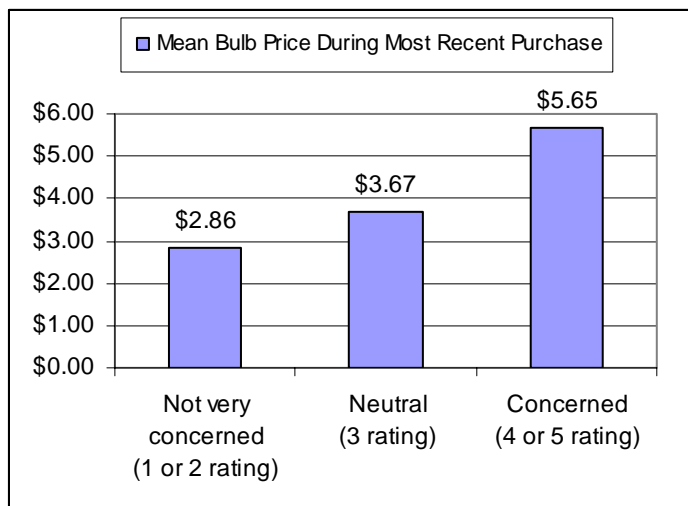
We found some differences in purchase statistics (based on 2005 survey data) across the following consumer segments:

- Purchasers who bought CFLs specifically in the fall of 2005⁴ tended to buy more CFLs in 2005 (14 on average) and paid less for them per bulb (\$4.60 reportedly per bulb⁵) – likely reflecting the SWAT promotion, which was more heavily promoted in the fall in conjunction with the national ENERGY STAR fall lighting campaign. (Purchasers who did not buy CFLs in the fall of 2005 paid on average \$6.90 and bought 6 bulbs on average.)
- Those that are less concerned about preserving the environment paid less for their most recently purchased CFLs than those who are concerned. Figure 5-6 illustrates this relationship. Recall the prior finding that concern for energy and the environment was correlated with CFL awareness and purchases. This result suggests that low promotional prices were effective in getting those unconcerned about the environment to buy CFLs.

⁴ Respondents were asked: “When was your most recent CFL purchase? Would you say it was...in the fall?” If respondents said yes, they were assumed to have bought CFLs in the fall of 2005. If no, they were prompted with: “Within the last year?” and so forth.

⁵ Notably, only 17 percent of fall 2005 purchasers said they paid \$1 or less per bulb (even though CFLs were available through the SWAT promotion for \$1 or less). The most commonly cited price paid by fall 2005 purchasers was \$4 per bulb, which might reflect respondent error in reporting the price for a 4 pack of CFLs, which was sold for \$4.79 by a major retailer participating in the promotion (which accounted for one-third of promotional sales).

Figure 5-6
Concern with Energy Conservation/Environmental Preservation
vs. Price Paid for Bulb During Most Recent Purchase



* Question wording: "How much do you disagree or agree with the following statement... It is worth it to me for my household to use less energy in order to help preserve the environment?" n=76.

- CFL purchasers who made their most recent purchase during a promotion are more likely to be storing CFLs – suggesting that the lower promotional bulb prices may have encouraged consumers to buy more than they immediately planned to install. Table 5-3 illustrates this finding.

Table 5-3
Storage of CFLs by Promotional Bulb Purchase

Promotion during most recent purchase	% of Purchasers storing CFLs	Avg. # of CFLs in storage, of those who are storing	n
Yes	72%	6.3	78
No	54%	3.6	180

- Over half of Montana purchasers surveyed in 2005 reported having received a coupon (versus 8 percent in 2004) – likely reflecting a Northwestern Energy rebate promotion in Montana, which included mass mailings of CFL coupons. Table 5-4 shows the 2004 and 2005 findings for this survey question by state.
- Purchasers in Idaho bought CFLs on fewer occasions and bought fewer CFLs in 2005, and paid a lower price (\$3.30 reportedly per bulb) for their most recent CFL purchase. Table 5-4 shows these results by state.

Table 5-4
CFL Bulb Purchasing Behaviors by State

Purchasing Behavior	State			
	ID (n=37)	MT (n=40)	OR (n=91)	WA (n=155)
Mean Number of CFL Purchase Occasions	2.9	6.2	5.4	5.2
Mean Number of Bulbs Purchased in 2005	4.5	8.9	8.9	9.1
Mean Bulb Price During Most Recent Purchase	\$3.33	\$9.67	\$7.07	\$5.69
Ever received a coupon in the mail for a discount on the purchase of CFLs – 2005 survey	10%	51%	22%	27%
Ever received a coupon in the mail for a discount on the purchase of CFLs – 2004 survey	14%	8%	25%	25%

5.4 CFL DISPOSITION

This section presents results on CFL installation, storage and removal for all CFLs that purchaser households have acquired over time. Table 5-5 compares 2004 to 2005 disposition results. As of November 2005, purchaser households on average have 6 CFLs currently installed, with an additional 2 CFLs in storage. The average number of CFLs installed *per purchaser household* has increased from 5 CFLs in 2004 to 6 CFLs in 2005.

Note that as the purchaser base has nearly doubled, the average number of CFLs installed across *all households* has also doubled from 1.7 to 3.5 bulbs.⁶ However, percentages of installed versus stored and removed bulbs have not changed.

⁶ These values are equal to the average number of CFLs installed per purchaser home multiplied by the purchaser base.

**Table 5-5
Bulb Disposition for Purchaser Homes,
2004 and 2005**

Disposition of All Bulbs Ever Acquired	All Purchasers			
	2004 Survey (n=554)		2005 Survey (n=220)	
	Mean	%	Mean	%
Bulbs currently installed per purchaser home ⁷	5.2	71%	6.1	70%
Bulbs ever removed per purchaser home	0.3	4%	0.3	4%
Bulbs currently stored per purchaser home	1.8	25%	2.3	26%
Total number of bulbs ever acquired per home	7.3	100%	8.7	100%
Purchaser base	32%		58%	

We did not find any differences in the 2005 CFL disposition results (i.e., installation, storage and removals) for new versus prior purchasers or 2005 versus non-2005 purchasers. Recall from above that we did find that purchasers who bought CFLs during a promotion are more likely than non-promotion purchasers to be storing CFLs. Promotional purchasers were not tracked in 2004, so we are not able to determine whether storage as a result of promotional purchases has changed over time.

Approximately 16 percent of purchasers surveyed in 2005 and 14 percent of purchasers surveyed in 2004 indicated that they have removed one or more CFLs that they did not use elsewhere in their homes. The most commonly cited reason was that bulbs were not bright enough, followed by bulb burnout, dissatisfaction with bulb color, and too long of a start up time. This ranking stayed the same from 2004 to 2005.

5.5 SATISFACTION WITH CFLS

This section describes several indicators of satisfaction with CFLs:

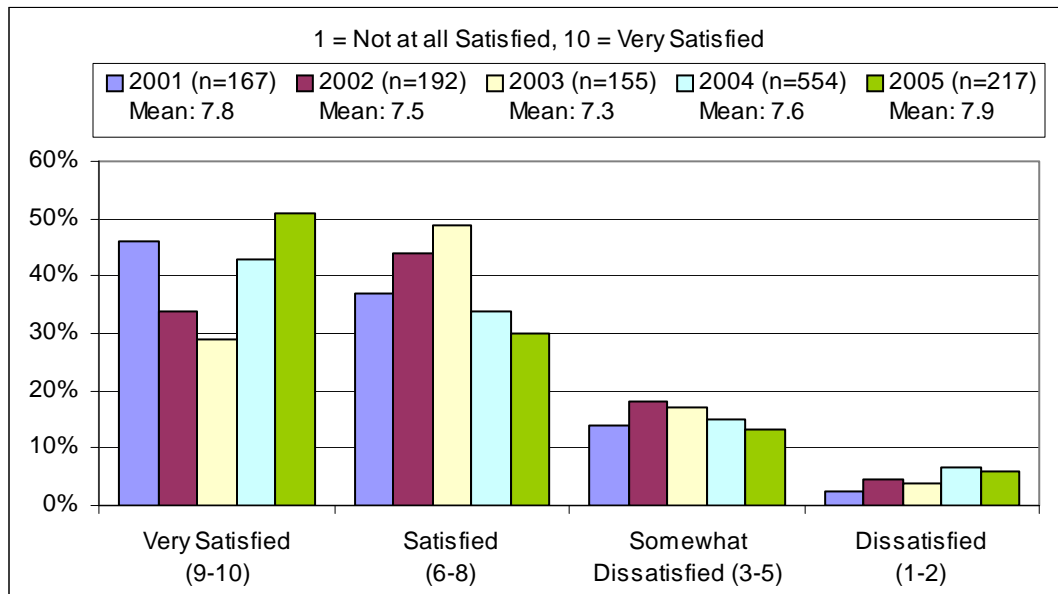
- General satisfaction with CFLs;
- Satisfaction with CFL attributes;
- Likelihood of CFL to CFL replacement; and
- Best features of CFLs.

⁷ Note that in Market Progress Evaluation Report 1, 2005, the mean number of CFLs installed was shown for homes with CFLs installed (6.5 CFLs), which was a subset equal to 81 percent of purchaser households. In this table, we show CFL disposition statistics across all purchaser homes, not just those with CFLs installed (87%).

5.5.1 General Satisfaction

Survey respondents were asked to indicate their level of general satisfaction with CFLs on a ten-point scale, with 1 being “not at all satisfied” and 10 being “very satisfied.” In the last Consumer Products MPER⁸, we noted that overall satisfaction had rebounded in 2004 from a decline between 2001 and 2003. The 2005 findings support this trend, with another small increase in overall satisfaction from 2004 to 2005 (Figure 5-7).

Figure 5-7
General Satisfaction with CFLs Over Time
All Purchasers, 2001 through 2005

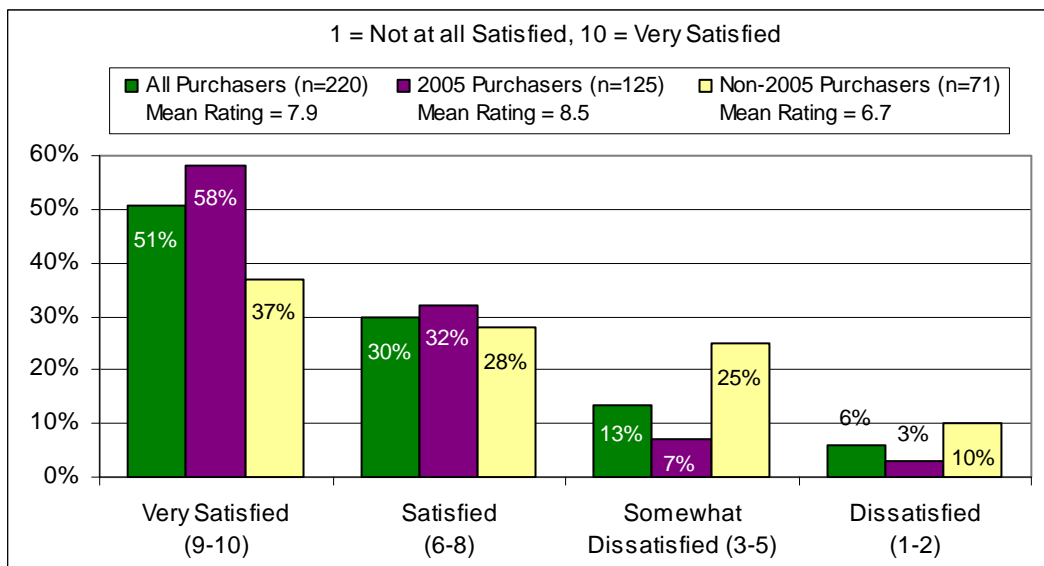


Sources: ECONorthwest 2004 and KEMA 2005.

Figure 5-8 shows the overall satisfaction result for all purchasers (based on the 2005 survey), 2005 purchasers and non-2005 purchasers. As shown, 2005 purchasers are more satisfied. This is likely because dissatisfaction with CFLs is a driver of why a household that has purchased CFLs in the past did not purchase any more CFLs in 2005 (making them a non-2005 purchaser).

⁸ Market Progress Evaluation Report 1, 2005, KEMA Inc.

Figure 5-8
General Satisfaction with CFLs,
2005 Survey



Respondents who are concerned about how much energy they use in their homes were more likely to be satisfied, which is intuitive since they are more likely to be satisfied with the energy savings associated with CFLs. Likewise, we found that fall 2005 purchasers had higher general satisfaction with their CFLs. Recall from above that fall 2005 purchasers also bought more CFLs and paid less for them. Their higher satisfaction might be due to the greater value they received from their purchase.

5.5.2 Satisfaction with CFL Attributes

The 2005 survey also asked purchasers to rate their satisfaction with specific CFL attributes on a 1 to 5 scale, with 1 being “not at all satisfied” and 5 being “very satisfied”. These ratings are moderate to high and have not changed significantly from 2004 to 2005, as shown in Table 5-6. There are no differences in satisfaction with CFL attributes across purchaser segments.

Table 5-6
Satisfaction with Specific Bulb Attributes,
2004 and 2005

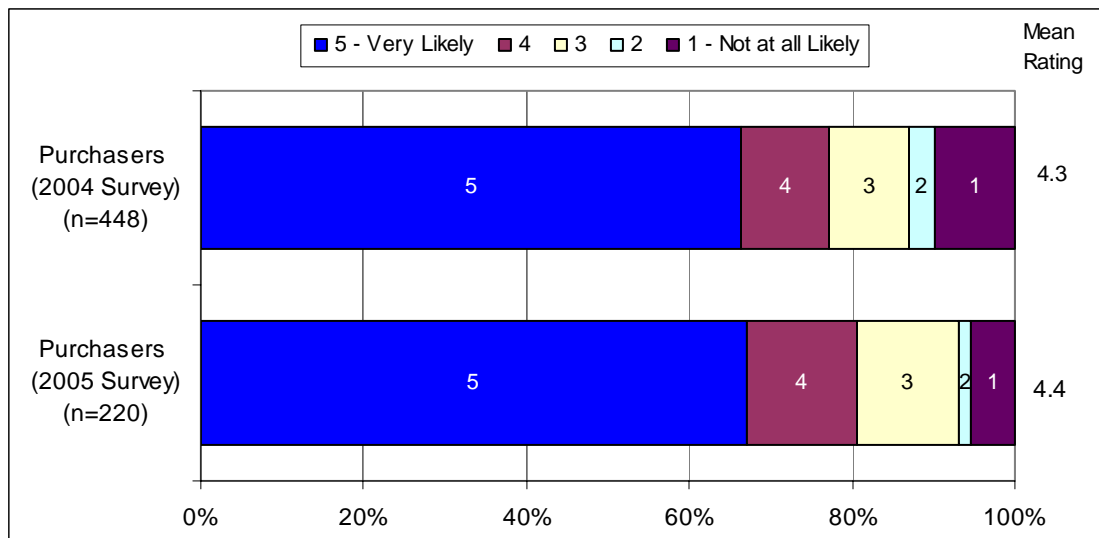
1=Not at all Satisfied, 5=Very Satisfied Mean Rating

Bulb Attribute	All Purchasers	
	2004 Survey (n=554)	2005 Survey (n=220)
Ability to work with dimmer and 3-way applications	3.5	3.2
Fixture appearance	3.8	3.8
Brightness of light	3.9	4.0
Color of light	4.0	4.0
Light up time	4.0	3.8
Light fixture fit	4.0	4.2
How long they last	4.3	4.4

5.5.3 CFL–CFL Replacement

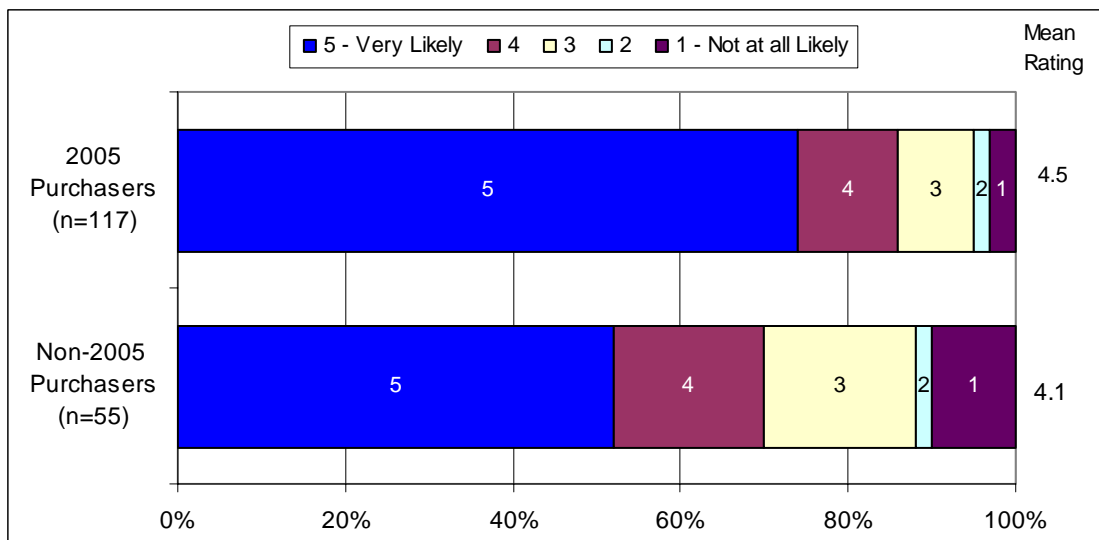
Purchasers were asked to indicate how likely they would be to replace existing CFLs with new CFLs upon burnout. As discussed at the beginning of this section, this result feeds one of the projects goals that relates to CFL satisfaction and persistence of CFLs as a technology. Likelihood was rated on a five-point scale, with 1 being “not at all likely” and 5 being “very likely.” As shown in Figure 5-9 below, the percentage of purchasers who are “not unlikely” (i.e., rated their likeliness a 3, 4 or 5) to replace CFLs with CFLs increased from 75 to 80 percent from 2004 to 2005. These results are consistent with the fairly high overall satisfaction ratings, which improved slightly from 2004 to 2005.

Figure 5-9
Likelihood of Replacing CFL with CFL Upon Burnout,
2004 and 2005



Consistent with the overall satisfaction ratings, we found that 2005 purchasers are more likely to intend to replace burnt-out CFLs with new CFLs in the future than purchasers who did not buy any CFLs in 2005 (Figure 5-10). Again, this is probably due to non-2005 purchasers as a group being less satisfied with CFLs. We found no difference in replacement intentions for new purchasers versus prior purchasers, supporting the finding above that new purchasers are equally as satisfied with CFLs as purchasers in general.

Figure 5-10
Likelihood of Replacing CFL with CFL Upon Burnout,
2005 Purchasers and Non-2005 Purchasers

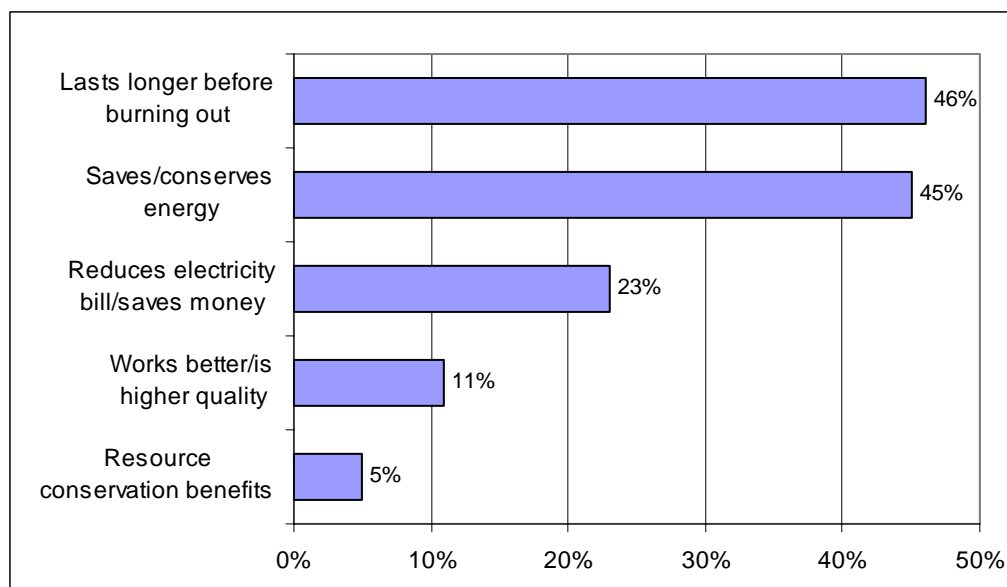


We also found that CFL to CFL replacement intentions were correlated with satisfaction with certain CFL attributes, including color of light, brightness and how long they last. These results suggest that these attributes in particular impact whether new CFLs will be used to replace old ones. These same attributes, plus how they look in fixtures and applicability with dimmer and 3-way applications, were important based on 2004 survey results with regard to predicting general satisfaction with CFLs.

5.5.4 Best Features of CFLs

Figure 5-11 shows purchaser opinions on what are the best features of CFLs. The most commonly cited feature was CFLs lasting longer, followed by saving or conserving energy. Interestingly, the “best” feature (lasting a long time) was not cited by respondents as the reason for buying CFLs (Figure 5-5). This result may suggest that the longer lifetime associated with CFLs is a benefit that purchasers realize after their purchase.

Figure 5-11
Best Features of CFLs* †



* Multiple responses allowed; results may not total 100%.

† Question wording: “In general, what are the best features of CFLs?”

5.6 FUTURE CFL PURCHASES

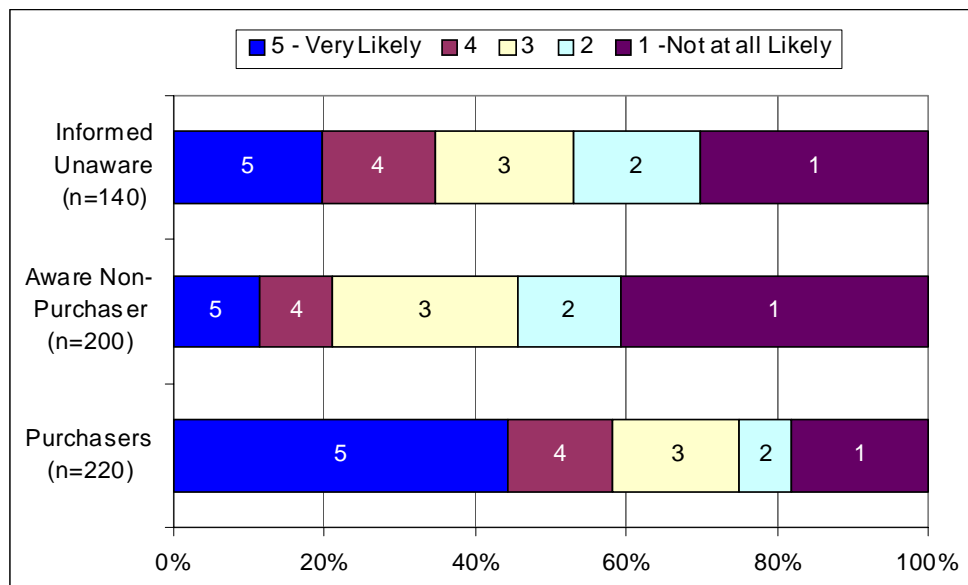
This subsection presents results on stated future CFL purchase intentions – for both purchasers and non-purchasers. These results are forward-looking and will help forecast the purchaser base for 2006. Moreover, these results will explore drivers of and barriers to both expanding the purchaser base and expanding holdings among current purchasers. As such, the three population segments that were introduced at the beginning of this section (Purchaser, Aware Non-Purchaser, and Unaware) are used throughout.

5.6.1 Likely Future CFL Purchases Within a Year

Figure 5-12 shows the distribution of responses to the question: How likely are you to purchase any CFLs in the next year? Respondents used a scale from 1 to 5 with 1 meaning “not at all likely” and 5 meaning “very likely”. Respondents who were unaware of CFLs prior to the survey were first read a description of CFLs⁹ prior to being asked this question (and are referred to in subsequent figures as “informed unaware”). As shown, responses differ across the three segments, with purchasers (not surprisingly) being the most likely to intend to buy CFLs in 2006. Aware non-purchasers are the least likely.

When compared with aware respondents (purchaser + aware non-purchaser), unaware respondents are less likely to intend to buy CFLs in the future – even once informed about the benefits of CFLs and their current market conditions. (Purchasers and aware non-purchasers might actually be less informed at this point in the survey, since they have not been read the same description as unaware consumers.) This result reinforces the earlier finding that indeed, consumers who are unaware of CFLs are less likely to be concerned with energy efficiency and the environment and thus less likely to have bought CFLs or intend to buy them in the future.

Figure 5-12
Likelihood of CFL Purchase Within the Next Year



⁹ The description is as follows: “CFLs use two-thirds less energy than a standard bulb, and last up to 10 times as long. Some styles of CFLs are available for \$2 or less – and they are about the same size and color as a standard bulb and can be installed in almost any fixture where you would put a standard bulb. They can be purchased at the same places you purchase standard bulbs, including some drug and grocery stores. CFLs save about \$30 in electricity costs over the life of the bulb. By using less energy, CFLs also help the environment.”

The 2005 survey results indicate that the fraction of purchasers inclined towards future CFL purchase has increased from 69 to 75 percent since 2004. This is consistent with the time series results for satisfaction and CFL to CFL replacement intentions as well. Likewise, we found that 2005 purchasers have slightly more favorable purchase intentions than non-2005 purchasers (80% versus 61% are likely). New purchasers were no different than prior purchasers. These results are once again consistent with the findings above with regard to differences among purchasers over time: prior purchasers who are still purchasing are more satisfied and more likely to keep buying CFLs than prior purchasers who have not purchased CFLs in a year or more.

Intuitively, these results are correlated with CFL to CFL replacement results, overall satisfaction with CFLs, and all attitudinal segments – in that consumers with more favorable future CFL purchase intentions are also more likely to:

- intend to replace CFLs with CFLs upon burnout;
- be satisfied with CFLs in general; and
- be more concerned about energy usage, the environment and operating costs.

Likely Future CFL Purchases Within a Year – With Current CFL Market Information

As described at the beginning of this subsection, consumers who had never heard of CFLs prior to the survey were read a description of CFLs before being asked about their future purchase intentions. We read this same description to unlikely future CFL purchasers and then asked them again about their future purchase intentions. The intent was to ascertain future purchase intentions based on respondents being aware of the current market conditions for CFLs (since although they have heard of CFLs, they may not be basing their responses on the most current information).

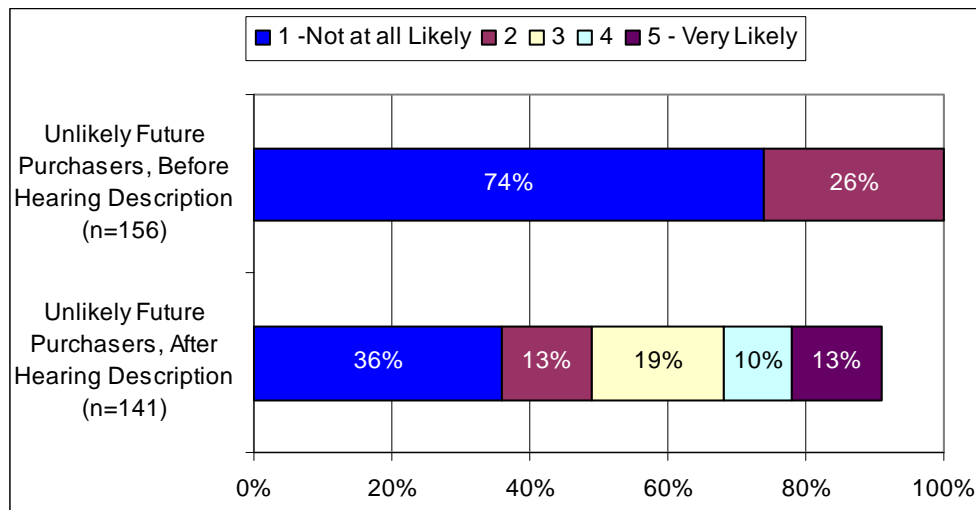
The first bar of Figure 5-13 depicts the breakdown of *initially* unlikely respondents between ratings of 1 and 2 (“Unlikely future purchasers, before hearing description”) – essentially the distribution of unlikely responses for aware respondents from Figure 5-12 above.¹⁰ After hearing the description, the percentage of consumers that are unlikely to purchase drops substantially (the second bar of Figure 5-13).

These results suggest that lack of complete understanding of the current CFL market and the benefits of CFLs is impeding purchases. Furthermore, people are not aware of their lack of knowledge of the product. Only about twenty percent (as compared to the 42 percent who changed their minds after learning more about the product) of unlikely but aware respondents said that they did not know enough about the product to make a decision.

¹⁰ Note that “unaware” consumers were excluded from this analysis, since their initial future purchase intention response was based on the CFL descriptions (i.e., current market conditions).

There were no statistically significant differences across purchaser segments, probably as a result of small sample sizes – but 2005 purchasers were more likely to change their mind (53%) than non-2005 purchasers (30%).

Figure 5-13
Future Purchase Intentions of Initially Unlikely CFL Purchasers
Before and After Hearing CFL Description* †



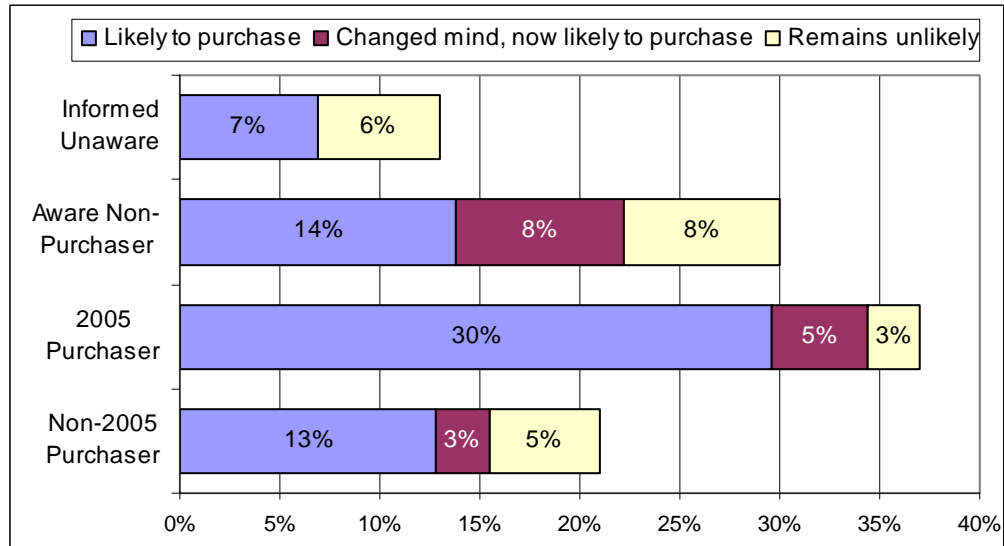
* Results shown for “Unlikely Future Purchasers, After Hearing Description” do not total 100% because 9 percent responded, “Don’t Know.”

† Note: Fifteen of the “Unlikely Future Purchasers, Before Hearing Description” were not read the description because these respondents are storing CFL bulbs and thus did not continue to the follow-up question.

Combined Likely CFL Purchases Within a Year

Figure 5-14 below combines the previous two figures, showing the likely future CFL purchases for the population, incorporating those who changed their mind. We show results for the 3 population segments used in Figure 5-12, but have split purchasers into 2005 and non-2005 purchasers, since they are so different. Note that the frequencies in the chart sum to 100 percent and reflect the distribution of the entire population.

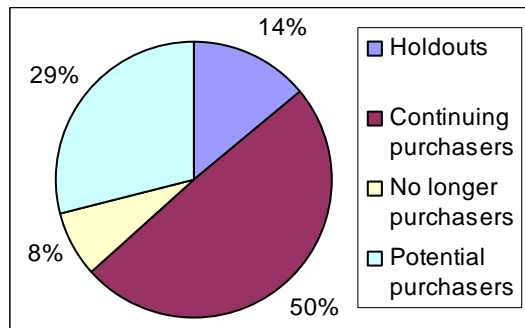
Figure 5-14
Combined Likelihood of CFL Purchase Within the Next Year – by Segment



n = 560.

Figure 5-15 shows the same data shown above in Figure 5-14, but in summary format across the population. As in Figure 5-14, these results are based on consumers being informed about the current market conditions for CFLs – i.e., unaware being made aware, and aware that were initially unlikely to buy CFLs in the future being provided with a market update. In Figure 5-15, “Holdouts” are consumers that have never purchased CFLs and likely never will. “Continuing purchasers” are consumers who are prior purchasers and likely to continue purchasing CFLs. “No longer purchasers” are prior purchasers who do not plan to buy them in the future. And “potential purchasers” are non-purchasers that potentially will buy them in the future.

Figure 5-15
Likely Future Purchases



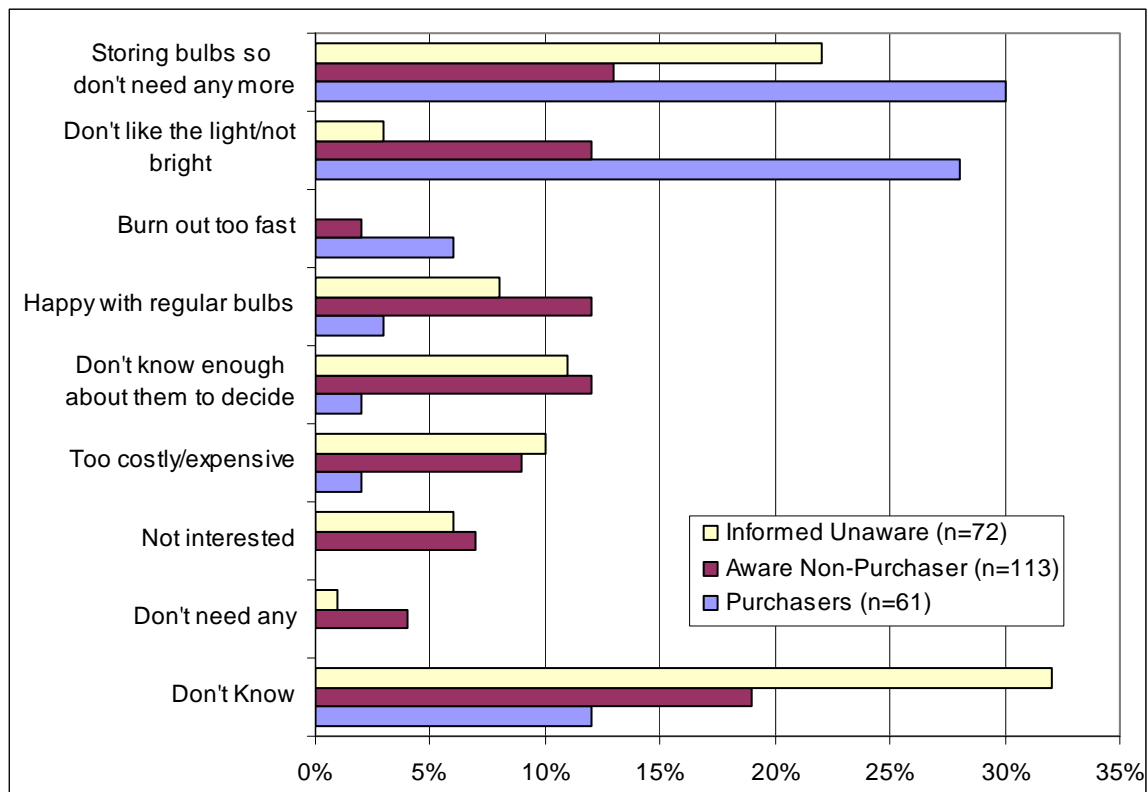
n = 560.

The following two subsections discuss barriers to purchase – for unlikely future purchasers – and motivations for purchases – for both likely future purchasers (why they are likely) and unlikely (what if anything will motivate them).

5.6.2 Barriers to Future CFL Purchases

Figure 5-16 shows the reasons unlikely future purchasers gave for being unlikely to buy CFLs within the next year. As shown, reasons varied by population segment. CFL price, availability and product diversity barriers that historically the Alliance and other stakeholder initiatives have addressed are not cited with much frequency. Another barrier that has decreased substantially over time and is not included in this particular analysis is lack of awareness – which now only impacts 13 percent of the population.

Figure 5-16
Reasons for Being Unlikely to Purchase CFLs Within the Next Year,
2005 Survey *



* Multiple responses allowed; results may not total 100%

In 2004, Montana and Idaho residents were more likely to “be happy with regular bulbs” than Oregon and Washington residents. By 2005, geographic differences do not exist with respect to barriers to future CFL purchases.

Informed Unaware

The half of “informed” unaware respondents who are unlikely to buy CFLs in the future were most likely to say they did not know why – perhaps not surprisingly since they first learned about CFLs during the interview. Of those that provided a reason, storing bulbs (presumably incandescent bulbs) and not knowing enough were the top two reasons, closely followed by CFLs being too expensive and being happy with regular bulbs.

Aware Non-Purchasers

Aware non-purchasers have a mixed bag of barriers – with each of the following barriers (in order of importance) stated less than 15 percent of the time:

- storing bulbs (again, presumably incandescent bulbs) so do not need any more;
- do not know enough about the product to decide;
- do not like the light or the brightness;
- happy with regular bulbs; and/or
- too expensive.

Purchasers

For the 14 percent of purchasers who are unlikely to buy CFLs in the future, storing bulbs (presumably CFLs) and dissatisfaction with CFL light color or brightness were the two top reasons cited. Storing CFLs as a barrier to future purchases has increased from 25 percent in 2004 to 30 percent in 2005. However, this change is not statistically significant.

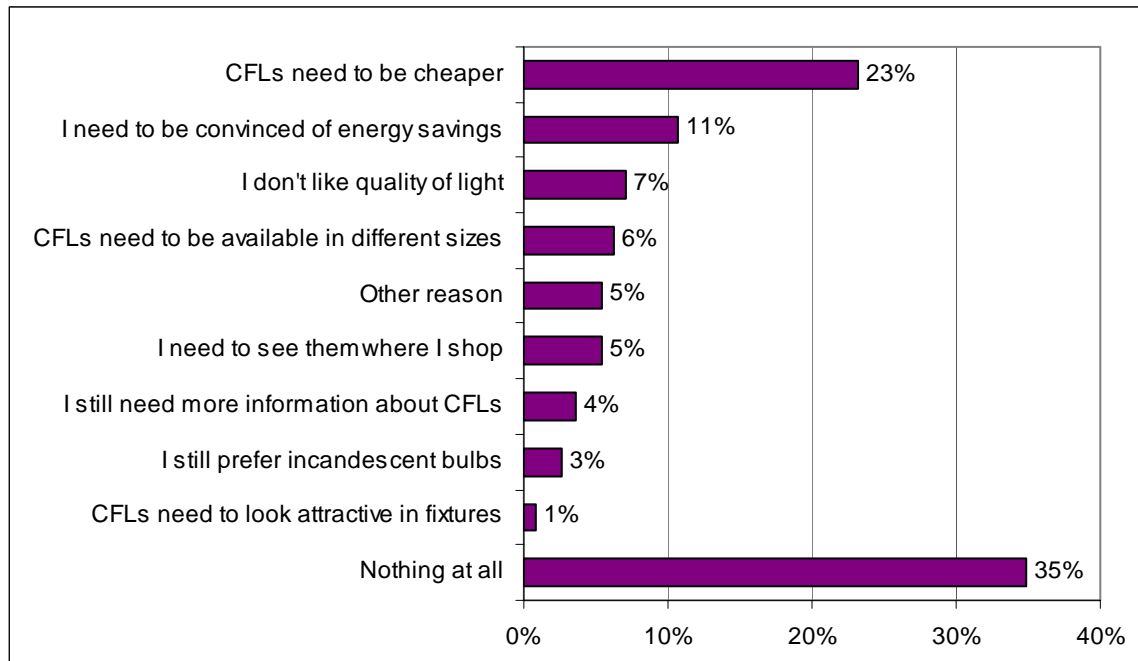
Notably, the CFL cost barrier has come down from 26 percent in 2004 to 2 percent in 2005. However, this comparison is not consistent between the 2 years. In the 2005 survey, unlikely future purchasers were prompted with a CFL market update, including a reminder that CFLs are available at \$2 or less. In 2004, unlikely future purchasers were not provided with such an update. So presumably 2004 results include a mix of unlikely future purchasers – those that were aware that CFLs are available at \$2 or less and those that thought they were more expensive. In any case, these results show that at \$2 or less, price is not a barrier to future purchases for current purchasers.

5.6.3 Motivations for Future CFL Purchases by Non-Purchasers

Likely future purchasers who have not yet purchased a CFL were asked to describe why they intend to buy CFLs in the coming year. The most commonly cited reason was to save energy, followed by saving money and the fact that CFLs last a long time. Some were curious to try them after hearing about them during the survey. Finally, some mentioned that CFLs cost less than they thought. The top three reasons given are consistent with purchasers’ reasons for buying CFLs in the first place, and with their opinions regarding the best features of CFLs.

Unlikely future purchasers were asked whether anything at all would motivate them to buy CFLs in the future. As shown in Figure 5-17, over one-third said nothing would. Among those that cited a possible motivation, the most common motivation is a cheaper price followed by being convinced of the savings potential. Interestingly, cost and energy savings concerns were not cited very often as barriers to purchase (see Figure 5-12). These results suggest that when CFLs are very cheap, consumers may be able to set aside some of their concerns and buy them anyway.

Figure 5-17
Possible Future Purchase Motivations Among Unlikely Future Purchasers*



* Multiple responses allowed; results may not total 100%. n = 112.

5.7 SUMMARY OF FINDINGS

Major shift in the market

The Northwest consumer lighting market has experienced major change over a period of one year. Notable changes in the market that occurred from the fall of 2004 to the fall of 2005 include:

- The percent of consumers who have ever purchased a CFL has increased from 32 to 58 percent;
- The percentage of consumers who bought CFLs in 2005 was 37 percent, compared to 19 percent who bought them in 2004;
- The percentage of consumers who bought CFLs for the first time in 2005 was 18 percent, compared to 12 percent who bought them for the first time in 2004;

- The average number of CFLs purchased per household increased from 6 to 9 CFLs from 2004 to 2005;
- Awareness increased from 68 to 87 percent;
- Price paid per bulb decreased¹¹; and
- Price is not a barrier to continued purchases for current CFL purchasers, as long as CFLs cost \$2 or less and current purchasers are aware of their cost. (In 2004, 26% of purchasers who were unlikely to buy them in the future cited price as a barrier. It is uncertain whether some or all of those respondents were aware that CFLs were available at some stores for \$2 or less.)

The Savings with A Twist promotion's effect on price likely contributed to the shift in the market from 2004 to 2005

The percentage of both first-time and repeat CFL purchases increased from 2004 to 2005. In 2004, the high price of CFLs was cited as a barrier by both non-purchasers and prior purchasers who were unlikely to buy them again. The SWAT promotion got CFLs stocked in prominent locations in a wide variety of store locations region wide – and offered them for sale at low promotional prices (mostly 99 cents). It is likely that the promotion's low prices helped increase the rate of both first-time and repeat purchasers.

Higher volume of purchases did not lead to a drop in the CFL installation rate

The increase in CFL purchases per household has not had an adverse effect on the incidence of CFL storage. Households that have purchased CFLs on average are storing 26 percent of all CFLs they have acquired over time – statistically unchanged from 25 percent in 2004.

However, purchasers that bought CFLs during a promotion have higher storage rates (and a higher number of CFLs in storage) than non-promotion purchasers.

A slight improvement in CFL satisfaction, future purchase intentions and CFL to CFL replacement intentions

General satisfaction with CFLs, future CFL purchase intentions and CFL to CFL replacement intentions all improved slightly from 2004 to 2005. In fact, the Alliance met its revised CFL satisfaction goal – with 80 percent of purchasers being “likely” to replace burnt-out CFLs with new CFLs. The fraction of CFLs that purchasers remove stayed the same from 2004 to 2005. New purchasers in 2005 were equally as satisfied and had similar future purchase and CFL to CFL replacement intentions as prior purchasers. Notably, prior purchasers who did not buy CFLs

¹¹ Consumer self-reported price data are unreliable. However, they are useful to determine order of magnitude of changes over time. The shelf survey data that are being collected as part of this project have been used to estimate change in price from 2004 to 2005.

in 2005 (one-third of purchasers) were less satisfied across the board and less inclined to use CFLs in the future.

No change in CFL purchase motivations

Purchasers continue to cite energy savings and saving money as primary reasons for buying CFLs – while the fact that CFLs last longer than standard bulbs is cited most often as their “best feature”. This finding suggests that the longer life of CFLs over standard bulbs could be promoted as a selling point.

Increasing CFL purchases from 2005 levels depends on CFL promotions and prices in 2006

Over half (57%) of consumers say they will buy CFLs next year. Another 21 percent might also buy them, if they are made aware of them and informed about their current market conditions. The actual purchase rate in 2006 will depend on what happens to CFL prices after promotions end and whether CFL awareness continues to increase. There is evidence from the 2005 survey that when CFLs are sold at low promotional prices, consumers will buy them even when they have concerns about them and are not all that motivated by their energy savings potential. This effect likely contributed to the substantial increase in the purchaser rate from 2004 to 2005, and to favorable purchase intentions for 2006.

Nearly one-quarter of the population may not buy CFLs next year (or ever), regardless of price

Most of this segment is comprised of non-purchasers, who even once made aware of and informed about the current market for CFLs is not interested in buying them. Barriers to purchase for this group include:

- Do not need CFLs (32%);
- They are too costly – at \$2 or less each (23%);
- Do not like their light or brightness (18% - of which only one-third has actually tried them);
- Need more information (14%);
- They need to make them in more sizes (9%).

This segment also includes consumers who have bought CFLs in the past – some are storing them and do not need any more (30%), and others who are not storing any cite the same barriers as non-purchasers (described above). Notably, purchasers who did not buy CFLs in 2005 who are in this segment are less likely to be storing CFLs and more likely to cite one of the barriers listed above.

The rate of CFL awareness and purchase is now the same region-wide

From 2004 to 2005, the percentage of residents in Idaho and Montana that are aware and have purchased CFLs increased – such that rates are now the same in all four Northwest states. Likewise, previous regional differences in drivers of and barriers to CFL purchase also no longer exist.

6

LIGHTING SHELF SURVEY RESULTS

6.1 INTRODUCTION

This section presents results from a shelf survey with 70 Northwest lighting retailers conducted in November 2005. The shelf survey was intended to collect a detailed inventory of lighting products from a sample representing the population of stores that sell CFLs in the region. These sites are a sub-sample of the 73 retailers that were visited in the spring of 2005 for MPER1.

First, we present an overview of our analysis approach, and then we report results on CFL affordability, availability and product diversity. A final section presents the sample sizes for all exhibits shown in this section.

6.2 ANALYSIS APPROACH

The main shift in presentation of shelf survey results from MPER1 to MPER2 concerns the CFL affordability data. In MPER1, we summarized shelf inventory pricing data to show the affordability of various CFL product categories. In this report, we have applied sales weights to the inventory data in order to generate estimates of the average price paid per bulb by consumers.

As such, we have updated some of the reporting conventions used in MPER1 as follows:

- **Store categories.** Store type categories have been updated to match those used in Alliance CFL sales reports, from which sales weights were developed:
 - Warehouse (club membership stores like Costco);
 - Mass merchandise (large chains such as Wal-Mart, K-Mart, Target and Fred Meyer);
 - Do-it-Yourself (national chain hardware stores such as Home Depot and Lowe's);
 - Drug and grocery; and
 - Small hardware (independent, franchise and small regional chain hardware stores).
- **CFL styles.** Bulb style categories have been modified slightly¹ to match current conventions used by the ENERGY STAR[®] and other lighting programs:
 - Twister

¹ The “incandescent style” and globe bulbs were combined into “Covered”. “Replacement pin” is renamed “pin-based”. The categories 2- and 4-tube were combined into one “tube” category. Spot lights were collapsed into the “Other” category, which already contained specialty style bulbs.

- Non-Twister
 - Tube
 - Circle-line
 - Covered
 - Other (spot and specialty bulbs, such as dimmable, 2D, 3-tube, and full spectrum)
 - Reflector
 - Pin-based
 - Three-way²
- **Wattage categories.** Wattage categories were revised to be consistent with the category of CFLs promoted by the Alliance in the fall: less than 18 watt, 18-30 watt and over 30 watt.

To allow the reader to compare results over time, we have analyzed and reported spring 2005 shelf inventory data (from MPER1) side-by-side with fall 2005 (MPER2) results, applying the new conventions used in this report.³ We have also added a geographic subsection to each of the main sections below to discuss geographic differences and changes in geographic differences from spring to fall, since the project specifically focused on smaller markets in 2005.

6.3 AFFORDABILITY

The shelf survey collected price data for each bulb model observed. Price (before and after rebate) was recorded for each pack of bulbs (or individual bulb) along with the number of bulbs in each pack. Note that throughout the results we present “after-rebate” prices. The difference in price between spring and fall shows the reader the effect of the fall promotions (which include the SWAT promotion and any utility, retailer or manufacturer promotions) on CFL prices.

In this affordability section, we separated CFL styles into “twister” and “non-twister” categories – since the predominant bulb type that is promoted by utilities and the Alliance is the twister-style bulb. Non-twister style bulbs are less available and more expensive. Within each of these categories, we analyzed price data by many variables to determine key drivers of variation in price. We determined that store type, style of bulb and wattage (for twisters only) were the predominant variables with regard to price. As such, our presentation of results includes the following:

² The “three-way” category includes three-way twisters and other three-way styles. These were grouped under “Non-Twister” because their availability and price makes them more similar to specialty bulbs than to standard twisters.

³ Note that the survey methodology used in the fall survey was almost identical to that used in the spring of 2005. Refer to MPER1 Section 3 for detail on the sample frame.

- Twister style bulbs by wattage and store type; and
- Non-twister style bulbs by bulb style and store type.

We also developed estimates of the average twister, non-twister and overall CFL price paid by consumers using the sales weights described above.

6.3.1 Twister Style Bulbs

This section presents CFL pricing data for twister-style bulbs (twisters).⁴ Also known as spirals, these small open-configured CFLs are by far the most commonly stocked and sold CFL style. They are the cheapest to manufacture and are the most popular with consumers due to their fit in most fixtures, low retail price and wide availability. The Alliance’s SWAT promotion specifically promoted this style of bulb because it was widely available and there were numerous PEARL approved models that could be included in the promotion. The twister bulbs are also very adaptable to numerous applications within the home.

A wide range of stores stock twisters – and most stores offer at least one model for under \$2.00 (during the spring and fall). Twisters are available in a variety of wattages suitable for replacing incandescent bulbs from 40 to 150 watts. Most twisters found on store shelves are in the 13 to 26 watt range. The SWAT promotion focused on CFLs that are at least 18 watts to try to ensure consumers are satisfied with the light levels of their CFLs. Most CFLs less than 18 watts are not bright enough for the typical residential application, which uses between a 60 and 100 watt incandescent bulb.

By Store Type and Wattage

Twister price data have been categorized by store type and wattage category (both described above). In general, the higher the wattage, the higher the price. Likewise, the range in prices varies by store type – which is for the most part correlated with the number of models stocked (i.e., a wider range of price is correlated with a larger number of models stocked).

Figure 6-1 shows the average number of less than 18-watt twister models stocked per store, by store type. As shown, warehouse stores on average stock only one model of twisters less than 18 watts. Do-it-Yourself (DIY) stores stock the most – since they specialize in lighting and attempt to offer the widest array of product for a range of shoppers. From spring to fall there was little change in inventory, with the exception of an increase in models stocked by mass merchandise stores.

⁴ Note that 3-way, dimmable and full spectrum twister-style bulbs were grouped under “Non-Twister” because their availability and price makes them more similar to specialty bulbs than to standard twisters.

Figure 6-1
Average Number of Twister Models per Store Type: <18 Watts

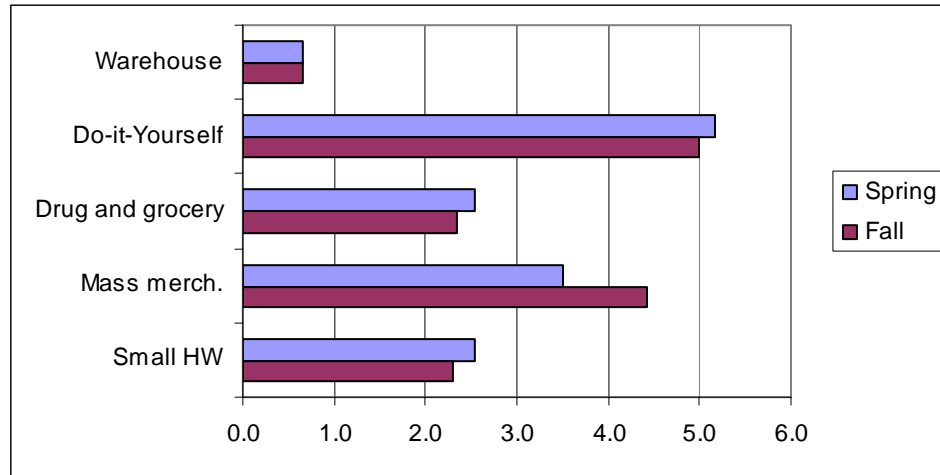


Figure 6-2 shows the range in prices for less than 18-watt twisters by store type. The lower bound of the range is the minimum priced model found at a given store type, the circle is the average price across models and the upper bound is the maximum priced model. For example, in the fall, across all less than 18-watt twister models on shelves at DIY stores in the Northwest⁵, the lowest price was \$1.66 and the highest price was \$5.99. The average price across all models stocked by DIY stores was \$4.12. Some drug and grocery stores gave away less than 18-watt twisters in the fall, when the rebate (presumably a utility, retailer or manufacturer rebate, since the SWAT promotion only targeted twisters greater than 18 watts) was taken into account.

Figure 6-2
Range of Twister Prices by Store Type: <18 Watts

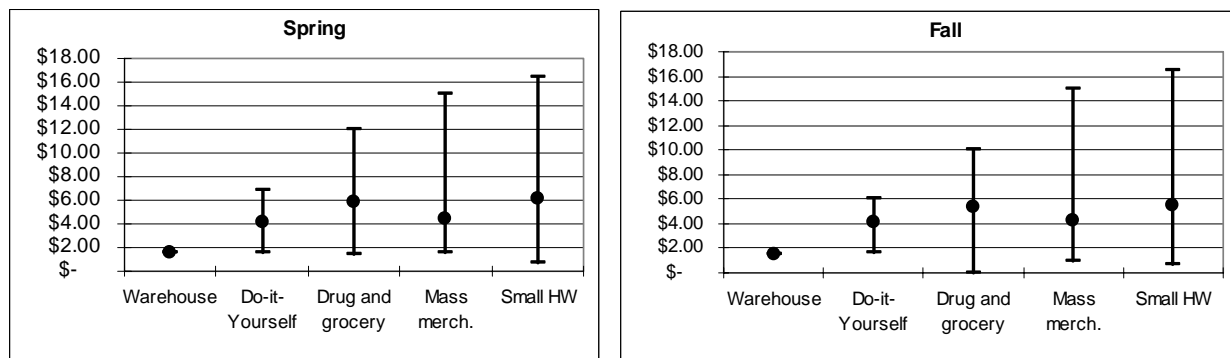
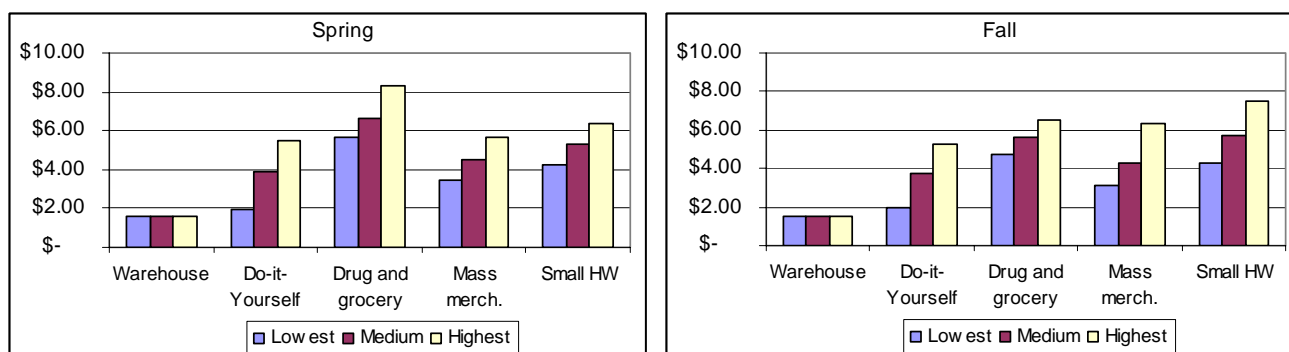


Figure 6-2 does not mean that every resident in the Northwest was able to buy a less than 18-watt twister at a DIY store for \$1.66. Instead, the \$1.66 reflects the lowest-priced less than 18-watt

⁵ As described in the methodology section of MPER1 (Section 3), the store sample was chosen to reflect all stores that sell CFLs in the Northwest. We applied sample weights at the store level to all shelf survey results.

twister for sale in the Northwest at a DIY store. A more representative way to approach the “lowest” price paid by consumers is to take the average⁶ of minimum prices offered by stores for each store type across the region. Figure 6-3 shows the results from taking the average of the minimum, mean and maximum priced model by store type. As shown, in the fall, the lowest price offered by DIY stores was on average \$2.18 and the highest price was on average \$5.49. For all stores except warehouses (which offer only one model each), the average range in prices is narrower than the absolute range, reflecting the fact that the absolute minimum and maximum prices shown in Figure 6-2 were extremes that were not found in the majority of stores.

Figure 6-3
Average Lowest, Medium and Highest Twister Prices by Store Type:
<18 Watts



The main caveat to this approach of determining the average lowest price is that very low prices have an effect on consumers’ purchasing behavior – encouraging them to buy CFLs when they had not intended to do so, and/or encouraging them to buy more CFLs than they might have intended. That is, though the average values shown in Figure 6-3 are weighted to reflect the mix of stores selling CFLs in the region, they do not reflect the fact that stores with very low priced CFLs likely sell more CFLs than other stores.

As follows, the estimates shown in Figure 6-3 might be higher than the true average prices paid by consumers. This effect is most pronounced for the store types that had a wide range of lowest price CFLs, such as drug, grocery and small hardware stores. For warehouse, DIY and mass merchandise stores, the range of low prices was not very wide, and as such the average “lowest” price is not a lot higher than the absolute minimum for that store category (see Figure 6-2). Conversely, drug, grocery and small hardware stores had a vast array of “lowest” prices, and as such the average lowest price was much higher than the absolute minimum for those store categories. The multi-pack weight takes this issue into account to an extent – as do the store-type sales weights that we apply in the next subsection. (However, the store sales weights are applied by store category. So within a given store category – particularly for drug, grocery and small hardware stores, we are still likely overstating the average “lowest” price paid.)

⁶ The averages are weighted so that estimates by store type reflect the actual mix of individual stores within each category.

Figures 6-4, 6-5 and 6-6 repeat the results shown above for twisters between 18 and 30 watts. The results for 18 to 30 watt twisters are very similar to those for twisters of less than 18-watts. About the same number of models are stocked per store, with mass merchandisers expanding their selection even more in the fall for 18 to 30 watt twisters. The absolute minimum prices offered for 18 to 30 watt twisters decreased from spring to fall more notably than for less than 18-watt twisters (likely since the SWAT promotion focused on 18-watt or higher bulbs).

Figure 6-4
Average Number of Twister Models per Store Type: 18-30 Watts

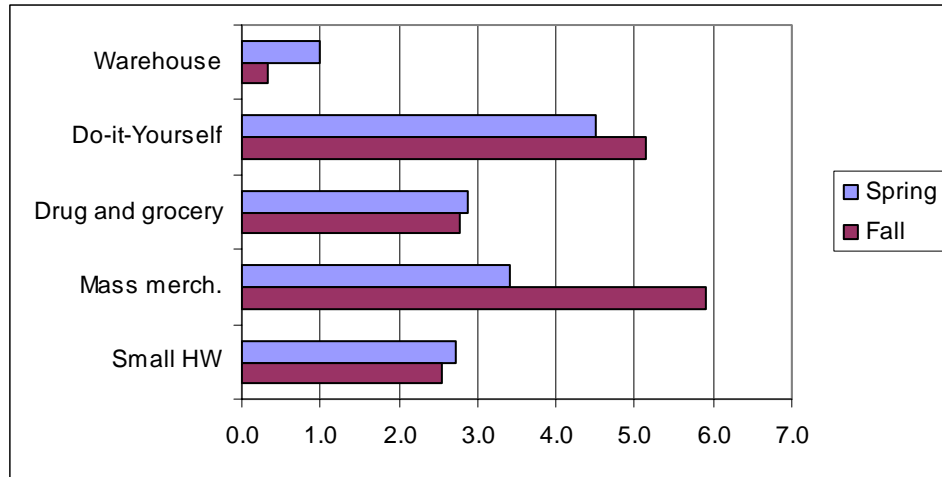


Figure 6-5
Range of Twister Prices by Store Type: 18-30 Watts

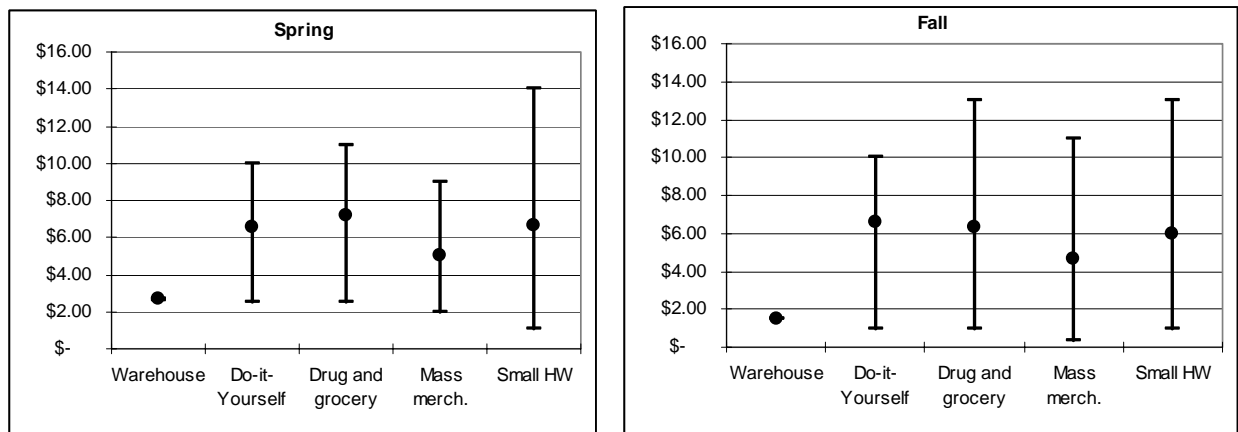
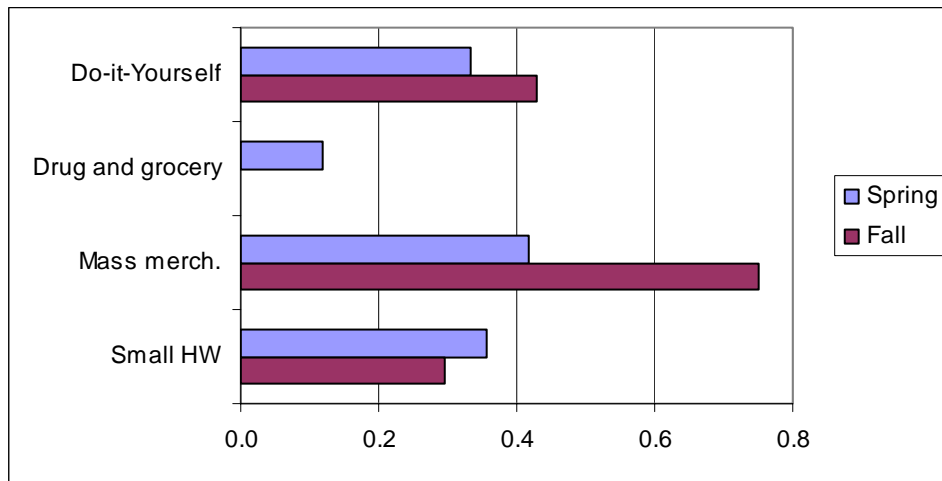


Figure 6-6
Average Lowest, Medium and Highest Twister Prices by Store Type: 18-30 Watts



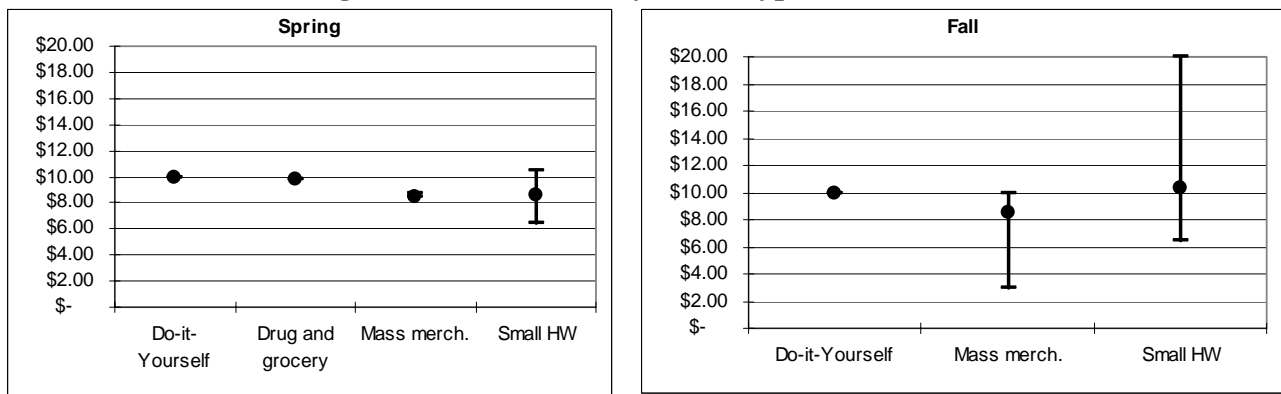
Figures 6-7, 6-8 and 6-9 repeat the results shown above for twistlers greater than 30 watts. This category of bulbs is not widely available, with most stores stocking one or no models. Again, mass merchandisers increased their displays in the fall.

Figure 6-7
Average Number of Twister Models per Store Type: >30 Watts



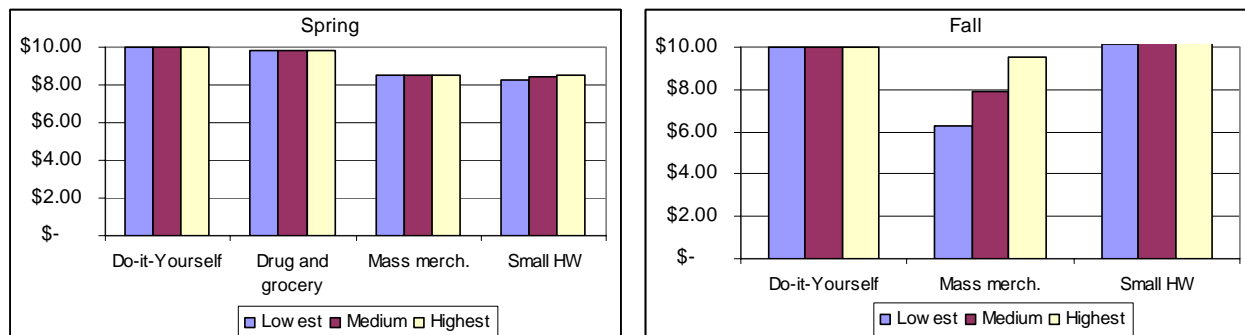
In the spring, prices for twistlers greater than 30 watts ranged from about \$6 to \$10 – and by the fall from \$4 to \$20.

Figure 6-8
Range of Twister Prices by Store Type: >30 Watts



The average lowest, medium and highest priced twistlers greater than 30 watts ranged from \$8 to \$10 in the spring and \$6 to \$10 in the fall, with mass merchandisers offering lower priced models in the fall.

Figure 6-9
Average Lowest, Medium and Highest Twister Prices by Store Type: >30 Watts



By Wattage – Sales Weighted

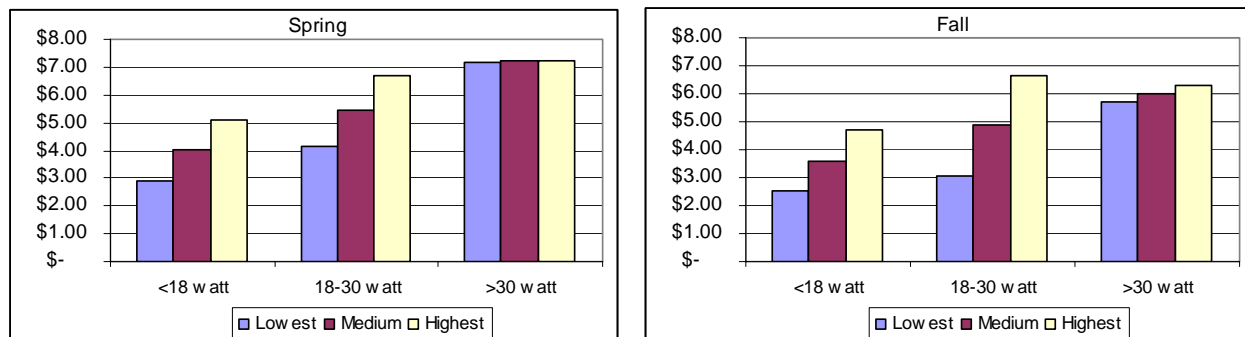
To develop price estimates across store types, we developed sales weights by store type based on Alliance quarterly CFL sales reports. These reports are intended to estimate total sales for the region, and include sales estimates by store type. We used these estimates from the second and fourth quarter 2005 reports to develop a simple set of weights by store type equal to each type's share of total sales for that quarter.⁷ These weights address the fact that certain stores sell a lot more CFLs in relation to the number of models stocked than other stores, based on their foot traffic and sales approach (e.g., moving a high volume of one or two models of CFLs vs. moving a lower volume of a wide range of CFLs).

We then applied these weights to the average lowest, medium and highest price twister prices by wattage category shown above in Figures 6-3, 6-6 and 6-9. The results, shown in Figure 6-10, are estimates of the average lowest, medium and highest twister prices paid by consumers across the region by wattage category. As shown, the average lowest price paid for twisters ranged from \$3 to \$5 in the spring and from \$2.50 to \$6 in the fall, depending on the wattage category. Smaller wattage twisters are sold for less – although prices for 18 to 30 watt twisters declined from spring to fall and approached prices for less than 18-watt twisters, likely as a result of the SWAT promotion.

The caveat regarding the effect of very low prices on volume of purchases mentioned above still holds true for these results – but since drug, grocery and small hardware stores account for a small fraction of overall sales, the effect of the upward bias is small at this level of analysis.

⁷ Refer to MPER1, Section 4, for a discussion of how the Alliance's implementation contractor estimates CFL sales by store type and the accuracy surrounding these estimates. Note that these reports are confidential, and as such we do not report the sales weights used in this analysis.

Figure 6-10
Average Lowest, Medium and Highest Twister Prices by Wattage Category –
Sales Weighted



Overall – Weighted by Wattage and Price Category

To develop an estimate of the average price paid for twisters, one must consider how often consumers paid the lowest price available for twisters within a wattage category – and what prices were paid when the lowest price was not paid. Likewise, one must develop an estimate of the share of twister sales by wattage category.

Table 6-1 below presents a matrix of nine wattage and price level combinations along with weighting assumptions. Across the rows are the wattage categories and across the columns are the price categories. For simplicity, we used the average lowest, medium and highest price categories that were presented above.⁸ We assumed that most of the time (80%), people paid the lowest price possible for a twister within a given wattage range. After taking into account wattage, there are very few distinguishing factors separating twister models (twister features and applicability factors such as size and appearance are fairly consistent and brand is not important to most consumers). So it is probably true that when presented with more than one price for a twister bulb within a given wattage range at a given store, consumers will most often select the lowest price bulb.

Since there are probably cases where consumers will select a higher priced bulb due to appearance, brand, location in the store (e.g., the promotion bulbs were located on an end cap but the consumer went straight to the bulb aisle), or when promotion bulbs were sold out, we have assumed that 20 percent of the time consumers paid more than the lowest price. We assumed that 15 percent of the time consumers paid the medium price and 5 percent of the time they paid the highest price.

⁸ Keep in mind that these averages are weighted both to reflect the mix of stores across the region (sample weights) within a store type and the share of sales associated with store types (sales weights).

For wattage category shares, we assumed that consumers bought 18-30 watt twisters about half the time, less than 18 watt just over one-third the time, and greater than 30 watt just over one-tenth the time.

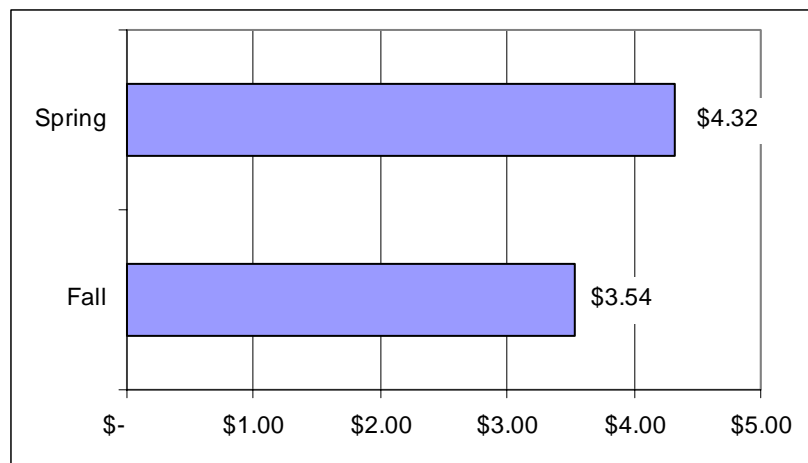
At the end of the affordability section, we present results from sensitivity testing, with six scenarios of varying assumptions. We found that the overall twister estimate is not very sensitive to changes in the wattage mix assumptions⁹, but is somewhat sensitive to changes in the price mix assumptions.

Table 6-1
Twister Weights – Wattage and Price Category Assumptions

Wattage Category	Price Category			
	Minimum price	Mean price	Maximum price	Subtotal
<18 watts	30%	6%	2%	38%
18-30 watts	40%	8%	3%	50%
>30 watts	10%	2%	1%	12%
Subtotal	80%	15%	5%	100%

Figure 6-11 shows the results from applying the weights shown in Table 6-1 to the estimates by wattage shown in Figure 6-10. As shown, using the methods described above, the average price paid for twisters in the fall was \$3.54 compared to \$4.32 in the spring of 2005.

Figure 6-11
Twister Prices – Sales Weighted*



*With price and wattage mix assumptions from Table 6-1 applied

⁹ We did not increase the percentage of over 30 watt twisters in sensitivity testing because we do not believe it is likely this category of bulbs is bought very frequently. Over 30 watt bulbs are intended to replace over 100 watt incandescent bulbs, which are not found very often in residential homes.

6.3.2 *Non-Twister Style Bulbs*

This section focuses on CFLs that are not twister style (non-twisters) – including the following CFL types:

- Tube – 2 and 4 tube that are similar to twisters (open-configuration) but are not as widely available and as popular with consumers;
- Circle-line – typically used in torchiere (floor) lamps;
- Covered – including globe and incandescent styles, named for their covered tubes/twists and shapes similar to incandescent bulbs;
- Reflector – that replace reflector incandescent bulbs such as those found in recessed can fixtures;
- Pin-based – specialty CFLs that are not screw-in, and are used in ENERGY STAR pin-based fixtures;
- Three-way – twister¹⁰ and non-twister CFLs with three wattage levels; and
- Other – other screw-based specialty CFLs including spot lights, 2D, 3-tubes, and high-end twisters that are dimmable or full spectrum.

By Style

We found that the main drivers of variation in price across non-twisters are the style of bulb and whether the bulbs are sold in warehouses or not. Warehouses in the region have focused on reflector style bulbs, and they typically offer only one model.

Figure 6-12 below shows the average number of non-twister models stocked per store, by store category. DIY stores stock the most variety of non-twisters, and warehouse stores the least. With the exception of drug and grocery stores (which do not stock many non-twisters), stores increased their non-twister stock from spring to fall.

¹⁰ Three-way twisters were grouped under “Non-Twister” because their availability and price makes them more similar to specialty bulbs than to standard twisters.

Figure 6-12
Average Number of Non-Twister Models per Store Type

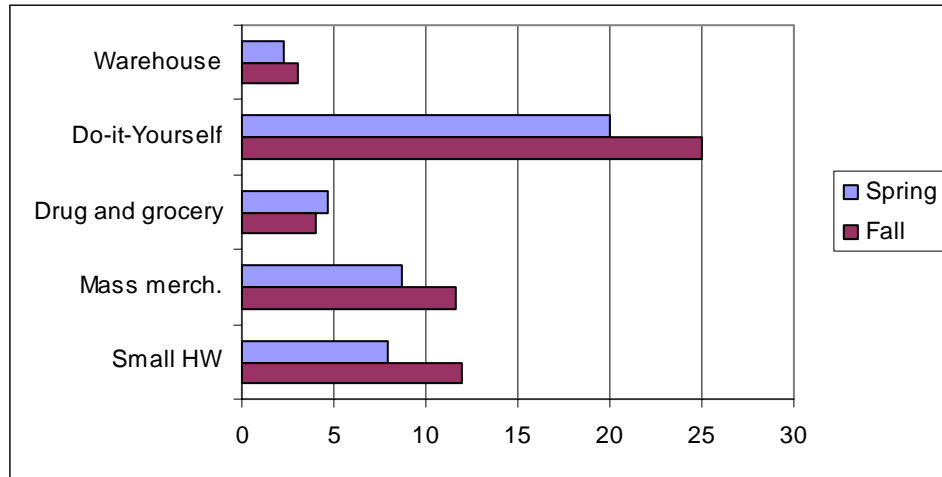
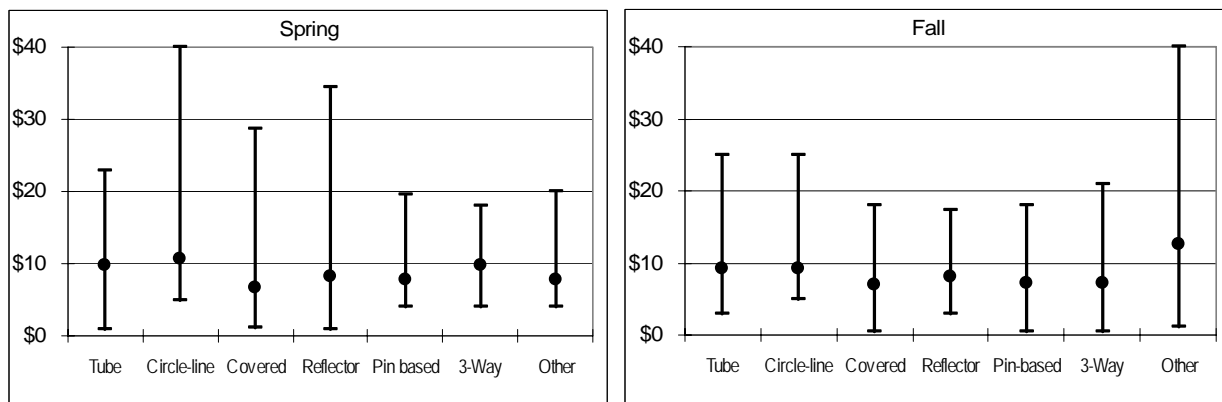


Figure 6-13 shows the range of prices offered across all stores for each non-twister bulb style. There is a very wide range of prices associated with non-twisters, from \$1 to \$40. The average priced model regardless of style is between \$5 and \$10, with little movement from spring to fall.

With the exception of warehouses for reflector bulbs, there is no apparent relationship between price and store type across non-twister bulb styles. (Figure 6-14 shows prices by store type. For warehouses, reflector style is the only non-twister model sold, so the warehouse value is the warehouse-reflector value.)

Figure 6-13
Range of Non-Twister Prices by Style



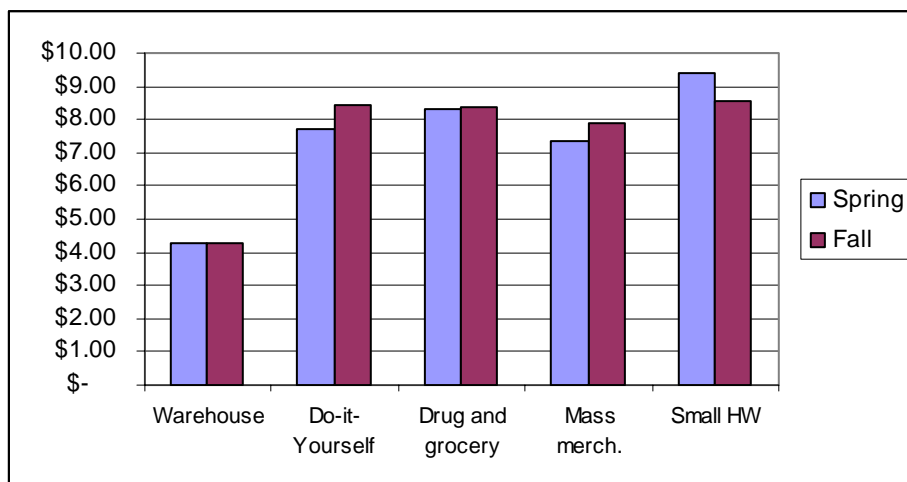
Overall – Sales Weighted

For non-twisters, the analysis of overall price is much simpler than that used to estimate the overall price of twisters. We applied the sales weights used for the twister analysis to the mean price across all non-twister models. This approach implicitly assumes that (1) the fraction of sales associated with each non-twister style model is the same, and that (2) on average, consumers pay the average price for non-twister models.¹¹

Since the average price across non-twisters is about the same (the circles in Figure 6-13), the first assumption does not impact the overall estimate much. The second assumption was made because there is differentiation among non-twister models (versus twisters) – and consumers are probably less motivated by lower prices to purchase non-twisters. First of all, prices are not nearly as low as for twisters. Second, consumers are more concerned with application (does it fit, does it have the right features such as 3-way and dimmability, etc.) and availability (I'll buy it at the store that I know will stock it). These types of bulbs are not purchased impulsively. The exception might be warehouse reflector bulbs – since they are likely promoted and featured as a low-price item. However, the sales weights account for this by weighting the reflector bulbs sold at warehouse stores with the large warehouse weight (relative to other store categories that contain many more stores and stock a lot more models of non-twisters).

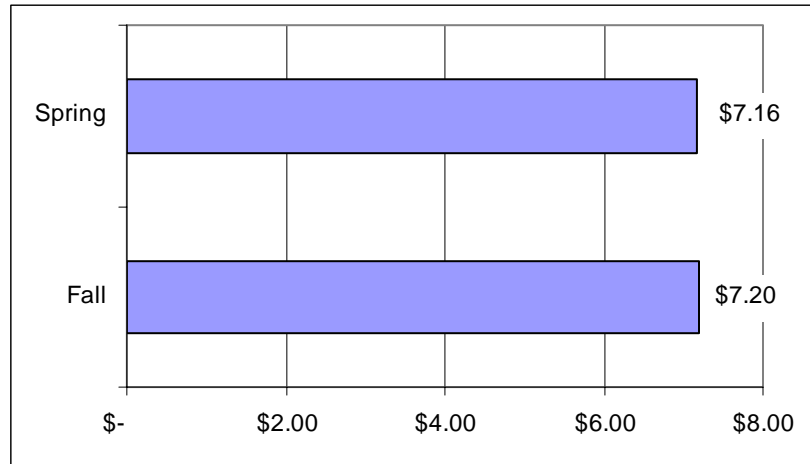
Figure 6-14 shows the average non-twister price paid by consumers by store type. Figure 6-15 shows these results overall, with the sales weights applied. As shown, consumers on average paid about \$7 in both the spring and fall of 2005 for non-twisters. Reflector style bulbs sold at warehouses were the bargain, at just over \$4.

Figure 6-14
Average Non-Twister Price Paid by Store Type



¹¹ The store-level sample weights are applied so that average prices reflect the mix of stores across the region.

Figure 6-15
Non-Twister Prices – Sales Weighted

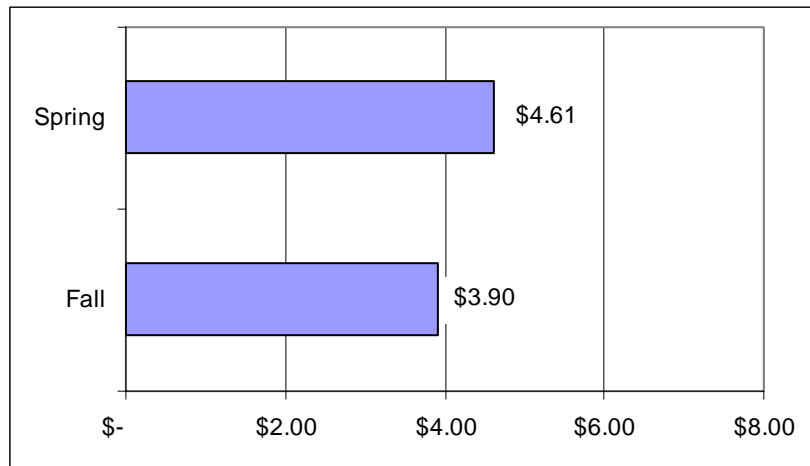


6.3.3 Overall – Weighted by Shares of Twister versus Non-Twister Sales

Figure 6-16 presents an estimate of overall CFL price paid by consumers in the region in the spring and fall of 2005. We applied a weight of 90 percent to the twister price estimate (from Figure 6-11) and 10 percent to the non-twister estimate (from Figure 6-15), based on our assumption that twisters comprise the vast majority of CFL sales. We based that assumption on anecdotal evidence from retailers and consumer on-site surveys. As mentioned above, we present some sensitivity test results in the next section, which show the effect on the overall estimate by changing various assumptions including the share of twister versus non-twister sales.

As shown in the figure, on average consumers paid about \$5 in the spring and \$4 in the fall for CFLs.

Figure 6-16
CFL Price– Sales Weighted*



* With price and wattage mix assumptions from Table 6-1 applied for twisters, and an assumption that 90% of CFL sales are twisters and 10% are non-twisters

6.3.4 Sensitivity Analysis

Table 6-2 shows the change in the twister and overall CFL price estimate by varying some of the assumptions described above. Note that some assumptions that were made based on analyzing the pricing data are not included in this analysis. Likewise, we did not include assumptions that are associated with the construct of this analysis framework. Instead, we focused on the assumptions that were somewhat arbitrary and not based on current Northwest data. The following 4 alternatives are variations on what we think current market conditions might be, which could lead to a change in the CFL price estimate. The fifth and sixth alternatives are combinations of the first 4 alternatives.

- Alternative 1: **<18 watt twisters sold more often** – twister price drops by less than 5 percent
- Alternative 2: **Low price paid all the time** – twister price drops by 6 percent
- Alternative 3: **Low price paid only half the time** – twister price increases by 14 percent
- Alternative 4: **Non-twisters sold more often** – overall CFL price increases by nearly 30 percent
- Alternative 5: Both **alternatives 1 and 2** – overall CFL price decreases by nearly 20 percent
- Alternative 6: Both **alternatives 3 and 4** – overall CFL price increases by 36 percent

Table 6-2
Sensitivity Test Results (Fall 2005 Estimates)

List of Assumptions	Base Case Assumption Values	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5 (1 and 2)	Alt 6 (3 and 4)
Twister wattage category							
<18 watt	38%	75%				75%	
18-30 watt	50%	24%				24%	
>30 watt	13%	1%				1%	
Twister price category							
Lowest	80%		100%	50%		100%	50%
Medium	15%		0%	40%		0%	40%
Highest	5%		0%	10%		0%	10%
Avg. twister price estimate	\$ 3.54	\$ 3.41	\$ 3.24	\$ 4.06	\$ 3.54	\$ 2.69	\$ 4.06
Twister v. non-twister mix							
% twisters	90%				60%		60%
% nontwisters	10%				40%		40%
Avg. overall CFL price estimate	\$ 3.90	\$ 3.79	\$ 3.64	\$ 4.37	\$ 5.03	\$ 3.14	\$ 5.31

6.3.5 Geographic Findings

In the spring of 2004, the average CFL price paid by consumers did not differ much by state – by store type¹². For twisters that are 30-watts or less (the most common type of CFL sold), Washington and Oregon drug and grocery stores charged less as compared to the other states. For the other store types – Do-It-Yourself (DIY), mass merchandise, small hardware and warehouse stores – there were no differences by state¹³. For twisters greater than 30-watts and non-twisters (not very commonly sold CFL models), prices were not different by state for any store type.

By the fall of 2005, prices paid for twisters that are 30-watts or less declined region wide for most store types (Figure 6-17). Prices charged by warehouses declined equally across all states. Mass merchandisers and small hardware stores lowered their prices in Oregon. DIY stores in Montana and Idaho lowered their prices. And drug and grocery stores in Washington lowered their prices.

¹² Our analysis of the average CFL price included the application of sales weights by store type. In order to develop estimates of prices paid for CFLs by state (i.e., across store types), we would need to obtain sales weights at the store type level by state. Even if the existing sales weights (collected by the Alliance's implementation contractor) were available by state, there is the concern that drug/grocery and independent store sales are undercounted in general, which would compromise the accuracy of sales weights by state (since the reason why sales weights would differ by state is the tendency of residents in less dense regions to buy CFLs at those very channels).

¹³ Note there are no DIY stores in the Oregon sample, or drug/grocery stores in the Montana sample.

Figure 6-17
Average Minimum Price Paid by Consumers for Twisters (30-watts or less) by Store Type*



* With wattage mix assumptions from Table 6-1 applied for 30-watts or less twisters

Since we do not know the share of CFL sales for each store type for each of the 4 states in the region, we are unable to determine whether the average CFL price paid by consumers in each state was different in the spring or the fall. One might hypothesize that consumers in rural areas would be more likely to buy CFLs at small hardware stores, independent variety stores (included in the mass merchandise channel) and drug/grocery stores – and so they on average pay more for CFLs since our price estimates for those channels are higher than the other chain store dominated channels. However, the approach we used to generate the store type price estimates does not take into account the potentially major effect of low promotional prices on sales. This limitation is particularly apparent for the stores at which rural customers would tend to shop¹⁴. As such, prices paid for CFLs in rural areas might actually be much lower than Figure 6-4 illustrates. It is likely that this is especially true in the fall (versus the spring), where we found cases of very low prices for some stores within a store category (see Figures 6-2 and 6-5).

6.4 AVAILABILITY

The lighting shelf inventory assessed the availability of lighting products by collecting information on the total linear feet and number of shelves for light bulbs in the following categories:

1. All light bulbs, including CFLs, incandescents, halogens, fluorescents, etc.;

¹⁴ This is because the store types with the most diverse individual stores have the most variance associated with “lowest” priced models. For example, within the drug and grocery store category, there are numerous stores, some with CFLs offered for free (after promotions or coupons) and others with the lowest priced model at \$8. One would expect that the store offering CFLs for free sold a lot more CFLs than the store offering them for \$8 or higher. Conversely, for DIY, warehouse and the few mass merchandise national chains, pricing is much more uniform across individual stores. And so volume of sales across stores has less impact on the overall price estimate for that category.

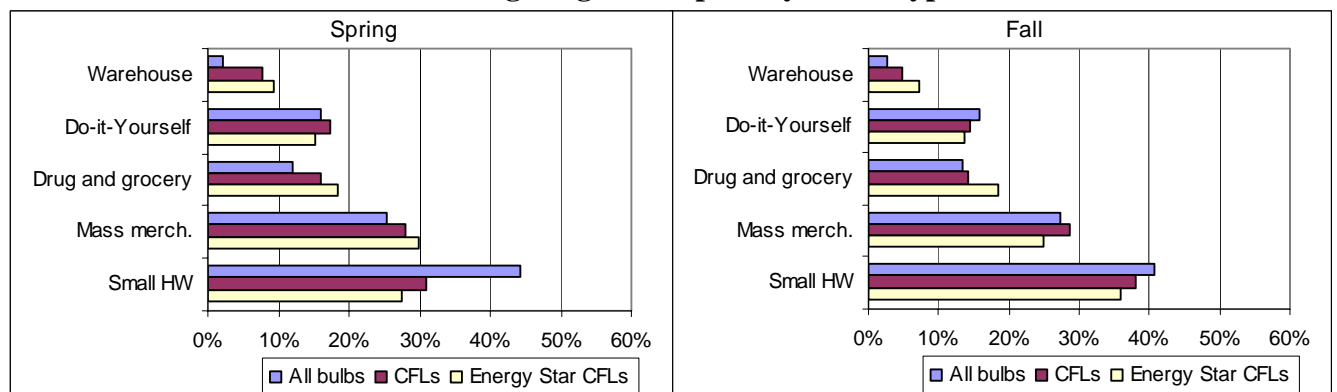
2. CFLs (a subset of the first data point); and
3. ENERGY STAR labeled CFLs (a subset of the second data point).

The reader should keep in mind that shelf space provides a good reference point for the availability and diversity of bulbs in the market. However, shelf space is not tied to sales. As shown below, warehouses account for only 3 percent of the shelf space yet many more times that of sales.

The total shelf space dedicated to lighting in general (not just CFLs) decreased from spring to fall, from a total of 300,000 to 250,000 square feet.¹⁵ This is likely because of retailers making space for holiday displays. Space devoted specifically to CFLs stayed the same at 33,000 square feet, and space dedicated to ENERGY STAR CFLs dropped slightly from 28,000 to 22,000 square feet. As follows, the share of CFL shelf space increased from 11 to 13 percent and stayed the same at 9 percent for ENERGY STAR CFL shelf space.

Figure 6-18 shows the share of lighting shelf space (i.e., space dedicated to all bulbs, CFLs and ENERGY STAR CFLs) that is associated with each store type, from spring to fall. The data for each store type represent all stores in the Northwest that sell CFLs in that category. Small hardware stores have the largest share of all lighting shelf space because they account for half of the stores that sell CFLs in the region. Conversely, warehouse stores have the smallest shares since they only account for less than 3 percent of stores that sell CFLs in the region. As shown in the figure, the allocation of lighting space by store type did not change much from spring to fall.

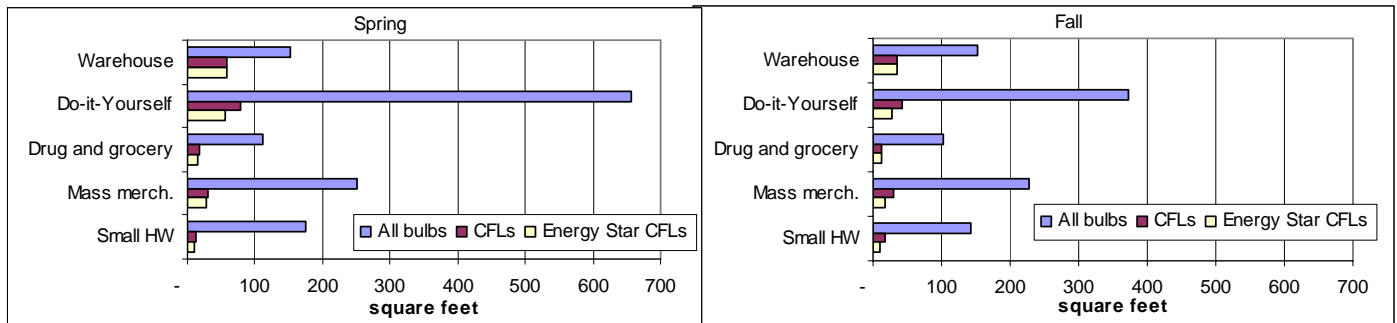
Figure 6-18
Allocation of Lighting Shelf Space by Store Type



¹⁵ Note that the spring 2005 shelf space data presented in this report are not consistent with data presented in MPER1. In MPER1, we did not take into account the number of shelves associated with each reported shelf in the survey data. We revised all data from MPER1 accordingly and present it accurately here in this section. However, shares of shelf space by store type and shares of shelf space dedicated to CFLs and ENERGY STAR CFLs are not much different from that reported in MPER1 because the shelf error was made uniformly across all retailers and bulb types.

Figure 6-19 looks at shelf space allocation by store type on a per store basis. This figure shows that while small hardware stores collectively account for the most lighting shelf space, on a per store basis DIY stores have the largest displays. The figure also illustrates the drop in shelf space dedicated to all bulbs from spring to fall. However, as mentioned above, total CFL shelf space did not change dramatically.

Figure 6-19
Average Shelf Space Allocation by Store Type



The next 2 figures show the share of shelf space dedicated to CFLs and ENERGY STAR CFLs by store type. Data shown for each store type represent the share of space across all the stores. Figure 6-20 presents the share of all lighting space dedicated specifically to CFLs from spring to fall, which equates the “CFL” bar as a percentage of the “all bulbs” bar shown in Figure 6-19. Most stores devote about 10 percent of their lighting space to CFLs, with the exception of warehouses, which devote more than 20 percent. As shown, the only noteworthy change from spring to fall is a decrease in the CFL share of space for warehouses.

Figure 6-20
Share of All Lighting Space Dedicated to CFLs by Store Type

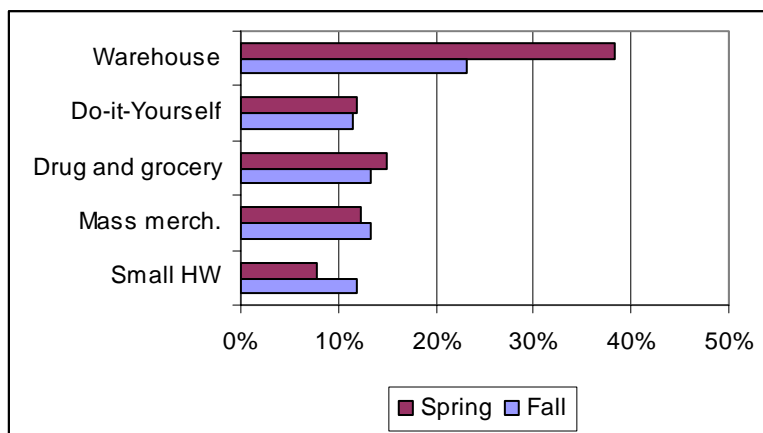
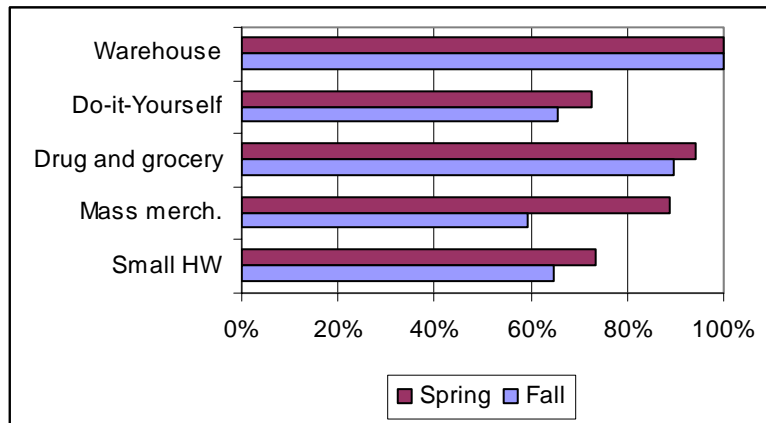


Figure 6-21 presents the share of CFL space dedicated specifically to ENERGY STAR CFLs from spring to fall, which equates the “ENERGY STAR CFL” bar as a percentage of the “CFL” bar shown in Figure 6-19. As shown, the share of ENERGY STAR CFLs declined for all store types except for warehouses – which have continued to stock exclusively ENERGY STAR CFLs regardless of season.

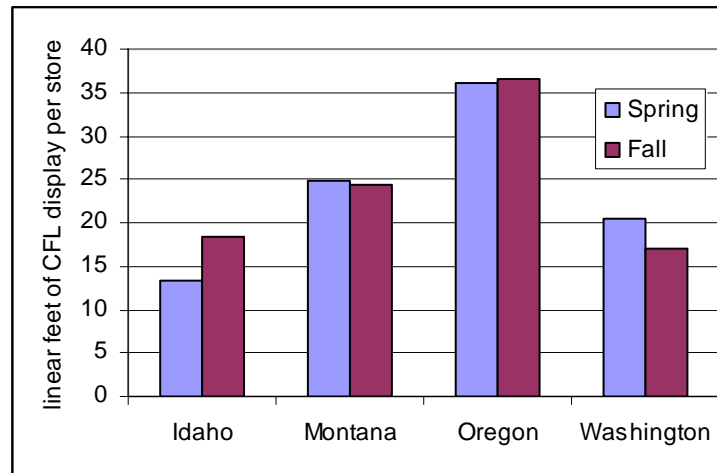
Figure 6-21
Share of CFL Space Dedicated to ENERGY STAR CFLs by Store Type



6.4.1 Geographic Findings

In the spring of 2004, the size of the average CFL display per store in Idaho was lower than CFL displays in Oregon. (The difference between Montana and Washington displays and displays in other states were not statistically significant.) By the fall of 2005, retailers in Idaho increased their displays so that there are no statistically significant differences in CFL displays on a per store basis by state. Figure 6-22 compares the average CFL display by state from spring 2004 to fall 2005.

Figure 6-22
CFL Displays Per Store by State



6.5 DIVERSITY

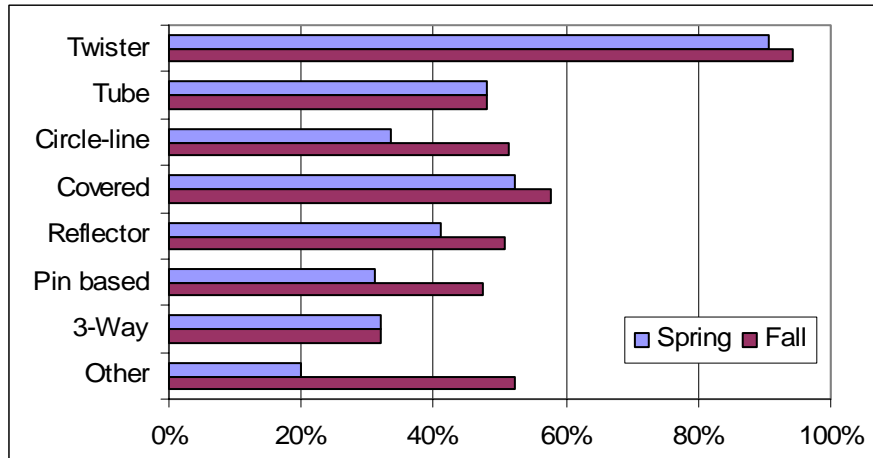
The lighting shelf survey collected numerous data on diversity of CFL bulbs stocked, including brand, wattage, twister and non-twister (tube, reflector, covered, 3-way, etc.) and whether the CFL is ENERGY STAR-labeled. In general, CFL diversity increased from spring to fall, with 24 percent more models observed in the fall. The remainder of this section presents diversity results by style, ENERGY STAR label and wattage. (The affordability section above included results from analysis of style by store type and style by wattage and store type.)

6.5.1 By Style

Nearly all stores that sell CFLs in the region carry twistlers, while around half of stores carry non-twister bulb styles. Just under half of all CFL models stocked by stores in the region are twister models (from 45% in the spring to 41% in the fall). The other CFL styles comprise 10 percent or fewer of models stocked in the region.

The number of stores stocking specialty styles including reflector, circle-line and pin-based bulbs increased significantly from spring to fall, as shown in Figure 6-23.

Figure 6-23
Percentage of Stores that Carry CFLs by Style



Among stores that stock twisters, on average 6 models are stocked. For non-twisters, stores tend to stock fewer models – on average 3 or 4 models. As shown in Figure 6-24, changes from spring to fall depended on the bulb style, with increases in stock for some (e.g., twisters and pin-based) and decreases for others (e.g., tube and circle-line).

Figure 6-24
Average Number of Models Stocked Per Store by Style

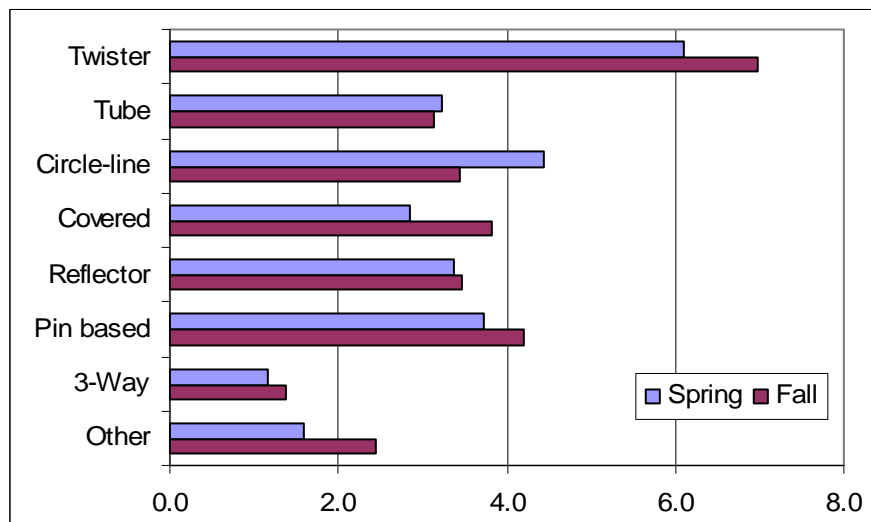
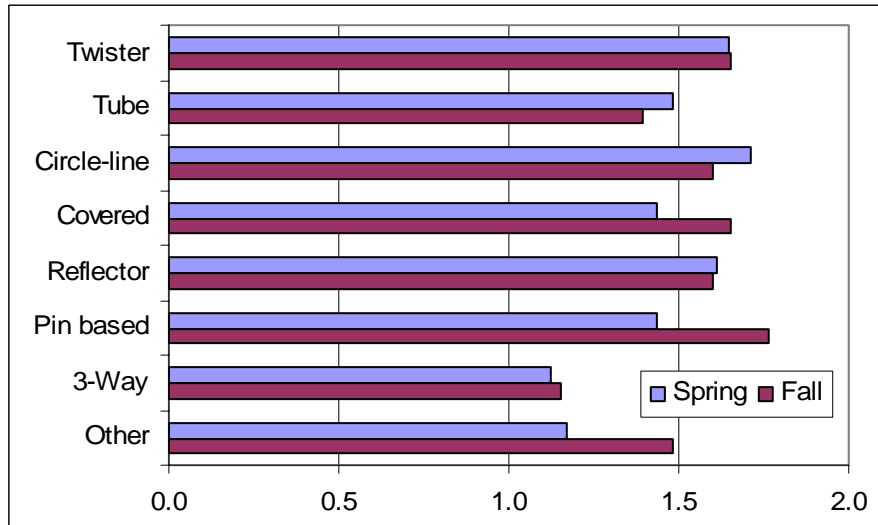


Figure 6-25 shows brand diversity by CFL style, for stores that stock each style of CFL. On average, stores stock between one and two brands, with little change from spring to fall.

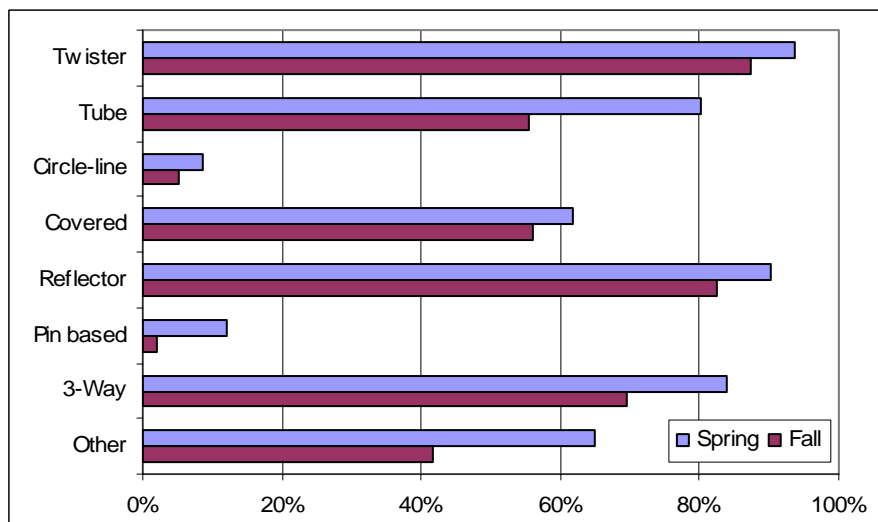
Figure 6-25
Average Number of Brands Stocked Per Store by Style



6.5.2 By ENERGY STAR Label

Most twister style CFL models that are stocked by stores in the region are ENERGY STAR labeled. Likewise, reflector style bulbs are typically ENERGY STAR labeled. In the fall, only about half of the other styles of CFLs on retailer shelves were ENERGY STAR labeled. (Circle-line and pin-based CFLs predate the ENERGY STAR designation.) Figure 6-26 provides additional detail.

Figure 6-26
Percentage of Models with ENERGY STAR Label by Style



6.5.3 By Wattage

A significant proportion of CFL models on retailer shelves in the region are in the less than 18 watt category, as shown in Figure 6-27 below. The number of CFL models that are over 30 watt increased slightly from spring to fall.

Figure 6-27
Percentage of Models by Wattage Category

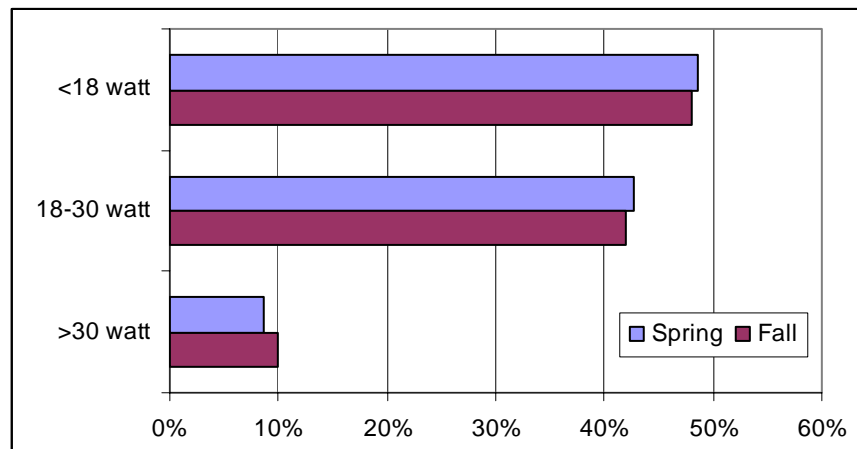
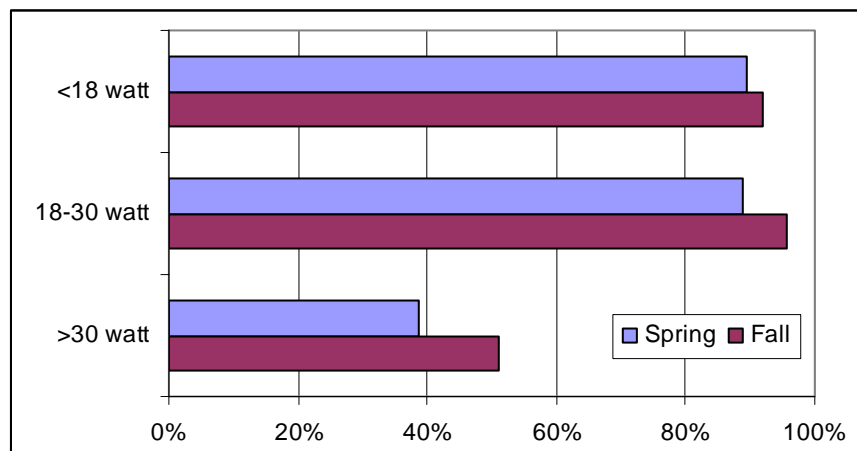


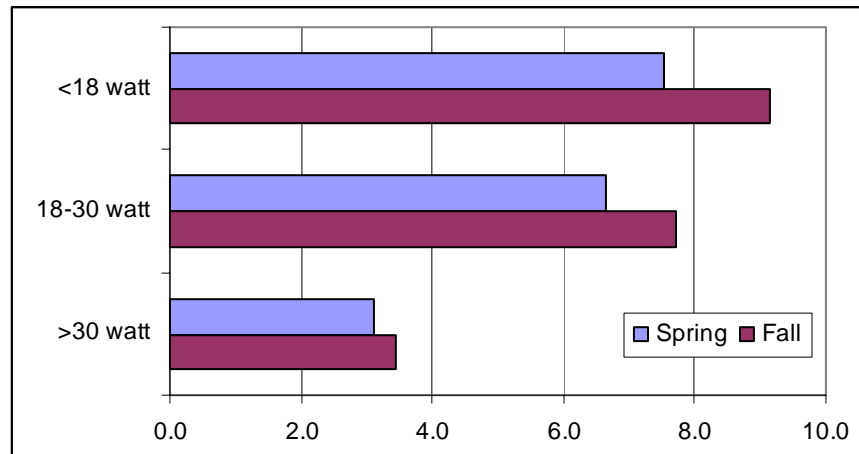
Figure 6-28 shows that almost every store that sells CFLs sells models in both the less than 18 watt and 18-30 watt categories. Fewer than half of stores carry CFLs greater than 30 watts. The number of stores that carry CFL models within each of these wattage categories increased from spring to fall.

Figure 6-28
Percentage of Stores that Carry CFLs by Wattage Category



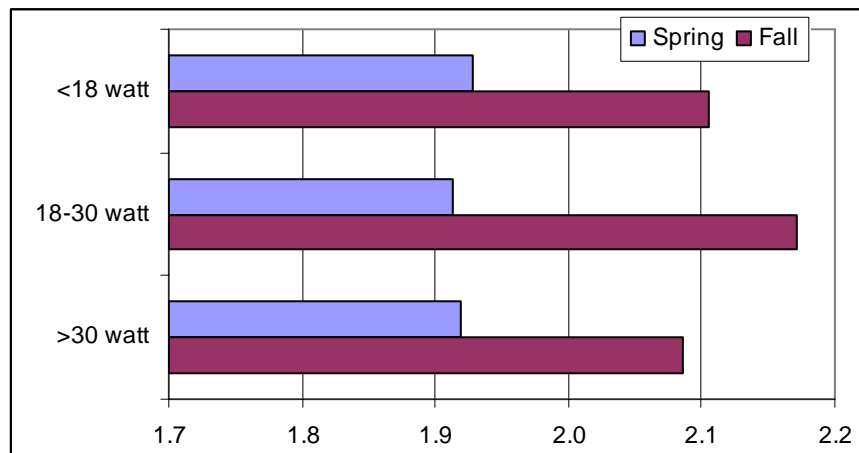
From fall to spring, retailers increased the number of models stocked for all of the wattage categories, as shown in Figure 6-29.

Figure 6-29
Average Number of Models Stocked Per Store by Wattage



Likewise, the number of brands represented by stocked CFL models increased from spring to fall as shown in Figure 6-30.

Figure 6-30
Average Number of Brands Stocked Per Store by Wattage



6.5.4 Geographic Findings

In the spring of 2004, the diversity of retailers' CFL stock in Montana and Idaho was less than that of retailers' in Washington and Oregon. That is, stores in Montana and Idaho were less likely to stock non-twister models (Figure 6-31) at all and stores that did stock them offered fewer models (Figure 6-32). By the fall of 2005, both Montana and Idaho retailers increased their CFL diversity, such that Idaho and Montana diversity became closer to that of Oregon and Washington.

Figure 6-31
Percentage of Stores that Carry Various CFL Styles by State

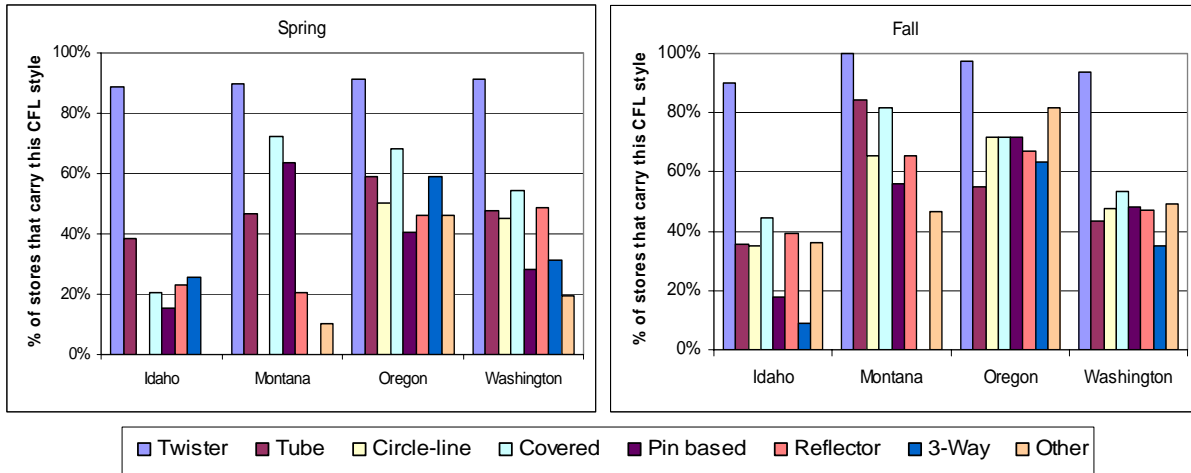
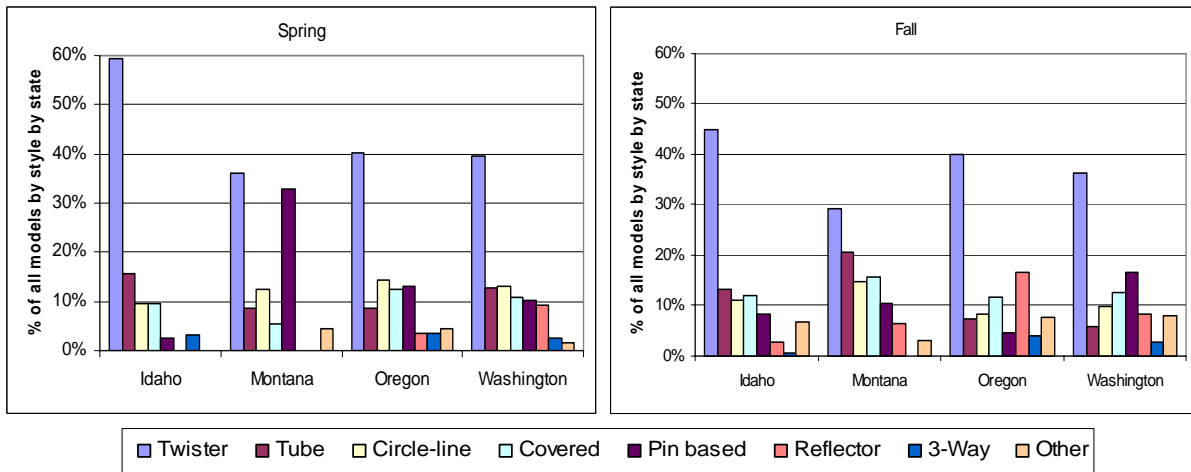


Figure 6-32
Percentage of Models Stocked by State



6.6 SUMMARY OF FINDINGS

Shelf survey data may be combined with Alliance sales data by store category to develop estimates of average price paid per CFL for the region. However, there are limits to this approach.

To increase the reliability of the estimates yielded by this method, sales data would need to be more detailed at both the store level (particularly for non-big box retailer chains) and product level (e.g., by style and wattage category).

Still, even if more detailed sales data were available, limitations exist when using shelf survey data as the basis of price estimates. Assumptions must be made regarding how often customers buy the lowest price bulb and the extent to which very low prices result in impulse and volume purchases.¹⁶ However, combining Alliance sales data with shelf inventory data is a relatively inexpensive method that provides valuable estimates. In fact, the intermediate results that are used to generate the overall estimates are arguably the most valuable and provide the most insight on the market and how it is changing over time.

Based on the sales weighted shelf inventory data, the estimate of the average price paid by consumers for CFLs in the region in the fall of 2005 is around \$4.

For twister-style CFLs, the estimate for less than 30-watt bulbs is \$2.75. Warehouse stores in particular charge just under \$2 for all their twister models. The lowest priced twister-style CFL model for the other stores averages between \$3 and \$4.

Prices for twister style CFLs dropped from \$4.30 in the spring of 2005 to \$3.50 in the fall – with SWAT likely influencing the drop in prices specifically for 18-30 watt twisters.

The SWAT promotion focused on twisters at least 18 watts. Prior to the promotion (in the spring), less than 18-watt twisters were offered at \$2 or less by stores within each store channel. In contrast, few 18-30 watt twister models were offered for \$2 or less before the promotion. By the fall, less than 18-watt twisters were promoted by stores within each store channel for \$1 each – about the same as prices available during the SWAT promotion for 18-30 watt twisters. Since the promotion excluded less than 18-watt twisters, it is likely that annual fall lighting promotions (sponsored by retailers, manufacturers, utilities and other stakeholders in coordination with the national Change a Light promotion) were responsible for the drop in price for these bulbs.

The average price of non-twister bulbs did not change from spring to fall – and is around \$7.

There is a wide range in price for non-twister style bulbs, from \$1 to \$40. This range varies by style, with specialty type CFLs (e.g., 3-way, dimmable, suited for specific applications) accounting for most of the higher priced models. There is not a lot of difference in the average priced model across bulb styles or even store categories – with the exception of warehouse stores which only stock reflector CFLs and offer them at about \$4.

Due to the limitations concerning the breakdown of sales for non-big box chains discussed above, the CFL price estimates are probably biased upward.

¹⁶ A much more reliable method would be to obtain actual purchase data from a representative sample of stores. The California investor-owned utilities have embarked on such a study, which has been focused on developing market shares for CFLs, not price paid for them. The study is very expensive and has suffered setbacks associated with retailer participation. Likewise, the method relies mostly on chain retailers, which would be even more problematic in a region like the Northwest.

In particular, the range of the lowest price offered by individual small hardware, drug and grocery stores was wide – which was not the case for the other store categories (because the other store categories are dominated by one or two major national chains, there is greater uniformity in stocking and pricing). The shelf inventory method breaks down for store categories with many individual chains and/or independent stores because we do not know the relative quantity of CFLs purchased at each store within the category. That is, because we take a simple weighted average¹⁷ of the lowest price paid across stores, we do not account for the effect of very low (or very high) prices on purchases per store.

For the other store categories, the range of lowest prices paid was relatively narrow, and so the simple average approach yields estimates that are probably more realistic. Across store categories, the bias is likely small because small hardware, drug and grocery stores only account for a small fraction of CFLs sales in the region – according to the Alliance CFL sales reports. However, we raised concerns in MPER1 that the methods used to develop sales estimates probably do not adequately represent small hardware, drug and grocery stores. So sales for these store categories might actually be higher, and the bias greater than expected on the overall estimates.

Shelf space dedicated to CFLs (and specifically to ENERGY STAR rated CFLs) did not change from spring to fall – but as a share of total lighting space it increased.

Retailers were likely making way for holiday promotions in the fall, causing a decrease in lighting displays in general.

A wider range of twister models was available particularly at mass merchandisers in the fall (as compared to spring), and all stores expanded their selection of non-twister models.

Retailers tend to promote lighting in the fall (since it is the lighting season), so it is unknown to what extent the SWAT promotion contributed to these changes.

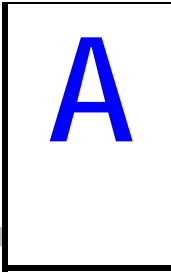
Geographic differences that existed in the spring of 2005 with respect to CFL availability and diversity no longer existed by fall of 2005.

In the spring, display space dedicated to CFLs in Idaho retailers was smaller than that of other states. Likewise, the diversity of CFL stock was less in Idaho and Montana. By the fall, CFL availability and diversity was about the same region wide.

It is likely that the average CFL price paid by consumers was higher in Montana and Idaho in the spring of 2005 – and that in the fall prices were probably equivalent region wide.

¹⁷ The weights are applied to the sample of stores to reflect the population of stores in the region that sell CFLs.

We speculate that the average price paid by consumers for CFLs was probably higher for Montana and Idaho in the spring based on an assumption of higher sales from channels dominated by independent stores in those states (which charged higher prices for CFLs than chains). By fall 2005, many individual stores within those channels offered very low prices for CFLs and we speculate that average prices in Montana and Idaho probably approached those in Washington and Oregon.



CONSUMER LIGHTING SURVEY INSTRUMENT

Northwest Energy Efficiency Alliance Consumer Lighting Survey 2005
FINAL for survey house
11/09/2005

0 INTRODUCTION

Hello, my name is _____ calling on behalf of the Northwest Energy Efficiency Alliance. We're conducting a study among households on home lighting preferences.

S0. May I please speak to the person who typically buys light bulbs in your household?

[CONTINUE OR ARRANGE FOR CALLBACK]

IF NECESSARY: I want to assure you that this is NOT a sales call and that the information that you provide will be kept strictly confidential. This will only take about 10 minutes of your time.

IF NECESSARY: The NORTHWEST ENERGY EFFICIENCY ALLIANCE is a non-profit organization, which funds projects that encourage energy efficiency in the Northwest. Its Board of Directors has representatives from utilities, environmental groups, regulatory agencies, and energy-related private businesses. For more information you can visit the website at www.nwalliance.org.

1 POPULATION SCREENING

AWARENESS

S1 Have you ever heard of compact fluorescent light bulbs or CFLs?

- 1 Yes **→ GO TO S3**
- 2 No
- 8 (Don't Know)
- 9 (Refused)

¹ Responses in parentheses () are not read aloud to the respondent.

S2 Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops.

Have you ever heard of them?

- 1 Yes → **CONTINUE**
- 2 No → **GO TO UNAWARE OF CFLs, _U0**
- 8 (Don't Know) → **GO TO DEMOGRAPHIC, D0, then TERMINATE**
- 9 (Refused) → **GO TO DEMOGRAPHIC, D0, then TERMINATE**

S3 Have you ever received any CFLs for free in the mail?

- 1 Yes
- 2 No
- 8 (Don't Know)
- 9 (Refused)

S3b Have you ever received a coupon in the mail for a discount on the purchase of CFLs?

- 1 Yes
- 2 No
- 8 (Don't Know)
- 9 (Refused)

PURCHASES

S4 Have you ever purchased any CFLs?

- 1 Yes → **CONTINUE TO PURCHASERS, Q1**
- 2 No → **GO TO FUTURE PURCHASE INTENTIONS, F1**
- 8 (Don't Know) → **GO TO FUTURE PURCHASE INTENTIONS, F1**
- 9 (Refused) → **GO TO DEMOGRAPHIC, D0, then TERMINATE**

2 PURCHASERS ONLY

Q1 On how many separate occasions have you purchased them?

Enter # _____ [PROBE FOR BEST ESTIMATE]
99 (Don't know)

- _Q2** When was the first time you purchased them? Would you say it was...
- 1 This fall (if needed: this past September, October, or November) → **SKIP TO Q4**
 - 2 Within the last year
 - 3 Less than two years ago
 - 4 Less than five years ago
 - 5 Less than 10 years ago, or
 - 6 More than 10 years ago?
 - 8 (Don't Know)
 - 9 (Refused)

- _Q2b** When was your most recent CFL purchase? Would you say it was...
- 1 This fall (if needed: this past September, October, or November) → **CONTINUE**
 - 2 Within the last year → **CONTINUE**
 - 3 Less than two years ago → **SKIP TO Q4**
 - 4 Less than five years ago → **SKIP TO Q4**
 - 5 Less than 10 years ago, or → **SKIP TO Q4**
 - 6 More than 10 years ago? → **SKIP TO Q4**
 - 8 (Don't Know) → **SKIP TO Q4**
 - 9 (Refused) → **SKIP TO Q4**

- Q3** Now, thinking back over the past year, how many CFLs have you purchased? If a package contained more than one bulb, then count each bulb separately.

Enter # _____ [PROBE FOR BEST ESTIMATE]
 0 (None)
 99 (Don't know)

- Q4** Where have you purchased them? _____
 [DO NOT READ] [Accept multiples]
- 1 Home centers such as Home Depot, Lowe's
 - 2 Discount Department Stores such as Kmart or Wal-Mart
 - 3 Buying clubs such as Costco's or Sam's
 - 4 Hardware stores, ACE, TrueValue [**PROBE: Do you mean a large home center like Home Depot or Lowe's, or a hardware store like ACE or TrueValue? IF HOME CENTER/HOME DEPOT/LOWES, RECODE AS 1**]
 - 5 Supermarkets
 - 6 Lighting supply stores
 - 7 Mail Order Catalog
 - 8 Over the Internet
 - 9 Home Energy Show
 - 77 Other (specify) _____
 - 88 (Don't know)
 - 99 (Refused)

Q5 Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs? _____

***Note to survey house: wording changed slightly**

[DO NOT READ] [Accept multiples]

- 1 Reduce electricity bill
- 2 Save/conserve energy
- 3 Extra cost for compact fluorescent bulb was minimal
- 4 Energy savings worth the extra up-front cost, acceptable payback
- 5 Cost savings worth the extra up-front cost, acceptable payback
- 6 It is the "right thing to do" (environmental/resource conservation benefits)
- 7 Product works better/is higher quality
- 8 Like to have new, high-tech products
- 9 Salesperson convinced me it was the best choice
- 10 To redeem a coupon
- 11 Friends/family suggested I purchase compact fluorescent bulbs
- 12 To try them out
- 77 Other (specify) _____
- 88 (Don't know)
- 99 (Refused)

_Q5b Was there a special promotion or sale at the store when you bought your most recent CFL(s)?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

Q20 Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

IF _Q5b = 1, 8, or 9, READ: Please tell me the promotion or sale price that you paid PER BULB. And if you used a rebate or coupon, tell me the price of the bulb after the rebate or coupon.

***Note to survey house: wording changed slightly**

- ENTER \$ XX (dollars)
- 88 (Don't know)
- 99 (Refused)

Q6 Can you recall how you first became aware of CFLs? _____
 [DO NOT READ] [Accept multiples]

- 1 In store display/sale/point of purchase materials
- 2 Advertising on television, Internet, newspapers, magazines, radio
- 3 Word of mouth (friends, family, neighbor, colleague)
- 4 Sales person
- 5 Consumer Reports
- 6 ENERGY STAR® Program
- 7 Utility (bill insert or mailing/announcement)
- 8 Announcement by governor or other government official
- 9 Received CFL for Free, in the Mail
- 10 Coupon in the mail
- 11 While shopping/noticed them at store
- 77 Other (specify) _____
- 88 (Don't know)
- 99 (Refused)

HOLDINGS

Q7a Do you currently have any CFLs installed in your home?

- 1 Yes
- 2 No → GO TO Q9a
- 8 (Don't know) → GO TO Q9a
- 9 (Refused) → GO TO Q9a

Q7b How many of them do you currently have installed in your home?

Enter # _____ [PROBE FOR BEST ESTIMATE]
 88 (Don't know)
 99 (Refused)

Q8a Are you storing any for use as spares or to be installed at a later date?

- 1 Yes
- 2 No → GO TO Q9a
- 8 (Don't know) → GO TO Q9a
- 9 (Refused) → GO TO Q9a

Q8b How many?

Enter # _____ [PROBE FOR BEST ESTIMATE]

88 (Don't know)

99 (Refused)

Q8c Thinking about your most recent purchase, how many of the CFLs you bought did you install and how many did you store to install later?

Enter # installed _____ [PROBE FOR BEST ESTIMATE]

88 (Don't know)

99 (Refused)

Enter # stored _____ [PROBE FOR BEST ESTIMATE]

88 (Don't know)

99 (Refused)

DISPOSITION

Q9a Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?

1 Yes

2 No → GO TO Q11

8 (Don't know) → GO TO Q11

9 (Refused) → GO TO Q11

Q9b How many did you remove?

Enter # _____ [PROBE FOR BEST ESTIMATE]

88 (Don't know)

99 (Refused)

Q10a What was the main reason for taking the bulb(s) out?
 [Record first mention and then all other mentions.]

***Note to survey house that this question has been modified to remove the “Read list” – it is now an open end with post codes provided.**

- 1 It burned out
- 2 You didn’t like the color
- 3 It took too long to start up
- 4 It wasn’t bright enough
- 5 You didn’t like the way it looked
- 6 It didn’t fit
- 77 Or some other reason? (specify) _____
- 88 (Don’t know)
- 99 (Refused)

SATISFACTION

Q11 Thinking about all of the CFLs you recently purchased, how satisfied are you with them?
 Use a scale of 1 to 10, where 1 means you are "not at all satisfied" and 10 means you are "very satisfied".

Not at all											Very	(Don’t	(Refused)
Satisfied											Satisfied	know)	
1	2	3	4	5	6	7	8	9		10	88		99

Q12 **[ROTATE. Ask all items a – g]** . Now, using a scale of 1 to 5, where 1 means you are "not at all satisfied" and 5 means you are "very satisfied", how would you rate the CFLs you have recently purchased in terms of....

- a. The color of the light they provide?
- b. The brightness of the light they provide?
- c. The amount of time they take to light up?
- d. Their compatibility with dimmer and three-way switches?
- e. The way they fit into light fixtures?
- f. The way they look in light fixtures?
- g. How long they last before burning out?

[FOR THE SECOND AND THIRD ITEM read in rotation, add, “On that same scale, how satisfied are you with...” before reading item.]

Not at all					Very	(Don’t	
satisfied					Satisfied	know)	(Refused)
1	2	3	4	5	8		9

M10 In general, what are the best features of CFLs? _____
 [DO NOT READ] [Accept multiples]

- 1 Lasts longer before burning out
- 2 Reduces electricity bill / Saves money
- 3 Saves / conserves energy
- 4 Resource conservation benefits / better for environment / "green"
- 5 It works better/ is higher quality
- 77 Other (specify) _____
- 88 (Don't know)
- 99 (Refused)

**IF Q7A=1 THEN CONTINUE
 ELSE, SKIP TO F1**

[CFLs currently installed only]

F5 IF Q7b=1 THEN READ:

When the CFL now installed burns out, how likely are you to replace it with another CFL? Use a scale of 1 to 5, where 1 means you are "not at all likely" and 5 means you are "very likely."

ELSE IF Q7b>1 THEN READ:

When the CFLs now installed burn out, how likely are you to replace them with other CFLs? Use a scale of 1 to 5, where 1 means you are "not at all likely" and 5 means you are "very likely."

Not at all likely					Very Likely	(Don't know)	(Refused)
1	2	3	4	5		8	9

SKIP TO F1

3 UNAWARE OF CFLs ONLY

_U0 I'm going to describe Compact fluorescent bulbs or CFLs to you so I can ask you a few more questions about whether or not you would consider buying them in the near future.

CFLs use two-thirds less energy than a standard bulb, and last up to 10 times as long. Some styles of CFLs are available for \$2 or less – and they are about the same size and color as a standard bulb and can be installed in almost any fixture where you would put a standard bulb. They can be purchased at the same places you purchase standard bulbs, including some drug and grocery stores. CFLs save about \$30 in electricity costs over the life of the bulb. By using less energy, CFLs also help the environment.

4 FUTURE PURCHASE INTENTIONS - ALL

F1 How likely are you to purchase any CFLs in the next year. Use a scale of 1 to 5 where 1 means you are 'Not at all likely' and 5 means you are 'very likely'.

Not at all likely				Very Likely	(Don't know)	(Refused)
1	2	3	4	5	8	9

IF F1=1, 2, 8, or 9 [UNLIKELY PURCHASERS] THEN SKIP TO F2

IF F1>2 [LIKELY PURCHASERS] AND S4=1 [PURCHASER] SKIP TO CFL AWARENESS, R0

IF F1>2 [LIKELY PURCHASERS] AND S4>1 OR MISSING [NON-PURCHASER – BOTH AWARE AND UNAWARE] CONTINUE

_F1b

Why are you likely to purchase CFLs in the next year? Anything else? [VERBATIM. Accept multiples. Record the first mention.] PROBE: Any other reasons?

SKIP TO CFL AWARENESS, R0

5 UNLIKELY FUTURE PURCHASERS ONLY

F2 a. Why are you unlikely to purchase CFLs in the next year? ____

If answer=I am storing a bunch/ bought a multi-pack so I don't need anymore then skip to R0

b. Are there any other reasons? [VERBATIM. Record first mention.] [Accept multiples]

IF S1>1 AND S2>1 [UNAWARE – ALREADY READ CFL DESCRIPTION] SKIP TO UF2

IF S1=1 OR S2=2 [AWARE, HAVE NOT BEEN READ CFL DESCRIPTION] CONTINUE

_UF0 Before I ask the next question, I want to tell you a few things about CFLs that you may not be aware of.

CFLs use two-thirds less energy than a standard bulb, and last up to 10 times as long. Some styles of CFLs are available for \$2 or less – and they are about the same size and color as a standard bulb and can be installed in almost any fixture where you would put a standard bulb. They can be purchased at the same places you purchase standard bulbs, including some drug

and grocery stores. CFLs save about \$30 in electricity costs over the life of the bulb. By using less energy, CFLs also help the environment.

_UF1 Now that you've heard my description, please tell me how likely you'd be to purchase CFLs in the next year? Please use the same 1 to 5 scale as before, where 1 means you are 'Not at all likely' and 5 means you are 'very likely'.

Not at all likely				Very Likely	(Don't know)	(Refused)
1	2	3	4	5	8	9

**IF 3>=F1<=5 [NOW LIKELY PURCHASERS] THEN CONTINUE
ELSE [STILL UNLIKELY PURCHASERS] SKIP TO _UF2**

_UF1b What changed your mind to make you say you're now likely to buy a CFL in the next year? Anything else? **Prompt, if needed:** What new information about CFLs did I tell you about that changed your mind? [Record verbatim. Record first mention, accept multiples.]

SKIP TO CFL AWARENESS, R0

_UF2 a. What, if anything, would motivate you to purchase CFLs in the next year?
b. Are there any other factors that would motivate you? [DO NOT READ] [Accept multiples]

ECONOMICS

1 They need to be cheaper

_UF2_1 Probe – how much per bulb would you pay?

1 Enter \$ amount _____

8 (Don't know)

9 (Refused)

2 I would need to be convinced of their energy savings potential

AVAILABILITY/DIVERSITY

- 3 I would need to see them in the stores where I buy light bulbs
 _UF2_3 Probe – Where do you buy light bulbs?
- 1 Grocery store
 - 2 Drug store
 - 3 Home Centers such as Home Depot or Lowe's
 - 4 Large general merchandise chains such as Wal-Mart or Costco
 - 5 Local hardware stores, including ACE or TrueValue
 - 6 Other _____
 - 8 (Don't know)
 - 9 (Refused)
- 4 They need to make them in different sizes to work in my fixtures
 5 They need to make them look attractive in my fixtures

LACK OF INFORMATION

- 6 I still need more information about CFLs
 _UF2_4 PROBE: What type of information would you be looking for?

PRODUCT QUALITY/UNCERTAINTY

- 7 Nothing.
 8 I don't like the quality of the light
 _UF2_5 PROBE: What don't you like about the quality of the light?
 9 I still prefer incandescent/standard bulbs
 _UF2_6 PROBE: What do you prefer about incandescent/standard bulbs?

GENERAL

- 10 Nothing at all.

OTHER

- 77 Other (Specify) _____
 88 (Don't know)
 99 (Refused)

6 CFL AWARENESS CHANNELS - ALL

- R0** I'd now like to ask you a few questions about where you shop.

R1 How often do you shop at: Home Centers such as Home Depot or Lowe's?
Would you say: [READ ENTIRE LIST]

- 1 At least once every two weeks
- 2 Once a month
- 3 Several times a year
- 4 Once a year or less
- 5 Never
- 8 (Don't Know)
- 9 (Refused)

R2 How often do you shop at: Large general merchandise chains such as Wal-Mart or Costco?

Would you say: [READ ENTIRE LIST]

- 1 At least once every two weeks
- 2 Once a month
- 3 Several times a year
- 4 Once a year or less
- 5 Never
- 8 (Don't Know)
- 9 (Refused)

R3 How often do you shop at: Local hardware stores, including ACE or TrueValue?

Would you say: [READ ENTIRE LIST]

- 1 At least once every two weeks
- 2 Once a month
- 3 Several times a year
- 4 Once a year or less
- 5 Never
- 8 (Don't Know)
- 9 (Refused)

[Ask if UF2_3 not asked]

_R4 Where do you typically buy light bulbs?

- 0 Wherever I notice them/wherever I happen to be shopping when I need them
- 1 Grocery store
- 2 Drug store
- 3 Home Centers such as Home Depot or Lowe's
- 4 Large general merchandise chains such as Wal-Mart or Costco
- 5 Local hardware stores, including ACE or TrueValue
- 6 Other _____
- 8 (Don't know)
- 9 (Refused)

7 ATTITUDES - ALL

_A0 People have different opinions about energy-efficiency and the availability of natural resources such as energy. Using a 5-point scale, with 1 meaning you “strongly disagree” and 5 meaning you “strongly agree”, please tell me how much you disagree or agree with each of the following statements: [ROTATE STATEMENTS.]

[FOR THE SECOND ITEM READ IN ROTATION, ADD, “On the same scale where 1 means you “strongly disagree” and 5 means you “strongly agree,” how much do you disagree or agree with the following statement...” BEFORE READING ITEM. PROMPT WITH SCALE IF NECESSARY FOR REMAINING ITEMS.]

		<u>Strongly Disagree</u>				<u>Strongly Agree</u>	<u>Don't Know</u>
_A1	I am not very concerned about the amount of energy used in my home.	1	2	3	4	5	99
_A2	My life is too busy to worry about making energy related improvements in my home.	1	2	3	4	5	99
_A3	It is worth it to me for my household to use less energy in order to help preserve the environment	1	2	3	4	5	-99
_A4	When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price.	1	2	3	4	5	-99

8 DEMOGRAPHICS - ALL

D0 Before we finish, I have just a few more questions about your household to make sure we're getting a representative sample of residents.

D1 What type of home do you live in? [READ LIST]

- 1 Mobile home
- 2 Single-family (attached or detached)
- 3 Apartment
- 4 Condo
- 7 (Other)
- 8 (Don't know)
- 9 (Refused)

D2 Do you own your home or do you rent?

- 1 Own
- 2 Rent
- 8 (Don't know)
- 9 (Refused)

D3 Including yourself, how many people live in your home?

- 1 one
- 2 two
- 3 three
- 4 four
- 5 five
- 6 six
- 7 seven or more
- 8 (Don't know)
- 9 (Refused)

D4 Which of the following best describes your educational background?

- 1 Some high school
- 2 High school graduate
- 3 Trade or technical school
- 4 Some college
- 5 College graduate
- 6 Some graduate school
- 7 Graduate degree
- 8 (Don't know)
- 9 (Refused)

_D5 IF D3 =1, READ:

“Which of the following best describes your age group?” [OMIT “5 and under”]

ELSE READ:

For each of the following age groups, how many people, including you, usually live in this home?

Age	Number of People Usually Living In This Home								
	0	1	2	3	4	5	6	7	Over 7
5 and under									
6 – 18									
19 – 34									
35 – 54									
55 – 64									
65 and over									

D6 Lastly, which of the following categories contains your annual household income from all sources in 2004 before taxes?

- 1 Less than \$20,000 per year
- 2 \$20,000 to \$49,000
- 3 \$50,000 to \$74,000
- 4 \$75,000 to \$99,000
- 5 \$100,000 or more
- 8 (Don't know)
- 9 (Refused)

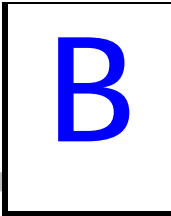
9 WRAP UP

That's all the questions I have for you. Thank you very much for your time and opinions.

Ask to record respondent's name for verification purposes.

RECORD GENDER

- 1 Male
- 2 Female



SHELF SURVEY INSTRUMENT

NORTHWEST ALLIANCE CONSUMER PRODUCTS EVALUATION: LIGHTING SHELF INVENTORY

CONTACT INFORMATION

PLEASE FILL IN THIS SECTION USING THE INFORMATION CONTAINED IN THE SAMPLE DATABASE

Field Staff Name:	Date of Survey:
Store name:	Chain or independent store:
Store address:	
Store state:	Store type (circle): L1 L2 L3
Store zip code:	Store phone number:

A1. What type of store is this? [CIRCLE ONE ONLY.]

- Grocery/Supermarket/Drug Store..... 1
- Home Center/Home Improvement/Building Supply 2
- Mass Merchandise..... 3
- Hardware..... 4
- Specialty lighting/Other (Describe) _____ .. 5

A2. Types of Products Sold [CIRCLE ALL THAT APPLY.]

- ENERGY STAR® CFL bulbs..... 1
- Standard CFL bulbs (Non ENERGY STAR®) 2
- Standard Fluorescent Tubes (Non ENERGY STAR®)..... 3
- ENERGY STAR® Fluorescent Tube Fixtures 4
- Standard Fluorescent Tube Fixtures (Non ENERGY STAR®) 5
- ENERGY STAR® CFL Indoor/Outdoor Fixtures..... 6
- CFL Indoor/Outdoor Fixtures (Non ENERGY STAR®) 7
- ENERGY STAR® Torchieres..... 8
- Torchieres (Non ENERGY STAR®) 9
- Other Fluorescent Fixtures (Describe) _____ .. 10

Bulb displays

A3. Are there any end-cap lighting displays? Yes No

A4. Are CFL bulbs featured in the end-cap displays? Yes No

A5. Are ENERGY STAR® CFL bulbs featured in the end-cap displays? Yes No

A6. Are CFLs in a specially-labeled section of lighting product (e.g. ENERGY STAR®)? Yes No
 IF YES, ENTER NAME OF SECTION: _____

A7. What type of POP are present that promote CFL bulbs? [CIRCLE ALL THAT APPLY]

- Display with instant rebate forms (note rebate sponsor) _____ .. 1
- Retailer sign 2
- Brochures 3
- ENERGY STAR clings 4
- Aisle violator 5
- Bulb wheel 6
- Other (Describe) _____ 7
- No identifying material present 8

Fixture displays

A8. In what proximity are the fixture displays in relation to CFLs?

- In the same section, within one aisle of each other 1
- In the same section, but several aisles apart 2
- They are in different sections of the store 3
- Other (Describe) _____ 4

A9. Are there any end-cap lighting fixture displays? Yes No

A10. Are ENERGY STAR fixtures featured in the end-cap displays? Yes No

A11. Are ENERGY STAR fixtures in a specially-labeled section of lighting fixtures (e.g. ENERGY STAR®)? Yes No
 IF YES, ENTER NAME OF SECTION: _____

A12. What type of POP are present that promote ENERGY STAR® fixtures? [CIRCLE ALL THAT APPLY]

- Display with instant rebate forms (note rebate sponsor) _____ .. 1
- Retailer sign 2
- Brochures 3
- ENERGY STAR clings 4
- Bulb wheel 5
- Other (Describe) _____ 6
- No identifying material present 7

SHELF SPACE ALLOCATION - Light Bulbs

PLEASE GO TO ALL THE SECTIONS OF THE STORE WHERE LIGHT BULBS CAN BE FOUND. FOR EACH DIFFERENT DEPARTMENT, PLEASE LIST:

1. The Total Linear Feet and # of Shelves for all light bulbs, including CFLs, incandescents, halogens, flourescents, etc.
2. The Total Linear Feet and # of Shelves (a subset) that are dedicated to CFLs (whether or not these CFLs qualify for the Energy Star® Program).
3. The Total Linear Feet and # of Shelves (a further subset) that are dedicated to Energy Star® CFLs.

Dept. Code	All Light Bulbs		CFLs		ENERGY STAR® CFLs	
	Linear Feet	# of Shelves	Linear Feet	# of Shelves	Linear Feet	# of Shelves
B1 a	b	c	d	e	f	g
B2 a	b	c	d	e	f	g
B3 a	b	c	d	e	f	g
B4 a	b	c	d	e	f	g
B5 a	b	c	d	e	f	g
B6 a	b	c	d	e	f	g

Department Codes: Electrical - 1, Kitchen - 2, Hardware - 3, Lighting - 4, Furniture - 5, Other (Specify)- 6.

SHELF SPACE ALLOCATION - Fixtures

PLEASE GO TO ALL THE SECTIONS OF THE STORE WHERE FIXTURES CAN BE FOUND. FOR EACH DIFFERENT DEPARTMENT, PLEASE LIST:

1. Total Square Feet for displaying fixtures of all lighting technologies, including Incandescent, Halogen, CFL and Fluorescent.
2. Indicate the number of different Types of Energy Star CFL fixture models available for Each: Permanently Mounted, Portable Table Lamps, and Torchieres.

Dept. Code		Square Feet	Number of Fixture Models		
			Mounted	Table Lamp	Torchiere
C1	a	b	i	j	k
C2	a	b	i	j	k
C3	a	b	i	j	k
C4	a	b	i	j	k
C5	a	b	i	j	k
C6	a	b	i	j	k
C7	a	b	i	j	k

Department Codes: Electrical - 1, Kitchen - 2, Hardware - 3, Lighting - 4, Furniture - 5, Other (Specify) - 6.

CFL Bulb Product Profile Use additional sheets if needed

- FOR BRAND, STYLE, REBATE CODES, SEE BOTTOM OF THE FORM.
- FOR WATTS LIST THE ACTUAL WATTAGE OF THE CFL, NOT THE INCANDESCENT EQUIVALENT.
- FOR PRICE, USE PRICE SHOWN ON PACKAGE OR SHELF FOR PACK, AND NOTE WHETHER THE CFLS ARE ON SALE OR A REBATE IS AVAILABLE (AND NOTE REBATE AMOUNT)
- INDICATE IF PACKAGE HAS AN ENERGY STAR[®] LABEL ON IT. CODE 1 = YES, 2 = NO.

CFL Bulb Profile

Brand	Style	Quantity in Pack	Price*	Rebate Amount	Watts	ES [®] label on package?
D1						
D2						
D3						
D4						
D5						
D6						
D7						
D8						
D9						
D10						
D11						
D12						
D13						

* before rebate or sale discount

Codes

Brand	Code	Style	Code	Rebate	Code
Commercial Electric	1	2-tube	1	Utility	1
Cooper Electric	2	4-tube	2	Retailer	2
Feit Electric	3	Twister	3	Manufacturer	3
General Electric	4	Globe	4	Other	97
Lights of America	5	Spot	5	Can't Determine	98
MaxLite	6	Incand. Style lamp	6		
Osram Sylvania	7	Circline	7		
Philips Lighting Co	8	Replacement PL	8		
Technical Consumer Prod's	9	Reflector (Flood)	9		
Westinghouse	10	Other	97		
Greenlight	11				
Good Earth	12				
Bright Effects	13				
Lithonia	14				
Sea Gull	15				
Other	97				

CFL Bulb Product Profile, continued Use additional sheets if needed

- FOR BRAND, STYLE, REBATE CODES, SEE BOTTOM OF THE FORM.
- FOR WATTS LIST THE ACTUAL WATTAGE OF THE CFL, NOT THE INCANDESCENT EQUIVALENT.
- FOR PRICE, USE PRICE SHOWN ON PACKAGE OR SHELF FOR PACK, AND NOTE WHETHER THE CFLS ARE ON SALE OR A REBATE IS AVAILABLE (AND NOTE REBATE AMOUNT)
- INDICATE IF PACKAGE HAS AN ENERGY STAR[®] LABEL ON IT. CODE 1 = YES, 2 = NO.

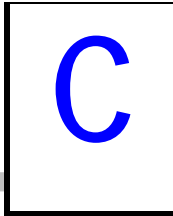
CFL Bulb Profile

Brand	Style	Quantity in Pack	Price*	Rebate Amount	Watts	ES [®] label on package?
D14						
D15						
D16						
D17						
D18						
D19						
D20						
D21						
D22						
D23						
D24						
D25						

* before rebate or sale discount

Codes

Brand	Code	Style	Code	Rebate	Code
Commercial Electric	1	2-tube	1	Utility	1
Cooper Electric	2	4-tube	2	Retailer	2
Feit Electric	3	Twister	3	Manufacturer	3
General Electric	4	Globe	4	Other	97
Lights of America	5	Spot	5	Can't Determine	98
MaxLite	6	Incand. Style lamp	6		
Osram Sylvania	7	Circline	7		
Philips Lighting Co	8	Replacement PL	8		
Technical Consumer Prod's	9	Reflector (Flood)	9		
Westinghouse	10	Other	97		
Greenlight	11				
Good Earth	12				
Bright Effects	13				
Lithonia	14				
Sea Gull	15				
Other	97				



MARKET ACTOR SURVEY INSTRUMENTS

Clothes Washer Market Actor Survey

Questions for all Actors

Effect of Regional or National Programs

- How have national ENERGY STAR programs and promotions affected your activities?
- How have the Alliance programs affected your activities?
- On a scale of 1 to 5 with 5 being very effective and 1 being not effective, how effective have the Alliance programs been on facilitating change in the clothes washer market? <<Probe on perception of Alliance's role – particularly with CEE>>
- While the DOE Energy Star spec is proposed to change to MEF 1.72 in 2007, the Alliance program is pushing an MEF of 1.8. What sort of effect do you think this difference will have on the market?

Progress Toward Standard Changes

- What sort of progress have you made toward a broader adoption of the proposed 1.72 MEF as the Energy Star standard for 2007? Can you describe any remaining issues you may have to work out to achieve this standard?
- How do you foresee the 2007 Energy Star changes with minimum MEF of 1.72 affecting the marketplace?
- Is there anything else that your company is doing in anticipation of this change?
- What is your company's reaction to the Energy Bill and how does that play into your efforts in the clothes washer market?

Manufacturer/Retailer Specific Questions

- What are your latest manufacturing or sales trends with respect to clothes washers?
- Can you tell me anything about tax credits that may be available to you for higher MEF machines.
- What clothes washer promotions are you planning for 2006?

Adoption Rates of High MEF Units (MEF \geq 1.8)

- Can you describe your efforts to increase market awareness of efficient higher efficient units? How do your efforts differ with Energy Star or UHE (MEF \geq 1.8) units?
- Can you describe anything you've done to support retail sales efforts for efficient units?
- What have you seen so far in terms of the adoption of moderately high efficient units (MEF 1.6 or 1.72) versus high efficiency units (MEF 1.8)?

Tiered Rebate Effectiveness

- Some utilities offer rebates for Energy Star clothes washers. Do you think the rebates significantly increase sales of Energy Star models?
- Some rebates are tiered so that they emphasize MEF and pay more for a higher efficient unit. How effective do you think the tiered rebates are at increasing sales of the highest efficiency units?
- How does each type of rebate affect your activities?

Pricing

- What are the key pricing drivers for the higher efficient units? Are they different between the MEF 1.6 level and MEF 1.8?
- Do you see the differential price for higher efficiency units changing at all in the near future?

Market Barriers

- What do you see as market barriers to customers and suppliers for the higher efficiency units?
- How are you addressing those barriers?
- Are there other factors are affecting clothes washer sales or promotions that we may not have mentioned?

Lighting Market Actor Survey

Questions for all Actors

Effect of Regional or National Programs

- How have national ENERGY STAR programs and promotions affected your activities? with respect to pricing? diversity of supply? and product availability?
- How have the Alliance programs affected your activities?
- On a scale of 1 to 5 with 5 being very effective and 1 being not effective, how effective have the Alliance programs been on facilitating change in the lighting market? <<Probe on perception of Alliance’s role – particularly with CEE>>
- How actively have you participated in the “Savings with a Twist” Promotion? <<not specific quantities as we have that>>
- What has worked well for you with the promotion?
- What has not worked well?
- Since individual bulbs were widely promoted in the “Savings with a Twist” program, do you think the program response will affect the models or packaging you offer in the future?
- How else are your activities changing in response to the program? (Are buyers buying differently? Manufacturing changes?)

Consumer Awareness

- Can you describe anything you’ve done outside of the “Savings with a Twist” promotion to support retail sales efforts for Energy Star lighting? How about other efforts to support sales of compact fluorescents in general?
- Can you describe any other efforts you have taken to help increase market awareness of efficient lighting?

Pricing

- How would you describe the pricing trends for efficient lighting?
- How do you see the retail price of the bulbs changing as the promotion period ends? How low do you think prices need to stay to keep customers interested in the bulbs?

Product Quality

- How do you perceive current CFL product quality?

- Do you think the national quality testing initiatives have any effect on purchases or retail supplying of efficient lighting products?

Market Barriers

- What do you see as market barriers to customers and suppliers for the higher efficiency lighting?
- How are you addressing those barriers?

Manufacturer/Retailer Specific Questions

Manufacturing/Sales Behavior

- How have your manufacturing, sales, or other behaviors changed in the last year in support of efficient lighting? Do you foresee any additional changes in the near future?
- What promotions are you planning for 2006?
- Do you believe there are other factors that are affecting efficient lighting sales that we may not have mentioned?
- How do you anticipate the more stringent CLF specification revisions (effective later in 2007) will alter your manufacturing or sales behavior?
- How have the federal standards established by the Energy Bill (which are based on the 2001 Energy Star specification) affected stocking, pricing, and sales of CFLs. How do you think this will change consumer perception of the difference between Energy Star and non-Energy Star bulbs?
- What are you doing in the fixture marketplace to expand sales? Do you have plans for new models that are more decorative? How much pressure are you feeling to develop new Energy Star fixtures to meet market demand?

D

PROJECT STAFF SURVEY INSTRUMENT

NEEA 2004-2005 Consumer Products Evaluation

Interview Guide for NEEA Second Round Program Staff/Contractor Interviews

FEBRUARY 2005

- Program implementation
 - Overview of roles of PECI and ECOS – have these roles changed over time? staff and contractors
 - Combining of lighting with appliances – rationale, benefits, drawbacks
 - Other agency involvement – PEARL, National Energy Star, appliance standards

- Program status – confirm our understanding of the goals, to-date accomplishments and plans for 2005, any problems or issues

- Other regional program activity – utilities and national campaigns
 - Large utility rebate programs – changes over time
 - National energy star campaign – changes over time
 - Other campaigns/programs?

- Retailer response to program
 - What types of retailers does the program target? How are retailers contacted to participate?
 - What is the level of retailer participation regionally (% and #) – for lighting and appliances? Which types/geographic locations tend to be more involved? Less involved?
 - How do participating retailers respond to support from NEEA?

- Utility response to program
 - How do utilities learn about NEEA's services?

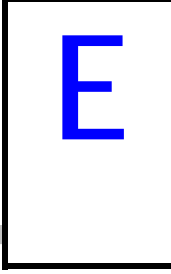
- Describe how the utilities can take advantage of NEEA's services – and what % uses the services – does this % differ by geographic location/type of utility (muni v. co-op v. IOU)
 - How do participating utilities respond to support from NEEA?
- Progress indicators
 - what is the basis? are they realistic?
- Tracking of CFL sales
 - source of data
 - how it is compiled, analyzed,
 - how often it is updated
 - any changes over time in sources/process/data quality
 - any shortcomings in approach
 - suggestions for improvement
- Tracking of Energy Star market share – D&R market share for Energy Star partner retailers; AHAM sales and market share estimates
 - how this approach applies to the NW – the effect of the D&R data reflecting only partner retailers – are the data adjusted? caveated?
 - any shortcomings to approach? suggestions for improvement?
- Tracking of UHE units as a % of all ES qualified units sold – program incentive and sales records
 - what portion of ES sales are rebated in the NW? is this method reliable? is it biased?
- Input on next wave of surveys
 - Lighting Retailers:
 - CFL satisfaction
 - effect of program on promo practices, quality of program design & delivery

- Lighting shelf:
 - CFL product availability, diversity, price

- Appliance Retailers:
 - UHE units as a % of all ES qualified units sold
 - effect of program on promo practices, quality of program design & delivery

- Appliance Mystery Shopper:
 - % of UHE units displayed
 - pricing of UHE units v. other ES units
 - initiative of sales staff in promoting UHEs

- Utility staff:
 - participating utility assessment of program usefulness and effect on retailers and customers



***CONSUMER LIGHTING SURVEY BANNER
TABLES***

E.1 BANNER 1

===== BANNER 1 =====																			
	CATEGORY				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE		
	Total	Pur-chaser	Aware Non-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	CFL W/CFL ON BURNOUT	Un-Likely	likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
East of I5	289	170	82	37	289	0	63	60	53	112	47	113	101	54	97	164	139	12	
C%	51.5	52.7	49.0	52.1	100.0	0.0	100.0	100.0	33.0	40.8	52.5	53.1	55.2	52.1	49.2	55.8	54.0	61.5	
	287	116	98	73	287	0	63	56	57	111	32	77	69	37	102	153	95	8	
					F	E	IJ	IJ	GH	GH									
West of I5	271	152	85	34	0	271	0	0	108	163	43	100	82	50	100	130	119	7	
C%	48.5	47.3	51.0	47.9	0.0	100.0	0.0	0.0	67.0	59.2	47.5	46.9	44.8	47.9	50.8	44.2	46.0	38.5	
	273	104	102	67	0	273	0	0	106	167	29	68	56	34	101	127	81	5	
					F	E	IJ	IJ	GH	GH									

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware Non-Pur- Un- chaser aware				REGION		STATE				In	Before	In	Before	Groc./ Drug/ ware	All other stores	Likely	Un- likely		
Total	Pur-	Pur-	Un-	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Hard- ware	other stores	Likely	Un- likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
WA	275	155	84	36	112	163	0	0	0	275	41	103	95	44	104	126	123	10	
C%	49.2	48.2	50.5	50.7	39.0	60.1	0.0	0.0	0.0	100.0	45.9	48.3	52.0	42.3	53.1	42.8	47.7	53.8	
	278	106	101	71	111	167	0	0	0	278	28	70	65	30	105	126	84	7	
					F	E	J	J	J	GHI					P	O			
OR	162	91	50	21	53	108	0	0	162	0	25	60	50	26	50	99	78	3	
C%	28.9	28.2	30.0	29.3	18.5	39.9	0.0	0.0	100.0	0.0	27.9	28.3	27.2	25.4	25.2	33.7	30.1	15.4	
	163	62	60	41	57	106	0	0	163	0	17	41	34	18	52	94	53	2	
					F	E	I	I	GHJ	I					P	O			
ID	63	37	18	9	63	0	63	0	0	0	10	25	19	16	18	38	26	3	
C%	11.2	11.4	10.5	12.1	21.7	0.0	100.0	0.0	0.0	0.0	11.5	11.7	10.4	15.5	9.1	13.0	10.2	15.4	
	63	25	21	17	63	0	63	0	0	0	7	17	13	11	22	33	18	2	
					F	E	HIJ	G	G	G									
MT	60	40	15	6	60	0	0	60	0	0	13	25	19	18	25	31	31	3	
C%	10.7	12.3	9.0	7.9	20.8	0.0	0.0	100.0	0.0	0.0	14.8	11.7	10.4	16.9	12.6	10.5	11.9	15.4	
	56	27	18	11	56	0	0	56	0	0	9	17	13	12	24	27	21	2	
					F	E	H	GIJ	H	H									

Sl. Have you ever heard of compact fluorescent light bulbs or CFLs?

BASE: Total respondents

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Pur-			Un-aware			East of I5		West of I5			In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
Total	Pur-chaser	Non-Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	CH	CA								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
Yes	372	270	102	0	196	176	39	44	102	186	67	185	148	94	130	199	218	18	
C%	66.3	83.6	61.0	0.0	67.8	64.8	62.4	73.1	63.3	67.6	75.4	86.9	80.8	90.1	66.2	67.8	84.7	92.3	
	306	184	122	0	158	148	31	33	84	158	46	126	101	64	112	157	149	12	
		CD	BD	BC							L	K							
No	178	48	60	70	90	88	24	15	57	83	19	26	32	9	61	90	35	1	
C%	31.8	15.0	36.0	98.6	31.1	32.5	37.6	25.5	35.0	30.0	21.3	12.4	17.6	8.5	31.1	30.7	13.6	7.7	
	243	33	72	138	126	117	32	22	76	113	13	18	22	6	85	119	24	1	
		CD	BD	BC															
Don't know	10	4	5	1	3	7	0	1	3	7	3	1	3	1	5	4	4	0	
C%	1.9	1.4	3.0	1.4	1.1	2.7	0.0	1.4	1.7	2.5	3.3	0.7	1.6	1.4	2.7	1.5	1.7	0.0	
	11	3	6	2	3	8	0	1	3	7	2	1	2	1	6	4	3	0	

S2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops. Have you ever heard of them?

BASE: Respondents who never heard of CFL's

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware				REGION		STATE				In	Before	In	Before	Groc./	All	Un-			
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	Hard-	other	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	188	53	65	71	93	95	24	16	59	89	22	28	35	10	66	95	40	1	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	254	36	78	140	129	125	32	23	79	120	15	19	24	7	91	123	27	1	
Yes	118	53	65	0	56	62	15	11	39	54	22	28	35	10	39	64	40	1	
C%	62.5	100.0	100.0	0.0	60.4	64.6	63.7	65.7	65.1	59.9	100.0	100.0	100.0	100.0	58.9	67.4	100.0	100.0	
	114	36	78	0	56	58	15	12	38	49	15	19	24	7	37	62	27	1	
		D	D	BC															
No	71	0	0	71	37	34	9	6	21	36	0	0	0	0	27	31	0	0	
C%	37.5	0.0	0.0	100.0	39.6	35.4	36.3	34.3	34.9	40.1	0.0	0.0	0.0	0.0	41.1	32.6	0.0	0.0	
	140	0	0	140	73	67	17	11	41	71	0	0	0	0	54	61	0	0	
		D	D	BC															

S3. Have you ever received any CFLs for free in the mail?

BASE: Respondents who are aware of CFLs

===== BANNER 1 =====																		
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware			Non-aware			STATE				In	Before	In	Before	Groc./ Drug/	All other	Likely	Un-likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	489	323	167	0	252	238	54	55	141	240	89	213	183	104	169	263	258	19
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	420	220	200	0	214	206	46	45	122	207	61	145	125	71	149	219	176	13
Yes	59	41	18	0	26	33	7	3	24	25	15	23	22	12	21	31	35	3
C%	12.0	12.7	10.5	0.0	10.2	13.8	12.4	5.4	17.2	10.3	16.4	11.0	12.0	11.3	12.5	11.9	13.6	15.4
	49	28	21	0	21	28	5	2	20	22	10	16	15	8	20	24	24	2
No	424	279	146	0	224	201	47	52	117	210	75	186	160	91	144	231	220	16
C%	86.8	86.4	87.5	0.0	88.9	84.5	86.1	94.6	82.8	87.4	83.6	87.6	87.2	87.3	85.2	87.7	85.2	84.6
	365	190	175	0	191	174	40	43	102	180	51	127	109	62	125	194	150	11
Don't know	6	3	3	0	2	4	1	0	0	5	0	3	1	1	4	1	3	0
C%	1.3	0.9	2.0	0.0	0.9	1.7	1.5	0.0	0.0	2.3	0.0	1.4	0.8	1.4	2.3	0.3	1.1	0.0
	6	2	4	0	2	4	1	0	0	5	0	2	1	1	4	1	2	0

S3B. Have you ever received a coupon in the mail for a discount on the purchase of CFLs?

BASE: Respondents who are aware of CFLs

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser			Un-aware			East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	489	323	167	0	252	238	54	55	141	240	89	213	183	104	169	263	258	19	
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	420	220	200	0	214	206	46	45	122	207	61	145	125	71	149	219	176	13	
Yes	129	103	27	0	69	60	5	28	31	65	28	72	63	32	52	67	85	4	
C%	26.4	31.8	16.0	0.0	27.6	25.2	10.0	50.6	21.8	27.3	31.1	33.8	34.4	31.0	30.9	25.6	33.0	23.1	
	102	70	32	0	56	46	5	21	24	52	19	49	43	22	43	51	58	3	
		C	B				HJ	GIJ	H	GH									
No	306	188	118	0	164	142	45	25	88	148	53	119	107	59	91	175	150	15	
C%	62.5	58.2	71.0	0.0	65.3	59.7	82.6	45.2	62.7	61.8	59.0	55.9	58.4	56.3	53.9	66.4	58.0	76.9	
	270	128	142	0	141	129	37	22	78	133	36	81	73	40	82	151	102	10	
		C	B				HIJ	GIJ	GH	GH					P	O			
Don't know	54	32	22	0	18	36	4	2	22	26	9	22	13	13	26	21	23	0	
C%	11.0	10.0	13.0	0.0	7.1	15.1	7.3	4.2	15.4	10.8	9.8	10.3	7.2	12.7	15.2	8.0	9.1	0.0	
	48	22	26	0	17	31	4	2	20	22	6	15	9	9	24	17	16	0	
					F	E									P	O			

===== BANNER 1 =====																		
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Aware			REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely
		Purchaser	Non-Purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	489	323	167	0	252	238	54	55	141	240	89	213	183	104	169	263	258	19
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	420	220	200	0	214	206	46	45	122	207	61	145	125	71	149	219	176	13
Yes	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19
C%	65.9	100.0	0.0	0.0	67.6	64.2	67.7	72.5	64.5	64.9	100.0	100.0	100.0	100.0	61.6	70.8	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13
		C	B															
No	158	0	158	0	78	79	17	15	47	79	0	0	0	0	63	74	0	0
C%	32.2	0.0	94.5	0.0	31.1	33.3	30.8	27.5	33.1	33.1	0.0	0.0	0.0	0.0	37.0	28.2	0.0	0.0
	189	0	189	0	94	95	20	18	56	95	0	0	0	0	75	89	0	0
		C	B															
Don't know	9	0	9	0	3	6	1	0	3	5	0	0	0	0	3	3	0	0
C%	1.9	0.0	5.5	0.0	1.3	2.5	1.5	0.0	2.4	2.1	0.0	0.0	0.0	0.0	1.5	1.0	0.0	0.0
	11	0	11	0	4	7	1	0	4	6	0	0	0	0	3	3	0	0
		C	B															

Q1. On how many separate occasions have you purchased them?

BASE: CFL Purchaser

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Total	Aware			REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery	Drug/All other stores	Likely	Unlikely		
	Purchaser	Non-purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA										
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
1	54	54	0	0	28	26	9	10	13	22	19	32	18	31	18	29	26	7	
C%	16.8	16.8	0.0	0.0	16.4	17.3	24.0	25.9	14.5	14.2	21.3	15.2	9.6	29.6	16.9	15.7	10.2	38.5	
	37	37	0	0	19	18	6	7	9	15	13	22	12	21	12	20	18	5	
													N	M					
2	72	72	0	0	45	26	12	15	18	28	25	43	35	31	19	51	56	6	
C%	22.3	22.3	0.0	0.0	26.7	17.3	32.0	37.0	19.4	17.9	27.9	20.0	19.2	29.6	18.3	27.6	21.6	30.8	
	49	49	0	0	31	18	8	10	12	19	17	29	24	21	13	35	38	4	
3	54	54	0	0	28	26	1	7	16	29	15	37	32	16	18	32	51	0	
C%	16.8	16.8	0.0	0.0	16.4	17.3	4.0	18.5	17.7	18.9	16.4	17.2	17.6	15.5	16.9	17.3	19.9	0.0	
	37	37	0	0	19	18	1	5	11	20	10	25	22	11	12	22	35	0	
4	34	34	0	0	19	15	6	3	12	13	9	23	23	7	15	16	28	1	
C%	10.5	10.5	0.0	0.0	11.2	9.6	16.0	7.4	12.9	8.5	9.8	11.0	12.8	7.0	14.1	8.7	10.8	7.7	
	23	23	0	0	13	10	4	2	8	9	6	16	16	5	10	11	19	1	
5-6	35	35	0	0	21	15	6	0	9	21	4	29	29	3	12	19	34	1	
C%	10.9	10.9	0.0	0.0	12.1	9.6	16.0	0.0	9.7	13.2	4.9	13.8	16.0	2.8	11.3	10.2	13.1	7.7	
	24	24	0	0	14	10	4	0	6	14	3	20	20	2	8	13	23	1	
													N	M					
More than 6	37	37	0	0	16	21	1	3	9	23	7	28	28	6	9	23	34	0	
C%	11.4	11.4	0.0	0.0	9.5	13.5	4.0	7.4	9.7	15.1	8.2	13.1	15.2	5.6	8.5	12.6	13.1	0.0	
	25	25	0	0	11	14	1	2	6	16	5	19	19	4	6	16	23	0	
													N	M					
MEAN:	5.11	5.11	*	*	5.78	4.30	2.88	6.15	5.42	5.22	3.26	6.01	5.19	5.42	5.51	5.02	5.25	2.09	
							J			G	L	K					R	Q	

Q1. On how many separate occasions have you purchased them?

BASE: CFL Purchaser

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware				REGION		STATE				In	Before	In	Before	Groc./	All	Likely	Un-		
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	2005	2005	2005	2005	ware	other	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Don't know	37	37	0	0	13	23	1	1	15	19	10	21	18	10	15	15	29	3	
C%	11.4	11.4	0.0	0.0	7.8	15.4	4.0	3.7	16.1	12.3	11.5	9.7	9.6	9.9	14.1	7.9	11.4	15.4	
	25	25	0	0	9	16	1	1	10	13	7	14	12	7	10	10	20	2	
MEAN:	5.11	5.11	*	*	5.78	4.30	2.88	6.15	5.42	5.22	3.26	6.01	5.19	5.42	5.51	5.02	5.25	2.09	
							J			G	L	K					R	Q	

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware Non-Purchaser			Un-aware	East of I5		West of I5		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely
	Pur-	Pur-	Non-		East	West	ID	MT	OR	WA	J									
	Total	Chaser	Chaser	of	of															
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13		
This fall	12	12	0	0	6	6	0	1	6	4	12	0	0	0	3	7	10	0		
C%	3.6	3.6	0.0	0.0	3.4	3.8	0.0	3.7	6.5	2.8	13.1	0.0	0.0	0.0	2.8	3.9	4.0	0.0		
	8	8	0	0	4	4	0	1	4	3	8	0	0	0	2	5	7	0		
											L	K								
Within the last year	78	78	0	0	41	37	10	12	19	37	78	0	69	7	28	48	65	6		
C%	24.1	24.1	0.0	0.0	24.1	24.0	28.0	29.6	21.0	23.6	86.9	0.0	37.6	7.0	26.8	26.0	25.0	30.8		
	53	53	0	0	28	25	7	8	13	25	53	0	47	5	19	33	44	4		
											L	K	N	M						
Less than two years ago	60	60	0	0	29	31	6	7	13	34	0	60	26	34	25	28	44	6		
C%	18.6	18.6	0.0	0.0	17.2	20.2	16.0	18.5	14.5	21.7	0.0	28.3	14.4	32.4	23.9	15.0	17.0	30.8		
	41	41	0	0	20	21	4	5	9	23	0	41	18	23	17	19	30	4		
											L	K	N	M						
Less than five years ago	111	111	0	0	56	56	13	13	32	53	0	111	63	44	25	70	94	3		
C%	34.5	34.5	0.0	0.0	32.8	36.5	36.0	33.3	35.5	34.0	0.0	52.4	34.4	42.3	23.9	37.8	36.4	15.4		
	76	76	0	0	38	38	9	9	22	36	0	76	43	30	17	48	64	2		
											L	K		P	O					
Less than 10 years ago	29	29	0	0	23	6	4	4	10	10	0	29	18	12	10	18	22	1		
C%	9.1	9.1	0.0	0.0	13.8	3.8	12.0	11.1	11.3	6.6	0.0	13.8	9.6	11.3	9.9	9.4	8.5	7.7		
	20	20	0	0	16	4	3	3	7	7	0	20	12	8	7	12	15	1		
					F	E					L	K								
More than 10 years ago	12	12	0	0	4	7	1	0	4	6	0	12	6	6	4	7	9	0		
C%	3.6	3.6	0.0	0.0	2.6	4.8	4.0	0.0	4.8	3.8	0.0	5.5	3.2	5.6	4.2	3.9	3.4	0.0		
	8	8	0	0	3	5	1	0	3	4	0	8	4	4	3	5	6	0		
Don't know	21	21	0	0	10	10	1	1	6	12	0	0	1	1	9	7	15	3		
C%	6.4	6.4	0.0	0.0	6.0	6.7	4.0	3.7	6.5	7.5	0.0	0.0	0.8	1.4	8.5	3.9	5.7	15.4		
	14	14	0	0	7	7	1	1	4	8	0	0	1	1	6	5	10	2		

===== BANNER 1 =====																		
CATEGORY	Aware Non-Purchaser				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	311	311	0	0	164	147	37	38	85	151	78	213	183	104	101	179	248	19
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	212	212	0	0	112	100	25	26	58	103	53	145	125	71	69	122	169	13
This fall	60	60	0	0	28	32	7	4	13	35	22	38	60	0	22	31	57	0
C%	19.3	19.3	0.0	0.0	17.0	22.0	20.0	11.5	15.5	23.3	28.3	17.9	32.8	0.0	21.7	17.2	23.1	0.0
	41	41	0	0	19	22	5	3	9	24	15	26	41	0	15	21	39	0
													N	M				
Within the last year	123	123	0	0	73	50	12	15	37	60	47	75	123	0	37	78	104	9
C%	39.6	39.6	0.0	0.0	44.6	34.0	32.0	38.5	43.1	39.8	60.4	35.2	67.2	0.0	36.2	43.4	42.0	46.2
	84	84	0	0	50	34	8	10	25	41	32	51	84	0	25	53	71	6
											L	K	N	M				
Less than two years ago	67	67	0	0	37	31	10	12	16	29	7	59	0	67	19	43	47	7
C%	21.7	21.7	0.0	0.0	22.3	21.0	28.0	30.8	19.0	19.4	9.4	27.6	0.0	64.8	18.8	23.8	18.9	38.5
	46	46	0	0	25	21	7	8	11	20	5	40	0	46	13	29	32	5
											L	K	N	M				
Less than five years ago	32	32	0	0	13	19	6	4	10	12	0	32	0	32	12	16	22	1
C%	10.4	10.4	0.0	0.0	8.0	13.0	16.0	11.5	12.1	7.8	0.0	15.2	0.0	31.0	11.6	9.0	8.9	7.7
	22	22	0	0	9	13	4	3	7	8	0	22	0	22	8	11	15	1
											L	K	N	M				
Less than 10 years ago	4	4	0	0	4	0	0	1	0	3	0	4	0	4	1	3	1	0
C%	1.4	1.4	0.0	0.0	2.7	0.0	0.0	3.8	0.0	1.9	0.0	2.1	0.0	4.2	1.4	1.6	0.6	0.0
	3	3	0	0	3	0	0	1	0	2	0	3	0	3	1	2	1	0
													N	M				
Don't know	23	23	0	0	9	15	1	1	9	12	1	4	0	0	10	9	16	1
C%	7.5	7.5	0.0	0.0	5.4	10.0	4.0	3.8	10.3	7.8	1.9	2.1	0.0	0.0	10.1	4.9	6.5	7.7
	16	16	0	0	6	10	1	1	6	8	1	3	0	0	7	6	11	1

Q3. Thinking back over the past year, how many CFLs have you purchased?

BASE: CFL Purchaser within the past year

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE				MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware Non-Purchaser				Un-aware		REGION		STATE				In	Before	In	Before	Groc./Drug/ware	All other stores	Likely	Un-likely
Total	Purchaser	Purchaser	Un-aware	of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Hard-ware	other stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	183	183	0	0	101	82	19	19	50	95	69	113	183	0	59	109	161	9	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	
	125	125	0	0	69	56	13	13	34	65	47	77	125	0	40	74	110	6	
None	23	23	0	0	18	6	4	1	9	9	7	16	23	0	9	15	22	0	
C%	12.8	12.8	0.0	0.0	17.4	7.1	23.1	7.7	17.6	9.2	10.6	14.3	12.8	0.0	15.0	13.5	13.6	0.0	
	16	16	0	0	12	4	3	1	6	6	5	11	16	0	6	10	15	0	
1	18	18	0	0	9	9	1	4	6	6	7	10	18	0	6	10	15	0	
C%	9.6	9.6	0.0	0.0	8.7	10.7	7.7	23.1	11.8	6.2	10.6	9.1	9.6	0.0	10.0	9.5	9.1	0.0	
	12	12	0	0	6	6	1	3	4	4	5	7	12	0	4	7	10	0	
2	16	16	0	0	7	9	1	3	6	6	6	10	16	0	4	12	10	0	
C%	8.8	8.8	0.0	0.0	7.2	10.7	7.7	15.4	11.8	6.2	8.5	9.1	8.8	0.0	7.5	10.8	6.4	0.0	
	11	11	0	0	5	6	1	2	4	4	4	7	11	0	3	8	7	0	
3	12	12	0	0	6	6	3	0	1	7	3	9	12	0	3	9	12	0	
C%	6.4	6.4	0.0	0.0	5.8	7.1	15.4	0.0	2.9	7.7	4.3	7.8	6.4	0.0	5.0	8.1	7.3	0.0	
	8	8	0	0	4	4	2	0	1	5	2	6	8	0	2	6	8	0	
4	16	16	0	0	6	10	1	0	3	12	4	12	16	0	7	4	15	1	
C%	8.8	8.8	0.0	0.0	5.8	12.5	7.7	0.0	5.9	12.3	6.4	10.4	8.8	0.0	12.5	4.1	9.1	16.7	
	11	11	0	0	4	7	1	0	2	8	3	8	11	0	5	3	10	1	
5	13	13	0	0	9	4	3	1	3	6	3	10	13	0	3	10	12	0	
C%	7.2	7.2	0.0	0.0	8.7	5.4	15.4	7.7	5.9	6.2	4.3	9.1	7.2	0.0	5.0	9.5	7.3	0.0	
	9	9	0	0	6	3	2	1	2	4	2	7	9	0	2	7	8	0	
6	26	26	0	0	15	12	3	0	10	13	13	12	26	0	6	18	23	1	
C%	14.4	14.4	0.0	0.0	14.5	14.3	15.4	0.0	20.6	13.8	19.1	10.4	14.4	0.0	10.0	16.2	14.5	16.7	
	18	18	0	0	10	8	2	0	7	9	9	8	18	0	4	12	16	1	

Q3. Thinking back over the past year, how many CFLs have you purchased?

BASE: CFL Purchaser within the past year

===== BANNER 1 =====																			
	CATEGORY				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Total	Pur-	Aware Non-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	Hard-	All	other	Likely	Un-
		chaser	chaser	aware	of I5	of I5													
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
7-10	18	18	0	0	10	7	1	1	1	13	12	6	18	0	7	9	15	3	
C%	9.6	9.6	0.0	0.0	10.1	8.9	7.7	7.7	2.9	13.8	17.0	5.2	9.6	0.0	12.5	8.1	9.1	33.3	
	12	12	0	0	7	5	1	1	1	9	8	4	12	0	5	6	10	2	
											L	K							
More than 10	35	35	0	0	19	16	0	6	9	21	12	23	35	0	13	19	34	1	
C%	19.2	19.2	0.0	0.0	18.8	19.6	0.0	30.8	17.6	21.5	17.0	20.8	19.2	0.0	22.5	17.6	20.9	16.7	
	24	24	0	0	13	11	0	4	6	14	8	16	24	0	9	13	23	1	
Don't know	6	6	0	0	3	3	0	1	1	3	1	4	6	0	0	3	4	1	
C%	3.2	3.2	0.0	0.0	2.9	3.6	0.0	7.7	2.9	3.1	2.1	3.9	3.2	0.0	0.0	2.7	2.7	16.7	
	4	4	0	0	2	2	0	1	1	2	1	3	4	0	0	2	3	1	
MEAN:	8.55	8.55	*	*	8.65	8.44	4.50	8.91	8.85	9.05	7.66	9.17	8.55	*	9.79	8.02	9.11	7.80	
							J					G							

Q4. Where have you purchased them?

BASE: CFL Purchasers

===== BANNER 1 =====																						
	CATEGORY														1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware Non-Purchaser				Un-aware				REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
	Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely				
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19				
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13				
Home centers	135	135	0	0	60	75	16	9	47	63	40	87	78	43	32	88	111	9				
C%	41.8	41.8	0.0	0.0	35.3	49.0	44.0	22.2	51.6	40.6	44.3	40.7	42.4	40.8	31.0	47.2	43.2	46.2				
	92	92	0	0	41	51	11	6	32	43	27	59	53	29	22	60	76	6				
					F	E									P	O						
Discount Department Stores	73	73	0	0	44	29	10	10	23	29	19	51	47	23	19	48	63	3				
C%	22.7	22.7	0.0	0.0	25.9	19.2	28.0	25.9	25.8	18.9	21.3	24.1	25.6	22.5	18.3	26.0	24.4	15.4				
	50	50	0	0	30	20	7	7	16	20	13	35	32	16	13	33	43	2				
Buying clubs	37	37	0	0	26	10	4	6	6	21	13	22	23	7	3	31	32	3				
C%	11.4	11.4	0.0	0.0	15.5	6.7	12.0	14.8	6.5	13.2	14.8	10.3	12.8	7.0	2.8	16.5	12.5	15.4				
	25	25	0	0	18	7	3	4	4	14	9	15	16	5	2	21	22	2				
					F	E									P	O						
Hardware stores	57	57	0	0	37	21	7	10	15	25	12	41	29	22	31	22	43	7				
C%	17.7	17.7	0.0	0.0	21.6	13.5	20.0	25.9	16.1	16.0	13.1	19.3	16.0	21.1	29.6	11.8	16.5	38.5				
	39	39	0	0	25	14	5	7	10	17	8	28	20	15	21	15	29	5				
															P	O						
Supermarkets	18	18	0	0	9	9	1	3	3	10	4	9	7	3	12	3	12	0				
C%	5.5	5.5	0.0	0.0	5.2	5.8	4.0	7.4	3.2	6.6	4.9	4.1	4.0	2.8	11.3	1.6	4.5	0.0				
	12	12	0	0	6	6	1	2	2	7	3	6	5	2	8	2	8	0				
															P	O						
Lighting supply stores	9	9	0	0	6	3	3	3	0	3	3	6	4	4	0	7	6	0				
C%	2.7	2.7	0.0	0.0	3.4	1.9	8.0	7.4	0.0	1.9	3.3	2.8	2.4	4.2	0.0	3.9	2.3	0.0				
	6	6	0	0	4	2	2	2	0	2	2	4	3	3	0	5	4	0				
Mail Order Catalog	3	3	0	0	1	1	0	0	0	3	0	3	3	0	1	0	3	0				
C%	0.9	0.9	0.0	0.0	0.9	1.0	0.0	0.0	0.0	1.9	0.0	1.4	1.6	0.0	1.4	0.0	1.1	0.0				
	2	2	0	0	1	1	0	0	0	2	0	2	2	0	1	0	2	0				

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware				REGION		STATE				In	Before	In	Before	Groc./	All	Likely	Un-		
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	2005	2005	2005	2005	ware	stores	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Over the Internet	1	1	0	0	1	0	0	0	0	1	0	1	1	0	0	1	1	0	
C%	0.5	0.5	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.9	0.0	0.7	0.8	0.0	0.0	0.8	0.6	0.0	
	1	1	0	0	1	0	0	0	0	1	0	1	1	0	0	1	1	0	
Other	4	4	0	0	3	1	0	1	1	1	1	3	4	0	1	1	4	0	
C%	1.4	1.4	0.0	0.0	1.7	1.0	0.0	3.7	1.6	0.9	1.6	1.4	2.4	0.0	1.4	0.8	1.7	0.0	
	3	3	0	0	2	1	0	1	1	1	1	2	3	0	1	1	3	0	
Don't know	12	12	0	0	3	9	0	3	0	9	1	10	4	7	6	6	6	0	
C%	3.6	3.6	0.0	0.0	1.7	5.8	0.0	7.4	0.0	5.7	1.6	4.8	2.4	7.0	5.6	3.1	2.3	0.0	
	8	8	0	0	2	6	0	2	0	6	1	7	3	5	4	4	4	0	

Q5. Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?

BASE: CFL Purchasers

===== BANNER 1 =====																		
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Aware			REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery	Drug/All other stores	Likely	Unlikely
		Purchaser	Purchaser	Non-Purchaser	Unaware	East of I5	West of I5	ID	MT	OR								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13
Reduce electricity bill	66	66	0	0	35	31	3	7	26	29	22	43	43	16	23	34	59	1
C%	20.5	20.5	0.0	0.0	20.7	20.2	8.0	18.5	29.0	18.9	24.6	20.0	23.2	15.5	22.5	18.1	22.7	7.7
	45	45	0	0	24	21	2	5	18	20	15	29	29	11	16	23	40	1
Save/conserve energy	204	204	0	0	107	97	22	29	60	92	47	142	114	69	66	120	164	15
C%	63.2	63.2	0.0	0.0	62.9	63.5	60.0	74.1	66.1	59.4	52.5	66.9	62.4	66.2	63.4	64.6	63.6	76.9
	139	139	0	0	73	66	15	20	41	63	32	97	78	47	45	82	112	10
Extra cost for CFL was minimal	18	18	0	0	10	7	3	1	1	12	10	6	13	3	3	12	15	3
C%	5.5	5.5	0.0	0.0	6.0	4.8	8.0	3.7	1.6	7.5	11.5	2.8	7.2	2.8	2.8	6.3	5.7	15.4
	12	12	0	0	7	5	2	1	1	8	7	4	9	2	2	8	10	2
Energy savings worth the extra up-front cost	38	38	0	0	25	13	7	3	6	22	12	26	25	13	9	28	35	0
C%	11.8	11.8	0.0	0.0	14.7	8.7	20.0	7.4	6.5	14.2	13.1	12.4	13.6	12.7	8.5	15.0	13.6	0.0
	26	26	0	0	17	9	5	2	4	15	8	18	17	9	6	19	24	0
Cost savings worth the extra up-front cost	19	19	0	0	9	10	1	1	4	12	9	10	15	3	6	13	18	1
C%	5.9	5.9	0.0	0.0	5.2	6.7	4.0	3.7	4.8	7.5	9.8	4.8	8.0	2.8	5.6	7.1	6.8	7.7
	13	13	0	0	6	7	1	1	3	8	6	7	10	2	4	9	12	1
It is the "right thing to do"	3	3	0	0	1	1	0	0	0	3	3	0	3	0	0	3	3	0
C%	0.9	0.9	0.0	0.0	0.9	1.0	0.0	0.0	0.0	1.9	3.3	0.0	1.6	0.0	0.0	1.6	1.1	0.0
	2	2	0	0	1	1	0	0	0	2	2	0	2	0	0	2	2	0
Product works better/is higher quality	13	13	0	0	7	6	0	1	7	4	4	9	10	3	3	10	13	0
C%	4.1	4.1	0.0	0.0	4.3	3.8	0.0	3.7	8.1	2.8	4.9	4.1	5.6	2.8	2.8	5.5	5.1	0.0
	9	9	0	0	5	4	0	1	5	3	3	6	7	2	2	7	9	0

Q5. Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?

BASE: CFL Purchasers

===== BANNER 1 =====																						
CATEGORY				REGION							STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Total	Pur-	Aware Non-	Un-	East	West	STATE				In	Before	In	Before	Groc./	All			Un-				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--					
	chaser	chaser	aware	of I5	of I5	ID	MT	OR	WA	2005	2005	2005	2005	ware	stores	Likely	likely					
Like to have new, high-tech products	4	4	0	0	1	3	0	0	0	4	3	1	1	1	3	0	1	0				
C%	1.4	1.4	0.0	0.0	0.9	1.9	0.0	0.0	0.0	2.8	3.3	0.7	0.8	1.4	2.8	0.0	0.6	0.0				
	3	3	0	0	1	2	0	0	0	3	2	1	1	1	2	0	1	0				
Friends/family suggested	4	4	0	0	3	1	1	1	0	1	4	0	4	0	0	4	3	0				
C%	1.4	1.4	0.0	0.0	1.7	1.0	4.0	3.7	0.0	0.9	4.9	0.0	2.4	0.0	0.0	2.4	1.1	0.0				
	3	3	0	0	2	1	1	1	0	1	3	0	3	0	0	3	2	0				
											L	K										
To try them out	19	19	0	0	10	9	3	1	7	7	1	15	6	7	6	10	13	1				
C%	5.9	5.9	0.0	0.0	6.0	5.8	8.0	3.7	8.1	4.7	1.6	6.9	3.2	7.0	5.6	5.5	5.1	7.7				
	13	13	0	0	7	6	2	1	5	5	1	10	4	5	4	7	9	1				
Other	1	1	0	0	1	0	0	0	1	0	1	0	1	0	0	1	1	0				
C%	0.5	0.5	0.0	0.0	0.9	0.0	0.0	0.0	1.6	0.0	1.6	0.0	0.8	0.0	0.0	0.8	0.6	0.0				
	1	1	0	0	1	0	0	0	1	0	1	0	1	0	0	1	1	0				
Don't know	4	4	0	0	1	3	0	1	0	3	0	3	0	3	1	0	0	0				
C%	1.4	1.4	0.0	0.0	0.9	1.9	0.0	3.7	0.0	1.9	0.0	1.4	0.0	2.8	1.4	0.0	0.0	0.0				
	3	3	0	0	1	2	0	1	0	2	0	2	0	2	1	0	0	0				

Q5B. Was there a special promotion or sale at the store when you bought your most recent CFL(s)?

BASE: CFL Purchasers

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware				East		West		STATE				In	Before	In	Before	Groc./	All	Likely
Total	Pur-	Pur-	Un-	of I5	of I5	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	Un-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
Yes	84	84	0	0	38	45	6	6	26	45	22	59	51	22	32	43	70	7	
C%	25.9	25.9	0.0	0.0	22.4	29.8	16.0	14.8	29.0	29.2	24.6	27.6	28.0	21.1	31.0	22.8	27.3	38.5	
	57	57	0	0	26	31	4	4	18	31	15	40	35	15	22	29	48	5	
No	214	214	0	0	120	94	29	31	57	97	63	139	120	75	65	129	169	10	
C%	66.4	66.4	0.0	0.0	70.7	61.5	80.0	77.8	62.9	62.3	70.5	65.5	65.6	71.8	62.0	69.3	65.3	53.8	
	146	146	0	0	82	64	20	21	39	66	43	95	82	51	44	88	115	7	
Don't know	25	25	0	0	12	13	1	3	7	13	4	15	12	7	7	15	19	1	
C%	7.7	7.7	0.0	0.0	6.9	8.7	4.0	7.4	8.1	8.5	4.9	6.9	6.4	7.0	7.0	7.9	7.4	7.7	
	17	17	0	0	8	9	1	2	5	9	3	10	8	5	5	10	13	1	

Q20. Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

BASE: CFL Purchasers

===== BANNER 1 =====																				
	CATEGORY																			
	Aware Non-Purchaser				Un-aware		REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Pur-chaser	Non-Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc/ware	All other stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13		
\$1	15	15	0	0	7	7	1	1	6	6	6	9	12	0	7	6	13	1		
C%	4.5	4.5	0.0	0.0	4.3	4.8	4.0	3.7	6.5	3.8	6.6	4.1	6.4	0.0	7.0	3.1	5.1	7.7		
	10	10	0	0	5	5	1	1	4	4	4	6	8	0	5	4	9	1		
													N	M						
\$2	19	19	0	0	12	7	4	0	4	10	3	16	16	3	1	15	15	1		
C%	5.9	5.9	0.0	0.0	6.9	4.8	12.0	0.0	4.8	6.6	3.3	7.6	8.8	2.8	1.4	7.9	5.7	7.7		
	13	13	0	0	8	5	3	0	3	7	2	11	11	2	1	10	10	1		
\$3	21	21	0	0	9	12	3	0	7	10	6	13	12	7	7	12	18	1		
C%	6.4	6.4	0.0	0.0	5.2	7.7	8.0	0.0	8.1	6.6	6.6	6.2	6.4	7.0	7.0	6.3	6.8	7.7		
	14	14	0	0	6	8	2	0	5	7	4	9	8	5	5	8	12	1		
\$4	12	12	0	0	3	9	0	0	7	4	1	10	10	1	3	9	12	0		
C%	3.6	3.6	0.0	0.0	1.7	5.8	0.0	0.0	8.1	2.8	1.6	4.8	5.6	1.4	2.8	4.7	4.5	0.0		
	8	8	0	0	2	6	0	0	5	3	1	7	7	1	2	6	8	0		
\$5	16	16	0	0	7	9	3	0	6	7	4	10	10	4	6	10	15	0		
C%	5.0	5.0	0.0	0.0	4.3	5.8	8.0	0.0	6.5	4.7	4.9	4.8	5.6	4.2	5.6	5.5	5.7	0.0		
	11	11	0	0	5	6	2	0	4	5	3	7	7	3	4	7	10	0		
\$6-\$9	15	15	0	0	10	4	1	4	4	4	3	12	9	6	6	9	13	0		
C%	4.5	4.5	0.0	0.0	6.0	2.9	4.0	11.1	4.8	2.8	3.3	5.5	4.8	5.6	5.6	4.7	5.1	0.0		
	10	10	0	0	7	3	1	3	3	3	2	8	6	4	4	6	9	0		

Q20. Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

BASE: CFL Purchasers

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE				MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware Non-			Un-			REGION		STATE				In	Before	In	Before	Groc./ Drug/	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	Un-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
\$10 or more	16	16	0	0	7	9	0	3	4	9	4	10	9	3	3	10	13	0	
C%	5.0	5.0	0.0	0.0	4.3	5.8	0.0	7.4	4.8	5.7	4.9	4.8	4.8	2.8	2.8	5.5	5.1	0.0	
	11	11	0	0	5	6	0	2	3	6	3	7	6	2	2	7	9	0	
Don't know	180	180	0	0	94	87	21	23	47	89	56	109	92	65	63	98	141	12	
C%	55.9	55.9	0.0	0.0	55.2	56.7	56.0	59.3	51.6	57.5	62.3	51.0	50.4	62.0	60.6	52.8	54.5	61.5	
	123	123	0	0	64	59	14	16	32	61	38	74	63	44	43	67	96	8	
Refused	29	29	0	0	21	9	3	7	4	15	6	23	13	15	7	18	19	3	
C%	9.1	9.1	0.0	0.0	12.1	5.8	8.0	18.5	4.8	9.4	6.6	11.0	7.2	14.1	7.0	9.4	7.4	15.4	
	20	20	0	0	14	6	2	5	3	10	4	16	9	10	5	12	13	2	
MEAN:	6.21	6.21	*	*	7.24	5.21	3.33	9.67	7.07	5.69	5.32	6.47	6.15	6.24	5.17	6.77	6.24	2.00	
							J			G							R	Q	

Q6. Can you recall how you first became aware of CFLs?

BASE: CFL Purchasers

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser				Un-aware		East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA		In 2005	Before 2005	In 2005	Before 2005					
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--		--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
In store display/sale/ point of purchase mat	44	44	0	0	28	16	9	4	9	22	19	22	25	9	13	28	35	4	
C%	13.6	13.6	0.0	0.0	16.4	10.6	24.0	11.1	9.7	14.2	21.3	10.3	13.6	8.5	12.7	15.0	13.6	23.1	
	30	30	0	0	19	11	6	3	6	15	13	15	17	6	9	19	24	3	
											L	K							
Ad on television/ Internet/newspaper/etc	131	131	0	0	70	60	12	18	41	60	25	100	73	44	47	70	101	9	
C%	40.5	40.5	0.0	0.0	41.4	39.4	32.0	44.4	45.2	38.7	27.9	46.9	40.0	42.3	45.1	37.8	39.2	46.2	
	89	89	0	0	48	41	8	12	28	41	17	68	50	30	32	48	69	6	
											L	K							
Word of mouth	47	47	0	0	25	22	7	6	13	21	23	19	31	12	13	29	41	0	
C%	14.5	14.5	0.0	0.0	14.7	14.4	20.0	14.8	14.5	13.2	26.2	9.0	16.8	11.3	12.7	15.7	15.9	0.0	
	32	32	0	0	17	15	5	4	9	14	16	13	21	8	9	20	28	0	
											L	K							
Sales person	9	9	0	0	7	1	1	1	3	3	1	7	6	3	1	7	7	0	
C%	2.7	2.7	0.0	0.0	4.3	1.0	4.0	3.7	3.2	1.9	1.6	3.4	3.2	2.8	1.4	3.9	2.8	0.0	
	6	6	0	0	5	1	1	1	2	2	1	5	4	2	1	5	5	0	
Consumer Reports	13	13	0	0	4	9	3	0	6	4	4	7	9	3	4	9	13	0	
C%	4.1	4.1	0.0	0.0	2.6	5.8	8.0	0.0	6.5	2.8	4.9	3.4	4.8	2.8	4.2	4.7	5.1	0.0	
	9	9	0	0	3	6	2	0	4	3	3	5	6	2	3	6	9	0	
ENERGY STAR Program	10	10	0	0	3	7	0	1	3	6	3	7	7	3	3	4	9	1	
C%	3.2	3.2	0.0	0.0	1.7	4.8	0.0	3.7	3.2	3.8	3.3	3.4	4.0	2.8	2.8	2.4	3.4	7.7	
	7	7	0	0	2	5	0	1	2	4	2	5	5	2	2	3	6	1	
Utility (bill insert or mailing/announcement)	34	34	0	0	19	15	4	3	9	18	10	23	22	12	9	22	28	3	
C%	10.5	10.5	0.0	0.0	11.2	9.6	12.0	7.4	9.7	11.3	11.5	11.0	12.0	11.3	8.5	11.8	10.8	15.4	
	23	23	0	0	13	10	3	2	6	12	7	16	15	8	6	15	19	2	

Q6. Can you recall how you first became aware of CFLs?

BASE: CFL Purchasers

===== BANNER 1 =====																				
CATEGORY		REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
		Aware			Un-			East of I5		West of I5		STATE		In	Before	In	Before	Groc./	All	Un-
Total	Pur-	Pur-	chaser	aware	of I5	of I5	ID	MT	OR	WA	In	Before	In	Before	ware	stores	Likely	likely	Un-	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Announcement by gov or other gov official	C%	1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	1	0	
		0.5	0.5	0.0	0.0	0.0	1.0	0.0	0.0	1.6	0.0	0.0	0.7	0.0	1.4	0.0	0.8	0.6	0.0	
		1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	1	0	
Received CFL for Free, in the Mail	C%	6	6	0	0	3	3	0	0	1	4	1	4	3	3	1	4	4	0	
		1.8	1.8	0.0	0.0	1.7	1.9	0.0	0.0	1.6	2.8	1.6	2.1	1.6	2.8	1.4	2.4	1.7	0.0	
		4	4	0	0	2	2	0	0	1	3	1	3	2	2	1	3	3	0	
Coupon in the mail	C%	9	9	0	0	1	7	0	0	7	1	3	4	3	3	3	4	7	0	
		2.7	2.7	0.0	0.0	0.9	4.8	0.0	0.0	8.1	0.9	3.3	2.1	1.6	2.8	2.8	2.4	2.8	0.0	
		6	6	0	0	1	5	0	0	5	1	2	3	2	2	2	3	5	0	
										J	I									
While shopping/noticed them at store	C%	4	4	0	0	3	1	0	1	1	1	3	0	1	0	1	1	4	0	
		1.4	1.4	0.0	0.0	1.7	1.0	0.0	3.7	1.6	0.9	3.3	0.0	0.8	0.0	1.4	0.8	1.7	0.0	
		3	3	0	0	2	1	0	1	1	1	2	0	1	0	1	1	3	0	
												L	K							
Other	C%	4	4	0	0	1	3	0	1	0	3	0	3	1	1	3	1	4	0	
		1.4	1.4	0.0	0.0	0.9	1.9	0.0	3.7	0.0	1.9	0.0	1.4	0.8	1.4	2.8	0.8	1.7	0.0	
		3	3	0	0	1	2	0	1	0	2	0	2	1	1	2	1	3	0	
Don't know	C%	31	31	0	0	16	15	6	6	6	13	3	25	15	15	9	19	22	1	
		9.5	9.5	0.0	0.0	9.5	9.6	16.0	14.8	6.5	8.5	3.3	11.7	8.0	14.1	8.5	10.2	8.5	7.7	
		21	21	0	0	11	10	4	4	4	9	2	17	10	10	6	13	15	1	

Q7A. Do you currently have any CFLs installed in your home?

BASE: CFL Purchasers

===== BANNER 1 =====																			
CATEGORY												1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware				REGION				STATE				In	Before	In	Before	Groc./	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
Yes	280	280	0	0	154	126	31	35	81	133	81	182	172	81	87	164	258	19	
C%	86.8	86.8	0.0	0.0	90.5	82.7	84.0	88.9	88.7	85.8	90.2	85.5	93.6	77.5	83.1	88.2	100.0	100.0	
	191	191	0	0	105	86	21	24	55	91	55	124	117	55	59	112	176	13	
													N	M					
No	43	43	0	0	16	26	6	4	10	22	9	31	12	23	18	22	0	0	
C%	13.2	13.2	0.0	0.0	9.5	17.3	16.0	11.1	11.3	14.2	9.8	14.5	6.4	22.5	16.9	11.8	0.0	0.0	
	29	29	0	0	11	18	4	3	7	15	6	21	8	16	12	15	0	0	
													N	M					

Q7B. How many of them do you currently have installed in your home?

BASE: CFL Purchasers who currently have them installed

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware				Non-		Un-		East		West		In	Before	In	Before	Groc / Drug /	All other	Likely	Un-likely
	Pur-	Pur-	chaser	chaser	aware	of I5	of I5	of I5	of I5	of I5	of I5	of I5								
Total	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	280	280	0	0	154	126	31	35	81	133	81	182	172	81	87	164	258	19		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	191	191	0	0	105	86	21	24	55	91	55	124	117	55	59	112	176	13		
1	31	31	0	0	18	13	3	12	10	6	12	18	7	16	12	13	25	4		
C%	11.0	11.0	0.0	0.0	11.4	10.5	9.5	33.3	12.7	4.4	14.5	9.7	4.3	20.0	13.6	8.0	9.7	23.1		
	21	21	0	0	12	9	2	8	7	4	8	12	5	11	8	9	17	3		
													N	M						
2	35	35	0	0	18	18	3	4	7	21	7	26	22	13	7	28	31	4		
C%	12.6	12.6	0.0	0.0	11.4	14.0	9.5	12.5	9.1	15.4	9.1	14.5	12.8	16.4	8.5	17.0	11.9	23.1		
	24	24	0	0	12	12	2	3	5	14	5	18	15	9	5	19	21	3		
3	43	43	0	0	25	18	4	3	12	23	16	25	29	10	16	25	41	1		
C%	15.2	15.2	0.0	0.0	16.2	14.0	14.3	8.3	14.5	17.6	20.0	13.7	17.1	12.7	18.6	15.2	15.9	7.7		
	29	29	0	0	17	12	3	2	8	16	11	17	20	7	11	17	28	1		
4	28	28	0	0	13	15	3	1	6	18	9	16	18	7	10	16	25	1		
C%	9.9	9.9	0.0	0.0	8.6	11.6	9.5	4.2	7.3	13.2	10.9	8.9	10.3	9.1	11.9	9.8	9.7	7.7		
	19	19	0	0	9	10	2	1	4	12	6	11	12	5	7	11	17	1		
5	18	18	0	0	9	9	3	3	4	7	3	15	12	3	7	4	18	0		
C%	6.3	6.3	0.0	0.0	5.7	7.0	9.5	8.3	5.5	5.5	3.6	8.1	6.8	3.6	8.5	2.7	6.8	0.0		
	12	12	0	0	6	6	2	2	3	5	2	10	8	2	5	3	12	0		
6	32	32	0	0	19	13	1	4	15	12	4	26	16	16	12	18	28	4		
C%	11.5	11.5	0.0	0.0	12.4	10.5	4.8	12.5	18.2	8.8	5.5	14.5	9.4	20.0	13.6	10.7	10.8	23.1		
	22	22	0	0	13	9	1	3	10	8	3	18	11	11	8	12	19	3		

Q7B. How many of them do you currently have installed in your home?

BASE: CFL Purchasers who currently have them installed

===== BANNER 1 =====																			
CATEGORY																			
Total	Aware			REGION		STATE					1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Pur-	Non-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	Grocery/	Hard-	All	Likely	Un-	
	chaser	chaser	aware	of I5	of I5														2005
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
7-10	31	31	0	0	21	10	4	3	10	13	13	13	19	7	4	25	31	0	
C%	11.0	11.0	0.0	0.0	13.3	8.1	14.3	8.3	12.7	9.9	16.4	7.3	11.1	9.1	5.1	15.2	11.9	0.0	
	21	21	0	0	14	7	3	2	7	9	9	9	13	5	3	17	21	0	
11-20	43	43	0	0	22	21	7	1	13	21	6	34	32	6	13	23	43	0	
C%	15.2	15.2	0.0	0.0	14.3	16.3	23.8	4.2	16.4	15.4	7.3	18.5	18.8	7.3	15.3	14.3	16.5	0.0	
	29	29	0	0	15	14	5	1	9	14	4	23	22	4	9	16	29	0	
													N	M					
More than 20	13	13	0	0	6	7	0	3	3	7	7	6	10	1	3	9	13	0	
C%	4.7	4.7	0.0	0.0	3.8	5.8	0.0	8.3	3.6	5.5	9.1	3.2	6.0	1.8	3.4	5.4	5.1	0.0	
	9	9	0	0	4	5	0	2	2	5	5	4	7	1	2	6	9	0	
Don't know	4	4	0	0	1	3	0	0	0	4	0	3	3	0	1	1	3	1	
C%	1.6	1.6	0.0	0.0	1.0	2.3	0.0	0.0	0.0	3.3	0.0	1.6	1.7	0.0	1.7	0.9	1.1	7.7	
	3	3	0	0	1	2	0	0	0	3	0	2	2	0	1	1	2	1	
Refused	3	3	0	0	3	0	1	0	0	1	3	0	3	0	0	1	1	1	
C%	1.0	1.0	0.0	0.0	1.9	0.0	4.8	0.0	0.0	1.1	3.6	0.0	1.7	0.0	0.0	0.9	0.6	7.7	
	2	2	0	0	2	0	1	0	0	1	2	0	2	0	0	1	1	1	
											L	K							
MEAN:	6.99	6.99	*	*	6.67	7.38	7.30	5.75	7.24	7.10	7.36	6.89	7.80	5.45	6.84	7.02	7.29	3.09	
													N	M			R	Q	

Q8A. Are you storing any for use as spares or to be installed at a later date?

BASE: CFL Purchasers who currently have them installed

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser				Un-aware		East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	280	280	0	0	154	126	31	35	81	133	81	182	172	81	87	164	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	191	191	0	0	105	86	21	24	55	91	55	124	117	55	59	112	176	13	
Yes	164	164	0	0	92	72	13	19	47	85	47	104	107	37	48	94	157	7	
C%	58.6	58.6	0.0	0.0	60.0	57.0	42.9	54.2	58.2	63.7	58.2	57.3	62.4	45.5	55.9	57.1	60.8	38.5	
	112	112	0	0	63	49	9	13	32	58	32	71	73	25	33	64	107	5	
													N	M					
No	110	110	0	0	59	51	18	15	32	45	32	73	62	41	38	65	95	12	
C%	39.3	39.3	0.0	0.0	38.1	40.7	57.1	41.7	40.0	34.1	40.0	40.3	35.9	50.9	44.1	39.3	36.9	61.5	
	75	75	0	0	40	35	12	10	22	31	22	50	42	28	26	44	65	8	
Don't know	6	6	0	0	3	3	0	1	1	3	1	4	3	3	0	6	6	0	
C%	2.1	2.1	0.0	0.0	1.9	2.3	0.0	4.2	1.8	2.2	1.8	2.4	1.7	3.6	0.0	3.6	2.3	0.0	
	4	4	0	0	2	2	0	1	1	2	1	3	2	2	0	4	4	0	

===== BANNER 1 =====																		
CATEGORY	Aware				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Pur-chaser	Non-Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	164	164	0	0	92	72	13	19	47	85	47	104	107	37	48	94	157	7
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	112	112	0	0	63	49	9	13	32	58	32	71	73	25	33	64	107	5
1	26	26	0	0	15	12	1	6	6	13	4	22	18	7	13	13	26	0
C%	16.1	16.1	0.0	0.0	15.9	16.3	11.1	30.8	12.5	15.5	9.4	21.1	16.4	20.0	27.3	14.1	16.8	0.0
	18	18	0	0	10	8	1	4	4	9	3	15	12	5	9	9	18	0
2	44	44	0	0	23	21	3	3	23	15	7	31	29	10	9	31	44	0
C%	26.8	26.8	0.0	0.0	25.4	28.6	22.2	15.4	50.0	17.2	15.6	29.6	27.4	28.0	18.2	32.8	28.0	0.0
	30	30	0	0	16	14	2	2	16	10	5	21	20	7	6	21	30	0
									J	I								
3	21	21	0	0	10	10	1	1	4	13	10	9	12	4	7	10	19	1
C%	12.5	12.5	0.0	0.0	11.1	14.3	11.1	7.7	9.4	15.5	21.9	8.5	11.0	12.0	15.2	10.9	12.1	20.0
	14	14	0	0	7	7	1	1	3	9	7	6	8	3	5	7	13	1
4	22	22	0	0	13	9	3	3	3	13	13	9	19	1	3	16	21	1
C%	13.4	13.4	0.0	0.0	14.3	12.2	22.2	15.4	6.2	15.5	28.1	8.5	17.8	4.0	6.1	17.2	13.1	20.0
	15	15	0	0	9	6	2	2	2	9	9	6	13	1	2	11	14	1
											L	K						
5-10	29	29	0	0	21	9	1	3	6	19	6	22	16	9	9	15	28	1
C%	17.9	17.9	0.0	0.0	22.2	12.2	11.1	15.4	12.5	22.4	12.5	21.1	15.1	24.0	18.2	15.6	17.8	20.0
	20	20	0	0	14	6	1	2	4	13	4	15	11	6	6	10	19	1
More than 10	9	9	0	0	6	3	3	1	0	4	4	4	7	1	3	6	9	0
C%	5.4	5.4	0.0	0.0	6.3	4.1	22.2	7.7	0.0	5.2	9.4	4.2	6.8	4.0	6.1	6.3	5.6	0.0
	6	6	0	0	4	2	2	1	0	3	3	3	5	1	2	4	6	0

===== BANNER 1 =====																		
CATEGORY	Aware						REGION				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Don't know	12	12	0	0	4	7	0	1	4	6	1	6	6	1	4	3	9	3
C%	7.1	7.1	0.0	0.0	4.8	10.2	0.0	7.7	9.4	6.9	3.1	5.6	5.5	4.0	9.1	3.1	5.6	40.0
	8	8	0	0	3	5	0	1	3	4	1	4	4	1	3	2	6	2
Refused	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	0	1	0
C%	0.9	0.9	0.0	0.0	0.0	2.0	0.0	0.0	0.0	1.7	0.0	1.4	0.0	4.0	0.0	0.0	0.9	0.0
	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	0	1	0
MEAN:	4.48	4.48	*	*	4.18	4.88	5.56	4.25	2.72	5.30	4.48	4.62	4.87	3.87	5.93	3.85	4.48	4.33

Q8C. Thinking about your most recent purchase, how many of the CFLs you bought did you install?

BASE: CFL Purchasers who are storing any

===== BANNER 1 =====																		
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Aware Pur-		Un-chaser aware	REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely
		chaser	Non-chaser		East of I5	West of I5	ID	MT	OR	WA								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	164	164	0	0	92	72	13	19	47	85	47	104	107	37	48	94	157	7
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	112	112	0	0	63	49	9	13	32	58	32	71	73	25	33	64	107	5
None	1	1	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1	0
C%	0.9	0.9	0.0	0.0	0.0	2.0	0.0	0.0	3.1	0.0	0.0	1.4	1.4	0.0	0.0	1.6	0.9	0.0
	1	1	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1	0
1	28	28	0	0	15	13	1	3	3	21	6	21	22	4	9	15	25	3
C%	17.0	17.0	0.0	0.0	15.9	18.4	11.1	15.4	6.2	24.1	12.5	19.7	20.5	12.0	18.2	15.6	15.9	40.0
	19	19	0	0	10	9	1	2	2	14	4	14	15	3	6	10	17	2
									J	I								
2	34	34	0	0	25	9	4	4	7	18	10	23	28	4	9	22	34	0
C%	20.5	20.5	0.0	0.0	27.0	12.2	33.3	23.1	15.6	20.7	21.9	22.5	26.0	12.0	18.2	23.4	21.5	0.0
	23	23	0	0	17	6	3	3	5	12	7	16	19	3	6	15	23	0
3	29	29	0	0	15	15	1	3	9	16	13	16	18	9	10	16	26	3
C%	17.9	17.9	0.0	0.0	15.9	20.4	11.1	15.4	18.7	19.0	28.1	15.5	16.4	24.0	21.2	17.2	16.8	40.0
	20	20	0	0	10	10	1	2	6	11	9	11	12	6	7	11	18	2
4-6	26	26	0	0	16	10	1	6	7	12	3	21	10	12	10	10	26	0
C%	16.1	16.1	0.0	0.0	17.5	14.3	11.1	30.8	15.6	13.8	6.2	19.7	9.6	32.0	21.2	10.9	16.8	0.0
	18	18	0	0	11	7	1	4	5	8	2	14	7	8	7	7	18	0
7-10	21	21	0	0	13	7	3	1	9	7	6	10	13	3	3	18	21	0
C%	12.5	12.5	0.0	0.0	14.3	10.2	22.2	7.7	18.7	8.6	12.5	9.9	12.3	8.0	6.1	18.8	13.1	0.0
	14	14	0	0	9	5	2	1	6	5	4	7	9	2	2	12	14	0

Q8C. Thinking about your most recent purchase, how many of the CFLs you bought did you install?

BASE: CFL Purchasers who are storing any

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware				REGION		STATE				In	Before	In	Before	Groc./	All	Likely	Un-		
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
More than 10	18	18	0	0	6	12	1	1	6	9	7	7	12	1	6	9	18	0	
C%	10.7	10.7	0.0	0.0	6.3	16.3	11.1	7.7	12.5	10.3	15.6	7.0	11.0	4.0	12.1	9.4	11.2	0.0	
	12	12	0	0	4	8	1	1	4	6	5	5	8	1	4	6	12	0	
Don't know	7	7	0	0	3	4	0	0	4	3	1	4	3	3	1	3	6	1	
C%	4.5	4.5	0.0	0.0	3.2	6.1	0.0	0.0	9.4	3.4	3.1	4.2	2.7	8.0	3.0	3.1	3.7	20.0	
	5	5	0	0	2	3	0	0	3	2	1	3	2	2	1	2	4	1	
MEAN:	5.43	5.43	*	*	4.80	6.29	5.56	5.31	6.43	4.95	6.45	4.70	5.39	4.39	5.69	5.43	5.57	2.00	
																	R	Q	

Q8C. Thinking about your most recent purchase, how many of the CFLs did you store to install later?

BASE: CFL Purchasers who are storing any

===== BANNER 1 =====																						
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT					
	Aware Pur-			Non-Pur-			Un-aware		East of I5	West of I5	STATE				In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
	Total	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	164	164	0	0	92	72	13	19	47	85	47	104	107	37	48	94	157	7				
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
	112	112	0	0	63	49	9	13	32	58	32	71	73	25	33	64	107	5				
None	7	7	0	0	4	3	0	1	1	4	0	7	6	1	3	4	7	0				
C%	4.5	4.5	0.0	0.0	4.8	4.1	0.0	7.7	3.1	5.2	0.0	7.0	5.5	4.0	6.1	4.7	4.7	0.0				
	5	5	0	0	3	2	0	1	1	3	0	5	4	1	2	3	5	0				
1	28	28	0	0	16	12	1	6	9	12	6	21	19	6	13	15	26	1				
C%	17.0	17.0	0.0	0.0	17.5	16.3	11.1	30.8	18.7	13.8	12.5	19.7	17.8	16.0	27.3	15.6	16.8	20.0				
	19	19	0	0	11	8	1	4	6	8	4	14	13	4	9	10	18	1				
2	47	47	0	0	28	19	4	1	22	19	9	32	34	9	10	29	44	3				
C%	28.6	28.6	0.0	0.0	30.2	26.5	33.3	7.7	46.9	22.4	18.7	31.0	31.5	24.0	21.2	31.3	28.0	40.0				
	32	32	0	0	19	13	3	1	15	13	6	22	23	6	7	20	30	2				
3	21	21	0	0	9	12	0	3	4	13	6	15	13	6	6	9	21	0				
C%	12.5	12.5	0.0	0.0	9.5	16.3	0.0	15.4	9.4	15.5	12.5	14.1	12.3	16.0	12.1	9.4	13.1	0.0				
	14	14	0	0	6	8	0	2	3	9	4	10	9	4	4	6	14	0				
4-6	35	35	0	0	21	15	6	3	4	22	18	15	19	9	6	25	34	1				
C%	21.4	21.4	0.0	0.0	22.2	20.4	44.4	15.4	9.4	25.9	37.5	14.1	17.8	24.0	12.1	26.6	21.5	20.0				
	24	24	0	0	14	10	4	2	3	15	12	10	13	6	4	17	23	1				
More than 6	16	16	0	0	12	4	1	4	0	10	6	10	13	3	7	7	16	0				
C%	9.8	9.8	0.0	0.0	12.7	6.1	11.1	23.1	0.0	12.1	12.5	9.9	12.3	8.0	15.2	7.8	10.3	0.0				
	11	11	0	0	8	3	1	3	0	7	4	7	9	2	5	5	11	0				
MEAN:	3.72	3.72	*	*	3.44	4.11	4.78	3.54	2.14	4.40	4.43	3.51	3.90	3.39	4.65	3.31	3.76	2.75				

Q8C. Thinking about your most recent purchase, how many of the CFLs did you store to install later?

BASE: CFL Purchasers who are storing any

===== BANNER 1 =====																		
CATEGORY																		

Aware Non- REGION																		

Pur- Pur- Un- East West STATE																		

Total	chaser	chaser	aware	of I5	of I5	ID	MT	OR	WA	In	Before	In	Before	Hard-	other	Likely	Un-	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Don't know	10	10	0	0	3	7	0	0	6	4	3	4	3	3	3	4	9	1
C%	6.2	6.3	0.0	0.0	3.2	10.2	0.0	0.0	12.5	5.2	6.2	4.2	2.7	8.0	6.1	4.7	5.6	20.0
	7	7	0	0	2	5	0	0	4	3	2	3	2	2	2	3	6	1
MEAN:	3.72	3.72	*	*	3.44	4.11	4.78	3.54	2.14	4.40	4.43	3.51	3.90	3.39	4.65	3.31	3.76	2.75
									J	I								

Q9A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?

BASE: CFL Purchaser

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser				Un-aware		East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
Yes	51	51	0	0	28	23	4	16	13	18	10	40	19	25	19	31	29	7	
C%	15.9	15.9	0.0	0.0	16.4	15.4	12.0	40.7	14.5	11.3	11.5	18.6	10.4	23.9	18.3	16.5	11.4	38.5	
	35	35	0	0	19	16	3	11	9	12	7	27	13	17	13	21	20	5	
													N	M					
No	265	265	0	0	139	126	29	23	78	135	79	167	161	76	85	154	227	10	
C%	82.3	82.3	0.0	0.0	81.9	82.7	80.0	59.3	85.5	86.8	88.5	78.6	88.0	73.2	81.7	82.7	88.1	53.8	
	181	181	0	0	95	86	20	16	53	92	54	114	110	52	58	105	155	7	
													N	M					
Don't know	6	6	0	0	3	3	3	0	0	3	0	6	3	3	0	1	1	1	
C%	1.8	1.8	0.0	0.0	1.7	1.9	8.0	0.0	0.0	1.9	0.0	2.8	1.6	2.8	0.0	0.8	0.6	7.7	
	4	4	0	0	2	2	2	0	0	2	0	4	2	2	0	1	1	1	

===== BANNER 1 =====																			
	CATEGORY				REGION						1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Total	Pur-chaser	Aware Non-Pur-chaser	Un-aware	East of I5	West of I5	STATE				In 2005	Before 2005	In 2005	Before 2005	Gro-c./Drug/ware	All other stores	Likely	Un-likely	
							ID	MT	OR	WA									
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	51	51	0	0	28	23	4	16	13	18	10	40	19	25	19	31	29	7	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	35	35	0	0	19	16	3	11	9	12	7	27	13	17	13	21	20	5	
1	18	18	0	0	12	6	1	7	0	9	3	15	6	10	4	12	12	0	
C%	34.3	34.3	0.0	0.0	42.1	25.0	33.3	45.5	0.0	50.0	28.6	37.0	30.8	41.2	23.1	38.1	40.0	0.0	
	12	12	0	0	8	4	1	5	0	6	2	10	4	7	3	8	8	0	
2	12	12	0	0	4	7	1	1	6	3	3	7	3	6	3	9	6	3	
C%	22.9	22.9	0.0	0.0	15.8	31.3	33.3	9.1	44.4	16.7	28.6	18.5	15.4	23.5	15.4	28.6	20.0	40.0	
	8	8	0	0	3	5	1	1	4	2	2	5	2	4	2	6	4	2	
3	6	6	0	0	4	1	1	3	1	0	1	4	3	3	4	1	1	3	
C%	11.4	11.4	0.0	0.0	15.8	6.3	33.3	18.2	11.1	0.0	14.3	11.1	15.4	11.8	23.1	4.8	5.0	40.0	
	4	4	0	0	3	1	1	2	1	0	1	3	2	2	3	1	1	2	
5	1	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	1	0	
C%	2.9	2.9	0.0	0.0	5.3	0.0	0.0	9.1	0.0	0.0	14.3	0.0	0.0	0.0	0.0	4.8	5.0	0.0	
	1	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	1	0	
6	3	3	0	0	1	1	0	0	1	1	0	3	3	0	0	3	3	0	
C%	5.7	5.7	0.0	0.0	5.3	6.3	0.0	0.0	11.1	8.3	0.0	7.4	15.4	0.0	0.0	9.5	10.0	0.0	
	2	2	0	0	1	1	0	0	1	1	0	2	2	0	0	2	2	0	
Don't know	10	10	0	0	4	6	0	3	4	3	1	9	3	6	6	4	4	1	
C%	20.0	20.0	0.0	0.0	15.8	25.0	0.0	18.2	33.3	16.7	14.3	22.2	15.4	23.5	30.8	14.3	15.0	20.0	
	7	7	0	0	3	4	0	2	3	2	1	6	2	4	4	3	3	1	
MEAN:	2.11	2.11	*	*	2.13	2.09	2.00	2.00	2.83	1.78	2.33	2.05	2.60	1.62	2.00	2.22	2.25	2.50	

===== BANNER 1 =====																		
	CATEGORY						REGION				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Aware Pur-	Non-chaser Pur-	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./ Drug/ ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Refused	1	1	0	0	0	1	0	0	0	1	0	1	1	0	1	0	1	0
C%	2.9	2.9	0.0	0.0	0.0	6.3	0.0	0.0	0.0	8.3	0.0	3.7	7.7	0.0	7.7	0.0	5.0	0.0
	1	1	0	0	0	1	0	0	0	1	0	1	1	0	1	0	1	0
MEAN:	2.11	2.11	*	*	2.13	2.09	2.00	2.00	2.83	1.78	2.33	2.05	2.60	1.62	2.00	2.22	2.25	2.50

Q10A1. What was the MAIN reason for taking the bulb(s) out? Was it because:

BASE: CFL purchasers who removed bulbs

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware Non-Purchaser				Un-aware		East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
	Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	51	51	0	0	28	23	4	16	13	18	10	40	19	25	19	31	29	7		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	35	35	0	0	19	16	3	11	9	12	7	27	13	17	13	21	20	5		
It burned out	9	9	0	0	4	4	0	4	1	3	3	6	6	1	6	3	7	1		
C%	17.1	17.1	0.0	0.0	15.8	18.8	0.0	27.3	11.1	16.7	28.6	14.8	30.8	5.9	30.8	9.5	25.0	20.0		
	6	6	0	0	3	3	0	3	1	2	2	4	4	1	4	2	5	1		
You didn't like the color	9	9	0	0	4	4	0	4	1	3	4	4	4	3	3	6	3	1		
C%	17.1	17.1	0.0	0.0	15.8	18.8	0.0	27.3	11.1	16.7	42.9	11.1	23.1	11.8	15.4	19.0	10.0	20.0		
	6	6	0	0	3	3	0	3	1	2	3	3	3	2	2	4	2	1		
It took too long to start up	4	4	0	0	1	3	0	0	3	1	0	3	1	1	0	4	4	0		
C%	8.6	8.6	0.0	0.0	5.3	12.5	0.0	0.0	22.2	8.3	0.0	7.4	7.7	5.9	0.0	14.3	15.0	0.0		
	3	3	0	0	1	2	0	0	2	1	0	2	1	1	0	3	3	0		
It wasn't bright enough	15	15	0	0	6	9	3	1	4	6	0	15	1	12	6	9	6	3		
C%	28.6	28.6	0.0	0.0	21.1	37.5	66.7	9.1	33.3	33.3	0.0	37.0	7.7	47.1	30.8	28.6	20.0	40.0		
	10	10	0	0	4	6	2	1	3	4	0	10	1	8	4	6	4	2		
You didn't like the way it looked	1	1	0	0	1	0	0	1	0	0	0	1	0	1	1	0	0	1		
C%	2.9	2.9	0.0	0.0	5.3	0.0	0.0	9.1	0.0	0.0	0.0	3.7	0.0	5.9	7.7	0.0	0.0	20.0		
	1	1	0	0	1	0	0	1	0	0	0	1	0	1	1	0	0	1		
It didn't fit	1	1	0	0	1	0	0	0	1	0	0	1	1	0	1	0	1	0		
C%	2.9	2.9	0.0	0.0	5.3	0.0	0.0	0.0	11.1	0.0	0.0	3.7	7.7	0.0	7.7	0.0	5.0	0.0		
	1	1	0	0	1	0	0	0	1	0	0	1	1	0	1	0	1	0		
Other	9	9	0	0	6	3	1	3	0	4	3	6	4	3	1	6	7	0		
C%	17.1	17.1	0.0	0.0	21.1	12.5	33.3	18.2	0.0	25.0	28.6	14.8	23.1	11.8	7.7	19.0	25.0	0.0		
	6	6	0	0	4	2	1	2	0	3	2	4	3	2	1	4	5	0		

Q10A1. What was the MAIN reason for taking the bulb(s) out? Was it because:

BASE: CFL purchasers who removed bulbs

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE				MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware Non-Pur-				Un-aware		REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Hard-ware	other stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Don't know	1	1	0	0	1	0	0	1	0	0	0	1	0	1	0	1	0	0	
C%	2.9	2.9	0.0	0.0	5.3	0.0	0.0	9.1	0.0	0.0	3.7	0.0	5.9	0.0	4.8	0.0	0.0		
	1	1	0	0	1	0	0	1	0	0	1	0	1	0	1	0	0		
Refused	1	1	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0		
C%	2.9	2.9	0.0	0.0	5.3	0.0	0.0	0.0	11.1	0.0	3.7	0.0	5.9	0.0	4.8	0.0	0.0		
	1	1	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0		

Q10A2. All other reasons

BASE: CFL purchasers who removed bulbs and had a reason for removing bulbs

===== BANNER 1 =====																			
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware				REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely	
	Total	Purchaser	Non-chaser	Unaware	East of I5	West of I5	ID	MT	OR	WA									
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	48	48	0	0	25	23	4	15	12	18	10	37	19	22	19	28	29	7	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	33	33	0	0	17	16	3	10	8	12	7	25	13	15	13	19	20	5	
You didn't like the color	3	3	0	0	0	3	0	0	1	1	0	3	0	3	0	3	3	0	
C%	6.1	6.1	0.0	0.0	0.0	12.5	0.0	0.0	12.5	8.3	0.0	8.0	0.0	13.3	0.0	10.5	10.0	0.0	
	2	2	0	0	0	2	0	0	1	1	0	2	0	2	0	2	2	0	
No other reason	45	45	0	0	25	21	4	15	10	16	10	34	19	19	19	25	26	7	
C%	93.9	93.9	0.0	0.0	100.0	87.5	100.0	100.0	87.5	91.7	100.0	92.0	100.0	86.7	100.0	89.5	90.0	100.0	
	31	31	0	0	17	14	3	10	7	11	7	23	13	13	13	17	18	5	

Q11. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BASE: CFL purchasers

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware Non-Purchaser				Un-aware		REGION		STATE				In	Before	In	Before	Groc/Drug/	All other	Likely	Un-likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
1-not at all satisfied	16	16	0	0	10	6	1	3	3	9	6	10	4	9	4	7	3	6	
C%	5.0	5.0	0.0	0.0	6.0	3.8	4.0	7.4	3.2	5.7	6.6	4.8	2.4	8.5	4.2	3.9	1.1	30.8	
	11	11	0	0	7	4	1	2	2	6	4	7	3	6	3	5	2	4	
2	3	3	0	0	1	1	1	0	1	0	1	1	1	1	1	1	3	0	
C%	0.9	0.9	0.0	0.0	0.9	1.0	4.0	0.0	1.6	0.0	1.6	0.7	0.8	1.4	1.4	0.8	1.1	0.0	
	2	2	0	0	1	1	1	0	1	0	1	1	1	1	1	1	2	0	
3	12	12	0	0	7	4	1	1	1	7	0	12	3	9	4	7	3	4	
C%	3.6	3.6	0.0	0.0	4.3	2.9	4.0	3.7	1.6	4.7	0.0	5.5	1.6	8.5	4.2	3.9	1.1	23.1	
	8	8	0	0	5	3	1	1	1	5	0	8	2	6	3	5	2	3	
													N	M					
4	1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	1	0	
C%	0.5	0.5	0.0	0.0	0.0	1.0	0.0	0.0	1.6	0.0	0.0	0.7	0.0	1.4	0.0	0.8	0.6	0.0	
	1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	1	0	
5	29	29	0	0	13	16	4	3	7	15	4	19	9	15	13	12	15	6	
C%	9.1	9.1	0.0	0.0	7.8	10.6	12.0	7.4	8.1	9.4	4.9	9.0	4.8	14.1	12.7	6.3	5.7	30.8	
	20	20	0	0	9	11	3	2	5	10	3	13	6	10	9	8	10	4	
													N	M					
6	10	10	0	0	4	6	1	0	3	6	1	9	1	7	3	6	6	1	
C%	3.2	3.2	0.0	0.0	2.6	3.8	4.0	0.0	3.2	3.8	1.6	4.1	0.8	7.0	2.8	3.1	2.3	7.7	
	7	7	0	0	3	4	1	0	2	4	1	6	1	5	2	4	4	1	
													N	M					

Q11. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BASE: CFL purchasers

===== BANNER 1 =====																									
CATEGORY																		1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware Non-Purchaser				Un-aware				REGION		STATE						In 2005		Before 2005		Grocery/Drug/ware	All other stores	Unlikely			
Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Unlikely								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--								
7		25	25	0	0	15	10	3	3	7	12	9	16	21	4	12	12	22	0						
C%		7.7	7.7	0.0	0.0	8.6	6.7	8.0	7.4	8.1	7.5	9.8	7.6	11.2	4.2	11.3	6.3	8.5	0.0						
		17	17	0	0	10	7	2	2	5	8	6	11	14	3	8	8	15	0						
8		60	60	0	0	32	28	3	7	16	34	16	41	35	18	22	34	59	0						
C%		18.6	18.6	0.0	0.0	19.0	18.3	8.0	18.5	17.7	21.7	18.0	19.3	19.2	16.9	21.1	18.1	22.7	0.0						
		41	41	0	0	22	19	2	5	11	23	11	28	24	12	15	23	40	0						
9		29	29	0	0	16	13	4	4	13	7	13	16	21	7	9	21	26	1						
C%		9.1	9.1	0.0	0.0	9.5	8.7	12.0	11.1	14.5	4.7	14.8	7.6	11.2	7.0	8.5	11.0	10.2	7.7						
		20	20	0	0	11	9	3	3	9	J	9	11	14	5	6	14	18	1						
											I														
10-Very Satisfied		132	132	0	0	67	65	16	16	37	63	37	85	87	31	31	85	120	0						
C%		40.9	40.9	0.0	0.0	39.7	42.3	44.0	40.7	40.3	40.6	41.0	40.0	47.2	29.6	29.6	45.7	46.6	0.0						
		90	90	0	0	46	44	11	11	25	43	25	58	59	21	21	58	82	0						
														N	M	P	O								
Don't know		4	4	0	0	3	1	0	1	0	3	1	1	1	1	4	0	0	0						
C%		1.4	1.4	0.0	0.0	1.7	1.0	0.0	3.7	0.0	1.9	1.6	0.7	0.8	1.4	4.2	0.0	0.0	0.0						
		3	3	0	0	2	1	0	1	0	2	1	1	1	1	3	0	0	0						
															P	O									
MEAN:		7.89	7.89	*	*	7.82	7.96	7.76	7.92	8.10	7.79	8.13	7.76	8.49	6.89	7.51	8.16	8.51	3.69						
														N	M			R	Q						

Q12A. How would you rate the CFLs you have recently purchased in terms of... The color of the light they provide?

BASE: CFL purchasers

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware Pur-			Non-Pur-			Un-aware		East of I5	West of I5	STATE			In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely
Total	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13		
1-Not at all satisfied	18	18	0	0	7	10	1	0	4	12	6	10	4	7	7	7	4	4		
C%	5.5	5.5	0.0	0.0	4.3	6.7	4.0	0.0	4.8	7.5	6.6	4.8	2.4	7.0	7.0	3.9	1.7	23.1		
	12	12	0	0	5	7	1	0	3	8	4	7	3	5	5	5	3	3		
2	15	15	0	0	4	10	3	1	6	4	1	13	6	7	4	7	7	3		
C%	4.5	4.5	0.0	0.0	2.6	6.7	8.0	3.7	6.5	2.8	1.6	6.2	3.2	7.0	4.2	3.9	2.8	15.4		
	10	10	0	0	3	7	2	1	4	3	1	9	4	5	3	5	5	2		
3	63	63	0	0	40	23	4	9	19	31	13	43	29	26	22	35	48	7		
C%	19.5	19.5	0.0	0.0	23.3	15.4	12.0	22.2	21.0	19.8	14.8	20.0	16.0	25.4	21.1	18.9	18.8	38.5		
	43	43	0	0	27	16	3	6	13	21	9	29	20	18	15	24	33	5		
4	72	72	0	0	38	34	10	10	15	37	16	54	44	25	18	51	66	1		
C%	22.3	22.3	0.0	0.0	22.4	22.1	28.0	25.9	16.1	23.6	18.0	25.5	24.0	23.9	16.9	27.6	25.6	7.7		
	49	49	0	0	26	23	7	7	10	25	11	37	30	17	12	35	45	1		
5-Very satisfied	141	141	0	0	76	65	18	16	44	63	50	85	94	34	47	81	126	3		
C%	43.6	43.6	0.0	0.0	44.8	42.3	48.0	40.7	48.4	40.6	55.7	40.0	51.2	32.4	45.1	43.3	48.9	15.4		
	96	96	0	0	52	44	12	11	30	43	34	58	64	23	32	55	86	2		
Don't know	15	15	0	0	4	10	0	3	3	9	3	7	6	4	6	4	6	0		
C%	4.5	4.5	0.0	0.0	2.6	6.7	0.0	7.4	3.2	5.7	3.3	3.4	3.2	4.2	5.6	2.4	2.3	0.0		
	10	10	0	0	3	7	0	2	2	6	2	5	4	3	4	3	4	0		
MEAN:	3.99	3.99	*	*	4.04	3.93	4.08	4.12	4.00	3.92	4.19	3.93	4.22	3.71	3.94	4.05	4.20	2.77		
													N	M			R	Q		

Q12B. How would you rate the CFLs you have recently purchased in terms of... The brightness of the light they provide?

BASE: CFL purchasers

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware				East		West		STATE				In	Before	In	Before	Groc./	All	Likely	Un-
	Total	Pur-	Pur-	Un-	of I5	of I5	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely	Un-	Un-
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13		
1-Not at all satisfied	18	18	0	0	6	12	1	3	3	10	1	13	3	10	7	4	7	6		
C%	5.5	5.5	0.0	0.0	3.4	7.7	4.0	7.4	3.2	6.6	1.6	6.2	1.6	9.9	7.0	2.4	2.8	30.8		
	12	12	0	0	4	8	1	2	2	7	1	9	2	7	5	3	5	4		
													N	M						
2	22	22	0	0	13	9	1	3	4	13	6	15	12	10	10	10	10	7		
C%	6.8	6.8	0.0	0.0	7.8	5.8	4.0	7.4	4.8	8.5	6.6	6.9	6.4	9.9	9.9	5.5	4.0	38.5		
	15	15	0	0	9	6	1	2	3	9	4	10	8	7	7	7	7	5		
3	48	48	0	0	25	23	3	6	15	25	12	34	19	23	10	37	40	1		
C%	15.0	15.0	0.0	0.0	14.7	15.4	8.0	14.8	16.1	16.0	13.1	15.9	10.4	22.5	9.9	19.7	15.3	7.7		
	33	33	0	0	17	16	2	4	10	17	8	23	13	16	7	25	27	1		
													N	M						
4	84	84	0	0	47	37	12	9	22	41	31	48	54	23	29	48	76	1		
C%	25.9	25.9	0.0	0.0	27.6	24.0	32.0	22.2	24.2	26.4	34.4	22.8	29.6	22.5	28.2	26.0	29.5	7.7		
	57	57	0	0	32	25	8	6	15	28	21	33	37	16	20	33	52	1		
5-Very satisfied	144	144	0	0	75	69	19	18	45	62	40	98	95	34	44	84	123	3		
C%	44.5	44.5	0.0	0.0	44.0	45.2	52.0	44.4	50.0	39.6	44.3	46.2	52.0	32.4	42.3	44.9	47.7	15.4		
	98	98	0	0	51	47	13	12	31	42	27	67	65	23	30	57	84	2		
													N	M						
Don't know	7	7	0	0	4	3	0	1	1	4	0	4	0	3	3	3	1	0		
C%	2.3	2.3	0.0	0.0	2.6	1.9	0.0	3.7	1.6	2.8	0.0	2.1	0.0	2.8	2.8	1.6	0.6	0.0		
	5	5	0	0	3	2	0	1	1	3	0	3	0	2	2	2	1	0		
MEAN:	4.00	4.00	*	*	4.04	3.95	4.24	3.92	4.15	3.86	4.13	3.98	4.24	3.59	3.91	4.07	4.16	2.38		
													N	M			R	Q		

Q12C. How would you rate the CFLs you have recently purchased in terms of... The amount of time they take to light up?

BASE: CFL purchasers

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser				Un-aware		East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
1-Not at all satisfied	22	22	0	0	12	10	3	1	7	10	6	15	9	10	6	13	13	4	
C%	6.8	6.8	0.0	0.0	6.9	6.7	8.0	3.7	8.1	6.6	6.6	6.9	4.8	9.9	5.6	7.1	5.1	23.1	
	15	15	0	0	8	7	2	1	5	7	4	10	6	7	4	9	9	3	
2	26	26	0	0	10	16	1	3	10	12	6	19	13	9	7	18	19	3	
C%	8.2	8.2	0.0	0.0	6.0	10.6	4.0	7.4	11.3	7.5	6.6	9.0	7.2	8.5	7.0	9.4	7.4	15.4	
	18	18	0	0	7	11	1	2	7	8	4	13	9	6	5	12	13	2	
3	62	62	0	0	35	26	6	4	18	34	22	38	35	25	18	35	51	3	
C%	19.1	19.1	0.0	0.0	20.7	17.3	16.0	11.1	19.4	21.7	24.6	17.9	19.2	23.9	16.9	18.9	19.9	15.4	
	42	42	0	0	24	18	4	3	12	23	15	26	24	17	12	24	35	2	
4	63	63	0	0	40	23	7	12	16	28	18	44	43	18	21	37	59	3	
C%	19.5	19.5	0.0	0.0	23.3	15.4	20.0	29.6	17.7	17.9	19.7	20.7	23.2	16.9	19.7	19.7	22.7	15.4	
	43	43	0	0	27	16	5	8	11	19	12	30	29	12	14	25	40	2	
5-Very satisfied	132	132	0	0	66	66	16	18	35	63	35	87	81	35	45	75	110	4	
C%	40.9	40.9	0.0	0.0	38.8	43.3	44.0	44.4	38.7	40.6	39.3	40.7	44.0	33.8	43.7	40.2	42.6	23.1	
	90	90	0	0	45	45	11	12	24	43	24	59	55	24	31	51	75	3	
Don't know	18	18	0	0	7	10	3	1	4	9	3	10	3	7	7	9	6	1	
C%	5.5	5.5	0.0	0.0	4.3	6.7	8.0	3.7	4.8	5.7	3.3	4.8	1.6	7.0	7.0	4.7	2.3	7.7	
	12	12	0	0	5	7	2	1	3	6	2	7	2	5	5	6	4	1	
													N	M					
MEAN:	3.84	3.84	*	*	3.85	3.84	3.96	4.08	3.71	3.83	3.81	3.83	3.96	3.61	3.95	3.80	3.92	3.00	

Q12D. How would you rate the CFLs you have recently purchased in terms of... Their compatibility with dimmer and three-way switches?

BASE: CFL purchasers

===== BANNER 1 =====																									
CATEGORY																			1ST PURCHASE	MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
				REGION		STATE						In		Before		Groc./ Drug/	All other	Likely	Un-likely						
Total	Pur-chaser	Aware Pur-chaser	Non-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely							
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--								
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19							
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13							
1-Not at all satisfied	32	32	0	0	18	15	1	3	7	21	6	26	23	7	13	16	23	1							
C%	10.0	10.0	0.0	0.0	10.3	9.6	4.0	7.4	8.1	13.2	6.6	12.4	12.8	7.0	12.7	8.7	9.1	7.7							
	22	22	0	0	12	10	1	2	5	14	4	18	16	5	9	11	16	1							
2	18	18	0	0	9	9	1	4	4	7	7	10	9	7	0	13	15	1							
C%	5.5	5.5	0.0	0.0	5.2	5.8	4.0	11.1	4.8	4.7	8.2	4.8	4.8	7.0	0.0	7.1	5.7	7.7							
	12	12	0	0	6	6	1	3	3	5	5	7	6	5	0	9	10	1							
															P	O									
3	18	18	0	0	12	6	3	1	3	10	4	13	10	7	1	16	16	0							
C%	5.5	5.5	0.0	0.0	6.9	3.8	8.0	3.7	3.2	6.6	4.9	6.2	5.6	7.0	1.4	8.7	6.3	0.0							
	12	12	0	0	8	4	2	1	2	7	3	9	7	5	1	11	11	0							
															P	O									
4	18	18	0	0	6	12	1	0	10	6	10	7	12	4	4	13	16	0							
C%	5.5	5.5	0.0	0.0	3.4	7.7	4.0	0.0	11.3	3.8	11.5	3.4	6.4	4.2	4.2	7.1	6.3	0.0							
	12	12	0	0	4	8	1	0	7	4	7	5	8	3	3	9	11	0							
											L	K													
5-Very satisfied	44	44	0	0	29	15	4	6	6	28	10	32	29	12	12	31	37	1							
C%	13.6	13.6	0.0	0.0	17.2	9.6	12.0	14.8	6.5	17.9	11.5	15.2	16.0	11.3	11.3	16.5	14.2	7.7							
	30	30	0	0	20	10	3	4	4	19	7	22	20	8	8	21	25	1							
									J	I															
Don't know	192	192	0	0	95	97	25	23	60	84	50	123	98	66	72	97	150	15							
C%	59.5	59.5	0.0	0.0	56.0	63.5	68.0	59.3	66.1	53.8	55.7	57.9	53.6	63.4	69.0	52.0	58.0	76.9							
	131	131	0	0	65	66	17	16	41	57	34	84	67	45	49	66	102	10							
															P	O									
MEAN:	3.18	3.18	*	*	3.28	3.05	3.50	3.10	3.10	3.18	3.31	3.10	3.18	3.15	3.05	3.33	3.26	2.67							

Q12D. How would you rate the CFLs you have recently purchased in terms of... Their compatibility with dimmer and three-way switches?

BASE: CFL purchasers

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware				REGION		STATE				In	Before	In	Before	Groc./	All	Likely	Un-		
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Refused	1	1	0	0	1	0	0	1	0	0	1	0	1	0	1	0	1	0	
C%	0.5	0.5	0.0	0.0	0.9	0.0	0.0	3.7	0.0	0.0	1.6	0.0	0.8	0.0	1.4	0.0	0.6	0.0	
	1	1	0	0	1	0	0	1	0	0	1	0	1	0	1	0	1	0	
MEAN:	3.18	3.18	*	*	3.28	3.05	3.50	3.10	3.10	3.18	3.31	3.10	3.18	3.15	3.05	3.33	3.26	2.67	

Q12E. How would you rate the CFLs you have recently purchased in terms of... The way they fit into light fixtures?

BASE: CFL purchasers

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware			Non-aware			East of I5		West of I5		STATE		In	Before	In	Before	Groc/ Drug/	All other	Likely	Un-likely
	Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19		
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13		
1-Not at all satisfied	12	12	0	0	7	4	1	3	4	3	7	4	9	1	3	9	7	0		
C%	3.6	3.6	0.0	0.0	4.3	2.9	4.0	7.4	4.8	1.9	8.2	2.1	4.8	1.4	2.8	4.7	2.8	0.0		
	8	8	0	0	5	3	1	2	3	2	5	3	6	1	2	6	5	0		
											L	K								
2	18	18	0	0	10	7	0	3	6	9	4	12	13	4	6	12	13	4		
C%	5.5	5.5	0.0	0.0	6.0	4.8	0.0	7.4	6.5	5.7	4.9	5.5	7.2	4.2	5.6	6.3	5.1	23.1		
	12	12	0	0	7	5	0	2	4	6	3	8	9	3	4	8	9	3		
3	43	43	0	0	22	21	3	1	13	25	10	31	28	12	18	22	34	1		
C%	13.2	13.2	0.0	0.0	12.9	13.5	8.0	3.7	14.5	16.0	11.5	14.5	15.2	11.3	16.9	11.8	13.1	7.7		
	29	29	0	0	15	14	2	1	9	17	7	21	19	8	12	15	23	1		
4	63	63	0	0	34	29	9	6	15	34	21	37	32	23	18	40	50	6		
C%	19.5	19.5	0.0	0.0	19.8	19.2	24.0	14.8	16.1	21.7	23.0	17.2	17.6	22.5	16.9	21.3	19.3	30.8		
	43	43	0	0	23	20	6	4	10	23	14	25	22	16	12	27	34	4		
5-Very satisfied	180	180	0	0	94	87	23	25	51	81	44	126	98	62	54	104	151	7		
C%	55.9	55.9	0.0	0.0	55.2	56.7	64.0	63.0	56.5	51.9	49.2	59.3	53.6	59.2	52.1	55.9	58.5	38.5		
	123	123	0	0	64	59	16	17	35	55	30	86	67	42	37	71	103	5		
Don't know	7	7	0	0	3	4	0	1	1	4	3	3	3	1	6	0	3	0		
C%	2.3	2.3	0.0	0.0	1.7	2.9	0.0	3.7	1.6	2.8	3.3	1.4	1.6	1.4	5.6	0.0	1.1	0.0		
	5	5	0	0	2	3	0	1	1	3	2	2	2	1	4	0	2	0		
														P	O					
MEAN:	4.21	4.21	*	*	4.18	4.26	4.44	4.23	4.15	4.19	4.03	4.28	4.10	4.36	4.16	4.17	4.27	3.85		

Q12F. How would you rate the CFLs you have recently purchased in terms of... The way they look in light fixtures?

BASE: CFL purchasers

===== BANNER 1 =====																		
	CATEGORY																	
	Aware				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Pur-chaser	Non-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13
1-Not at all satisfied	13	13	0	0	7	6	1	1	4	6	6	7	9	3	1	12	10	0
C%	4.1	4.1	0.0	0.0	4.3	3.8	4.0	3.7	4.8	3.8	6.6	3.4	4.8	2.8	1.4	6.3	4.0	0.0
	9	9	0	0	5	4	1	1	3	4	4	5	6	2	1	8	7	0
2	35	35	0	0	9	26	4	1	12	18	7	25	18	13	16	16	19	4
C%	10.9	10.9	0.0	0.0	5.2	17.3	12.0	3.7	12.9	11.3	8.2	11.7	9.6	12.7	15.5	8.7	7.4	23.1
	24	24	0	0	6	18	3	1	8	12	5	17	12	9	11	11	13	3
					F	E												
3	65	65	0	0	40	25	6	7	19	32	16	47	38	23	21	37	57	3
C%	20.0	20.0	0.0	0.0	23.3	16.3	16.0	18.5	21.0	20.8	18.0	22.1	20.8	22.5	19.7	19.7	22.2	15.4
	44	44	0	0	27	17	4	5	13	22	11	32	26	16	14	25	39	2
4	53	53	0	0	31	22	4	10	15	23	21	31	32	16	13	37	45	4
C%	16.4	16.4	0.0	0.0	18.1	14.4	12.0	25.9	16.1	15.1	23.0	14.5	17.6	15.5	12.7	19.7	17.6	23.1
	36	36	0	0	21	15	3	7	10	16	14	21	22	11	9	25	31	3
5-Very satisfied	128	128	0	0	72	56	18	18	29	63	35	85	78	38	44	72	109	4
C%	39.5	39.5	0.0	0.0	42.2	36.5	48.0	44.4	32.3	40.6	39.3	40.0	42.4	36.6	42.3	38.6	42.0	23.1
	87	87	0	0	49	38	12	12	20	43	24	58	53	26	30	49	74	3
Don't know	29	29	0	0	12	18	3	1	12	13	4	18	9	10	9	13	18	3
C%	9.1	9.1	0.0	0.0	6.9	11.5	8.0	3.7	12.9	8.5	4.9	8.3	4.8	9.9	8.5	7.1	6.8	15.4
	20	20	0	0	8	12	2	1	8	9	3	12	6	7	6	9	12	2
MEAN:	3.84	3.84	*	*	3.95	3.71	3.96	4.08	3.67	3.85	3.84	3.83	3.87	3.78	3.86	3.81	3.93	3.55

Q12G. How would you rate the CFLs you have recently purchased in terms of... How long they last before burning out?

BASE: CFL purchasers

===== BANNER 1 =====																			
	CATEGORY																		
	Total	Aware			REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
		Pur-	Non-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	Groce./	Hard-	All	Likely	Un-
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19	
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13	
1-Not at all satisfied	13	13	0	0	9	4	0	4	4	4	3	10	9	4	3	10	6	4	
C%	4.1	4.1	0.0	0.0	5.2	2.9	0.0	11.1	4.8	2.8	3.3	4.8	4.8	4.2	2.8	5.5	2.3	23.1	
	9	9	0	0	6	3	0	3	3	3	2	7	6	3	2	7	4	3	
2	7	7	0	0	4	3	1	0	1	4	0	7	3	4	0	6	4	1	
C%	2.3	2.3	0.0	0.0	2.6	1.9	4.0	0.0	1.6	2.8	0.0	3.4	1.6	4.2	0.0	3.1	1.7	7.7	
	5	5	0	0	3	2	1	0	1	3	0	5	2	3	0	4	3	1	
3	22	22	0	0	15	7	0	4	7	10	6	16	12	9	3	16	16	3	
C%	6.8	6.8	0.0	0.0	8.6	4.8	0.0	11.1	8.1	6.6	6.6	7.6	6.4	8.5	2.8	8.7	6.3	15.4	
	15	15	0	0	10	5	0	3	5	7	4	11	8	6	2	11	11	2	
4	48	48	0	0	21	28	4	3	15	26	16	28	26	15	19	28	40	4	
C%	15.0	15.0	0.0	0.0	12.1	18.3	12.0	7.4	16.1	17.0	18.0	13.1	14.4	14.1	18.3	15.0	15.3	23.1	
	33	33	0	0	14	19	3	2	10	18	11	19	18	10	13	19	27	3	
5-Very satisfied	183	183	0	0	104	79	23	26	45	88	48	123	110	57	63	101	160	4	
C%	56.8	56.8	0.0	0.0	61.2	51.9	64.0	66.7	50.0	56.6	54.1	57.9	60.0	54.9	60.6	54.3	61.9	23.1	
	125	125	0	0	71	54	16	18	31	60	33	84	75	39	43	69	109	3	
Don't know	48	48	0	0	18	31	7	1	18	22	16	28	23	15	16	25	32	1	
C%	15.0	15.0	0.0	0.0	10.3	20.2	20.0	3.7	19.4	14.2	18.0	13.1	12.8	14.1	15.5	13.4	12.5	7.7	
	33	33	0	0	12	21	5	1	12	15	11	19	16	10	11	17	22	1	
MEAN:	4.39	4.39	*	*	4.36	4.43	4.70	4.23	4.30	4.42	4.46	4.33	4.41	4.30	4.58	4.26	4.52	3.17	
														P	O	R	Q		

===== BANNER 1 =====																						
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT					
	Aware Non-Purchaser				Un-aware		East of I5		West of I5		STATE				In	Before	In	Before	Groc / Drug /	All other	Likely	Un-likely
	Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--					
Total	323	323	0	0	170	152	37	40	91	155	89	213	183	104	104	186	258	19				
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
	220	220	0	0	116	104	25	27	62	106	61	145	125	71	71	127	176	13				
Lasts longer before burning out	150	150	0	0	69	81	16	15	48	70	44	97	89	43	47	91	135	4				
C%	46.4	46.4	0.0	0.0	40.5	52.9	44.0	37.0	53.2	45.3	49.2	45.5	48.8	40.8	45.1	48.8	52.3	23.1				
	102	102	0	0	47	55	11	10	33	48	30	66	61	29	32	62	92	3				
Reduces electricity bill / Saves money	73	73	0	0	43	31	10	7	13	43	19	50	44	21	31	38	63	3				
C%	22.7	22.7	0.0	0.0	25.0	20.2	28.0	18.5	14.5	27.4	21.3	23.4	24.0	19.7	29.6	20.5	24.4	15.4				
	50	50	0	0	29	21	7	5	9	29	13	34	30	14	21	26	43	2				
Saves / conserves energy	144	144	0	0	78	66	10	23	44	66	37	95	84	45	47	87	113	7				
C%	44.5	44.5	0.0	0.0	45.7	43.3	28.0	59.3	48.4	42.5	41.0	44.8	45.6	43.7	45.1	46.5	43.8	38.5				
	98	98	0	0	53	45	7	16	30	45	25	65	57	31	32	59	77	5				
Resource conservation benefits	15	15	0	0	10	4	4	0	1	9	9	6	13	1	3	10	13	0				
C%	4.5	4.5	0.0	0.0	6.0	2.9	12.0	0.0	1.6	5.7	9.8	2.8	7.2	1.4	2.8	5.5	5.1	0.0				
	10	10	0	0	7	3	3	0	1	6	6	4	9	1	2	7	9	0				
It works better/ is higher quality	34	34	0	0	16	18	6	1	7	19	13	19	23	9	7	22	29	0				
C%	10.5	10.5	0.0	0.0	9.5	11.5	16.0	3.7	8.1	12.3	14.8	9.0	12.8	8.5	7.0	11.8	11.4	0.0				
	23	23	0	0	11	12	4	1	5	13	9	13	16	6	5	15	20	0				
Other	9	9	0	0	4	4	0	1	1	6	4	4	4	1	3	3	7	0				
C%	2.7	2.7	0.0	0.0	2.6	2.9	0.0	3.7	1.6	3.8	4.9	2.1	2.4	1.4	2.8	1.6	2.8	0.0				
	6	6	0	0	3	3	0	1	1	4	3	3	3	1	2	2	5	0				
Don't know	22	22	0	0	12	10	4	3	3	12	6	15	6	12	6	12	7	6				
C%	6.8	6.8	0.0	0.0	6.9	6.7	12.0	7.4	3.2	7.5	6.6	6.9	3.2	11.3	5.6	6.3	2.8	30.8				
	15	15	0	0	8	7	3	2	2	8	4	10	4	8	4	8	5	4				

F5. When the CFL now installed burns out, how likely are you to replace it with another CFL?

BASE: CFL purchasers currently installed

===== BANNER 1 =====																		
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Aware			REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely
		Purchaser	Non-Purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA								
		--B--	--C--	--D--	--E--	--F--												
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	280	280	0	0	154	126	31	35	81	133	81	182	172	81	87	164	258	19
C%	100.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	191	191	0	0	105	86	21	24	55	91	55	124	117	55	59	112	176	13
1-Not at all likely	15	15	0	0	7	7	3	1	3	7	4	9	6	7	6	4	0	15
C%	5.2	5.2	0.0	0.0	4.8	5.8	9.5	4.2	3.6	5.5	5.5	4.8	3.4	9.1	6.8	2.7	0.0	76.9
	10	10	0	0	5	5	2	1	2	5	3	6	4	5	4	3	0	10
2	4	4	0	0	4	0	0	1	0	3	1	1	3	1	4	0	0	4
C%	1.6	1.6	0.0	0.0	2.9	0.0	0.0	4.2	0.0	2.2	1.8	0.8	1.7	1.8	5.1	0.0	0.0	23.1
	3	3	0	0	3	0	0	1	0	2	1	1	2	1	3	0	0	3
															P	O		
3	35	35	0	0	19	16	1	6	9	19	9	22	16	13	7	23	35	0
C%	12.6	12.6	0.0	0.0	12.4	12.8	4.8	16.7	10.9	14.3	10.9	12.1	9.4	16.4	8.5	14.3	13.6	0.0
	24	24	0	0	13	11	1	4	6	13	6	15	11	9	5	16	24	0
4	37	37	0	0	18	19	3	3	13	18	12	23	21	15	19	13	37	0
C%	13.1	13.1	0.0	0.0	11.4	15.1	9.5	8.3	16.4	13.2	14.5	12.9	12.0	18.2	22.0	8.0	14.2	0.0
	25	25	0	0	12	13	2	2	9	12	8	16	14	10	13	9	25	0
															P	O		
5-Very likely	186	186	0	0	103	84	22	22	56	87	54	123	125	43	50	120	186	0
C%	66.5	66.5	0.0	0.0	66.7	66.3	71.4	62.5	69.1	64.8	67.3	67.7	72.6	52.7	57.6	73.2	72.2	0.0
	127	127	0	0	70	57	15	15	38	59	37	84	85	29	34	82	127	0
													N	M	P	O		
Don't know	3	3	0	0	3	0	1	1	0	0	0	3	1	1	0	3	0	0
C%	1.0	1.0	0.0	0.0	1.9	0.0	4.8	4.2	0.0	0.0	0.0	1.6	0.9	1.8	0.0	1.8	0.0	0.0
	2	2	0	0	2	0	1	1	0	0	0	2	1	1	0	2	0	0
MEAN:	4.35	4.35	*	*	4.35	4.36	4.40	4.26	4.47	4.30	4.36	4.40	4.50	4.06	4.19	4.52	4.59	1.23
													N	M			R	Q

===== BANNER 1 =====																				
	CATEGORY																			
	Aware Non-Purchaser				Un-aware		REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13		
1-Not at all likely	140	56	64	20	70	70	20	18	39	64	10	41	23	25	54	66	25	13		
C%	25.0	17.3	38.5	28.6	24.3	25.8	32.2	29.6	23.8	23.1	11.5	19.3	12.8	23.9	27.7	22.6	9.7	69.2		
	155	38	77	40	79	76	22	18	41	74	7	28	16	17	61	72	17	9		
		CD	B	B									N	M						
2	54	22	22	11	25	29	3	3	16	32	6	15	7	12	23	24	13	3		
C%	9.7	6.8	13.0	15.0	8.7	10.8	4.5	5.2	10.1	11.6	6.6	6.9	4.0	11.3	11.9	8.1	5.1	15.4		
	62	15	26	21	29	33	5	3	20	34	4	10	5	8	25	27	9	2		
		CD	B	B									N	M						
3	104	53	39	12	49	54	7	7	37	52	12	34	32	15	35	55	41	1		
C%	18.5	16.4	23.5	16.4	17.0	20.1	11.8	11.8	22.7	19.0	13.1	15.9	17.6	14.1	17.6	18.6	15.9	7.7		
	106	36	47	23	48	58	7	7	35	57	8	23	22	10	37	53	28	1		
4	68	43	15	10	38	29	9	7	23	29	10	32	23	19	25	36	38	1		
C%	12.1	13.2	9.0	14.3	13.3	10.7	14.1	12.3	13.9	10.5	11.5	15.2	12.8	18.3	12.8	12.4	14.8	7.7		
	67	29	18	20	38	29	8	7	23	29	7	22	16	13	25	35	26	1		
5-Very likely	169	138	18	13	90	79	20	22	42	85	48	84	91	29	51	99	129	0		
C%	30.1	42.7	11.0	17.9	31.1	29.1	31.6	37.0	25.8	30.9	54.1	39.3	49.6	28.2	26.2	33.8	50.0	0.0		
	141	94	22	25	76	65	17	18	38	68	33	57	62	20	46	79	88	0		
		CD	B	B									N	M						
Don't know	26	12	8	6	16	9	4	2	6	14	3	7	6	4	7	14	12	0		
C%	4.6	3.6	5.0	7.9	5.7	3.4	5.8	4.1	3.7	4.9	3.3	3.4	3.2	4.2	3.8	4.6	4.5	0.0		
	29	8	10	11	17	12	4	3	6	16	2	5	4	3	9	14	8	0		
MEAN:	3.13	3.59	2.38	2.76	3.19	3.07	3.09	3.23	3.08	3.15	3.93	3.50	3.85	3.16	2.98	3.28	3.95	1.54		
		CD	BD	BC									N	M	P	O	R	Q		

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware Non-			Un-	East of I5		West of I5		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/	All other stores	Likely	Unlikely
	Total	Purchaser	Purchaser		of I5	of I5	ID	MT	OR	WA	IN	CA								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	107	0	73	34	53	54	8	10	33	55	0	0	0	0	41	49	0	0		
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0		
	155	0	87	68	77	78	13	14	50	78	0	0	0	0	60	71	0	0		
Saves energy/efficient	28	0	18	10	13	15	3	2	9	14	0	0	0	0	11	13	0	0		
C%	25.8	0.0	24.1	29.4	23.8	27.8	32.6	21.0	26.5	25.3	0.0	0.0	0.0	0.0	27.5	25.8	0.0	0.0		
	41	0	21	20	19	22	4	3	13	21	0	0	0	0	17	18	0	0		
Saves money on electricity	21	0	12	10	14	7	3	4	6	9	0	0	0	0	7	11	0	0		
C%	19.9	0.0	16.1	27.9	26.7	13.3	30.8	33.9	19.0	16.2	0.0	0.0	0.0	0.0	17.3	21.7	0.0	0.0		
	33	0	14	19	22	11	5	5	10	13	0	0	0	0	12	16	0	0		
Last longer	12	0	9	3	4	8	1	1	3	7	0	0	0	0	7	2	0	0		
C%	10.9	0.0	12.6	7.4	7.6	14.2	10.2	8.1	9.5	12.5	0.0	0.0	0.0	0.0	17.6	4.8	0.0	0.0		
	16	0	11	5	6	10	1	1	5	9	0	0	0	0	9	4	0	0		
Curious/To try them	17	0	12	5	8	9	2	3	5	7	0	0	0	0	6	8	0	0		
C%	15.6	0.0	16.1	14.7	15.5	15.8	26.5	24.2	15.0	12.8	0.0	0.0	0.0	0.0	15.2	16.9	0.0	0.0		
	24	0	14	10	11	13	3	3	8	10	0	0	0	0	9	12	0	0		
Might try them with coupon/discount	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0		
C%	0.8	0.0	1.1	0.0	1.6	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0		
	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0		
Interested but need more information	4	0	3	1	1	2	0	0	1	2	0	0	0	0	1	3	0	0		
C%	3.3	0.0	3.4	2.9	2.5	4.0	0.0	0.0	4.0	4.0	0.0	0.0	0.0	0.0	1.2	6.1	0.0	0.0		
	5	0	3	2	2	3	0	0	2	3	0	0	0	0	1	4	0	0		
Provide better light	2	0	2	0	0	2	0	0	0	2	0	0	0	0	0	1	0	0		
C%	1.6	0.0	2.3	0.0	0.0	3.1	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0			
	2	0	2	0	0	2	0	0	0	2	0	0	0	0	0	1	0	0		

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware				REGION				STATE				In	Before	In	Before	Groc./	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	2005	2005	2005	2005	ware	stores				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Other	5	0	3	2	1	4	0	0	3	2	0	0	0	0	2	2	0	0	
C%	4.2	0.0	3.4	5.9	1.9	6.5	0.0	0.0	8.0	3.4	0.0	0.0	0.0	0.0	4.5	3.7	0.0	0.0	
	7	0	3	4	2	5	0	0	4	3	0	0	0	0	3	3	0	0	
Don't know	18	0	14	4	10	8	0	1	6	12	0	0	0	0	7	9	0	0	
C%	17.0	0.0	19.5	11.8	18.7	15.4	0.0	4.9	18.0	21.3	0.0	0.0	0.0	0.0	16.8	17.6	0.0	0.0	
	25	0	17	8	13	12	0	1	8	16	0	0	0	0	9	12	0	0	
Refused	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	
C%	0.8	0.0	1.1	0.0	1.6	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	

===== BANNER 1 =====																					
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT				
	Aware			Non-			Un-		East of I5		West of I5		STATE	In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely
	Pur-	Pur-	chaser	chaser	aware	of I5	of I5	ID	MT	OR	WA										
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	89	0	58	31	43	46	8	10	27	44	0	0	0	0	35	41	0	0			
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0			
	131	0	70	61	64	67	13	13	42	63	0	0	0	0	52	60	0	0			
Saves energy/efficient	9	0	7	2	4	4	1	1	1	6	0	0	0	0	3	6	0	0			
C%	9.7	0.0	11.4	6.6	10.1	9.4	10.2	13.6	3.7	12.6	0.0	0.0	0.0	0.0	8.6	13.8	0.0	0.0			
	12	0	8	4	6	6	1	2	2	7	0	0	0	0	4	8	0	0			
Saves money on electricity	2	0	1	2	0	2	0	0	1	2	0	0	0	0	1	1	0	0			
C%	2.6	0.0	1.4	4.9	0.0	5.1	0.0	0.0	1.8	4.2	0.0	0.0	0.0	0.0	1.5	2.5	0.0	0.0			
	4	0	1	3	0	4	0	0	1	3	0	0	0	0	1	2	0	0			
Last longer	5	0	3	2	1	4	1	0	2	3	0	0	0	0	4	0	0	0			
C%	5.4	0.0	5.7	4.9	1.2	9.4	6.2	0.0	6.1	6.1	0.0	0.0	0.0	0.0	10.1	0.0	0.0	0.0			
	7	0	4	3	1	6	1	0	2	4	0	0	0	0	5	0	0	0			
					F	E									P	O					
Curious/To try them	1	0	0	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0			
C%	0.6	0.0	0.0	1.6	1.2	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0			
	1	0	0	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0			
Provide better light	3	0	3	0	1	2	0	0	1	2	0	0	0	0	0	2	0	0			
C%	2.8	0.0	4.3	0.0	1.9	3.6	0.0	0.0	3.0	3.8	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0			
	3	0	3	0	1	2	0	0	1	2	0	0	0	0	0	2	0	0			
Other	2	0	2	0	0	2	0	0	1	1	0	0	0	0	1	1	0	0			
C%	1.9	0.0	2.9	0.0	0.0	3.6	0.0	0.0	3.0	1.9	0.0	0.0	0.0	0.0	2.4	2.0	0.0	0.0			
	2	0	2	0	0	2	0	0	1	1	0	0	0	0	1	1	0	0			
No other reason	72	0	46	26	37	35	7	9	23	34	0	0	0	0	27	33	0	0			
C%	80.9	0.0	78.6	85.2	87.5	74.8	83.7	86.4	84.2	77.0	0.0	0.0	0.0	0.0	77.4	80.9	0.0	0.0			
	107	0	55	52	56	51	11	11	36	49	0	0	0	0	41	49	0	0			

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware Non-Purchaser			Un-aware			East of I5		West of I5		STATE		In	Before	In	Before	Groc./Drug/	All other	Likely	Un-likely
	Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	220	89	94	36	111	109	27	23	61	109	19	63	37	41	85	104	50	16		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	246	61	113	72	125	121	31	24	67	124	13	43	25	28	95	113	34	11		
Too costly/expensive	13	1	8	4	7	7	1	3	5	5	0	1	0	1	4	9	0	1		
C%	6.1	1.6	8.8	9.7	6.0	6.2	3.1	12.0	8.5	4.1	0.0	2.3	0.0	3.6	4.3	8.8	0.0	9.1		
	18	1	10	7	8	10	1	3	7	7	0	1	0	1	6	11	0	1		
Storing a bunch/bought multi-pack, don't need	47	26	13	8	24	23	8	4	11	23	4	21	15	10	18	21	26	0		
C%	21.4	29.5	13.3	22.2	21.9	20.8	30.3	18.3	18.5	21.4	23.1	32.6	40.0	25.0	21.3	20.7	52.9	0.0		
	49	18	15	16	26	23	9	4	12	24	3	14	10	7	20	22	18	0		
			C	B																
Used to regular bulbs/happy with them	17	3	11	3	8	9	2	1	6	8	0	3	0	3	8	8	0	1		
C%	7.6	3.3	11.5	8.3	7.2	8.1	8.1	6.3	9.1	7.0	0.0	4.7	0.0	7.1	9.0	7.5	0.0	9.1		
	21	2	13	6	10	11	3	1	7	10	0	2	0	2	10	9	0	1		
Don't like light/Not bright	38	25	12	1	13	24	3	4	9	22	1	22	1	19	18	15	4	7		
C%	17.1	27.9	12.4	2.8	12.0	22.3	11.7	17.0	14.8	19.7	7.7	34.9	4.0	46.4	21.1	14.2	8.8	45.5		
	33	17	14	2	13	20	3	4	7	19	1	15	1	13	17	12	3	5		
		CD	BD	BC	F	E														
Don't need any lights	20	9	9	2	9	11	1	3	9	8	6	3	6	1	7	10	4	1		
C%	9.1	9.8	9.7	5.6	8.5	9.7	1.9	12.0	14.9	7.0	30.8	4.7	16.0	3.6	8.7	10.0	8.8	9.1		
	21	6	11	4	11	10	1	3	9	8	4	2	4	1	7	11	3	1		
Don't sell in this area/hard to find	3	1	1	1	3	0	1	1	0	1	0	0	0	0	2	1	0	0		
C%	1.3	1.6	0.9	1.4	2.5	0.0	1.9	3.6	0.0	1.3	0.0	0.0	0.0	0.0	2.3	0.8	0.0	0.0		
	3	1	1	1	3	0	1	1	0	1	0	0	0	0	2	1	0	0		
Don't fit my fixtures	8	4	3	1	6	2	1	1	1	5	1	1	3	0	2	6	3	0		
C%	3.7	4.9	3.5	1.4	5.4	2.0	3.1	6.3	1.4	4.7	7.7	2.3	8.0	0.0	2.0	5.5	5.9	0.0		
	8	3	4	1	5	3	1	1	1	5	1	1	2	0	2	5	2	0		

===== BANNER 1 =====																					
CATEGORY		REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
		Aware Pur-		Non-Pur-		Un-aware		East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Burn out too fast		8	6	2	0	5	2	1	3	1	2	1	4	4	1	4	1	1	3		
C%	3.4	6.6	1.8	0.0	4.7	2.1	3.1	12.5	2.4	2.1	7.7	7.0	12.0	3.6	4.4	1.4	2.9	18.2			
		6	4	2	0	4	2	1	2	1	2	1	3	3	1	3	1	1	2		
			D		B																
Not interested		9	0	7	2	5	4	2	1	1	5	0	0	0	0	5	4	0	0		
C%	3.9	0.0	7.1	5.6	4.4	3.5	8.1	2.2	1.4	4.7	0.0	0.0	0.0	0.0	5.5	3.9	0.0	0.0			
	12	0	8	4	7	5	3	1	1	7	0	0	0	0	6	6	0	0			
			C		B																
Don't know enough about them to decided		16	1	11	4	8	9	3	0	5	9	0	1	0	1	6	8	0	0		
C%	7.4	1.6	11.5	11.1	7.0	7.8	11.7	0.0	7.7	7.8	0.0	2.3	0.0	3.6	7.6	7.4	0.0	0.0			
	22	1	13	8	11	11	3	0	6	13	0	1	0	1	7	12	0	0			
			CD		B																
Don't have to buy any		4	0	3	1	1	3	0	0	0	4	0	0	0	0	1	3	0	0		
C%	1.7	0.0	3.5	1.4	1.2	2.3	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.6	2.4	0.0	0.0			
	5	0	4	1	2	3	0	0	0	5	0	0	0	0	1	3	0	0			
Other		1	1	0	0	1	0	0	0	0	1	1	0	1	0	1	0	0	1		
C%	0.7	1.6	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.3	7.7	0.0	4.0	0.0	1.7	0.0	0.0	9.1			
	1	1	0	0	1	0	0	0	0	1	1	0	1	0	1	0	0	1			
Don't know		39	10	18	12	22	17	4	2	14	19	3	6	6	3	11	18	9	1		
C%	17.9	11.5	18.6	31.9	20.1	15.6	16.8	10.0	22.7	17.2	15.4	9.3	16.0	7.1	13.5	17.7	17.6	9.1			
	51	7	21	23	27	24	5	4	17	25	2	4	4	2	15	21	6	1			
			D		D		BC														
Refused		1	1	0	0	1	0	0	1	0	0	0	1	0	1	0	1	1	0		
C%	0.7	1.6	0.0	0.0	1.3	0.0	0.0	6.3	0.0	0.0	0.0	2.3	0.0	3.6	0.0	1.4	2.9	0.0			
	1	1	0	0	1	0	0	1	0	0	0	1	0	1	0	1	1	0			

===== BANNER 1 =====																		
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware			Non-aware			STATE				In	Before	In	Before	Groc./	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely	Un-
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	134	51	66	17	64	70	14	15	37	68	12	35	16	26	56	63	13	15
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	147	35	79	33	72	75	17	15	39	76	8	24	11	18	61	70	9	10
Too costly/expensive	1	1	0	0	0	1	0	0	1	0	0	1	1	0	1	0	0	1
C%	1.1	2.9	0.0	0.0	0.0	2.1	0.0	0.0	4.0	0.0	0.0	4.2	9.1	0.0	2.6	0.0	0.0	10.0
	1	1	0	0	0	1	0	0	1	0	0	1	1	0	1	0	0	1
Don't like light/Not bright	1	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0
C%	0.6	0.0	1.3	0.0	0.0	1.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
	1	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0
No other reason	132	50	65	17	64	68	14	15	35	67	12	34	15	26	54	63	13	13
C%	98.3	97.1	98.7	100.0	100.0	96.7	100.0	100.0	96.0	98.8	100.0	95.8	90.9	100.0	95.9	100.0	100.0	90.0
	145	34	78	33	72	73	17	15	38	75	8	23	10	18	59	70	9	9

UF1. How likely you'd be to purchase CFLs in the next year?

BASE: Respondents who may purchase CFLs

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware			Non-aware			STATE				In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Unlikely	
	Total	Purchaser	Non-purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA									
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	145	63	82	0	72	72	16	16	43	69	15	43	22	31	58	70	23	16	
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	141	43	98	0	70	71	17	14	43	67	10	29	15	21	58	66	16	11	
1-Not at all likely	52	21	32	0	26	26	6	9	10	26	4	15	6	12	22	24	4	6	
C%	36.1	32.6	38.8	0.0	35.8	36.3	40.3	57.1	24.0	37.8	30.0	34.5	26.7	38.1	37.9	34.2	18.8	36.4	
	52	14	38	0	25	27	7	8	11	26	3	10	4	8	22	24	3	4	
2	19	10	8	0	10	8	2	1	6	9	1	9	1	9	9	7	0	6	
C%	12.9	16.3	10.2	0.0	14.2	11.5	14.3	9.1	14.4	12.4	10.0	20.7	6.7	28.6	14.7	9.9	0.0	36.4	
	17	7	10	0	10	7	2	1	6	8	1	6	1	6	8	6	0	4	
3	27	9	18	0	13	14	3	2	9	14	0	7	1	6	11	14	4	0	
C%	18.7	14.0	22.4	0.0	17.6	19.9	15.6	10.4	20.6	20.2	0.0	17.2	6.7	19.0	19.6	20.1	18.8	0.0	
	28	6	22	0	13	15	3	2	10	13	0	5	1	4	13	13	3	0	
4	14	6	8	0	8	6	0	1	5	8	3	3	3	1	6	8	4	1	
C%	9.8	9.3	10.2	0.0	11.0	8.6	0.0	9.1	11.1	11.5	20.0	6.9	13.3	4.8	10.4	11.7	18.8	9.1	
	14	4	10	0	8	6	0	1	5	8	2	2	2	1	5	9	3	1	
5-Very likely	19	10	9	0	10	9	3	2	8	6	4	6	7	3	8	10	7	1	
C%	13.4	16.3	11.2	0.0	13.9	13.0	19.5	14.3	17.3	9.4	30.0	13.8	33.3	9.5	13.6	14.1	31.3	9.1	
	18	7	11	0	9	9	3	2	6	7	3	4	5	2	8	8	5	1	
Don't know	13	7	6	0	5	8	2	0	5	6	1	3	3	0	2	7	3	1	
C%	9.1	11.6	7.1	0.0	7.5	10.7	10.4	0.0	12.5	8.8	10.0	6.9	13.3	0.0	3.9	9.9	12.5	9.1	
	12	5	7	0	5	7	2	0	5	5	1	2	2	0	2	6	2	1	
MEAN:	2.47	2.55	2.41	*	2.49	2.45	2.38	2.14	2.81	2.37	3.11	2.41	3.23	2.19	2.45	2.57	3.50	2.10	
																	R	Q	

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser			Un-aware			East of I5		West of I5			In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely
	Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA									
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	61	25	36	0	31	30	6	5	21	28	7	16	12	10	25	32	16	3	
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	60	17	43	0	30	30	6	5	21	28	5	11	8	7	26	30	11	2	
Saves energy/efficient	12	0	12	0	4	8	1	2	3	6	0	0	0	0	9	3	0	0	
C%	19.2	0.0	32.6	0.0	13.6	25.0	14.8	30.7	15.7	20.5	0.0	0.0	0.0	0.0	36.0	7.8	0.0	0.0	
	14	0	14	0	5	9	1	2	4	7	0	0	0	0	11	3	0	0	
Saves money on electricy	9	1	8	0	5	4	1	1	3	4	0	1	0	1	1	7	1	0	
C%	14.8	5.9	20.9	0.0	15.6	13.9	14.8	15.3	15.7	14.0	0.0	9.1	0.0	14.3	3.3	22.8	9.1	0.0	
	10	1	9	0	5	5	1	1	4	4	0	1	0	1	1	8	1	0	
They last much longer	7	4	3	0	5	1	2	1	0	4	0	4	0	4	2	5	1	0	
C%	11.4	17.6	7.0	0.0	17.7	4.9	29.6	27.0	0.0	13.3	0.0	27.3	0.0	42.9	6.5	16.4	9.1	0.0	
	6	3	3	0	5	1	2	1	0	3	0	3	0	3	2	4	1	0	
Curious to try them	10	4	6	0	5	5	0	0	6	5	1	1	3	0	5	4	0	1	
C%	16.8	17.6	16.3	0.0	17.7	16.0	0.0	0.0	26.5	16.2	20.0	9.1	25.0	0.0	21.3	12.4	0.0	50.0	
	10	3	7	0	5	5	0	0	6	4	1	1	2	0	5	4	0	1	
Price of blubd is less than I thought	2	0	2	0	0	2	0	0	0	2	0	0	0	0	0	2	0	0	
C%	2.7	0.0	4.7	0.0	0.0	5.5	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	5.2	0.0	0.0	
	2	0	2	0	0	2	0	0	0	2	0	0	0	0	0	2	0	0	
Will fit most of my fixtures	4	3	1	0	2	1	0	0	1	2	1	1	1	0	2	1	3	0	
C%	6.2	11.8	2.3	0.0	7.5	4.9	0.0	0.0	6.9	8.1	20.0	9.1	12.5	0.0	9.0	4.6	18.2	0.0	
	3	2	1	0	2	1	0	0	1	2	1	1	1	0	2	1	2	0	
Other	1	1	0	0	1	0	1	0	0	0	0	1	0	1	0	1	1	0	
C%	2.4	5.9	0.0	0.0	4.8	0.0	26.0	0.0	0.0	0.0	0.0	9.1	0.0	14.3	0.0	4.6	9.1	0.0	
	1	1	0	0	1	0	1	0	0	0	0	1	0	1	0	1	1	0	

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE				MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware			Non-aware			REGION		STATE				In	Before	In	Before	Groc./	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely	Un-	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	Un-	
Don't know	14	10	4	0	5	9	0	1	8	5	4	6	7	3	6	7	9	1	
C%	23.7	41.2	11.6	0.0	17.7	29.9	0.0	27.0	35.4	19.1	60.0	36.4	62.5	28.6	23.8	21.0	54.5	50.0	
	12	7	5	0	5	7	0	1	6	5	3	4	5	2	5	5	6	1	
Refused	2	0	2	0	2	0	1	0	0	1	0	0	0	0	0	2	0	0	
C%	2.7	0.0	4.7	0.0	5.4	0.0	14.8	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	5.2	0.0	0.0	
	2	0	2	0	2	0	1	0	0	1	0	0	0	0	0	2	0	0	

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE				MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
Aware Non-Purchaser				Un-aware		REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	46	15	31	0	24	22	5	4	14	23	3	10	4	7	20	24	7	1	
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	47	10	37	0	23	24	5	4	15	23	2	7	3	5	22	23	5	1	
Saves energy/efficient	3	1	2	0	2	1	0	0	1	2	0	1	0	1	0	3	0	0	
C%	6.9	10.0	5.4	0.0	9.7	3.8	0.0	0.0	6.1	10.0	0.0	14.3	0.0	20.0	0.0	13.3	0.0	0.0	
	3	1	2	0	2	1	0	0	1	2	0	1	0	1	0	3	0	0	
Saves money on electricity	2	1	1	0	0	2	0	0	0	2	0	1	0	1	1	1	0	0	
C%	5.1	10.0	2.7	0.0	0.0	10.5	0.0	0.0	0.0	10.0	0.0	14.3	0.0	20.0	4.1	6.2	0.0	0.0	
	2	1	1	0	0	2	0	0	0	2	0	1	0	1	1	1	0	0	
They last much longer	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	
C%	1.8	0.0	2.7	0.0	0.0	3.8	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	
	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	
Price of blubd is less than I thought	2	1	1	0	0	2	0	0	1	1	0	1	0	1	1	1	0	0	
C%	5.1	10.0	2.7	0.0	0.0	10.5	0.0	0.0	6.1	6.4	0.0	14.3	0.0	20.0	4.1	6.2	0.0	0.0	
	2	1	1	0	0	2	0	0	1	1	0	1	0	1	1	1	0	0	
Will fit most of my fixtures	3	0	3	0	1	2	0	1	2	0	0	0	0	0	1	2	0	0	
C%	5.5	0.0	8.1	0.0	3.5	7.6	0.0	21.0	12.1	0.0	0.0	0.0	0.0	0.0	4.1	7.1	0.0	0.0	
	3	0	3	0	1	2	0	1	2	0	0	0	0	0	1	2	0	0	
Other	1	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	
C%	1.8	0.0	2.7	0.0	3.5	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	
	1	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	
No other reason	35	12	23	0	20	15	5	3	10	17	3	7	4	4	17	17	7	1	
C%	77.1	80.0	75.7	0.0	83.2	70.5	100.0	79.0	75.8	72.7	100.0	71.4	100.0	60.0	83.5	69.9	100.0	100.0	
	36	8	28	0	19	17	5	3	11	17	2	5	3	3	18	16	5	1	

UF2A. What, if anything, would motivate you to purchase CFLs in the next year?

BASE: Unlikely future purchaser

===== BANNER 1 =====																			
CATEGORY		REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
		Aware		Un-		East		West		STATE		In	Before	In	Before	Groc/	All	Likely	Un-
Total	Pur-	Pur-	chaser	aware	of I5	of I5	ID	MT	OR	WA	2005	2005	2005	2005	ware	other			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	112	38	46	28	56	56	13	14	28	57	7	26	10	21	42	50	7	13	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	137	26	55	56	69	68	16	15	34	72	5	18	7	14	49	61	5	9	
They need to be cheaper	26	9	12	6	15	11	1	5	7	13	3	4	4	3	9	14	1	4	
C%	23.2	23.1	25.5	19.6	27.5	18.9	6.4	40.0	24.0	22.5	40.0	16.7	42.9	14.3	22.7	27.4	20.0	33.3	
	31	6	14	11	19	12	1	7	7	16	2	3	3	2	11	17	1	3	
Need to be convinced of their energy savings	12	4	3	6	6	6	0	3	2	8	1	1	1	1	2	6	0	4	
C%	11.1	11.5	5.5	19.6	10.9	11.3	0.0	20.5	6.5	13.6	20.0	5.6	14.3	7.1	4.9	12.9	0.0	33.3	
	17	3	3	11	7	10	0	3	3	11	1	1	1	1	4	9	0	3	
Need to see them in the stores where I shop	6	0	1	6	3	3	1	1	2	4	0	0	0	0	0	0	0	0	
C%	5.7	0.0	1.8	19.6	6.0	5.4	3.9	3.7	5.4	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	12	0	1	11	6	6	1	1	3	7	0	0	0	0	0	0	0	0	
Need to make them in different sizes	7	3	3	2	4	3	0	1	4	2	0	0	0	0	2	4	3	0	
C%	6.6	7.7	5.5	7.1	7.6	5.7	0.0	10.7	14.7	3.2	0.0	0.0	0.0	0.0	5.2	7.8	40.0	0.0	
	9	2	3	4	4	5	0	1	5	3	0	0	0	0	3	4	2	0	
Need to make them look attractive in fixtures	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	
C%	0.4	0.0	0.0	1.8	0.0	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	
	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	
I still need more information about CFLs	4	0	3	1	3	2	1	1	2	1	0	0	0	0	1	1	0	0	
C%	3.9	0.0	7.3	3.6	4.8	3.0	6.4	3.7	5.9	2.3	0.0	0.0	0.0	0.0	3.2	1.0	0.0	0.0	
	6	0	4	2	4	2	1	1	2	2	0	0	0	0	2	1	0	0	
Nothing	28	10	12	6	16	12	4	4	5	14	0	10	1	7	14	11	3	1	
C%	24.9	26.9	25.5	21.4	29.1	20.7	29.4	32.1	19.4	24.9	0.0	38.9	14.3	35.7	34.6	22.5	40.0	11.1	
	33	7	14	12	19	14	5	3	7	18	0	7	1	5	17	14	2	1	

UF2A. What, if anything, would motivate you to purchase CFLs in the next year?

BASE: Unlikely future purchaser

===== BANNER 1 =====																			
CATEGORY		REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
		Aware			Non-aware			STATE				In	Before	In	Before	Groc./	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
I don't like the quality of the light	C%	8	6	2	0	1	7	1	0	1	6	0	6	0	6	3	4	0	0
		6.7	15.4	3.6	0.0	1.5	12.0	6.4	0.0	3.0	10.2	0.0	22.2	0.0	28.6	7.5	8.8	0.0	0.0
		6	4	2	0	1	5	1	0	1	4	0	4	0	4	3	3	0	0
						F	E												
I still prefer incandescent/standard bulbs	C%	3	0	2	1	0	3	0	0	1	2	0	0	0	0	1	1	0	0
		2.4	0.0	3.6	3.6	0.0	4.8	0.0	0.0	1.8	3.8	0.0	0.0	0.0	0.0	3.2	1.0	0.0	0.0
		4	0	2	2	0	4	0	0	1	3	0	0	0	0	2	1	0	0
Nothing at all	C%	11	1	8	2	7	4	4	1	2	4	1	0	1	0	4	7	0	1
		9.8	3.8	16.4	7.1	11.8	7.8	32.2	3.7	7.7	7.2	20.0	0.0	14.3	0.0	8.7	13.0	0.0	11.1
		14	1	9	4	8	6	5	1	3	5	1	0	1	0	4	9	0	1
Other	C%	6	4	1	1	1	6	0	0	3	3	0	4	0	3	1	5	0	3
		5.6	11.5	1.8	3.6	0.9	10.2	0.0	0.0	10.4	5.8	0.0	16.7	0.0	14.3	3.5	9.5	0.0	22.2
		6	3	1	2	1	5	0	0	2	4	0	3	0	2	1	5	0	2
						F	E												
Don't know	C%	4	1	2	1	2	2	2	0	1	1	0	1	0	1	2	1	0	1
		3.7	3.8	3.6	3.6	4.4	3.0	15.2	0.0	3.0	2.3	0.0	5.6	0.0	7.1	5.2	1.0	0.0	11.1
		5	1	2	2	3	2	2	0	1	2	0	1	0	1	3	1	0	1
Refused	C%	2	1	1	0	0	2	0	0	0	2	1	0	1	0	1	0	0	0
		2.0	3.8	1.8	0.0	0.0	4.1	0.0	0.0	0.0	4.0	20.0	0.0	14.3	0.0	3.5	0.0	0.0	0.0
		2	1	1	0	0	2	0	0	0	2	1	0	1	0	1	0	0	0

===== BANNER 1 =====																						
	CATEGORY													1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Pur-			Non-Pur-			Un-aware		REGION		STATE				In	Before	In	Before	Groc./	All	Likely	Un-
	Total	chaser	chaser	aware	East of I5	West of I5	ID	MT	OR	WA	In	Before	In	Before	ware	other	Likely	likely				
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	26	9	12	6	15	11	1	5	7	13	3	4	4	3	9	14	1	4				
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	31	6	14	11	19	12	1	7	7	16	2	3	3	2	11	17	1	3				
\$1	7	4	1	2	6	1	0	2	0	5	1	3	3	1	1	5	1	3				
C%	25.9	50.0	7.1	27.3	40.4	4.8	0.0	36.0	0.0	36.9	50.0	66.7	66.7	50.0	15.5	38.4	100.0	66.7				
	7	3	1	3	6	1	0	2	0	5	1	2	2	1	1	6	1	2				
\$2	1	0	0	1	1	1	0	1	0	1	0	0	0	0	1	0	0	0				
C%	3.9	0.0	0.0	18.2	3.3	4.8	0.0	9.2	0.0	3.9	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0				
	2	0	0	2	1	1	0	1	0	1	0	0	0	0	2	0	0	0				
\$6	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0				
C%	3.2	0.0	7.1	0.0	5.4	0.0	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	6.1	0.0	0.0				
	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0				
\$10	1	1	0	0	0	1	0	0	1	0	1	0	1	0	0	1	0	0				
C%	5.6	16.7	0.0	0.0	0.0	13.9	0.0	0.0	21.7	0.0	50.0	0.0	33.3	0.0	0.0	10.6	0.0	0.0				
	1	1	0	0	0	1	0	0	1	0	1	0	1	0	0	1	0	0				
\$12	1	0	0	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0				
C%	1.9	0.0	0.0	9.1	3.3	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0				
	1	0	0	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0				
Don't know	13	3	8	2	5	8	1	1	5	6	0	1	0	1	5	5	0	1				
C%	51.1	33.3	71.4	36.4	33.5	76.6	100.0	15.2	78.3	48.8	0.0	33.3	0.0	50.0	56.2	37.6	0.0	33.3				
	16	2	10	4	7	9	1	1	6	8	0	1	0	1	6	7	0	1				
MEAN:	3.3	3.2	3.5	3.2	2.3	6.5	*	1.2	10.0	2.5	5.5	1.0	4.0	1.0	1.4	3.8	1.0	1.0				

===== BANNER 1 =====																			
CATEGORY		REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
		Aware		Non-		Un-		East of I5		West of I5		STATE				Grocery/Drug/All			
Total	Purchaser	Purchaser	aware	of I5	of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Hard-ware	other stores	Likely	Unlikely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Refused	2	0	2	1	2	0	0	2	0	0	0	0	0	0	2	1	0	0	
C%	8.3	0.0	14.3	9.1	14.1	0.0	0.0	39.6	0.0	0.0	0.0	0.0	0.0	17.6	3.7	0.0	0.0		
	3	0	2	1	3	0	0	3	0	0	0	0	0	2	1	0	0		
MEAN:	3.3	3.2	3.5	3.2	2.3	6.5	*	1.2	10.0	2.5	5.5	1.0	4.0	1.0	1.4	3.8	1.0	1.0	

UF2.3. Where do you buy light bulbs?

BASE: Respondents who said they would need to see them in the stores where they buy light bulbs

===== BANNER 1 =====																								
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT							
	Aware			Non-			Un-		East of I5		West of I5		ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./ Drug/ All	Hard- other stores	Likely	Un- likely
	Pur-	Pur-	Un-	East of I5	West of I5	of I5	of I5	of I5	of I5	of I5														
Total	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--							
Total	6	0	1	6	3	3	1	1	2	4	0	0	0	0	0	0	0	0	0	0	0	0	0	
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	12	0	1	11	6	6	1	1	3	7	0	0	0	0	0	0	0	0	0	0	0	0	0	
Grocery store	2	0	1	1	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
C%	28.9	0.0	100.0	18.2	39.9	16.7	0.0	100.0	0.0	34.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	3	0	1	2	2	1	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	
Home centers	2	0	0	2	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
C%	23.7	0.0	0.0	27.3	30.1	16.7	0.0	0.0	33.3	26.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	3	0	0	3	2	1	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	
Large general merchandise chains	3	0	0	3	1	2	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
C%	39.5	0.0	0.0	45.5	30.1	50.0	100.0	0.0	66.7	26.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	5	0	0	5	2	3	1	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	
Local hardware stores	1	0	0	1	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
C%	15.8	0.0	0.0	18.2	15.0	16.7	0.0	0.0	33.3	13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	2	0	0	2	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware Non-Pur-				Un-aware		REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	4	0	3	1	2	2	1	1	2	1	0	0	0	0	1	0	0	0	
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	
	5	0	4	1	3	2	1	1	2	1	0	0	0	0	2	0	0	0	
Literature send in the mail	1	0	1	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	
C%	21.7	0.0	25.0	0.0	0.0	50.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	62.3	0.0	0.0	0.0	
	1	0	1	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0	
How much light they give off	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	
C%	21.7	0.0	25.0	0.0	38.4	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	
How much energy they save/efficiency	1	0	1	1	1	1	0	1	0	1	0	0	0	0	1	0	0	0	
C%	34.9	0.0	25.0	100.0	23.2	50.0	0.0	100.0	0.0	100.0	0.0	0.0	0.0	0.0	37.7	0.0	0.0	0.0	
	2	0	1	1	1	1	0	1	0	1	0	0	0	0	1	0	0	0	
Don't know	1	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	
C%	21.7	0.0	25.0	0.0	38.4	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	1	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	

===== BANNER 1 =====																					
CATEGORY	REGION											1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware Non-Pur-			Un-aware			East of I5		West of I5		STATE				In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely
Total	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	8	6	2	0	1	7	1	0	1	6	0	6	0	6	3	4	0	0			
C%	100.0	100.0	100.0	0.0	100.0	100.0	100.0	0.0	100.0	100.0	0.0	100.0	0.0	100.0	100.0	100.0	0.0	0.0			
	6	4	2	0	1	5	1	0	1	4	0	4	0	4	3	3	0	0			
Inconsistent light	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0			
C%	19.5	25.0	0.0	0.0	0.0	21.9	0.0	0.0	0.0	25.0	0.0	25.0	0.0	25.0	0.0	33.3	0.0	0.0			
	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0			
Not bright enough	2	1	1	0	0	2	0	0	1	1	0	1	0	1	2	0	0	0			
C%	30.5	25.0	50.0	0.0	0.0	34.3	0.0	0.0	100.0	25.0	0.0	25.0	0.0	25.0	73.4	0.0	0.0	0.0			
	2	1	1	0	0	2	0	0	1	1	0	1	0	1	2	0	0	0			
Dislike color/not true/ Looks green	2	1	1	0	1	1	1	0	0	1	0	1	0	1	1	1	0	0			
C%	30.5	25.0	50.0	0.0	100.0	21.9	100.0	0.0	0.0	25.0	0.0	25.0	0.0	25.0	26.6	33.3	0.0	0.0			
	2	1	1	0	1	1	1	0	0	1	0	1	0	1	1	1	0	0			
Don't know	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0			
C%	19.5	25.0	0.0	0.0	0.0	21.9	0.0	0.0	0.0	25.0	0.0	25.0	0.0	25.0	0.0	33.3	0.0	0.0			
	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0			

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware			Non-aware			East of I5		West of I5			ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./ Drug/ All
Total	Pur-chaser	Non-chaser	Un-aware	East of I5	West of I5	STATE	STATE	STATE	STATE											
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	3	0	2	1	0	3	0	0	1	2	0	0	0	0	1	1	0	0		
C%	100.0	0.0	100.0	100.0	0.0	100.0	0.0	0.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0		
	4	0	2	2	0	4	0	0	1	3	0	0	0	0	2	1	0	0		
Quality of light	2	0	2	0	0	2	0	0	0	2	0	0	0	0	1	0	0	0		
C%	62.3	0.0	100.0	0.0	0.0	62.3	0.0	0.0	0.0	76.8	0.0	0.0	0.0	0.0	62.3	0.0	0.0	0.0		
	2	0	2	0	0	2	0	0	0	2	0	0	0	0	1	0	0	0		
Color of light	1	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0		
C%	18.9	0.0	0.0	50.0	0.0	18.9	0.0	0.0	100.0	0.0	0.0	0.0	0.0	37.7	0.0	0.0	0.0	0.0		
	1	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0		
Cheaper	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0		
C%	18.9	0.0	0.0	50.0	0.0	18.9	0.0	0.0	0.0	23.2	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0		
	1	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0		

R1. How often do you shop at: Home Centers such as Home Depot or Lowe's?

BASE: Total respondents

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Pur-			Non-Pur-			UN-				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely	
	Pur-	Non-	Un-	East of I5	West of I5	STATE													
	Total	chaser	chaser	aware	of I5	of I5	ID	MT	OR	WA	K	L	M	N	O	P	Q	R	
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
At least once every two weeks	94	70	19	4	39	55	7	5	35	47	18	48	40	21	16	65	59	1	
C%	16.7	21.8	11.5	5.7	13.4	20.3	11.3	8.2	21.4	17.1	19.7	22.8	21.6	19.7	8.4	22.0	22.7	7.7	
	79	48	23	8	35	44	7	4	29	39	12	33	27	14	16	51	40	1	
		CD	B	B	F	E			I	H					P	O			
Once a month	167	92	51	24	95	72	22	19	35	91	26	62	45	38	54	98	75	4	
C%	29.9	28.6	30.5	34.3	32.9	26.7	35.1	32.1	21.4	33.2	29.5	29.0	24.8	36.6	27.3	33.3	29.0	23.1	
	172	63	61	48	93	79	20	16	36	100	18	42	31	26	57	94	51	3	
							I		GJ	I									
Several times a year	169	98	51	20	86	83	20	14	52	83	34	57	65	23	66	83	75	10	
C%	30.1	30.5	30.5	27.9	29.8	30.5	31.5	24.1	32.2	30.0	37.7	26.9	35.2	22.5	33.4	28.1	29.0	53.8	
	167	67	61	39	85	82	20	14	52	81	23	39	44	16	66	83	51	7	
Once a year or less	68	28	27	13	35	33	10	9	19	30	3	23	13	13	30	26	21	1	
C%	12.1	8.6	16.0	18.6	12.0	12.2	16.1	15.2	11.7	10.7	3.3	11.0	7.2	12.7	15.4	8.8	8.0	7.7	
	77	19	32	26	38	39	11	11	22	33	2	16	9	9	35	27	14	1	
		CD	B	B											P	O			
Never	60	32	18	10	32	28	4	12	21	23	9	22	21	9	29	22	28	1	
C%	10.7	10.0	11.0	13.6	11.1	10.4	6.1	20.5	12.8	8.5	9.8	10.3	11.2	8.5	14.7	7.5	10.8	7.7	
	63	22	22	19	34	29	5	11	23	24	6	15	14	6	28	24	19	1	
							H	GJ		H					P	O			
Don't know	2	1	1	0	2	0	0	0	1	1	0	0	0	0	1	1	1	0	
C%	0.4	0.5	0.5	0.0	0.8	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.7	0.3	0.6	0.0	
	2	1	1	0	2	0	0	0	1	1	0	0	0	0	1	1	1	0	

R2. How often do you shop at: Large general merchandise chains such as Wal-Mart or Costco?

bASE: Total respondents

===== BANNER 1 =====																			
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Total	Aware			REGION		STATE					In 2005	Before 2005	In 2005	Before 2005	Grocery / Drug/	All other stores	Likely	Unlikely
		Purchaser	Non-Purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA	IN								
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
At least once every two weeks	223	133	63	26	120	103	26	24	68	105	41	87	75	41	51	145	110	7	
C%	39.8	41.4	38.0	37.1	41.6	37.9	42.2	39.4	42.0	38.1	45.9	40.7	40.8	39.4	26.0	49.4	42.6	38.5	
	219	91	76	52	118	101	25	22	68	104	28	59	51	28	54	138	75	5	
Once a month	151	82	46	23	76	75	19	14	38	79	19	56	41	32	54	78	67	4	
C%	26.9	25.5	27.5	32.1	26.3	27.6	30.7	23.7	23.8	28.6	21.3	26.2	22.4	31.0	27.7	26.7	26.1	23.1	
	156	56	55	45	77	79	19	13	41	83	13	38	28	22	58	76	46	3	
Several times a year	79	48	22	9	44	35	8	10	23	39	15	29	32	12	38	34	37	6	
C%	14.1	15.0	13.0	12.9	15.2	13.0	13.4	16.1	13.9	14.0	16.4	13.8	17.6	11.3	19.1	11.5	14.2	30.8	
	77	33	26	18	44	33	9	9	21	38	10	20	22	8	36	33	25	4	
Once a year or less	36	21	12	4	21	15	4	8	9	15	7	13	15	6	16	15	18	0	
C%	6.5	6.4	7.0	5.7	7.2	5.7	6.6	12.8	5.6	5.6	8.2	6.2	8.0	5.6	8.3	5.3	6.8	0.0	
	36	14	14	8	21	15	5	7	9	15	5	9	10	4	17	14	12	0	
Never	70	38	23	9	27	43	4	5	23	38	7	28	21	13	37	20	26	1	
C%	12.5	11.8	14.0	12.1	9.3	15.9	7.1	7.9	14.2	13.8	8.2	13.1	11.2	12.7	18.8	6.9	10.2	7.7	
	71	26	28	17	26	45	5	5	23	38	5	19	14	9	38	18	18	1	
Don't know	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	
C%	0.1	0.0	0.5	0.0	0.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	

R3. How often do you shop at: Local hardware stores, including ACE or TrueValue?

BASE: Total respondents

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware			Non-			Un-				In	Before	In	Before	Grocery / Drug/	All other	Likely	Unlikely	
	Pur-	Pur-	Un-	East of I5	West of I5	STATE													
Total	chaser	chaser	aware	of I5	of I5	ID	MT	OR	WA	2005	2005	2005	2005	ware	stores	Likely	Unlikely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
At least once every two weeks	90	57	23	9	49	40	11	14	19	46	12	44	35	21	35	43	50	1	
C%	16.0	17.7	14.0	12.9	17.1	14.9	17.3	23.4	11.5	16.7	13.1	20.7	19.2	19.7	17.6	14.7	19.3	7.7	
	85	39	28	18	46	39	10	12	17	46	8	30	24	14	36	37	34	1	
								I	H										
Once a month	114	69	32	13	62	52	10	18	34	52	21	44	43	19	44	58	50	7	
C%	20.3	21.4	19.0	18.6	21.5	19.0	15.7	30.3	20.9	18.8	23.0	20.7	23.2	18.3	22.6	19.8	19.3	38.5	
	111	47	38	26	60	51	10	17	33	51	14	30	29	13	45	54	34	5	
Several times a year	139	78	42	20	78	61	21	15	35	68	26	47	45	25	50	66	60	9	
C%	24.8	24.1	25.0	27.9	27.0	22.5	34.1	24.6	21.5	24.7	29.5	22.1	24.8	23.9	25.7	22.5	23.3	46.2	
	142	53	50	39	76	66	22	14	35	71	18	32	31	17	54	63	41	6	
							I		G										
Once a year or less	92	50	31	11	52	40	12	7	26	47	10	37	21	23	25	56	41	0	
C%	16.4	15.5	18.5	15.7	17.9	14.8	19.5	11.8	16.1	16.9	11.5	17.2	11.2	22.5	12.6	19.0	15.9	0.0	
	93	34	37	22	53	40	12	7	29	45	7	25	14	16	26	56	28	0	
													N	M					
Never	120	65	39	16	47	73	8	5	45	61	19	38	35	16	41	66	54	1	
C%	21.4	20.0	23.5	22.9	16.3	26.8	13.4	9.0	27.6	22.3	21.3	17.9	19.2	15.5	21.0	22.6	21.0	7.7	
	123	44	47	32	51	72	9	5	45	64	13	26	24	11	40	67	37	1	
					F	E	I	IJ	GH	H									
Don't know	6	4	0	2	1	5	0	1	4	1	1	3	4	0	1	4	3	0	
C%	1.1	1.4	0.0	2.1	0.2	2.0	0.0	0.8	2.4	0.5	1.6	1.4	2.4	0.0	0.5	1.5	1.1	0.0	
	6	3	0	3	1	5	0	1	4	1	1	2	3	0	2	3	2	0	
				D	C	F	E												

R4. Where do you typically buy light bulbs?

BASE: Respondents who didn't mention "need to see them where I buy light bulbs" as a reason to purchase CFLs

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware			Non-aware			East of I5		West of I5		STATE		In	Before	In	Before	Groc./ Drug/	All other	Likely	Un-likely
	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	stores	Likely	Un-likely			
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	554	323	166	65	285	268	62	60	160	272	89	213	183	104	196	294	258	19		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	548	220	199	129	281	267	62	55	160	271	61	145	125	71	203	280	176	13		
Wherever I notice them/ wherever I happen to beC%	55	31	17	7	23	31	6	3	9	36	3	23	15	10	0	0	23	4		
	9.9	9.5	10.1	10.9	8.1	11.7	9.8	5.8	5.8	13.1	3.3	11.0	8.0	9.9	0.0	0.0	9.1	23.1		
	55	21	20	14	24	31	7	3	12	33	2	16	10	7	0	0	16	3		
									J	I										
Grocery store	112	47	48	18	48	64	11	8	33	60	18	25	25	15	112	0	28	9		
C%	20.3	14.5	28.6	27.1	16.7	24.0	17.4	13.6	20.8	22.0	19.7	11.7	13.6	14.1	57.1	0.0	10.8	46.2		
	124	32	57	35	58	66	15	9	36	64	12	17	17	10	124	0	19	6		
		CD	B	B	F	E									P	O				
Drug store	15	7	4	4	5	10	1	1	5	9	3	1	1	0	15	0	6	0		
C%	2.7	2.3	2.5	5.4	1.7	3.8	1.6	0.8	2.9	3.3	3.3	0.7	0.8	0.0	7.7	0.0	2.3	0.0		
	17	5	5	7	6	11	2	1	6	8	2	1	1	0	17	0	4	0		
															P	O				
Home centers	114	84	23	8	52	63	10	10	45	50	25	56	51	26	0	114	70	1		
C%	20.7	25.9	14.1	11.6	18.2	23.3	15.8	16.5	27.8	18.5	27.9	26.2	28.0	25.4	0.0	39.0	27.3	7.7		
	100	57	28	15	45	55	8	8	36	48	17	38	35	18	0	100	48	1		
		CD	B	B					J	I					P	O				
Large general merchandise chains	169	100	48	21	107	62	28	21	48	73	31	65	54	35	0	169	84	3		
C%	30.6	30.9	29.1	32.6	37.7	23.0	44.3	35.0	29.7	27.0	34.4	30.3	29.6	33.8	0.0	57.6	32.4	15.4		
	168	68	58	42	103	65	24	19	50	75	21	44	37	24	0	168	57	2		
					F	E	IJ		G	G					P	O				
Local hardware stores	69	50	13	6	44	25	6	16	11	36	10	38	32	18	69	0	43	1		
C%	12.5	15.5	8.0	9.3	15.4	9.4	9.7	27.0	7.2	13.1	11.5	17.9	17.6	16.9	35.3	0.0	16.5	7.7		
	62	34	16	12	38	24	5	14	10	33	7	26	22	12	62	0	29	1		
		C	B		F	E	H	GIJ	H	H					P	O				
Other	10	3	5	2	4	5	1	0	7	2	0	3	3	0	0	10	3	0		
C%	1.8	0.9	3.0	3.1	1.6	2.0	1.3	0.0	4.3	0.8	0.0	1.4	1.6	0.0	0.0	3.4	1.1	0.0		
	12	2	6	4	5	7	1	0	8	3	0	2	2	0	0	12	2	0		
									J	I					P	O				

R4. Where do you typically buy light bulbs?

BASE: Respondents who didn't mention "need to see them where I buy light bulbs" as a reason to purchase CFLs

===== BANNER 1 =====																			
CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
Aware			Non-Aware			REGION				In		Before		Groc./ Drug/		All other		Un-	
Total	Pur-	Pur-	Un-	East	West	STATE				2005	2005	2005	2005	ware	stores	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Don't know	9	1	8	0	2	7	0	1	2	6	0	1	1	0	0	0	1	0	
C%	1.6	0.5	4.5	0.0	0.6	2.7	0.0	1.4	1.4	2.1	0.0	0.7	0.8	0.0	0.0	0.0	0.6	0.0	
	10	1	9	0	2	8	0	1	2	7	0	1	1	0	0	0	1	0	
		C	BD	C	F	E													

A1. How much do you disagree or agree with the following statement... I am not very concerned about the amount of energy used in my home

BASE: Total respondents

===== BANNER 1 =====																			
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Total	Aware			REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely	Unlikely	
		Purchaser	Non-Purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA									
		--B--	--C--	--D--	--E--	--F--													
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
1 - Strongly disagree	361	236	92	33	188	172	41	41	103	176	63	158	144	67	122	201	199	12	
C%	64.4	73.2	55.0	46.4	65.2	63.5	65.7	67.4	63.6	63.9	70.5	74.5	78.4	64.8	62.0	68.5	77.3	61.5	
	336	161	110	65	169	167	37	35	97	167	43	108	98	46	117	178	136	8	
		CD	B	B									N	M					
2	54	25	19	10	29	25	7	5	18	24	4	19	7	16	25	23	19	1	
C%	9.7	7.7	11.5	14.3	10.0	9.3	11.3	8.5	11.1	8.8	4.9	9.0	4.0	15.5	12.6	7.7	7.4	7.7	
	60	17	23	20	33	27	7	5	20	28	3	13	5	11	28	23	13	1	
		D		B									N	M					
3	36	15	13	8	22	14	4	4	9	18	4	10	9	6	11	19	12	1	
C%	6.4	4.5	8.0	11.4	7.7	5.1	6.3	7.4	5.7	6.7	4.9	4.8	4.8	5.6	5.5	6.4	4.5	7.7	
	42	10	16	16	25	17	4	5	10	23	3	7	6	4	13	21	8	1	
		D		B															
4	33	12	14	7	14	19	2	4	11	15	3	9	4	6	14	14	7	0	
C%	5.9	3.6	8.5	10.0	4.8	7.0	3.7	6.4	7.1	5.6	3.3	4.1	2.4	5.6	7.1	4.8	2.8	0.0	
	39	8	17	14	18	21	4	5	13	17	2	6	3	4	18	17	5	0	
		CD	B	B															
5 - Strongly agree	73	34	28	12	35	38	8	6	20	39	15	16	19	9	24	36	21	4	
C%	13.0	10.5	16.5	16.4	12.0	14.1	13.0	9.5	12.6	14.0	16.4	7.6	10.4	8.5	12.3	12.3	8.0	23.1	
	79	23	33	23	41	38	11	5	23	40	10	11	13	6	26	39	14	3	
Don't know	3	1	1	1	1	3	0	1	0	3	0	0	0	0	1	1	0	0	
C%	0.6	0.5	0.5	1.4	0.2	1.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	
	4	1	1	2	1	3	0	1	0	3	0	0	0	0	1	2	0	0	
MEAN:	1.93	1.70	2.20	2.35	1.88	1.98	1.87	1.81	1.94	1.96	1.90	1.61	1.62	1.77	1.94	1.84	1.57	2.15	
		CD	B	B															

A2. How much do you disagree or agree with the following statement... My life is too busy to worry about making energy related improvements in my home.

BASE: Total respondents

===== BANNER 1 =====																		
CATEGORY	REGION						STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware Pur-	Non-Pur-	Un-aware	East of I5	West of I5		ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--		--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13
1 - Strongly disagree	347	232	88	27	182	165	44	39	104	160	66	152	141	66	112	201	188	12
C%	61.9	71.8	53.0	37.9	63.1	60.6	70.6	64.1	64.1	58.2	73.8	71.7	76.8	63.4	57.1	68.4	72.7	61.5
	317	158	106	53	164	153	40	33	95	149	45	104	96	45	108	178	128	8
		CD	BD	BC									N	M	P	O		
2	63	26	24	13	33	30	5	4	17	37	9	15	10	12	26	30	16	4
C%	11.3	8.2	14.5	17.9	11.4	11.2	8.5	7.4	10.4	13.3	9.8	6.9	5.6	11.3	13.2	10.1	6.3	23.1
	72	18	29	25	38	34	8	5	18	41	6	10	7	8	29	33	11	3
		CD	B	B														
3	72	31	28	13	42	30	6	11	23	32	9	19	16	12	28	30	26	3
C%	12.8	9.5	17.0	17.9	14.5	11.1	8.9	18.3	14.2	11.7	9.8	9.0	8.8	11.3	14.2	10.1	10.2	15.4
	80	21	34	25	45	35	6	11	28	35	6	13	11	8	31	31	18	2
		CD	B	B														
4	23	6	10	8	9	14	1	1	6	16	0	6	1	4	7	13	3	0
C%	4.2	1.8	6.0	10.7	3.1	5.3	0.8	2.2	3.6	5.7	0.0	2.8	0.8	4.2	3.7	4.6	1.1	0.0
	31	4	12	15	12	19	1	2	7	21	0	4	1	3	11	15	2	0
		CD	B	B														
5 - Strongly agree	47	25	13	9	20	27	5	4	11	27	6	19	15	9	23	18	23	0
C%	8.4	7.7	8.0	12.1	6.9	9.9	7.9	7.1	6.9	9.6	6.6	9.0	8.0	8.5	11.5	6.0	9.1	0.0
	50	17	16	17	24	26	6	4	13	27	4	13	10	6	23	20	16	0
															P	O		
Don't know	8	3	3	3	3	5	2	1	1	4	0	1	0	1	1	3	1	0
C%	1.4	0.9	1.5	3.6	1.0	1.8	3.1	0.8	0.8	1.5	0.0	0.7	0.0	1.4	0.3	1.0	0.6	0.0
	10	2	3	5	4	6	2	1	2	5	0	1	0	1	1	3	1	0
MEAN:	1.84	1.64	2.00	2.39	1.78	1.91	1.63	1.80	1.78	1.94	1.56	1.69	1.58	1.81	1.99	1.68	1.67	1.54
		CD	BD	BC											P	O		

A3. How much do you disagree or agree with the following statement... It is worth it to me for my household to use less energy in order to help preserve the environment

BASE: Total respondents

===== BANNER 1 =====																		
	CATEGORY																	
	Aware Non-				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13
1 - Strongly disagree	36	19	13	5	13	24	2	5	7	22	7	12	12	4	13	19	16	0
C%	6.4	5.9	7.5	6.4	4.4	8.7	3.7	7.9	4.6	7.9	8.2	5.5	6.4	4.2	6.4	6.5	6.3	0.0
	37	13	15	9	14	23	2	5	7	23	5	8	8	3	11	19	11	0
					F	E												
2	27	12	8	7	10	17	3	1	13	9	1	10	7	4	10	12	9	0
C%	4.8	3.6	5.0	9.3	3.5	6.1	5.0	2.4	7.8	3.4	1.6	4.8	4.0	4.2	5.0	4.2	3.4	0.0
	31	8	10	13	11	20	3	1	14	13	1	7	5	3	11	15	6	0
		D		B					J	I								
3	55	25	22	8	31	24	5	4	14	31	3	18	15	6	20	23	19	4
C%	9.8	7.7	13.0	11.4	10.7	8.8	8.2	7.3	8.8	11.2	3.3	8.3	8.0	5.6	10.3	7.9	7.4	23.1
	59	17	26	16	33	26	7	3	18	31	2	12	10	4	24	25	13	3
4	72	32	30	10	31	42	8	8	18	39	4	26	13	16	31	31	19	4
C%	12.9	10.0	18.0	14.3	10.6	15.4	12.1	13.3	10.9	14.2	4.9	12.4	7.2	15.5	15.9	10.5	7.4	23.1
	78	22	36	20	35	43	8	10	19	41	3	18	9	11	33	33	13	3
		C		B														
5 - Strongly agree	364	230	94	39	201	163	43	40	108	173	73	142	135	70	122	207	192	9
C%	65.0	71.4	56.5	55.7	69.7	60.0	68.7	65.8	67.0	62.8	82.0	66.9	73.6	67.6	62.1	70.4	74.4	46.2
	348	157	113	78	191	157	42	35	104	167	50	97	92	48	123	185	131	6
		CD	B	B	F	E					L	K						
Don't know	6	4	0	2	3	3	1	2	1	2	0	4	1	3	1	2	3	1
C%	1.1	1.4	0.0	2.9	1.2	1.1	2.3	3.3	0.9	0.5	0.0	2.1	0.8	2.8	0.3	0.5	1.1	7.7
	7	3	0	4	3	4	1	2	1	3	0	3	1	2	1	3	2	1
			D	C														
MEAN:	4.27	4.39	4.11	4.07	4.39	4.13	4.40	4.31	4.29	4.21	4.51	4.33	4.39	4.42	4.23	4.35	4.42	4.25
		CD	B	B	F	E												

A4. How much do you disagree or agree with the following statement... When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price

BASE: Total respondents

===== BANNER 1 =====																		
	CATEGORY				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Total	Aware		Un- aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Grocery/ Drug/ Hard- ware	All other stores	Likely	Un- likely
		Pur- chaser	Non- chaser															
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13
1 - Strongly disagree	39	18	13	9	18	21	2	4	10	23	7	9	9	6	14	18	13	0
C%	6.9	5.5	7.5	12.1	6.1	7.8	3.5	7.1	6.0	8.2	8.2	4.1	4.8	5.6	7.1	6.3	5.1	0.0
	44	12	15	17	20	24	3	4	9	28	5	6	6	4	16	20	9	0
			D		B													
2	14	3	8	4	4	10	1	0	5	8	1	1	1	1	5	8	1	0
C%	2.5	0.9	4.5	5.0	1.4	3.6	0.8	0.0	3.3	3.0	1.6	0.7	0.8	1.4	2.8	2.6	0.6	0.0
	18	2	9	7	5	13	1	0	6	11	1	1	1	1	7	10	1	0
			CD		B													
3	71	41	16	14	40	31	9	10	19	33	7	31	16	22	18	40	28	7
C%	12.7	12.7	9.5	20.0	13.8	11.5	14.4	16.0	12.1	11.9	8.2	14.5	8.8	21.1	8.9	13.8	10.8	38.5
	75	28	19	28	38	37	9	7	22	37	5	21	11	15	20	38	19	5
			D		C								N		M			
4	90	38	36	16	45	45	5	14	28	43	9	26	19	13	31	44	29	0
C%	16.0	11.8	21.5	22.1	15.5	16.5	7.9	22.8	17.1	15.7	9.8	12.4	10.4	12.7	15.5	15.1	11.4	0.0
	100	26	43	31	51	49	6	15	31	48	6	18	13	9	38	46	20	0
			CD		B		H		G									
5 - Strongly agree	338	220	92	27	176	162	43	32	99	165	65	142	136	60	127	178	185	12
C%	60.4	68.2	55.0	37.9	61.0	59.9	67.9	52.7	61.2	59.9	72.1	66.9	74.4	57.7	64.7	60.6	71.6	61.5
	313	150	110	53	166	147	41	29	94	149	44	97	93	41	119	161	126	8
			CD		BD		BC						N		M			
Don't know	8	3	3	2	6	2	3	1	1	4	0	3	1	1	2	5	1	0
C%	1.5	0.9	2.0	2.9	2.2	0.7	5.5	1.4	0.3	1.3	0.0	1.4	0.8	1.4	0.9	1.7	0.6	0.0
	10	2	4	4	7	3	3	1	1	5	0	2	1	1	3	5	1	0
							IJ		G	G								

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser			Un-aware			East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc./Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
Mobile home	36	19	10	7	22	14	4	2	11	19	3	15	10	7	16	18	13	1	
C%	6.5	5.9	6.0	10.0	7.7	5.1	6.1	3.8	6.9	6.8	3.3	6.9	5.6	7.0	8.4	6.1	5.1	7.7	
	39	13	12	14	23	16	5	2	12	20	2	10	7	5	16	20	9	1	
Single-family (attached or detached)	422	255	118	49	225	197	52	50	120	201	69	169	145	81	134	237	211	13	
C%	75.4	79.1	71.0	69.3	78.0	72.7	82.8	83.8	74.0	72.8	77.0	79.3	79.2	77.5	68.3	80.6	81.8	69.2	
	413	174	142	97	217	196	50	45	120	198	47	115	99	55	141	217	144	9	
			D		B										P	O			
Apartment	61	25	27	10	26	35	4	4	20	33	13	12	13	9	32	23	19	3	
C%	10.9	7.7	16.0	13.6	9.0	13.0	6.1	7.4	12.5	11.8	14.8	5.5	7.2	8.5	16.1	7.8	7.4	15.4	
	68	17	32	19	30	38	5	5	19	39	9	8	9	6	32	27	13	2	
			C		B						L		K		P	O			
Condo	15	10	4	1	5	11	0	1	4	10	1	9	6	4	10	5	4	1	
C%	2.8	3.2	2.5	1.4	1.7	3.9	0.0	2.4	2.8	3.4	1.6	4.1	3.2	4.2	4.8	1.6	1.7	7.7	
	14	7	5	2	5	9	0	1	5	8	1	6	4	3	8	4	3	1	
															P	O			
Other	21	12	7	3	9	13	3	1	6	12	3	7	7	3	4	10	9	0	
C%	3.8	3.6	4.0	4.3	3.0	4.7	5.0	1.7	3.5	4.2	3.3	3.4	4.0	2.8	2.1	3.3	3.4	0.0	
	22	8	8	6	10	12	3	2	6	11	2	5	5	2	5	10	6	0	
Refused	3	1	1	1	2	1	0	1	1	2	0	1	1	0	1	2	1	0	
C%	0.6	0.5	0.5	1.4	0.7	0.5	0.0	0.8	0.3	0.8	0.0	0.7	0.8	0.0	0.3	0.7	0.6	0.0	
	4	1	1	2	2	2	0	1	1	2	0	1	1	0	1	2	1	0	

===== BANNER 1 =====																			
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware			Non-			REGION				In	Before	In	Before	Grocery / Drug /	All other stores	Likely	Unlikely	
	Purchaser	Purchaser	Unaware	East of I5	West of I5	STATE													
	Total	--B--	--C--	--D--	--E--	--F--	ID	MT	OR	WA	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
Own	443	268	121	54	239	203	55	52	123	213	67	183	152	87	143	244	220	16	
C%	79.1	83.2	72.5	75.7	82.9	75.0	86.9	86.2	76.3	77.3	75.4	86.2	83.2	83.1	72.7	83.0	85.2	84.6	
	434	183	145	106	234	200	55	46	125	208	46	125	104	59	147	227	150	11	
		C	B		F	E									P	O			
Rent	106	50	41	16	44	63	8	7	35	56	22	26	29	16	49	47	37	3	
C%	19.0	15.5	24.5	22.1	15.1	23.1	13.1	11.6	21.9	20.2	24.6	12.4	16.0	15.5	25.0	15.9	14.2	15.4	
	114	34	49	31	46	68	8	8	35	63	15	18	20	11	51	49	25	2	
		C	B		F	E					L	K			P	O			
Don't know	6	3	3	1	3	3	0	1	1	4	0	1	0	1	4	1	0	0	
C%	1.1	0.9	1.5	0.7	1.0	1.1	0.0	1.4	0.9	1.3	0.0	0.7	0.0	1.4	2.0	0.2	0.0	0.0	
	6	2	3	1	4	2	0	1	1	4	0	1	0	1	4	1	0	0	
														P	O				
Refused	5	1	3	1	3	2	0	1	1	3	0	1	1	0	1	3	1	0	
C%	0.9	0.5	1.5	1.4	1.0	0.8	0.0	0.8	0.8	1.1	0.0	0.7	0.8	0.0	0.3	1.0	0.6	0.0	
	6	1	3	2	3	3	0	1	2	3	0	1	1	0	1	3	1	0	

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser			Un-aware			East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
1	118	67	34	16	64	53	16	14	34	54	21	43	32	26	50	51	54	3	
C%	21.0	20.9	20.5	22.9	22.3	19.7	25.7	22.9	21.2	19.4	23.0	20.0	17.6	25.4	25.2	17.3	21.0	15.4	
	119	46	41	32	63	56	16	12	36	55	14	29	22	18	52	48	37	2	
															P	O			
2	213	128	65	20	102	111	21	21	61	109	40	75	73	38	76	107	100	9	
C%	38.0	39.5	39.0	28.6	35.3	40.9	33.8	35.5	38.0	39.5	44.3	35.2	40.0	36.6	38.5	36.3	38.6	46.2	
	205	87	78	40	95	110	19	20	61	105	27	51	50	26	75	96	68	6	
		D	D	BC															
3	88	47	28	13	48	39	14	7	23	43	12	34	31	9	25	54	44	1	
C%	15.6	14.5	16.5	18.6	16.8	14.4	21.9	12.1	14.5	15.7	13.1	15.9	16.8	8.5	12.6	18.5	17.0	7.7	
	91	32	33	26	53	38	15	8	24	44	8	23	21	6	29	53	30	1	
4	74	44	18	12	42	32	5	8	26	35	10	32	28	15	27	42	35	1	
C%	13.2	13.6	11.0	16.4	14.4	11.9	8.1	13.4	16.0	12.7	11.5	15.2	15.2	14.1	13.5	14.2	13.6	7.7	
	75	30	22	23	43	32	5	7	27	36	7	22	19	10	29	39	24	1	
5	33	19	10	4	16	17	3	6	8	16	6	13	10	7	10	19	13	3	
C%	5.9	5.9	6.0	5.7	5.6	6.3	4.5	10.1	5.2	5.8	6.6	6.2	5.6	7.0	5.3	6.4	5.1	15.4	
	33	13	12	8	14	19	3	5	7	18	4	9	7	5	9	20	9	2	
6	13	4	6	3	10	3	4	2	1	6	0	4	0	4	2	10	1	0	
C%	2.4	1.4	3.5	4.3	3.4	1.2	6.1	3.8	0.5	2.3	0.0	2.1	0.0	4.2	1.3	3.4	0.6	0.0	
	16	3	7	6	12	4	5	2	1	8	0	3	0	3	3	12	1	0	
							I		G				N	M					
7 or more	12	7	3	1	4	8	0	1	5	5	1	6	6	1	4	7	6	1	
C%	2.1	2.3	2.0	1.4	1.3	3.0	0.0	1.4	3.4	2.0	1.6	2.8	3.2	1.4	1.9	2.4	2.3	7.7	
	11	5	4	2	4	7	0	1	5	5	1	4	4	1	3	7	4	1	

===== BANNER 1 =====																		
CATEGORY																		

Aware Non- Un- REGION STATE 1ST PURCHASE MOST RECENT PURCHASE STORE TYPE REPLACE CFL W/CFL ON BURNOUT																		

Groc./ Drug/ All																		
Hard- other Un-																		
ware stores Likely likely																		

Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	Hard-	other	Likely	Un-	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Refused	10	6	3	2	3	7	0	1	2	7	0	6	3	3	3	4	4	0
C%	1.8	1.8	1.5	2.1	1.0	2.6	0.0	0.8	1.2	2.7	0.0	2.8	1.6	2.8	1.8	1.4	1.7	0.0
	10	4	3	3	3	7	0	1	2	7	0	4	2	2	3	5	3	0

D4. Which of the following best describes your educational background?

BASE: Total respondents

===== BANNER 1 =====																				
CATEGORY	REGION											1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser			Un-aware			East of I5		West of I5		STATE		In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely
	Total	Pur-chaser	Non-Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13		
Some high school	25	12	8	5	14	11	4	3	10	8	1	10	6	6	7	13	10	0		
C%	4.5	3.6	5.0	7.1	5.0	4.0	6.8	4.7	5.9	3.1	1.6	4.8	3.2	5.6	3.7	4.3	4.0	0.0		
	28	8	10	10	15	13	4	3	10	11	1	7	4	4	8	13	7	0		
High school graduate	91	45	33	13	51	39	12	8	31	39	12	32	31	10	26	52	40	3		
C%	16.2	14.1	19.5	17.9	17.8	14.5	19.4	13.1	19.3	14.3	13.1	15.2	16.8	9.9	13.1	17.6	15.3	15.4		
	95	31	39	25	55	40	12	8	33	42	8	22	21	7	33	48	27	2		
Trade or technical school	39	25	8	6	24	15	6	7	14	12	7	16	12	9	15	22	21	0		
C%	7.0	7.7	5.0	8.6	8.3	5.7	9.7	12.0	8.6	4.4	8.2	7.6	6.4	8.5	7.6	7.5	8.0	0.0		
	39	17	10	12	22	17	7	6	13	13	5	11	8	6	15	20	14	0		
Some college	147	85	44	18	72	75	15	11	45	76	28	54	57	21	49	80	69	6		
C%	26.3	26.4	26.5	25.7	25.1	27.6	24.3	18.1	28.0	27.6	31.1	25.5	31.2	19.7	24.8	27.1	26.7	30.8		
	147	58	53	36	72	75	13	12	45	77	19	37	39	14	50	76	47	4		
College graduate	139	85	37	18	66	73	15	16	35	73	21	56	45	31	48	77	62	6		
C%	24.9	26.4	22.0	25.0	23.0	26.9	24.4	26.6	21.6	26.6	23.0	26.2	24.8	29.6	24.2	26.1	23.9	30.8		
	137	58	44	35	64	73	15	15	36	71	14	38	31	21	47	73	42	4		
Some graduate school	21	15	4	3	15	6	1	1	8	10	4	9	9	4	8	14	15	0		
C%	3.8	4.5	2.5	3.6	5.2	2.3	2.1	2.4	5.2	3.7	4.9	4.1	4.8	4.2	3.9	4.7	5.7	0.0		
	20	10	5	5	14	6	2	1	7	10	3	6	6	3	8	12	10	0		
Graduate degree	75	43	28	5	33	41	7	10	14	43	13	28	19	18	34	30	32	3		
C%	13.3	13.2	16.5	6.4	11.5	15.3	11.6	17.4	8.6	15.6	14.8	13.1	10.4	16.9	17.4	10.2	12.5	15.4		
	71	29	33	9	33	38	8	8	13	42	9	19	13	12	32	30	22	2		
		D	D	BC					J	I				P	O					

D4. Which of the following best describes your educational background?

BASE: Total respondents

===== BANNER 1 =====																			
CATEGORY		REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
		Aware			Non-aware			STATE				In	Before	In	Before	Groc./	All	Likely	Un-
Total	Pur-	Pur-	Un-	East	West	ID	MT	OR	WA	In	Before	In	Before	ware	stores	Likely	likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Don't know	7	6	0	1	5	1	1	3	1	3	1	3	1	3	4	3	6	0	
C%	1.2	1.8	0.0	1.4	1.9	0.5	0.8	4.9	0.3	1.1	1.6	1.4	0.8	2.8	2.0	1.0	2.3	0.0	
	6	4	0	2	5	1	1	2	1	2	1	2	1	2	4	2	4	0	
								IJ	H	H									
Refused	15	7	5	3	6	9	1	1	4	11	1	4	3	3	6	4	4	1	
C%	2.7	2.3	3.0	4.3	2.2	3.3	0.8	0.8	2.4	3.8	1.6	2.1	1.6	2.8	3.2	1.5	1.7	7.7	
	17	5	6	6	7	10	1	1	5	10	1	3	2	2	6	6	3	1	

NEEA Consumer Lighting Survey (3321)
 Q5B. Which of the following best describes your age group?
 BASE: Respondents who only have 1 person living in household

===== BANNER 1 =====																				
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT			
	Aware			Non-			Un-		East of I5		West of I5		STATE	In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Un-Likely
	Pur-	Pur-	chaser	chaser	aware	of I5	of I5	of I5	of I5	of I5	of I5	of I5								
Total	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	118	67	34	16	64	53	16	14	34	54	21	43	32	26	50	51	54	3		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	119	46	41	32	63	56	16	12	36	55	14	29	22	18	52	48	37	2		
19-34	10	4	4	2	4	6	0	0	4	6	1	3	3	1	3	6	3	0		
C%	8.6	6.5	12.2	9.4	6.2	11.4	0.0	0.0	11.6	11.4	7.1	6.9	9.1	5.6	5.7	11.0	5.4	0.0		
	11	3	5	3	4	7	0	0	4	7	1	2	2	1	3	6	2	0		
35-54	30	15	11	5	16	14	3	4	6	17	1	10	3	6	17	9	12	0		
C%	25.5	21.7	31.7	28.1	24.9	26.3	17.4	31.0	17.3	31.8	7.1	24.1	9.1	22.2	34.7	18.1	21.6	0.0		
	32	10	13	9	17	15	3	4	6	19	1	7	2	4	18	10	8	0		
55-64	28	22	4	2	17	12	3	4	10	10	6	16	12	10	10	17	19	1		
C%	23.9	32.6	12.2	12.5	25.7	21.8	21.3	31.9	29.2	19.3	28.6	37.9	36.4	38.9	20.2	32.8	35.1	50.0		
	24	15	5	4	13	11	3	3	9	9	4	11	8	7	9	14	13	1		
		CD	B	B																
65 and over	46	25	13	8	26	20	10	5	14	17	12	12	15	7	18	18	21	1		
C%	39.3	37.0	39.0	50.0	40.7	37.7	61.3	37.1	42.0	31.7	57.1	27.6	45.5	27.8	36.0	35.2	37.8	50.0		
	49	17	16	16	27	22	10	5	17	17	8	8	10	5	20	17	14	1		
Refused	3	1	2	0	2	1	0	0	0	3	0	1	0	1	2	1	0	0		
C%	2.7	2.2	4.9	0.0	2.6	2.7	0.0	0.0	0.0	5.8	0.0	3.4	0.0	5.6	3.4	2.9	0.0	0.0		
	3	1	2	0	2	1	0	0	0	3	0	1	0	1	2	1	0	0		

NEEA Consumer Lighting Survey (3321)
D5A. How many people usually live in this home... 5 and under?
BASE: Households with more than 1 person living there

===== BANNER 1 =====																		
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware Non-Purchaser			Un-aware			East of I5		West of I5			In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely
Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	IN	BE							
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	432	249	130	53	221	211	47	46	125	214	69	164	148	75	143	239	199	16
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	431	170	156	105	221	210	47	43	125	216	47	112	101	51	148	227	136	11
None	348	214	98	36	178	170	33	37	102	176	59	141	126	66	117	189	172	15
C%	80.6	85.9	75.6	67.6	80.3	80.9	71.3	81.3	81.1	82.1	85.1	85.7	85.1	88.2	81.4	79.2	86.0	90.9
	335	146	118	71	171	164	32	35	99	169	40	96	86	45	117	173	117	10
		CD	B	B														
1	53	19	22	12	24	29	5	6	16	26	7	12	13	3	18	30	15	0
C%	12.2	7.6	16.7	22.9	10.9	13.6	10.0	13.7	12.8	12.1	10.6	7.1	8.9	3.9	12.7	12.5	7.4	0.0
	63	13	26	24	31	32	6	6	19	32	5	8	9	2	22	34	10	0
		CD	B	B														
2	22	10	8	4	14	8	6	1	6	8	3	7	7	3	5	15	9	1
C%	5.0	4.1	5.8	7.6	6.4	3.6	13.4	1.8	5.0	3.9	4.3	4.5	5.0	3.9	3.5	6.1	4.4	9.1
	24	7	9	8	14	10	6	1	6	11	2	5	5	2	6	15	6	1
							HJ	G		G								
3	2	0	2	1	1	2	1	0	0	2	0	0	0	0	1	2	0	0
C%	0.5	0.0	1.3	1.0	0.2	0.8	1.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.0
	3	0	2	1	1	2	1	0	0	2	0	0	0	0	1	2	0	0
Refused	7	6	1	1	5	2	2	1	1	2	0	4	1	3	3	3	4	0
C%	1.7	2.4	0.6	1.0	2.2	1.1	4.2	3.2	1.2	1.1	0.0	2.7	1.0	3.9	2.0	1.4	2.2	0.0
	6	4	1	1	4	2	2	1	1	2	0	3	1	2	2	3	3	0

===== BANNER 1 =====																			
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Total	Aware			Un- aware	REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Grocery/ Drug/ Hard- ware	All other stores	Likely	Un- likely
		Pur-	Non-	Pur-		East	West	ID	MT	OR	WA								
		chaser	chaser	chaser		of I5	of I5												
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	432	249	130	53	221	211	47	46	125	214	69	164	148	75	143	239	199	16	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	431	170	156	105	221	210	47	43	125	216	47	112	101	51	148	227	136	11	
None	276	157	88	31	132	144	28	24	82	142	48	97	92	44	96	143	128	12	
C%	63.8	62.9	67.3	59.0	59.4	68.3	59.2	52.7	65.6	66.1	70.2	58.9	62.4	58.8	66.9	59.8	64.0	72.7	
	274	107	105	62	128	146	26	23	83	142	33	66	63	30	100	134	87	8	
1	67	43	13	11	40	27	10	8	20	28	16	25	32	7	18	44	34	1	
C%	15.5	17.1	10.3	21.0	17.9	12.9	22.3	18.0	15.8	13.3	23.4	15.2	21.8	9.8	12.9	18.6	16.9	9.1	
	67	29	16	22	43	24	11	8	19	29	11	17	22	5	20	41	23	1	
			D	C															
2	54	28	18	8	32	22	6	7	11	30	3	25	13	15	22	26	21	1	
C%	12.6	11.2	14.1	15.2	14.7	10.3	12.1	16.1	8.7	14.1	4.3	15.2	8.9	19.6	15.3	11.0	10.3	9.1	
	57	19	22	16	33	24	6	7	12	32	2	17	9	10	21	29	14	1	
3	21	13	6	2	10	11	1	4	8	9	1	10	6	6	1	18	10	1	
C%	4.8	5.3	4.5	2.9	4.4	5.1	1.1	8.2	6.2	4.0	2.1	6.3	4.0	7.8	0.9	7.4	5.1	9.1	
	19	9	7	3	9	10	1	3	7	8	1	7	4	4	2	16	7	1	
															P	O			
4	4	0	3	1	3	1	1	1	1	2	0	0	0	0	1	2	0	0	
C%	0.9	0.0	2.6	1.0	1.4	0.4	1.1	1.8	0.7	0.8	0.0	0.0	0.0	0.0	0.9	0.7	0.0	0.0	
	5	0	4	1	4	1	1	1	1	2	0	0	0	0	2	2	0	0	
		C	B																
5	4	3	1	0	0	4	0	0	2	1	0	3	3	0	1	2	3	0	
C%	0.9	1.2	0.6	0.0	0.0	1.8	0.0	0.0	1.8	0.7	0.0	1.8	2.0	0.0	1.0	1.0	1.5	0.0	
	3	2	1	0	0	3	0	0	2	1	0	2	2	0	1	2	2	0	
					F	E													
Refused	7	6	1	1	5	2	2	1	1	2	0	4	1	3	3	3	4	0	
C%	1.7	2.4	0.6	1.0	2.2	1.1	4.2	3.2	1.2	1.1	0.0	2.7	1.0	3.9	2.0	1.4	2.2	0.0	
	6	4	1	1	4	2	2	1	1	2	0	3	1	2	2	3	3	0	

===== BANNER 1 =====																			
	CATEGORY										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Total	Aware			Un- aware	REGION		STATE				In 2005	Before 2005	In 2005	Before 2005	Gro- ware	Drug/ All other stores	Likely	Un- likely
		Pur-	Non-	Pur-		East	West	ID	MT	OR	WA								
		chaser	chaser	of I5		of I5													
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	432	249	130	53	221	211	47	46	125	214	69	164	148	75	143	239	199	16	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	431	170	156	105	221	210	47	43	125	216	47	112	101	51	148	227	136	11	
None	297	174	90	33	151	146	34	31	80	152	45	116	101	56	97	165	139	12	
C%	68.8	70.0	69.2	61.9	68.2	69.3	72.8	68.2	64.0	70.8	66.0	70.5	68.3	74.5	67.7	69.2	69.9	72.7	
	292	119	108	65	150	142	34	30	81	147	31	79	69	38	104	149	95	8	
1	64	40	16	9	34	30	5	7	22	31	15	23	28	7	21	35	32	3	
C%	14.8	15.9	12.2	16.2	15.3	14.2	10.9	14.6	17.2	14.3	21.3	14.3	18.8	9.8	15.0	14.9	16.2	18.2	
	63	27	19	17	31	32	5	5	21	32	10	16	19	5	19	37	22	2	
2	57	26	22	9	29	28	5	6	20	26	7	19	16	7	20	31	22	0	
C%	13.1	10.6	16.7	16.2	12.9	13.3	10.9	12.9	15.8	12.0	10.6	11.6	10.9	9.8	13.7	13.1	11.0	0.0	
	61	18	26	17	31	30	5	6	20	30	5	13	11	5	21	33	15	0	
3	4	0	2	2	2	1	1	1	1	2	0	0	0	0	1	2	0	0	
C%	0.9	0.0	1.3	3.8	1.1	0.6	1.1	1.1	0.7	0.9	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0	
	6	0	2	4	4	2	1	1	1	3	0	0	0	0	1	3	0	0	
		D		B															
4	1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	1	0	
C%	0.3	0.6	0.0	0.0	0.0	0.7	0.0	0.0	1.2	0.0	0.0	0.9	0.0	2.0	0.0	0.6	0.7	0.0	
	1	1	0	0	0	1	0	0	1	0	0	1	0	1	0	1	1	0	
6	2	1	0	1	1	1	0	0	0	2	1	0	1	0	1	1	0	1	
C%	0.5	0.6	0.0	1.0	0.2	0.7	0.0	0.0	0.0	0.9	2.1	0.0	1.0	0.0	1.0	0.2	0.0	9.1	
	2	1	0	1	1	1	0	0	0	2	1	0	1	0	1	1	0	1	
Refused	7	6	1	1	5	2	2	1	1	2	0	4	1	3	3	3	4	0	
C%	1.7	2.4	0.6	1.0	2.2	1.1	4.2	3.2	1.2	1.1	0.0	2.7	1.0	3.9	2.0	1.4	2.2	0.0	
	6	4	1	1	4	2	2	1	1	2	0	3	1	2	2	3	3	0	

===== BANNER 1 =====																			
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT		
	Aware Non-Purchaser			Un-aware		East of I5		West of I5		STATE			In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely
Total	Pur-chaser	Pur-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	432	249	130	53	221	211	47	46	125	214	69	164	148	75	143	239	199	16	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	431	170	156	105	221	210	47	43	125	216	47	112	101	51	148	227	136	11	
None	193	109	61	24	94	99	22	17	54	101	26	75	63	35	70	98	84	6	
C%	44.7	43.5	46.8	44.8	42.3	47.2	46.7	36.7	43.0	46.9	38.3	45.5	42.6	47.1	49.1	41.0	41.9	36.4	
	194	74	73	47	96	98	22	18	53	101	18	51	43	24	75	93	57	4	
1	73	44	20	9	41	32	7	12	21	33	13	28	32	9	25	38	37	3	
C%	16.9	17.6	15.4	17.1	18.3	15.4	15.6	26.4	16.4	15.4	19.1	17.0	21.8	11.8	17.7	15.9	18.4	18.2	
	72	30	24	18	39	33	8	10	21	33	9	19	22	6	24	38	25	2	
2	158	91	48	20	82	76	16	15	49	78	29	57	51	28	45	99	75	7	
C%	36.6	36.5	36.5	37.1	37.2	35.9	33.5	33.7	39.5	36.2	42.6	34.8	34.7	37.3	31.2	41.3	37.5	45.5	
	158	62	57	39	82	76	15	14	50	79	20	39	35	19	47	92	51	5	
															P	O			
3	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	
C%	0.2	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	
Refused	7	6	1	1	5	2	2	1	1	2	0	4	1	3	3	3	4	0	
C%	1.7	2.4	0.6	1.0	2.2	1.1	4.2	3.2	1.2	1.1	0.0	2.7	1.0	3.9	2.0	1.4	2.2	0.0	
	6	4	1	1	4	2	2	1	1	2	0	3	1	2	2	3	3	0	

===== BANNER 1 =====																		
CATEGORY	REGION						STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware Pur-	Non-Pur-	Un-aware	East of I5	West of I5		ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Groc./ Drug/ ware	All other stores	Likely	Un-likely
--A--	--B--	--C--	--D--	--E--	--F--		--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--
Total	424	240	130	53	216	208	44	44	125	210	69	155	145	69	142	231	192	15
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	425	164	156	105	217	208	45	42	125	213	47	106	99	47	147	222	131	10
None	302	160	99	43	147	155	29	27	101	145	47	104	101	40	99	174	128	10
C%	71.4	66.5	76.3	81.9	68.2	74.7	66.9	60.5	81.0	69.0	68.1	67.0	69.7	57.4	69.4	75.1	66.4	70.0
	314	109	119	86	156	158	31	27	102	154	32	71	69	27	105	171	87	7
		D		B				I	HJ	I								
1	52	35	12	6	31	21	7	10	11	24	10	22	15	16	19	26	29	1
C%	12.4	14.6	9.0	10.5	14.5	10.2	16.2	23.3	8.5	11.6	14.9	14.2	10.1	23.4	13.6	11.4	15.3	10.0
	49	24	14	11	28	21	7	9	11	22	7	15	10	11	19	23	20	1
								IJ	H	H				N	M			
2	61	40	18	4	32	28	5	6	12	38	12	25	28	10	21	27	31	3
C%	14.3	16.5	13.5	6.7	15.0	13.6	12.4	12.9	9.3	18.0	17.0	16.0	19.2	14.9	15.0	11.6	16.0	20.0
	55	27	21	7	29	26	5	5	11	34	8	17	19	7	21	24	21	2
		D		B					J	I								
3	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0
C%	0.2	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0
Refused	7	6	1	1	5	2	2	1	1	2	0	4	1	3	3	3	4	0
C%	1.7	2.4	0.6	1.0	2.3	1.1	4.5	3.3	1.2	1.1	0.0	2.8	1.0	4.3	2.1	1.5	2.3	0.0
	6	4	1	1	4	2	2	1	1	2	0	3	1	2	2	3	3	0

===== BANNER 1 =====																		
CATEGORY	REGION										1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT	
	Aware			Non-aware			East of I5		West of I5			In 2005	Before 2005	In 2005	Before 2005	Grocery/Drug/ware	All other stores	Likely
Total	Purchaser	Non-Purchaser	Unaware	East of I5	West of I5	ID	MT	OR	WA	IN	BE							
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	421	239	129	53	213	208	44	43	125	209	69	154	144	69	141	230	191	15
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	423	163	155	105	215	208	45	41	125	212	47	105	98	47	146	221	130	10
None	330	179	108	42	170	160	35	34	98	163	60	109	116	45	103	184	145	12
C%	78.3	74.8	83.9	80.0	79.8	76.7	79.3	78.9	78.5	77.8	87.2	70.5	80.6	66.0	73.1	80.0	76.2	80.0
	336	122	130	84	174	162	36	32	99	169	41	74	79	31	106	182	99	8
		C	B								L	K						
1	32	23	6	3	16	17	2	2	7	21	6	15	9	10	15	15	18	1
C%	7.7	9.8	4.5	5.7	7.3	8.1	5.3	4.6	5.4	10.2	8.5	9.5	6.1	14.9	10.8	6.4	9.2	10.0
	29	16	7	6	13	16	2	2	7	18	4	10	6	7	15	12	12	1
2	51	31	13	7	23	28	5	6	19	22	3	26	18	10	19	28	23	1
C%	12.2	12.9	10.3	13.3	10.7	13.7	10.9	13.1	15.0	10.5	4.3	17.1	12.2	14.9	13.4	12.1	12.3	10.0
	51	21	16	14	24	27	5	6	18	22	2	18	12	7	22	24	16	1
											L	K						
3	1	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0
C%	0.2	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
	1	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0
Refused	7	6	1	1	5	2	2	1	1	2	0	4	1	3	3	3	4	0
C%	1.7	2.5	0.6	1.0	2.3	1.1	4.5	3.4	1.2	1.1	0.0	2.9	1.0	4.3	2.1	1.5	2.3	0.0
	6	4	1	1	4	2	2	1	1	2	0	3	1	2	2	3	3	0

D6. Lastly, which of the following categories contains your annual household income from all sources in 2004 before taxes?

BASE: Total respondents

===== BANNER 1 =====																						
	CATEGORY																					
	REGION											1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE CFL W/CFL ON BURNOUT				
	Aware Non-Purchaser			Un-aware			East of I5		West of I5		STATE				In 2005	Before 2005	In 2005	Before 2005	Groc/Drug/ware	All other stores	Likely	Un-likely
	Total	Purchaser	Non-Purchaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	ware	stores	Likely	Un-likely				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--					
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19				
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13				
Less than \$20,000 per year	66	31	23	12	29	36	10	7	22	26	12	18	16	12	23	35	26	0				
C%	11.7	9.5	14.0	16.4	10.1	13.4	16.1	11.8	13.8	9.6	13.1	8.3	8.8	11.3	11.9	11.8	10.2	0.0				
	72	21	28	23	33	39	11	7	23	31	8	12	11	8	27	35	18	0				
\$20,000 to \$49,000	149	91	45	13	83	66	13	22	43	72	32	59	54	31	62	75	72	9				
C%	26.6	28.2	27.0	18.6	28.6	24.5	20.2	35.8	26.6	26.1	36.1	27.6	29.6	29.6	31.8	25.6	27.8	46.2				
	142	62	54	26	75	67	13	19	43	67	22	40	37	21	61	68	49	6				
\$50,000 to \$74,000	101	57	27	17	51	50	13	13	28	47	21	34	32	19	34	54	45	0				
C%	18.0	17.7	16.0	24.3	17.5	18.6	20.9	21.3	17.4	17.0	23.0	15.9	17.6	18.3	17.1	18.5	17.6	0.0				
	105	39	32	34	53	52	12	12	29	52	14	23	22	13	34	56	31	0				
\$75,000 to \$99,000	45	25	14	6	25	20	7	2	17	18	3	19	15	7	14	24	22	1				
C%	8.1	7.7	8.5	8.6	8.7	7.3	11.6	3.8	10.7	6.6	3.3	9.0	8.0	7.0	7.2	8.3	8.5	7.7				
	46	17	17	12	27	19	8	2	17	19	2	13	10	5	15	22	15	1				
\$100,000 or more	40	25	10	5	23	17	3	4	9	24	7	16	15	6	6	30	23	1				
C%	7.1	7.7	6.0	7.1	7.9	6.4	5.0	7.1	5.6	8.5	8.2	7.6	8.0	5.6	3.0	10.3	9.1	7.7				
	39	17	12	10	22	17	3	4	9	23	5	11	10	4	7	28	16	1				
Don't know	30	13	12	5	15	15	6	0	11	13	4	7	9	3	12	14	10	0				
C%	5.3	4.1	7.0	7.1	5.1	5.5	10.2	0.0	6.7	4.6	4.9	3.4	4.8	2.8	6.0	4.7	4.0	0.0				
	33	9	14	10	16	17	5	0	13	15	3	5	6	2	13	14	7	0				
Refused	129	81	36	13	63	66	10	12	31	76	10	60	43	26	45	61	59	7				
C%	23.1	25.0	21.5	17.9	21.9	24.2	16.0	20.3	19.2	27.5	11.5	28.3	23.2	25.4	23.1	20.8	22.7	38.5				
	123	55	43	25	61	62	11	12	29	71	7	41	29	18	46	57	40	5				

===== BANNER 1 =====																			
	CATEGORY				REGION		STATE				1ST PURCHASE		MOST RECENT PURCHASE		STORE TYPE		REPLACE		
	Total	Pur-chaser	Aware Non-chaser	Un-aware	East of I5	West of I5	ID	MT	OR	WA	In 2005	Before 2005	In 2005	Before 2005	Hard-ware	Drug/All other stores	CFL W/CFL ON BURNOUT	Un-Likely	likely
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	323	167	71	289	271	63	60	162	275	89	213	183	104	196	294	258	19	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	220	200	140	287	273	63	56	163	278	61	145	125	71	203	280	176	13	
Male	232	136	63	33	120	112	25	21	68	118	22	103	75	47	86	121	117	4	
C%	41.5	42.3	37.5	47.1	41.6	41.3	40.4	34.4	41.9	43.0	24.6	48.3	40.8	45.1	44.0	41.1	45.5	23.1	
	234	93	75	66	118	116	26	18	72	118	15	70	51	32	88	117	80	3	
											L	K							
Female	328	186	104	37	169	159	37	39	94	157	67	110	109	57	110	173	141	15	
C%	58.5	57.7	62.5	52.9	58.4	58.7	59.6	65.6	58.1	57.0	75.4	51.7	59.2	54.9	56.0	58.9	54.5	76.9	
	326	127	125	74	169	157	37	38	91	160	46	75	74	39	115	163	96	10	
											L	K							

E.2 BANNER 2

===== BANNER 2 =====																				
	FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init- ially	Un- likely	Change to	Like- ly	Instal- led	Not Instal- led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62		
East of I5	289	177	95	25	154	16	92	59	38	120	71	217	71	215	263	23	261	22		
C%	51.5	52.2	48.9	48.6	55.0	37.9	56.3	53.3	45.6	56.2	50.0	52.4	49.7	52.4	53.5	36.1	52.2	41.2		
	287	162	108	25	105	11	63	40	26	82	84	202	81	202	259	25	255	25		
															P	O				
West of I5	271	163	99	26	126	26	72	51	45	94	71	198	71	195	228	40	239	31		
C%	48.5	47.8	51.1	51.4	45.0	62.1	43.8	46.7	54.4	43.8	50.0	47.6	50.3	47.6	46.5	63.9	47.8	58.8		
	273	152	109	26	86	18	49	35	31	64	76	194	80	187	226	43	233	37		
															P	O				

===== BANNER 2 =====																				
Total	FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init- ially Likely	Init- ially Un- likely	Change to Likely	Change to Unlike Likely	Instal- led	Not Instal- led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62		
WA	275	166	96	24	133	22	85	45	45	97	72	200	75	197	243	31	241	31		
C%	49.2	48.9	49.2	48.2	47.6	51.7	51.8	41.3	54.4	45.2	51.0	48.3	52.5	48.0	49.5	49.6	48.3	58.3		
	278	154	108	24	91	15	58	31	31	66	80	195	83	190	239	36	234	39		
OR	162	101	55	19	81	10	47	32	26	57	41	121	40	121	140	20	146	15		
C%	28.9	29.7	28.2	37.5	28.8	24.1	28.6	29.3	31.6	26.7	28.9	29.1	28.0	29.4	28.6	31.8	29.3	28.5		
	163	96	61	19	55	7	32	22	18	39	46	117	48	113	141	21	147	15		
ID	63	36	23	3	31	6	13	18	6	29	14	48	11	50	56	5	57	3		
C%	11.2	10.6	11.9	6.6	11.0	13.8	8.0	16.0	7.0	13.7	10.2	11.6	7.8	12.1	11.4	8.7	11.3	5.1		
	63	32	27	4	21	4	9	12	4	20	19	44	13	48	57	5	56	4		
MT	60	37	21	4	35	4	19	15	6	31	14	46	17	43	52	6	55	4		
C%	10.7	10.8	10.8	7.8	12.6	10.3	11.6	13.3	7.0	14.4	9.9	11.0	11.7	10.5	10.6	9.9	11.0	8.1		
	56	32	21	4	24	3	13	10	4	21	15	40	17	38	48	6	51	4		

S1. Have you ever heard of compact fluorescent light bulbs or CFLs?

BASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Change		Not		Not		Yes		No		Con-		Not		Worth		Not	
Init-ially	Un-likely	ially	Un-likely	Instal-ly	Instal-ly	Store	Store	Yes	No	cerned	cerned	Too	too	it	it	Con-	con-	sider	sider
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
Yes	372	237	119	34	238	32	141	92	73	182	84	287	85	284	321	46	340	28	
C%	66.3	69.7	61.4	67.1	84.8	75.9	85.7	84.0	87.7	84.9	59.1	69.2	60.0	69.2	65.4	73.3	68.1	52.8	
	306	184	109	34	162	22	96	63	50	124	74	231	75	229	263	40	277	25	
		C	B								L	K	N	M			R	Q	
No	178	98	71	15	38	10	21	16	10	31	56	120	55	118	159	17	150	23	
C%	31.8	29.0	36.4	29.6	13.6	24.1	12.5	14.7	12.3	14.4	39.3	28.9	38.4	28.7	32.5	26.7	30.1	44.4	
	243	126	102	15	26	7	14	11	7	21	84	156	83	152	211	28	201	36	
											L	K	N	M			R	Q	
Don't know	10	5	4	2	4	0	3	1	0	1	2	8	2	8	10	0	9	1	
C%	1.9	1.4	2.2	3.3	1.6	0.0	1.8	1.3	0.0	0.7	1.6	2.0	1.5	2.0	2.1	0.0	1.8	2.8	
	11	4	6	2	3	0	2	1	0	1	2	9	3	8	11	0	10	1	

S2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops. Have you ever heard of them?

BASE: Respondents who never heard of CFL's

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init- ially Likely	Change Un- likely	Unlike to Likely		Not Instal -led	Not Instal -led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	188	103	75	17	43	10	23	18	10	32	58	128	57	126	170	17	159	25	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	254	130	108	17	29	7	16	12	7	22	86	165	86	160	222	28	211	37	
Yes	118	69	44	17	43	10	23	18	10	32	31	85	28	87	112	6	103	13	
C%	62.5	66.7	59.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	53.9	66.5	49.3	68.8	66.1	33.7	64.5	51.2	
	114	62	47	17	29	7	16	12	7	22	33	80	29	82	108	6	99	13	
													N	M					
No	71	34	31	0	0	0	0	0	0	0	27	43	29	39	58	11	57	12	
C%	37.5	33.3	41.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.1	33.5	50.7	31.2	33.9	66.3	35.5	48.8	
	140	68	61	0	0	0	0	0	0	0	53	85	57	78	114	22	112	24	
													N	M					

S3. Have you ever received any CFLs for free in the mail?

BASE: Respondents who are aware of CFLs

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Not	Store	Yes	No	Con-	Not	Too	too	Worth	worth	Con-	Not	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	489	306	164	51	280	43	164	110	84	214	115	372	113	371	433	52	443	41	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	420	246	156	51	191	29	112	75	57	146	107	311	104	311	371	46	376	38	
Yes	59	38	20	5	38	3	19	19	13	23	12	45	23	36	51	8	50	7	
C%	12.0	12.3	12.3	9.1	13.6	6.9	11.6	17.3	15.8	11.0	10.7	12.2	20.3	9.6	11.8	14.6	11.3	17.5	
	49	30	18	4	26	2	13	13	9	16	11	37	20	29	43	6	41	7	
													N	M					
No	424	263	142	46	239	40	144	89	69	189	99	324	89	330	377	43	386	33	
C%	86.8	86.2	86.7	90.9	85.3	93.1	87.5	81.3	82.5	88.4	85.8	87.2	78.2	89.2	87.0	83.8	87.3	82.5	
	365	212	136	47	163	27	98	61	47	129	92	272	82	278	323	39	329	31	
													N	M					
Don't know	6	5	2	0	3	0	1	1	1	1	4	2	2	5	5	1	6	0	
C%	1.3	1.5	1.0	0.0	1.0	0.0	0.9	1.3	1.8	0.7	3.4	0.6	1.5	1.2	1.3	1.6	1.4	0.0	
	6	4	2	0	2	0	1	1	1	1	4	2	2	4	5	1	6	0	
											L	K							

S3B. Have you ever received a coupon in the mail for a discount on the purchase of CFLs?

BASE: Respondents who are aware of CFLs

===== BANNER 2 =====																		
	FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init-ially Likely	Change Un-likely	Un-likely	to Likely	Instal-led	Instal-led	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	489	306	164	51	280	43	164	110	84	214	115	372	113	371	433	52	443	41
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	420	246	156	51	191	29	112	75	57	146	107	311	104	311	371	46	376	38
Yes	129	88	36	9	91	12	56	35	40	54	25	104	30	100	113	16	118	11
C%	26.4	28.8	22.0	18.1	32.5	27.6	33.9	32.0	47.4	25.3	21.6	28.1	26.2	26.9	26.2	30.8	26.7	27.9
	102	67	31	8	62	8	38	24	27	37	20	82	25	77	89	13	93	9
									J	I								
No	306	188	104	31	166	22	100	62	35	141	78	226	74	227	275	27	276	25
C%	62.5	61.6	63.8	61.3	59.2	51.7	60.7	56.0	42.1	65.8	67.3	60.8	64.9	61.3	63.5	51.4	62.3	61.8
	270	156	101	32	113	15	68	42	24	96	74	194	67	198	242	25	241	24
									J	I								
Don't know	54	29	23	10	23	9	9	13	9	19	13	41	10	44	45	9	49	4
C%	11.0	9.6	14.2	20.6	8.4	20.7	5.4	12.0	10.5	8.9	11.1	11.1	8.8	11.9	10.3	17.8	11.1	10.3
	48	23	24	11	16	6	6	9	6	13	13	35	12	36	40	8	42	5
		D		B														

===== BANNER 2 =====																		
	FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND	
	Init- Total	Change Likely	Un- likely	Like- ly	Instal- led	Instal- led	Store CFLs	Store CFLs	Most Recent Purchase	Yes	No	Con- cerned	Not con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	489	306	164	51	280	43	164	110	84	214	115	372	113	371	433	52	443	41
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	420	246	156	51	191	29	112	75	57	146	107	311	104	311	371	46	376	38
Yes	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21
C%	65.9	76.3	47.5	37.6	100.0	100.0	100.0	100.0	100.0	100.0	52.2	70.2	54.4	69.6	66.3	59.6	67.6	50.6
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14
		CD	B	B							L	K	N	M			R	Q
No	158	70	80	31	0	0	0	0	0	0	52	105	50	105	138	19	137	18
C%	32.2	22.9	48.9	60.8	0.0	0.0	0.0	0.0	0.0	0.0	44.9	28.2	44.2	28.3	31.9	37.1	30.9	45.2
	189	84	96	37	0	0	0	0	0	0	62	126	60	126	166	23	164	22
		CD	B	B							L	K	N	M				
Don't know	9	3	6	1	0	0	0	0	0	0	3	6	2	8	8	2	7	2
C%	1.9	0.8	3.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	2.9	1.6	1.5	2.0	1.7	3.2	1.5	4.1
	11	3	7	1	0	0	0	0	0	0	4	7	2	9	9	2	8	2
		C	B															

Q1. On how many separate occasions have you purchased them?

BASE: CFL Purchaser

===== BANNER 2 =====																			
		FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially Un-likely	Change Un-likely	Un-likely	Init-ially Un-likely	Not Instal-led	Not Instal-led	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider
		--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--
Total		323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21
	C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14
1		54	26	23	3	35	19	19	16	12	38	13	41	9	44	44	7	47	6
	C%	16.8	11.3	30.2	15.4	12.6	44.8	11.6	14.7	14.0	17.8	22.0	15.7	14.3	17.0	15.3	23.8	15.7	28.6
		37	18	16	2	24	13	13	11	8	26	9	28	6	30	30	5	32	4
			C	B															
2		72	45	25	7	63	9	32	28	21	47	9	63	15	57	67	4	66	6
	C%	22.3	19.5	32.1	38.5	22.5	20.7	19.6	25.3	24.6	21.9	14.6	24.2	23.8	22.2	23.5	14.3	22.1	28.6
		49	31	17	5	43	6	22	19	14	32	6	43	10	39	46	3	45	4
3		54	44	7	1	51	3	32	18	13	35	7	47	6	48	47	7	50	4
	C%	16.8	18.9	9.4	7.7	18.3	6.9	19.6	16.0	15.8	16.4	12.2	18.0	9.5	18.8	16.3	23.8	16.7	21.4
		37	30	5	1	35	2	22	12	9	24	5	32	4	33	32	5	34	3
4		34	26	6	3	29	4	18	12	9	22	6	26	1	31	31	3	32	1
	C%	10.5	11.3	7.5	15.4	10.5	10.3	10.7	10.7	10.5	10.3	9.8	10.1	2.4	11.9	10.7	9.5	10.8	7.1
		23	18	4	2	20	3	12	8	6	15	4	18	1	21	21	2	22	1
5-6		35	31	4	1	35	0	23	12	9	26	9	26	12	23	32	3	34	0
	C%	10.9	13.2	5.7	7.7	12.6	0.0	14.3	10.7	10.5	12.3	14.6	10.1	19.0	9.1	11.2	9.5	11.3	0.0
		24	21	3	1	24	0	16	8	6	18	6	18	8	16	22	2	23	0
More than 6		37	34	3	1	34	3	21	12	12	23	7	29	7	29	37	0	37	0
	C%	11.4	14.5	3.8	7.7	12.0	6.9	12.5	10.7	14.0	11.0	12.2	11.2	11.9	11.4	12.8	0.0	12.3	0.0
		25	23	2	1	23	2	14	8	8	16	5	20	5	20	25	0	25	0
			C	B															
	MEAN:	5.11	5.48	4.43	3.42	5.00	5.81	5.60	4.11	6.45	4.78	7.74	4.53	5.03	5.16	5.39	2.65	5.33	2.08
															P	O	R	Q	

Q1. On how many separate occasions have you purchased them?

BASE: CFL Purchaser

		===== BANNER 2 =====																					
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially Un-likely	Change Un-likely	Unlike Likely	Not Instal-led	Not Instal-led	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider					
		--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Don't know		37	26	9	1	32	4	19	13	9	22	9	28	12	25	29	6	34	3				
C%		11.4	11.3	11.3	7.7	11.5	10.3	11.6	12.0	10.5	10.3	14.6	10.7	19.0	9.7	10.2	19.0	11.3	14.3				
		25	18	6	1	22	3	13	9	6	15	6	19	8	17	20	4	23	2				
MEAN:		5.11	5.48	4.43	3.42	5.00	5.81	5.60	4.11	6.45	4.78	7.74	4.53	5.03	5.16	5.39	2.65	5.33	2.08				
															P	O	R	Q					

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		INSTALLATION		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND					
Init-Change	Un-Change	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	Too	Worth	Worth	Con-	Con-				
ially Un-	to	Not	Not	Store	Store	led	led	cerned	cerned	busy	busy	it	it	sider	sider				
Likely	Likely	Instal	Instal	Store	Store	-led	-led	Con-	Con-	Too	Too	Worth	Worth	Con-	Con-				
---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
This fall	12	10	1	1	10	1	7	3	6	6	1	10	0	12	10	1	12	0	
C%	3.6	4.4	1.9	7.7	3.7	3.4	4.5	2.7	7.0	2.7	2.4	3.9	0.0	4.5	3.6	4.8	3.9	0.0	
	8	7	1	1	7	1	5	2	4	4	1	7	0	8	7	1	8	0	
Within the last year	78	60	15	4	70	7	40	29	16	57	21	57	15	63	70	7	69	9	
C%	24.1	25.8	18.9	23.1	25.1	17.2	24.1	26.7	19.3	26.7	34.1	21.9	23.8	24.4	24.5	23.8	23.0	42.9	
	53	41	10	3	48	5	27	20	11	39	14	39	10	43	48	5	47	6	
Less than two years ago	60	44	15	0	51	9	23	26	10	44	9	51	21	40	54	4	57	1	
C%	18.6	18.9	18.9	0.0	18.3	20.7	14.3	24.0	12.3	20.5	14.6	19.7	33.3	15.3	18.9	14.3	19.1	7.1	
	41	30	10	0	35	6	16	18	7	30	6	35	14	27	37	3	39	1	
Less than five years ago	111	78	29	7	98	13	59	38	40	66	21	91	18	92	92	16	107	3	
C%	34.5	33.3	37.7	38.5	35.1	31.0	35.7	34.7	47.4	30.8	34.1	34.8	28.6	35.8	32.1	52.4	35.8	14.3	
	76	53	20	5	67	9	40	26	27	45	14	62	12	63	63	11	73	2	
Less than 10 years ago	29	21	7	3	23	6	18	6	7	21	3	26	6	23	28	1	25	4	
C%	9.1	8.8	9.4	15.4	8.4	13.8	10.7	5.3	8.8	9.6	4.9	10.1	9.5	9.1	9.7	4.8	8.3	21.4	
	20	14	5	2	16	4	12	4	5	14	2	18	4	16	19	1	17	3	
More than 10 years ago	12	7	4	1	9	3	4	3	1	9	3	9	0	12	12	0	10	1	
C%	3.6	3.1	5.7	7.7	3.1	6.9	2.7	2.7	1.8	4.1	4.9	3.4	0.0	4.5	4.1	0.0	3.4	7.1	
	8	5	3	1	6	2	3	2	1	6	2	6	0	8	8	0	7	1	
Don't know	21	13	6	1	18	3	13	4	3	12	3	16	3	16	21	0	19	1	
C%	6.4	5.7	7.5	7.7	6.3	6.9	8.0	4.0	3.5	5.5	4.9	6.2	4.8	6.3	7.1	0.0	6.4	7.1	
	14	9	4	1	12	2	9	3	2	8	2	11	2	11	14	0	13	1	

Q2B. When was your most recent CFL purchase? Would you say it was...

BASE: CFL Purchaser within the last year

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		STORE		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
Init-Change		Un-Unlike		Not		Not		PURCHASE		Con-		Not		Worth		Not			
Init-Change		Un-Unlike		Instal Instal		Store Store		Yes No		Con- Con-		Too too		it it		Con- Not			
Total		Likely likely		-led -led		CFLs CFLs		-----		cerned cerned		busy busy		-----		sider sider			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	311	223	76	18	270	41	157	107	78	208	59	251	62	246	277	29	287	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	212	152	52	12	184	28	107	73	53	142	40	171	42	168	189	20	196	14	
This fall	60	48	12	3	59	1	38	21	21	38	12	48	15	45	51	9	56	4	
C%	19.3	21.7	15.4	16.7	21.7	3.6	24.3	19.2	26.4	18.3	20.0	19.3	23.8	18.5	18.5	30.0	19.4	21.4	
	41	33	8	2	40	1	26	14	14	26	8	33	10	31	35	6	38	3	
Within the last year	123	98	19	6	113	10	69	41	31	82	21	103	18	106	111	10	116	6	
C%	39.6	44.1	25.0	33.3	41.8	25.0	43.9	38.4	39.6	39.4	35.0	40.9	28.6	42.9	40.2	35.0	40.3	28.6	
	84	67	13	4	77	7	47	28	21	56	14	70	12	72	76	7	79	4	
		C	B																
Less than two years ago	67	43	22	3	56	12	25	29	18	45	15	53	16	51	62	4	63	3	
C%	21.7	19.1	28.8	16.7	20.7	28.6	15.9	27.4	22.6	21.8	25.0	21.1	26.2	20.8	22.2	15.0	21.9	14.3	
	46	29	15	2	38	8	17	20	12	31	10	36	11	35	42	3	43	2	
Less than five years ago	32	18	13	3	23	9	10	12	3	26	6	26	7	23	26	4	31	1	
C%	10.4	7.9	17.3	16.7	8.7	21.4	6.5	11.0	3.8	12.7	10.0	10.5	11.9	9.5	9.5	15.0	10.7	7.1	
	22	12	9	2	16	6	7	8	2	18	4	18	5	16	18	3	21	1	
Less than 10 years ago	4	3	1	1	1	3	1	0	1	3	0	4	1	3	4	0	1	3	
C%	1.4	1.3	1.9	8.3	0.5	7.1	0.9	0.0	1.9	1.4	0.0	1.8	2.4	1.2	1.6	0.0	0.5	14.3	
	3	2	1	1	1	2	1	0	1	2	0	3	1	2	3	0	1	2	
Don't know	23	13	9	1	18	6	13	4	4	13	6	16	4	18	22	1	21	3	
C%	7.5	5.9	11.5	8.3	6.5	14.3	8.4	4.1	5.7	6.3	10.0	6.4	7.1	7.1	7.9	5.0	7.1	14.3	
	16	9	6	1	12	4	9	3	3	9	4	11	3	12	15	1	14	2	

Q3. Thinking back over the past year, how many CFLs have you purchased?

BASE: CFL Purchaser within the past year

===== BANNER 2 =====																				
Total	FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init- ially Likely	Init- ially Un- likely	Change to Likely	Change to Unlike Likely	Instal- led	Not Instal- led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	183	147	31	9	172	12	107	62	51	120	32	151	32	151	163	19	172	10		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	125	100	21	6	117	8	73	42	35	82	22	103	22	103	111	13	117	7		
None	23	19	4	1	22	1	10	12	0	23	1	22	1	22	21	3	23	0		
C%	12.8	13.0	14.3	16.7	12.8	12.5	9.6	19.0	0.0	19.5	4.5	14.6	4.5	14.6	12.6	15.4	13.7	0.0		
	16	13	3	1	15	1	7	8	0	16	1	15	1	15	14	2	16	0		
1	18	15	3	0	15	3	7	7	7	10	7	10	4	13	15	3	18	0		
C%	9.6	10.0	9.5	0.0	8.5	25.0	6.8	11.9	14.3	8.5	22.7	6.8	13.6	8.7	9.0	15.4	10.3	0.0		
	12	10	2	0	10	2	5	5	5	7	5	7	3	9	10	2	12	0		
2	16	15	1	0	10	6	4	6	1	12	4	12	4	12	15	1	13	3		
C%	8.8	10.0	4.8	0.0	6.0	50.0	4.1	9.5	2.9	9.8	13.6	7.8	13.6	7.8	9.0	7.7	7.7	28.6		
	11	10	1	0	7	4	3	4	1	8	3	8	3	8	10	1	9	2		
3	12	12	0	0	12	0	4	7	0	12	1	10	0	12	12	0	10	0		
C%	6.4	8.0	0.0	0.0	6.8	0.0	4.1	11.9	0.0	9.8	4.5	6.8	0.0	7.8	7.2	0.0	6.0	0.0		
	8	8	0	0	8	0	3	5	0	8	1	7	0	8	8	0	7	0		
4	16	12	4	3	16	0	10	6	7	9	6	10	7	9	13	3	16	0		
C%	8.8	8.0	14.3	33.3	9.4	0.0	9.6	9.5	14.3	7.3	18.2	6.8	22.7	5.8	8.1	15.4	9.4	0.0		
	11	8	3	2	11	0	7	4	5	6	4	7	5	6	9	2	11	0		
5	13	12	0	0	13	0	4	9	3	9	1	12	1	12	13	0	13	0		
C%	7.2	8.0	0.0	0.0	7.7	0.0	4.1	14.3	5.7	7.3	4.5	7.8	4.5	7.8	8.1	0.0	7.7	0.0		
	9	8	0	0	9	0	3	6	2	6	1	8	1	8	9	0	9	0		
6	26	22	3	1	25	1	18	6	9	16	4	22	7	19	23	3	23	3		
C%	14.4	15.0	9.5	16.7	14.5	12.5	16.4	9.5	17.1	13.4	13.6	14.6	22.7	12.6	14.4	15.4	13.7	28.6		
	18	15	2	1	17	1	12	4	6	11	3	15	5	13	16	2	16	2		

Q3. Thinking back over the past year, how many CFLs have you purchased?

BASE: CFL Purchaser within the past year

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially		Un-likely	Change to	Instal-led	Not Instal-led	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
7-10	18	12	3	0	18	0	15	3	9	9	1	16	1	16	16	1	18	0	
C%	9.6	8.0	9.5	0.0	10.3	0.0	13.7	4.8	17.1	7.3	4.5	10.7	4.5	10.7	9.9	7.7	10.3	0.0	
	12	8	2	0	12	0	10	2	6	6	1	11	1	11	11	1	12	0	
More than 10	35	25	10	3	35	0	29	6	13	19	4	31	4	31	31	4	31	4	
C%	19.2	17.0	33.3	33.3	20.5	0.0	27.4	9.5	25.7	15.9	13.6	20.4	13.6	20.4	18.9	23.1	17.9	42.9	
	24	17	7	2	24	0	20	4	9	13	3	21	3	21	21	3	21	3	
Don't know	6	4	1	0	6	0	4	0	1	1	0	6	0	6	4	0	6	0	
C%	3.2	3.0	4.8	0.0	3.4	0.0	4.1	0.0	2.9	1.2	0.0	3.9	0.0	3.9	2.7	0.0	3.4	0.0	
	4	3	1	0	4	0	3	0	1	1	0	4	0	4	3	0	4	0	
MEAN:	8.6	7.6	13.5	9.2	9.0	2.3	10.9	5.5	10.5	7.4	5.8	9.3	6.9	9.0	8.7	7.6	8.6	8.6	
					F	E	H	G											

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		STORE		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
Init- Change		Un- Like		Not		Not		PURCHASE		Con-		Not		Not		Not			
Init- ially		Un- ially		Instal		Store		Yes		Con-		Too		Worth		Con-			
Total		Likely		-led		CFLs		No		cerned		busy		it		sider			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
Home centers	135	103	26	9	120	15	72	47	43	81	22	113	19	116	125	9	126	7	
C%	41.8	44.0	34.0	46.2	42.9	34.5	43.8	42.7	50.9	37.7	36.6	43.3	31.0	44.9	43.4	28.6	42.2	35.7	
	92	70	18	6	82	10	49	32	29	55	15	77	13	79	85	6	86	5	
Discount Department Stores	73	56	15	3	66	7	34	29	21	44	15	59	18	54	66	6	67	6	
C%	22.7	23.9	18.9	15.4	23.6	17.2	20.5	26.7	24.6	20.5	24.4	22.5	28.6	21.0	23.0	19.0	22.5	28.6	
	50	38	10	2	45	5	23	20	14	30	10	40	12	37	45	4	46	4	
Buying clubs	37	21	13	3	35	1	28	7	9	28	6	31	4	32	32	4	35	1	
C%	11.4	8.8	17.0	15.4	12.6	3.4	17.0	6.7	10.5	13.0	9.8	11.8	7.1	12.5	11.2	14.3	11.8	7.1	
	25	14	9	2	24	1	19	5	6	19	4	21	3	22	22	3	24	1	
							H	G											
Hardware stores	57	43	13	1	51	6	28	21	13	38	10	47	4	53	53	3	57	0	
C%	17.7	18.2	17.0	7.7	18.3	13.8	17.0	18.7	15.8	17.8	17.1	18.0	7.1	20.5	18.4	9.5	19.1	0.0	
	39	29	9	1	35	4	19	14	9	26	7	32	3	36	36	2	39	0	
													N	M					
Supermarkets	18	12	4	3	12	6	4	7	4	12	4	12	4	10	12	6	15	3	
C%	5.5	5.0	5.7	15.4	4.2	13.8	2.7	6.7	5.3	5.5	7.3	4.5	7.1	4.0	4.1	19.0	4.9	14.3	
	12	8	3	2	8	4	3	5	3	8	3	8	3	7	8	4	10	2	
Lighting supply stores	9	9	0	0	7	1	3	4	0	7	1	7	1	7	9	0	6	1	
C%	2.7	3.8	0.0	0.0	2.6	3.4	1.8	4.0	0.0	3.4	2.4	2.8	2.4	2.8	3.1	0.0	2.0	7.1	
	6	6	0	0	5	1	2	3	0	5	1	5	1	5	6	0	4	1	
Mail Order Catalog	3	3	0	0	3	0	1	1	0	3	0	3	1	1	3	0	3	0	
C%	0.9	1.3	0.0	0.0	1.0	0.0	0.9	1.3	0.0	1.4	0.0	1.1	2.4	0.6	1.0	0.0	1.0	0.0	
	2	2	0	0	2	0	1	1	0	2	0	2	1	1	2	0	2	0	

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Instal		Not Instal		Store Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not	Con-	Not		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Over the Internet	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0	1	0	
C%	0.5	0.6	0.0	0.0	0.5	0.0	0.9	0.0	0.0	0.7	0.0	0.6	0.0	0.6	0.5	0.0	0.5	0.0	0.5	0.0	
	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0	1	0	
Other	4	4	0	0	4	0	3	1	0	4	1	3	3	1	4	0	4	0	4	0	
C%	1.4	1.9	0.0	0.0	1.6	0.0	1.8	1.3	0.0	2.1	2.4	1.1	4.8	0.6	1.5	0.0	1.5	0.0	1.5	0.0	
	3	3	0	0	3	0	2	1	0	3	1	2	2	1	3	0	3	0	3	0	
													N	M							
Don't know	12	4	7	0	6	6	4	1	1	10	3	9	6	6	9	3	10	1			
C%	3.6	1.9	9.4	0.0	2.1	13.8	2.7	1.3	1.8	4.8	4.9	3.4	9.5	2.3	3.1	9.5	3.4	7.1			
	8	3	5	0	4	4	3	1	1	7	2	6	4	4	6	2	7	1			
		C	B										N	M							

Q5. Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?

BASE: CFL Purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Store Not		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	Likely	Likely	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	it	Con-	Not	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
Reduce electricity bill	66	50	12	7	60	6	38	22	15	48	19	47	12	54	63	3	66	0	
C%	20.5	21.4	15.1	38.5	21.5	13.8	23.2	20.0	17.5	22.6	31.7	18.0	19.0	21.0	21.9	9.5	22.1	0.0	
	45	34	8	5	41	4	26	15	10	33	13	32	8	37	43	2	45	0	
											L	K							
Save/conserve energy	204	155	43	9	182	22	101	75	59	128	37	167	41	161	180	19	196	6	
C%	63.2	66.7	54.7	46.2	64.9	51.7	61.6	68.0	70.2	59.6	61.0	64.0	66.7	62.5	62.8	61.9	65.7	28.6	
	139	106	29	6	124	15	69	51	40	87	25	114	28	110	123	13	134	4	
Extra cost for CFL was minimal	18	13	4	1	18	0	13	4	4	13	3	15	1	16	15	3	16	1	
C%	5.5	5.7	5.7	7.7	6.3	0.0	8.0	4.0	5.3	6.2	4.9	5.6	2.4	6.3	5.1	9.5	5.4	7.1	
	12	9	3	1	12	0	9	3	3	9	2	10	1	11	10	2	11	1	
Energy savings worth the extra up-front cost	38	26	10	3	35	3	22	12	6	31	4	34	0	38	37	1	35	1	
C%	11.8	11.3	13.2	15.4	12.6	6.9	13.4	10.7	7.0	14.4	7.3	12.9	0.0	14.8	12.8	4.8	11.8	7.1	
	26	18	7	2	24	2	15	8	4	21	3	23	0	26	25	1	24	1	
													N	M					
Cost savings worth the extra up-front cost	19	16	1	0	19	0	15	3	6	10	4	15	7	12	13	6	15	4	
C%	5.9	6.9	1.9	0.0	6.8	0.0	8.9	2.7	7.0	4.8	7.3	5.6	11.9	4.5	4.6	19.0	4.9	21.4	
	13	11	1	0	13	0	10	2	4	7	3	10	5	8	9	4	10	3	
It is the "right thing to do"	3	3	0	0	3	0	3	0	0	1	0	3	0	3	3	0	1	1	
C%	0.9	1.3	0.0	0.0	1.0	0.0	1.8	0.0	0.0	0.7	0.0	1.1	0.0	1.1	1.0	0.0	0.5	7.1	
	2	2	0	0	2	0	2	0	0	1	0	2	0	2	2	0	1	1	
Product works better/is higher quality	13	10	3	1	13	0	9	4	4	9	6	7	4	9	13	0	12	1	
C%	4.1	4.4	3.8	7.7	4.7	0.0	5.4	4.0	5.3	4.1	9.8	2.8	7.1	3.4	4.6	0.0	3.9	7.1	
	9	7	2	1	9	0	6	3	3	6	4	5	3	6	9	0	8	1	
											L	K							

Q5. Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?

BASE: CFL Purchasers

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Stored		Yes		No		Con-cerned		Not too busy		Worth it		Not worth it		Con-sider	
Total	Init-Change	Unlikely	to Likely	Instal	Instal	Store	Store	Yes	No	Con-cerned	Con-cerned	Too busy	too busy	Worth it	Worth it	Not worth it	Not worth it	Con-sider	con-sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Like to have new, high-tech products	4	1	3	0	1	3	1	0	0	4	0	4	0	4	3	1	4	0			
C%	1.4	0.6	3.8	0.0	0.5	6.9	0.9	0.0	0.0	2.1	0.0	1.7	0.0	1.7	1.0	4.8	1.5	0.0			
	3	1	2	0	1	2	1	0	0	3	0	3	0	3	2	1	3	0			
Friends/family suggested	4	4	0	0	3	1	1	1	3	1	3	0	4	4	0	4	0				
C%	1.4	1.9	0.0	0.0	1.0	3.4	0.9	1.3	1.8	1.4	2.4	1.1	0.0	1.7	1.5	0.0	1.5	0.0			
	3	3	0	0	2	1	1	1	1	2	1	2	0	3	3	0	3	0			
To try them out	19	10	9	1	15	4	6	9	4	15	3	16	6	13	19	0	16	3			
C%	5.9	4.4	11.3	7.7	5.2	10.3	3.6	8.0	5.3	6.8	4.9	6.2	9.5	5.1	6.6	0.0	5.4	14.3			
	13	7	6	1	10	3	4	6	3	10	2	11	4	9	13	0	11	2			
Other	1	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	0			
C%	0.5	0.0	1.9	0.0	0.5	0.0	0.9	0.0	1.8	0.0	0.0	0.6	0.0	0.6	0.5	0.0	0.5	0.0			
	1	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	0			
Don't know	4	4	0	0	0	4	0	0	0	3	0	3	1	1	4	0	3	1			
C%	1.4	1.9	0.0	0.0	0.0	10.3	0.0	0.0	0.0	1.4	0.0	1.1	2.4	0.6	1.5	0.0	1.0	7.1			
	3	3	0	0	0	3	0	0	0	2	0	2	1	1	3	0	2	1			

Q5B. Was there a special promotion or sale at the store when you bought your most recent CFL(s)?

BASE: CFL Purchasers

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Installed		Store Store		Yes No		Con-Not		Too Not		Worth Worth		Con-Not			
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	too	Worth	Worth	Con-	Not	Con-	Not		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21			
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14			
Yes	84	53	29	7	78	6	56	22	84	0	15	69	13	70	75	7	82	1			
C%	25.9	22.6	37.7	38.5	27.7	13.8	33.9	20.0	100.0	0.0	24.4	26.4	21.4	27.3	26.0	23.8	27.5	7.1			
	57	36	20	5	53	4	38	15	57	0	10	47	9	48	51	5	56	1			
		C	B				H	G	J	I											
No	214	160	45	12	180	34	97	81	0	214	44	170	43	170	189	22	196	16			
C%	66.4	68.6	58.5	61.5	64.4	79.3	58.9	73.3	0.0	100.0	73.2	65.2	69.0	65.9	65.8	71.4	65.7	78.6			
	146	109	31	8	123	23	66	55	0	146	30	116	29	116	129	15	134	11			
							H	G	J	I											
Don't know	25	21	3	0	22	3	12	7	0	0	1	22	6	18	23	1	21	3			
C%	7.7	8.8	3.8	0.0	7.9	6.9	7.1	6.7	0.0	0.0	2.4	8.4	9.5	6.8	8.2	4.8	6.9	14.3			
	17	14	2	0	15	2	8	5	0	0	1	15	4	12	16	1	14	2			

Q20. Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

BASE: CFL Purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		ENERGY		OPERATE COST			
Init- Change		Un- Like		Not		Not		PURCHASE		Not		Too		Not		Not			
Init- ially		ially Un-		Instal		Store		-----		Con-		Too		Worth		Con-			
Total		Likely		-led		CFLs		Yes		cerned		busy		it		sider			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
\$1	15	7	6	1	15	0	12	3	12	3	3	12	1	13	10	4	15	0	
C%	4.5	3.1	7.5	7.7	5.2	0.0	7.1	2.7	14.0	1.4	4.9	4.5	2.4	5.1	3.6	14.3	4.9	0.0	
	10	5	4	1	10	0	8	2	8	2	2	8	1	9	7	3	10	0	
									J	I									
\$2	19	15	3	1	16	3	4	12	6	13	1	18	3	15	18	1	18	1	
C%	5.9	6.3	3.8	7.7	5.8	6.9	2.7	10.7	7.0	6.2	2.4	6.7	4.8	5.7	6.1	4.8	5.9	7.1	
	13	10	2	1	11	2	3	8	4	9	1	12	2	10	12	1	12	1	
							H	G											
\$3	21	16	3	0	19	1	7	12	6	13	4	15	1	18	19	1	21	0	
C%	6.4	6.9	3.8	0.0	6.8	3.4	4.5	10.7	7.0	6.2	7.3	5.6	2.4	6.8	6.6	4.8	6.9	0.0	
	14	11	2	0	13	1	5	8	4	9	3	10	1	12	13	1	14	0	
\$4	12	9	1	1	12	0	6	6	3	9	0	12	0	12	10	1	12	0	
C%	3.6	3.8	1.9	7.7	4.2	0.0	3.6	5.3	3.5	4.1	0.0	4.5	0.0	4.5	3.6	4.8	3.9	0.0	
	8	6	1	1	8	0	4	4	2	6	0	8	0	8	7	1	8	0	
\$5	16	16	0	0	15	1	6	9	3	13	1	15	3	13	16	0	15	1	
C%	5.0	6.9	0.0	0.0	5.2	3.4	3.6	8.0	3.5	6.2	2.4	5.6	4.8	5.1	5.6	0.0	4.9	7.1	
	11	11	0	0	10	1	4	6	2	9	1	10	2	9	11	0	10	1	
			C	B															
\$6-\$9	15	15	0	0	15	0	4	10	0	15	3	12	6	9	13	1	13	1	
C%	4.5	6.3	0.0	0.0	5.2	0.0	2.7	9.3	0.0	6.8	4.9	4.5	9.5	3.4	4.6	4.8	4.4	7.1	
	10	10	0	0	10	0	3	7	0	10	2	8	4	6	9	1	9	1	
							H	G	J	I									

Q20. Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

BASE: CFL Purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Installed		Store Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not	
Total	Init-Change	Unlikely	Unlikely	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not	Con-	con-
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
\$10 or more	16	15	1	0	13	3	9	3	7	7	6	10	1	15	16	0	16	0	
C%	5.0	6.3	1.9	0.0	4.7	6.9	5.4	2.7	8.8	3.4	9.8	3.9	2.4	5.7	5.6	0.0	5.4	0.0	
	11	10	1	0	9	2	6	2	5	5	4	7	1	10	11	0	11	0	
Don't know	180	120	56	13	152	28	104	44	40	120	35	145	41	139	158	19	166	15	
C%	55.9	51.6	71.7	69.2	54.5	65.5	63.4	40.0	47.4	56.2	58.5	55.6	66.7	54.0	55.1	61.9	55.4	71.4	
	123	82	38	9	104	19	71	30	27	82	24	99	28	95	108	13	113	10	
		C	B				H	G											
Refused	29	21	7	1	23	6	12	12	7	21	6	23	4	25	26	1	25	1	
C%	9.1	8.8	9.4	7.7	8.4	13.8	7.1	10.7	8.8	9.6	9.8	9.0	7.1	9.7	9.2	4.8	8.3	7.1	
	20	14	5	1	16	4	8	8	5	14	4	16	3	17	18	1	17	1	
MEAN:	6.21	6.79	4.00	2.33	6.07	7.83	7.67	4.41	7.92	5.24	8.38	5.81	6.45	6.28	6.54	2.86	6.28	4.33	
		D		B											P	O			

===== BANNER 2 =====																			
	FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST		
	Init-ially Un-likely	Change Un-likely	Init-ially Un-likely	Change Un-likely	Instal-LED	Not Instal-LED	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
In store display/sale/ point of purchase mat	44	32	9	1	40	4	25	13	13	28	10	34	6	37	37	7	41	3	
C%	13.6	13.8	11.3	7.7	14.1	10.3	15.2	12.0	15.8	13.0	17.1	12.9	9.5	14.2	12.8	23.8	13.7	14.3	
	30	22	6	1	27	3	17	9	9	19	7	23	4	25	25	5	28	2	
Ad on television/ Internet/newspaper/etc	131	84	38	10	113	18	66	44	29	92	25	106	22	107	117	13	122	6	
C%	40.5	35.8	49.1	53.8	40.3	41.4	40.2	40.0	35.1	43.2	41.5	40.4	35.7	41.5	40.8	42.9	40.7	28.6	
	89	57	26	7	77	12	45	30	20	63	17	72	15	73	80	9	83	4	
Word of mouth	47	44	3	0	41	6	19	22	6	37	10	37	10	37	45	1	43	4	
C%	14.5	18.9	3.8	0.0	14.7	13.8	11.6	20.0	7.0	17.1	17.1	14.0	16.7	14.2	15.8	4.8	14.2	21.4	
	32	30	2	0	28	4	13	15	4	25	7	25	7	25	31	1	29	3	
		C	B																
Sales person	9	6	3	0	7	1	6	1	4	4	4	4	4	4	9	0	9	0	
C%	2.7	2.5	3.8	0.0	2.6	3.4	3.6	1.3	5.3	2.1	7.3	1.7	7.1	1.7	3.1	0.0	2.9	0.0	
	6	4	2	0	5	1	4	1	3	3	L	K	3	3	6	0	6	0	
Consumer Reports	13	10	3	1	13	0	7	6	6	7	0	13	1	12	13	0	13	0	
C%	4.1	4.4	3.8	7.7	4.7	0.0	4.5	5.3	7.0	3.4	0.0	5.1	2.4	4.5	4.6	0.0	4.4	0.0	
	9	7	2	1	9	0	5	4	4	5	0	9	1	8	9	0	9	0	
ENERGY STAR Program	10	9	1	1	10	0	6	4	6	3	0	10	1	9	9	0	10	0	
C%	3.2	3.8	1.9	7.7	3.7	0.0	3.6	4.0	7.0	1.4	0.0	3.9	2.4	3.4	3.1	0.0	3.4	0.0	
	7	6	1	1	7	0	4	3	4	2	0	7	1	6	6	0	7	0	
									J	I									
Utility (bill insert or mailing/announcement)	34	25	9	1	31	3	15	16	10	19	6	28	7	26	28	4	29	3	
C%	10.5	10.7	11.3	7.7	11.0	6.9	8.9	14.7	12.3	8.9	9.8	10.7	11.9	10.2	9.7	14.3	9.8	14.3	
	23	17	6	1	21	2	10	11	7	13	4	19	5	18	19	3	20	2	

===== BANNER 2 =====																			
		FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND	
		Init- Change		INSTALLATION		Store		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
		Init- ially Un- to	Change Unlike	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not		
		ially Un- to	Likely Likely	-led -led	-led -led	CFLs CFLs	CFLs CFLs	Yes No	Yes No	cerned cerned	cerned cerned	busy busy	too too	it it	it it	sider sider	sider sider		
		--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--
Announcement by gov or other gov official	C%	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0
		0.5	0.0	1.9	0.0	0.5	0.0	0.9	0.0	1.8	0.0	2.4	0.0	2.4	0.0	0.5	0.0	0.5	0.0
		1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0
												L	K	N	M				
Received CFL for Free, in the Mail	C%	6	4	1	0	4	1	1	3	3	3	0	6	1	4	6	0	6	0
		1.8	1.9	1.9	0.0	1.6	3.4	0.9	2.7	3.5	1.4	0.0	2.2	2.4	1.7	2.0	0.0	2.0	0.0
		4	3	1	0	3	1	1	2	2	2	0	4	1	3	4	0	4	0
Coupon in the mail	C%	9	7	1	1	7	1	4	3	4	3	0	7	0	7	7	1	9	0
		2.7	3.1	1.9	7.7	2.6	3.4	2.7	2.7	5.3	1.4	0.0	2.8	0.0	2.8	2.6	4.8	2.9	0.0
		6	5	1	1	5	1	3	2	3	2	0	5	0	5	5	1	6	0
While shopping/noticed them at store	C%	4	4	0	0	4	0	4	0	0	4	1	3	1	3	4	0	4	0
		1.4	1.9	0.0	0.0	1.6	0.0	2.7	0.0	0.0	2.1	2.4	1.1	2.4	1.1	1.5	0.0	1.5	0.0
		3	3	0	0	3	0	3	0	0	3	1	2	1	2	3	0	3	0
Other	C%	4	1	1	0	4	0	3	0	1	3	0	4	0	4	3	1	4	0
		1.4	0.6	1.9	0.0	1.6	0.0	1.8	0.0	1.8	1.4	0.0	1.7	0.0	1.7	1.0	4.8	1.5	0.0
		3	1	1	0	3	0	2	0	1	2	0	3	0	3	2	1	3	0
Don't know	C%	31	21	10	1	23	7	16	7	7	21	6	25	10	21	28	1	26	4
		9.5	8.8	13.2	7.7	8.4	17.2	9.8	6.7	8.8	9.6	9.8	9.6	16.7	8.0	9.7	4.8	8.8	21.4
		21	14	7	1	16	5	11	5	5	14	4	17	7	14	19	1	18	3

Q7A. Do you currently have any CFLs installed in your home?

BASE: CFL Purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely		Not Instal-LED		Not Instal-LED		Store Store		Yes No		Con-cerned		Too busy		Not worth it		Not worth it	
Total	Init-ially Likely	Un-likely	Change Likely	Not-LED	Instal-LED	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not-cerned	Too busy	Not busy	Worth it	Not worth it	Con-sider	Not-consider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
Yes	280	214	54	13	280	0	164	110	78	180	45	235	56	223	251	25	262	15	
C%	86.8	91.8	69.8	69.2	100.0	0.0	100.0	100.0	93.0	84.2	75.6	89.9	90.5	86.4	87.2	81.0	87.7	71.4	
	191	146	37	9	191	0	112	75	53	123	31	160	38	152	171	17	179	10	
		C	B								L	K							
No	43	19	23	6	0	43	0	0	6	34	15	26	6	35	37	6	37	6	
C%	13.2	8.2	30.2	30.8	0.0	100.0	0.0	0.0	7.0	15.8	24.4	10.1	9.5	13.6	12.8	19.0	12.3	28.6	
	29	13	16	4	0	29	0	0	4	23	10	18	4	24	25	4	25	4	
		C	B								L	K							

Q7B. How many of them do you currently have installed in your home?

BASE: CFL Purchasers who currently have them installed

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		Change		INSTALLATION		STORE		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
Init-likely	Unlikely	Initially	Unlikely	Not	Not	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not		
likely	likely	likely	likely	led	led	CFLs	CFLs			cerned	cerned	busy	busy	it	it	sider	sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	280	214	54	13	280	0	164	110	78	180	45	235	56	223	251	25	262	15	
C%	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	191	146	37	9	191	0	112	75	53	123	31	160	38	152	171	17	179	10	
1	31	15	16	6	31	0	9	21	9	21	6	25	6	25	26	1	29	1	
C%	11.0	6.8	29.7	44.4	11.0	0.0	5.4	18.7	11.3	11.4	12.9	10.6	10.5	11.2	10.5	5.9	11.2	10.0	
	21	10	11	4	21	0	6	14	6	14	4	17	4	17	18	1	20	1	
		C	B				H	G											
2	35	28	7	3	35	0	18	16	10	21	3	32	10	25	35	0	34	1	
C%	12.6	13.0	13.5	22.2	12.6	0.0	10.7	14.7	13.2	11.4	6.5	13.8	18.4	11.2	14.0	0.0	12.8	10.0	
	24	19	5	2	24	0	12	11	7	14	2	22	7	17	24	0	23	1	
3	43	37	6	0	43	0	28	13	7	32	4	38	10	32	37	6	41	1	
C%	15.2	17.1	10.8	0.0	15.2	0.0	17.0	12.0	9.4	17.9	9.7	16.3	18.4	14.5	14.6	23.5	15.6	10.0	
	29	25	4	0	29	0	19	9	5	22	3	26	7	22	25	4	28	1	
4	28	22	1	0	28	0	12	16	6	18	7	21	6	22	25	3	23	3	
C%	9.9	10.3	2.7	0.0	9.9	0.0	7.1	14.7	7.5	9.8	16.1	8.8	10.5	9.9	9.9	11.8	8.9	20.0	
	19	15	1	0	19	0	8	11	4	12	5	14	4	15	17	2	16	2	
5	18	16	1	0	18	0	12	6	7	10	6	12	1	16	12	6	16	1	
C%	6.3	7.5	2.7	0.0	6.3	0.0	7.1	5.3	9.4	5.7	12.9	5.0	2.6	7.2	4.7	23.5	6.1	10.0	
	12	11	1	0	12	0	8	4	5	7	4	8	1	11	8	4	11	1	
6	32	23	7	3	32	0	21	12	9	23	12	21	10	22	29	3	31	1	
C%	11.5	11.0	13.5	22.2	11.5	0.0	12.5	10.7	11.3	13.0	25.8	8.8	18.4	9.9	11.7	11.8	11.7	10.0	
	22	16	5	2	22	0	14	8	6	16	8	14	7	15	20	2	21	1	
											L	K							

Q7B. How many of them do you currently have installed in your home?

BASE: CFL Purchasers who currently have them installed

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Installed		PROMO DURING MOST RECENT PURCHASE		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Store	Yes	No	cerned	cerned	Too	too	Worth	worth	Con-	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
7-10	31	22	3	1	31	0	22	9	4	23	1	29	4	25	29	1	31	0	
C%	11.0	10.3	5.4	11.1	11.0	0.0	13.4	8.0	5.7	13.0	3.2	12.5	7.9	11.2	11.7	5.9	11.7	0.0	
	21	15	2	1	21	0	15	6	3	16	1	20	3	17	20	1	21	0	
11-20	43	37	6	0	43	0	29	12	18	22	3	40	4	38	38	3	38	3	
C%	15.2	17.1	10.8	0.0	15.2	0.0	17.9	10.7	22.6	12.2	6.5	16.9	7.9	17.1	15.2	11.8	14.5	20.0	
	29	25	4	0	29	0	20	8	12	15	2	27	3	26	26	2	26	2	
More than 20	13	12	1	0	13	0	10	3	6	6	0	13	0	13	13	0	13	0	
C%	4.7	5.5	2.7	0.0	4.7	0.0	6.3	2.7	7.5	3.3	0.0	5.6	0.0	5.9	5.3	0.0	5.0	0.0	
	9	8	1	0	9	0	7	2	4	4	0	9	0	9	9	0	9	0	
Don't know	4	1	3	0	4	0	3	1	1	1	3	1	3	1	3	1	3	1	
C%	1.6	0.7	5.4	0.0	1.6	0.0	1.8	1.3	1.9	0.8	6.5	0.6	5.3	0.7	1.2	5.9	1.1	10.0	
	3	1	2	0	3	0	2	1	1	1	2	1	2	1	2	1	2	1	
			C								L	K	N	M					
Refused	3	1	1	0	3	0	1	1	0	3	0	3	0	3	3	0	3	0	
C%	1.0	0.7	2.7	0.0	1.0	0.0	0.9	1.3	0.0	1.6	0.0	1.3	0.0	1.3	1.2	0.0	1.1	0.0	
	2	1	1	0	2	0	1	1	0	2	0	2	0	2	2	0	2	0	
MEAN:	6.99	7.36	5.56	3.33	6.99	*	7.97	5.55	8.23	6.45	5.03	7.35	4.75	7.52	7.14	5.88	7.04	5.78	
		D		B			H	G			L	K	N	M					

Q8A. Are you storing any for use as spares or to be installed at a later date?

BASE: CFL Purchasers who currently have them installed

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Stored		Yes		No		Con-cerned		Not too busy		Not too busy		Worth it		Not worth it	
Init-Change	Unlikely	Unlikely	Likely	Instal	Instal	Store	Store	Yes	No	Con-cerned	Con-cerned	Too busy	Too busy	Worth it	Worth it	Con-sider	Con-sider				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	280	214	54	13	280	0	164	110	78	180	45	235	56	223	251	25	262	15			
C%	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
	191	146	37	9	191	0	112	75	53	123	31	160	38	152	171	17	179	10			
Yes	164	125	32	7	164	0	164	0	56	97	25	139	34	131	147	16	155	9			
C%	58.6	58.2	59.5	55.6	58.6	0.0	100.0	0.0	71.7	53.7	54.8	59.4	60.5	58.6	58.5	64.7	59.2	60.0			
	112	85	22	5	112	0	112	0	38	66	17	95	23	89	100	11	106	6			
							H	G	J	I											
No	110	84	22	6	110	0	0	110	22	81	21	89	22	87	98	9	101	6			
C%	39.3	39.0	40.5	44.4	39.3	0.0	0.0	100.0	28.3	44.7	45.2	38.1	39.5	38.8	39.2	35.3	38.5	40.0			
	75	57	15	4	75	0	0	75	15	55	14	61	15	59	67	6	69	4			
							H	G	J	I											
Don't know	6	6	0	0	6	0	0	0	0	3	0	6	0	6	6	0	6	0			
C%	2.1	2.7	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.6	0.0	2.5	0.0	2.6	2.3	0.0	2.2	0.0			
	4	4	0	0	4	0	0	0	0	2	0	4	0	4	4	0	4	0			

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Total	Init- ially Likely	Change Un- likely	Un- like to Likely	Instal -led	Instal -led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	164	125	32	7	164	0	164	0	56	97	25	139	34	131	147	16	155	9	
C%	100.0	100.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	112	85	22	5	112	0	112	0	38	66	17	95	23	89	100	11	106	6	
1	26	19	6	3	26	0	26	0	4	19	1	25	7	19	22	4	26	0	
C%	16.1	15.3	18.2	40.0	16.1	0.0	16.1	0.0	7.9	19.7	5.9	17.9	21.7	14.6	15.0	27.3	17.0	0.0	
	18	13	4	2	18	0	18	0	3	13	1	17	5	13	15	3	18	0	
2	44	40	1	1	44	0	44	0	10	29	7	37	10	34	40	4	41	3	
C%	26.8	31.8	4.5	20.0	26.8	0.0	26.8	0.0	18.4	30.3	29.4	26.3	30.4	25.8	27.0	27.3	26.4	33.3	
	30	27	1	1	30	0	30	0	7	20	5	25	7	23	27	3	28	2	
3	21	16	4	1	21	0	21	0	9	12	3	18	3	18	21	0	21	0	
C%	12.5	12.9	13.6	20.0	12.5	0.0	12.5	0.0	15.8	12.1	11.8	12.6	8.7	13.5	14.0	0.0	13.2	0.0	
	14	11	3	1	14	0	14	0	6	8	2	12	2	12	14	0	14	0	
4	22	18	4	0	22	0	22	0	9	10	3	19	1	21	22	0	19	3	
C%	13.4	14.1	13.6	0.0	13.4	0.0	13.4	0.0	15.8	10.6	11.8	13.7	4.3	15.7	15.0	0.0	12.3	33.3	
	15	12	3	0	15	0	15	0	6	7	2	13	1	14	15	0	13	2	
5-10	29	21	7	1	29	0	29	0	18	12	4	25	6	23	26	3	29	0	
C%	17.9	16.5	22.7	20.0	17.9	0.0	17.9	0.0	31.6	12.1	17.6	17.9	17.4	18.0	18.0	18.2	18.9	0.0	
	20	14	5	1	20	0	20	0	12	8	3	17	4	16	18	2	20	0	
									J	I									
More than 10	9	4	4	0	9	0	9	0	3	6	3	6	1	7	6	3	7	1	
C%	5.4	3.5	13.6	0.0	5.4	0.0	5.4	0.0	5.3	6.1	11.8	4.2	4.3	5.6	4.0	18.2	4.7	16.7	
	6	3	3	0	6	0	6	0	2	4	2	4	1	5	4	2	5	1	

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Initially Unlikely		Not Installed		Not Stored		Yes No		Con-Not		Too Not		Worth Not		Con-Not					
Total	Init-Change	Initially Unlikely	Initially Unlikely	Not Installed	Not Installed	Not Stored	Not Stored	Yes	No	Con-Not	Con-Not	Too Not	Too Not	Worth Not	Worth Not	Con-Not	Con-Not				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Don't know	12	6	4	0	12	0	12	0	3	7	3	9	4	7	9	1	10	1			
C%	7.1	4.7	13.6	0.0	7.1	0.0	7.1	0.0	5.3	7.6	11.8	6.3	13.0	5.6	6.0	9.1	6.6	16.7			
	8	4	3	0	8	0	8	0	2	5	2	6	3	5	6	1	7	1			
Refused	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0			
C%	0.9	1.2	0.0	0.0	0.9	0.0	0.9	0.0	0.0	1.5	0.0	1.1	0.0	1.1	1.0	0.0	0.9	0.0			
	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0			
MEAN:	4.48	3.59	8.37	2.60	4.48	*	4.48	*	6.31	3.63	5.07	4.37	3.45	4.72	4.35	5.60	4.41	5.80			

Q8C. Thinking about your most recent purchase, how many of the CFLs you bought did you install?

BASE: CFL Purchasers who are storing any

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not		Not		Yes		No		Con-		Not		Worth		Not	
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	Worth	Con-	Con-	Con-	con-
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	164	125	32	7	164	0	164	0	56	97	25	139	34	131	147	16	155	9	
C%	100.0	100.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	112	85	22	5	112	0	112	0	38	66	17	95	23	89	100	11	106	6	
None	1	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	0	
C%	0.9	0.0	4.5	0.0	0.9	0.0	0.9	0.0	2.6	0.0	0.0	1.1	0.0	1.1	1.0	0.0	0.9	0.0	
	1	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	0	
1	28	21	7	3	28	0	28	0	9	18	4	23	9	19	28	0	28	0	
C%	17.0	16.5	22.7	40.0	17.0	0.0	17.0	0.0	15.8	18.2	17.6	16.8	26.1	14.6	19.0	0.0	17.9	0.0	
	19	14	5	2	19	0	19	0	6	12	3	16	6	13	19	0	19	0	
2	34	23	9	4	34	0	34	0	13	18	1	32	6	28	31	3	32	1	
C%	20.5	18.8	27.3	60.0	20.5	0.0	20.5	0.0	23.7	18.2	5.9	23.2	17.4	21.3	21.0	18.2	20.8	16.7	
	23	16	6	3	23	0	23	0	9	12	1	22	4	19	21	2	22	1	
3	29	22	4	0	29	0	29	0	6	21	1	28	9	21	21	9	26	3	
C%	17.9	17.6	13.6	0.0	17.9	0.0	17.9	0.0	10.5	21.2	5.9	20.0	26.1	15.7	14.0	54.5	17.0	33.3	
	20	15	3	0	20	0	20	0	4	14	1	19	6	14	14	6	18	2	
4-6	26	23	3	0	26	0	26	0	9	18	10	16	6	21	25	1	23	3	
C%	16.1	18.8	9.1	0.0	16.1	0.0	16.1	0.0	15.8	18.2	41.2	11.6	17.4	15.7	17.0	9.1	15.1	33.3	
	18	16	2	0	18	0	18	0	6	12	7	11	4	14	17	1	16	2	
7-10	21	16	1	0	21	0	21	0	4	15	1	19	0	21	19	1	21	0	
C%	12.5	12.9	4.5	0.0	12.5	0.0	12.5	0.0	7.9	15.2	5.9	13.7	0.0	15.7	13.0	9.1	13.2	0.0	
	14	11	1	0	14	0	14	0	3	10	1	13	0	14	13	1	14	0	

Q8C. Thinking about your most recent purchase, how many of the CFLs you bought did you install?

BASE: CFL Purchasers who are storing any

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-like-ly		Not Instal-led		Not Instal Store CFLs		Not Store Store CFLs		Yes No		Con-cerned Con-cerned		Too busy too busy		Worth it Worth it		Con-sider Con-sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
More than 10	18	13	4	0	18	0	18	0	10	6	3	15	1	16	16	1	16	1	1
C%	10.7	10.6	13.6	0.0	10.7	0.0	10.7	0.0	18.4	6.1	11.8	10.5	4.3	12.4	11.0	9.1	10.4	16.7	16.7
	12	9	3	0	12	0	12	0	7	4	2	10	1	11	11	1	11	1	1
									J	I									
Don't know	7	6	1	0	7	0	7	0	3	3	3	4	3	4	6	0	7	0	0
C%	4.5	4.7	4.5	0.0	4.5	0.0	4.5	0.0	5.3	3.0	11.8	3.2	8.7	3.4	4.0	0.0	4.7	0.0	0.0
	5	4	1	0	5	0	5	0	2	2	2	3	2	3	4	0	5	0	0
MEAN:	5.43	5.46	5.40	1.60	5.43	*	5.43	*	6.57	4.70	5.53	5.42	3.00	6.04	5.56	4.36	5.44	5.33	5.33
		D		B									N	M					

Q8C. Thinking about your most recent purchase, how many of the CFLs did you store to install later?

BASE: CFL Purchasers who are storing any

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		INSTALLATION		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND					
Init-Change	Un- to	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	Worth	Con-	Con-				
ially Un-	like	led	led	CFLs	CFLs	Yes	No	cerned	cerned	busy	busy	it	it	sider	sider				
likely	likely	-led	-led	CFLs	CFLs	Yes	No	cerned	cerned	busy	busy	it	it	sider	sider				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	164	125	32	7	164	0	164	0	56	97	25	139	34	131	147	16	155	9	
C%	100.0	100.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	112	85	22	5	112	0	112	0	38	66	17	95	23	89	100	11	106	6	
None	7	4	3	0	7	0	7	0	1	6	0	7	1	6	6	1	7	0	
C%	4.5	3.5	9.1	0.0	4.5	0.0	4.5	0.0	2.6	6.1	0.0	5.3	4.3	4.5	4.0	9.1	4.7	0.0	
	5	3	2	0	5	0	5	0	1	4	0	5	1	4	4	1	5	0	
1	28	22	4	3	28	0	28	0	7	18	3	25	6	22	25	3	28	0	
C%	17.0	17.6	13.6	40.0	17.0	0.0	17.0	0.0	13.2	18.2	11.8	17.9	17.4	16.9	17.0	18.2	17.9	0.0	
	19	15	3	2	19	0	19	0	5	12	2	17	4	15	17	2	19	0	
2	47	35	7	3	47	0	47	0	13	31	4	43	9	38	44	3	44	3	
C%	28.6	28.2	22.7	40.0	28.6	0.0	28.6	0.0	23.7	31.8	17.6	30.5	26.1	29.2	30.0	18.2	28.3	33.3	
	32	24	5	2	32	0	32	0	9	21	3	29	6	26	30	2	30	2	
3	21	18	3	0	21	0	21	0	7	12	4	16	6	15	19	1	19	1	
C%	12.5	14.1	9.1	0.0	12.5	0.0	12.5	0.0	13.2	12.1	17.6	11.6	17.4	11.2	13.0	9.1	12.3	16.7	
	14	12	2	0	14	0	14	0	5	8	3	11	4	10	13	1	13	1	
4-6	35	28	7	1	35	0	35	0	18	15	4	31	4	31	34	1	34	1	
C%	21.4	22.4	22.7	20.0	21.4	0.0	21.4	0.0	31.6	15.2	17.6	22.1	13.0	23.6	23.0	9.1	21.7	16.7	
	24	19	5	1	24	0	24	0	12	10	3	21	3	21	23	1	23	1	
									J	I									
More than 6	16	9	6	0	16	0	16	0	6	10	4	12	3	13	12	4	15	1	
C%	9.8	7.1	18.2	0.0	9.8	0.0	9.8	0.0	10.5	10.6	17.6	8.4	8.7	10.1	8.0	27.3	9.4	16.7	
	11	6	4	0	11	0	11	0	4	7	3	8	2	9	8	3	10	1	
MEAN:	3.72	3.24	5.76	2.40	3.72	*	3.72	*	5.11	3.05	5.07	3.52	3.30	3.82	3.62	4.70	3.63	5.60	

Q8C. Thinking about your most recent purchase, how many of the CFLs did you store to install later?

BASE: CFL Purchasers who are storing any

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init- ially Un- likely		Change Unlike to Likely		Not Instal -led		Not Instal -led		Store Store CFLs CFLs		Yes No		Con- cerned Con- cerned		Too busy too busy		Worth it worth it		Con- sider con- sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Don't know	10	9	1	0	10	0	10	0	3	6	4	6	4	6	7	1	9	1	
C%	6.2	7.1	4.5	0.0	6.3	0.0	6.3	0.0	5.3	6.1	17.6	4.2	13.0	4.5	5.0	9.1	5.7	16.7	
	7	6	1	0	7	0	7	0	2	4	3	4	3	4	5	1	6	1	
MEAN:	3.72	3.24	5.76	2.40	3.72	*	3.72	*	5.11	3.05	5.07	3.52	3.30	3.82	3.62	4.70	3.63	5.60	

Q9A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?

BASE: CFL Purchaser

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Stored		Yes/No		Concerned		Too busy		Not worth it		Not worth it		Not considered			
Init-Change	Unlikely	Unlikely	Likely	Installed	Not Installed	Stored	Not Stored	Yes	No	Concerned	Not Concerned	Too busy	Not too busy	Worth it	Not worth it	Considered	Not considered				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21			
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14			
Yes	51	29	21	3	37	15	16	21	21	31	13	38	12	40	44	7	51	0			
C%	15.9	12.6	26.4	15.4	13.1	34.5	9.8	18.7	24.6	14.4	22.0	14.6	19.0	15.3	15.3	23.8	17.2	0.0			
	35	20	14	2	25	10	11	14	14	21	9	26	8	27	30	5	35	0			
		C	B																		
No	265	199	56	16	240	25	148	87	63	177	47	217	48	214	239	23	242	21			
C%	82.3	85.5	71.7	84.6	85.9	58.6	90.2	78.7	75.4	82.9	78.0	83.1	78.6	83.0	83.2	76.2	80.9	100.0			
	181	136	38	11	164	17	101	59	43	121	32	148	33	146	163	16	165	14			
		C	B				H	G													
Don't know	6	4	1	0	3	3	0	3	0	6	0	6	1	4	4	0	6	0			
C%	1.8	1.9	1.9	0.0	1.0	6.9	0.0	2.7	0.0	2.7	0.0	2.2	2.4	1.7	1.5	0.0	2.0	0.0			
	4	3	1	0	2	2	0	2	0	4	0	4	1	3	3	0	4	0			

===== BANNER 2 =====																				
		FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND		
		Init- Change		INSTALLATION		Store		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE		COST		
		Init- ially Un- to	Change Un- like	Instal -led	Instal -led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider			
		---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---	
Total		51	29	21	3	37	15	16	21	21	31	13	38	12	40	44	7	51	0	
	C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0
		35	20	14	2	25	10	11	14	14	21	9	26	8	27	30	5	35	0	
1		18	10	6	0	12	6	6	6	6	12	3	15	4	13	10	7	18	0	
	C%	34.3	35.0	28.6	0.0	32.0	40.0	36.4	28.6	28.6	38.1	22.2	38.5	37.5	33.3	23.3	100.0	34.3	0.0	
		12	7	4	0	8	4	4	4	4	8	2	10	3	9	7	5	12	0	
2		12	9	3	1	9	3	4	4	4	7	3	9	0	12	12	0	12	0	
	C%	22.9	30.0	14.3	50.0	24.0	20.0	27.3	21.4	21.4	23.8	22.2	23.1	0.0	29.6	26.7	0.0	22.9	0.0	
		8	6	2	1	6	2	3	3	3	5	2	6	0	8	8	0	8	0	
3		6	1	4	1	4	1	1	3	3	3	1	4	1	4	6	0	6	0	
	C%	11.4	5.0	21.4	50.0	12.0	10.0	9.1	14.3	14.3	9.5	11.1	11.5	12.5	11.1	13.3	0.0	11.4	0.0	
		4	1	3	1	3	1	1	2	2	2	1	3	1	3	4	0	4	0	
5		1	1	0	0	1	0	0	1	0	1	0	1	0	1	1	0	1	0	
	C%	2.9	5.0	0.0	0.0	4.0	0.0	0.0	7.1	0.0	4.8	0.0	3.8	0.0	3.7	3.3	0.0	2.9	0.0	
		1	1	0	0	1	0	0	1	0	1	0	1	0	1	1	0	1	0	
6		3	3	0	0	3	0	0	3	1	1	0	3	0	3	3	0	3	0	
	C%	5.7	10.0	0.0	0.0	8.0	0.0	0.0	14.3	7.1	4.8	0.0	7.7	0.0	7.4	6.7	0.0	5.7	0.0	
		2	2	0	0	2	0	0	2	1	1	0	2	0	2	2	0	2	0	
Don't know		10	4	6	0	6	4	3	3	4	6	6	4	6	4	10	0	10	0	
	C%	20.0	15.0	28.6	0.0	16.0	30.0	18.2	14.3	21.4	19.0	44.4	11.5	50.0	11.1	23.3	0.0	20.0	0.0	
		7	3	4	0	4	3	2	2	3	4	4	3	4	3	7	0	7	0	
	MEAN:	2.11	2.29	1.89	2.50	2.30	1.57	1.63	2.75	2.20	2.06	1.80	2.18	1.50	2.22	2.36	1.00	2.11	*	
															P	O				

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Init-Change		Not		Not		Not		Not		Too		Not		Not		Not	
Total	ially Un-	ially Un-	to	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	worth	Con-	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Refused	1	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	0	0
C%	2.9	0.0	7.1	0.0	4.0	0.0	9.1	0.0	7.1	0.0	0.0	3.8	0.0	3.7	3.3	0.0	2.9	0.0	0.0
	1	0	1	0	1	0	1	0	1	0	0	1	0	1	1	0	1	0	0
MEAN:	2.11	2.29	1.89	2.50	2.30	1.57	1.63	2.75	2.20	2.06	1.80	2.18	1.50	2.22	2.36	1.00	2.11		*
															P	O			

Q10A1. What was the MAIN reason for taking the bulb(s) out? Was it because:

BASE: CFL purchasers who removed bulbs

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely to Likely		Not Instal- led		Not Instal- led		Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	51	29	21	3	37	15	16	21	21	31	13	38	12	40	44	7	51	0	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0
	35	20	14	2	25	10	11	14	14	21	9	26	8	27	30	5	35	0	
It burned out	9	6	1	1	9	0	4	4	3	6	1	7	4	4	6	3	9	0	
C%	17.1	20.0	7.1	50.0	24.0	0.0	27.3	21.4	14.3	19.0	11.1	19.2	37.5	11.1	13.3	40.0	17.1	0.0	
	6	4	1	1	6	0	3	3	2	4	1	5	3	3	4	2	6	0	
You didn't like the color	9	4	4	0	4	4	1	3	1	7	4	4	3	6	7	1	9	0	
C%	17.1	15.0	21.4	0.0	12.0	30.0	9.1	14.3	7.1	23.8	33.3	11.5	25.0	14.8	16.7	20.0	17.1	0.0	
	6	3	3	0	3	3	1	2	1	5	3	3	2	4	5	1	6	0	
It took too long to start up	4	3	1	1	4	0	3	1	3	1	0	4	0	4	4	0	4	0	
C%	8.6	10.0	7.1	50.0	12.0	0.0	18.2	7.1	14.3	4.8	0.0	11.5	0.0	11.1	10.0	0.0	8.6	0.0	
	3	2	1	1	3	0	2	1	2	1	0	3	0	3	3	0	3	0	
It wasn't bright enough	15	4	10	0	9	6	4	4	9	6	3	12	3	12	15	0	15	0	
C%	28.6	15.0	50.0	0.0	24.0	40.0	27.3	21.4	42.9	19.0	22.2	30.8	25.0	29.6	33.3	0.0	28.6	0.0	
	10	3	7	0	6	4	3	3	6	4	2	8	2	8	10	0	10	0	
You didn't like the way it looked	1	0	1	0	1	0	0	1	0	1	1	0	1	0	1	0	1	0	
C%	2.9	0.0	7.1	0.0	4.0	0.0	0.0	7.1	0.0	4.8	11.1	0.0	12.5	0.0	3.3	0.0	2.9	0.0	
	1	0	1	0	1	0	0	1	0	1	1	0	1	0	1	0	1	0	
It didn't fit	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0	
C%	2.9	5.0	0.0	0.0	4.0	0.0	9.1	0.0	0.0	4.8	0.0	3.8	0.0	3.7	3.3	0.0	2.9	0.0	
	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	1	0	
Other	9	9	0	0	7	1	1	6	4	4	1	7	0	9	6	3	9	0	
C%	17.1	30.0	0.0	0.0	20.0	10.0	9.1	28.6	21.4	14.3	11.1	19.2	0.0	22.2	13.3	40.0	17.1	0.0	
	6	6	0	0	5	1	1	4	3	3	1	5	0	6	4	2	6	0	

Q10A1. What was the MAIN reason for taking the bulb(s) out? Was it because:

BASE: CFL purchasers who removed bulbs

===== BANNER 2 =====

	FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init-ially Un-likely	Change Un-likely	Init-ially Un-likely	Change Un-likely	Instal-led	Instal-led	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider		
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		

Don't know		1	0	1	0	0	1	0	0	0	1	0	1	0	1	0	1	0
C%	2.9	0.0	7.1	0.0	0.0	10.0	0.0	0.0	0.0	4.8	0.0	3.8	0.0	3.7	3.3	0.0	2.9	0.0
	1	0	1	0	0	1	0	0	0	1	0	1	0	1	1	0	1	0

Refused		1	1	0	0	0	1	0	0	0	1	1	0	0	1	1	0	1	0
C%	2.9	5.0	0.0	0.0	0.0	10.0	0.0	0.0	0.0	4.8	11.1	0.0	0.0	3.7	3.3	0.0	2.9	0.0	
	1	1	0	0	0	1	0	0	0	1	1	0	0	1	1	0	1	0	

Q10A2. All other reasons

BASE: CFL purchasers who removed bulbs and had a reason for removing bulbs

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Stored		Yes/No		Concerned		Too busy		Not worth it		Not worth it		Consider/Not consider			
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Not	Store	Yes	No	Con-	Not	Too	too	Worth	Not	Con-	Not	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	48	28	19	3	37	12	16	21	21	28	12	37	12	37	41	7	48	0			
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0		
	33	19	13	2	25	8	11	14	14	19	8	25	8	25	28	5	33	0			
You didn't like the color	3	1	1	0	3	0	1	1	3	0	1	1	1	1	3	0	3	0			
C%	6.1	5.3	7.7	0.0	8.0	0.0	9.1	7.1	14.3	0.0	12.5	4.0	12.5	4.0	7.1	0.0	6.1	0.0			
	2	1	1	0	2	0	1	1	2	0	1	1	1	1	2	0	2	0			
No other reason	45	26	18	3	34	12	15	19	18	28	10	35	10	35	38	7	45	0			
C%	93.9	94.7	92.3	100.0	92.0	100.0	90.9	92.9	85.7	100.0	87.5	96.0	87.5	96.0	92.9	100.0	93.9	0.0			
	31	18	12	2	23	8	10	13	12	19	7	24	7	24	26	5	31	0			

Q11. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely to		Not Instal		Not Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely to	Unlikely to	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-not at all satisfied	16	1	15	1	9	7	3	6	6	10	6	10	3	13	12	1	15	1	
C%	5.0	0.6	18.9	7.7	3.1	17.2	1.8	5.3	7.0	4.8	9.8	3.9	4.8	5.1	4.1	4.8	4.9	7.1	
	11	1	10	1	6	5	2	4	4	7	4	7	2	9	8	1	10	1	
		C	B																
2	3	1	1	1	3	0	1	1	0	3	1	1	0	3	3	0	3	0	
C%	0.9	0.6	1.9	7.7	1.0	0.0	0.9	1.3	0.0	1.4	2.4	0.6	0.0	1.1	1.0	0.0	1.0	0.0	
	2	1	1	1	2	0	1	1	0	2	1	1	0	2	2	0	2	0	
3	12	1	9	3	7	4	4	3	6	4	1	10	3	9	12	0	10	1	
C%	3.6	0.6	11.3	15.4	2.6	10.3	2.7	2.7	7.0	2.1	2.4	3.9	4.8	3.4	4.1	0.0	3.4	7.1	
	8	1	6	2	5	3	3	2	4	3	1	7	2	6	8	0	7	1	
		C	B																
4	1	1	0	0	1	0	0	1	1	0	0	1	0	1	1	0	1	0	
C%	0.5	0.6	0.0	0.0	0.5	0.0	0.0	1.3	1.8	0.0	0.0	0.6	0.0	0.6	0.5	0.0	0.5	0.0	
	1	1	0	0	1	0	0	1	1	0	0	1	0	1	1	0	1	0	
5	29	12	16	1	21	9	9	12	6	21	10	19	6	23	26	3	28	1	
C%	9.1	5.0	20.8	7.7	7.3	20.7	5.4	10.7	7.0	9.6	17.1	7.3	9.5	9.1	9.2	9.5	9.3	7.1	
	20	8	11	1	14	6	6	8	4	14	7	13	4	16	18	2	19	1	
		C	B																
6	10	9	1	1	7	3	3	4	0	9	4	6	4	6	10	0	10	0	
C%	3.2	3.8	1.9	7.7	2.6	6.9	1.8	4.0	0.0	4.1	7.3	2.2	7.1	2.3	3.6	0.0	3.4	0.0	
	7	6	1	1	5	2	2	3	0	6	3	4	3	4	7	0	7	0	

Q11. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BASE: CFL purchasers

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Init-Change		Not		Not		Yes		No		Con-		Not		Too		Not		Not	
Total	Init-Change	Un-Change	to	Instal	Instal	Store	Store	Yes	No	cerned	cerned	Too	too	Worth	worth	Con-	con-	Con-	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
7	25	22	3	1	22	3	13	9	4	19	4	21	6	19	22	3	25	0			
C%	7.7	9.4	3.8	7.7	7.9	6.9	8.0	8.0	5.3	8.9	7.3	7.9	9.5	7.4	7.7	9.5	8.3	0.0			
	17	15	2	1	15	2	9	6	3	13	3	14	4	13	15	2	17	0			
8	60	47	9	1	59	1	37	21	19	38	7	53	12	48	50	9	56	3			
C%	18.6	20.1	11.3	7.7	20.9	3.4	22.3	18.7	22.8	17.8	12.2	20.2	19.0	18.8	17.3	28.6	18.6	14.3			
	41	32	6	1	40	1	25	14	13	26	5	36	8	33	34	6	38	2			
9	29	25	4	3	28	1	16	12	9	19	4	25	7	22	25	4	25	4			
C%	9.1	10.7	5.7	15.4	9.9	3.4	9.8	10.7	10.5	8.9	7.3	9.6	11.9	8.5	8.7	14.3	8.3	21.4			
	20	17	3	2	19	1	11	8	6	13	3	17	5	15	17	3	17	3			
10-Very Satisfied	132	111	16	3	123	9	78	41	31	88	21	110	19	110	123	9	123	7			
C%	40.9	47.8	20.8	15.4	44.0	20.7	47.3	37.3	36.8	41.1	34.1	42.1	31.0	42.6	42.9	28.6	41.2	35.7			
	90	76	11	2	84	6	53	28	21	60	14	75	13	75	84	6	84	5			
		C	B																		
Don't know	4	1	3	1	0	4	0	0	1	3	0	4	1	3	3	1	3	1			
C%	1.4	0.6	3.8	7.7	0.0	10.3	0.0	0.0	1.8	1.4	0.0	1.7	2.4	1.1	1.0	4.8	1.0	7.1			
	3	1	2	1	0	3	0	0	1	2	0	3	1	2	2	1	2	1			
MEAN:	7.89	8.61	5.69	6.08	8.19	5.65	8.46	7.73	7.66	7.93	7.07	8.07	7.63	7.93	7.95	8.00	7.88	7.85			
		CD	B	B	F	E	H	G			L	K									

Q12A. How would you rate the CFLs you have recently purchased in terms of... The color of the light they provide?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		INSTALLATION		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND					
Init-Change	Un-Change	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	Too	Worth	Worth	Con-	Con-				
ially Un-	to	Not	Not	Not	Not	led	led	cerned	cerned	busy	busy	it	it	sider	sider				
likely	likely	Instal	Instal	Store	Store	led	led	cerned	cerned	busy	busy	it	it	sider	sider				
---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	18	4	13	1	9	9	6	3	7	9	6	12	3	15	15	1	18	0	
C%	5.5	1.9	17.0	7.7	3.1	20.7	3.6	2.7	8.8	4.1	9.8	4.5	4.8	5.7	5.1	4.8	5.9	0.0	
	12	3	9	1	6	6	4	2	5	6	4	8	2	10	10	1	12	0	
		C	B																
2	15	9	6	3	10	4	4	6	6	7	1	13	4	10	13	1	13	1	
C%	4.5	3.8	7.5	15.4	3.7	10.3	2.7	5.3	7.0	3.4	2.4	5.1	7.1	4.0	4.6	4.8	4.4	7.1	
	10	6	4	2	7	3	3	4	4	5	1	9	3	7	9	1	9	1	
3	63	44	18	4	56	7	35	21	16	43	16	47	19	44	57	6	62	1	
C%	19.5	18.9	22.6	23.1	19.9	17.2	21.4	18.7	19.3	19.9	26.8	18.0	31.0	17.0	19.9	19.0	20.6	7.1	
	43	30	12	3	38	5	24	14	11	29	11	32	13	30	39	4	42	1	
													N	M					
4	72	57	13	3	67	4	40	22	23	43	10	62	9	63	62	7	65	6	
C%	22.3	24.5	17.0	15.4	24.1	10.3	24.1	20.0	28.1	19.9	17.1	23.6	14.3	24.4	21.4	23.8	21.6	28.6	
	49	39	9	2	46	3	27	15	16	29	7	42	6	43	42	5	44	4	
5-Very satisfied	141	109	23	6	132	9	73	59	29	103	22	119	23	116	128	13	129	10	
C%	43.6	46.5	30.2	30.8	47.1	20.7	44.6	53.3	35.1	47.9	36.6	45.5	38.1	44.9	44.4	42.9	43.1	50.0	
	96	74	16	4	90	6	50	40	20	70	15	81	16	79	87	9	88	7	
		C	B																
Don't know	15	10	4	1	6	9	6	0	1	10	4	9	3	10	13	1	13	1	
C%	4.5	4.4	5.7	7.7	2.1	20.7	3.6	0.0	1.8	4.8	7.3	3.4	4.8	4.0	4.6	4.8	4.4	7.1	
	10	7	3	1	4	6	4	0	1	7	3	6	2	7	9	1	9	1	
MEAN:	3.99	4.15	3.38	3.50	4.11	3.00	4.07	4.16	3.75	4.09	3.74	4.04	3.78	4.03	4.00	4.00	3.96	4.31	
		C	B		F	E													

Q12B. How would you rate the CFLs you have recently purchased in terms of... The brightness of the light they provide?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		INSTALLATION		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND					
Init-Change	Un-Unlike	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not				
ially Un-	to	led	led	Store	Store	Yes	No	cerned	cerned	busy	too	it	worth	sider	con-				
likely	Likely	-led	-led	CFLs	CFLs	Yes	No	cerned	cerned	busy	busy	it	it	Con-	con-				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	18	6	12	0	13	4	6	7	4	12	6	12	4	13	15	0	16	1	
C%	5.5	2.5	15.1	0.0	4.7	10.3	3.6	6.7	5.3	5.5	9.8	4.5	7.1	5.1	5.1	0.0	5.4	7.1	
	12	4	8	0	9	3	4	5	3	8	4	8	3	9	10	0	11	1	
		C	B																
2	22	6	16	4	18	4	12	6	12	10	3	19	4	18	22	0	22	0	
C%	6.8	2.5	20.8	23.1	6.3	10.3	7.1	5.3	14.0	4.8	4.9	7.3	7.1	6.8	7.7	0.0	7.4	0.0	
	15	4	11	3	12	3	8	4	8	7	2	13	3	12	15	0	15	0	
		C	B						J	I									
3	48	35	12	7	41	7	23	18	15	31	16	32	16	32	47	1	44	4	
C%	15.0	15.1	15.1	38.5	14.7	17.2	14.3	16.0	17.5	14.4	26.8	12.4	26.2	12.5	16.3	4.8	14.7	21.4	
	33	24	8	5	28	5	16	12	10	21	11	22	11	22	32	1	30	3	
											L	K	N	M					
4	84	69	13	0	78	6	47	28	15	63	9	75	19	65	72	12	78	4	
C%	25.9	29.6	17.0	0.0	27.7	13.8	28.6	25.3	17.5	29.5	14.6	28.7	31.0	25.0	25.0	38.1	26.0	21.4	
	57	47	9	0	53	4	32	19	10	43	6	51	13	44	49	8	53	3	
5-Very satisfied	144	114	22	6	129	15	75	51	37	95	25	119	16	126	125	18	133	9	
C%	44.5	49.1	28.3	30.8	46.1	34.5	45.5	46.7	43.9	44.5	41.5	45.5	26.2	48.9	43.4	57.1	44.6	42.9	
	98	78	15	4	88	10	51	35	25	65	17	81	11	86	85	12	91	6	
		C	B										N	M					
Don't know	7	3	3	1	1	6	1	0	1	3	1	4	1	4	7	0	6	1	
C%	2.3	1.3	3.8	7.7	0.5	13.8	0.9	0.0	1.8	1.4	2.4	1.7	2.4	1.7	2.6	0.0	2.0	7.1	
	5	2	2	1	1	4	1	0	1	2	1	3	1	3	5	0	4	1	
MEAN:	4.00	4.22	3.24	3.42	4.05	3.60	4.06	4.00	3.82	4.04	3.75	4.05	3.63	4.08	3.96	4.52	3.99	4.00	
		CD	B	B									N	M	P	O			

Q12C. How would you rate the CFLs you have recently purchased in terms of... The amount of time they take to light up?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Init-Change		Not Instal		Not Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Init-Change	Init-Change	Un- to	Un- to	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	Not	Worth	Not	Con-	Not		
ially Un-likely	ially Un-likely	Likely	Likely	-led	-led	CFLs	CFLs			cerned	cerned	busy	busy	it	it	sider	sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	22	10	12	3	18	4	7	10	10	10	4	18	4	18	21	0	19	3	
C%	6.8	4.4	15.1	15.4	6.3	10.3	4.5	9.3	12.3	4.8	7.3	6.7	7.1	6.8	7.1	0.0	6.4	14.3	
	15	7	8	2	12	3	5	7	7	7	3	12	3	12	14	0	13	2	
		C	B																
2	26	19	7	4	22	4	13	7	3	21	6	21	4	22	26	0	26	0	
C%	8.2	8.2	9.4	23.1	7.9	10.3	8.0	6.7	3.5	9.6	9.8	7.9	7.1	8.5	9.2	0.0	8.8	0.0	
	18	13	5	3	15	3	9	5	2	14	4	14	3	15	18	0	18	0	
3	62	45	12	3	54	7	34	19	16	43	13	48	15	47	54	7	60	1	
C%	19.1	19.5	15.1	15.4	19.4	17.2	20.5	17.3	19.3	19.9	22.0	18.5	23.8	18.2	18.9	23.8	20.1	7.1	
	42	31	8	2	37	5	23	13	11	29	9	33	10	32	37	5	41	1	
4	63	50	12	3	63	0	38	25	18	41	6	57	13	48	59	3	60	3	
C%	19.5	21.4	15.1	15.4	22.5	0.0	23.2	22.7	21.1	19.2	9.8	21.9	21.4	18.8	20.4	9.5	20.1	14.3	
	43	34	8	2	43	0	26	17	12	28	4	39	9	33	40	2	41	2	
5-Very satisfied	132	100	26	4	116	16	69	45	34	88	28	104	22	110	113	18	119	12	
C%	40.9	42.8	34.0	23.1	41.4	37.9	42.0	41.3	40.4	41.1	46.3	39.9	35.7	42.6	39.3	57.1	39.7	57.1	
	90	68	18	3	79	11	47	31	23	60	19	71	15	75	77	12	81	8	
Don't know	18	9	9	1	7	10	3	3	3	12	3	13	3	13	15	3	15	1	
C%	5.5	3.8	11.3	7.7	2.6	24.1	1.8	2.7	3.5	5.5	4.9	5.1	4.8	5.1	5.1	9.5	4.9	7.1	
	12	6	6	1	5	7	2	2	2	8	2	9	2	9	10	2	10	1	
		C	B																
MEAN:	3.84	3.93	3.49	3.08	3.87	3.59	3.92	3.82	3.76	3.87	3.82	3.85	3.75	3.86	3.80	4.37	3.82	4.08	
															P	O			

Q12D. How would you rate the CFLs you have recently purchased in terms of... Their compatibility with dimmer and three-way switches?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Store Not		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	32	19	13	4	25	7	16	9	12	21	7	25	6	26	31	1	32	0	
C%	10.0	8.2	17.0	23.1	8.9	17.2	9.8	8.0	14.0	9.6	12.2	9.6	9.5	10.2	10.7	4.8	10.8	0.0	
	22	13	9	3	17	5	11	6	8	14	5	17	4	18	21	1	22	0	
2	18	10	7	4	16	1	9	7	6	12	1	16	3	15	13	1	15	3	
C%	5.5	4.4	9.4	23.1	5.8	3.4	5.4	6.7	7.0	5.5	2.4	6.2	4.8	5.7	4.6	4.8	4.9	14.3	
	12	7	5	3	11	1	6	5	4	8	1	11	2	10	9	1	10	2	
3	18	15	3	0	16	1	9	7	6	12	4	13	6	12	18	0	16	1	
C%	5.5	6.3	3.8	0.0	5.8	3.4	5.4	6.7	7.0	5.5	7.3	5.1	9.5	4.5	6.1	0.0	5.4	7.1	
	12	10	2	0	11	1	6	5	4	8	3	9	4	8	12	0	11	1	
4	18	16	1	1	16	1	7	7	3	13	4	13	3	15	16	1	18	0	
C%	5.5	6.9	1.9	7.7	5.8	3.4	4.5	6.7	3.5	6.2	7.3	5.1	4.8	5.7	5.6	4.8	5.9	0.0	
	12	11	1	1	11	1	5	5	2	9	3	9	2	10	11	1	12	0	
5-Very satisfied	44	34	9	0	40	4	22	15	12	29	6	38	6	38	38	6	38	4	
C%	13.6	14.5	11.3	0.0	14.1	10.3	13.4	13.3	14.0	13.7	9.8	14.6	9.5	14.8	13.3	19.0	12.7	21.4	
	30	23	6	0	27	3	15	10	8	20	4	26	4	26	26	4	26	3	
Don't know	192	138	44	9	166	26	101	63	45	126	35	155	38	151	170	21	179	12	
C%	59.5	59.1	56.6	46.2	59.2	62.1	61.6	57.3	54.4	58.9	58.5	59.6	61.9	58.5	59.2	66.7	59.8	57.1	
	131	94	30	6	113	18	69	43	31	86	24	106	26	103	116	14	122	8	
MEAN:	3.18	3.38	2.57	1.86	3.26	2.64	3.16	3.26	2.92	3.22	3.00	3.22	3.00	3.22	3.15	3.86	3.12	3.67	
		CD	B	B															

Q12D. How would you rate the CFLs you have recently purchased in terms of... Their compatibility with dimmer and three-way switches?

BASE: CFL purchasers

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Init-Change		Not		Not		Yes		No		Con-		Not		Too		Not		Not	
ially Un-		ially Un-		Instal		Instal		Store		Store		cerned		cerned		busy		busy		Worth	
likely		likely		-led		-led		CFLs		CFLs		Yes		No		Con-		Not		Not	
Total		Total		Total		Total		Total		Total		Total		Total		Total		Total		Total	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	--S--	--T--	--U--	
Refused	1	1	0	0	1	0	0	1	0	1	1	0	0	1	1	0	1	0	1	0	
C%	0.5	0.6	0.0	0.0	0.5	0.0	0.0	1.3	0.0	0.7	2.4	0.0	0.0	0.6	0.5	0.0	0.5	0.0	0.5	0.0	
	1	1	0	0	1	0	0	1	0	1	1	0	0	1	1	0	1	0	1	0	
											L	K									
MEAN:	3.18	3.38	2.57	1.86	3.26	2.64	3.16	3.26	2.92	3.22	3.00	3.22	3.00	3.22	3.15	3.86	3.12	3.67			
		CD	B	B																	

Q12E. How would you rate the CFLs you have recently purchased in terms of... The way they fit into light fixtures?

BASE: CFL purchasers

===== BANNER 2 =====																			
	FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND		
	Init-Change		INSTALLATION		Store		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE				
	Init-Change	Un-Unlike	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	Too	Worth	Not	Con-	Not			
Total	Init-Change	Un-Unlike	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	Too	Worth	Not	Con-	Not			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
	Likely	Likely	-led	-led	CFLs	CFLs			cerned	cerned	busy	busy	it	it	sider	con-			
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
	C% 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	12	7	4	3	7	4	6	1	1	10	3	9	1	10	12	0	10	1	
	C% 3.6	3.1	5.7	15.4	2.6	10.3	3.6	1.3	1.8	4.8	4.9	3.4	2.4	4.0	4.1	0.0	3.4	7.1	
	8	5	3	2	5	3	4	1	1	7	2	6	1	7	8	0	7	1	
2	18	15	3	0	18	0	7	9	4	13	3	15	3	15	15	3	16	1	
	C% 5.5	6.3	3.8	0.0	6.3	0.0	4.5	8.0	5.3	6.2	4.9	5.6	4.8	5.7	5.1	9.5	5.4	7.1	
	12	10	2	0	12	0	5	6	3	9	2	10	2	10	10	2	11	1	
3	43	29	10	3	35	7	26	9	12	28	10	32	10	32	38	4	41	1	
	C% 13.2	12.6	13.2	15.4	12.6	17.2	16.1	8.0	14.0	13.0	17.1	12.4	16.7	12.5	13.3	14.3	13.7	7.1	
	29	20	7	2	24	5	18	6	8	19	7	22	7	22	26	3	28	1	
4	63	44	19	6	56	7	37	18	19	38	12	51	15	48	59	3	59	4	
	C% 19.5	18.9	24.5	30.8	19.9	17.2	22.3	16.0	22.8	17.8	19.5	19.7	23.8	18.8	20.4	9.5	19.6	21.4	
	43	30	13	4	38	5	25	12	13	26	8	35	10	33	40	2	40	3	
5-Very satisfied	180	135	37	6	161	19	85	73	44	120	31	148	31	147	158	19	166	12	
	C% 55.9	57.9	47.2	30.8	57.6	44.8	51.8	66.7	52.6	56.2	51.2	56.7	50.0	56.8	55.1	61.9	55.4	57.1	
	123	92	25	4	110	13	58	50	30	82	21	101	21	100	108	13	113	8	
Don't know	7	3	4	1	3	4	3	0	3	4	1	6	1	6	6	1	7	0	
	C% 2.3	1.3	5.7	7.7	1.0	10.3	1.8	0.0	3.5	2.1	2.4	2.2	2.4	2.3	2.0	4.8	2.5	0.0	
	5	2	3	1	2	3	2	0	2	3	1	4	1	4	4	1	5	0	
MEAN:	4.21	4.24	4.10	3.67	4.25	3.96	4.16	4.39	4.24	4.17	4.10	4.24	4.17	4.22	4.20	4.30	4.21	4.14	

Q12F. How would you rate the CFLs you have recently purchased in terms of... The way they look in light fixtures?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely to Likely		Instal-LED	Not Instal-LED	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	13	12	1	0	10	3	7	3	4	7	0	13	0	13	13	0	10	3	
C%	4.1	5.0	1.9	0.0	3.7	6.9	4.5	2.7	5.3	3.4	0.0	5.1	0.0	5.1	4.6	0.0	3.4	14.3	
	9	8	1	0	7	2	5	2	3	5	0	9	0	9	9	0	7	2	
2	35	19	16	9	23	12	13	9	12	22	4	29	7	26	28	7	35	0	
C%	10.9	8.2	20.8	46.2	8.4	27.6	8.0	8.0	14.0	10.3	7.3	11.2	11.9	10.2	9.7	23.8	11.8	0.0	
	24	13	11	6	16	8	9	6	8	15	3	20	5	18	19	5	24	0	
		C	B																
3	65	48	15	1	60	4	38	21	12	47	18	47	12	53	59	4	62	3	
C%	20.0	20.8	18.9	7.7	21.5	10.3	23.2	18.7	14.0	21.9	29.3	18.0	19.0	20.5	20.4	14.3	20.6	14.3	
	44	33	10	1	41	3	26	14	8	32	12	32	8	36	40	3	42	2	
4	53	47	6	3	50	3	26	21	18	32	12	41	9	44	47	4	50	3	
C%	16.4	20.1	7.5	15.4	17.8	6.9	16.1	18.7	21.1	15.1	19.5	15.7	14.3	17.0	16.3	14.3	16.7	14.3	
	36	32	4	2	34	2	18	14	12	22	8	28	6	30	32	3	34	2	
		C	B																
5-Very satisfied	128	95	26	3	116	12	66	50	34	87	19	109	28	100	113	15	116	9	
C%	39.5	40.9	34.0	15.4	41.4	27.6	40.2	45.3	40.4	40.4	31.7	41.6	45.2	38.6	39.3	47.6	38.7	42.9	
	87	65	18	2	79	8	45	34	23	59	13	74	19	68	77	10	79	6	
Don't know	29	12	13	3	21	9	13	7	4	19	7	22	6	22	28	0	26	3	
C%	9.1	5.0	17.0	15.4	7.3	20.7	8.0	6.7	5.3	8.9	12.2	8.4	9.5	8.5	9.7	0.0	8.8	14.3	
	20	8	9	2	14	6	9	5	3	13	5	15	4	15	19	0	18	2	
		C	B																
MEAN:	3.84	3.88	3.61	3.00	3.92	3.26	3.86	4.03	3.81	3.86	3.86	3.85	4.03	3.81	3.84	3.86	3.83	3.83	
		D		B	F	E													

Q12G. How would you rate the CFLs you have recently purchased in terms of... How long they last before burning out?

BASE: CFL purchasers

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		INSTALLATION		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND					
Init-Change	Un-Unlike	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	Not	Con-	Not				
ially	to	led	led	Store	Store	Yes	No	cerned	cerned	busy	busy	it	worth	sider	con-				
likely	Likely	-led	-led	CFLs	CFLs	Yes	No	cerned	cerned	busy	busy	it	it	Con-	con-				
---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
1-Not at all satisfied	13	4	7	3	10	3	3	7	4	7	3	10	1	12	12	1	13	0	
C%	4.1	1.9	9.4	15.4	3.7	6.9	1.8	6.7	5.3	3.4	4.9	3.9	2.4	4.5	4.1	4.8	4.4	0.0	
	9	3	5	2	7	2	2	5	3	5	2	7	1	8	8	1	9	0	
		C	B																
2	7	6	1	0	6	1	3	3	1	6	3	4	1	6	7	0	7	0	
C%	2.3	2.5	1.9	0.0	2.1	3.4	1.8	2.7	1.8	2.7	4.9	1.7	2.4	2.3	2.6	0.0	2.5	0.0	
	5	4	1	0	4	1	2	2	1	4	2	3	1	4	5	0	5	0	
3	22	13	7	1	19	3	9	10	6	15	7	15	7	15	21	0	21	1	
C%	6.8	5.7	9.4	7.7	6.8	6.9	5.4	9.3	7.0	6.8	12.2	5.6	11.9	5.7	7.1	0.0	6.9	7.1	
	15	9	5	1	13	2	6	7	4	10	5	10	5	10	14	0	14	1	
4	48	38	10	1	44	4	28	16	12	34	13	35	10	38	43	6	44	4	
C%	15.0	16.4	13.2	7.7	15.7	10.3	17.0	14.7	14.0	15.8	22.0	13.5	16.7	14.8	14.8	19.0	14.7	21.4	
	33	26	7	1	30	3	19	11	8	23	9	24	7	26	29	4	30	3	
5-Very satisfied	183	148	29	7	167	16	98	65	45	120	23	158	29	151	169	15	172	10	
C%	56.8	63.5	37.7	38.5	59.7	37.9	59.8	58.7	54.4	56.2	39.0	60.7	47.6	58.5	58.7	47.6	57.4	50.0	
	125	101	20	5	114	11	67	44	31	82	16	108	20	103	115	10	117	7	
		C	B								L	K							
Don't know	48	23	22	6	34	15	23	9	15	32	10	38	12	37	37	9	43	4	
C%	15.0	10.1	28.3	30.8	12.0	34.5	14.3	8.0	17.5	15.1	17.1	14.6	19.0	14.2	12.8	28.6	14.2	21.4	
	33	16	15	4	23	10	16	6	10	22	7	26	8	25	25	6	29	3	
		C	B																
MEAN:	4.39	4.52	3.95	3.78	4.43	4.05	4.53	4.26	4.34	4.40	4.03	4.47	4.29	4.40	4.39	4.47	4.38	4.55	
		C	B																

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		INSTALLATION		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND					
Init-Change	Un-Change	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not				
ially Un-	to	Not	Not	Store	Store	Yes	No	cerned	cerned	busy	too	it	worth	sider	con-				
likely	Likely	-led	-led	CFLs	CFLs	Yes	No	cerned	cerned	busy	busy	it	it	Con-	con-				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	323	233	78	19	280	43	164	110	84	214	60	261	62	258	287	31	299	21	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	220	159	53	13	191	29	112	75	57	146	41	178	42	176	196	21	204	14	
Lasts longer before burning out	150	122	25	9	139	10	85	50	32	107	25	123	38	109	139	10	141	7	
C%	46.4	52.2	32.1	46.2	49.7	24.1	51.8	45.3	38.6	50.0	41.5	47.2	61.9	42.0	48.5	33.3	47.1	35.7	
	102	83	17	6	95	7	58	34	22	73	17	84	26	74	95	7	96	5	
		C	B										N	M					
Reduces electricity bill / Saves money	73	57	12	4	66	7	31	34	13	54	15	57	12	60	69	4	73	0	
C%	22.7	24.5	15.1	23.1	23.6	17.2	18.8	30.7	15.8	25.3	24.4	21.9	19.0	23.3	24.0	14.3	24.5	0.0	
	50	39	8	3	45	5	21	23	9	37	10	39	8	41	47	3	50	0	
Saves / conserves energy	144	110	29	6	122	22	65	53	37	95	29	114	21	123	133	10	138	6	
C%	44.5	47.2	37.7	30.8	43.5	51.7	39.3	48.0	43.9	44.5	48.8	43.8	33.3	47.7	46.4	33.3	46.1	28.6	
	98	75	20	4	83	15	44	36	25	65	20	78	14	84	91	7	94	4	
Resource conservation benefits	15	12	0	0	13	1	6	7	3	10	0	15	3	12	15	0	12	3	
C%	4.5	5.0	0.0	0.0	4.7	3.4	3.6	6.7	3.5	4.8	0.0	5.6	4.8	4.5	5.1	0.0	3.9	14.3	
	10	8	0	0	9	1	4	5	2	7	0	10	2	8	10	0	8	2	
It works better/ is higher quality	34	29	1	0	29	4	12	18	9	23	7	25	9	22	26	6	28	4	
C%	10.5	12.6	1.9	0.0	10.5	10.3	7.1	16.0	10.5	11.0	12.2	9.6	14.3	8.5	9.2	19.0	9.3	21.4	
	23	20	1	0	20	3	8	12	6	16	5	17	6	15	18	4	19	3	
		C	B																
Other	9	4	3	1	7	1	7	0	3	4	0	9	0	9	7	1	9	0	
C%	2.7	1.9	3.8	7.7	2.6	3.4	4.5	0.0	3.5	2.1	0.0	3.4	0.0	3.4	2.6	4.8	2.9	0.0	
	6	3	2	1	5	1	5	0	2	3	0	6	0	6	5	1	6	0	
Don't know	22	6	15	1	15	7	7	7	4	13	9	13	4	18	16	3	16	4	
C%	6.8	2.5	18.9	7.7	5.2	17.2	4.5	6.7	5.3	6.2	14.6	5.1	7.1	6.8	5.6	9.5	5.4	21.4	
	15	4	10	1	10	5	5	5	3	9	6	9	3	12	11	2	11	3	
		C	B								L	K							

F5. When the CFL now installed burns out, how likely are you to replace it with another CFL?

BASE: CFL purchasers currently installed

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely to Likely		Instal- led	Not Instal- led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	280	214	54	13	280	0	164	110	78	180	45	235	56	223	251	25	262	15	
C%	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	191	146	37	9	191	0	112	75	53	123	31	160	38	152	171	17	179	10	
1-Not at all likely	15	1	13	3	15	0	4	10	6	7	4	10	1	13	13	0	15	0	
C%	5.2	0.7	24.3	22.2	5.2	0.0	2.7	9.3	7.5	4.1	9.7	4.4	2.6	5.9	5.3	0.0	5.6	0.0	
	10	1	9	2	10	0	3	7	4	5	3	7	1	9	9	0	10	0	
		C	B				H	G											
2	4	1	3	0	4	0	3	1	1	3	1	3	1	3	4	0	4	0	
C%	1.6	0.7	5.4	0.0	1.6	0.0	1.8	1.3	1.9	1.6	3.2	1.3	2.6	1.3	1.8	0.0	1.7	0.0	
	3	1	2	0	3	0	2	1	1	2	1	2	1	2	3	0	3	0	
		C	B																
3	35	23	12	4	35	0	16	18	12	22	6	29	10	25	34	0	34	1	
C%	12.6	11.0	21.6	33.3	12.6	0.0	9.8	16.0	15.1	12.2	12.9	12.5	18.4	11.2	13.5	0.0	12.8	10.0	
	24	16	8	3	24	0	11	12	8	15	4	20	7	17	23	0	23	1	
4	37	28	7	3	37	0	21	15	10	22	6	31	12	25	29	7	37	0	
C%	13.1	13.0	13.5	22.2	13.1	0.0	12.5	13.3	13.2	12.2	12.9	13.1	21.1	11.2	11.7	29.4	14.0	0.0	
	25	19	5	2	25	0	14	10	7	15	4	21	8	17	20	5	25	0	
5-Very likely	186	157	19	3	186	0	120	63	48	125	28	158	31	154	167	18	172	13	
C%	66.5	73.3	35.1	22.2	66.5	0.0	73.2	57.3	62.3	69.1	61.3	67.5	55.3	69.1	66.7	70.6	65.4	90.0	
	127	107	13	2	127	0	82	43	33	85	19	108	21	105	114	12	117	9	
		C	B				H	G											
Don't know	3	3	0	0	3	0	0	3	0	1	0	3	0	3	3	0	1	0	
C%	1.0	1.4	0.0	0.0	1.0	0.0	0.0	2.7	0.0	0.8	0.0	1.3	0.0	1.3	1.2	0.0	0.6	0.0	
	2	2	0	0	2	0	0	2	0	1	0	2	0	2	2	0	1	0	
MEAN:	4.35	4.60	3.30	3.22	4.35	*	4.52	4.11	4.21	4.42	4.13	4.40	4.24	4.38	4.34	4.71	4.33	4.80	
		CD	B	B			H	G						P	O	R	Q		

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely to Likely		Not Instal- led		Instal Store		Store CFLs		Yes No		Con- cerned		Too busy		Worth it		Not worth it	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
1-Not at all likely	140	0	140	25	38	18	19	19	18	37	55	85	49	88	114	23	123	14	
C%	25.0	0.0	72.1	49.0	13.6	41.4	11.6	17.3	21.1	17.1	38.8	20.5	34.7	21.5	23.2	36.5	24.6	26.8	
	155	0	155	26	26	12	13	13	12	25	66	89	61	90	124	28	133	17	
		CD	BD	BC							L	K	N	M	P	O			
2	54	0	54	26	16	6	13	3	12	9	12	42	18	36	46	8	46	8	
C%	9.7	0.0	27.9	51.0	5.8	13.8	8.0	2.7	14.0	4.1	8.7	10.1	12.6	8.9	9.4	12.2	9.2	15.5	
	62	0	62	25	11	4	9	2	8	6	18	44	24	38	51	10	51	11	
		CD	BD	BC					J	I									
3	104	104	0	0	44	9	22	21	10	35	28	72	28	73	96	8	91	13	
C%	18.5	30.5	0.0	0.0	15.7	20.7	13.4	18.7	12.3	16.4	20.0	17.4	20.0	17.8	19.5	12.6	18.2	24.0	
	106	106	0	0	30	6	15	14	7	24	30	73	30	74	98	8	90	16	
		CD	B	B															
4	68	68	0	0	41	1	22	18	13	25	13	55	14	53	59	7	63	2	
C%	12.1	19.9	0.0	0.0	14.7	3.4	13.4	16.0	15.8	11.6	8.8	13.3	9.6	13.0	12.1	10.7	12.7	4.1	
	67	67	0	0	28	1	15	12	9	17	14	53	15	51	61	5	62	3	
		CD	B	B													R	Q	
5-Very likely	169	169	0	0	129	9	81	45	29	100	29	140	29	139	156	13	152	15	
C%	30.1	49.6	0.0	0.0	46.1	20.7	49.1	41.3	35.1	46.6	20.3	33.7	20.6	33.9	31.8	20.6	30.5	28.7	
	141	141	0	0	88	6	55	31	20	68	26	115	25	115	130	11	126	14	
		CD	B	B							L	K	N	M					
Don't know	26	0	0	0	12	0	7	4	1	9	5	20	3	20	20	5	24	1	
C%	4.6	0.0	0.0	0.0	4.2	0.0	4.5	4.0	1.8	4.1	3.3	4.9	2.4	4.9	4.1	7.4	4.8	1.0	
	29	0	0	0	8	0	5	3	1	6	6	22	6	21	21	6	26	1	
MEAN:	3.13	4.19	1.28	1.51	3.77	2.48	3.84	3.64	3.30	3.69	2.62	3.31	2.68	3.31	3.21	2.64	3.16	2.92	
		CD	BD	BC	F	E					L	K	N	M	P	O			

===== BANNER 2 =====																				
		FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND		
		Init- Init- Total	Change ially Un- Likely	Un- likely	to Likely	Instal -led	Instal -led	Store CFLs	Store CFLs	MOST RECENT PURCHASE	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	107	107	0	0	0	0	0	0	0	0	0	29	77	26	79	100	7	91	15	
C%	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	155	155	0	0	0	0	0	0	0	0	0	42	111	39	113	145	10	131	23	
Saves energy/efficient	28	28	0	0	0	0	0	0	0	0	0	6	22	7	21	26	2	26	2	
C%	25.8	25.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.4	28.3	25.8	26.4	26.0	23.7	28.2	13.3	
	41	41	0	0	0	0	0	0	0	0	0	9	32	10	31	39	2	37	4	
Saves money on electricity	21	21	0	0	0	0	0	0	0	0	0	5	16	4	16	21	1	17	4	
C%	19.9	19.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.5	21.2	14.9	20.7	20.8	7.2	19.0	26.4	
	33	33	0	0	0	0	0	0	0	0	0	8	25	7	24	32	1	27	6	
Last longer	12	12	0	0	0	0	0	0	0	0	0	3	8	3	8	11	1	11	1	
C%	10.9	10.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3	10.7	10.3	10.3	11.2	7.2	12.3	3.3	
	16	16	0	0	0	0	0	0	0	0	0	4	11	4	11	15	1	15	1	
Curious/To try them	17	17	0	0	0	0	0	0	0	0	0	6	11	4	13	14	3	15	2	
C%	15.6	15.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.8	14.4	15.5	16.1	13.7	42.8	16.6	10.9	
	24	24	0	0	0	0	0	0	0	0	0	8	16	6	18	20	4	22	2	
Might try them with coupon/discount	1	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	
C%	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.8	0.0	0.9	0.0	
	1	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	
Interested but need more information	4	4	0	0	0	0	0	0	0	0	0	2	2	1	3	4	0	2	1	
C%	3.3	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	2.2	3.2	3.4	3.5	0.0	2.4	8.8	
	5	5	0	0	0	0	0	0	0	0	0	3	2	1	4	5	0	3	2	
Provide better light	2	2	0	0	0	0	0	0	0	0	0	0	2	1	1	2	0	1	1	
C%	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	3.2	1.1	1.7	0.0	0.9	5.5	
	2	2	0	0	0	0	0	0	0	0	0	0	2	1	1	2	0	1	1	

===== BANNER 2 =====																							
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init- ially	Change Un- likely	Change Un- likely	Not Instal -led	Not Instal -led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider					
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--						
Other		5	5	0	0	0	0	0	0	0	0	5	0	5	5	0	4	1					
C%	4.2	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	5.7	4.5	0.0	4.4	3.3					
	7	7	0	0	0	0	0	0	0	0	0	7	0	7	7	0	6	1					
Don't know		18	18	0	0	0	0	0	0	0	8	10	6	12	17	1	13	4					
C%	17.0	17.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.7	13.1	23.9	15.2	16.9	19.1	14.4	28.5					
	25	25	0	0	0	0	0	0	0	0	10	14	9	16	23	2	18	6					
											L	K											
Refused		1	1	0	0	0	0	0	0	0	0	1	1	0	1	0	1	0					
C%	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	3.2	0.0	0.8	0.0	0.9	0.0					
	1	1	0	0	0	0	0	0	0	0	0	1	1	0	1	0	1	0					

===== BANNER 2 =====																			
		FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND	
		Init-Change	Change	Change	Change	Instal	Instal	Store	Store	MOST	USAGE	USAGE	Improvements	Improvements	Energy	Energy	Worth	Worth	Operate
		ially	Un-	to	Likely	Not	Not	Not	Not	RECENT	Con-	Con-	Too	Too	it	it	Con-	Con-	Cost
		likely	likely	Likely	Likely	led	led	CFLs	CFLs	PURCHASE	cerned	cerned	busy	busy	it	it	sider	sider	
		--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--
Total		89	89	0	0	0	0	0	0	0	0	21	67	19	68	83	6	78	11
	C%	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		131	131	0	0	0	0	0	0	0	0	32	98	29	99	123	8	114	17
Saves energy/efficient		9	9	0	0	0	0	0	0	0	0	1	8	2	7	8	1	8	1
	C%	9.7	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	11.7	11.5	9.5	9.8	8.9	10.5	4.6
		12	12	0	0	0	0	0	0	0	0	1	11	3	9	11	1	11	1
Saves money on electricity		2	2	0	0	0	0	0	0	0	0	1	2	0	2	2	1	2	0
	C%	2.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.7	0.0	3.4	1.8	14.7	3.0	0.0
		4	4	0	0	0	0	0	0	0	0	1	3	0	4	3	1	4	0
Last longer		5	5	0	0	0	0	0	0	0	0	2	3	1	4	4	1	4	1
	C%	5.4	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	4.7	7.1	5.1	4.8	14.7	4.9	9.3
		7	7	0	0	0	0	0	0	0	0	2	5	2	5	6	1	5	2
Curious/To try them		1	1	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0
	C%	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.7	0.6	0.0	0.6	0.0
		1	1	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0
Provide better light		3	3	0	0	0	0	0	0	0	0	0	3	0	3	1	2	3	0
	C%	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	3.7	1.0	29.3	3.2	0.0
		3	3	0	0	0	0	0	0	0	0	0	3	0	3	1	2	3	0
Other		2	2	0	0	0	0	0	0	0	0	0	2	0	2	1	1	1	1
	C%	1.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	2.4	1.0	14.7	1.1	7.7
		2	2	0	0	0	0	0	0	0	0	0	2	0	2	1	1	1	1
No other reason		72	72	0	0	0	0	0	0	0	0	18	53	15	55	69	3	64	9
	C%	80.9	80.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	85.7	79.1	81.4	80.2	83.2	47.1	81.2	78.4
		107	107	0	0	0	0	0	0	0	0	28	78	24	80	103	4	94	13

F2A. Why are you unlikely to purchase CFLs in the next year?

BASE: Unlikely to purchase

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		-----		OPERATE COST			
Init- Change				Not		Not		PURCHASE		Not		Not		Not		Not			
Init- ially Un- to				Instal Instal		Store Store		Yes No		Con- Con-		Too too		Worth worth		Con- con-			
Total Likely Un- to Likely				-led -led		CFLs CFLs		-----		cerned cerned		busy busy		it it		sider sider			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	220	0	194	51	66	23	40	26	31	54	72	147	71	145	180	35	193	23	
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	246	0	217	51	45	16	27	18	21	37	90	155	91	149	196	44	210	29	
Too costly/expensive	13	0	12	3	1	0	0	1	0	1	3	10	6	7	10	2	11	1	
C%	6.1	0.0	6.2	4.9	2.2	0.0	0.0	5.6	0.0	2.7	4.4	6.9	8.3	5.2	5.8	5.2	5.9	2.2	
	18	0	16	3	1	0	0	1	0	1	5	13	9	9	13	3	14	1	
Storing a bunch/bought multi-pack, don't need	47	0	44	0	26	0	21	6	13	13	19	28	14	33	39	8	43	3	
C%	21.4	0.0	22.4	0.0	40.0	0.0	51.9	22.2	42.9	24.3	26.0	19.2	19.7	22.5	21.4	22.5	22.4	14.5	
	49	0	46	0	18	0	14	4	9	9	23	26	16	32	40	8	44	4	
			D	C															
Used to regular bulbs/happy with them	17	0	16	7	1	1	0	1	0	3	9	7	8	7	13	3	15	1	
C%	7.6	0.0	8.4	14.4	2.2	6.3	0.0	5.6	0.0	5.4	12.9	5.1	12.0	5.2	7.4	8.5	7.8	5.9	
	21	0	20	8	1	1	0	1	0	2	12	9	11	9	16	4	18	2	
											L	K							
Don't like light/Not bright	38	0	38	8	12	13	4	7	7	15	11	27	11	27	33	1	34	3	
C%	17.1	0.0	19.3	15.2	17.8	56.3	11.1	27.8	23.8	27.0	14.6	18.4	15.2	18.6	18.5	4.2	17.7	15.1	
	33	0	33	7	8	9	3	5	5	10	10	23	11	22	30	1	30	3	
															P	O			
Don't need any lights	20	0	19	8	6	3	3	3	1	7	9	11	7	13	15	5	15	4	
C%	9.1	0.0	10.0	15.6	8.9	12.5	7.4	11.1	4.8	13.5	12.4	7.5	10.1	8.9	8.6	13.1	7.9	17.4	
	21	0	20	8	4	2	2	2	1	5	10	11	9	12	17	4	16	4	
Don't sell in this area/hard to find	3	0	2	2	0	1	0	0	1	0	0	3	0	3	3	0	2	0	
C%	1.3	0.0	1.2	4.5	0.0	6.3	0.0	0.0	4.8	0.0	0.0	1.9	0.0	1.9	1.6	0.0	1.0	0.0	
	3	0	2	2	0	1	0	0	1	0	0	3	0	3	3	0	2	0	
Don't fit my fixtures	8	0	8	4	3	1	1	1	0	4	4	4	4	3	7	2	7	1	
C%	3.7	0.0	4.2	7.4	4.4	6.3	3.7	5.6	0.0	8.1	6.2	2.6	6.3	2.0	3.7	4.7	3.8	3.7	
	8	0	8	3	2	1	1	1	0	3	5	3	5	2	6	2	7	1	

===== BANNER 2 =====																			
		FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND	
		Init- Change		INSTALLATION		Store Store		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE		COST	
		Init- ially Un- to	Change Un- like to	Not Instal	Not Instal	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
Total	Likely	Un- likely	Likely	-led	-led	CFLs	CFLs	Yes	No	Con- cerned	Con- cerned	Too busy	Too busy	Worth it	Worth it	Con- sider	Con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Burn out too fast	8	0	6	2	4	1	4	0	1	4	0	8	1	7	6	1	8	0	
C%	3.4	0.0	3.1	4.5	6.7	6.3	11.1	0.0	4.8	8.1	0.0	5.1	1.2	4.6	3.4	4.2	3.9	0.0	
	6	0	5	2	3	1	3	0	1	3	0	6	1	5	5	1	6	0	
											L	K							
Not interested	9	0	8	3	0	0	0	0	0	0	4	5	4	5	5	4	6	3	
C%	3.9	0.0	4.2	4.9	0.0	0.0	0.0	0.0	0.0	0.0	5.6	3.2	5.4	3.4	2.9	10.0	3.1	11.8	
	12	0	11	3	0	0	0	0	0	0	6	6	5	7	7	5	8	4	
														P	O				
Don't know enough about them to decided	16	0	15	8	0	1	0	0	1	0	4	12	6	10	14	2	14	2	
C%	7.4	0.0	7.5	14.8	0.0	6.3	0.0	0.0	4.8	0.0	5.6	8.4	8.5	7.2	7.8	6.7	7.5	8.1	
	22	0	20	9	0	1	0	0	1	0	6	16	8	14	18	4	19	3	
Don't have to buy any	4	0	4	2	0	0	0	0	0	0	1	3	1	3	4	0	3	1	
C%	1.7	0.0	2.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.7	1.2	2.1	2.1	0.0	1.6	3.7	
	5	0	5	2	0	0	0	0	0	0	2	3	1	4	5	0	4	1	
Other	1	0	1	0	1	0	0	1	1	0	1	0	0	1	1	0	1	0	
C%	0.7	0.0	0.8	0.0	2.2	0.0	0.0	5.6	4.8	0.0	2.0	0.0	0.0	1.0	0.8	0.0	0.8	0.0	
	1	0	1	0	1	0	0	1	1	0	1	0	0	1	1	0	1	0	
Don't know	39	0	23	6	10	0	4	6	3	6	8	31	11	26	32	7	35	4	
C%	17.9	0.0	11.9	12.4	15.6	0.0	11.1	22.2	9.5	10.8	11.4	20.8	15.2	18.1	17.5	21.0	17.9	17.6	
	51	0	33	6	7	0	3	4	2	4	13	37	18	30	38	12	44	6	
Refused	1	0	1	1	1	0	1	0	0	1	0	1	0	1	1	0	1	0	
C%	0.7	0.0	0.8	2.9	2.2	0.0	3.7	0.0	0.0	2.7	0.0	1.0	0.0	1.0	0.8	0.0	0.8	0.0	
	1	0	1	1	1	0	1	0	0	1	0	1	0	1	1	0	1	0	

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Instal		Not Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to Likely	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	too	Worth	worth	Con-	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	134	0	127	44	28	23	13	15	15	34	45	89	46	86	110	20	114	16	
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	147	0	138	45	19	16	9	10	10	23	54	93	57	88	119	24	122	20	
Too costly/expensive	1	0	1	1	1	0	1	0	1	0	0	1	0	1	1	0	1	0	
C%	1.1	0.0	1.2	3.3	5.3	0.0	11.1	0.0	10.0	0.0	0.0	1.7	0.0	1.7	1.3	0.0	1.3	0.0	
	1	0	1	1	1	0	1	0	1	0	0	1	0	1	1	0	1	0	
Don't like light/Not bright	1	0	1	1	0	0	0	0	0	0	0	1	1	0	1	0	1	0	
C%	0.6	0.0	0.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.8	0.0	0.8	0.0	0.7	0.0	
	1	0	1	1	0	0	0	0	0	0	0	1	1	0	1	0	1	0	
No other reason	132	0	125	42	26	23	12	15	13	34	45	86	45	85	108	20	112	16	
C%	98.3	0.0	98.2	94.8	94.7	100.0	88.9	100.0	90.0	100.0	100.0	97.4	98.2	98.3	97.9	100.0	98.0	100.0	
	145	0	136	43	18	16	8	10	9	23	54	91	56	87	117	24	120	20	

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		-----		OPERATE COST			
		Init-Change	Un- to	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not		
		ially Un-	to	led	led	CFLs	CFLs	-----	-----	cerned	cerned	busy	busy	it	worth	con-	con-		
		likely likely	Likely	-led	-led	CFLs	CFLs	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
		---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---
Total	145	0	128	51	40	23	19	21	18	41	41	104	41	101	123	19	128	14	
	C% 100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	141	0	125	51	27	16	13	14	12	28	42	99	44	94	119	20	123	15	
1-Not at all likely	52	0	51	0	10	10	3	7	6	15	20	32	21	30	44	7	45	7	
	C% 36.1	0.0	39.6	0.0	25.9	43.8	15.4	35.7	33.3	35.7	49.2	30.9	51.3	30.1	35.9	34.7	35.3	49.3	
	52	0	50	0	7	7	2	5	4	10	21	31	23	28	43	8	45	7	
			D	C							L	K	N	M					
2	19	0	18	0	6	4	1	4	3	6	3	15	5	14	15	2	18	1	
	C% 12.9	0.0	13.9	0.0	14.8	18.8	7.7	21.4	16.7	14.3	7.7	14.9	11.7	13.7	12.1	12.0	13.9	5.8	
	17	0	16	0	4	3	1	3	2	4	3	14	5	12	14	2	16	1	
			D	C															
3	27	0	25	25	4	4	3	1	3	6	6	21	9	18	25	3	22	4	
	C% 18.7	0.0	20.0	50.2	11.1	18.8	15.4	7.1	16.7	14.3	15.9	19.9	21.3	18.3	20.1	13.0	17.5	27.5	
	28	0	26	26	3	3	2	1	2	4	7	21	9	19	25	3	23	4	
			D	C															
4	14	0	10	10	6	0	4	1	3	1	2	13	3	12	10	4	13	1	
	C% 9.8	0.0	8.2	20.6	14.8	0.0	23.1	7.1	16.7	3.6	4.1	12.0	6.1	11.6	8.5	19.6	10.5	5.8	
	14	0	11	11	4	0	3	1	2	1	2	12	3	11	11	3	13	1	
			D	C															
5-Very likely	19	0	15	15	9	1	4	4	3	7	4	15	2	16	19	1	17	1	
	C% 13.4	0.0	11.6	29.2	22.2	6.3	23.1	21.4	16.7	17.9	9.7	14.9	4.1	16.2	15.2	4.3	13.2	5.8	
	18	0	14	14	6	1	3	3	2	5	4	14	2	15	17	1	15	1	
			D	C									N	M					
Don't know	13	0	9	0	4	3	3	1	0	6	5	8	2	10	10	3	12	1	
	C% 9.1	0.0	6.7	0.0	11.1	12.5	15.4	7.1	0.0	14.3	13.3	7.4	5.6	10.0	8.2	16.3	9.6	5.8	
	12	0	8	0	3	2	2	1	0	4	5	7	2	9	9	3	11	1	
MEAN:	2.47	*	2.34	3.79	2.92	1.93	3.36	2.54	2.67	2.46	2.05	2.62	1.94	2.67	2.51	2.36	2.47	2.08	
			D	C	F	E					L	K	N	M					

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 2 =====																							
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially	Change Un-likely	to Likely	Instal-LED	Instal-LED	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider					
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--						
Total	61	0	51	51	19	6	12	7	9	15	12	49	13	46	54	7	53	6	6				
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
	60	0	51	51	13	4	8	5	6	10	13	47	14	45	53	7	51	6	6				
Saves energy/efficient	12	0	10	10	0	0	0	0	0	0	3	8	3	9	11	1	11	1	1				
C%	19.2	0.0	19.7	19.7	0.0	0.0	0.0	0.0	0.0	0.0	27.6	17.1	19.3	19.8	20.2	11.7	20.6	14.8	14.8				
	14	0	12	12	0	0	0	0	0	0	4	10	3	11	13	1	13	1	1				
Saves money on electricty	9	0	7	7	1	0	1	0	0	0	0	9	1	8	9	0	8	0	0				
C%	14.8	0.0	13.1	13.1	7.7	0.0	12.5	0.0	0.0	0.0	0.0	18.4	6.4	17.5	16.7	0.0	15.5	0.0	0.0				
	10	0	8	8	1	0	1	0	0	0	0	10	1	9	10	0	9	0	0				
They last much longer	7	0	7	7	1	3	1	0	0	4	1	5	2	5	7	0	5	1	1				
C%	11.4	0.0	13.6	13.6	7.7	50.0	12.5	0.0	0.0	30.0	12.1	11.2	17.8	9.9	12.9	0.0	8.7	26.0	26.0				
	6	0	6	6	1	2	1	0	0	3	1	5	2	4	6	0	4	1	1				
Curious to try them	10	0	10	10	1	3	1	0	3	1	5	5	3	7	9	1	8	3	3				
C%	16.8	0.0	20.2	20.2	7.7	50.0	12.5	0.0	33.3	10.0	39.7	11.2	25.8	14.9	17.5	11.7	14.7	44.4	44.4				
	10	0	10	10	1	2	1	0	2	1	5	5	4	6	9	1	7	3	3				
Price of blubd is less than I thought	2	0	2	2	0	0	0	0	0	0	0	2	1	1	2	0	1	1	1				
C%	2.7	0.0	3.3	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	6.4	1.8	3.1	0.0	1.6	14.8	14.8				
	2	0	2	2	0	0	0	0	0	0	0	2	1	1	2	0	1	1	1				
Will fit most of my fixtures	4	0	4	4	3	0	3	0	1	1	1	3	2	1	2	1	4	0	0				
C%	6.2	0.0	7.4	7.4	15.4	0.0	25.0	0.0	16.7	10.0	6.9	6.0	17.8	3.2	4.3	20.6	7.2	0.0	0.0				
	3	0	3	3	2	0	2	0	1	1	1	2	2	1	2	1	3	0	0				
Other	1	0	0	0	1	0	0	1	0	1	0	1	0	0	1	0	1	0	0				
C%	2.4	0.0	0.0	0.0	7.7	0.0	0.0	20.0	0.0	10.0	0.0	3.0	0.0	0.0	2.7	0.0	2.8	0.0	0.0				
	1	0	0	0	1	0	0	1	0	1	0	1	0	0	1	0	1	0	0				

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

		===== BANNER 2 =====																					
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially	Change Un-likely	Unlike	Not Instal	Not Instal	Store	Not Store	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider					
		---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---				
Don't know		14	0	11	11	10	0	4	6	4	6	2	13	1	14	11	3	14	0				
C%		23.7	0.0	21.0	21.0	53.8	0.0	37.5	80.0	50.0	40.0	13.8	26.2	6.4	29.3	21.1	44.1	25.8	0.0				
		12	0	9	9	7	0	3	4	3	4	2	10	1	11	9	3	11	0				
Refused		2	0	1	1	0	0	0	0	0	0	0	2	0	2	1	1	2	0				
C%		2.7	0.0	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	3.6	1.6	11.7	3.2	0.0				
		2	0	1	1	0	0	0	0	0	0	0	2	0	2	1	1	2	0				

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST			
Init-Change		Init-Change		Not		Not		Yes		No		Con-		Not		Worth		Not		Con-	Not
Total	Init-Change	Un-likely	Likely	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	it	it	Con-	con-	sider	sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	46	0	40	40	9	6	7	1	4	9	10	35	13	31	42	3	38	6			
C%	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	47	0	42	42	6	4	5	1	3	6	11	36	14	32	44	3	39	6			
Saves energy/efficient	3	0	2	2	0	1	0	0	0	1	0	3	0	3	3	0	2	1			
C%	6.9	0.0	5.7	5.7	0.0	25.0	0.0	0.0	0.0	16.7	0.0	8.9	0.0	10.1	7.4	0.0	4.4	26.0			
	3	0	2	2	0	1	0	0	0	1	0	3	0	3	3	0	2	1			
Saves money on electricity	2	0	1	1	0	1	0	0	0	1	1	1	1	1	2	0	2	0			
C%	5.1	0.0	3.7	3.7	0.0	25.0	0.0	0.0	0.0	16.7	14.1	2.4	11.3	2.7	5.4	0.0	6.0	0.0			
	2	0	1	1	0	1	0	0	0	1	1	1	1	1	2	0	2	0			
They last much longer	1	0	1	1	0	0	0	0	0	0	0	1	1	0	1	0	0	1			
C%	1.8	0.0	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	6.4	0.0	2.0	0.0	0.0	14.8			
	1	0	1	1	0	0	0	0	0	0	0	1	1	0	1	0	0	1			
Price of blubd is less than I thought	2	0	2	2	0	1	0	0	0	1	1	1	1	1	2	0	2	0			
C%	5.1	0.0	5.7	5.7	0.0	25.0	0.0	0.0	0.0	16.7	14.1	2.4	11.3	2.7	5.4	0.0	6.0	0.0			
	2	0	2	2	0	1	0	0	0	1	1	1	1	1	2	0	2	0			
Will fit most of my fixtures	3	0	3	3	0	0	0	0	0	0	2	1	1	2	3	0	3	0			
C%	5.5	0.0	6.2	6.2	0.0	0.0	0.0	0.0	0.0	0.0	16.0	2.4	6.4	5.4	5.9	0.0	6.5	0.0			
	3	0	3	3	0	0	0	0	0	0	2	1	1	2	3	0	3	0			
Other	1	0	1	1	0	0	0	0	0	0	1	0	1	0	1	0	1	0			
C%	1.8	0.0	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	6.4	0.0	2.0	0.0	2.2	0.0			
	1	0	1	1	0	0	0	0	0	0	1	0	1	0	1	0	1	0			
No other reason	35	0	31	31	9	3	7	1	4	6	6	29	9	25	32	3	30	3			
C%	77.1	0.0	78.1	78.1	100.0	50.0	100.0	100.0	100.0	66.7	62.0	81.6	69.3	79.2	75.4	100.0	78.7	59.2			
	36	0	33	33	6	2	5	1	3	4	7	29	10	25	33	3	30	4			

UF2A. What, if anything, would motivate you to purchase CFLs in the next year?

BASE: Unlikely future purchaser

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init- ially Un- likely		Change Un- like to Likely		Instal -led	Instal -led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	112	0	100	0	21	18	7	13	9	26	41	71	44	66	88	20	97	14	
C%	100.0	0.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	137	0	120	0	14	12	5	9	6	18	54	82	61	72	103	29	115	19	
They need to be cheaper	26	0	25	0	6	3	4	1	1	4	9	16	11	15	21	4	23	3	
C%	23.2	0.0	24.7	0.0	28.6	16.7	60.0	11.1	16.7	16.7	22.5	23.0	25.9	22.3	24.0	19.9	23.4	24.0	
	31	0	29	0	4	2	3	1	1	3	12	18	16	15	23	6	27	4	
Need to be convinced of their energy savings	12	0	11	0	4	0	3	1	0	3	4	8	4	8	10	2	11	1	
C%	11.1	0.0	10.6	0.0	21.4	0.0	40.0	11.1	0.0	11.1	9.7	12.0	10.3	12.1	11.9	10.0	11.3	7.3	
	17	0	14	0	3	0	2	1	0	2	6	11	7	10	13	4	14	2	
Need to see them in the stores where I shop	6	0	5	0	0	0	0	0	0	0	2	4	4	2	4	3	6	1	
C%	5.7	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	5.7	8.1	2.8	4.4	12.5	6.1	3.7	
	12	0	9	0	0	0	0	0	0	0	4	8	7	3	7	5	11	1	
Need to make them in different sizes	7	0	6	0	3	0	1	1	0	3	2	5	2	4	6	1	6	1	
C%	6.6	0.0	6.0	0.0	14.3	0.0	20.0	11.1	0.0	11.1	5.7	7.2	5.4	6.5	7.0	6.6	5.8	9.7	
	9	0	8	0	2	0	1	1	0	2	4	5	4	4	7	2	6	2	
Need to make them look attractive in fixtures	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	
C%	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	
	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	
I still need more information about CFLs	4	0	3	0	0	0	0	0	0	0	1	3	1	4	4	1	3	1	
C%	3.9	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	4.3	1.2	5.8	4.0	4.1	3.1	9.7	
	6	0	4	0	0	0	0	0	0	0	2	4	1	5	5	1	4	2	
Nothing	28	0	26	0	4	6	0	4	3	7	13	15	16	12	23	4	25	3	
C%	24.9	0.0	25.5	0.0	21.4	33.3	0.0	33.3	33.3	27.8	30.6	21.8	36.0	18.6	25.7	17.4	25.7	22.7	
	33	0	30	0	3	4	0	3	2	5	16	17	19	14	26	5	30	3	
													N	M					

UF2A. What, if anything, would motivate you to purchase CFLs in the next year?

BASE: Unlikely future purchaser

===== BANNER 2 =====																					
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially Un-likely	Change Un-likely	Un-likely	to Likely	Instal-LED	Instal-LED	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
I don't like the quality of the light	C%	8.7	0.0	7.5	0.0	0.0	33.3	0.0	0.0	16.7	16.7	3.6	8.6	5.2	8.0	6.9	7.3	7.8	0.0		
		6	0	6	0	0	4	0	0	1	3	1	5	2	4	5	1	6	0		
I still prefer incandescent/standard bulbs	C%	2.4	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	1.9	3.1	2.0	1.5	4.1	2.2	0.0		
		4	0	3	0	0	0	0	0	0	0	2	2	2	2	2	1	3	0		
Nothing at all	C%	9.8	0.0	8.8	0.0	7.1	0.0	0.0	11.1	16.7	0.0	14.9	6.9	8.8	9.6	11.0	6.6	9.1	15.7		
		14	0	11	0	1	0	0	1	1	0	7	7	5	8	12	2	11	3		
Other	C%	5.6	0.0	6.2	0.0	14.3	8.3	0.0	22.2	16.7	11.1	3.6	6.8	0.0	9.5	7.1	0.0	6.4	0.0		
		6	0	6	0	2	1	0	2	1	2	1	5	0	6	6	0	6	0		
														N	M						
Don't know	C%	3.7	0.0	4.1	0.0	7.1	0.0	0.0	11.1	0.0	5.6	4.5	3.3	4.2	3.5	1.5	6.6	3.2	7.3		
		5	0	5	0	1	0	0	1	0	1	3	2	3	2	2	2	3	2		
Refused	C%	2.0	0.0	2.3	0.0	0.0	8.3	0.0	0.0	0.0	5.6	0.0	3.3	0.0	3.5	1.0	7.3	2.4	0.0		
		2	0	2	0	0	1	0	0	0	1	0	2	0	2	1	1	2	0		

===== BANNER 2 =====																				
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST		
Init-ially Un-likely		Change Un-likely to Likely		Instal-LED	Not Instal-LED	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	26	0	25	0	6	3	4	1	1	4	9	16	11	15	21	4	23	3	3	
C%	100.0	0.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	31	0	29	0	4	2	3	1	1	3	12	18	16	15	23	6	27	4	4	
\$1	7	0	7	0	4	0	3	1	1	3	2	5	1	5	6	1	6	1	1	
C%	25.9	0.0	27.3	0.0	75.0	0.0	66.7	100.0	100.0	66.7	16.3	32.3	11.8	36.8	27.3	12.6	27.5	15.3	15.3	
	7	0	7	0	3	0	2	1	1	2	3	4	2	5	5	1	6	1	1	
\$2	1	0	1	0	0	0	0	0	0	0	1	1	1	0	1	1	1	1	1	
C%	3.9	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	3.1	8.9	0.0	2.4	12.6	2.2	15.3	15.3	
	2	0	2	0	0	0	0	0	0	0	1	1	2	0	1	1	1	1	1	
\$6	1	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0	
C%	3.2	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0	5.7	0.0	20.8	3.7	0.0	0.0	
	1	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	0	
\$10	1	0	1	0	0	1	0	0	0	1	1	0	0	1	1	0	0	1	1	
C%	5.6	0.0	5.9	0.0	0.0	50.0	0.0	0.0	0.0	33.3	15.8	0.0	0.0	10.0	7.0	0.0	0.0	44.3	44.3	
	1	0	1	0	0	1	0	0	0	1	1	0	0	1	1	0	0	1	1	
\$12	1	0	1	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	
C%	1.9	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	4.5	0.0	2.4	0.0	2.2	0.0	0.0	
	1	0	1	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	
Don't know	13	0	12	0	1	1	1	0	0	0	5	8	8	5	12	1	12	1	1	
C%	51.1	0.0	50.5	0.0	25.0	50.0	33.3	0.0	0.0	0.0	57.1	49.2	70.4	36.1	56.9	33.3	54.8	25.2	25.2	
	16	0	15	0	1	1	1	0	0	0	6	10	10	6	14	2	15	1	1	
MEAN:	3.3	*	3.3	*	1.0	10.0	1.0	1.0	1.0	4.0	5.8	1.7	3.3	3.3	3.3	3.5	2.3	6.5		

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Init-Change		Not		Not		Con-		Con-		Too		Not		Worth		Con-	
ially Un-		ially Un-		Instal		Instal		cerned		cerned		busy		too		it		sider	
likely		likely		-led		-led		Yes		No		busy		it		it		sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Refused	2	0	2	0	0	0	0	0	0	0	0	2	1	2	1	1	2	0	0
C%	8.3	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.3	4.5	11.4	4.0	20.8	9.6	0.0	0.0
	3	0	2	0	0	0	0	0	0	0	0	2	1	2	1	1	3	0	0
MEAN:	3.3	*	3.3	*	1.0	10.0	1.0	1.0	1.0	4.0	5.8	1.7	3.3	3.3	3.3	3.5	2.3	6.5	

UF2.3. Where do you buy light bulbs?

BASE: Respondents who said they would need to see them in the stores where they buy light bulbs

		===== BANNER 2 =====																					
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially Un-likely	Change Un-likely	Un-likely	Not Instal-LED	Not Instal-LED	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider					
		--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total		6	0	5	0	0	0	0	0	0	0	2	4	4	2	4	3	6	1				
	C%	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
		12	0	9	0	0	0	0	0	0	0	4	8	7	3	7	5	11	1				
Grocery store		2	0	1	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1				
	C%	28.9	0.0	27.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.5	25.0	14.3	45.2	21.6	40.0	22.8	100.0				
		3	0	2	0	0	0	0	0	0	0	1	2	1	1	1	2	2	1				
Home centers		2	0	1	0	0	0	0	0	0	0	0	2	2	0	1	1	2	0				
	C%	23.7	0.0	20.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.5	42.9	0.0	26.1	20.0	25.7	0.0				
		3	0	2	0	0	0	0	0	0	0	0	3	3	0	2	1	3	0				
Large general merchandise chains		3	0	3	0	0	0	0	0	0	0	2	1	2	1	2	1	3	0				
	C%	39.5	0.0	51.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	64.5	25.0	42.9	27.4	52.3	20.0	42.9	0.0				
		5	0	5	0	0	0	0	0	0	0	3	2	3	1	4	1	5	0				
Local hardware stores		1	0	1	0	0	0	0	0	0	0	0	1	1	1	1	1	1	0				
	C%	15.8	0.0	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	14.3	27.4	13.1	20.0	17.2	0.0				
		2	0	1	0	0	0	0	0	0	0	0	2	1	1	1	1	2	0				

UF2.6. What type of information would you be looking for?

BASE: Respondents who need more information

===== BANNER 2 =====																				
	FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init- ially Likely	Change Un- likely	Un- like to Likely	Instal -led	Instal -led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider			
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	4	0	3	0	0	0	0	0	0	0	1	3	0	4	3	1	3	1		
C%	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	5	0	3	0	0	0	0	0	0	0	2	3	0	5	4	1	4	1		
Literature send in the mail	1	0	1	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0		
C%	21.7	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	62.3	0.0	0.0	21.7	0.0	100.0	27.7	0.0		
	1	0	1	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0		
How much light they give off	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0		
C%	21.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	21.7	27.7	0.0	27.7	0.0		
	1	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0		
How much energy they save/efficiency	1	0	1	0	0	0	0	0	0	0	1	1	0	1	1	0	1	0		
C%	34.9	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.7	33.3	0.0	34.9	44.5	0.0	44.5	0.0		
	2	0	1	0	0	0	0	0	0	0	1	1	0	2	2	0	2	0		
Don't know	1	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0		
C%	21.7	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	21.7	27.7	0.0	0.0	100.0		
	1	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1		

UF2.8. What don't you like about the quality of the light?

BASE: Respondents who don't like the quality of the light

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely		Not Instal-LED		Not Instal-LED		Store CFLs		Yes No		Con-cerned		Too busy		Worth it		Not worth it	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	8	0	8	0	0	6	0	0	1	4	1	6	2	5	6	1	8	0	
C%	100.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0
	6	0	6	0	0	4	0	0	1	3	1	5	2	4	5	1	6	0	
Inconsistent light	1	0	1	0	0	1	0	0	1	0	0	1	0	1	1	0	1	0	
C%	19.5	0.0	19.5	0.0	0.0	25.0	0.0	0.0	100.0	0.0	0.0	24.2	0.0	28.0	24.2	0.0	19.5	0.0	
	1	0	1	0	0	1	0	0	1	0	0	1	0	1	1	0	1	0	
Not bright enough	2	0	2	0	0	1	0	0	0	1	0	2	1	1	2	0	2	0	
C%	30.5	0.0	30.5	0.0	0.0	25.0	0.0	0.0	0.0	33.3	0.0	37.9	36.2	28.0	37.9	0.0	30.5	0.0	
	2	0	2	0	0	1	0	0	0	1	0	2	1	1	2	0	2	0	
Dislike color/not true/ Looks green	2	0	2	0	0	1	0	0	0	1	1	1	1	1	1	1	2	0	
C%	30.5	0.0	30.5	0.0	0.0	25.0	0.0	0.0	0.0	33.3	100.0	13.7	63.8	15.9	13.7	100.0	30.5	0.0	
	2	0	2	0	0	1	0	0	0	1	1	1	1	1	1	1	2	0	
Don't know	1	0	1	0	0	1	0	0	0	1	0	1	0	1	1	0	1	0	
C%	19.5	0.0	19.5	0.0	0.0	25.0	0.0	0.0	0.0	33.3	0.0	24.2	0.0	28.0	24.2	0.0	19.5	0.0	
	1	0	1	0	0	1	0	0	0	1	0	1	0	1	1	0	1	0	

UF2.9. What do you prefer about incandescent/standard bulbs?

BASE: Respondents who prefer incandescent blubs

		===== BANNER 2 =====																					
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially	Change Un-likely	Change Un-likely	Not Instal	Not Instal	Store CFLs	Store CFLs	Yes	No	Con-cerned	Con-cerned	Too busy	Too busy	Worth it	Worth it	Con-sider	Con-sider					
		---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---				
Total		3	0	2	0	0	0	0	0	0	0	1	1	1	1	1	1	2	0				
	C%	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0				
		4	0	3	0	0	0	0	0	0	2	2	2	2	2	1	3	0					
Quality of light		2	0	2	0	0	0	0	0	0	1	1	1	1	1	1	2	0					
	C%	62.3	0.0	76.8	0.0	0.0	0.0	0.0	0.0	0.0	62.3	62.3	62.3	62.3	62.3	100.0	76.8	0.0					
		2	0	2	0	0	0	0	0	0	1	1	1	1	1	1	2	0					
Color of light		1	0	1	0	0	0	0	0	0	0	1	0	1	1	0	1	0					
	C%	18.9	0.0	23.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.7	0.0	37.7	37.7	0.0	23.2	0.0					
		1	0	1	0	0	0	0	0	0	0	1	0	1	1	0	1	0					
Cheaper		1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0					
	C%	18.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.7	0.0	37.7	0.0	0.0	0.0	0.0	0.0					
		1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0					

R1. How often do you shop at: Home Centers such as Home Depot or Lowe's?

BASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		-----		OPERATE COST			
Init- Change		Un- to		Not		Not		PURCHASE		Not		Not		Not		Not			
Init- ially	Change	Un- to	to	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	Not	Con-	Not		
ially Un-	likely	likely	Likely	-led	-led	CFLs	CFLs	-----	-----	cerned	cerned	busy	busy	it	worth	sider	con-		
ly likely	likely	likely	likely	-led	-led	CFLs	CFLs	-----	-----	cerned	cerned	busy	busy	it	worth	sider	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
At least once every two weeks	94	67	23	4	60	10	38	19	26	43	23	71	20	72	86	7	87	7	
C%	16.7	19.6	12.0	7.4	21.5	24.1	23.2	17.3	31.6	19.9	15.9	17.1	14.3	17.7	17.6	11.5	17.4	12.7	
	79	53	23	3	41	7	26	13	18	29	21	58	18	60	73	6	74	5	
		CD	B	B															
Once a month	167	96	60	13	81	12	53	26	23	62	40	127	36	130	137	29	148	19	
C%	29.9	28.2	30.9	24.7	28.8	27.6	32.1	24.0	28.1	28.8	28.5	30.6	25.3	31.7	28.0	47.0	29.6	36.3	
	172	89	69	12	55	8	36	18	16	42	48	124	45	125	137	34	146	25	
															P	O			
Several times a year	169	105	58	18	85	13	51	32	21	69	35	132	45	122	152	13	152	13	
C%	30.1	30.8	29.7	36.2	30.4	31.0	31.2	29.3	24.6	32.2	24.6	31.7	31.5	29.8	31.0	21.0	30.5	24.6	
	167	99	61	19	58	9	35	22	14	47	41	124	49	116	150	14	147	16	
Once a year or less	68	34	32	9	23	4	9	15	7	18	21	45	25	42	59	8	57	8	
C%	12.1	9.9	16.2	17.3	8.4	10.3	5.4	13.3	8.8	8.2	15.0	10.9	17.3	10.1	12.1	12.4	11.4	15.2	
	77	36	38	9	16	3	6	10	5	12	26	49	32	44	67	9	64	10	
		C	B										N	M					
Never	60	37	22	7	29	3	13	16	6	23	22	38	16	42	53	5	53	6	
C%	10.7	10.9	11.3	14.4	10.5	6.9	8.0	14.7	7.0	11.0	15.5	9.2	11.5	10.2	10.8	8.1	10.7	11.3	
	63	35	26	8	20	2	9	11	4	16	23	40	17	42	56	5	55	6	
											L	K							
Don't know	2	2	0	0	1	0	0	1	0	0	1	1	0	2	2	0	2	0	
C%	0.4	0.7	0.0	0.0	0.5	0.0	0.0	1.3	0.0	0.0	0.6	0.4	0.0	0.6	0.5	0.0	0.5	0.0	
	2	2	0	0	1	0	0	1	0	0	1	1	0	2	2	0	2	0	

R2. How often do you shop at: Large general merchandise chains such as Wal-Mart or Costco?

bASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		-----		OPERATE COST			
Init- Change		Un- Like		Not		Not		PURCHASE		Not		Not		Not		Not			
Init- ially	Change	Un- likely	Like	Instal	Instal	Store	Store	Yes	No	Con- cerned	Con- cerned	Too busy	too busy	Worth it	worth it	Con- sider	Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
At least once every two weeks	223	137	73	18	117	16	70	45	38	89	56	165	54	167	195	26	203	20	
C%	39.8	40.3	37.6	35.4	41.9	37.9	42.9	41.3	45.6	41.8	39.7	39.9	37.9	40.7	39.8	41.8	40.6	37.7	
	219	125	80	17	80	11	48	31	26	61	63	154	63	154	187	29	196	22	
Once a month	151	95	50	13	73	9	45	25	22	54	33	117	36	113	129	20	134	12	
C%	26.9	27.8	25.6	25.1	26.2	20.7	27.7	22.7	26.3	25.3	23.1	28.3	25.6	27.5	26.3	31.3	26.9	23.7	
	156	91	57	13	50	6	31	17	15	37	38	117	42	112	133	21	134	17	
Several times a year	79	46	32	9	43	6	21	22	7	37	24	55	25	54	68	10	68	11	
C%	14.1	13.6	16.3	17.3	15.2	13.8	12.5	20.0	8.8	17.1	17.1	13.2	17.6	13.2	13.8	15.7	13.7	20.3	
	77	41	34	9	29	4	14	15	5	25	27	50	26	51	66	10	66	11	
Once a year or less	36	21	15	3	18	3	10	6	9	9	9	27	4	30	32	4	33	3	
C%	6.5	6.3	7.7	6.6	6.3	6.9	6.3	5.3	10.5	4.1	6.5	6.5	3.1	7.3	6.6	6.3	6.6	4.7	
	36	18	18	4	12	2	7	4	6	6	10	26	6	27	32	4	32	3	
Never	70	41	24	8	29	9	18	12	7	25	18	50	22	45	66	3	60	7	
C%	12.5	12.0	12.3	15.6	10.5	20.7	10.7	10.7	8.8	11.6	12.9	12.1	15.8	11.0	13.4	4.8	12.0	13.6	
	71	39	27	8	20	6	12	8	5	17	21	49	24	44	66	4	59	9	
Don't know	1	0	1	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	
C%	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.2	0.2	0.0	0.2	0.0	
	1	0	1	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0	

R3. How often do you shop at: Local hardware stores, including ACE or TrueValue?

BASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		Change		INSTALLATION		STORAGE		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
Init-Change	Un-Change	Un-Change	Un-Change	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	Not	Con-	Not		
ially Un-	to	to	to	-led	-led	CFLs	CFLs	PURCHASE	PURCHASE	cerned	cerned	busy	busy	it	worth	sider	con-		
Likely	Likely	Likely	Likely	Likely	Likely	Likely	Likely	Yes	No	cerned	cerned	busy	busy	it	worth	sider	con-		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
At least once every two weeks	90	60	25	7	53	4	35	15	19	32	21	69	18	72	77	12	80	9	
C%	16.0	17.7	12.9	14.4	18.8	10.3	21.4	13.3	22.8	15.1	14.8	16.5	12.4	17.6	15.8	19.3	15.9	16.4	
	85	57	24	8	36	3	24	10	13	22	18	67	17	68	75	10	74	10	
Once a month	114	66	42	10	57	12	35	22	19	50	30	84	31	82	101	13	104	9	
C%	20.3	19.3	21.5	20.2	20.4	27.6	21.4	20.0	22.8	23.3	21.1	20.2	21.7	20.1	20.6	20.3	20.9	17.6	
	111	62	43	10	39	8	24	15	13	34	35	76	33	77	96	15	101	10	
Several times a year	139	79	51	11	69	9	34	32	16	54	37	101	37	99	122	13	119	16	
C%	24.8	23.3	26.3	21.4	24.6	20.7	20.5	29.3	19.3	25.3	26.1	24.3	26.0	24.2	24.8	21.3	23.9	30.1	
	142	72	59	10	47	6	23	22	11	37	42	98	45	94	123	15	119	18	
Once a year or less	92	56	31	9	41	9	26	15	13	35	24	68	23	68	77	12	83	8	
C%	16.4	16.5	16.1	17.3	14.7	20.7	16.1	13.3	15.8	16.4	16.7	16.3	15.8	16.5	15.8	19.9	16.6	15.5	
	93	53	35	9	28	6	18	10	9	24	29	63	26	65	76	15	81	11	
Never	120	73	45	14	57	7	32	25	16	41	30	88	32	85	107	12	107	11	
C%	21.4	21.6	23.0	26.7	20.4	17.2	19.6	22.7	19.3	19.2	21.3	21.3	22.3	20.8	21.9	19.2	21.5	20.4	
	123	65	55	14	39	5	22	17	11	28	36	86	37	82	109	13	107	13	
Don't know	6	5	1	0	3	1	1	1	0	1	0	6	2	3	6	0	6	0	
C%	1.1	1.6	0.3	0.0	1.0	3.4	0.9	1.3	0.0	0.7	0.0	1.4	1.7	0.8	1.2	0.0	1.2	0.0	
	6	5	1	0	2	1	1	1	0	1	0	6	3	3	6	0	6	0	

BASE: Respondents who didn't mention "need to see them where I buy light bulbs" as a reason to purchase CFLs

===== BANNER 2 =====																			
	FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST		
	Init-ially Likely	Change Un-likely	Change Un-likely	Change Un-likely	Instal-LED	Not Instal-LED	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	554	340	190	51	280	43	164	110	84	214	140	411	139	408	487	60	493	52	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	548	314	208	51	191	29	112	75	57	146	156	388	154	386	478	63	477	61	
Wherever I notice them/ wherever I happen to be	55	34	17	1	28	3	21	7	7	21	21	32	19	33	46	6	49	4	
C%	9.9	10.0	9.2	1.6	9.9	6.9	12.5	6.7	8.8	9.6	15.0	7.8	13.5	8.1	9.4	9.3	9.9	7.9	
	55	34	18	1	19	2	14	5	5	14	21	33	21	31	47	6	48	5	
											L	K							
Grocery store	112	56	51	15	37	10	18	19	15	29	29	82	32	79	101	11	95	16	
C%	20.3	16.6	26.7	30.0	13.1	24.1	10.7	17.3	17.5	13.7	20.7	20.1	23.2	19.5	20.8	18.3	19.2	29.8	
	124	62	56	16	25	7	12	13	10	20	34	89	38	85	113	11	103	18	
			CD	B	B														
Drug store	15	6	9	2	6	1	3	3	3	3	5	10	6	9	10	5	12	3	
C%	2.7	1.8	4.6	4.5	2.1	3.4	1.8	2.7	3.5	1.4	3.3	2.5	4.3	2.2	2.1	8.3	2.4	6.3	
	17	6	11	2	4	1	2	2	2	2	6	11	8	9	11	6	13	4	
															P	O			
Home centers	114	77	32	10	75	9	41	31	21	53	25	89	22	91	104	11	100	11	
C%	20.7	22.7	16.8	19.8	26.7	20.7	25.0	28.0	24.6	24.7	18.2	21.7	16.2	22.3	21.3	18.1	20.2	21.1	
	100	61	35	9	51	6	28	21	14	36	26	74	24	75	88	12	86	11	
Large general merchandise chains	169	109	54	15	87	13	51	32	21	75	41	127	37	131	148	20	154	14	
C%	30.6	31.9	28.3	29.6	30.9	31.0	31.2	29.3	24.6	34.9	29.6	30.9	26.5	32.0	30.4	32.6	31.2	27.4	
	168	101	59	15	59	9	35	22	14	51	48	118	40	126	144	21	148	18	
Local hardware stores	69	48	18	5	44	6	28	16	15	32	15	54	20	50	62	6	69	1	
C%	12.5	14.3	9.7	9.5	15.7	13.8	17.0	14.7	17.5	15.1	11.0	13.1	14.1	12.2	12.8	10.6	13.9	1.0	
	62	40	19	5	30	4	19	11	10	22	17	45	19	43	56	5	61	1	
																	R	Q	
Other	10	4	4	1	3	0	1	1	1	1	2	8	1	9	9	1	9	1	
C%	1.8	1.2	2.4	1.6	1.0	0.0	0.9	1.3	1.8	0.7	1.6	1.9	1.0	2.1	1.9	1.4	1.8	1.6	
	12	5	5	1	2	0	1	1	1	1	3	9	2	10	11	1	11	1	

R4. Where do you typically buy light bulbs?

BASE: Respondents who didn't mention "need to see them where I buy light bulbs" as a reason to purchase CFLs

===== BANNER 2 =====																										
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST								
Init- ially Un- likely		Change to Likely		Not Instal -led		Not Instal -led		Store CFLs		Store CFLs		Con- cerned		Not Con- cerned		Too busy		Not Worth it		Not Worth it		Con- sider		Not con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--									
Don't know	9	5	4	2	1	0	1	0	1	0	1	8	2	6	7	1	6	3								
C%	1.6	1.4	2.2	3.3	0.5	0.0	0.9	0.0	1.8	0.0	0.6	2.0	1.2	1.6	1.4	1.4	1.3	4.8								
	10	5	5	2	1	0	1	0	1	0	1	9	2	7	8	1	7	3								
																	R	Q								

A1. How much do you disagree or agree with the following statement... I am not very concerned about the amount of energy used in my home

BASE: Total respondents

===== BANNER 2 =====																			
	FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST		
	Init-ially Un-likely	Change Un-likely	Init-ially Un-likely	Change Un-likely	Instal-led	Not Instal-led	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider	
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--	
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
1 - Strongly disagree	361	242	100	29	214	22	131	78	65	150	0	361	50	307	327	30	329	25	
C%	64.4	71.1	51.5	56.4	76.4	51.7	79.5	70.7	77.2	69.9	0.0	86.9	35.1	74.9	66.7	48.5	66.0	47.1	
	336	216	101	29	146	15	89	53	44	102	0	336	52	279	305	29	301	28	
		CD	B	B							L	K	N	M	P	O	R	Q	
2	54	25	27	11	21	4	9	12	4	21	0	54	26	28	43	11	51	4	
C%	9.7	7.5	13.8	21.4	7.3	10.3	5.4	10.7	5.3	9.6	0.0	13.1	18.4	6.8	8.7	18.3	10.2	6.7	
	60	25	32	10	14	3	6	8	3	14	0	60	30	30	45	15	55	5	
		CD	B	B							L	K	N	M	P	O			
3	36	17	18	2	13	1	6	7	3	12	36	0	21	15	29	7	29	6	
C%	6.4	5.0	9.3	3.3	4.7	3.4	3.6	6.7	3.5	5.5	25.4	0.0	14.6	3.7	5.9	11.7	5.8	12.3	
	42	16	25	2	9	1	4	5	2	8	42	0	25	17	32	10	32	9	
											L	K	N	M			R	Q	
4	33	15	17	5	7	4	4	3	6	6	33	0	16	15	27	6	27	5	
C%	5.9	4.4	8.7	9.5	2.6	10.3	2.7	2.7	7.0	2.7	23.2	0.0	11.5	3.7	5.5	8.9	5.4	10.4	
	39	15	22	5	5	3	3	2	4	4	39	0	20	17	32	6	31	7	
		C	B								L	K	N	M					
5 - Strongly agree	73	38	32	5	25	9	15	10	6	26	73	0	27	44	62	8	60	12	
C%	13.0	11.1	16.6	9.5	8.9	20.7	8.9	9.3	7.0	12.3	51.3	0.0	19.2	10.8	12.7	12.6	12.1	22.6	
	79	39	37	5	17	6	10	7	4	18	79	0	31	46	68	8	66	12	
											L	K	N	M			R	Q	
Don't know	3	3	0	0	0	1	0	0	0	0	0	0	2	0	3	0	3	1	
C%	0.6	0.8	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.6	0.0	0.6	1.0	
	4	3	0	0	0	1	0	0	0	0	0	0	3	0	3	0	3	1	
													N	M					
MEAN:	1.93	1.76	2.25	1.94	1.60	2.36	1.56	1.69	1.61	1.78	4.26	1.13	2.61	1.69	1.88	2.19	1.87	2.54	
		C	B		F	E					L	K	N	M			R	Q	

A2. How much do you disagree or agree with the following statement... My life is too busy to worry about making energy related improvements in my home.
 BASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		ENERGY		OPERATE COST			
Init- Change		Un- to		Not		Not		PURCHASE		Con-		Not		Not		Not			
Init- ially		Un- ially		Instal		Store		-----		Con-		too		Worth		Con-			
Likely		likely		-led		CFLs		Yes		cerned		busy		it		sider			
--A--		--B--		--C--		--D--		--E--		--F--		--G--		--H--		--I--		--J--	
--K--		--L--		--M--		--N--		--O--		--P--		--Q--		--R--					
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
1 - Strongly disagree	347	233	96	29	202	29	120	78	59	158	58	289	0	347	317	27	321	20	
C%	61.9	68.4	49.5	58.0	72.3	69.0	73.2	70.7	70.2	74.0	40.7	69.7	0.0	84.6	64.6	42.4	64.4	37.9	
	317	203	97	30	138	20	82	53	40	108	57	260	0	317	291	24	290	21	
		C	B								L	K	N	M	P	O	R	Q	
2	63	33	28	8	21	6	10	9	12	12	17	46	0	63	55	8	55	8	
C%	11.3	9.6	14.5	16.5	7.3	13.8	6.3	8.0	14.0	5.5	12.1	11.1	0.0	15.4	11.1	12.9	11.0	15.5	
	72	37	31	7	14	4	7	6	8	8	23	49	0	72	62	9	61	11	
									J	I			N	M					
3	72	41	30	7	29	1	15	15	6	22	27	43	72	0	60	11	61	9	
C%	12.8	12.0	15.7	14.4	10.5	3.4	8.9	13.3	7.0	10.3	19.1	10.4	50.5	0.0	12.2	18.0	12.2	17.7	
	80	40	39	8	20	1	10	10	4	15	30	48	80	0	65	14	66	12	
											L	K	N	M					
4	23	8	14	3	3	3	3	0	3	3	16	6	23	0	18	4	19	4	
C%	4.2	2.4	7.3	6.2	1.0	6.9	1.8	0.0	3.5	1.4	11.6	1.6	16.5	0.0	3.8	7.2	3.8	7.6	
	31	11	18	3	2	2	2	0	2	2	21	9	31	0	23	7	24	6	
		C	B								L	K	N	M					
5 - Strongly agree	47	22	23	3	23	1	16	7	4	18	21	26	47	0	34	11	36	11	
C%	8.4	6.6	11.6	4.9	8.4	3.4	9.8	6.7	5.3	8.2	14.6	6.3	33.0	0.0	6.9	17.4	7.2	20.3	
	50	19	28	3	16	1	11	5	3	12	25	25	50	0	36	12	39	11	
		C	B								L	K	N	M	P	O	R	Q	
Don't know	8	3	3	0	1	1	0	1	0	1	3	4	0	0	7	1	7	1	
C%	1.4	1.0	1.4	0.0	0.5	3.4	0.0	1.3	0.0	0.7	1.9	0.9	0.0	0.0	1.3	2.1	1.4	1.0	
	10	4	4	0	1	1	0	1	0	1	4	5	0	0	8	2	8	1	
MEAN:	1.84	1.68	2.16	1.84	1.65	1.57	1.69	1.62	1.60	1.63	2.46	1.62	3.82	1.15	1.76	2.43	1.77	2.57	
		C	B								L	K	N	M	P	O	R	Q	

A3. How much do you disagree or agree with the following statement... It is worth it to me for my household to use less energy in order to help preserve the environment

BASE: Total respondents

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Total	Init- ially Likely	ially Un- likely	Change to Likely	Instal- led	Not Instal- led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider				
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53			
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62			
1 - Strongly disagree	36	14	20	3	16	3	10	6	4	13	12	25	15	20	0	36	25	10			
C%	6.4	4.1	10.0	6.2	5.8	6.9	6.3	5.3	5.3	6.2	8.1	5.9	10.2	4.9	0.0	57.6	5.1	19.1			
	37	12	22	3	11	2	7	4	3	9	12	25	16	19	0	37	25	11			
		C	B										N	M	P	O	R	Q			
2	27	14	11	1	9	3	6	3	3	9	9	17	12	14	0	27	21	6			
C%	4.8	4.1	5.7	1.6	3.1	6.9	3.6	2.7	3.5	4.1	6.6	4.2	8.6	3.5	0.0	42.4	4.1	11.4			
	31	12	16	1	6	2	4	2	2	6	12	19	17	14	0	31	23	8			
													N	M	P	O	R	Q			
3	55	27	27	6	23	1	12	12	6	16	26	28	28	26	55	0	46	9			
C%	9.8	8.0	13.7	11.1	8.4	3.4	7.1	10.7	7.0	7.5	18.1	6.6	19.4	6.3	11.1	0.0	9.2	17.1			
	59	27	31	6	16	1	8	8	4	11	29	29	29	29	59	0	47	12			
		C	B								L	K	N	M	P	O					
4	72	40	32	11	23	9	10	13	12	21	18	54	25	47	72	0	66	6			
C%	12.9	11.7	16.5	21.8	8.4	20.7	6.3	12.0	14.0	9.6	12.4	13.1	17.7	11.5	14.7	0.0	13.1	11.4			
	78	43	34	11	16	6	7	9	8	14	20	57	31	47	78	0	69	8			
		D		B											P	O					
5 - Strongly agree	364	244	101	30	204	26	125	73	57	152	75	288	60	299	364	0	338	20			
C%	65.0	71.8	52.0	59.3	72.8	62.1	75.9	66.7	68.4	71.2	52.7	69.5	42.1	72.9	74.1	0.0	67.6	38.3			
	348	219	110	30	139	18	85	50	39	104	83	264	64	277	348	0	319	22			
		C	B								L	K	N	M	P	O	R	Q			
Don't know	6	1	4	0	4	0	1	3	1	3	3	3	3	3	0	0	4	1			
C%	1.1	0.4	2.0	0.0	1.6	0.0	0.9	2.7	1.8	1.4	2.1	0.7	2.1	0.8	0.0	0.0	0.9	2.8			
	7	1	4	0	3	0	1	2	1	2	4	2	4	3	0	0	5	1			
MEAN:	4.27	4.44	3.97	4.26	4.41	4.24	4.43	4.36	4.39	4.38	3.97	4.37	3.74	4.45	4.63	1.42	4.35	3.39			
		C	B								L	K	N	M	P	O	R	Q			

A4. How much do you disagree or agree with the following statement... When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price

BASE: Total respondents

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Likely		Change Un-likely		Not Instal-LED		Not Instal-LED		Store CFLs		Store CFLs		Yes No		Con-cerned		Not too busy		Not worth it		Con-sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53			
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62			
1 - Strongly disagree	39	21	17	3	13	4	7	6	1	15	18	21	18	20	25	12	0	39			
C%	6.9	6.1	9.0	6.2	4.7	10.3	4.5	5.3	1.8	6.8	12.6	5.0	12.6	5.0	5.2	19.0	0.0	73.5			
	44	22	21	3	9	3	5	4	1	10	20	24	20	23	29	14	0	44			
											L	K	N	M	P	O	R	Q			
2	14	9	5	3	1	1	1	0	0	1	6	7	6	8	10	4	0	14			
C%	2.5	2.7	2.5	4.9	0.5	3.4	0.9	0.0	0.0	0.7	4.2	1.8	4.4	1.9	2.0	6.6	0.0	26.5			
	18	11	7	3	1	1	1	0	0	1	8	9	9	9	13	5	0	18			
															P	O	R	Q			
3	71	35	34	9	35	6	19	16	19	19	25	45	26	43	57	12	71	0			
C%	12.7	10.3	17.5	18.1	12.6	13.8	11.6	14.7	22.8	8.9	17.6	10.8	18.3	10.5	11.7	19.7	14.2	0.0			
	75	37	36	8	24	4	13	11	13	13	27	47	31	42	61	13	75	0			
			C	B					J	I	L	K	N	M			R	Q			
4	90	47	37	13	29	9	16	13	13	23	30	59	34	54	75	13	90	0			
C%	16.0	13.9	19.2	24.7	10.5	20.7	9.8	12.0	15.8	11.0	21.2	14.2	23.9	13.3	15.3	21.3	18.0	0.0			
	100	48	45	12	20	6	11	9	9	16	37	62	39	59	83	15	100	0			
			D	B							L	K	N	M			R	Q			
5 - Strongly agree	338	224	98	22	198	22	120	72	50	154	61	276	56	279	316	20	338	0			
C%	60.4	65.9	50.2	42.8	70.7	51.7	73.2	65.3	59.6	71.9	43.1	66.6	39.4	68.0	64.4	32.1	67.8	0.0			
	313	193	103	23	135	15	82	49	34	105	65	247	59	250	291	20	313	0			
			CD	B	B						L	K	N	M	P	O	R	Q			
Don't know	8	4	3	2	3	0	0	3	0	1	2	6	2	6	7	1	0	0			
C%	1.5	1.1	1.6	3.3	1.0	0.0	0.0	2.7	0.0	0.7	1.3	1.6	1.5	1.4	1.4	1.3	0.0	0.0			
	10	3	5	2	2	0	0	2	0	1	3	7	3	6	8	1	0	0			

===== BANNER 2 =====																			
	FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST		
	Total	Init-ially Likely	Change Un-likely	Un-likely	Not Instal-LED	Not Instal-LED	Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
Mobile home	36	23	11	3	15	4	4	10	4	13	9	27	7	29	31	4	33	2	
C%	6.5	6.7	5.9	6.2	5.2	10.3	2.7	9.3	5.3	6.2	6.3	6.6	5.2	7.0	6.4	6.9	6.6	3.8	
	39	23	13	3	10	3	3	7	3	9	10	29	10	29	32	6	33	4	
Single-family (attached or detached)	422	261	142	39	226	29	139	81	59	179	101	321	110	309	374	44	383	38	
C%	75.4	76.7	73.0	76.1	80.6	69.0	84.8	73.3	70.2	83.6	71.5	77.3	77.2	75.4	76.1	70.1	76.7	71.4	
	413	239	153	38	154	20	95	55	40	122	115	297	120	288	364	45	368	43	
Apartment	61	36	24	6	22	3	10	12	12	12	22	38	17	43	50	11	48	11	
C%	10.9	10.6	12.5	12.7	7.9	6.9	6.3	10.7	14.0	5.5	15.7	9.2	11.8	10.6	10.2	16.9	9.7	20.7	
	68	36	30	7	15	2	7	8	8	8	23	44	19	47	55	12	53	12	
Condo	15	7	7	3	6	4	3	3	3	6	3	13	4	12	15	1	14	1	
C%	2.8	2.0	3.7	4.9	2.1	10.3	1.8	2.7	3.5	2.7	2.0	3.0	2.5	2.9	3.0	1.3	2.8	1.0	
	14	5	8	3	4	3	2	2	2	4	3	11	5	9	13	1	12	1	
Other	21	12	9	0	10	1	6	4	4	4	4	16	3	15	19	2	18	2	
C%	3.8	3.5	4.6	0.0	3.7	3.4	3.6	4.0	5.3	2.1	2.6	3.8	2.0	3.8	3.8	3.5	3.7	3.2	
	22	9	12	0	7	1	4	3	3	3	6	14	5	14	18	3	19	2	
Refused	3	2	1	0	1	0	1	0	1	0	3	1	2	1	2	1	2	0	
C%	0.6	0.6	0.3	0.0	0.5	0.0	0.9	0.0	1.8	0.0	2.0	0.1	1.4	0.3	0.5	1.3	0.5	0.0	
	4	2	1	0	1	0	1	0	1	0	3	1	2	2	3	1	3	0	

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Store Not		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Init-Change	Unlikely	Unlikely	Likely	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	Not	Worth	Worth	Con-	Con-		
ially	to	to	Likely	-led	-led	CFLs	CFLs			cerned	cerned	busy	busy	it	it	sider	sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
Own	443	273	149	38	239	29	144	89	69	179	109	333	113	324	390	48	399	39	
C%	79.1	80.3	76.4	74.9	85.3	69.0	87.5	81.3	82.5	83.6	77.1	80.3	79.6	79.1	79.4	76.0	79.9	73.4	
	434	251	161	38	163	20	98	61	47	122	125	308	128	299	378	51	382	47	
Rent	106	63	40	13	40	10	19	21	13	35	28	77	25	80	91	14	90	14	
C%	19.0	18.4	20.6	25.1	14.1	24.1	11.6	18.7	15.8	16.4	19.8	18.5	17.8	19.5	18.6	22.7	18.0	26.6	
	114	59	49	13	27	7	13	14	9	24	30	82	29	83	96	16	95	15	
Don't know	6	2	4	0	0	3	0	0	0	0	2	3	1	4	6	0	6	0	
C%	1.1	0.7	1.9	0.0	0.0	6.9	0.0	0.0	0.0	0.0	1.2	0.7	0.6	0.9	1.2	0.0	1.2	0.0	
	6	2	4	0	0	2	0	0	0	0	2	3	1	4	6	0	6	0	
Refused	5	2	2	0	1	0	1	0	1	0	3	2	3	2	4	1	4	0	
C%	0.9	0.6	1.1	0.0	0.5	0.0	0.9	0.0	1.8	0.0	2.0	0.5	2.0	0.5	0.8	1.3	0.8	0.0	
	6	2	3	0	1	0	1	0	1	0	3	3	3	3	5	1	5	0	

===== BANNER 2 =====																			
	FUTURE PURCHASE				CFL INSTALLATION		CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST		
	Init- Init- Total	Change ially Un- Likely	Un- likely	Likely	Instal- -led	Not Instal- -led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
1	118	67	47	11	59	9	31	28	21	40	31	85	32	83	101	13	96	17	
C%	21.0	19.6	24.1	21.8	20.9	20.7	18.8	25.3	24.6	18.5	21.8	20.6	22.7	20.3	20.6	21.3	19.2	31.8	
	119	64	50	11	40	6	21	19	14	27	35	83	40	76	101	15	94	19	
																	R	Q	
2	213	128	71	13	109	19	70	35	26	91	51	161	49	158	195	18	199	13	
C%	38.0	37.6	36.5	25.5	38.7	44.8	42.9	32.0	31.6	42.5	36.2	38.7	34.8	38.6	39.7	28.9	39.9	25.2	
	205	117	75	14	74	13	48	24	18	62	55	149	50	149	187	18	188	16	
																	R	Q	
3	88	60	25	11	45	1	31	13	19	26	27	61	25	62	75	10	78	8	
C%	15.6	17.7	12.8	21.8	16.2	3.4	18.8	12.0	22.8	12.3	18.7	14.6	17.4	15.2	15.3	16.3	15.7	14.7	
	91	56	32	11	31	1	21	9	13	18	32	58	31	59	77	12	80	9	
4	74	49	25	12	38	6	22	15	7	32	15	59	16	58	65	8	68	6	
C%	13.2	14.4	12.6	23.1	13.6	13.8	13.4	13.3	8.8	15.1	10.6	14.2	11.2	14.2	13.2	12.9	13.6	11.4	
	75	44	30	11	26	4	15	10	5	22	20	55	20	55	64	9	67	8	
5	33	19	12	2	16	3	6	10	3	16	9	24	9	24	24	9	27	7	
C%	5.9	5.4	6.3	3.3	5.8	6.9	3.6	9.3	3.5	7.5	6.5	5.8	6.4	5.9	5.0	13.9	5.3	12.5	
	33	15	14	2	11	2	4	7	2	11	8	25	9	24	24	9	27	6	
															P	O	R	Q	
6	13	7	6	0	1	3	1	0	1	3	2	11	4	9	12	1	11	2	
C%	2.4	2.1	2.9	0.0	0.5	6.9	0.9	0.0	1.8	1.4	1.5	2.6	3.1	2.1	2.4	2.1	2.3	3.5	
	16	9	6	0	1	2	1	0	1	2	3	12	5	11	14	2	13	3	
7 or more	12	7	4	1	7	0	0	7	3	4	2	10	1	10	12	0	11	1	
C%	2.1	2.0	2.1	2.9	2.6	0.0	0.0	6.7	3.5	2.1	1.4	2.3	0.9	2.5	2.4	0.0	2.2	1.0	
	11	5	5	1	5	0	0	5	2	3	2	9	2	9	11	0	10	1	
							H	G											

===== BANNER 2 =====																							
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST			
Init-Change		Init-Change		Not		Not		Not		Con-		Con-		Too		Not		Not		Not			
ially Un-		ially Un-		Instal		Instal		Store		Store		cerned		cerned		busy		busy		Worth		Worth	
likely		likely		-led		-led		CFLs		CFLs		Yes		No		Con-		Con-		sider		sider	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--						
Refused	10	4	5	1	4	1	3	1	3	1	5	5	5	5	7	3	9	0					
C%	1.8	1.2	2.6	1.6	1.6	3.4	1.8	1.3	3.5	0.7	3.4	1.2	3.5	1.2	1.4	4.5	1.8	0.0					
	10	4	5	1	3	1	2	1	2	1	5	5	4	6	7	3	9	0					

D4. Which of the following best describes your educational background?

BASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Un-likely		Not Instal-LED		Not Instal-LED		Store CFLs		Not Store CFLs		Con-cerned		Not Con-cerned		Too busy		Not Worth it	
Init-ially Likely	Un-likely	Change Un-likely	Un-likely	Not Instal-LED	Not Instal-LED	Store CFLs	Store CFLs	Not Store CFLs	Not Store CFLs	Yes	No	Con-cerned	Con-cerned	Too busy	Too busy	Worth it	Worth it	Con-sider	Con-sider
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
Some high school	25	12	8	4	12	0	6	6	0	9	8	18	5	17	23	1	20	2	
C%	4.5	3.5	4.4	7.8	4.2	0.0	3.6	5.3	0.0	4.1	5.3	4.2	3.6	4.3	4.6	2.1	4.0	4.1	
	28	12	11	4	8	0	4	4	0	6	11	17	7	18	24	2	22	3	
High school graduate	91	54	35	9	43	3	23	18	16	28	27	63	24	65	86	3	83	6	
C%	16.2	15.8	17.8	17.3	15.2	6.9	14.3	16.0	19.3	13.0	18.9	15.2	16.6	15.8	17.5	4.3	16.7	11.0	
	95	51	40	9	29	2	16	12	11	19	32	62	28	64	89	4	87	7	
Trade or technical school	39	29	10	2	21	4	7	12	0	19	9	30	11	28	34	5	33	6	
C%	7.0	8.5	5.3	3.3	7.3	10.3	4.5	10.7	0.0	8.9	6.4	7.3	7.9	6.7	6.9	8.3	6.7	10.7	
	39	27	12	2	14	3	5	8	0	13	11	28	14	24	35	4	32	6	
Some college	147	93	48	13	76	9	45	31	22	56	30	115	31	114	129	18	129	17	
C%	26.3	27.4	24.9	25.5	27.2	20.7	27.7	28.0	26.3	26.0	21.3	27.8	22.1	27.8	26.3	28.4	25.9	33.1	
	147	86	55	14	52	6	31	21	15	38	35	110	36	109	128	18	125	21	
College graduate	139	85	48	15	67	18	43	23	28	56	27	112	38	102	122	18	128	11	
C%	24.9	25.0	24.8	30.5	24.1	41.4	25.9	21.3	33.3	26.0	18.7	27.1	26.6	24.8	24.8	28.0	25.6	21.0	
	137	75	54	14	46	12	29	16	19	38	27	109	41	96	115	22	123	13	
Some graduate school	21	12	7	2	15	0	10	4	4	9	5	17	4	17	18	3	20	1	
C%	3.8	3.5	3.7	3.3	5.2	0.0	6.3	4.0	5.3	4.1	3.3	4.0	2.8	4.2	3.7	4.8	4.0	1.0	
	20	10	8	2	10	0	7	3	3	6	6	14	6	14	16	4	18	1	
Graduate degree	75	42	28	5	35	7	23	10	9	32	28	47	20	53	58	14	66	9	
C%	13.3	12.5	14.6	9.5	12.6	17.2	14.3	9.3	10.5	15.1	19.4	11.3	14.4	13.0	11.8	22.0	13.2	16.6	
	71	40	28	5	24	5	16	7	6	22	27	44	20	50	57	12	62	9	

D4. Which of the following best describes your educational background?

BASE: Total respondents

		===== BANNER 2 =====																					
		FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
		Init-ially Un-likely	Change Un-likely	Unlike Likely	Not Instal-led	Not Instal-led	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider					
		--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Don't know		7	4	2	1	6	0	1	4	0	4	2	5	3	3	7	0	6	1				
	C%	1.2	1.3	1.3	2.9	2.1	0.0	0.9	4.0	0.0	2.1	1.4	1.2	2.4	0.8	1.4	0.0	1.2	1.0				
		6	3	3	1	4	0	1	3	0	3	2	4	3	3	6	0	4	1				
Refused		15	8	6	0	6	1	4	1	4	1	7	8	5	10	14	1	14	1				
	C%	2.7	2.4	3.2	0.0	2.1	3.4	2.7	1.3	5.3	0.7	5.3	1.9	3.5	2.5	2.9	2.1	2.7	1.6				
		17	10	6	0	4	1	3	1	3	1	9	8	6	11	15	2	15	1				
										J	I	L	K										

Q5B. Which of the following best describes your age group?
 BASE: Respondents who only have 1 person living in household

===== BANNER 2 =====																				
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND				
-----				-----		-----		-----		-----		-----		-----		-----				
Total	Init- ially Likely	Change Un- likely	Un- like Likely	Instal- led	Not Instal- led	Store CFLs	Not Store CFLs	Yes	No	Con- cerned	Not Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--			
Total	118	67	47	11	59	9	31	28	21	40	31	85	32	83	101	13	96	17		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	119	64	50	11	40	6	21	19	14	27	35	83	40	76	101	15	94	19		
19-34	10	5	5	1	3	1	1	1	3	1	3	7	3	7	7	3	7	3		
C%	8.6	7.5	10.9	13.2	5.0	16.7	4.8	5.3	14.3	3.7	9.1	8.5	8.7	8.8	7.2	20.9	7.6	16.8		
	11	6	5	1	2	1	1	1	2	1	3	8	3	8	8	3	8	3		
35-54	30	13	17	6	12	3	6	6	7	7	8	22	8	23	26	4	27	3		
C%	25.5	19.0	37.0	50.9	20.0	33.3	19.0	21.1	35.7	18.5	25.2	26.1	23.4	27.1	25.7	30.9	27.9	19.8		
	32	13	19	6	8	2	4	4	5	5	9	23	11	21	27	5	28	4		
		C	B																	
55-64	28	17	11	1	21	1	10	10	9	13	4	24	7	22	22	4	25	3		
C%	23.9	25.2	24.2	7.5	35.0	16.7	33.3	36.8	42.9	33.3	13.8	28.0	20.4	26.0	22.2	31.9	25.8	17.5		
	24	13	11	1	14	1	7	7	6	9	4	20	6	18	19	4	21	2		
65 and over	46	31	12	2	23	1	13	10	1	16	14	31	12	32	42	2	35	7		
C%	39.3	47.1	24.8	15.1	40.0	16.7	42.9	36.8	7.1	40.7	44.5	36.4	37.7	38.2	41.8	16.2	36.3	40.9		
	49	31	14	2	16	1	9	7	1	11	17	31	17	29	44	3	35	9		
		C	B																	
Refused	3	1	1	1	0	1	0	0	0	1	2	1	3	0	3	0	2	1		
C%	2.7	1.2	3.1	13.2	0.0	16.7	0.0	0.0	0.0	3.7	7.4	1.0	9.7	0.0	3.1	0.0	2.4	5.0		
	3	1	1	1	0	1	0	0	0	1	2	1	3	0	3	0	2	1		
													N	M						

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to Likely	Instal	Instal	Store	Store	Yes	No	Con-Not	Con-Not	Too Not	Worth Not	Con-Not	Con-Not	Con-Not			
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	432	269	142	39	217	32	131	81	60	173	106	324	105	322	383	47	394	36	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	431	246	162	39	148	22	89	55	41	118	120	308	117	307	377	50	385	43	
None	348	222	108	28	188	26	116	66	53	147	86	261	80	264	313	34	322	25	
C%	80.6	82.5	75.8	71.5	86.5	81.8	88.8	81.8	87.8	84.7	81.0	80.5	76.7	81.9	81.7	72.5	81.8	70.8	
	335	199	117	28	128	18	79	45	36	100	93	240	84	246	300	33	306	28	
1	53	31	20	7	15	4	9	6	3	16	15	38	16	36	42	11	46	6	
C%	12.2	11.5	14.3	18.8	6.8	13.6	6.7	7.3	4.9	9.3	14.1	11.7	15.5	11.2	10.9	22.8	11.5	15.7	
	63	32	28	8	10	3	6	4	2	11	20	43	22	40	48	14	53	8	
2	22	13	8	1	10	0	4	6	1	9	4	17	5	16	20	1	18	3	
C%	5.0	4.8	5.7	3.8	4.7	0.0	3.4	7.3	2.4	5.1	3.9	5.3	5.1	5.1	5.2	2.9	4.6	9.7	
	24	12	11	1	7	0	3	4	1	6	5	18	8	16	21	2	19	5	
3	2	0	2	1	0	0	0	0	0	0	1	2	1	1	2	0	1	1	
C%	0.5	0.0	1.5	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	1.3	0.3	0.6	0.0	0.2	3.7	
	3	0	3	1	0	0	0	0	0	0	1	2	2	1	3	0	1	2	
		D		B													R	Q	
Refused	7	3	4	1	4	1	1	3	3	1	1	7	1	5	6	1	7	0	
C%	1.7	1.3	2.6	3.8	2.0	4.5	1.1	3.6	4.9	0.8	0.5	2.1	1.4	1.5	1.7	1.8	1.8	0.0	
	6	3	3	1	3	1	1	2	2	1	1	5	1	4	5	1	6	0	

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
-----				INSTALLATION		-----		MOST RECENT		-----		IMPROVEMENTS		ENERGY		OPERATE COST			
Init- Change		Un- to		Not		Not		PURCHASE		Not		Not		Not		Not			
Init- ially	Change	Un- like	to	Instal	Instal	Store	Store	Yes	No	Con-	Con-	Too	too	Worth	Not	Con-	Not		
ially	Un- like	likely	Likely	-led	-led	CFLs	CFLs	-----	-----	cerned	cerned	busy	busy	it	worth	con-	con-		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	432	269	142	39	217	32	131	81	60	173	106	324	105	322	383	47	394	36	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	431	246	162	39	148	22	89	55	41	118	120	308	117	307	377	50	385	43	
None	276	173	88	21	139	18	97	38	41	104	70	205	73	198	246	28	251	22	
C%	63.8	64.2	62.0	54.3	64.2	54.5	74.2	47.3	68.3	60.2	65.6	63.3	69.2	61.7	64.1	60.6	63.7	62.2	
	274	159	101	23	95	12	66	26	28	71	79	194	81	187	243	29	244	27	
							H	G											
1	67	45	20	7	37	6	19	18	9	34	20	46	13	54	60	6	64	3	
C%	15.5	16.6	14.0	17.8	16.9	18.2	14.6	21.8	14.6	19.5	19.2	14.2	12.1	16.8	15.7	12.8	16.1	9.6	
	67	40	24	6	25	4	13	12	6	23	23	43	15	52	59	6	64	3	
2	54	30	22	9	22	6	9	12	4	21	13	41	14	40	47	7	46	8	
C%	12.6	11.3	15.7	24.2	10.1	18.2	6.7	14.5	7.3	11.9	11.8	12.7	13.5	12.5	12.3	15.7	11.7	23.1	
	57	29	25	9	15	4	6	8	3	14	14	42	16	41	47	10	47	10	
		D		B													R	Q	
3	21	12	8	0	12	1	4	7	1	12	2	19	4	17	16	4	20	1	
C%	4.8	4.3	5.7	0.0	5.4	4.5	3.4	9.1	2.4	6.8	1.6	5.8	3.8	5.2	4.3	9.2	5.0	2.8	
	19	9	9	0	8	1	3	5	1	8	2	17	4	15	15	4	17	2	
4	4	3	0	0	0	0	0	0	0	0	0	4	0	4	4	0	3	1	
C%	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	1.0	0.0	0.8	2.3	
	5	3	0	0	0	0	0	0	0	0	0	5	0	5	5	0	4	1	
5	4	4	0	0	3	0	0	3	1	1	1	2	0	4	4	0	4	0	
C%	0.9	1.4	0.0	0.0	1.4	0.0	0.0	3.6	2.4	0.8	1.4	0.7	0.0	1.2	1.0	0.0	1.0	0.0	
	3	3	0	0	2	0	0	2	1	1	1	2	0	3	3	0	3	0	
Refused	7	3	4	1	4	1	1	3	3	1	1	7	1	5	6	1	7	0	
C%	1.7	1.3	2.6	3.8	2.0	4.5	1.1	3.6	4.9	0.8	0.5	2.1	1.4	1.5	1.7	1.8	1.8	0.0	
	6	3	3	1	3	1	1	2	2	1	1	5	1	4	5	1	6	0	

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		Change		INSTALLATION		STORAGE		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
Init-Change	Un- to	Un- to	Un- to	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not		
ially Un-likely	likely	likely	likely	-led	-led	CFLs	CFLs	Yes	No	cerned	cerned	busy	busy	it	worth	sider	con-		
---A---	---B---	---C---	---D---	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---	---R---		
Total	432	269	142	39	217	32	131	81	60	173	106	324	105	322	383	47	394	36	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	431	246	162	39	148	22	89	55	41	118	120	308	117	307	377	50	385	43	
None	297	177	104	29	152	22	88	62	40	123	81	215	75	218	268	29	269	27	
C%	68.8	65.7	73.3	73.6	70.3	68.2	67.4	76.4	65.9	71.2	75.9	66.3	71.5	67.8	69.9	61.8	68.2	75.5	
	292	163	113	29	104	15	60	42	27	84	88	201	82	205	258	32	258	32	
1	64	45	17	4	35	4	22	10	12	26	10	54	14	50	57	7	60	4	
C%	14.8	16.7	11.7	10.2	16.2	13.6	16.9	12.7	19.5	15.3	9.0	16.8	13.7	15.4	15.0	14.1	15.1	10.1	
	63	39	20	4	24	3	15	7	8	18	10	53	15	48	57	6	58	4	
											L	K							
2	57	41	14	3	22	4	18	4	4	21	13	44	12	44	48	7	52	5	
C%	13.1	15.4	9.8	8.6	10.1	13.6	13.5	5.5	7.3	11.9	12.4	13.4	11.7	13.6	12.4	15.2	13.2	12.9	
	61	38	21	4	15	3	12	3	3	14	17	44	16	44	52	7	55	6	
3	4	1	2	0	0	0	0	0	0	0	2	2	1	2	2	2	3	1	
C%	0.9	0.4	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.6	1.3	0.7	0.5	4.0	0.8	1.4	
	6	2	3	0	0	0	0	0	0	0	3	3	2	4	3	3	5	1	
															P	O			
4	1	1	0	0	1	0	1	0	0	1	0	1	0	1	0	1	1	0	
C%	0.3	0.5	0.0	0.0	0.7	0.0	1.1	0.0	0.0	0.8	0.0	0.5	0.0	0.5	0.0	3.2	0.4	0.0	
	1	1	0	0	1	0	1	0	0	1	0	1	0	1	0	1	1	0	
															P	O			
6	2	0	2	1	1	0	0	1	1	0	1	1	1	1	2	0	2	0	
C%	0.5	0.0	1.4	3.8	0.7	0.0	0.0	1.8	2.4	0.0	0.5	0.5	0.5	0.5	0.5	0.0	0.5	0.0	
	2	0	2	1	1	0	0	1	1	0	1	1	1	1	2	0	2	0	
			D	B															
Refused	7	3	4	1	4	1	1	3	3	1	1	7	1	5	6	1	7	0	
C%	1.7	1.3	2.6	3.8	2.0	4.5	1.1	3.6	4.9	0.8	0.5	2.1	1.4	1.5	1.7	1.8	1.8	0.0	
	6	3	3	1	3	1	1	2	2	1	1	5	1	4	5	1	6	0	

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Store Not Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	to Likely	Instal	Instal	Store	Not Store	Yes	No	Con-	Not	Too	too	Worth	worth	Con-	Not		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	432	269	142	39	217	32	131	81	60	173	106	324	105	322	383	47	394	36	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	431	246	162	39	148	22	89	55	41	118	120	308	117	307	377	50	385	43	
None	193	105	73	16	89	19	54	34	21	84	56	138	50	139	169	22	176	16	
C%	44.7	39.1	51.2	41.4	41.2	59.1	41.6	41.8	34.1	48.3	52.3	42.4	47.3	43.3	44.3	46.5	44.7	45.8	
	194	99	81	17	61	13	37	23	14	57	62	132	53	136	169	23	172	21	
		C	B																
1	73	56	15	5	41	3	28	12	15	25	17	56	19	54	66	7	66	7	
C%	16.9	21.0	10.4	12.4	18.9	9.1	21.3	14.5	24.4	14.4	15.6	17.2	17.8	16.7	17.3	14.5	16.6	18.8	
	72	50	19	5	28	2	19	8	10	17	20	51	21	50	65	7	64	7	
		C	B																
2	158	104	50	16	82	9	47	32	22	63	34	124	35	123	140	17	145	13	
C%	36.6	38.7	35.1	40.3	37.8	27.3	36.0	40.0	36.6	36.4	31.6	38.1	33.5	38.2	36.5	37.2	36.7	35.4	
	158	94	58	15	56	6	32	22	15	43	37	119	42	116	137	19	142	15	
3	1	0	1	1	0	0	0	0	0	0	0	1	0	1	1	0	1	0	
C%	0.2	0.0	0.6	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.2	0.0	0.2	0.0	
	1	0	1	1	0	0	0	0	0	0	0	1	0	1	1	0	1	0	
		D	B																
Refused	7	3	4	1	4	1	1	3	3	1	1	7	1	5	6	1	7	0	
C%	1.7	1.3	2.6	3.8	2.0	4.5	1.1	3.6	4.9	0.8	0.5	2.1	1.4	1.5	1.7	1.8	1.8	0.0	
	6	3	3	1	3	1	1	2	2	1	1	5	1	4	5	1	6	0	

===== BANNER 2 =====																					
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE				PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-Change		Unlikely		Not Installed		Not Installed		Store Store		Yes No		Con-Not		Too Not		Worth Not		Con-Not			
Total	Init-Change	Unlikely	Unlikely	Instal	Instal	Store	Store	Yes	No	Con-	Not	Too	Not	Worth	Not	Con-	Not	Con-	Not		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--				
Total	424	262	141	39	208	32	126	78	59	166	106	315	105	313	374	47	385	36			
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	425	241	161	39	142	22	86	53	40	113	120	302	117	301	371	50	379	43			
None	302	192	99	27	139	21	82	54	32	119	75	226	74	226	266	35	275	26			
C%	71.4	73.3	70.4	69.4	66.9	63.6	65.1	69.8	55.0	71.7	70.6	71.5	70.7	72.2	71.1	75.2	71.2	71.6			
	314	180	120	27	95	14	56	37	22	81	87	224	88	223	273	38	278	33			
1	52	30	19	3	31	4	18	13	16	16	14	39	13	37	48	3	49	4			
C%	12.4	11.5	13.4	6.4	14.8	13.6	14.0	17.0	27.5	9.7	12.9	12.3	12.7	11.7	12.9	6.0	12.6	10.5			
	49	27	19	3	21	3	12	9	11	11	15	34	13	33	45	3	46	3			
									J	I											
2	61	36	19	8	34	6	25	7	7	29	16	44	16	45	53	8	54	6			
C%	14.3	13.6	13.5	20.4	16.2	18.2	19.8	9.4	12.5	17.7	15.2	14.1	15.2	14.3	14.1	17.0	14.1	17.9			
	55	30	19	8	23	4	17	5	5	20	16	39	15	40	47	8	48	7			
3	1	1	0	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0			
C%	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.3	0.2	0.0	0.2	0.0			
	1	1	0	0	0	0	0	0	0	0	1	0	0	1	1	0	1	0			
Refused	7	3	4	1	4	1	1	3	3	1	1	7	1	5	6	1	7	0			
C%	1.7	1.3	2.7	3.8	2.1	4.5	1.2	3.8	5.0	0.9	0.5	2.1	1.4	1.6	1.7	1.8	1.9	0.0			
	6	3	3	1	3	1	1	2	2	1	1	5	1	4	5	1	6	0			

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
Init-ially Un-likely		Change Unlikely to Likely		Instal-LED	Instal-LED	Store CFLs	Store CFLs	Yes	No	Con-cerned	Not Con-cerned	Too busy	Not too busy	Worth it	Not worth it	Con-sider	Not con-sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	421	261	140	39	207	32	126	78	59	166	106	313	104	312	372	47	383	36	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	423	240	160	39	141	22	86	53	40	113	120	300	116	300	369	50	377	43	
None	330	213	102	33	157	22	101	53	44	125	75	254	76	253	287	40	300	28	
C%	78.3	81.9	72.5	85.5	75.9	68.2	80.2	67.9	75.0	75.2	70.5	81.0	73.1	81.0	77.2	85.5	78.4	76.6	
	336	195	122	33	107	15	69	36	30	85	88	246	88	246	289	43	300	34	
		C	B								L	K							
1	32	16	13	2	19	4	10	9	9	13	9	23	8	22	31	1	30	2	
C%	7.7	6.2	9.4	4.3	9.2	13.6	8.1	11.3	15.0	8.0	8.3	7.2	7.6	7.2	8.3	2.9	7.9	5.5	
	29	15	12	2	13	3	7	6	6	9	8	20	8	19	27	2	27	2	
2	51	27	21	3	26	4	13	13	3	26	22	29	19	31	47	5	44	6	
C%	12.2	10.5	14.9	6.4	12.8	13.6	10.5	17.0	5.0	15.9	20.7	9.3	17.9	9.9	12.5	9.9	11.5	17.9	
	51	27	22	3	18	3	9	9	2	18	23	28	19	30	47	4	43	7	
											L	K	N	M					
3	1	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	
C%	0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.2	0.0	0.2	0.0	
	1	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	
Refused	7	3	4	1	4	1	1	3	3	1	1	7	1	5	6	1	7	0	
C%	1.7	1.3	2.7	3.8	2.1	4.5	1.2	3.8	5.0	0.9	0.5	2.1	1.4	1.6	1.7	1.8	1.9	0.0	
	6	3	3	1	3	1	1	2	2	1	1	5	1	4	5	1	6	0	

D6. Lastly, which of the following categories contains your annual household income from all sources in 2004 before taxes?

BASE: Total respondents

===== BANNER 2 =====																			
FUTURE PURCHASE				CFL		CFL STORAGE		PROMO DURING		HOME ENERGY		CONSIDER EE		TO USE LESS		PRICE AND			
Init-Change		Change		INSTALLATION		CFL STORAGE		MOST RECENT		USAGE		IMPROVEMENTS		ENERGY		OPERATE COST			
Init-Change	Un-likely	Un-likely	to Likely	Instal- led	Instal- led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Con- cerned	Too busy	Too busy	Worth it	Worth it	Con- sider	Con- sider		
--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53	
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62	
Less than \$20,000 per year	66	43	21	9	26	4	9	18	6	22	22	44	19	44	58	8	59	5	
C%	11.7	12.6	11.0	17.3	9.4	10.3	5.4	16.0	7.0	10.3	15.4	10.6	13.2	10.7	11.7	13.1	11.8	8.9	
	72	43	28	9	18	3	6	12	4	15	24	48	21	47	64	8	62	6	
							H	G											
\$20,000 to \$49,000	149	86	62	17	81	10	45	34	28	59	36	113	44	105	137	10	135	15	
C%	26.6	25.2	31.7	32.9	28.8	24.1	27.7	30.7	33.3	27.4	25.2	27.2	31.0	25.5	27.8	16.6	27.0	27.6	
	142	77	62	17	55	7	31	23	19	40	37	104	45	96	129	11	126	16	
															P	O			
\$50,000 to \$74,000	101	63	31	4	45	12	22	19	12	44	22	79	16	85	88	12	87	13	
C%	18.0	18.5	15.8	7.8	16.2	27.6	13.4	17.3	14.0	20.5	15.4	19.1	11.4	20.7	17.9	19.8	17.4	25.1	
	105	60	37	4	31	8	15	13	8	30	26	79	21	84	89	15	88	16	
													N	M					
\$75,000 to \$99,000	45	26	17	4	23	1	13	10	7	18	14	31	13	33	42	3	43	2	
C%	8.1	7.8	9.0	8.2	8.4	3.4	8.0	9.3	8.8	8.2	10.0	7.5	8.9	7.9	8.5	5.6	8.6	4.1	
	46	23	21	5	16	1	9	7	5	12	16	30	16	30	41	5	43	3	
\$100,000 or more	40	28	11	5	25	0	18	7	6	15	7	32	8	32	34	6	36	4	
C%	7.1	8.2	5.6	9.1	8.9	0.0	10.7	6.7	7.0	6.8	4.9	7.8	6.0	7.7	7.0	9.3	7.3	7.0	
	39	25	12	4	17	0	12	5	4	10	10	28	11	28	32	7	33	6	
Don't know	30	20	8	3	12	1	6	6	3	7	10	17	5	22	25	4	26	1	
C%	5.3	5.8	3.9	4.9	4.2	3.4	3.6	5.3	3.5	3.4	7.1	4.2	3.4	5.3	5.0	6.6	5.2	1.0	
	33	18	11	3	8	1	4	4	2	5	13	18	7	22	26	5	29	1	
Refused	129	75	45	10	67	13	51	16	22	50	31	98	37	91	108	18	114	14	
C%	23.1	22.0	23.1	19.8	24.1	31.0	31.2	14.7	26.3	23.3	21.9	23.6	26.3	22.2	22.0	29.1	22.8	26.3	
	123	68	46	9	46	9	35	11	15	34	34	89	40	82	104	17	107	14	
							H	G											

===== BANNER 2 =====																				
	FUTURE PURCHASE				CFL INSTALLATION				CFL STORAGE		PROMO DURING MOST RECENT PURCHASE		HOME ENERGY USAGE		CONSIDER EE IMPROVEMENTS		TO USE LESS ENERGY		PRICE AND OPERATE COST	
	Init- ially	Un- likely	Change to	Like- ly	Not Instal- led	Not Instal- led	Store CFLs	Store CFLs	Yes	No	Con- cerned	Con- cerned	Too busy	Not too busy	Worth it	Not worth it	Con- sider	Not con- sider		
	--A--	--B--	--C--	--D--	--E--	--F--	--G--	--H--	--I--	--J--	--K--	--L--	--M--	--N--	--O--	--P--	--Q--	--R--		
Total	560	340	194	51	280	43	164	110	84	214	142	415	142	410	491	63	499	53		
C%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	560	314	217	51	191	29	112	75	57	146	160	396	161	389	485	68	488	62		
Male	232	142	78	21	123	13	76	45	41	89	56	174	64	166	204	27	210	18		
C%	41.5	41.8	40.2	40.7	44.0	31.0	46.4	41.3	49.1	41.8	39.8	42.1	45.0	40.5	41.6	43.8	42.1	34.0		
	234	128	92	21	84	9	52	31	28	61	65	167	74	156	201	32	207	22		
Female	328	198	116	30	157	29	88	65	43	125	85	240	78	244	287	35	289	35		
C%	58.5	58.2	59.8	59.3	56.0	69.0	53.6	58.7	50.9	58.2	60.2	57.9	55.0	59.5	58.4	56.2	57.9	66.0		
	326	186	125	30	107	20	60	44	29	85	95	229	87	233	284	36	281	40		

E.3 BANNER 3

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
East of I5	289	99	124	65	223	189
C%	51.5	35.5	57.6	100.0	45.1	67.5
	287	97	121	69	218	190
		CD	BD	BC	F	E
West of I5	271	180	91	0	271	91
C%	48.5	64.5	42.4	0.0	54.9	32.5
	273	179	94	0	273	94
		CD	BD	BC	F	E

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
WA	275	187	73	15	260	88
C%	49.2	67.0	33.8	23.7	52.6	31.4
	278	185	77	16	262	93
		CD	B	B	F	E
OR	162	78	69	15	147	84
C%	28.9	27.9	32.0	22.5	29.7	29.8
	163	76	70	17	146	87
ID	63	14	35	13	49	49
C%	11.2	5.0	16.4	20.5	10.0	17.4
	63	15	36	12	51	48
		CD	B	B	F	E
MT	60	0	38	22	38	60
C%	10.7	0.0	17.8	33.3	7.7	21.4
	56	0	32	24	32	56
		CD	BD	BC	F	E

S1. Have you ever heard of compact fluorescent light bulbs or CFLs?

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Yes	372	191	142	38	333	181
C%	66.3	68.4	66.0	58.8	67.3	64.3
	306	160	115	31	275	146
No	178	82	70	26	152	97
C%	31.8	29.2	32.7	40.0	30.7	34.4
	243	109	97	37	206	134
Don't know	10	7	3	1	10	4
C%	1.9	2.4	1.3	1.3	1.9	1.3
	11	7	3	1	10	4

S2. Compact fluorescent light bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops. Have you ever heard of them?

BASE: Respondents who never heard of CFL's

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban +Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	188	88	73	27	161	100
C%	100.0	100.0	100.0	100.0	100.0	100.0
	254	116	100	38	216	138
Yes	118	56	45	17	101	62
C%	62.5	63.4	61.4	62.6	62.5	61.7
	114	52	44	18	96	62
No	71	32	28	10	61	38
C%	37.5	36.6	38.6	37.4	37.5	38.3
	140	64	56	20	120	76

S3. Have you ever received any CFLs for free in the mail?

BASE: Respondents who are aware of CFLs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	489	247	187	55	434	242
C%	100.0	100.0	100.0	100.0	100.0	100.0
	420	212	159	49	371	208
Yes	59	27	26	5	53	32
C%	12.0	10.9	14.1	9.4	12.3	13.0
	49	24	21	4	45	25
No	424	216	158	50	374	208
C%	86.8	87.5	84.7	90.6	86.3	86.0
	365	184	136	45	320	181
Don't know	6	4	2	0	6	2
C%	1.3	1.6	1.2	0.0	1.4	0.9
	6	4	2	0	6	2

S3B. Have you ever received a coupon in the mail for a discount on the purchase of CFLs?

BASE: Respondents who are aware of CFLs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	489	247	187	55	434	242
C%	100.0	100.0	100.0	100.0	100.0	100.0
	420	212	159	49	371	208
Yes	129	64	49	16	113	65
C%	26.4	26.1	26.2	28.7	26.1	26.8
	102	50	39	13	89	52
No	306	152	118	36	270	155
C%	62.5	61.4	63.3	65.3	62.2	63.7
	270	134	104	32	238	136
Don't know	54	31	20	3	51	23
C%	11.0	12.5	10.5	6.0	11.7	9.5
	48	28	16	4	44	20

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	489	247	187	55	434	242
C%	100.0	100.0	100.0	100.0	100.0	100.0
	420	212	159	49	371	208
Yes	323	163	126	34	289	160
C%	65.9	65.9	67.4	60.9	66.6	65.9
	220	111	86	23	197	109
No	158	78	58	21	137	79
C%	32.2	31.7	31.2	37.6	31.5	32.7
	189	94	70	25	164	95
Don't know	9	6	3	1	8	3
C%	1.9	2.4	1.3	1.5	1.9	1.4
	11	7	3	1	10	4

Q1. On how many separate occasions have you purchased them?

BASE: CFL Purchaser

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1	54	29	21	4	50	25
C%	16.8	18.0	16.3	13.0	17.3	15.6
	37	20	14	3	34	17
2	72	26	37	9	63	45
C%	22.3	16.2	29.1	26.1	21.8	28.4
	49	18	25	6	43	31
		C	B			
3	54	31	19	4	50	23
C%	16.8	18.9	15.1	13.0	17.3	14.7
	37	21	13	3	34	16
4	34	15	13	6	28	19
C%	10.5	9.0	10.5	17.4	9.6	11.9
	23	10	9	4	19	13
5-6	35	13	18	4	31	22
C%	10.9	8.1	14.0	13.0	10.7	13.8
	24	9	12	3	21	15
More than 6	37	26	6	4	32	10
C%	11.4	16.2	4.7	13.0	11.2	6.4
	25	18	4	3	22	7
		C	B			
MEAN:	5.1	5.0	3.3	11.8	4.3	5.2
		C	B			

Q1. On how many separate occasions have you purchased them?

BASE: CFL Purchaser

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	37	22	13	1	35	15
C%	11.4	13.5	10.5	4.3	12.2	9.2
	25	15	9	1	24	10
MEAN:	5.1	5.0	3.3	11.8	4.3	5.2
		C	B			

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
This fall	12	7	4	0	12	4
C%	3.6	4.5	3.5	0.0	4.1	2.8
	8	5	3	0	8	3
Within the last year	78	31	37	10	67	47
C%	24.1	18.9	29.1	30.4	23.4	29.4
	53	21	25	7	46	32
Less than two years ago	60	34	23	3	57	26
C%	18.6	20.7	18.6	8.7	19.8	16.5
	41	23	16	2	39	18
Less than five years ago	111	57	38	16	95	54
C%	34.5	35.1	30.2	47.8	33.0	33.9
	76	39	26	11	65	37
Less than 10 years ago	29	12	15	3	26	18
C%	9.1	7.2	11.6	8.7	9.1	11.0
	20	8	10	2	18	12
More than 10 years ago	12	7	3	1	10	4
C%	3.6	4.5	2.3	4.3	3.6	2.8
	8	5	2	1	7	3
Don't know	21	15	6	0	21	6
C%	6.4	9.0	4.7	0.0	7.1	3.7
	14	10	4	0	14	4

Q2B. When was your most recent CFL purchase? Would you say it was...

BASE: CFL Purchaser within the last year

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	311	155	122	34	277	155
C%	100.0	100.0	100.0	100.0	100.0	100.0
	212	106	83	23	189	106
This fall	60	37	21	3	57	23
C%	19.3	23.6	16.9	8.7	20.6	15.1
	41	25	14	2	39	16
Within the last year	123	54	53	16	107	69
C%	39.6	34.9	43.4	47.8	38.6	44.3
	84	37	36	11	73	47
Less than two years ago	67	28	26	13	54	40
C%	21.7	17.9	21.7	39.1	19.6	25.5
	46	19	18	9	37	27
Less than five years ago	32	19	12	1	31	13
C%	10.4	12.3	9.6	4.3	11.1	8.5
	22	13	8	1	21	9
Less than 10 years ago	4	1	3	0	4	3
C%	1.4	0.9	2.4	0.0	1.6	1.9
	3	1	2	0	3	2
Don't know	23	16	7	0	23	7
C%	7.5	10.4	6.0	0.0	8.5	4.7
	16	11	5	0	16	5

Q3. Thinking back over the past year, how many CFLs have you purchased?

BASE: CFL Purchaser within the past year

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	183	91	73	19	164	92
C%	100.0	100.0	100.0	100.0	100.0	100.0
	125	62	50	13	112	63
None	23	10	9	4	19	13
C%	12.8	11.3	12.0	23.1	11.6	14.3
	16	7	6	3	13	9
1	18	9	6	3	15	9
C%	9.6	9.7	8.0	15.4	8.9	9.5
	12	6	4	2	10	6
2	16	3	12	1	15	13
C%	8.8	3.2	16.0	7.7	8.9	14.3
	11	2	8	1	10	9
		C	B			
3	12	7	4	0	12	4
C%	6.4	8.1	6.0	0.0	7.1	4.8
	8	5	3	0	8	3
4	16	10	6	0	16	6
C%	8.8	11.3	8.0	0.0	9.8	6.3
	11	7	4	0	11	4
5	13	7	1	4	9	6
C%	7.2	8.1	2.0	23.1	5.4	6.3
	9	5	1	3	6	4
6	26	13	9	4	22	13
C%	14.4	14.5	12.0	23.1	13.4	14.3
	18	9	6	3	15	9

Q3. Thinking back over the past year, how many CFLs have you purchased?
 BASE: CFL Purchaser within the past year

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
7-10	18	10	7	0	18	7
C%	9.6	11.3	10.0	0.0	10.7	7.9
	12	7	5	0	12	5
More than 10	35	18	16	1	34	18
C%	19.2	19.4	22.0	7.7	20.5	19.0
	24	12	11	1	23	12
Don't know	6	3	3	0	6	3
C%	3.2	3.2	4.0	0.0	3.6	3.2
	4	2	2	0	4	2
MEAN:	8.6	10.1	7.5	4.9	8.9	7.0
		D		B		

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
Home centers	135	84	44	7	128	51
C%	41.8	51.4	34.9	21.7	44.2	32.1
	92	57	30	5	87	35
		C	B		F	E
Discount Department Stores	73	23	38	12	62	50
C%	22.7	14.4	30.2	34.8	21.3	31.2
	50	16	26	8	42	34
		C	B			
Buying clubs	37	13	16	7	29	23
C%	11.4	8.1	12.8	21.7	10.2	14.7
	25	9	11	5	20	16
Hardware stores	57	25	25	7	50	32
C%	17.7	15.3	19.8	21.7	17.3	20.2
	39	17	17	5	34	22
Supermarkets	18	10	4	3	15	7
C%	5.5	6.3	3.5	8.7	5.1	4.6
	12	7	3	2	10	5
Lighting supply stores	9	3	4	1	7	6
C%	2.7	1.8	3.5	4.3	2.5	3.7
	6	2	3	1	5	4
Mail Order Catalog	3	3	0	0	3	0
C%	0.9	1.8	0.0	0.0	1.0	0.0
	2	2	0	0	2	0

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban+sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Over the Internet	1	1	0	0	1	0
C%	0.5	0.9	0.0	0.0	0.5	0.0
	1	1	0	0	1	0
Other	4	1	1	1	3	3
C%	1.4	0.9	1.2	4.3	1.0	1.8
	3	1	1	1	2	2
Don't know	12	9	3	0	12	3
C%	3.6	5.4	2.3	0.0	4.1	1.8
	8	6	2	0	8	2

Q5. Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?

BASE: CFL Purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
Reduce electricity bill	66	32	25	9	57	34
C%	20.5	19.8	19.8	26.1	19.8	21.1
	45	22	17	6	39	23
Save/conserve energy	204	101	82	21	183	103
C%	63.2	62.2	65.1	60.9	63.5	64.2
	139	69	56	14	125	70
Extra cost for CFL was minimal	18	13	4	0	18	4
C%	5.5	8.1	3.5	0.0	6.1	2.8
	12	9	3	0	12	3
Energy savings worth the extra up-front cost	38	21	13	4	34	18
C%	11.8	12.6	10.5	13.0	11.7	11.0
	26	14	9	3	23	12
Cost savings worth the extra up-front cost	19	12	6	1	18	7
C%	5.9	7.2	4.7	4.3	6.1	4.6
	13	8	4	1	12	5
It is the "right thing to do"	3	1	1	0	3	1
C%	0.9	0.9	1.2	0.0	1.0	0.9
	2	1	1	0	2	1
Product works better/is higher quality	13	7	4	1	12	6
C%	4.1	4.5	3.5	4.3	4.1	3.7
	9	5	3	1	8	4

Q5. Thinking about your most recent purchase, why did you choose CFLs as opposed to regular light bulbs?

BASE: CFL Purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Like to have new, high-tech products	4	4	0	0	4	0
C%	1.4	2.7	0.0	0.0	1.5	0.0
	3	3	0	0	3	0
Friends/family suggested	4	1	1	1	3	3
C%	1.4	0.9	1.2	4.3	1.0	1.8
	3	1	1	1	2	2
To try them out	19	10	7	1	18	9
C%	5.9	6.3	5.8	4.3	6.1	5.5
	13	7	5	1	12	6
Other	1	1	0	0	1	0
C%	0.5	0.9	0.0	0.0	0.5	0.0
	1	1	0	0	1	0
Don't know	4	1	3	0	4	3
C%	1.4	0.9	2.3	0.0	1.5	1.8
	3	1	2	0	3	2

Q5B. Was there a special promotion or sale at the store when you bought your most recent CFL(s)?

BASE: CFL Purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
Yes	84	51	25	7	76	32
C%	25.9	31.5	19.8	21.7	26.4	20.2
	57	35	17	5	52	22
No	214	97	91	26	188	117
C%	66.4	59.5	72.1	78.3	65.0	73.4
	146	66	62	18	128	80
Don't know	25	15	10	0	25	10
C%	7.7	9.0	8.1	0.0	8.6	6.4
	17	10	7	0	17	7

Q20. Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

BASE: CFL Purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
\$1	15	9	4	1	13	6
C%	4.5	5.4	3.5	4.3	4.6	3.7
	10	6	3	1	9	4
\$2	19	9	7	3	16	10
C%	5.9	5.4	5.8	8.7	5.6	6.4
	13	6	5	2	11	7
\$3	21	6	12	3	18	15
C%	6.4	3.6	9.3	8.7	6.1	9.2
	14	4	8	2	12	10
\$4	12	6	4	1	10	6
C%	3.6	3.6	3.5	4.3	3.6	3.7
	8	4	3	1	7	4
\$5	16	7	6	3	13	9
C%	5.0	4.5	4.7	8.7	4.6	5.5
	11	5	4	2	9	6
\$6-\$9	15	6	6	3	12	9
C%	4.5	3.6	4.7	8.7	4.1	5.5
	10	4	4	2	8	6

Q20. Thinking about your most recent purchase, how much did you pay PER BULB for your CFLs?

BASE: CFL Purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
\$10 or more	16	10	4	1	15	6
C%	5.0	6.3	3.5	4.3	5.1	3.7
	11	7	3	1	10	4
Don't know	180	98	69	13	167	82
C%	55.9	60.4	54.7	39.1	57.9	51.4
	123	67	47	9	114	56
Refused	29	12	13	4	25	18
C%	9.1	7.2	10.5	13.0	8.6	11.0
	20	8	9	3	17	12
MEAN:	6.21	5.92	6.73	5.73	6.29	6.46

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
In store display/sale/ point of purchase mat	44	19	16	9	35	25
C%	13.6	11.7	12.8	26.1	12.2	15.6
	30	13	11	6	24	17
Ad on television/ Internet/newspaper/etc	131	66	54	10	120	65
C%	40.5	40.5	43.0	30.4	41.6	40.4
	89	45	37	7	82	44
Word of mouth	47	25	18	4	43	22
C%	14.5	15.3	14.0	13.0	14.7	13.8
	32	17	12	3	29	15
Sales person	9	4	3	1	7	4
C%	2.7	2.7	2.3	4.3	2.5	2.8
	6	3	2	1	5	3
Consumer Reports	13	7	6	0	13	6
C%	4.1	4.5	4.7	0.0	4.6	3.7
	9	5	4	0	9	4
ENERGY STAR Program	10	3	7	0	10	7
C%	3.2	1.8	5.8	0.0	3.6	4.6
	7	2	5	0	7	5
Utility (bill insert or mailing/announcement)	34	15	10	9	25	19
C%	10.5	9.0	8.1	26.1	8.6	11.9
	23	10	7	6	17	13

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Announcement by gov or other gov official	1	0	1	0	1	1
C%	0.5	0.0	1.2	0.0	0.5	0.9
	1	0	1	0	1	1
Received CFL for Free, in the Mail	6	3	1	1	4	3
C%	1.8	1.8	1.2	4.3	1.5	1.8
	4	2	1	1	3	2
Coupon in the mail	9	6	1	1	7	3
C%	2.7	3.6	1.2	4.3	2.5	1.8
	6	4	1	1	5	2
While shopping/noticed them at store	4	3	0	1	3	1
C%	1.4	1.8	0.0	4.3	1.0	0.9
	3	2	0	1	2	1
Other	4	1	3	0	4	3
C%	1.4	0.9	2.3	0.0	1.5	1.8
	3	1	2	0	3	2
Don't know	31	18	12	1	29	13
C%	9.5	10.8	9.3	4.3	10.2	8.3
	21	12	8	1	20	9

Q7A. Do you currently have any CFLs installed in your home?

BASE: CFL Purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
Yes	280	138	113	29	251	142
C%	86.8	84.7	89.5	87.0	86.8	89.0
	191	94	77	20	171	97
No	43	25	13	4	38	18
C%	13.2	15.3	10.5	13.0	13.2	11.0
	29	17	9	3	26	12

Q7B. How many of them do you currently have installed in your home?

BASE: CFL Purchasers who currently have them installed

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	280	138	113	29	251	142
C%	100.0	100.0	100.0	100.0	100.0	100.0
	191	94	77	20	171	97
1	31	10	15	6	25	21
C%	11.0	7.4	13.0	20.0	9.9	14.4
	21	7	10	4	17	14
2	35	19	13	3	32	16
C%	12.6	13.8	11.7	10.0	12.9	11.3
	24	13	9	2	22	11
3	43	28	10	4	38	15
C%	15.2	20.2	9.1	15.0	15.2	10.3
	29	19	7	3	26	10
		C	B			
4	28	13	15	0	28	15
C%	9.9	9.6	13.0	0.0	11.1	10.3
	19	9	10	0	19	10
5	18	6	9	3	15	12
C%	6.3	4.3	7.8	10.0	5.8	8.2
	12	4	6	2	10	8
6	32	13	15	4	28	19
C%	11.5	9.6	13.0	15.0	11.1	13.4
	22	9	10	3	19	13

Q7B. How many of them do you currently have installed in your home?

BASE: CFL Purchasers who currently have them installed

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
7-10	31	13	13	4	26	18
C%	11.0	9.6	11.7	15.0	10.5	12.4
	21	9	9	3	18	12
11-20	43	22	16	4	38	21
C%	15.2	16.0	14.3	15.0	15.2	14.4
	29	15	11	3	26	14
More than 20	13	7	6	0	13	6
C%	4.7	5.3	5.2	0.0	5.3	4.1
	9	5	4	0	9	4
Don't know	4	3	1	0	4	1
C%	1.6	2.1	1.3	0.0	1.8	1.0
	3	2	1	0	3	1
Refused	3	3	0	0	3	0
C%	1.0	2.1	0.0	0.0	1.2	0.0
	2	2	0	0	2	0
MEAN:	6.99	7.16	7.09	5.85	7.13	6.83

Q8A. Are you storing any for use as spares or to be installed at a later date?
 BASE: CFL Purchasers who currently have them installed

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	280	138	113	29	251	142
C%	100.0	100.0	100.0	100.0	100.0	100.0
	191	94	77	20	171	97
Yes	164	97	59	9	155	67
C%	58.6	70.2	51.9	30.0	62.0	47.4
	112	66	40	6	106	46
		C	B		F	E
No	110	40	50	21	89	70
C%	39.3	28.7	44.2	70.0	35.7	49.5
	75	27	34	14	61	48
		C	B		F	E
Don't know	6	1	4	0	6	4
C%	2.1	1.1	3.9	0.0	2.3	3.1
	4	1	3	0	4	3

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	164 C% 100.0 112	97 100.0 66	59 100.0 40	9 100.0 6	155 100.0 106	67 100.0 46
1	26 C% 16.1 18	15 15.2 10	9 15.0 6	3 33.3 2	23 15.1 16	12 17.4 8
2	44 C% 26.8 30	28 28.8 19	16 27.5 11	0 0.0 0	44 28.3 30	16 23.9 11
3	21 C% 12.5 14	12 12.1 8	9 15.0 6	0 0.0 0	21 13.2 14	9 13.0 6
4	22 C% 13.4 15	12 12.1 8	10 17.5 7	0 0.0 0	22 14.2 15	10 15.2 7
5-10	29 C% 17.9 20	21 21.2 14	7 12.5 5	1 16.7 1	28 17.9 19	9 13.0 6
More than 10	9 C% 5.4 6	3 3.0 2	3 5.0 2	3 33.3 2	6 3.8 4	6 8.7 4

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	12	6	4	1	10	6
C%	7.1	6.1	7.5	16.7	6.6	8.7
	8	4	3	1	7	4
Refused	1	1	0	0	1	0
C%	0.9	1.5	0.0	0.0	0.9	0.0
	1	1	0	0	1	0
MEAN:	4.48	4.74	3.78	6.40	4.38	4.10

Q8C. Thinking about your most recent purchase, how many of the CFLs you bought did you install?

BASE: CFL Purchasers who are storing any

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	164	97	59	9	155	67
C%	100.0	100.0	100.0	100.0	100.0	100.0
	112	66	40	6	106	46
None	1	0	1	0	1	1
C%	0.9	0.0	2.5	0.0	0.9	2.2
	1	0	1	0	1	1
1	28	18	7	3	25	10
C%	17.0	18.2	12.5	33.3	16.0	15.2
	19	12	5	2	17	7
2	34	18	15	1	32	16
C%	20.5	18.2	25.0	16.7	20.8	23.9
	23	12	10	1	22	11
3	29	22	7	0	29	7
C%	17.9	22.7	12.5	0.0	18.9	10.9
	20	15	5	0	20	5
4-6	26	13	10	3	23	13
C%	16.1	13.6	17.5	33.3	15.1	19.6
	18	9	7	2	16	9
7-10	21	10	9	1	19	10
C%	12.5	10.6	15.0	16.7	12.3	15.2
	14	7	6	1	13	7

Q8C. Thinking about your most recent purchase, how many of the CFLs you bought did you install?

BASE: CFL Purchasers who are storing any

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
More than 10	18	10	7	0	18	7
C%	10.7	10.6	12.5	0.0	11.3	10.9
	12	7	5	0	12	5
Don't know	7	6	1	0	7	1
C%	4.5	6.1	2.5	0.0	4.7	2.2
	5	4	1	0	5	1
MEAN:	5.43	5.31	5.95	3.50	5.55	5.61

Q8C. Thinking about your most recent purchase, how many of the CFLs did you store to install later?

BASE: CFL Purchasers who are storing any

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	164	97	59	9	155	67
C%	100.0	100.0	100.0	100.0	100.0	100.0
	112	66	40	6	106	46
None	7	3	4	0	7	4
C%	4.5	3.0	7.5	0.0	4.7	6.5
	5	2	3	0	5	3
1	28	18	7	3	25	10
C%	17.0	18.2	12.5	33.3	16.0	15.2
	19	12	5	2	17	7
2	47	32	15	0	47	15
C%	28.6	33.3	25.0	0.0	30.2	21.7
	32	22	10	0	32	10
3	21	10	9	1	19	10
C%	12.5	10.6	15.0	16.7	12.3	15.2
	14	7	6	1	13	7
4-6	35	19	13	3	32	16
C%	21.4	19.7	22.5	33.3	20.8	23.9
	24	13	9	2	22	11
More than 6	16	7	7	1	15	9
C%	9.8	7.6	12.5	16.7	9.4	13.0
	11	5	5	1	10	6
MEAN:	3.72	3.84	3.42	4.50	3.68	3.57

Q8C. Thinking about your most recent purchase, how many of the CFLs did you store to install later?

BASE: CFL Purchasers who are storing any

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	10	7	3	0	10	3
C%	6.2	7.6	5.0	0.0	6.6	4.3
	7	5	2	0	7	2
MEAN:	3.72	3.84	3.42	4.50	3.68	3.57

Q9A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?

BASE: CFL Purchaser

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
Yes	51	31	12	9	43	21
C%	15.9	18.9	9.3	26.1	14.7	12.8
	35	21	8	6	29	14
No	265	131	110	25	240	135
C%	82.3	80.2	87.2	73.9	83.2	84.4
	181	89	75	17	164	92
Don't know	6	1	4	0	6	4
C%	1.8	0.9	3.5	0.0	2.0	2.8
	4	1	3	0	4	3

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	51 C% 100.0 35	31 100.0 21	12 100.0 8	9 100.0 6	43 100.0 29	21 100.0 14
1	18 C% 34.3 12	10 33.3 7	4 37.5 3	3 33.3 2	15 34.5 10	7 35.7 5
2	12 C% 22.9 8	9 28.6 6	1 12.5 1	1 16.7 1	10 24.1 7	3 14.3 2
3	6 C% 11.4 4	3 9.5 2	3 25.0 2	0 0.0 0	6 13.8 4	3 14.3 2
5	1 C% 2.9 1	0 0.0 0	1 12.5 1	0 0.0 0	1 3.4 1	1 7.1 1
6	3 C% 5.7 2	3 9.5 2	0 0.0 0	0 0.0 0	3 6.9 2	0 0.0 0
Don't know	10 C% 20.0 7	4 14.3 3	1 12.5 1	4 50.0 3	6 13.8 4	6 28.6 4
MEAN:	2.11	2.18	2.29	1.33	2.21	2.00

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Refused	1	1	0	0	1	0
C%	2.9	4.8	0.0	0.0	3.4	0.0
	1	1	0	0	1	0
MEAN:	2.11	2.18	2.29	1.33	2.21	2.00

Q10A1. What was the MAIN reason for taking the bulb(s) out? Was it because:
 BASE: CFL purchasers who removed bulbs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	51	31	12	9	43	21
C%	100.0	100.0	100.0	100.0	100.0	100.0
	35	21	8	6	29	14
It burned out	9	4	4	0	9	4
C%	17.1	14.3	37.5	0.0	20.7	21.4
	6	3	3	0	6	3
You didn't like the color	9	4	3	1	7	4
C%	17.1	14.3	25.0	16.7	17.2	21.4
	6	3	2	1	5	3
It took too long to start up	4	4	0	0	4	0
C%	8.6	14.3	0.0	0.0	10.3	0.0
	3	3	0	0	3	0
It wasn't bright enough	15	10	1	3	12	4
C%	28.6	33.3	12.5	33.3	27.6	21.4
	10	7	1	2	8	3
You didn't like the way it looked	1	0	0	1	0	1
C%	2.9	0.0	0.0	16.7	0.0	7.1
	1	0	0	1	0	1
It didn't fit	1	1	0	0	1	0
C%	2.9	4.8	0.0	0.0	3.4	0.0
	1	1	0	0	1	0
Other	9	6	3	0	9	3
C%	17.1	19.0	25.0	0.0	20.7	14.3
	6	4	2	0	6	2

Q10A1. What was the MAIN reason for taking the bulb(s) out? Was it because:
 BASE: CFL purchasers who removed bulbs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	1	0	0	1	0	1
C%	2.9	0.0	0.0	16.7	0.0	7.1
	1	0	0	1	0	1
Refused	1	0	0	1	0	1
C%	2.9	0.0	0.0	16.7	0.0	7.1
	1	0	0	1	0	1

Q10A2. All other reasons

BASE: CFL purchasers who removed bulbs and had a reason for removing bulbs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	48	31	12	6	43	18
C%	100.0	100.0	100.0	100.0	100.0	100.0
	33	21	8	4	29	12
You didn't like the color	3	1	1	0	3	1
C%	6.1	4.8	12.5	0.0	6.9	8.3
	2	1	1	0	2	1
No other reason	45	29	10	6	40	16
C%	93.9	95.2	87.5	100.0	93.1	91.7
	31	20	7	4	27	11

Q11. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-not at all satisfied	16	9	4	3	13	7
C%	5.0	5.4	3.5	8.7	4.6	4.6
	11	6	3	2	9	5
2	3	1	1	0	3	1
C%	0.9	0.9	1.2	0.0	1.0	0.9
	2	1	1	0	2	1
3	12	9	3	0	12	3
C%	3.6	5.4	2.3	0.0	4.1	1.8
	8	6	2	0	8	2
4	1	0	1	0	1	1
C%	0.5	0.0	1.2	0.0	0.5	0.9
	1	0	1	0	1	1
5	29	21	4	4	25	9
C%	9.1	12.6	3.5	13.0	8.6	5.5
	20	14	3	3	17	6
		C	B			
6	10	6	3	1	9	4
C%	3.2	3.6	2.3	4.3	3.0	2.8
	7	4	2	1	6	3

Q11. Thinking about all of the CFLs you recently purchased, how satisfied are you with them?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural	
	---A---	---B---	---C---	---D---	---E---	---F---	
7		25	13	10	1	23	12
	C%	7.7	8.1	8.1	4.3	8.1	7.3
		17	9	7	1	16	8
8		60	28	25	7	53	32
	C%	18.6	17.1	19.8	21.7	18.3	20.2
		41	19	17	5	36	22
9		29	9	16	4	25	21
	C%	9.1	5.4	12.8	13.0	8.6	12.8
		20	6	11	3	17	14
10-Very Satisfied		132	65	56	12	120	67
	C%	40.9	39.6	44.2	34.8	41.6	42.2
		90	44	38	8	82	46
Don't know		4	3	1	0	4	1
	C%	1.4	1.8	1.2	0.0	1.5	0.9
		3	2	1	0	3	1
MEAN:		7.89	7.61	8.31	7.70	7.91	8.18

Q12A. How would you rate the CFLs you have recently purchased in terms of... The color of the light they provide?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	18	12	4	1	16	6
C%	5.5	7.2	3.5	4.3	5.6	3.7
	12	8	3	1	11	4
2	15	10	4	0	15	4
C%	4.5	6.3	3.5	0.0	5.1	2.8
	10	7	3	0	10	3
3	63	32	23	7	56	31
C%	19.5	19.8	18.6	21.7	19.3	19.3
	43	22	16	5	38	21
4	72	32	31	9	63	40
C%	22.3	19.8	24.4	26.1	21.8	24.8
	49	22	21	6	43	27
5-Very satisfied	141	69	57	15	126	72
C%	43.6	42.3	45.3	43.5	43.7	45.0
	96	47	39	10	86	49
Don't know	15	7	6	1	13	7
C%	4.5	4.5	4.7	4.3	4.6	4.6
	10	5	4	1	9	5
MEAN:	3.99	3.88	4.10	4.09	3.97	4.10

Q12B. How would you rate the CFLs you have recently purchased in terms of... The brightness of the light they provide?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	18	12	4	1	16	6
C%	5.5	7.2	3.5	4.3	5.6	3.7
	12	8	3	1	11	4
2	22	15	3	4	18	7
C%	6.8	9.0	2.3	13.0	6.1	4.6
	15	10	2	3	12	5
3	48	16	26	6	43	32
C%	15.0	9.9	20.9	17.4	14.7	20.2
	33	11	18	4	29	22
		C	B			
4	84	47	25	12	72	37
C%	25.9	28.8	19.8	34.8	24.9	22.9
	57	32	17	8	49	25
5-Very satisfied	144	69	65	10	133	75
C%	44.5	42.3	51.2	30.4	46.2	46.8
	98	47	44	7	91	51
Don't know	7	4	3	0	7	3
C%	2.3	2.7	2.3	0.0	2.5	1.8
	5	3	2	0	5	2
MEAN:	4.00	3.93	4.15	3.74	4.03	4.07

Q12C. How would you rate the CFLs you have recently purchased in terms of... The amount of time they take to light up?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	22	12	9	1	21	10
C%	6.8	7.2	7.0	4.3	7.1	6.4
	15	8	6	1	14	7
2	26	15	9	3	23	12
C%	8.2	9.0	7.0	8.7	8.1	7.3
	18	10	6	2	16	8
3	62	38	18	6	56	23
C%	19.1	23.4	14.0	17.4	19.3	14.7
	42	26	12	4	38	16
4	63	26	23	13	50	37
C%	19.5	16.2	18.6	39.1	17.3	22.9
	43	18	16	9	34	25
5-Very satisfied	132	62	60	10	122	70
C%	40.9	37.8	47.7	30.4	42.1	44.0
	90	42	41	7	83	48
Don't know	18	10	7	0	18	7
C%	5.5	6.3	5.8	0.0	6.1	4.6
	12	7	5	0	12	5
MEAN:	3.84	3.73	3.99	3.83	3.84	3.95

Q12D. How would you rate the CFLs you have recently purchased in terms of... Their compatibility with dimmer and three-way switches?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	32	18	7	7	25	15
C%	10.0	10.8	5.8	21.7	8.6	9.2
	22	12	5	5	17	10
2	18	7	10	0	18	10
C%	5.5	4.5	8.1	0.0	6.1	6.4
	12	5	7	0	12	7
3	18	7	9	1	16	10
C%	5.5	4.5	7.0	4.3	5.6	6.4
	12	5	6	1	11	7
4	18	15	3	0	18	3
C%	5.5	9.0	2.3	0.0	6.1	1.8
	12	10	2	0	12	2
5-Very satisfied	44	22	19	3	41	22
C%	13.6	13.5	15.1	8.7	14.2	13.8
	30	15	13	2	28	15
Don't know	192	94	76	22	170	98
C%	59.5	57.7	60.5	65.2	58.9	61.5
	131	64	52	15	116	67
MEAN:	3.18	3.23	3.33	2.25	3.27	3.12

Q12D. How would you rate the CFLs you have recently purchased in terms of... Their compatibility with dimmer and three-way switches?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Refused	1	0	1	0	1	1
C%	0.5	0.0	1.2	0.0	0.5	0.9
	1	0	1	0	1	1
MEAN:	3.18	3.23	3.33	2.25	3.27	3.12

Q12E. How would you rate the CFLs you have recently purchased in terms of... The way they fit into light fixtures?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	12	3	7	1	10	9
C%	3.6	1.8	5.8	4.3	3.6	5.5
	8	2	5	1	7	6
2	18	9	7	1	16	9
C%	5.5	5.4	5.8	4.3	5.6	5.5
	12	6	5	1	11	6
3	43	28	13	1	41	15
C%	13.2	17.1	10.5	4.3	14.2	9.2
	29	19	9	1	28	10
4	63	38	18	7	56	25
C%	19.5	23.4	14.0	21.7	19.3	15.6
	43	26	12	5	38	17
5-Very satisfied	180	79	81	21	160	101
C%	55.9	48.6	64.0	60.9	55.3	63.3
	123	54	55	14	109	69
		C	B			
Don't know	7	6	0	1	6	1
C%	2.3	3.6	0.0	4.3	2.0	0.9
	5	4	0	1	4	1
MEAN:	4.21	4.16	4.24	4.36	4.20	4.27

Q12F. How would you rate the CFLs you have recently purchased in terms of... The way they look in light fixtures?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	13	6	4	3	10	7
C%	4.1	3.6	3.5	8.7	3.6	4.6
	9	4	3	2	7	5
2	35	25	10	0	35	10
C%	10.9	15.3	8.1	0.0	12.2	6.4
	24	17	7	0	24	7
3	65	29	29	6	59	35
C%	20.0	18.0	23.3	17.4	20.3	22.0
	44	20	20	4	40	24
4	53	22	22	9	44	31
C%	16.4	13.5	17.4	26.1	15.2	19.3
	36	15	15	6	30	21
5-Very satisfied	128	65	48	15	113	63
C%	39.5	39.6	38.4	43.5	39.1	39.4
	87	44	33	10	77	43
Don't know	29	16	12	1	28	13
C%	9.1	9.9	9.3	4.3	9.6	8.3
	20	11	8	1	19	9
MEAN:	3.84	3.78	3.87	4.00	3.82	3.90

Q12G. How would you rate the CFLs you have recently purchased in terms of... How long they last before burning out?

BASE: CFL purchasers

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
1-Not at all satisfied	13	6	4	3	10	7
C%	4.1	3.6	3.5	8.7	3.6	4.6
	9	4	3	2	7	5
2	7	4	1	1	6	3
C%	2.3	2.7	1.2	4.3	2.0	1.8
	5	3	1	1	4	2
3	22	10	10	1	21	12
C%	6.8	6.3	8.1	4.3	7.1	7.3
	15	7	7	1	14	8
4	48	31	10	7	41	18
C%	15.0	18.9	8.1	21.7	14.2	11.0
	33	21	7	5	28	12
		C	B			
5-Very satisfied	183	82	82	19	164	101
C%	56.8	50.5	65.1	56.5	56.9	63.3
	125	56	56	13	112	69
		C	B			
Don't know	48	29	18	1	47	19
C%	15.0	18.0	14.0	4.3	16.2	11.9
	33	20	12	1	32	13
MEAN:	4.39	4.34	4.51	4.18	4.42	4.44

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	323	163	126	34	289	160
C%	100.0	100.0	100.0	100.0	100.0	100.0
	220	111	86	23	197	109
Lasts longer before burning out	150	78	59	13	136	72
C%	46.4	47.7	46.5	39.1	47.2	45.0
	102	53	40	9	93	49
Reduces electricity bill / Saves money	73	37	23	13	60	37
C%	22.7	22.5	18.6	39.1	20.8	22.9
	50	25	16	9	41	25
Saves / conserves energy	144	76	47	21	123	67
C%	44.5	46.8	37.2	60.9	42.6	42.2
	98	52	32	14	84	46
Resource conservation benefits	15	12	3	0	15	3
C%	4.5	7.2	2.3	0.0	5.1	1.8
	10	8	2	0	10	2
It works better/ is higher quality	34	15	16	3	31	19
C%	10.5	9.0	12.8	8.7	10.7	11.9
	23	10	11	2	21	13
Other	9	7	1	0	9	1
C%	2.7	4.5	1.2	0.0	3.0	0.9
	6	5	1	0	6	1
Don't know	22	10	12	0	22	12
C%	6.8	6.3	9.3	0.0	7.6	7.3
	15	7	8	0	15	8

F5. When the CFL now installed burns out, how likely are you to replace it with another CFL?

BASE: CFL purchasers currently installed

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	280	138	113	29	251	142
C%	100.0	100.0	100.0	100.0	100.0	100.0
	191	94	77	20	171	97
1-Not at all likely	15	7	6	1	13	7
C%	5.2	5.3	5.2	5.0	5.3	5.2
	10	5	4	1	9	5
2	4	3	0	1	3	1
C%	1.6	2.1	0.0	5.0	1.2	1.0
	3	2	0	1	2	1
3	35	22	9	4	31	13
C%	12.6	16.0	7.8	15.0	12.3	9.3
	24	15	6	3	21	9
4	37	16	21	0	37	21
C%	13.1	11.7	18.2	0.0	14.6	14.4
	25	11	14	0	25	14
5-Very likely	186	89	76	21	166	97
C%	66.5	64.9	67.5	70.0	66.1	68.0
	127	61	52	14	113	66
Don't know	3	0	1	1	1	3
C%	1.0	0.0	1.3	5.0	0.6	2.1
	2	0	1	1	1	2
MEAN:	4.35	4.29	4.45	4.32	4.36	4.42

F1. How likely are you to purchase any CFLs in the next year?

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
1-Not at all likely	140	71	54	15	125	69
C%	25.0	25.4	24.9	23.7	25.2	24.6
	155	81	58	16	139	74
2	54	29	19	7	48	25
C%	9.7	10.3	8.7	10.1	9.6	9.0
	62	31	23	8	54	31
3	104	53	33	18	86	50
C%	18.5	19.0	15.1	27.4	17.3	18.0
	106	54	35	17	89	52
			D	C		
4	68	30	29	8	59	38
C%	12.1	10.8	13.6	12.7	12.0	13.4
	67	29	28	10	57	38
5-Very likely	169	81	74	14	155	88
C%	30.1	29.1	34.2	21.1	31.3	31.2
	141	65	62	14	127	76
			D	C		
Don't know	26	15	7	3	22	11
C%	4.6	5.3	3.5	5.1	4.5	3.8
	29	16	9	4	25	13
MEAN:	3.13	3.08	3.24	2.97	3.15	3.18

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	107	49	40	18	89	58
C%	100.0	100.0	100.0	100.0	100.0	100.0
	155	69	60	26	129	86
Saves energy/efficient	28	13	10	5	23	15
C%	25.8	26.1	25.0	26.9	25.6	25.6
	41	18	16	7	34	23
Saves money on electricity	21	9	9	4	17	13
C%	19.9	17.5	21.3	23.2	19.2	21.9
	33	13	13	7	26	20
Last longer	12	7	4	1	11	5
C%	10.9	14.1	10.0	4.6	12.2	8.3
	16	9	6	1	15	7
Curious/To try them	17	4	8	5	12	13
C%	15.6	7.6	19.6	28.7	13.0	22.4
	24	6	11	7	17	18
		C	B			
Might try them with coupon/discount	1	0	0	1	0	1
C%	0.8	0.0	0.0	4.6	0.0	1.4
	1	0	0	1	0	1
Interested but need more information	4	2	1	0	4	1
C%	3.3	4.5	3.3	0.0	4.0	2.3
	5	3	2	0	5	2
Provide better light	2	2	0	0	2	0
C%	1.6	3.4	0.0	0.0	1.9	0.0
	2	2	0	0	2	0

F1B. Why are you likely to purchase CFLs in the next year?

BASE: Likely to purchase CFLs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Other	5	3	2	0	5	2
C%	4.2	5.5	4.6	0.0	5.1	3.2
	7	4	3	0	7	3
Don't know	18	10	6	2	16	8
C%	17.0	21.3	14.2	12.0	18.1	13.5
	25	14	8	3	22	11
Refused	1	0	1	0	1	1
C%	0.8	0.0	2.1	0.0	0.9	1.4
	1	0	1	0	1	1

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	89 C% 100.0 131	39 100.0 56	34 100.0 51	17 100.0 24	72 100.0 107	50 100.0 75
Saves energy/efficient	9 C% 9.7 12	4 10.7 5	4 11.9 6	1 3.0 1	8 11.3 11	5 9.0 7
Saves money on electricity	2 C% 2.6 4	0 0.0 0 C	2 7.0 4 B	0 0.0 0	2 3.2 4	2 4.7 4
Last longer	5 C% 5.4 7	3 7.7 4	1 4.0 2	1 3.0 1	4 6.0 6	2 3.7 3
Curious/To try them	1 C% 0.6 1	1 1.3 1	0 0.0 0	0 0.0 0	1 0.7 1	0 0.0 0
Provide better light	3 C% 2.8 3	1 2.1 1	2 5.0 2	0 0.0 0	3 3.5 3	2 3.3 2
Other	2 C% 1.9 2	1 2.1 1	1 2.5 1	0 0.0 0	2 2.3 2	1 1.7 1
No other reason	72 C% 80.9 107	29 75.9 44	27 80.1 41	16 94.0 22	56 77.9 85	43 84.7 63

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	220	115	80	25	195	105
C%	100.0	100.0	100.0	100.0	100.0	100.0
	246	128	90	28	218	118
Too costly/expensive	13	6	7	1	13	7
C%	6.1	5.4	8.3	2.0	6.6	6.8
	18	9	8	1	17	9
Storing a bunch/bought multi-pack, don't need	47	19	21	6	41	28
C%	21.4	16.8	26.9	24.5	20.9	26.3
	49	21	22	6	43	28
Used to regular bulbs/happy with them	17	9	7	0	17	7
C%	7.6	8.1	9.4	0.0	8.6	7.1
	21	12	9	0	21	9
Don't like light/Not bright	38	27	9	2	36	11
C%	17.1	23.3	11.5	6.6	18.5	10.3
	33	23	8	2	31	10
		C	B		F	E
Don't need any lights	20	8	6	7	13	12
C%	9.1	6.6	7.0	26.6	6.8	11.8
	21	8	6	7	14	13
Don't sell in this area/hard to find	3	1	1	1	2	1
C%	1.3	1.3	0.6	3.3	1.0	1.3
	3	1	1	1	2	2
Don't fit my fixtures	8	4	2	1	7	4
C%	3.7	3.9	2.9	5.8	3.5	3.6
	8	5	2	1	7	3

===== BANNER 3 =====

		Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
		---A---	---B---	---C---	---D---	---E---	---F---
Burn out too fast		8	4	2	1	6	4
	C%	3.4	3.3	2.9	5.8	3.1	3.6
		6	3	2	1	5	3
Not interested		9	4	4	1	8	5
	C%	3.9	3.5	5.2	2.0	4.2	4.4
		12	6	5	1	11	6
Don't know enough about them to decided		16	12	4	1	16	5
	C%	7.4	10.3	5.0	2.0	8.1	4.3
		22	15	6	1	21	7
Don't have to buy any		4	2	2	0	4	2
	C%	1.7	1.5	2.7	0.0	2.0	2.1
		5	2	3	0	5	3
Other		1	0	1	0	1	1
	C%	0.7	0.0	1.8	0.0	0.8	1.4
		1	0	1	0	1	1
Don't know		39	20	14	5	34	19
	C%	17.9	17.5	17.3	21.5	17.4	18.3
		51	25	19	7	44	26
Refused		1	0	1	0	1	1
	C%	0.7	0.0	1.8	0.0	0.8	1.4
		1	0	1	0	1	1

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	134	76	44	14	120	58
C%	100.0	100.0	100.0	100.0	100.0	100.0
	147	83	49	15	132	64
Too costly/expensive	1	1	0	0	1	0
C%	1.1	1.9	0.0	0.0	1.2	0.0
	1	1	0	0	1	0
Don't like light/Not bright	1	1	0	0	1	0
C%	0.6	1.1	0.0	0.0	0.7	0.0
	1	1	0	0	1	0
No other reason	132	74	44	14	118	58
C%	98.3	97.0	100.0	100.0	98.1	100.0
	145	81	49	15	130	64

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	145	81	48	16	129	64
C%	100.0	100.0	100.0	100.0	100.0	100.0
	141	78	48	15	126	63
1-Not at all likely	52	29	18	6	46	24
C%	36.1	35.4	36.4	38.7	35.7	36.9
	52	29	18	5	47	23
2	19	12	5	1	18	6
C%	12.9	15.3	11.3	5.3	13.8	9.8
	17	11	5	1	16	6
3	27	17	9	2	25	11
C%	18.7	20.4	18.6	10.6	19.7	16.6
	28	16	10	2	26	12
4	14	7	5	2	13	7
C%	9.8	8.8	11.3	10.6	9.7	11.1
	14	7	5	2	12	7
5-Very likely	19	7	8	5	15	12
C%	13.4	8.8	16.0	29.4	11.5	19.3
	18	7	7	4	14	11
Don't know	13	9	3	1	12	4
C%	9.1	11.4	6.5	5.3	9.6	6.2
	12	8	3	1	11	4
MEAN:	2.47	2.33	2.57	2.86	2.42	2.64

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	61	31	22	8	53	30
C%	100.0	100.0	100.0	100.0	100.0	100.0
	60	30	22	8	52	30
Saves energy/efficient	12	7	4	1	11	5
C%	19.2	21.7	18.8	10.5	20.5	16.6
	14	8	5	1	13	6
Saves money on electricty	9	4	4	1	8	5
C%	14.8	12.9	18.8	10.5	15.4	16.6
	10	4	5	1	9	6
They last much longer	7	2	4	1	6	5
C%	11.4	7.5	17.0	10.5	11.5	15.3
	6	2	3	1	5	4
Curious to try them	10	5	2	3	7	5
C%	16.8	17.7	7.5	39.5	13.4	16.0
	10	5	2	3	7	5
Price of blubd is less than I thought	2	1	1	0	2	1
C%	2.7	2.7	3.8	0.0	3.2	2.8
	2	1	1	0	2	1
Will fit most of my fixtures	4	4	0	0	4	0
C%	6.2	12.3	0.0	0.0	7.1	0.0
	3	3	0	0	3	0
Other	1	0	0	1	0	1
C%	2.4	0.0	0.0	18.5	0.0	4.9
	1	0	0	1	0	1

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	14	7	7	1	14	8
C%	23.7	22.5	30.3	10.5	25.7	25.0
	12	6	5	1	11	6
Refused	2	1	1	0	2	1
C%	2.7	2.7	3.8	0.0	3.2	2.8
	2	1	1	0	2	1

UF1B. What changed your mind to make you say you're now likely to buy a CFL in the next year?

BASE: Now likely to purchase

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	46	24	15	7	38	22
C%	100.0	100.0	100.0	100.0	100.0	100.0
	47	24	16	7	40	23
Saves energy/efficient	3	1	2	0	3	2
C%	6.9	3.5	15.7	0.0	8.2	10.6
	3	1	2	0	3	2
Saves money on electricty	2	2	0	0	2	0
C%	5.1	9.7	0.0	0.0	6.0	0.0
	2	2	0	0	2	0
They last much longer	1	0	1	0	1	1
C%	1.8	0.0	5.7	0.0	2.2	3.8
	1	0	1	0	1	1
Price of blubd is less than I thought	2	1	1	0	2	1
C%	5.1	6.2	5.7	0.0	6.0	3.8
	2	1	1	0	2	1
Will fit most of my fixtures	3	0	3	0	3	3
C%	5.5	0.0	17.1	0.0	6.5	11.5
	3	0	3	0	3	3
Other	1	1	0	0	1	0
C%	1.8	3.5	0.0	0.0	2.2	0.0
	1	1	0	0	1	0
No other reason	35	20	8	7	28	15
C%	77.1	83.3	55.7	100.0	72.8	70.2
	36	20	9	7	29	16

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	112	65	36	11	101	47
C%	100.0	100.0	100.0	100.0	100.0	100.0
	137	77	46	14	123	60
They need to be cheaper	26	13	9	4	22	13
C%	23.2	20.5	24.7	33.9	22.0	26.9
	31	16	10	5	26	15
Need to be convinced of their energy savings	12	9	2	2	11	4
C%	11.1	13.3	5.4	16.4	10.5	8.0
	17	12	2	3	14	5
Need to see them in the stores where I shop	6	3	3	0	6	3
C%	5.7	5.2	8.4	0.0	6.3	6.4
	12	6	6	0	12	6
Need to make them in different sizes	7	5	2	1	7	3
C%	6.6	7.2	5.4	7.4	6.6	5.9
	9	6	2	1	8	3
Need to make them look attractive in fixtures	1	0	1	0	1	1
C%	0.4	0.0	1.4	0.0	0.5	1.1
	1	0	1	0	1	1
I still need more information about CFLs	4	4	1	0	4	1
C%	3.9	5.9	1.4	0.0	4.3	1.1
	6	5	1	0	6	1
Nothing	28	16	9	3	25	12
C%	24.9	24.5	23.9	30.5	24.3	25.5
	33	18	12	3	30	15

===== BANNER 3 =====

		Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
		---A---	---B---	---C---	---D---	---E---	---F---
I don't like the quality of the light	C%	8 6.7 6	7 10.3 5	1 2.3 1	0 0.0 0	8 7.5 6	1 1.8 1
I still prefer incandescent/standard bulbs	C%	3 2.4 4	2 2.6 2	1 2.8 2	0 0.0 0	3 2.7 4	1 2.1 2
Nothing at all	C%	11 9.8 14	4 5.4 5	6 15.6 6	2 16.4 3	9 9.1 11	7 15.8 9
Other	C%	6 5.6 6	4 6.6 4	2 5.4 2	0 0.0 0	6 6.2 6	2 4.2 2
Don't know	C%	4 3.7 5	1 2.1 2	3 7.7 3	0 0.0 0	4 4.1 5	3 5.9 3
Refused	C%	2 2.0 2	1 2.3 1	1 2.3 1	0 0.0 0	2 2.3 2	1 1.8 1

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	26 C% 100.0 31	13 100.0 16	9 100.0 10	4 100.0 5	22 100.0 26	13 100.0 15
\$1	7 C% 25.9 7	3 25.0 4	1 16.4 1	2 51.7 2	5 21.5 5	3 26.9 3
\$2	1 C% 3.9 2	1 3.8 1	0 0.0 0	1 13.2 1	1 2.3 1	1 4.0 1
\$6	1 C% 3.2 1	1 6.3 1	0 0.0 0	0 0.0 0	1 3.8 1	0 0.0 0
\$10	1 C% 5.6 1	0 0.0 0	1 16.4 1	0 0.0 0	1 6.6 1	1 11.5 1
\$12	1 C% 1.9 1	1 3.8 1	0 0.0 0	0 0.0 0	1 2.3 1	0 0.0 0
Don't know	13 C% 51.1 16	8 61.1 9	4 48.6 6	1 21.9 1	12 56.1 15	5 40.6 7
MEAN:	3.27	2.98	5.50	1.20	3.90	3.53

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Refused	2	0	2	1	2	2
C%	8.3	0.0	18.6	13.2	7.5	17.0
	3	0	2	1	2	3
MEAN:	3.27	2.98	5.50	1.20	3.90	3.53

UF2.3. Where do you buy light bulbs?

BASE: Respondents who said they would need to see them in the stores where they buy light bulbs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	6	3	3	0	6	3
C%	100.0	100.0	100.0	0.0	100.0	100.0
	12	6	6	0	12	6
Grocery store	2	1	1	0	2	1
C%	28.9	24.8	33.3	0.0	28.9	33.3
	3	1	2	0	3	2
Home centers	2	1	1	0	2	1
C%	23.7	15.0	33.3	0.0	23.7	33.3
	3	1	2	0	3	2
Large general merchandise chains	3	1	2	0	3	2
C%	39.5	30.1	50.0	0.0	39.5	50.0
	5	2	3	0	5	3
Local hardware stores	1	1	0	0	1	0
C%	15.8	30.1	0.0	0.0	15.8	0.0
	2	2	0	0	2	0

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	4	3	1	0	4	1
C%	100.0	100.0	100.0	0.0	100.0	100.0
	5	4	1	0	5	1
Literature send in the mail	1	1	0	0	1	0
C%	21.7	25.0	0.0	0.0	21.7	0.0
	1	1	0	0	1	0
How much light they give off	1	1	0	0	1	0
C%	21.7	25.0	0.0	0.0	21.7	0.0
	1	1	0	0	1	0
How much energy they save/efficiency	1	1	1	0	1	1
C%	34.9	25.0	100.0	0.0	34.9	100.0
	2	1	1	0	2	1
Don't know	1	1	0	0	1	0
C%	21.7	25.0	0.0	0.0	21.7	0.0
	1	1	0	0	1	0

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	8	7	1	0	8	1
C%	100.0	100.0	100.0	0.0	100.0	100.0
	6	5	1	0	6	1
Inconsistent light	1	1	0	0	1	0
C%	19.5	21.9	0.0	0.0	19.5	0.0
	1	1	0	0	1	0
Not bright enough	2	1	1	0	2	1
C%	30.5	21.9	100.0	0.0	30.5	100.0
	2	1	1	0	2	1
Dislike color/not true/ Looks green	2	2	0	0	2	0
C%	30.5	34.3	0.0	0.0	30.5	0.0
	2	2	0	0	2	0
Don't know	1	1	0	0	1	0
C%	19.5	21.9	0.0	0.0	19.5	0.0
	1	1	0	0	1	0

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	3	2	1	0	3	1
C%	100.0	100.0	100.0	0.0	100.0	100.0
	4	2	2	0	4	2
Quality of light	2	2	0	0	2	0
C%	62.3	100.0	0.0	0.0	62.3	0.0
	2	2	0	0	2	0
Color of light	1	0	1	0	1	1
C%	18.9	0.0	50.0	0.0	18.9	50.0
	1	0	1	0	1	1
Cheaper	1	0	1	0	1	1
C%	18.9	0.0	50.0	0.0	18.9	50.0
	1	0	1	0	1	1

R1. How often do you shop at: Home Centers such as Home Depot or Lowe's?
 BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
At least once every two weeks	94	50	39	5	89	44
C%	16.7	17.8	18.1	7.5	17.9	15.6
	79	43	32	4	75	36
		D	D	BC		
Once a month	167	92	57	19	149	76
C%	29.9	32.9	26.4	28.8	30.0	27.0
	172	93	62	17	155	79
Several times a year	169	92	64	13	156	76
C%	30.1	33.1	29.6	19.3	31.6	27.2
	167	91	60	16	151	76
		D		B		
Once a year or less	68	25	25	18	50	42
C%	12.1	9.1	11.4	27.2	10.1	15.1
	77	29	30	18	59	48
		D	D	BC	F	E
Never	60	18	31	11	49	42
C%	10.7	6.4	14.5	17.2	9.9	15.1
	63	18	31	14	49	45
		CD	B	B	F	E
Don't know	2	2	0	0	2	0
C%	0.4	0.8	0.0	0.0	0.5	0.0
	2	2	0	0	2	0

R2. How often do you shop at: Large general merchandise chains such as Wal-Mart or Costco?

bASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
At least once every two weeks	223	93	110	20	203	130
C%	39.8	33.3	50.9	31.3	41.0	46.3
	219	91	106	22	197	128
		C	BD	C		
Once a month	151	70	62	19	132	81
C%	26.9	25.0	28.7	29.1	26.6	28.8
	156	73	65	18	138	83
Several times a year	79	47	18	14	65	32
C%	14.1	16.8	8.3	21.9	13.1	11.5
	77	45	17	15	62	32
		C	BD	C		
Once a year or less	36	22	10	5	32	15
C%	6.5	7.8	4.6	7.1	6.4	5.2
	36	20	10	6	30	16
Never	70	48	15	7	63	22
C%	12.5	17.2	7.0	10.6	12.8	7.9
	71	47	16	8	63	24
		C	B		F	E
Don't know	1	0	1	0	1	1
C%	0.1	0.0	0.4	0.0	0.2	0.3
	1	0	1	0	1	1

R3. How often do you shop at: Local hardware stores, including ACE or TrueValue?

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
At least once every two weeks	90	29	42	18	71	60
C%	16.0	10.5	19.5	27.9	14.4	21.4
	85	29	39	17	68	56
		CD	B	B	F	E
Once a month	114	53	50	11	103	61
C%	20.3	18.8	23.3	16.9	20.8	21.8
	111	48	50	13	98	63
Several times a year	139	66	59	14	125	73
C%	24.8	23.7	27.4	21.4	25.3	26.0
	142	67	60	15	127	75
Once a year or less	92	50	27	15	77	42
C%	16.4	17.8	12.7	22.4	15.6	15.0
	93	50	28	15	78	43
			D	C		
Never	120	80	32	7	112	40
C%	21.4	28.6	15.1	11.4	22.7	14.2
	123	81	33	9	114	42
		CD	B	B	F	E
Don't know	6	1	4	0	6	4
C%	1.1	0.5	2.1	0.0	1.2	1.6
	6	1	5	0	6	5

R4. Where do you typically buy light bulbs?

BASE: Respondents who didn't mention "need to see them where I buy light bulbs" as a reason to purchase CFLs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	554	276	212	65	488	278
C%	100.0	100.0	100.0	100.0	100.0	100.0
	548	270	209	69	479	278
Wherever I notice them/ wherever I happen to beC%	55 9.9	32 11.7	20 9.3	2 3.6	52 10.7	22 8.0
	55	31	20	4	51	24
		D		B		
Grocery store	112	64	34	15	97	49
C%	20.3	23.0	15.9	22.8	19.9	17.5
	124	65	41	18	106	59
Drug store	15	9	6	1	15	6
C%	2.7	3.2	2.6	0.8	3.0	2.2
	17	10	6	1	16	7
Home centers	114	66	40	8	106	49
C%	20.7	23.9	18.9	12.8	21.7	17.5
	100	58	35	7	93	42
		D		B		
Large general merchandise chains	169	63	77	29	140	106
C%	30.6	22.8	36.2	45.0	28.6	38.3
	168	64	75	29	139	104
		CD	B	B	F	E
Local hardware stores	69	33	29	7	62	36
C%	12.5	12.0	13.8	10.3	12.8	13.0
	62	30	25	7	55	32
Other	10	5	3	2	8	5
C%	1.8	1.8	1.3	3.5	1.6	1.8
	12	7	3	2	10	5

R4. Where do you typically buy light bulbs?

BASE: Respondents who didn't mention "need to see them where I buy light bulbs" as a reason to purchase CFLs

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	9	4	4	1	8	5
C%	1.6	1.5	1.9	1.3	1.7	1.7
	10	5	4	1	9	5

A1. How much do you disagree or agree with the following statement... I am not very concerned about the amount of energy used in my home

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
1 - Strongly disagree	361	181	139	40	320	180
C%	64.4	64.8	64.7	61.4	64.8	63.9
	336	166	130	40	296	170
2	54	30	18	6	48	24
C%	9.7	10.9	8.3	9.1	9.7	8.5
	60	32	20	8	52	28
3	36	15	15	6	30	21
C%	6.4	5.4	7.0	9.0	6.1	7.5
	42	19	17	6	36	23
4	33	20	8	5	28	13
C%	5.9	7.1	3.9	7.3	5.7	4.7
	39	22	12	5	34	17
5 - Strongly agree	73	30	35	8	65	43
C%	13.0	10.8	16.1	12.3	13.1	15.2
	79	34	36	9	70	45
Don't know	3	3	0	1	3	1
C%	0.6	1.0	0.0	0.8	0.6	0.2
	4	3	0	1	3	1
MEAN:	1.93	1.87	1.98	1.99	1.92	1.99

A2. How much do you disagree or agree with the following statement... My life is too busy to worry about making energy related improvements in my home.

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
1 - Strongly disagree	347	169	139	39	308	178
C%	61.9	60.6	64.5	59.3	62.3	63.3
	317	152	129	36	281	165
2	63	35	21	7	56	28
C%	11.3	12.7	9.6	10.9	11.3	9.9
	72	38	25	9	63	34
3	72	35	27	10	62	37
C%	12.8	12.4	12.5	15.7	12.4	13.2
	80	39	29	12	68	41
4	23	10	9	4	20	13
C%	4.2	3.8	4.4	5.4	4.0	4.6
	31	15	11	5	26	16
5 - Strongly agree	47	25	18	4	43	22
C%	8.4	9.0	8.3	5.8	8.7	7.7
	50	27	18	5	45	23
Don't know	8	4	2	2	6	3
C%	1.4	1.6	0.7	3.0	1.2	1.2
	10	5	3	2	8	5
MEAN:	1.84	1.86	1.81	1.84	1.84	1.82

A3. How much do you disagree or agree with the following statement... It is worth it to me for my household to use less energy in order to help preserve the environment

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
1 - Strongly disagree	36	17	17	2	34	19
C%	6.4	6.3	7.7	3.0	6.9	6.6
	37	18	17	2	35	19
2	27	15	10	1	25	12
C%	4.8	5.4	4.7	2.0	5.1	4.1
	31	19	10	2	29	12
3	55	30	19	6	49	25
C%	9.8	10.7	8.7	9.1	9.9	8.8
	59	30	23	6	53	29
4	72	41	25	7	66	32
C%	12.9	14.6	11.6	10.1	13.3	11.2
	78	42	28	8	70	36
5 - Strongly agree	364	175	140	49	315	189
C%	65.0	62.6	65.0	75.0	63.6	67.3
	348	165	133	50	298	183
Don't know	6	1	5	1	6	5
C%	1.1	0.4	2.3	0.8	1.2	1.9
	7	2	4	1	6	5
MEAN:	4.27	4.22	4.24	4.53	4.23	4.31
		D	D	BC		

A4. How much do you disagree or agree with the following statement... When considering purchasing appliances or other equipment, I typically consider both the price and the operating costs, not just the price

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
1 - Strongly disagree	39	13	22	4	35	25
C%	6.9	4.8	10.1	5.4	7.1	9.0
	44	19	20	5	39	25
		C	B			
2	14	6	8	0	14	8
C%	2.5	2.3	3.5	0.0	2.8	2.7
	18	7	11	0	18	11
3	71	36	23	13	58	35
C%	12.7	12.7	10.6	19.3	11.8	12.6
	75	36	28	11	64	39
4	90	46	36	7	82	44
C%	16.0	16.4	16.9	11.4	16.6	15.6
	100	51	40	9	91	49
5 - Strongly agree	338	175	123	40	298	163
C%	60.4	62.8	57.1	61.5	60.3	58.1
	313	159	112	42	271	154
Don't know	8	3	4	2	7	6
C%	1.5	1.0	1.8	2.5	1.3	2.0
	10	4	4	2	8	6

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Mobile home	36	13	17	6	30	23
C%	6.5	4.7	7.8	9.5	6.0	8.2
	39	13	20	6	33	26
Single-family (attached or detached)	422	206	166	50	373	216
C%	75.4	73.9	77.3	76.0	75.4	77.0
	413	202	159	52	361	211
Apartment	61	30	25	6	55	31
C%	10.9	10.8	11.6	9.4	11.1	11.1
	68	34	27	7	61	34
Condo	15	12	2	1	15	3
C%	2.8	4.3	1.2	1.3	3.0	1.2
	14	10	3	1	13	4
		C	B			
Other	21	15	4	2	19	6
C%	3.8	5.5	1.7	3.8	3.8	2.2
	22	15	4	3	19	7
		C	B			
Refused	3	2	1	0	3	1
C%	0.6	0.8	0.5	0.0	0.7	0.4
	4	2	2	0	4	2

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Own	443	214	175	54	389	229
C%	79.1	76.7	81.2	82.1	78.7	81.4
	434	206	172	56	378	228
Rent	106	58	39	9	97	48
C%	19.0	20.8	18.1	14.1	19.6	17.2
	114	64	40	10	104	50
Don't know	6	4	1	2	4	2
C%	1.1	1.3	0.2	2.5	0.9	0.8
	6	3	1	2	4	3
Refused	5	3	1	1	4	2
C%	0.9	1.1	0.5	1.3	0.8	0.7
	6	3	2	1	5	3

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
1	118	46	54	18	100	72
C%	21.0	16.5	25.2	26.8	20.3	25.5
	119	46	53	20	99	73
		CD	B	B		
2	213	114	75	24	189	98
C%	38.0	41.0	34.8	36.0	38.3	35.0
	205	106	76	23	182	99
3	88	47	29	12	75	41
C%	15.6	16.7	13.3	18.9	15.2	14.6
	91	48	30	13	78	43
4	74	39	28	7	67	35
C%	13.2	14.0	13.0	10.6	13.6	12.4
	75	41	26	8	67	34
5	33	16	14	4	29	17
C%	5.9	5.6	6.4	5.8	5.9	6.2
	33	17	13	3	30	16
6	13	6	6	1	12	8
C%	2.4	2.0	2.9	2.0	2.4	2.7
	16	6	8	2	14	10
7 or more	12	5	7	0	12	7
C%	2.1	1.8	3.1	0.0	2.4	2.4
	11	6	5	0	11	5

D3. Including yourself, how many people live in your home?

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Refused	10	7	3	0	10	3
C%	1.8	2.5	1.4	0.0	2.0	1.1
	10	6	4	0	10	4

D4. Which of the following best describes your educational background?

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Some high school	25	7	14	3	22	18
C%	4.5	2.6	6.7	5.1	4.4	6.3
	28	10	14	4	24	18
		C	B			
High school graduate	91	41	41	8	82	50
C%	16.2	14.6	19.2	12.9	16.6	17.8
	95	41	43	11	84	54
Trade or technical school	39	9	25	5	34	30
C%	7.0	3.4	11.6	7.5	7.0	10.7
	39	11	24	4	35	28
		C	B			
Some college	147	90	36	22	126	58
C%	26.3	32.1	16.8	33.2	25.4	20.6
	147	88	37	22	125	59
		C	BD	C		
College graduate	139	75	53	11	128	65
C%	24.9	26.7	24.8	17.4	25.9	23.1
	137	73	51	13	124	64
Some graduate school	21	9	7	5	16	13
C%	3.8	3.1	3.4	8.0	3.3	4.5
	20	9	7	4	16	11
Graduate degree	75	39	28	8	66	36
C%	13.3	13.9	12.8	12.4	13.4	12.7
	71	36	26	9	62	35

D4. Which of the following best describes your educational background?

BASE: Total respondents

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Don't know	7	3	2	1	5	4
C%	1.2	1.1	1.2	2.2	1.1	1.4
	6	2	3	1	5	4
Refused	15	7	7	1	15	8
C%	2.7	2.6	3.4	1.3	2.9	2.9
	17	6	10	1	16	11

Q5B. Which of the following best describes your age group?

BASE: Respondents who only have 1 person living in household

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	118	46	54	18	100	72
C%	100.0	100.0	100.0	100.0	100.0	100.0
	119	46	53	20	99	73
19-34	10	5	4	2	8	5
C%	8.6	10.4	6.7	9.5	8.4	7.4
	11	5	4	2	9	6
35-54	30	16	7	7	23	14
C%	25.5	33.9	13.8	39.6	23.0	20.1
	32	15	9	8	24	17
		C	B			
55-64	28	10	15	3	25	18
C%	23.9	22.1	26.9	19.6	24.7	25.1
	24	10	11	3	21	14
65 and over	46	13	28	5	41	33
C%	39.3	28.6	51.1	31.3	40.8	46.3
	49	14	28	7	42	35
		C	B			
Refused	3	2	1	0	3	1
C%	2.7	5.0	1.5	0.0	3.1	1.2
	3	2	1	0	3	1

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	432	226	158	48	384	206
C%	100.0	100.0	100.0	100.0	100.0	100.0
	431	224	158	49	382	207
None	348	181	124	43	305	167
C%	80.6	80.0	78.4	90.3	79.3	81.2
	335	171	121	43	292	164
1	53	30	19	3	50	22
C%	12.2	13.4	12.2	6.6	12.9	10.9
	63	37	21	5	58	26
2	22	10	11	1	20	12
C%	5.0	4.2	6.8	3.1	5.3	5.9
	24	12	11	1	23	12
3	2	0	2	0	2	2
C%	0.5	0.0	1.4	0.0	0.6	1.1
	3	0	3	0	3	3
Refused	7	5	2	0	7	2
C%	1.7	2.3	1.2	0.0	1.9	1.0
	6	4	2	0	6	2

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	432	226	158	48	384	206
C%	100.0	100.0	100.0	100.0	100.0	100.0
	431	224	158	49	382	207
None	276	147	99	30	246	129
C%	63.8	64.9	62.5	62.5	63.9	62.5
	274	144	100	30	244	130
1	67	33	23	11	56	34
C%	15.5	14.6	14.5	23.0	14.6	16.4
	67	33	23	11	56	34
2	54	27	22	6	49	27
C%	12.6	11.9	13.8	11.7	12.7	13.3
	57	29	22	6	51	28
3	21	12	8	1	20	9
C%	4.8	5.2	5.3	1.1	5.2	4.3
	19	11	7	1	18	8
4	4	2	1	1	3	2
C%	0.9	0.7	0.8	1.7	0.8	1.1
	5	2	2	1	4	3
5	4	1	3	0	4	3
C%	0.9	0.4	1.9	0.0	1.0	1.4
	3	1	2	0	3	2
Refused	7	5	2	0	7	2
C%	1.7	2.3	1.2	0.0	1.9	1.0
	6	4	2	0	6	2

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	432	226	158	48	384	206
C%	100.0	100.0	100.0	100.0	100.0	100.0
	431	224	158	49	382	207
None	297	157	106	35	262	141
C%	68.8	69.3	66.9	72.8	68.3	68.2
	292	152	106	34	258	140
1	64	32	24	8	56	32
C%	14.8	14.2	15.4	15.8	14.7	15.5
	63	31	24	8	55	32
2	57	28	23	5	52	28
C%	13.1	12.6	14.7	10.4	13.4	13.7
	61	32	23	6	55	29
3	4	2	1	1	3	2
C%	0.9	0.8	0.8	1.1	0.8	0.9
	6	3	2	1	5	3
4	1	1	0	0	1	0
C%	0.3	0.6	0.0	0.0	0.4	0.0
	1	1	0	0	1	0
6	2	1	1	0	2	1
C%	0.5	0.2	0.9	0.0	0.5	0.7
	2	1	1	0	2	1
Refused	7	5	2	0	7	2
C%	1.7	2.3	1.2	0.0	1.9	1.0
	6	4	2	0	6	2

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	432	226	158	48	384	206
C%	100.0	100.0	100.0	100.0	100.0	100.0
	431	224	158	49	382	207
None	193	98	74	21	172	96
C%	44.7	43.1	46.9	44.7	44.7	46.4
	194	98	74	22	172	96
1	73	35	27	11	62	38
C%	16.9	15.5	17.3	22.4	16.2	18.5
	72	35	26	11	61	37
2	158	88	55	16	142	71
C%	36.6	38.7	34.6	32.9	37.0	34.2
	158	86	56	16	142	72
3	1	1	0	0	1	0
C%	0.2	0.4	0.0	0.0	0.2	0.0
	1	1	0	0	1	0
Refused	7	5	2	0	7	2
C%	1.7	2.3	1.2	0.0	1.9	1.0
	6	4	2	0	6	2

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	424	223	152	48	376	200
C%	100.0	100.0	100.0	100.0	100.0	100.0
	425	222	154	49	376	203
None	302	161	110	31	271	142
C%	71.4	72.0	72.5	65.1	72.2	70.7
	314	164	115	35	279	150
1	52	21	19	12	40	31
C%	12.4	9.5	12.5	25.3	10.7	15.6
	49	21	18	10	39	28
		D	D	BC		
2	61	36	20	5	56	25
C%	14.3	16.1	13.2	9.6	14.9	12.3
	55	33	18	4	51	22
3	1	0	1	0	1	1
C%	0.2	0.0	0.5	0.0	0.2	0.4
	1	0	1	0	1	1
Refused	7	5	2	0	7	2
C%	1.7	2.3	1.3	0.0	1.9	1.0
	6	4	2	0	6	2

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	421	222	151	48	373	199
C%	100.0	100.0	100.0	100.0	100.0	100.0
	423	221	153	49	374	202
None	330	179	118	33	297	150
C%	78.3	80.6	78.0	68.5	79.5	75.7
	336	180	121	35	301	156
1	32	16	9	7	25	16
C%	7.7	7.3	5.8	15.3	6.7	8.1
	29	15	9	5	24	14
			D	C		
2	51	21	22	8	43	30
C%	12.2	9.4	14.9	16.2	11.6	15.2
	51	21	21	9	42	30
3	1	1	0	0	1	0
C%	0.2	0.4	0.0	0.0	0.2	0.0
	1	1	0	0	1	0
Refused	7	5	2	0	7	2
C%	1.7	2.4	1.3	0.0	1.9	1.0
	6	4	2	0	6	2

D6. Lastly, which of the following categories contains your annual household income from all sources in 2004 before taxes?

BASE: Total respondents

===== BANNER 3 =====

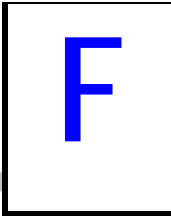
	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Less than \$20,000 per year	66	26	28	12	54	40
C%	11.7	9.2	12.9	18.4	10.9	14.2
	72	30	29	13	59	42
		D		B		
\$20,000 to \$49,000	149	65	62	22	127	84
C%	26.6	23.3	28.9	33.4	25.7	29.9
	142	61	60	21	121	81
\$50,000 to \$74,000	101	53	38	10	91	48
C%	18.0	18.9	17.7	15.5	18.4	17.2
	105	54	38	13	92	51
\$75,000 to \$99,000	45	27	11	8	37	19
C%	8.1	9.5	4.9	12.3	7.5	6.6
	46	27	12	7	39	19
			D	C		
\$100,000 or more	40	24	13	3	37	16
C%	7.1	8.7	5.9	4.8	7.5	5.6
	39	23	13	3	36	16
Don't know	30	13	13	3	27	17
C%	5.3	4.8	6.2	4.8	5.4	5.9
	33	15	15	3	30	18
Refused	129	72	50	7	122	57
C%	23.1	25.7	23.4	10.9	24.7	20.5
	123	66	48	9	114	57
		D	D	BC		

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Male	232	105	107	21	212	128
C%	41.5	37.4	49.7	31.5	42.8	45.5
	234	103	108	23	211	131
		C	BD	C		
Female	328	175	108	45	283	153
C%	58.5	62.6	50.3	68.5	57.2	54.5
	326	173	107	46	280	153
		C	BD	C		

===== BANNER 3 =====

	Total	Urban	Sub-urban	Rural	Urban +sub-urban	Sub-urban+ Rural
	---A---	---B---	---C---	---D---	---E---	---F---
Total	560	279	215	65	495	281
C%	100.0	100.0	100.0	100.0	100.0	100.0
	560	276	215	69	491	284
Urban	279	279	0	0	279	0
C%	49.9	100.0	0.0	0.0	56.5	0.0
	276	276	0	0	276	0
		CD	B	B	F	E
Suburban	215	0	215	0	215	215
C%	38.4	0.0	100.0	0.0	43.5	76.7
	215	0	215	0	215	215
		C	BD	C	F	E
Rural	65	0	0	65	0	65
C%	11.7	0.0	0.0	100.0	0.0	23.3
	69	0	0	69	0	69
		D	D	BC	F	E



SHELF SURVEY SAMPLE SIZE TABLES

The following series of tables presents the number of stores in the sample and CFL models observed across the stores in the sample for various categories. These tables are intended to provide sample sizes for the tables presented throughout Section 6.

**Table F-1
Number of Stores and Bulb Models in the Sample – All CFLs**

Store Type	Number of Stores in the sample		Number of CFL models observed	
	Spring	Fall	Spring	Fall
Warehouse	3	3	13	12
Do-it-Yourself	6	7	182	249
Drug and grocery	18	18	180	156
Mass merch.	12	12	200	272
Small HW	34	30	399	461
Total	73	70	974	1150

**Table F-2
Number of Stores and Bulb Models in the Sample – Twisters <18 watts**

Store Type	Number of Stores in the sample		Number of CFL models observed	
	Spring	Fall	Spring	Fall
Warehouse	3	2	3	2
Do-it-Yourself	6	7	31	35
Drug and grocery	18	16	44	40
Mass merch.	12	12	43	53
Small HW	25	26	71	62
Total	64	63	192	192

**Table F-3
Number of Stores and Bulb Models in the Sample – Twisters 18-30 watts**

Store Type	Number of Stores in the sample		Number of CFL models observed	
	Spring	Fall	Spring	Fall
Warehouse	3	1	3	1
Do-it-Yourself	6	7	27	36
Drug and grocery	15	16	50	47
Mass merch.	12	12	42	71
Small HW	25	23	78	69
Total	61	59	200	224

Table F-4
Number of Stores and Bulb Models in the Sample – Twisters >30 watts

Store Type	Number of Stores in the sample		Number of CFL models observed	
	Spring	Fall	Spring	Fall
Warehouse	None			
Do-it-Yourself	2	3	2	3
Drug and grocery	3	None	3	
Mass merch.	3	6	5	9
Small HW	6	5	10	8
Total	14	14	20	20

Table F-5
Number of Stores and Bulb Models in the Sample – Non-Twisters CFLs

Store Type	Number of Stores in the sample		Number of CFL models observed	
	Spring	Fall	Spring	Fall
Warehouse	3	3	7	9
Do-it-Yourself	6	6	122	175
Drug and grocery	10	9	83	69
Mass merch.	11	12	110	139
Small HW	23	25	240	322
Total	53	55	562	714

Table F-6
Number of Stores and Bulb Models in the Sample by Non-Twisters Style

Non-Twister Bulb Style	Number of Stores in the sample		Number of CFL models observed	
	Spring	Fall	Spring	Fall
Tube	32	30	101	87
CirclF-line	22	33	101	117
Covered	33	34	80	101
Other	33	40	91	149
Reflector	32	35	106	118
Pin-based	22	30	83	142
Total	53 (not sum)	55 (not sum)	562	714

Table F-7
Number of Stores in the Sample by Store Type by State

Store Type	State			
	Idaho	Montana	Oregon	Washington
Warehouse	1	0	1	1
Do-it-Yourself	2	1	0	3
Drug and grocery	2	0	6	10
Mass merch.	4	1	2	5
Small HW	6	4	4	20
Total	15	6	13	39