September 10, 2012
REPORT #E12-243

2011-2012 Northwest Residential Lighting Tracking and Monitoring Study

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May 21, 2012

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E. Executive Summary

E.1 Program History

The Northwest Energy Efficiency Alliance (NEEA) began its consumer lighting market initiatives in 1997 to advance consumer awareness and use of compact fluorescent lamps (CFLs) and fluorescent light fixtures throughout the region. In 2000, NEEA began targeting retailers (by providing salesperson training as well as advertising and marketing support) and shifted its focus to manufacturers in 2005, coordinating a regional manufacturer buydown promotion. The promotion provided broad geographic sales coverage (including rural markets) through distribution channels including grocery, drug, hardware, mass merchandise, do-it-yourself, and wholesale club chains.

NEEA coordinated similar promotions in 2006 and 2007, emphasizing smaller CFL distribution channels (such as drug and grocery stores) and CFL sales in non-metropolitan areas. In 2007 alone, participating retail chains sold approximately 1.8 million Energy Star CFLs through NEEA's promotions and total regional sales of Energy Star CFLs exceeded 18 million lamps. NEEA concluded that additional support of the Northwest lighting market was no longer necessary and ceased its active interventions in the market in early 2008.

E.2 Evaluation Overview

The goal of the 2011-2012 Northwest Residential Lighting Tracking and Monitoring Study is to assess the current status of the CFL market. Key study objectives include:

1. Track and monitor current availability, affordability and diversity of CFLs in Northwest retail stores through a lighting retail store shelf survey;
2. Analyze residential Energy Star® CFL sales of total residential medium screw-base lamp sales in the Northwest;
3. Through a consumer telephone survey, investigate current awareness of CFLs; purchase, installation, and storage rates; perceptions of CFLs; and motivations for recent CFL purchases (or lack thereof) as well as consumer familiarity with emerging lighting technologies and related regulations;
4. Examine retailer/manufacturer attitudes and expectations regarding future sales trends for CFLs and other lamp types (particularly with regard to the potential impacts of the 2007 Energy Independence and Security Act [EISA] scheduled to start phasing in as of January, 2012); and
5. Review and comment on NEEA's cost effectiveness model and baseline assumptions.

E.3 Conclusions and Recommendations

Conclusions from the study include the following:

1. Northwest Energy Star CFL sales declined by 15 percent between 2010 and 2011 and are unlikely to increase dramatically in the future without substantial external influences (such as major shifts in the economy).

2. Energy Efficiency program incentives played a larger role in the region's CFL sales in 2011 than in previous years.

3. Big box stores continue to dominate the retail landscape for CFLs, particularly in terms of:

    - Share of total regional Energy Star CFL sales.
    - Share of regional Energy Star CFL sales for which energy efficiency program incentives were provided.
    - Consumer shopping habits for CFLs.
    - Energy-efficient lamp diversity.
    - Average price paid by Northwest consumers.

4. The overall average price paid for CFLs was lower in 2011 than at any time since NEEA began tracking this metric in 2006—but this overall picture obscures other trends including:

    - The average price paid for specialty CFLs increased by more than a dollar between 2010 and 2011 in the Northwest despite a decline in the overall average price paid for CFLs (up to $5.71 per lamp);
    - The average price paid in non big box stores was at least twice as high as in big box stores for both general purpose and specialty CFLs in 2011; and
    - The average price paid was higher in urban stores than in rural stores for both general purpose and specialty CFLs.

5. There are still some noteworthy gaps in consumer understanding regarding energy-efficient lamps, particularly in the areas of:

    - Specialty CFL awareness.
    - CFL installation opportunities.
    - Understanding of energy-efficient lamp options.

6. LED lamps are developing an increased presence in the Northwest market.

Based on these conclusions, we recommend the following:

- NEEA should consider working with regional energy-efficiency program sponsors on a common set of priorities for consumer lighting incentive programs.

- NEEA should consider possible efforts to educate consumers regarding the range of energy-efficient lamps available and the range of household applications for these products.

- NEEA should consider incorporating additional lamp types into its sales data tracking efforts.

1. Introduction

This report represents KEMA's eighth assessment of the Northwest residential lighting market for the Northwest Energy Efficiency Alliance (NEEA). KEMA has conducted evaluations and market research studies roughly on an annual basis since 2005, beginning with the 2005 Market Progress Evaluation Report (MPER1) for NEEA's Energy Star® Consumer Products Project and most recently the Long-Term Northwest Residential Lighting Tracking and Monitoring Study published in August, 2010.[1]

1.1 Project Overview

NEEA launched its first residential lighting market initiatives in 1997 to advance awareness and use of energy-efficient compact fluorescent lamps (CFLs) and fluorescent light fixtures among Northwest residential customers. The project was designed to address market barriers including high first cost; lack of product availability; lack of consumer awareness; incompatibility of CFLs with existing fixtures, dimmers, timers and photocells; performance problems; poor aesthetics of energy-efficient lighting products; and consumer dislike of fluorescent technologies. The project provided financial incentives to manufacturers; retailer education; marketing and mass advertising; and branding.

During the late 1990s, the number of products that qualified for inclusion in NEEA's initiatives expanded. As a result, the project strategy evolved from targeting manufacturers to retailers in 2000. The project provided retailers with salesperson training as well as advertising and marketing support to encourage Energy Star product promotion and marketplace acceptance. NEEA leveraged local utility activities and regional and national initiatives to encourage improvements in Energy Star product quality.

In response to market data suggesting consumer dissatisfaction with product performance, the project shifted its focus in 2004 toward achieving improvements in CFL quality and consumer acceptance. The project provided cooperative marketing opportunities and field services to retailers to promote Energy Star products and coordinated financial incentive offerings for these products. The project also coordinated with national efforts such as Energy Star's Change a Light, Change the World campaign and the lighting quality research conducted by the Program for Evaluation and Analysis of Residential Lighting (PEARL). Finally, the project supported advancement of new lighting technologies (e.g., dimmable/reflector CFLs) and efforts to encourage proper disposal of broken or burned-out CFLs.

In 2005, the project coordinated a regional manufacturer buydown promotion to reduce the market price of CFLs in the region and to establish promotional distribution channels for moving high-quality, low-priced products into the market. The promotion provided broad geographic sales coverage (including rural markets) through distribution channels including grocery, drug, hardware, mass merchandise, do-it-yourself, and wholesale club chains.

NEEA expanded upon the success of the project in 2005 by coordinating similar promotions in 2006 and 2007 with a focus on consumers who had had limited access to high-quality, low-priced CFLs as

[1] KEMA, 2005, 2006, 2007, 2008, 2009, 2010, and 2011. Please refer to the Bibliography (Appendix A) for complete citations.

well as those who had never purchased CFLs. The 2006 and 2007 promotions emphasized non-traditional CFL distribution channels (such as drug and grocery stores) and rural areas, and excluded large do-it-yourself chains and wholesale clubs from participating.

In 2007 alone, participating retail chains sold approximately 1.8 million Energy Star CFLs through NEEA's promotions and total regional sales of Energy Star CFLs exceeded 18 million lamps.[2] NEEA concluded that additional support of the Northwest lighting market was longer necessary and ceased its active interventions in the market in early 2008. Several other energy-efficiency program sponsors have continued to offer CFL incentives in the region since then.

1.2 Evaluation Overview

The goal of this study is to assess the current status of the CFL market and key objectives are to:

1. Track and monitor current availability, affordability and diversity of CFLs in Northwest retail stores through a lighting retail store shelf survey;
2. Analyze residential Energy Star® CFL sales of total residential medium screw-base lamp sales in the Northwest;
3. Through a consumer telephone survey, investigate current awareness of CFLs; purchase, installation, and storage rates; perceptions of CFLs; and motivations for recent CFL purchases (or lack thereof) as well as consumer familiarity with emerging lighting technologies and related regulations;
4. Examine retailer/manufacturer attitudes and expectations regarding future sales trends for CFLs and other lamp types (particularly with regard to the potential impacts of the 2007 Energy Independence and Security Act [EISA] scheduled to start phasing in as of January, 2012); and
5. Review and comment on NEEA's cost effectiveness model and baseline assumptions.

NEEA's market tracking reports present results for the region as a whole as well by geographic location where possible. The previous Market Share Tracking Study[3] included geographic results divided based on classifications defined by the United States Office of Management and Budget as published by the United States Census Bureau. Typically, results were classified as either Metro East or Metro west (MSA east and west of the Cascades mountain range) versus nonmetropolitan areas in the region.

In 2011, however, NEEA shifted its focus toward a different set of geographic classifications utilized by the United States Department of Agriculture Economic Research Service (ERS). The ERS utilizes Rural Urban Continuum Codes (RUCC) that further classifies counties based on population sizes and functional adjacency to one or more metropolitan areas. While the MSA/Non-MSA classifications included in previous reports include many suburban areas in the "non-metropolitan" category, the RUCC deem many suburban areas to be in the "urban" category (provided that they meet minimum population thresholds). Because of this re-categorization of suburban areas, the RUCC "rural"

[2] Fluid Market Strategies, 2009.

[3] KEMA, Inc., 2011.

designation comprises a smaller proportion of the total Northwest population than the MSA "non-metropolitan" designation. This report provides geographic details for RUCC classifications of urban versus rural unless otherwise noted.

Table 1 provides more detail on the major data collection activities conducted in support of this study. The table provides information about the sample design, sample size, and data collection dates.

Appendix A includes the bibliography for this study. Appendix B provides the data collection instruments for the research efforts described below in Table 1. Appendix C provides additional findings on the lighting retail store shelf surveys, and Appendix D provides additional findings for the consumer telephone surveys. Appendix E provides consumer survey banner tables. The study also included a review of inputs to NEEA's ACE model (which can be found in Appendix F) and a summary and assessment of current sales data collection and estimation methods in Appendix G.

Table 1
Data Collection Activities,
2011-2012 Northwest Residential Lighting Tracking Study

Data Collection Activity	Method	Sample Frame Source	Sample Design Overview	Number of Completes	Data Collection Dates
Retail Store Shelf Surveys	In-store surveys	List of stores provided by Portland Energy Conservation Inc.	Complete retail store shelf surveys stratified across geographic regions, store categories (national chain, regional chain, independent), and store types	78 retail stores	December 2011—January 2012
Consumer Surveys	Computer-aided telephone interviews	List of Northwest zip codes from US Census Bureau	Complete surveys with Northwest consumers stratified across geographic regions	606 consumers	January 2012
Market Actor Interviews	In-depth telephone interviews	List of manufacturers and retailers provided by Fluid Market Strategies	Complete interviews with representatives of lighting retailers and manufacturers	6 retailer representatives; 6 manufacturer representatives	February —March 2012

2. CFL Sales Assessment

This chapter provides an overview of Energy Star CFL sales and an assessment of residential Energy Star CFL market share of total residential medium screw-base lamp sales in the Northwest and nationwide. While data are not available by urban/rural geographic classifications, this section does include a discussion of sales by state.

2.1 Energy Star CFL Sales

In this section we present Energy Star CFL sales overall (for the whole Northwest region), by state, by store type, and by lamp category (general purpose versus specialty CFLs).

2.1.1 Regional Sales

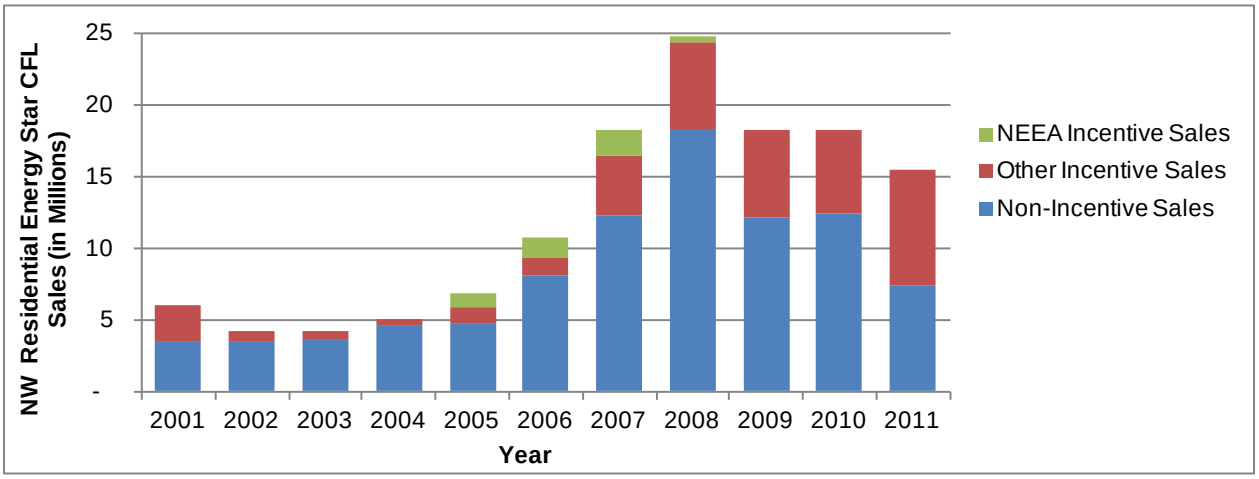
As described in prior Northwest residential lighting studies, NEEA's implementation contractors have tracked Energy Star CFL sales throughout the region for several years. The current method relies upon reports of actual CFL sales through several major retail channels in the Northwest, reports from local utilities and other energy-efficiency program sponsors, and (to a limited extent) extrapolation of these data to retailers representing the Northwest region.[4] In 2010, NEEA's contractor, Fluid Market Strategies, increased the proportion of tracked sales versus extrapolated sales in their sales database and also began tracking specialty CFL sales as a fraction of total CFL sales in the region. In 2011, Fluid Market Strategies further increased the proportion of tracked sales versus extrapolated sales in the region. In early 2012, Fluid Market Strategies also adjusted its regional Energy Star CFL sales estimates for 2010 downward from 19,025,888 to 18,248,040 CFLs.[5] Appendix G provides a summary of the 2010, 2011 and planned 2012 sales data collection and extrapolation methods as well as an assessment of the strengths and weaknesses of the current approach.

Figure 1 shows Energy Star CFL sales for the region broken down by utility incentive versus non-incentive sales. Total Energy Star CFL sales decreased by approximately 15 percent between 2010 and 2011, dropping to just over 15.4 million Energy Star CFLs sold in 2011. This is noteworthy given that overall regional sales remained flat between 2009 and 2010 (at approximately 18.2 million Energy Star CFLs per year). The number of Energy Star CFLs sold with utility incentives in the Northwest increased by 37 percent between 2010 and 2011, while the number of CFLs sold without incentives dropped by 40 percent between years. CFLs sold with utility incentives represented more than half of total 2011 Energy Star sales in the region compared with approximately one-third of the total in 2010 (52% in 2011 versus 32% in 2010). In 2011, the number of CFLs sold without incentives dropped below 2006 sales levels.

[4] Note that because tracking methods have improved over time, it is likely that annual estimates from earlier years tracked a smaller proportion of the overall Northwest CFL sales than estimates for later years.

[5] The majority of adjustments to 2010 sales were in the mass merchandise channel with additional (negligible) changes in the small hardware channel.

Figure 1
Estimated Northwest Energy Star CFL Sales, 2001-2011

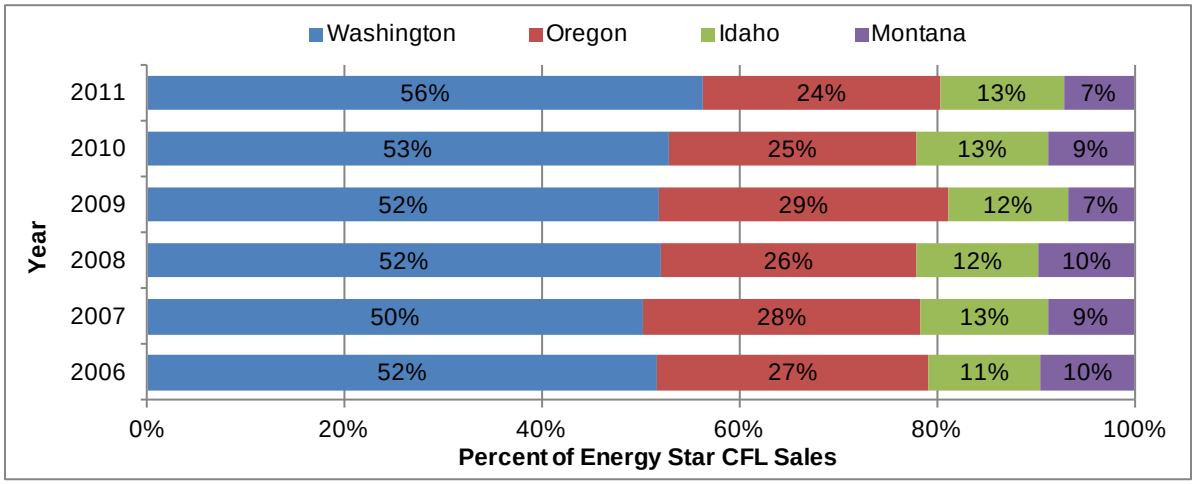


Sources: PECI, 2001–2006 (from 2006 report); Fluid Market Strategies, 2012, 2011, 2010, 2009, 2008a, 2008b, and 2007b.
Total annual sales are: 2001 = 5,979,890; 2002 = 4,195,880; 2003 = 4,171,552; 2004 = 5,097,690; 2005 = 6,832,478; 2006 = 10,751,906; 2007 = 18,157,300; 2008 = 24,710,098; 2009 = 18,177,678; 2010 = 18,248,040; 2011 = 15,442,628.

2.1.2 Sales by State

Figure 4 shows the proportion of Energy Star CFL sales by state in the Northwest for 2005 through 2011. Total Energy Star CFL sales in 2011 were approximately 8.7 million in Washington, 3.7 million in Oregon, 1.9 million in Idaho, and 1.1 million in Montana. The proportion of total regional CFL sales comprised by sales in Washington increased from 53 percent to 56 percent between 2010 and 2011. The three other states each lost up to two percentage points from their share of total regional sales within the same timeframe.

Figure 2
Northwest Energy Star CFL Sales by State, 2005-2011



Sources: Fluid Market Strategies, 2012, 2011, 2010, 2009, 2008b and 2007b.
See Figure 1 for total annual sales.

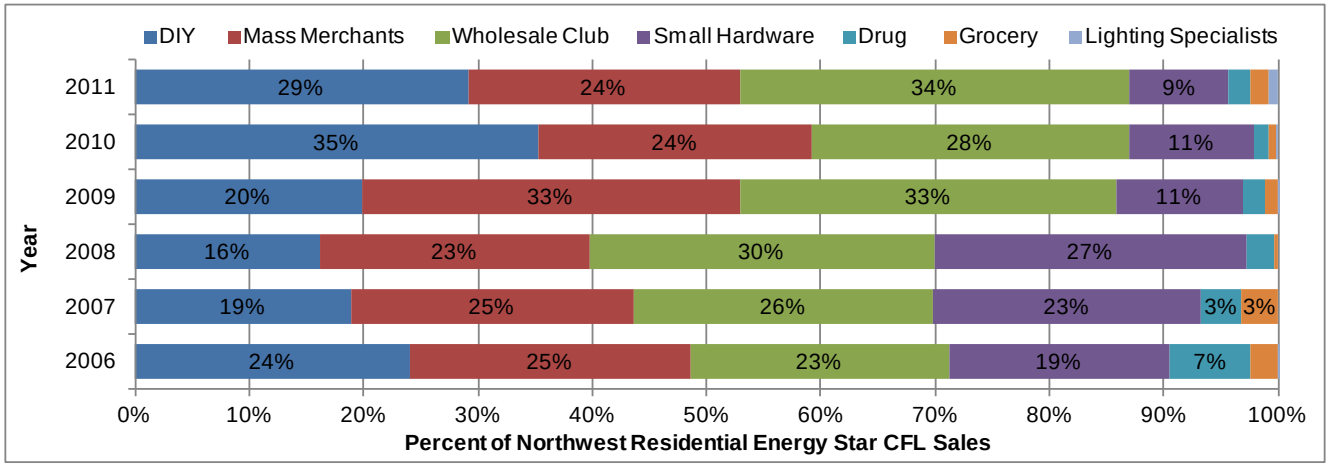
2.1.3 Sales by Store Type

Figure 5 shows the proportion of Northwest CFL sales across store types for 2006 through 2011. While the proportion of regional CFL sales through big box stores versus non big box stores remained fairly constant between 2006 and 2008 (roughly 70% big box, 30% non big box), the proportion of sales through big box stores increased from 70 percent in 2008 to 86 percent in 2009. These proportions remained fairly steady between 2009 and 2011, but the distribution of sales within the big box channel has shifted during that timeframe:

- The proportion of Energy Star CFLs sold through wholesale clubs increased by a third between 2010 and 2011 (from 28% of total regional Energy Star CFL sales in 2010 to 34% in 2011).
- Sales through DIY stores decreased from 35 percent of the region's total to 29 percent between 2010 and 2011 (a 17% drop).
- Sales through mass merchandise stores held steady at 24 percent of regional sales in both 2010 and 2011.

Market share for non-big box channels (small hardware, drug, and grocery) stayed relatively unchanged between 2010 and 2011, with a drop of two percentage points in small hardware stores between 2010 and 2011 (from 11% to 9% of total regional Energy Star CFL sales).

Figure 3
Northwest Energy Star CFL Sales by Store Type, 2006-2011*†

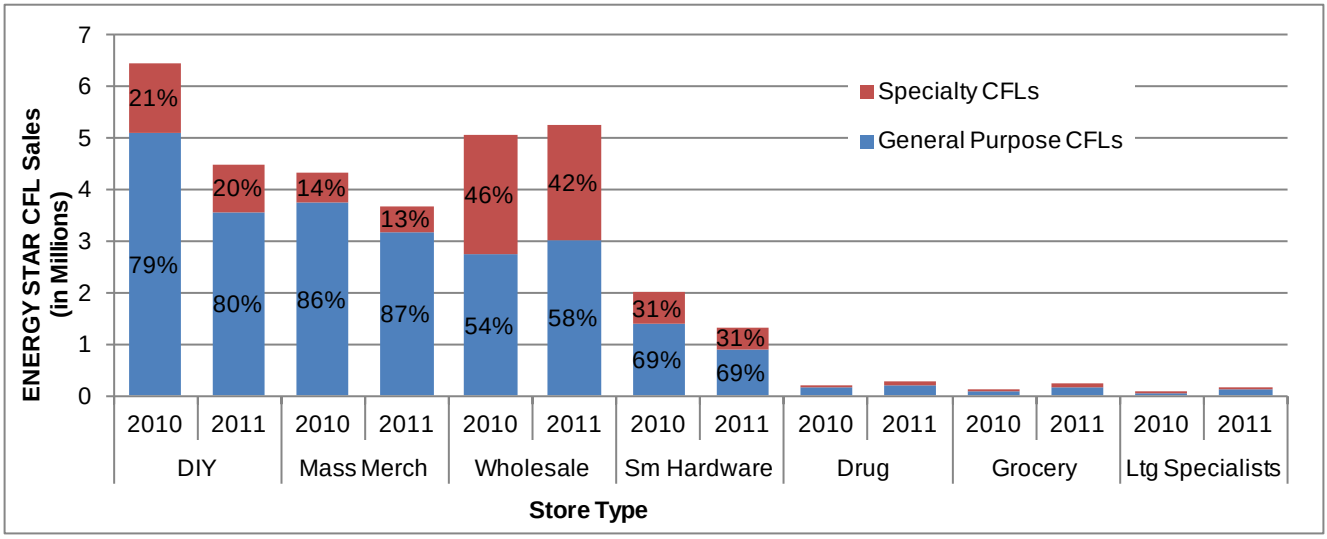


Sources: Fluid Market Strategies, 2012, 2011, 2010, 2009, 2008b, and 2007b.
See Figure 1 for total annual sales.
* Sales in 2011, 2010, 2009, and 2006 include CFLs sold through lighting specialty stores which represent less 1% of total sales in each year. Sales through lighting specialty stores were not tracked in 2007 or 2008.
† Note that 2010, 2009, and 2008 data exclude promotional sales from utilities including Snohomish PUD, Energy Trust of Oregon, and Northwestern Energy that were not tracked by retail channel.

2.1.4 Sales by Lamp Category

NEEA's data collection contractor also tracked the proportion of total Energy Star CFL sales that were general purpose (spirals and a-lamps) versus specialty CFLs (all other CFL styles). The proportion of general purpose versus specialty lamps sold in big box versus non big box stores remained steady between 2010 and 2011 (roughly one-third specialty in big box stores) with a few differences more pronounced at the store type level. Figure 4 shows total 2010 and 2011 Energy Star CFL sales by store type broken into general purpose versus specialty CFLs. As shown, wholesale clubs sold the highest proportion of specialty CFLs in 2011 (42%) with the next highest in small hardware stores (31%) and DIY stores (21%). Among the non big box stores, 34 percent of the lamps sold in grocery stores were specialty lamps, followed by 31 percent in small hardware, and 29 percent in drug stores. In lighting specialty stores, only 6 percent of the Energy Star CFLs sold in 2011 were specialty lamps.

Figure 4
Northwest Energy Star CFL Sales by Store Type and Lamp Category, 2010 and 2011



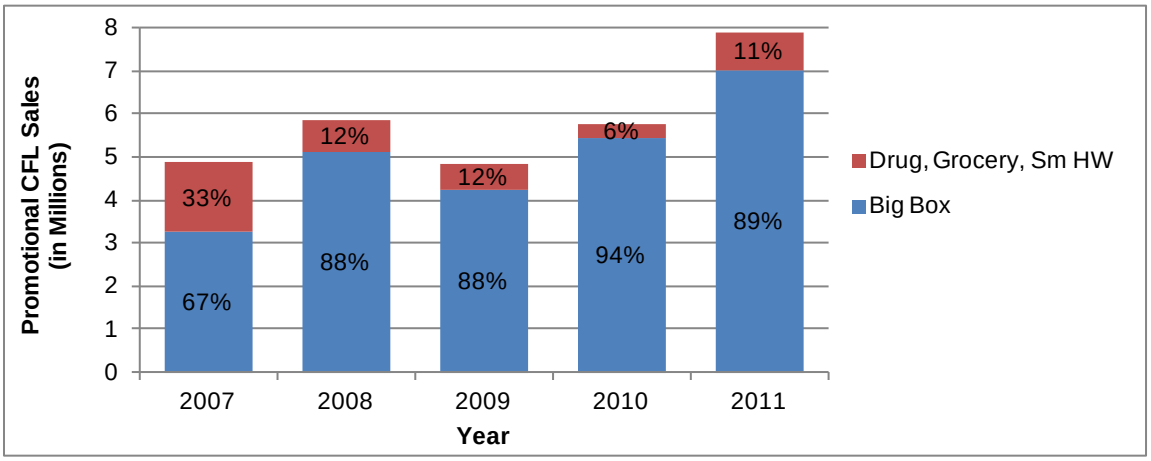
Source: Fluid Market Strategies, 2012 and 2011.
2010 sales: DIY n=6,448,303; Mass Merchandise n=4,350,566; Wholesale Club n=5,065,408; Small Hardware n=2,011,234; Drug n=210,270; Grocery n=123,230; Lighting Specialists n=39,029.
2011 sales: DIY n=4,497,184; Mass Merchandise n= 3,673,965; Wholesale Club n=5,265,197; Small Hardware n=1,331,012; Drug n=295,758; Grocery n=250,839; Lighting Specialists n=128,673.

2.2 Incentive CFL Sales

The number of Energy Star CFLs sold with utility incentives in the Northwest increased from just over 5.8 million in 2010 to 7.9 million in 2011 (an increase of 37%). Big box stores (DIY, mass merchants, and wholesale clubs) accounted for approximately 89 percent of total 2011 regional incentive CFLs sales and drug, grocery, and small hardware stores comprised 11 percent. In 2010, big box stores represented 94 percent of total tracked promotional sales and non big box stores only 6 percent, representing a low-point in terms of the proportion of promotional sales through non big box channels.

In 2011, the split between big box and non-big box sales is similar to 2009 and 2008.

Figure 5
Tracked Northwest Promotional Energy Star CFL Sales by Store Category, 2007-2011



Source: Fluid Market Strategies, 2012, 2011, 2010 and 2009.
Number of promotional CFLs tracked by channel: 2007 = 4,868,350; 2008 = 5,811,229; 2009 = 4,827,010; 2010 = 5,766,284; 2011 = 7,905,992. Data excludes sales through lighting specialty stores (<1% of promotional sales per year).

3. Shelf Surveys

This section of the report focuses on the lighting retailer shelf surveys and includes a brief description of the methodology and presentation of key findings from survey data analysis. It provides results for the most recent phase of shelf surveys (conducted in late 2011/early 2012[6]) compared to results from 2010, 2009, 2008, and 2006. Appendix B provides the data collection instrument used for the 2010 shelf surveys, and Appendix C provides more detailed results including tables and comparisons with prior years broken down by region and store type. Store categories in this section include the do-it-yourself, wholesale club, and mass merchandise channels, to which the report collectively refers as "big box" stores, as well as grocery, drug, and small hardware stores (also called "non big box" stores).

3.1 Approach

Field researchers visited 96 lighting retail stores in the Northwest region during December 2011 and January 2012. The 96 completed shelf surveys include 20 that were conducted in Oregon for Energy Trust of Oregon during the same timeframe. Researchers performed a comprehensive inventory of all CFLs, incandescent lamps, and Light-Emitting Diode lamps (LEDs) found on shelves throughout each store.

Appendix C provides more details on the approach and methodology. Analysts calculated sample expansion weights by strata and applied them to each sample retailer such that findings presented in this section represent the population of lighting retailers in the region that sell CFLs (as approximated by PECI's 2006 database). For results on CFL prices throughout the region, we also applied sales weights based on regional CFL sales data gathered by Fluid Market Strategies.[7, 8] Note that because NEEA shifted its approach to geographic classifications between 2010 and 2011 (see Appendix D [section 0] for more detail), comparisons between urban and rural areas are possible within the 2011 data only.

3.2 Availability

To assess the availability of lighting products, field researchers collected information the types of lamps present in each of the stores they visited as well as more detailed counts of the total number of packages and number of lamps per package for each lamp technology and style. These data enabled calculation of the total number of lamps stocked in each of the stores during the time of our 2011 shelf survey visits. See Appendix C (section 0) for additional detail on CFL availability.

[6] For consistency with prior study periods, we refer to the shelf surveys conducted in late 2011/early 2012 as the "2011 shelf surveys" throughout the report.

[7] Fluid Market Strategies, 2011.

[8] Note that because sales data were gathered for CFLs only, pricing data for incandescent and LED lamps could not be weighted appropriately and thus is not reported.

3.2.1 Percentage of Stores Carrying Lamps

The percentage of stores carrying specific types of lamps is an indicator of lamp availability in the market. Below we present results showing the percentage of stores carrying CFLs (overall and by style – basic versus specialty) over time, from 2006 through 2011. We also present 2011 data on the percentage of stores carrying CFLs, incandescent lamps, and LED lamps by store category (big box versus non big box) and geography (urban versus rural).

3.2.1.1 Percentage of Stores Carrying CFLs

Nearly all of the stores we visited had CFLs in stock. The largest drop in the percentage of stores carrying CFLs was in big box stores.

- Overall, 98 percent of stores carry CFLs (down 2 percentage points from 2010).
    - Decrease of 10 percentage points in big box stores to 90 percent carrying any CFLs (down from 100% of stores in our 2010 sample).
    - No change in the percentage of grocery, drug, and small hardware stores carrying CFLs (100%).

3.2.1.2 Percentage of Stores Carrying CFLs by Style

As described above, 98 percent of the Northwest lighting retailers we visited as part of the 2011 shelf surveys carried CFLs. Examining CFLs further by style (general purpose versus specialty) shows the following:

- Ninety-seven percent of stores carried general purpose CFLs, up 1 percentage point from 2010.
- Ninety-six percent of stores in the sample carried specialty CFLs, up 5 percentage points from last year.
- The percentage of big box stores that carried general purpose CFLs and the percentage that carried specialty CFLs in 2011 both dropped slightly to 90 percent (from 93% and 94%, respectively).
- The percentage of drug, grocery and small hardware stores that carried general purpose CFLs and the percentage that carried specialty CFLs both increased to 99 percent (from 97% and 90%, respectively). These results seem to be driving the overall increase between 2010 and 2011 in the percentage of the region's stores carrying specialty CFLs.

3.2.1.3 Percentage of Stores Carrying Lamps by Technology, Store Category, and Geography (2011)

In addition to continued tracking of time-series data on the percentage of stores carrying general purpose and specialty CFLs by store category, additional data collection elements added to the 2011 shelf surveys enable closer examination of the 2011 data by technology (CFL, incandescent lamps, and LED lamps), store category (big box versus non big box stores) and geography (urban versus rural). Results suggest:

- There is little difference in the proportion of big box stores and non big box stores (drug, grocery and small hardware stores) that carried CFLs and incandescent lamps in 2011 (all between 90%

and 100%). However, a greater proportion of big box stores carried LEDs as compared to non big box stores (64% versus 40%).

- Urban and rural stores also stocked CFLs and incandescent lamps at similar rates (between 97% and 100% of stores). The same was true for LED lamps between urban and rural stores (observed in 46% and 48% of stores, respectively).
- A higher percentage of urban big box stores had CFLs in stock at the time of our 2011 shelf survey visits than rural big box stores (67% versus 47%, a difference of 20 percentage points). The opposite was true within drug, grocery and small hardware stores, where a greater percentage of rural stores had CFLs in stock – although the gap between urban and rural was larger among big box stores than among non big box stores (48% in rural non big box stores versus 38% in urban, a difference of 10 percentage points).

3.2.2 Percentage of Lamps Stocked (2011)

The percentage of total lamps observed in retail stores is an indicator of the relative availability of different technologies (CFLs, incandescent lamps, and LED lamps) and lamp styles. New data collected for the 2011 shelf surveys – namely counts of lamp packages (in addition to counts of lamps per package as collected in previous shelf survey phases) – enabled calculation of the total number of CFLs, incandescent lamps, and LED lamps within store types, store categories, and throughout the region. Based on these data, results suggest:

- Incandescent lamps dominated retail store inventories overall, although to a somewhat greater extent in drug, grocery and small hardware stores (where incandescent lamps comprised 78% of the total lamp inventory) than in big box stores (where incandescent lamps comprised 67% of the lamp inventory).
- CFLs comprised 28 percent of big box store lamp inventories and 22 percent of non big box lamp inventories.
- LED lamps comprised 5 percent of big box store lamp inventories and only 1 percent of non big box store inventories.
- There were few differences in the percentage of lamps stocked among urban and rural stores in the Northwest, with roughly three-quarters of lamp inventories comprised by incandescent lamps, one quarter by CFLs, and a few percent of overall inventories comprised by LED lamps throughout the region.

3.3 Diversity

Below we discuss diversity in terms of the average number of general purpose and specialty CFL models available per store, on average, throughout the Northwest between 2006 and 2011. We also present results for average number of models per store in 2011 by technology, store category, and geography. Appendix C (section C.3) provides additional information on CFL diversity.

3.3.1 Average Number of Models per Store

The average number of lamp models per store within specific lamp types indicates the relative availability of these product types within the stores as well as the diversity of product offerings for

specific lamp types. Below we present results for CFLs (over time) as well as for incandescent lamps and LED lamps (for 2011).

3.3.1.1 CFLs

The average number of CFL models per store increased overall between 2010 and 2011 (from 38 models per store, on average, in 2010 to 43 in 2011). Examining the average number of CFL models per store by style (general purpose versus specialty) suggests the following results:

The overall average number of general purpose CFLs increased by approximately 5 models per store, from 23 to 28, including:

- Increase of approximately 8 models per store at big box stores, from 33 to 41.
- Increase of approximately 5 models per store at non big box stores, from 20 to 25.

The average number of specialty CFLs per store has decreased slightly for the third year in a row, with an overall decrease of approximately 2 models per store (from 17 to 15 models). Other details include:

- Decrease of approximately 1 model per store at big box stores, from 25 to 24.
- Decrease of approximately 2 models per store at non big box stores, from 14 to 12.

In 2011, shelf survey results supported comparisons in the average number of CFL models stocked by store type and between urban and rural stores. Results suggest:

- On average, urban and rural stores carried a similar number of general purpose CFL models per store in 2011 (approximately 28 and 29 models, respectively).
- For specialty CFLs, however, urban stores carried approximately twice as many models per store, on average, compared to rural stores (approximately 24 versus 12 models, respectively).
- Among big box stores, rural stores stocked less than half as many general purpose CFLs (18) and specialty CFLs (12) per store, on average, than urban big box stores, which carried an average of 44 general purpose CFL models and 25 specialty CFL models.
- Among non big box stores, rural stores carried more general purpose and specialty CFL models per store, on average, compared to urban stores (31 general purpose and 15 specialty models, on average, in rural stores compared to 23 and 11, respectively, in urban stores).

3.3.1.2 Incandescent Lamps

Findings from the 2011 shelf surveys regarding incandescent lamps suggest that Northwest stores stocked an average of 100 incandescent lamp models per store in 2011. Additional findings include:

- Big box stores stocked an average of 120 incandescent lamp models per store and non big box stores stocked an average of approximately 94 models per store, a difference of 26 models per store, on average.
- Urban and rural stores stocked similar numbers of incandescent lamp models, on average, within each store (approximately 101 models in urban stores and 97 in rural, a difference of only 4 models per store, on average).

- Urban big box stores carried approximately twice as many incandescent lamp models per store, on average, in 2011 compared to rural big box stores (129 versus 58, a difference of 71 models). The gap was much smaller between urban and rural non big box stores, where rural stores carried (on average) 13 more models per store than urban stores (105 versus 92, respectively).

3.3.1.3 LED Lamps

Findings from the 2011 shelf surveys regarding LED lamps suggest that Northwest stores stocked an average of 11 LED lamp models per store in 2011. Additional findings include:

- Big box stores stocked an average of 23 LED lamp models per store and non big box stores stocked an average of approximately 4 models per store, a difference of 19 models per store, on average.
- Urban stores stocked approximately twice as many LED lamp models, on average, within each store as compared to rural stores – approximately 12 models per store, on average, among urban stores compared to only 6 models per store in rural stores (difference of 6 models per store, on average).
- Urban big box stores carried vastly more LED lamp models per store, on average, in 2011 compared to rural big box stores (25 versus only 1, respectively). The gap was much smaller between urban and rural non big box stores, where rural stores carried (on average) 4 more LED lamp models per store than urban stores (7 in rural stores versus 3 in urban stores, on average).

3.4 CFL Price

Field staff collected pricing information for every CFL model observed on the shelf. As in prior evaluations, field staff recorded price (before and after utility program discounts or other discounts, when applicable) and number of CFLs per package. Analysts then estimated the average price paid by consumers based on sales information and a set of assumptions regarding lamp choices within retail stores.[9] Below we present results for average prices paid by Northwest consumers for general purpose and specialty CFL prices over time within big box and non big box stores (from 2006 through 2011) with additional details on average prices paid in 2011 by Northwest consumers for CFLs in urban and rural stores.

3.4.1 Over Time

Results suggest that the average price paid for CFLs by Northwest consumers in 2011 was lower than in 2010:

- Overall decrease of 69 cents per CFL across general purpose and specialty lamps between 2010 and 2011, from $4.06 to $3.37 (the lowest price paid since we began tracking this metric in 2006).
- Decrease of 79 cents for general purpose CFLs (from $3.91 to $3.12) after increasing by 39 cents between 2009 and 2010.

[9] See Appendix C (section C.4.1) for more details on this methodology.

- Increase of $1.03 for specialty CFLs (from $4.68 to $5.71) after a drop of $1.20 between 2009 and 2010.

The price paid for a CFL by Northwest consumers in big box stores declined by 91 cents between 2010 and 2011 (from $3.91 to $3.00). In big box stores, the average price paid by consumers increased by 82 cents (from $4.68 to $5.50) within the same time period.

- The average price paid by Northwest consumers for general purpose CFLs in big box stores during 2011 was $2.79, almost half the average price paid for general purpose CFLs in non big box stores ($5.50).
- The average price paid for specialty CFLs in big box stores during 2011 ($4.96) was also roughly half the price paid in non big box stores ($10.01), a difference of more than five dollars ($5.05).

For additional details on CFL pricing over time, see Appendix C (section C.4.1C.4.2).

3.4.2 Urban Versus Rural Stores

In 2011, the average price paid by Northwest consumers for CFLs in urban stores ($3.37 per lamp) was more than a dollar cheaper than in rural stores ($4.46), a difference of $1.09.

- Northwest consumers paid approximately 81 cents more for general purpose CFLs in rural stores versus urban stores during 2011. The average price paid for general purpose CFLs in urban stores was $3.12, compared to $3.93 in rural stores.
    - The average price paid for a general purpose CFL in an urban big box stores during 2011 was approximately one dollar less than in rural big box stores ($2.78 versus $3.76).
    - The average price paid for a general purpose CFL in non big box stores was slightly higher in urban stores than in rural stores ($5.08 versus $4.89, respectively; a difference of 19 cents).
- The average price paid by Northwest consumers for specialty CFLs in rural stores during 2011 was also higher than in urban stores, but the difference in prices paid for specialty CFLs was far greater than for general purpose CFLs (a difference of $3.53). The average price paid for a specialty CFL in an urban store was $5.71 in 2011 versus $9.22 in rural stores.
    - The average price paid for a specialty CFL in an urban big box stores during 2011 was nearly five dollars less than in rural big box stores ($4.97 versus $8.95).
    - The average price paid for a specialty CFL in non big box stores was more than a dollar higher in rural stores than in urban stores ($10.75 versus $9.69, respectively; a difference of $1.06).

For additional details on 2011 CFL pricing by store category and geography, see Appendix C (section C.4.2).

4. Consumer Surveys

This section of the report presents key findings from 606 consumer telephone surveys conducted in early 2012. These consumer survey efforts build upon surveys that have been conducted in the region since 2001.

4.1 Approach

KEMA conducted the 2012 consumer surveys with a stratified random sample of households in Idaho, Montana, Oregon and Washington. The sample for the 2012 consumer surveys was designed to meet the following criteria:

- Accurately represent Urban and Rural populations and facilitate comparisons between the two;
- Maintain representation of Metro/Non-Metro and East/West areas, in order to facilitate comparisons to prior studies; and
- Provide reasonable estimates at the state level and ensure that results can be compared between states.

Table 2 illustrates number of completed surveys by RUCC designation (urban versus rural)[10] and state. Appendix D provides more detailed survey results and a more comprehensive explanation of methods (as well as an overview of NEEA's shift in geographic classifications from metro/non-metro to urban/rural between 2010 and 2011).

Table 2
Completed Consumer Surveys by State and RUCC Designation, 2012

State	Number of Respondents			Percent of Respondents		
	RUCC Designation		Overall	RUCC Designation		Overall
	Rural	Urban		Rural	Urban	
Idaho	80	33	80	13%	5%	19%
Montana	73	18	73	12%	3%	15%
Oregon	52	102	52	9%	17%	25%
Washington	67	181	67	11%	30%	41%
Total	**272**	**334**	**272**	45%	55%	100%

KEMA analysts created and applied sample expansion weights to the data such that the results are representative of the Northwest residential population. We analyzed the 2012 survey data using both time series[11] and cross-sectional comparisons to understand longitudinal changes in the market as well their underlying causes. We compared results by various categories of consumers, including their awareness and purchases of CFLs in the past. We also analyzed results by geographic region (urban versus rural per the RUCC designations). We looked for meaningful and statistically significant time series or cross-sectional differences (at the 90% level of confidence).

[10] For additional detail on RUCC classifications, please refer to Appendix D (section 0).

[11] The 2012 survey included many of the same questions as those conducted in previous years back to 2004.

Appendix B provides the data collection instrument used for the 2010 consumer surveys, and Appendix E provides cross-tabulations of each survey question in banner table format.

4.2 CFL Awareness and Purchase Rates

The telephone survey addressed CFL awareness and purchase rates, as well as CFL purchase rates by channel. Appendix D (section D.2) provides additional details on consumer awareness and purchase rates.

- Overall awareness of CFLs increased from 92 percent in 2011 to 98 percent in 2012, a small but statistically significant change.[12] The proportion of respondents who are unaware of CFLs dropped from 8 percent to 2 percent within the same timeframe (again, a statistically significant change)
- The proportion of Northwest consumers who have purchased CFLs has remained steady between 2011 and 2012 at approximately three-quarters of Northwest consumers (75% in 2011, 77% in 2012). There were no statistically significant differences by state or RUCC designation within the 2011 results.
- DIY stores such as Home Depot and Lowe's continue to be the most retail channel in which consumers purchase CFLs, followed by mass merchandise stores. The proportion of consumers who reportedly purchased CFLs in wholesale clubs increased by a small but statistically significant margin (from 12% in the 2011 survey to 17% in 2012). Within the 2012 survey results, a significantly greater proportion of rural purchasers buy CFLs in small hardware stores than in urban areas (16% versus 9%, respectively), and a greater proportion of urban purchasers bought CFLs in wholesale clubs than rural shoppers (17 versus 11%, respectively). These results are statistically significant.
- In the 2012 surveys, approximately 37 percent of CFL purchasers in the Northwest reported that they are aware of specialty CFLs, statistically unchanged from 2011 results.[13] A significantly greater proportion of CFL purchasers in Idaho were aware of specialty CFLs than purchasers in other states. Approximately 39 percent of CFL purchasers who were aware of specialty CFLs in the 2012 survey report that they have one or more installed in their homes.

4.3 CFL Disposition

Table 3 presents results on CFL installation, removal, and storage for CFLs acquired by CFL purchasers in the Northwest over time. Survey results from early 2012 suggest that Northwest consumers who have purchased CFLs have, on average, 10 CFLs installed at their home with 6 in storage. In 2006, the Consumer Products Market Progress Evaluation Report 3 (MPER3) cited a then-recent study which suggested significant potential for expansion of CFL usage in the Northwest.[14]

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[12] We report statistical significance at the 90 percent level of confidence throughout.

[13] The survey asked, "Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?" If the respondent answered, "Yes," a follow-up question asked the respondent to describe the CFL shapes with which they were familiar. Respondents who were familiar with only spiral CFLs and/or a-lamps were characterized as "unaware" of specialty CFLs, and respondents who were familiar to other CFL shapes (in addition to spirals and/or a-lamps) were characterized as "aware" of specialty CFLs.

[14] Based on a study of single-family homes in the Northwest (RLW Analytics, 2007. Single Family Residential Existing Construction Stock Assessment).

Since 2010, however the proportion of CFLs installed in purchaser households (of all CFLs ever purchased) decreased significantly from 64 percent in 2010 to 53 percent in 2011, and results did not change between 2011 and 2012 – suggesting that consumers have removed a relatively high proportion between the 2011 and 2012 surveys (roughly 20% of all CFLs ever acquired) despite still having opportunities for additional CFL installations.[15]

However, these results do not necessarily imply that consumers in the Northwest have changed their installation habits and are now removing CFLs at a higher rate than in the past – because all CFLs ever removed are included in this result. Over time, we expect the number of CFLs removed to increase relative to their time in use, rated life, and other factors.

Table 3
Lamp Disposition in Purchaser Households by Survey Year, 2005–2012

Disposition of All CFLs Ever Acquired by Purchaser Household	2005 Survey (n=220)		2006 Survey (n=411)		2010 Survey (n=399)		2011 Survey (n=646)		2012 Survey (n=459)	
	Mean # of lamps	% of lamps	Mean # of lamps	% of lamps	Mean # of lamps	% of lamps	Mean # of lamps	% of lamps	Mean # of lamps	% of lamps
CFLs currently installed	6.1	70%	6.3	68%	10.9*	64%	11.0	53%*	10.2	49%
CFLs ever removed	0.3	4%	0.4	4%	1.4	8%*	3.8*	18%*	4.3	21%
CFLs currently stored	2.3	26%	2.6*	28%	4.8*	28%	6.0	29%	6.2	30%
Total CFLs ever acquired	8.7	100%	9.3*	100%	17.1*	100%	20.7	100%	20.7	100%
Purchaser base	**58%**		**67%***		**81%***		**75%***		**77%**	

* Difference from prior study period is statistically significant.

4.4 Satisfaction with CFLs

The telephone survey included questions addressing CFL satisfaction, including general satisfaction as well as satisfaction with specific CFL attributes (such as color of light and how long they last). The telephone survey also asked about likelihood of replacing CFLs with CFLs as an indirect measure of consumer satisfaction. These results are summarized below with additional detail provided in Appendix D (section D.3).

- Consumer satisfaction with CFLs remains fairly high, but the proportion of consumers who were most satisfied with CFLs (ratings of 9 and 10 on a 10-point scale where 1 means "not at all satisfied" and 10 means "very satisfied") decreased from 44 percent in 2011 to 37 percent in 2012, a small but statistically significant drop. Survey results also suggest that recent purchasers are more satisfied with CFLs than consumers who have not purchased CFLs within the past year. There were no differences in satisfaction ratings between rural and urban consumers or by state within 2012 results.
- CFL purchasers who have CFLs installed in their homes continue to cite a mixed-bag of reasons for not increasing their CFL installations. Consistent with results from previous surveys, results

[15] Within the 2012 results, there were no significant differences by geographic region.

suggest that waiting for CFLs to burn out (mentioned by 18% of 2012 survey respondents) and CFL price (mentioned by 14%) continue to top the list of reasons.
- There were no statistically significant differences between 2011 and 2012 survey results regarding CFL purchaser likelihood of replacing a CFL with another CFL upon burnout.

4.5 2007 Energy Independence and Security Act (EISA)

The 2010, 2011 and 2012 consumer telephone surveys included several questions designed to gauge Northwest consumers' awareness of Energy Independence and Security Act (EISA) of 2007.

- Approximately 46 percent of 2012 survey respondents report that they are aware of legislation that will affect lamp availability (up from 26% in 2011; a statistically significant change). Awareness was somewhat lower in Montana than in other states in 2012.
- Well over half (58%) of 2012 survey respondents report that they are aware of legislation that will ban most traditional incandescent lamps by 2014, up more than nearly double the proportion of consumers who reported awareness in the 2011 survey (33%; a statistically significant change). A significantly greater proportion of CFL purchasers reported awareness of the legislation in 2012 than non-purchasers (34% versus 38%), but there were no differences by geography.
- More than 40 percent of 2012 respondents are aware that traditional 100-watt incandescent lamps were being phased out as of 2012 (41%), up from only 18 percent in 2011 (a statistically significant change).

The survey also included a follow-up question to gauge behavior in response to the new legislation: "When traditional 100-Watt light bulbs are eliminated, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?" Just less than half of Northwest consumers said they are most likely to switch to a new type of lamp to replace their 100 Watt incandescent lamps once the latter are phased out, holding steady with 2011 results. Of these, more than three-quarters reported that they are most likely going to switch to CFLs. In 2012, one-third of consumers said they are most likely going to replace their 100 Watt incandescent lamps with incandescent lamps of a lower wattage, up from 27 percent in 2011 (a statistically significant change). Only around 1 percent of the population said they are most likely to stock up on traditional 100 Watt incandescent lamps before they are phased out. There were no statistically significant differences in 2012 survey results by geography for this question.

4.6 Compact Fluorescent Fixtures

Appendix D (section D.5) provides details regarding compact fluorescent (CF) fixture awareness and purchase rates, reasons for choosing CF fixtures over standard fixtures, and consumer satisfaction with CF fixtures.

5. Market Actor Interviews

In February and early March of 2012, researchers conducted twelve interviews with lighting market actors including six with representatives from CFL manufacturers and six with representatives from retail chains and independent stores that sell CFLs[16] in the Northwest. Appendix B provides the interview guides.

Below we divide findings between the national and Northwest CFL markets and then further into additional topics, including:

- Sales (overall, promotional versus non-promotional, and forward-looking sales expectations);
- CFL price;
- Perceived current and future effects of the Energy Independence and Security Act of 2007 (EISA); and
- Perspectives on the future of LED replacement lamps.

We give particular attention to challenges faced in the Northwest within the past year. Where possible, we also compare this year's findings to those from early 2011 and early 2010.

5.1 National Market

Below we review CFL manufacturer and retailer representatives' perspectives on general market evolution as well as changes in CFL sales and prices between 2010 and 2011. Where possible, we compare results to prior years.

5.1.1 National CFL Sales Trends

There was little consensus among interview respondents regarding the change in national CFL sales between 2010 and 2011. Among the ten respondents who provided us with an estimate of percentage increase or decrease in national CFL sales, six respondents said that there was an increase in CFL sales between 2010 and 2011 and three respondents said that there was a decline in CFL sales (one respondent said that CFL sales did not change). The estimated increase in sales ranged from 2 percent to 35 percent among respondents, while the estimated decrease in sales ranged from 10 to 25 percent. Among respondents to interviews conducted in support of last year's study, there was near universal consensus that CFL sales had decreased between 2009 and 2010 (ranging from 1% to 15%).

Among the six respondents who reported an increase in sales at the national level between 2010 and 2011, most cited increased utility promotions of CFLs as the main driver. Two respondents also mentioned confusion over EISA regulations as a possible contributing factor to an increase in CFL sales -- in other words, some consumers may have been under the impression that incandescent bulbs were being banned completely with under new EISA regulations, and that their only option for

[16] All twelve lighting manufacturers and retailers interviewed sell CFLs. Four out of the six manufacturers and all six retailers sell incandescent lamps. With respect to LEDs, five out of six manufacturers and five out of six retailers sell LEDs.

finding similarly priced lighting technologies was to buy CFLs. Among the three respondents who cited a decrease in national CFL sales between 2010 and 2011, the economy was the main reason cited. Two of the respondents also mentioned that consumers are opting to buy incandescent lamps over CFLs because of their lower price. One respondent specifically cited a decline in construction as the reason for sales declines. Other respondents said that customers were turning more frequently to incandescent lamps because they were cheaper than CFLs. This change in customer behavior appears to be a secondary effect of a weak economy.

5.1.2 General Purpose vs. Specialty CFL Sales

Responses from lighting supplier representatives suggest that the proportion of specialty CFL sales compared to general purpose CFL sales may have increased slightly from 2010 to 2011 nationally. Among the nine respondents that provided us with a breakdown of specialty versus general purpose CFL sales, specialty CFLs represented, on average, 26 percent of all CFL sales nationally in 2011 compared to 24 percent in 2010 (an increase of 2 percentage points). The proportion of specialty CFL sales ranged from 5 percent to 35 percent of all CFL sales, depending on the respondent. Among those respondents who mentioned an increase in the proportion of sales coming from specialty CFLs, utility promotions for specialty CFLs were cited as a primary reason for the increase. A handful of respondents specifically mentioned an increase in the sales of CFL floodlights as a driver in the increased proportion of CFL specialty bulbs.

5.1.3 CFL Prices

Interviewers asked supplier representatives to compare Northwest CFL prices over the past year with pricing throughout the United States during the interviews conducted in 2011, 2010 and 2009. The overwhelming response from both manufacturer and retailer representatives across all years is that their regular prices for CFLs are relatively consistent nationwide. Supplier representatives stated that prices for promotional CFLs tend to differ depending on the location, which they attribute to varying levels of promotional assistance among the local or regional energy efficiency program sponsors.

5.2 Northwest Market

Similar to the above review of general market movements and changes in CFL sales and prices for the national market, we conduct a similar review below for the Northwest market. We also include information on incandescent and LED sales for the Northwest market. Where possible, we include comparisons between prior years.

5.2.1 Northwest Lamp Sales Trends

In early 2012, we asked supplier representatives to describe any differences in sales between 2010 and 2011 in the Northwest. There were differing views on CFL sales among respondents. Three manufacturer representatives reported CFL sales increases ranging from 10 to 50 percent between 2010 and 2011, and one manufacturer representative reported a decline of 15 percent in CFL sales. As for retailers, four reported an increase in Northwest CFL sales in 2011 ranging from 8 to 15 percent, and two said that their Northwest CFL sales declined 10 to 25 percent. The main reason cited for CFL sales increases was more utility promotions of CFLs, and some respondents mentioned

that increased consumer awareness of CFLs also contributed to higher CFL sales in the Northwest. As for those respondents citing declines in Northwest CFL sales, all respondents mentioned the economy as the primary reason for the decline.

During the interviews conducted in early 2010 (regarding 2009 activity), the manufacturer representatives offered similar opinions: two reported an increase in Northwest CFL sales during 2009. One of these manufacturer representatives claimed that sales were up by ten percent, while the other could not quantify the increase but attributed it to participation in regional promotional programs. The retailer representative stated that his firm showed strong growth in 2009, but that the growth was not quite as strong as in 2008. Another past retailer representative claimed that the Northwest was one of their highest performing regions in the nation, but this representative was unable to compare sales with previous years to estimate growth. Some also mentioned that consumers are turning more to cheaper incandescent lamps over CFLs and an increase in CFL prices due to an increase in the price of rare earth metals.

Regarding changes in CFL sales in the Northwest between 2009 and 2010 there was little consensus on the direction of the CFL market. Two representatives reported increases in sales of up to 10 percent and two respondents mentioned a decline in Northwest CFL sales of 10 to 25 percent.

5.2.2 Promotional vs. Non-Promotional CFL Sales

Most provided information regarding changes in CFL regional promotions in the four Northwest states from 2010 to 2011. Six respondents said the proportion of CFL promotional sales compared to non-promotional sales was roughly the same between 2010 and 2011. Two manufacturers mentioned an increase in CFL promotional sales in 2011 and one manufacturer cited a decrease in promotional sales. One small retailer did not sell any promotional CFLs in 2011.

5.2.3 Supplying CFLs to the Northwest Market

Interviewers asked retailer and manufacturer representatives if they experienced any difficulties supplying the Northwest CFL market during 2011 or meeting market demand. As in the previous year's interviews (2010), the majority of CFL suppliers claimed that they had no difficulty supplying the market. However, three manufacturers did mention that they did have some difficulties supplying the Norwest CFL market in 2011:

- Two manufacturers' representatives mentioned problems related to major increases in the price of phosphor in 2011, which had a significant impact on CFL price and their ability to offer affordable CFLs.
- Another manufacturer's representative cited difficulties keeping up with the unexpectedly high demand for a popular spiral CFL model.

5.2.4 CFL Prices

Supplier representatives estimated prices for promotional and non-promotional general purpose CFLs (that is, a-lamps and spirals) in the Northwest for 2011. Table 4 shows a comparison of price ranges for promotional and non-promotional general purpose CFLs provided by the supplier representatives we interviewed in 2009, 2010, and 2011. Representatives reported higher price ranges for non-

promotional general purpose CFLs during 2011 compared to 2010. However, promotional general purpose CFL price ranges were lower for 2011 compared to 2010. Comparing results across all respondents yields an average non-promotional price of $1.33 per lamp for general purpose CFLs in 2011 and an average non-promotional price of $2.96 per lamp. These results suggest an average discount of $1.63 for general purpose CFLs with promotional pricing in 2011.

Table 4
Range of Reported Northwest Prices for General Purpose CFLs
by Promotion Availability, 2009—2011

General Purpose CFL Pricing	Range of Reported Prices		
	2009	2010	2011
Promotional	$0.46 – $1.50	$0.99 - $3.25	$0.99 - $1.63
Non-promotional	$1.30 – $3.44	$2.15 - $3.74	$1.75 - $5.00

Supplier representatives also estimated prices for promotional and non-promotional specialty CFLs in the Northwest for 2011. This is the first year that specialty CFL pricing estimates have been tracked. Table 5 shows a comparison of price ranges for promotional and non-promotional specialty CFLs in 2011. Promotional specialty CFL prices ranged from $1.90 to $6.50 per lamp and non-promotional specialty CFL prices ranged from $3.00 to $9.99 per lamp. Comparing estimates across all respondents, the average promotional price for a specialty CFL in 2011 was $4.13 per lamp and the average non-promotional price was $7.00 per lamp.

Table 5
Range of Reported Northwest Prices for Specialty CFLs
by Promotion Availability, 2011

Specialty CFL Pricing	Range of Reported Prices
Promotional	$1.90 – $6.50
Non-promotional	$3.00 – $9.99

5.3 Effects of the Energy Independence and Security Act of 2007

Interviewers asked supplier representatives to comment on the effects of the Energy Independence and Security Act (EISA) on their stocking or manufacturing practices and the stocking and manufacturing practices of lighting suppliers in general. Recall that the EISA sets an energy-efficiency standard for general service incandescent lamps and governs the phase-out of many of the low-efficacy incandescent lamps that are currently on the market. The phase-out of 100-watt incandescent lamps began in 2012 in the U.S.[17]

[17] The phase-out of 100-watt incandescent lamps began in 2011 in California as mandated by its AB 1109 regulations.

As predicted by some respondents in prior studies, a few respondents in the 2012 interviews suggested that the EISA regulations led to consumers stocking up on traditional incandescent lamps prior to the 2012 phase-out of 100-watt incandescent lamps. All four of the incandescent manufacturer representatives we interviewed said that they are complying with EISA regulations and anticipating the future phase-out of lower wattage traditional incandescent lamps. Several retailers mentioned that their stock of traditional incandescent lamps dropped as a result of EISA and some mentioned an increase in the stock of efficient halogen lamps. A few manufacturers and retailers mentioned that EISA regulations have driven up the price of incandescent lamps. Some suppliers also mentioned that they are actively educating consumers about the EISA regulations.

5.4 LED Lamps

The 2012 interviews were the first in which we asked respondents to comment specifically on LED lamps, including lamp sales, common uses for LED lamps, and barriers to increased consumer adoption of LED lamps. During the 2012 interviews, many supplier representatives mentioned the emergence of LED lamps in the residential lighting market as a significant development in 2011.

Ten out of the twelve suppliers with whom we spoke in early 2012 reported that they sold LED lamps in 2011. Among the seven respondents that were able to share LED lamp sales information with us, all reported sales increases from 2010 to 2011. LED lamp sales increase estimates ranged from 3 percent to over 650 percent. Two of the respondents sold LED lamps in 2011 but did not sell any in 2010. As for the reasons for the LED lamp sales increases in the Northwest, several respondents cited increased utility promotional activity for LED lamps and a general decline in 2011 LED lamp prices from 2010 prices as primary drivers for the increase in LED lamp sales. Some respondents mentioned early adopters having an impact on LED lamp sales and a greater number of energy conscious consumers in the region. Other respondents said that the greater variety and higher quality of LED lamps on the market in 2011 had an influence on increased sales.

Almost all of the respondents who reported that their organizations sold LED lamps in 2011 reported that the most common use for LED lamps at present is in directional lighting (e.g. reflectors and floodlights). Some respondents also suggested that LED lamps could be used in many general purpose applications such as table lamps and ceiling lights, while other respondents asserted that LED lamp technology has not yet advanced enough for the use of LED lamps in general purpose applications (because LED technology is inherently directional).

Regarding barriers to using LED lamps in residential applications, almost all respondents cited cost as the main barrier. Some respondents also mentioned the lack consumer awareness of LED lamps as a barrier and others mentioned design issues such as challenges in developing high lumen omni-directional LED lamps and creating softer color temperatures. One respondent mentioned that residential consumers have a difficult time understanding the long rated life of LED lamps and the implicit savings associated with not having to replace LED lamps as frequently as other lighting technologies.

5.5 Incandescent Lamps

The 2012 interviews were the first in which we asked respondents to comment specifically on incandescent lamp sales.

Of the 12 supplier representatives we interviewed in early 2012, ten reported that they sold incandescent lamps in 2011. Seven of these ten suppliers provided us with estimates of incandescent lamp sales trends between 2010 and 2011. Four respondents said that incandescent sales increased between 2010 and 2011, two said that sales decreased, and one claimed that incandescent sales were flat from 2010 to 2011. The range of incandescent sales increases cited was 4 to 25 percent, and the range of incandescent sales decreases was 3 to 24 percent. Among those citing an increase in incandescent sales in 2011, all respondents claimed that EISA regulations were a main driver in the sales increase. According to these respondents, consumers stocked up on traditional incandescent lamps before EISA regulations went into effect. Among respondents citing incandescent sales declines, one respondent cited a weak economy as the main reason for sales declines, and the other cited the influence of CFL rebates on consumer behavior. CFL rebates help keep CFL prices competitive with incandescent prices, and thus help steer customers away from incandescent lamps, according to the respondent.

6. Summary of Findings

Below we summarize key study findings by research task.

6.1 CFL Sales Assessment

DNV KEMA staff analyzed Northwest Energy Star CFL sales data and found that:

- Northwest Energy Star CFL sales declined by 15 percent between 2010 and 2011 following nearly no change in sales between 2009 and 2010.
- Energy Star CFL sales with energy efficiency program incentives increased from one third of total regional sales in 2010 to just over half of total regional Energy Star CFL sales in 2011.
- Similar to 2010, big box stores continue to dominate overall regional sales. Within the big box channels, a small share of incentive sales shifted from do-it-yourself stores to wholesale clubs in 2011 such that wholesale clubs now represent one-third of total regional incentive CFL sales.
- Big box stores also continue to dominate incentive CFL sales, accounting for approximately 89 percent of total Northwest incentive CFL sales in 2011. This share is down from 94 percent in 2010 but still represents the vast majority of incentive CFL sales.

6.2 Retail Store Shelf Surveys

DNV KEMA staff conducted 96 shelf surveys in Northwest lighting retail stores in late 2011 and early 2012. We have grouped findings related to the shelf surveys by lamp technology (CFL, LED, and incandescent).

6.2.1 CFLs

The vast majority of Northwest stores carried CFLs as of late 2011 (98%), with both general purpose and specialty CFLs available in nearly all stores.

- The average number of CFL models stocked per Northwest store increased between 2010 and 2011, largely driven by an increase of approximately 5 models per store, on average, for general purpose CFLs (from 23 to 28, largely driven by big box stores). The average number of specialty lamp models per store declined (for the third year in a row) by an average of two models per store (mostly driven by non big box stores).
- Urban and rural stores carried similar numbers of general purpose CFL models, on average, but urban stores carried more than twice as many specialty CFL models as rural stores (largely driven by big box stores).
- Rural non big box stores carried more general purpose and specialty CFL models per store, on average, compared to urban non big box stores (about 8 models per store for general purpose CFLs and 4 models per store for specialty).

- The average price paid by Northwest consumers declined for CFLs between 2010 and 2011by about 69 cents per CFL (from $4.06 to $3.37), the lowest estimated price paid per CFL since NEEA began tracking this metric in 2006.
- The average price paid for general purpose CFLs dropped by 79 cents (to $3.12) in 2011, while the average price paid for specialty CFLs increased by $1.03 (to $5.71).
- The average price paid for CFLs in big box stores declined by 82 cents between 2010 and 2011 (to $3.00) but increased by 82 cents in non big box stores (to $5.50). The average price paid for general purpose CFLs and specialty CFLs in big box stores were at least half the average price paid in non big box stores in 2011, and big box CFL prices were higher in urban areas than rural.
- The average price paid for general purpose CFLs and specialty CFLs in rural areas was more expensive than in urban areas in 2011 – about 81 cents more for general purpose CFLs and about $3.53 more for specialty CFLs. The average price paid for general purpose CFLs in 2011 was actually less expensive in rural non big box stores ($4.89) than in urban non big box stores ($5.08).

6.2.2 LED Lamps

Forty-six percent of stores in the Northwest carried LED lamps in late 2011/early 2012.

- More big box stores carried LED lamps than non big box stores (64% versus 40%, respectively), largely driven by the presence of LED lamps in urban big box stores.
- Northwest stores carried approximately ten times as many CFL models per store, on average, than LED lamp models. Urban stores averaged approximately twice as many LED lamp models within each store as compared to rural stores. Urban big box stores carried more LED models than big box stores in rural areas or any non big box stores (approximately 25 models per store).

6.2.3 Incandescent Lamps

Ninety-nine percent of Northwest retail stores had incandescent lamps in stock in late 2011/early 2012.

- Incandescent lamps dominate Northwest retail store lamp inventories across all store types (in terms of the percentage of total lamps in each store that are incandescent lamps). This is true to a somewhat greater extent in non big box stores than in big box stores, and CFLs and LEDs thus comprise greater proportions of lamp stock in big box than non big box stores. There were no differences between urban and rural stores in this regard.
- Northwest stores stocked two to three times as many incandescent lamp models per store as CFL models in 2011 (largely driven by urban big box stores, which carried averaged twice as many incandescent lamp models per store as rural big box stores).

6.3 Consumer Telephone Surveys

DNV KEMA staff conducted 606 computer-aided telephone surveys with Northwest consumers in early 2012. Findings suggest that:

- Overall awareness of CFLs increased from 92 percent in 2011 to 98 percent in 2012, a small but statistically significant change.
- The proportion of consumers who have purchased CFLs has remained steady at approximately three-quarters of the Northwest population.
- DIY stores such as Home Depot and Lowe's continue to be the most retail channel in which consumers purchase CFLs, followed by mass merchandise stores. The proportion of consumers who reportedly purchased CFLs in wholesale clubs increased by a small but statistically significant margin between 2010 and 2011.
- More than a third of CFL purchasers in the Northwest are aware of specialty CFLs, and more than a third of these respondents have one or more specialty CFLs installed in their homes.
- Northwest CFL purchasers have an average of 10 CFLs installed in their homes with an additional 6 CFLs in storage.
- Consumer satisfaction with CFLs remains fairly high, but the proportion of consumers who were most satisfied with CFLs declined slightly since last year.
- CFL purchasers who have CFLs installed continue to cite a mixed-bag of reasons for not increasing their CFL installations. Consistent with survey results from prior years, results suggest that waiting for CFLs to burn out and CFL price continue to top the list of reasons.
- Nearly half of 2012 survey respondents are aware of legislation that will affect lamp availability (nearly twice the proportion who were aware last year) and more than 40 percent were aware that traditional 100-watt incandescent lamps were being phased out as of 2012 (again, double the proportion who were aware in last year's survey).
- Roughly half of Northwest consumers reported that they will switch to a different type of light bulb when traditional 100 Watt incandescent lamps are phased out (consistent with last year's results), and more than three-quarters of these consumers plan to switch to CFLs. One-third said they'd use incandescent lamps of a lower wattage instead, and only 1 percent of said they'd stock up on traditional 100 Watt incandescent lamps before they are phased out. (Nearly one-fifth of respondents said they weren't sure what they'll do when traditional 100 Watt lamps are phased out.)

6.4 Supplier Interviews

DNV KEMA staff conducted 12 interviews with lighting suppliers in early 2012 (6 each with manufacturer and retailer representatives). Findings suggest that:

- CFL suppliers reported varied perspectives on Northwest CFL market changes between 2010 and 2011, with some reporting increased sales and others reporting decreased sales. Suppliers who reported increased sales largely attributed these to utility promotions, and those who reported

decreased sales largely attributed this to the economy. These results were consistent with perspectives on the national CFL market.

- Suppliers suggest that the proportion of total CFL sales that are specialty CFLs in 2011 was fairly consistent with 2010, but some respondents mentioned an increase in specialty CFL sales driven primarily by utility promotions and secondarily by increased sales of reflector CFLs.
- When asked to comment on Northwest CFL prices, CFL suppliers reported higher average prices for general purpose CFLs in 2011 versus 2010 but lower average prices for general purpose CFLs sold with energy efficiency program incentives in 2011 versus 2010. Average prices estimates for specialty CFLs (with and without incentives) were approximately twice as high as estimates provided for general purpose CFLs.
- Ten of the twelve we interviewed in early 2012 sold LED lamps in 2011, and all reported increased LED lamp sales between 2010 and 2011 (with estimated increases ranging from 3% to 650% among respondents). Several respondents cited increased utility promotional activity for LED lamps as a reason for increased sales as well as a general decline in LED lamp prices.
- Nearly all of the suppliers who sold LED lamps in 2011 asserted that cost is the primary barrier for increasing use of LED lamps in residential applications.
- Ten of the twelve we interviewed in early 2012 sold incandescent lamps in 2011. When asked whether incandescent sales increased or decreased between 2010 and 2011, responses were highly varied. Respondents who mentioned increased incandescent lamp sales attributed them primarily to EISA regulations and those who cited declining sales cited the economy and the availability of reasonably-priced CFLs with energy efficiency program incentives. A few manufacturers and retailers mentioned that EISA regulations have driven up the price of incandescent lamps.

7. Conclusions and Recommendations

7.1 Conclusions

Based on the findings above, we conclude the following:

1. **Northwest Energy Star CFL sales declined by 15 percent between 2010 and 2011 and are unlikely to increase dramatically in the future** without substantial external influences (such as major shifts in the economy). Following steady sales between 2009 and 2010, regional Energy Star CFL sales dropped from 18.2 million in 2010 to 15.4 million in 2011, the lowest annual sales since 2006. CFL purchase rates are holding steady and consumers continue to store CFLs rather than installing them, suggesting that CFL sales may have reached a plateau.

2. **Energy Efficiency program incentives played a larger role in the region's CFL sales in 2011 than in previous years.** Between 2005 and 2010, incentive sales averaged about 30 percent of the region's total sales. In 2011, this percentage increased to more than fifty percent, higher than any other year since sales data tracking efforts began in 2001. Incentive CFL sales reached nearly 8 million (of a total 15.4 million) in 2011.

3. **Big box stores continue to dominate the retail landscape for CFLs** as evidenced by shelf surveys and consumer telephone surveys, particularly in terms of:

    - **Share of total regional Energy Star CFL sales.** Big box stores held steady at 87 percent of total region sales between 2010 and 2011.

    - **Share of regional Energy Star CFL sales for which energy efficiency program incentives were provided.** Although this share decreased by a few percentage points between 2011 and 2012, big box stores still account for approximately 90 percent of total Energy Star CFLs sold in the region with energy efficiency program incentives.

    - **Consumer shopping habits for CFLs.** Consumers continue to cite do-it-yourself and mass merchandise stores as the store types in which they most frequently shop for CFLs. and the percentage who cited wholesale clubs increased by a significant margin between 2010 and 2011.

    - **Energy-efficient lamp diversity.** In terms of the average number of lamp models observed per store in 2011, CFL diversity is higher in big box stores than non big box stores throughout the region – 60 percent higher for general purpose CFLs and twice as high for specialty CFLs. Big box stores also stocked nearly 6 times as many LED lamp models per store, on average, as non big box stores.

    - **Average price paid by Northwest consumers.** The average price paid for CFLs in big box stores in 2011 was roughly half the price paid in non big box stores for both general purpose and specialty CFLs.

4. **The overall average price paid for CFLs was lower in 2011 than at any time since NEEA began tracking this metric in 2006—but this overall picture obscures other trends.** The overall average price paid for CFLs by Northwest consumers dropped by nearly 70 cents between 2010 and 2011 (from $4.06 to $3.37). This drop was driven by a change in the average price paid for general purpose CFLs, which fell nearly 80 cents per lamp between 2010 and 2011. CFL suppliers who reported declining prices asserted that energy efficiency programs were primarily responsible. However…

    - **The average price paid for specialty CFLs increased by more than a dollar between 2010 and 2011** in the Northwest despite a decline in the overall average price paid for CFLs (up to $5.71 per lamp);

    - **The average price paid in non big box stores was at least twice as high as in big box stores** for both general purpose and specialty CFLs in 2011; and

    - **The average price paid was higher in urban stores than in rural stores** for both general purpose and specialty CFLs.

5. **There are still some noteworthy gaps in consumer understanding regarding energy-efficient lamps**, particularly in the areas of:

    - **Specialty CFL awareness.** General awareness of CFLs in the region increased significantly between 2011 and 2012 such that only two percent of the Northwest population is unaware of CFLs. However, the proportion who were aware of specialty CFLs held steady between 2011 and 2012 at just over one-third of the population, and of those who were aware, there was no change in overall installation rates between years.

    - **CFL installation opportunities.** Great potential still exists in the region for general purpose and specialty CFL installations as CFL users report they have an average of 10 CFLs installed in their homes with an additional 6 in storage. However, consumer awareness of specialty CFLs remained flat between 2010 and 2011 (as mentioned above), and many respondents who have CFLs in storage report that they're waiting for their incandescent lamps to burn out before installing their CFLs. Market barriers thus remain to significantly increasing CFL installations in general and specialty CFL installations in particular.

    - **Understanding of energy-efficient lamp options.** Awareness of EISA legislation has increased among Northwest consumers over time but continues to be fairly low, demonstrating another possible need for educational efforts. In January 2012, only 40 percent of consumers were aware that traditional 100-watt incandescent lamps were being phased out as of 2012, and only half of consumers report that they will switch to a new type of light bulb (such as CFLs or LED lamps) when 100-watt incandescent lamps are no longer available. Some lamp suppliers reported increased sales of incandescent lamps in 2011 and several commented on the need for consumer

education regarding the range of lamp types available as the regulations take effect. In NEEA's 2011 market tracking study, utility program managers voiced a similar perspective.

6. **LED lamps are developing an increased presence in the Northwest market.** Nearly half of the region's stores stocked LED lamps in late 2011/early 2012, with big box stores – and especially urban big box stores – leading the way. Lamp suppliers who sell LED lamps all reported increased sales between 2010 and 2011, citing increased utility promotional activity for LED lamps as a reason for increased sales as well as a general decline in LED lamp prices.

7.2 Recommendations

Based on the conclusions described above, we recommend:

- **NEEA should consider working with regional energy-efficiency program sponsors on a common set of priorities for consumer lighting incentive programs.** Since energy-efficiency program incentive sales comprised more than half of regional sales in 2011—a greater percentage than at any time since NEEA began tracking this metric in 2001—it is important to consider the increasing implications of these programs with regard to the broader residential lighting market. When NEEA's Savings with a Twist and subsequent upstream incentive programs were active, one priority was to increase the availability of high-quality CFLs in rural areas and through non-traditional retail channels (such as drug stores and grocery stores). Since NEEA's withdrawal from the incentive program arena, these priorities have not necessarily been supported to the same degree by other incentive providers in the region.

  If the primary priority of the region's individual energy-efficiency programs is simply to increase CFL sales, the trends related to higher pricing in rural stores and non big box stores may not be troubling—after all, most of the incentives are going through big box stores, and those are the stores in which consumers report that they are shopping for CFLs. However, there may be other priorities—such as NEEA's prior focus on rural areas and non big box stores. Regardless of the specific priorities, there may be a role for an entity such as NEEA to help generate an agreed-upon set of objectives for consumer lighting incentive programs in the region.

- **NEEA should consider possible efforts to educate consumers regarding the range of energy-efficient lamps available and the range of household applications for these products.** Given the lagging awareness of specialty CFLs among Northwest consumers, the broad range of opportunities for increased installation of energy-efficient lamps within Northwest households, and the increasing attention to "newer" lamp types (such as Halogen-IR lamps and LED lamps) as EISA is phased in, now is a critical time in the Northwest lighting market's evolution. To ensure that the market progresses toward lamps of the greatest efficiency (LED lamps and CFLs) as EISA takes effect—rather than to minimally-compliant incandescent and halogen lamp options—NEEA may wish to provide the market with strategic messaging regarding energy-efficient lamp types and installation opportunities.

There are numerous efforts underway throughout the country to help consumers identify the most appropriate lamp choices for specific household applications, and several organizations have developed tools and images to help consumers understand their choices. By tailoring these messages slightly (to speak to all of the possible applications for energy-efficient lamp installations)—or by creating a separate message to "piggy-back" on messaging regarding the range of lamp types—NEEA may be able to nudge the Northwest lighting market toward greater efficiency as the range of consumer choices increases.

- **NEEA should consider incorporating additional lamp types into its sales data tracking efforts.** Given the possible leveling off (or decline) of the CFL market, the increasing reach of EISA over time, and the predicted increase in market presence for LED lamps, tracking sales of LED lamps (in addition to CFLs) would provide NEEA with a more complete picture of the Northwest market for energy-efficient lamps. Tracking sales of incandescent lamps (in addition to CFLs and LED lamps) would also enable NEEA to estimate the share of the Northwest lighting market comprised by energy-efficient alternatives. Tracking "energy-efficient lamps" as a product category (rather than CFLs exclusively) may provide a more appropriate lens through which to view the evolving consumer lighting market in the Northwest.

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B. Data Collection Instruments

B.1 Lighting Retail Store Shelf Survey Guide

B.2 Consumer Telephone Survey Instrument

B.3 Market Actor Interview Guide

C. Additional Shelf Survey Findings

Below are the detailed results for the Lighting Retailer Surveys conducted in late 2011/early 2012 and analyzed in early 2012.

C.1 Sample Design

The sample frame for the lighting retailers was taken directly from the third Market Progress Evaluation Report (MPER3) of NEEA's Energy Star Consumer Products – Lighting project[18], the original source of which was the prior project implementation contractor's 2006 lighting retailer database.[19] We stratified the sample by Rural Urban Continuum Code (RUCC) classification; store type; and within store type, by store ownership type (national, regional or franchise chain versus independent store).[20] Table 6 shows the distribution of retailers in the sample frame by strata.

Table 6
Lighting Retailer Shelf Survey Sample Frame, 2011

Store Type	Store Ownership	Population Count			Population Percentage		
		Urban	Rural	Overall	Urban	Rural	Overall
Warehouse Club	National Chain	33	0	33	1%	0%	1%
Do-It-Yourself	National Chain	146	9	155	6%	0%	6%
Drug and Grocery	National Chain	685	43	728	27%	2%	29%
	Regional Chain	286	19	305	11%	1%	12%
Mass Merchandise	Independent	26	18	44	1%	1%	2%
	National Chain	330	33	363	13%	1%	14%
	Regional Chain	27	19	46	1%	1%	2%
Small Hardware	Franchise	334	174	508	13%	7%	20%
	Independent	199	83	282	8%	3%	11%
	Regional Chain	77	7	84	3%	0%	3%
Total		**2,143**	**405**	**2,548**	**84%**	**16%**	**100%**

Table 7 shows the completed retailer shelf surveys by strata. During late 2011 and early 2012 we conducted a total of 96 surveys including 24 in Idaho, 8 in Montana, 40 in Oregon, and 24 in Washington. DNV KEMA staff completed 20 of the Oregon shelf surveys as part of an oversample project for Energy Trust of Oregon, which agreed to allow NEEA to include these surveys in this report and its analyses.

[18] KEMA, 2007.

[19] PECI, 2006.

[20] See KEMA, Inc., 2007 for more details on these categories.

Table 7
Lighting Retailer Shelf Survey Completes by Strata, 2011

Store Type	Store Ownership	Population Count			Population Percentage		
		Urban	Rural	Overall	Urban	Rural	Overall
Warehouse Club	National Chain	6	0	6	6%	0%	6%
Do-It-Yourself	National Chain	11	2	13	11%	2%	14%
Drug and Grocery	National Chain	14	1	15	15%	1%	16%
	Regional Chain	11	2	13	11%	2%	14%
Mass Merchandise	Independent	1	2	3	1%	2%	3%
	National Chain	15	1	16	16%	1%	17%
	Regional Chain	2	1	3	2%	1%	3%
Small Hardware	Franchise	10	3	13	10%	3%	14%
	Independent	8	1	9	8%	1%	9%
	Regional Chain	5	0	5	5%	0%	5%
Total		**83**	**13**	**96**	**86%**	**14%**	**100%**

Researchers calculated sample expansion weights by strata and applied them to each sample retailer such that the findings presented in this section represent the population of lighting retailers in the region that sell CFLs (as approximated by PECI's 2006 database). For affordability results across store types in the Northwest, we also applied sales weights based on regional CFL sales data gathered by Fluid Market Strategies.[21] Note that because incandescent and LED sales data are not available for the region, sales weights for these lamp types cannot be calculated; as such, the report presents pricing data for CFLs only.

C.1.1 Time Series Data

Because NEEA transitioned to a new geographic segmentation approach in 2011 – moving away from classification by Metropolitan Statistical Area and toward classification by Rural Urban Continuum Code (see Appendix D [section D.1.2] for more detail) – we are unable to provide time series comparisons by geography. However, we are able to compare results over time across the Northwest and by store category (big box versus non big box). Table 8 below shows the number of stores by store category for each phase of shelf surveys (2006 through 2011).

Table 8
Shelf Survey Store Visits by Store Category and Year, 2006—2011

Store Category	Year				
	2006	2008	2009	2010	2011
Big Box	36	24	31	24	41
Drug, Grocery, Small Hardware	52	34	47	34	55
All Stores	88	58	78	58	96

[21] Fluid Market Strategies, 2009.

C.2 Availability

To assess lamp availability, DNV KEMA field researchers collected information on the types of lamps present in each of the stores they visited as well as more detailed counts of the total number of packages for each lamp type and style. Researchers also recorded data on the number of lamps per package, which enables calculation of the total number of lamps for each lamp type per store. We present results below for CFLs, LEDs, and incandescent lamps by store category and geography (for the Northwest as a whole and by RUCC). We include time series data where possible.

C.2.1 Percentage of Stores Carrying Lamps

The sample frame for the shelf survey stores includes only stores that carry one or more lamp types. The tables in this section provide details on the percentage of stores visited by DNV KEMA researchers visited during the 2011 shelf surveys[22] that stocked each lamp technology (CFLs, LED lamps, and incandescent lamps) by store category during the time of our shelf survey visits. To be counted as a store that stocked a particular technology, the store must have one or more lamp in stock for that particular technology.[23] Below we present results for CFLs over time (both general purpose and specialty lamp styles) and for CFLs, incandescent lamps, and LED lamps by geography and store category within the 2011 data.

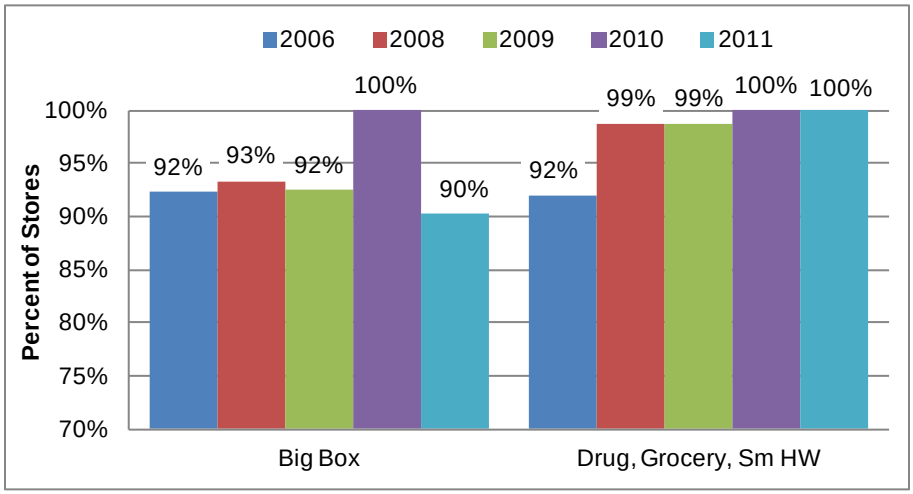
C.2.1.1 Percentage of Stores Carrying CFLs Over Time

Figure 6 shows the percentage of stores visited during the 2006, 2008, 2009, 2010 and 2011 shelf surveys that stocked general purpose CFLs and/or specialty CFLs. Nearly all of the stores included in the 2011 shelf surveys stocked CFLs (98%), although the data suggest that a greater percentage of drug, grocery, and small hardware stores stocked CFLs than big box stores (100% versus 90%, respectively; see Figure 6). Figure 7 shows that in 2010, there a slightly higher proportion of Northwest retail stores in the sample carried general purpose CFLs (96%) compared to the proportion that carried specialty CFLs (91%), but this gap was largely eliminated in the 2011 results.

[22] For consistency with prior study periods, we refer to the shelf surveys conducted in late 2011/early 2012 as the "2011 shelf surveys" throughout.

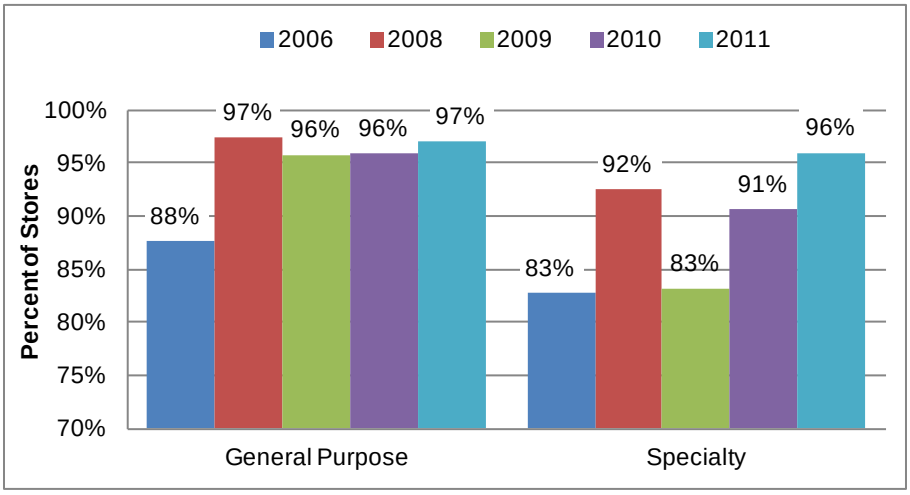
[23] This is a binary variable – a store either stocked a particular technology or did not – and does not reflect the volume of product stocked. Product volume is discussed in a later section.

Figure 6
Percent of Stores Carrying CFLs by Store Category, 2006—2011



See Table 8 above for number of stores visited per year.

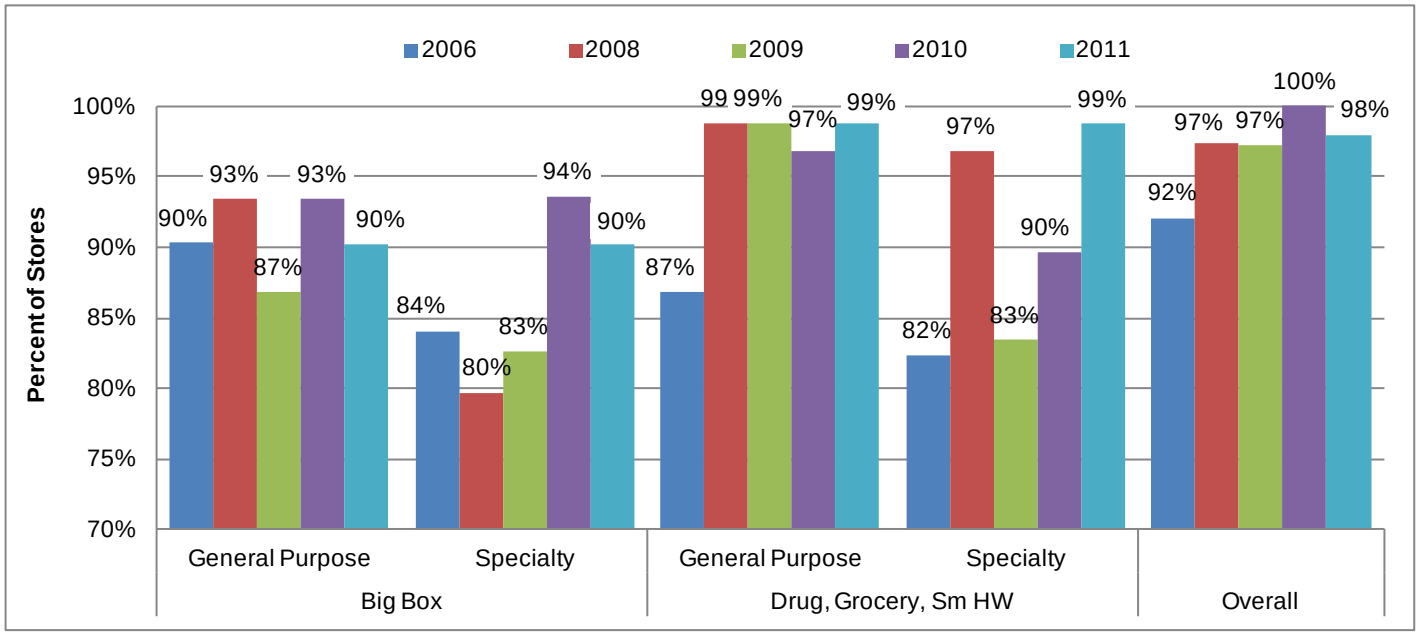
Figure 7
Percent of Stores Carrying CFLs by CFL Style Category, 2006—2011



See Table 8 above for number of stores visited per year.

When results are further examined by store category and CFL style category together, results suggest that a greater percentage of drug, grocery and small hardware stores carry both general purpose and specialty CFLs than big box stores in the same year (Figure 8). There was little change in these results between 2010 and 2011 among either CFL style category in big box stores (both declining by 3-4 percentage points) or for specialty lamps in drug, grocery and small hardware stores. However, there was nearly a 10 percent increase in the percentage of drug, grocery and small hardware stores that carried specialty lamps between 2010 and 2011 (from 90 to 99%).

Figure 8
Percent of Stores Carrying CFLs by Store Category and CFL Style Category, 2006—2011



See Table 8 above for number of stores visited per year.

C.2.1.2 Percentage of Stores Carrying Lamps by Technology, Store Category and Geography (2011)

Of the 96 stores in which DNV KEMA staff conducted the 2011 shelf surveys, nearly all stores carried incandescent and CFLs (99% and 98%, respectively) and 46 percent carried LED lamps. Figure 9 shows that the percentage of big box stores and drug, grocery and small hardware stores that carried CFLs and incandescent lamps in 2011 was very similar, while the percentage of big box stores that carried LED lamps was more than 20 percentage points higher than the percentage of drug, grocery and small hardware stores (64% versus 40%). By geography, Figure 10 shows little difference in the percentage of stores that carried each lamp technology between urban and rural stores.

Figure 9
Percent of Stores Carrying Lamps by Technology and Store Category, 2011

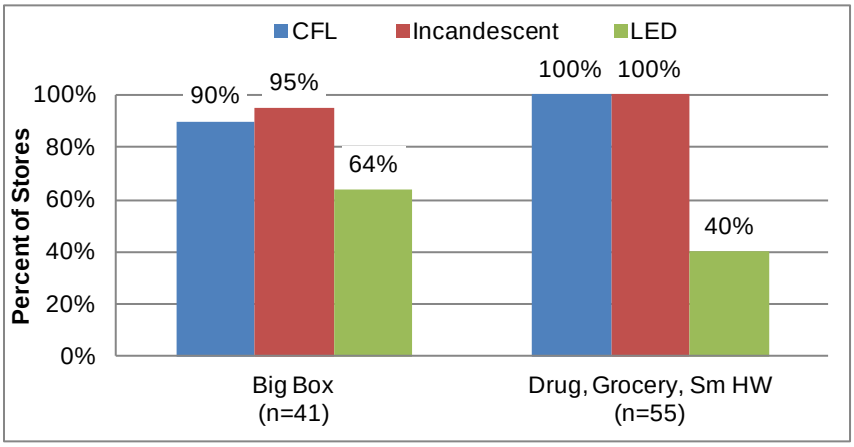
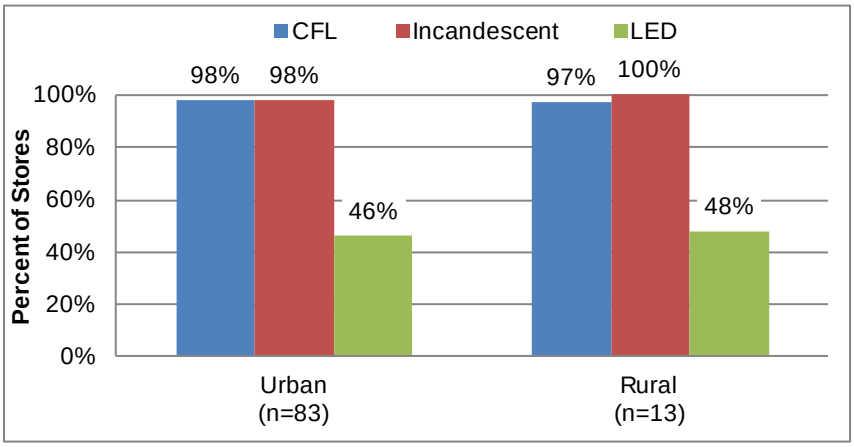
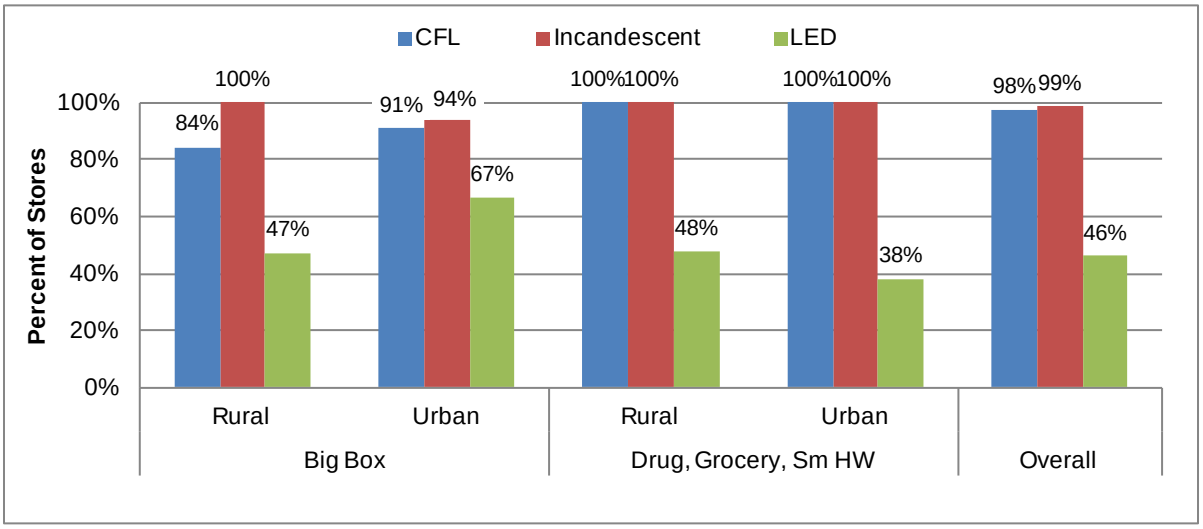


Figure 10
Percent of Stores Carrying Lamps by Technology and Geography, 2011



When examined by store category and geography together (Figure 11), there are few noteworthy differences in the percentage of stores carrying the three lamp technologies. A higher percentage of urban big box stores had CFLs in stock at the time of our 2011 shelf survey visits than rural big box stores (a difference of 20 percentage points), but the opposite was true within drug, grocery and small hardware stores – although with a smaller gap between urban and rural (10 percentage points).

Figure 11
Percent of Stores Carrying Lamps by Technology, Store Category and Geography, 2011

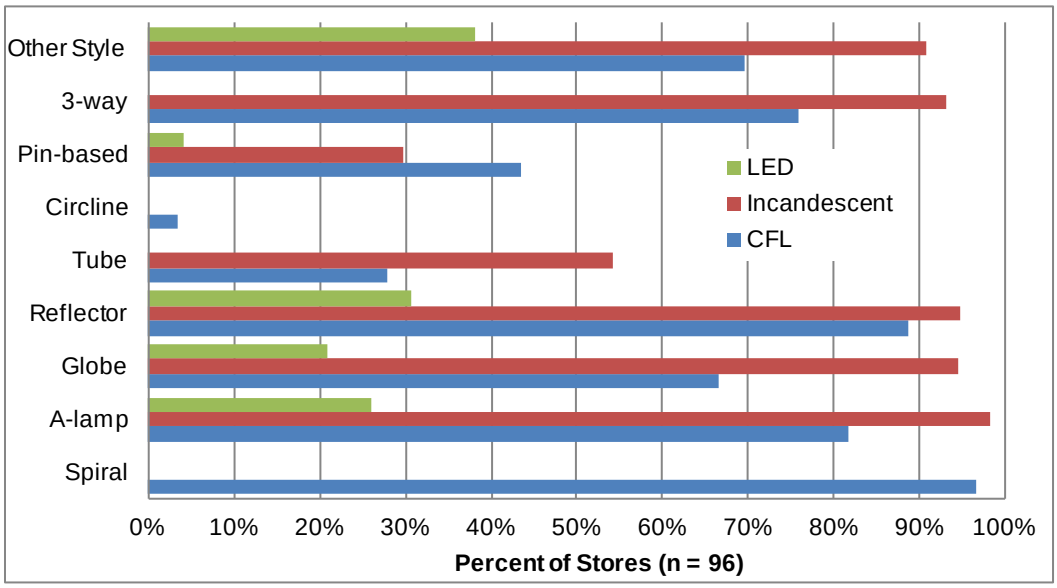


See Table 7 above for number of stores visited in each category.

C.2.2 Percentage of Stores Carrying Lamps by Lamp Style (2011)

Figure 12 below demonstrates the percentage of Northwest stores that carry specific lamp styles by lamp technology. As shown, more than 90 percent of Northwest retail stores stocked spiral style CFLs during the 2011 shelf surveys, surpassed only by the percentage of stores that carried incandescent a-lamps (98% of stores).

Figure 12
Percent of Stores Carrying Lamps by Technology and Detailed Lamp Style, 2011



C.2.3 Percentage of Lamps Stocked by Technology, Store Category and Geography (2011)

In addition to adding incandescent lamps and LED lamps to the 2011 shelf surveys, DNV KEMA staff counted the total number of lamp packages stocked for each lamp model found in the stores as well as the total number of lamps per package. These data enable calculation of the number of lamps stocked per store by technology (CFL, incandescent, LED). When analyzed by store category and/or geographic region, these data enable one to detect difference in stocking patterns.

Across all store categories and geographies, approximately 78 percent of the lamps stocked in Northwest retail stores during the 2011 shelf survey visits were incandescent lamps. Twenty percent were CFLs (five times as many general purpose as specialty) and approximately 2 percent were LED lamps.

Figure 13 shows the percentage of lamps in Northwest big box and drug, grocery and small hardware stores allocated among general purpose CFLs, specialty CFLs, incandescent lamps, and LED lamps. As shown in the figure, incandescent lamps dominated retail store inventories, although to a somewhat greater extent in drug, grocery and small hardware stores than in big box stores. Figure 14 suggests that there was little difference in the percentage of lamps stocked by lamp technology between urban and rural stores in the region at the time DNV KEMA staff conducted the 2011 shelf surveys.

Figure 13
Percent of Lamps Stocked by Technology and Store Category, 2011

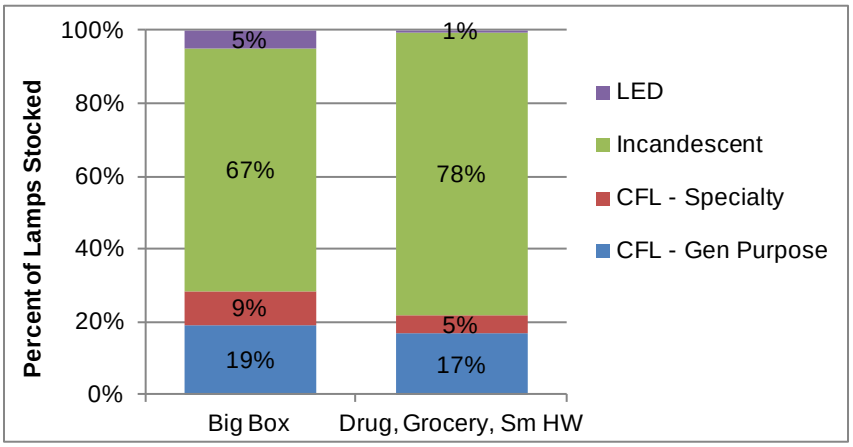
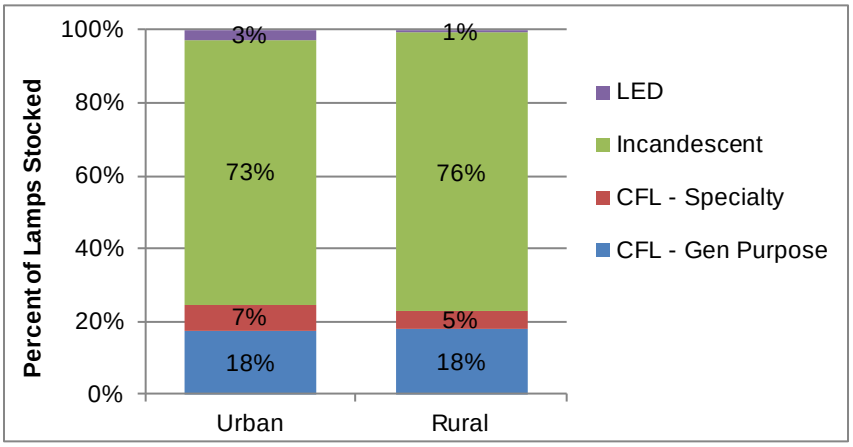
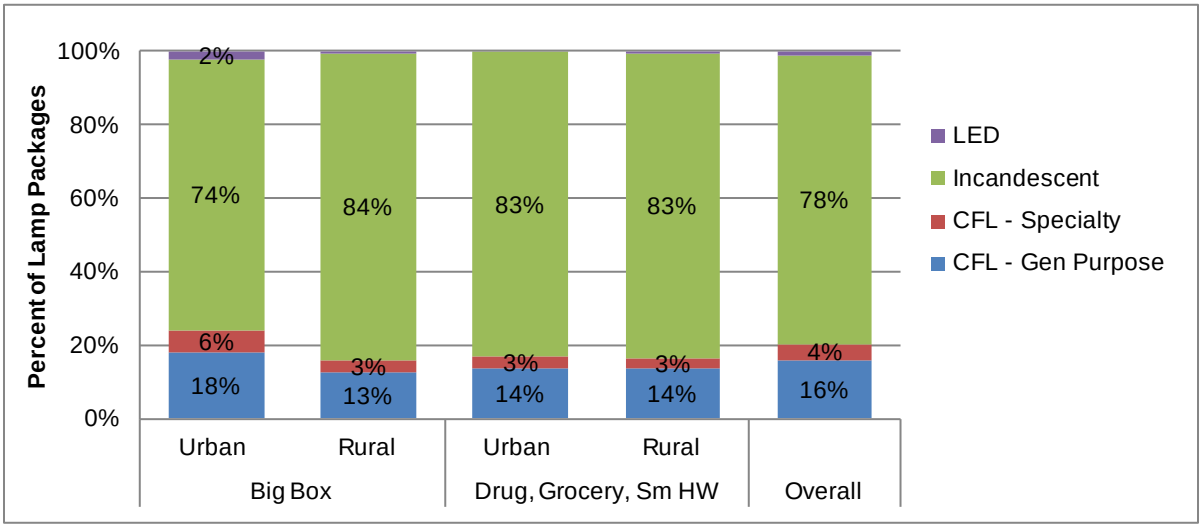


Figure 14
Percent of Lamps Stocked by Technology and Geography, 2011



When store category and geography are combined (Figure 15), results suggest no difference in stocking patterns between urban and rural drug, grocery and small hardware stores based on the allocation of lamps by lamp technology – at both geographic levels, 83 percent of the lamps stocked in these store types were incandescent lamps, 17 percent are CFLs, and less than one percent were LEDs. Within big box stores, a slightly higher percentage of the lamps stocked in rural stores were incandescent lamps (84%, compared to 74% in urban big box stores). Rural big box stores also stocked a smaller percentage of CFLs and LED lamps compared to urban big box stores.

Figure 15
Percent of Lamps Stocked by Technology, Store Category and Geography, 2011



C.3 Diversity

Below we discuss diversity in terms of the average number of general purpose and specialty CFL models available in each store over time (2006 through 2011). Within the 2011 data, we also compare the average number of lamp models by technology and geography.

C.3.1 Average Number of CFL Models per Store Over Time

Figure 16 shows the average number of CFL models stocked per store for the stores visited during the 2006, 2008, 2009, 2010 and 2011 shelf surveys. As shown, the average number of models per store has increased over time for non big box stores to an average of 36 models per store in 2011. Big box stores followed the same trend with the exception of a small dip in the average number of models between 2006 and 2008 followed by a recovery in 2009 and reaching 64 models per store, on average, in 2011 – almost twice as many models per store, on average, as in non big box stores. Figure 17 shows that while the average number of general purpose CFL models stocked per Northwest store has been increasing by a few models per year since 2006, the average number of specialty CFL models stocked per store has dropped slightly since 2009 (from an average of 18 models stocked per store down to 15 models in 2011).

Figure 16
Average Number of CFL Models per Store by Store Category, 2006—2011

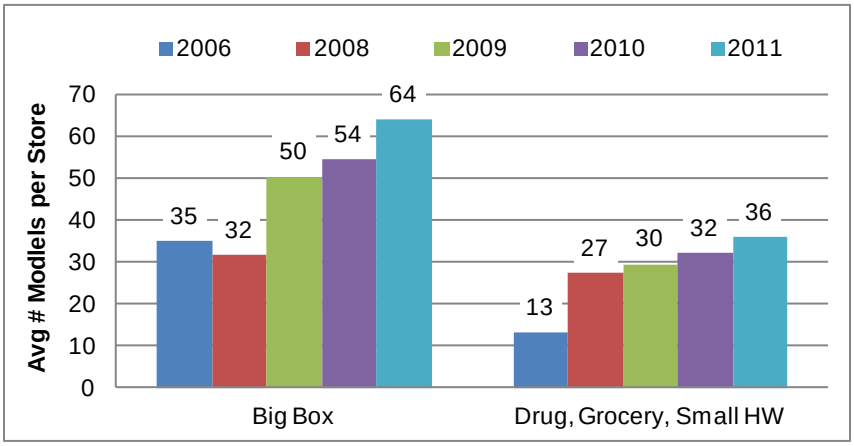


Figure 17
Average Number of CFL Models per Store by CFL Style Category, 2006—2011

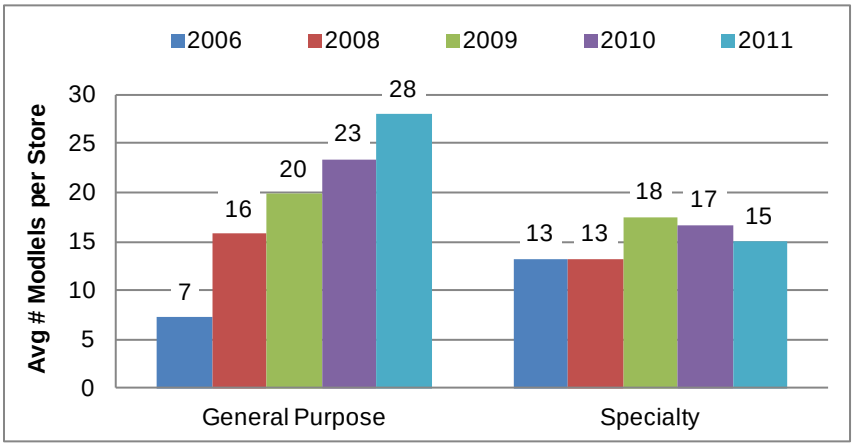
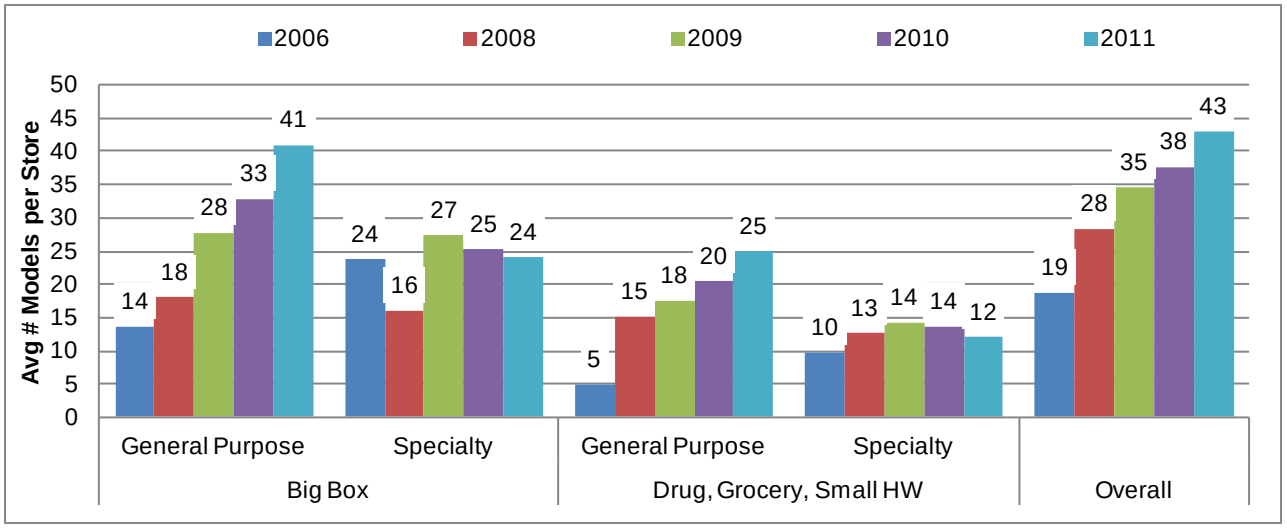


Figure 18 shows the average number of general purpose and specialty CFL models within each store type (big box versus drug, grocery, and small hardware stores) and overall (across store types). Contrasting this figure with Figure 16 above demonstrates that the diversity in CFL models offered in drug, grocery and small hardware stores is largely driven by general purpose CFL models. The same is true for within big box stores, although the average number of general purpose and specialty lamp models per store is much higher than in drug, grocery, and small hardware stores. Figure 18 also demonstrates that the general purpose lamp model diversity demonstrated in Figure 17 is largely driven by diversity within the big box channel.

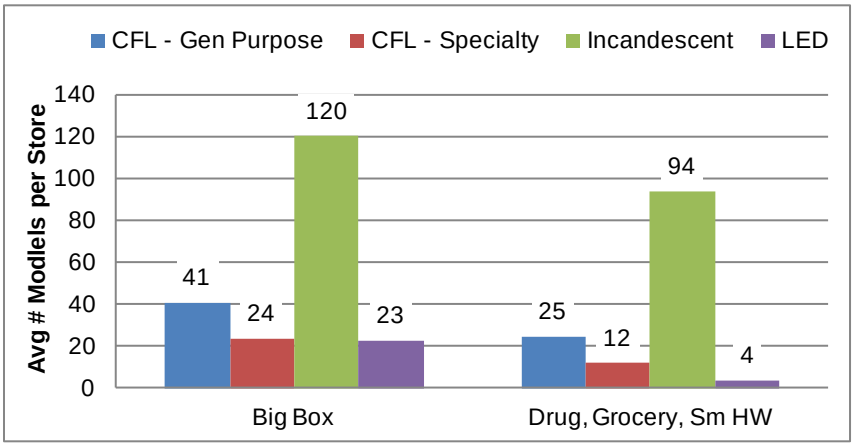
Figure 18
Average Number of CFL Models per Store
by Store Category and CFL Style Category, 2006—2011



C.3.2 Average Number of Lamp Models per Store by Technology, Store Category and Geography (2011)

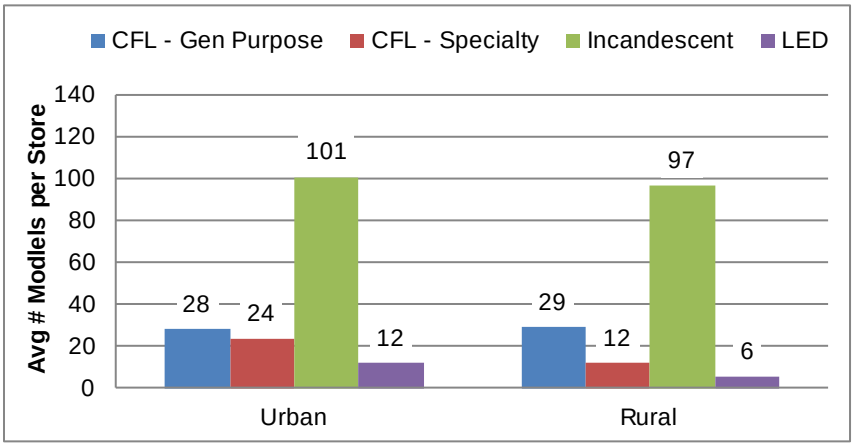
On average, field researcher found approximately 64 CFL models per store in big box stores and 36 CFL models per store in drug, grocery and small hardware stores during the 2011 shelf surveys. Figure 19 shows the average number of models per store cross four lamp technology groupings: CFLs (general purpose and specialty), incandescent lamps, and LED lamps. As shown, model number diversity was highest in big box stores across all technology types and was highest overall for incandescent lamps. For every general purpose model CFL in a Northwest big box store, field researchers found an average of three incandescent lamp models. In drug, grocery and small hardware stores, field researchers found an average of nearly 4 incandescent lamp models for every general purpose CFL model. The average big box store stocked twice as many specialty CFL models as in drug, grocery and small hardware stores (24 versus 12, respectively) and nearly six times as many LED lamp models (23 per big box store, on average, versus 4 per drug, grocery or small hardware store).

Figure 19
Average Number of Lamp Models per Store by Technology and Store Category, 2011



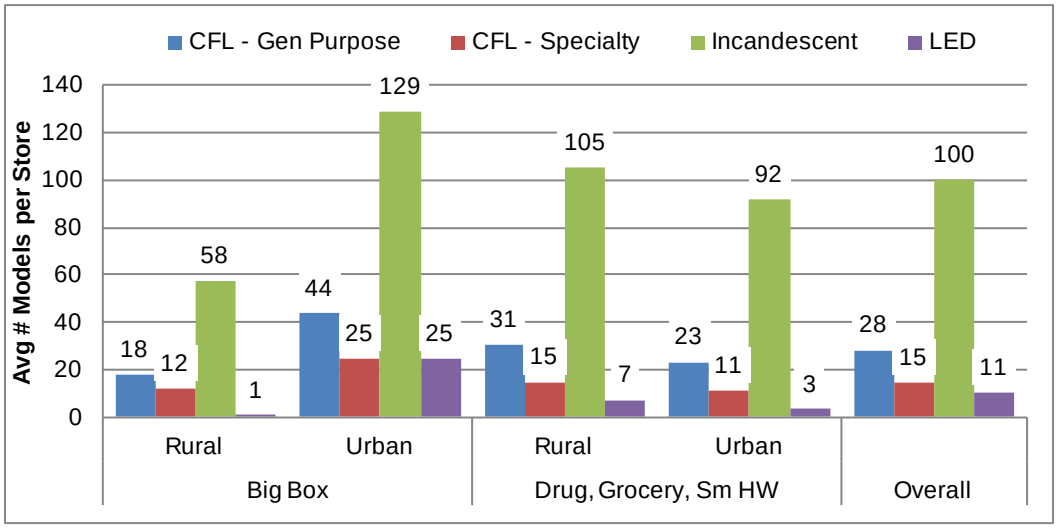
When the average number of models per store is examined by geography (urban versus rural stores), results between the geographies are similar in terms of the average number of general purpose CFL and incandescent lamp models per store (Figure 20). Among specialty CFLs and LEDs, however, urban stores averaged twice as many lamp models per store as rural stores. Across both CFL style categories (general purpose and specialty), urban and rural stores averaged 43 and 42 models per store, respectively.

Figure 20
Average Number of Lamp Models per Store by Technology and Geography, 2011



When the average number of lamp models per store is examined by store category and geography (Figure 21), geographic differences among the big box stores are particularly striking. The data suggest that urban big box stores averaged approximately 69 CFL models per store compared to only 25 models per store among rural big box stores (not shown). The same trend is apparent among rural and urban big box stores for incandescent lamps and LED lamps: rural stores stocked approximately half as many incandescent lamp models per store, on average, as urban big box stores, and urban big box stores averaged 25 LED lamp models per store compared to only one, on average, among rural big box stores. Results within the drug, grocery, and small hardware store category are more similar between urban and rural stores than the big box stores, but rural drug, grocery, and small hardware stores stocked more models of each lamp technology type per store, on average, than urban drug, grocery and small hardware stores.

Figure 21
Average Number of Lamp Models per Store
by Technology, Store Category and Geography, 2011



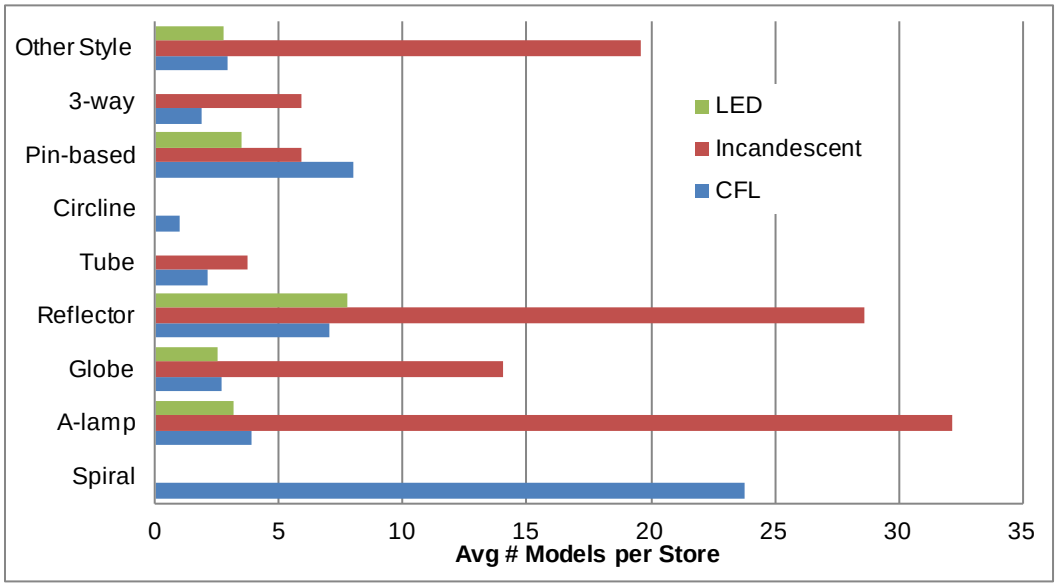
C.3.3 Average Number of Lamp Models per Store by Lamp Style, Store Category and Geography (2011)

The lighting shelf survey also studied CFL diversity by lamp style (a-lamp, reflector, etc.) for CFLs, incandescent lamps, and LED lamps. These comparisons are useful to demonstrate the range of lamp options available by technology to fit a specific application.

Figure 22 demonstrates that Northwest stores stock approximately 32 incandescent a-lamp models per store, on average, compared to 4 CFL a-lamp models and 3 LED a-lamp models. The figure also shows that LED lamp diversity is highest within the reflector style, for which Northwest stores carry an average of 8 lamp models per store, compared to 7 CFL reflector models per store, on average, and 29 incandescent reflector lamp models per store.

For CFLs in particular, more detailed data suggest that big box stores are the clear drivers of diversity among models stocked in Northwest stores for spiral and reflector style lamps, while the average number of CFL models per store is similar between big box and drug, grocery and small hardware stores among the other CFL styles. The data also suggest that there are only small differences in the average number of CFL models per style carried in urban versus rural stores during the 2011 shelf surveys.

Figure 22
Average Number of Lamp Models per Store by Technology and Detailed Lamp Style, 2011



C.4 CFL Price

Below we discuss the average price paid by Northwest consumers for CFLs over time (2006—2011) as well as more detailed results on the average price paid per CFL in 2011.

C.4.1 Average Price per CFL Paid by Consumers Over Time

In 2006, NEEA and KEMA, Inc. staff discussed a set of assumptions regarding consumer choices in retail stores to estimate the average price paid by Northwest consumers for general purpose CFLs. Based on these discussions, the assumption was made that for general purpose CFLs, consumers typically make choices based upon lamp wattage and price.[24] NEEA and KEMA, Inc. staff thus agreed upon the assumptions show below in Table 9, where the percentages represent the proportion of total general purpose CFLs purchased by Northwest consumers that fall into each category. In other words, based on these assumptions, thirty percent of the general purpose CFLs purchased by Northwest consumers are the lowest-price lamp in the low wattage category (≤18 watts) in each store, while only 1 percent of the total lamps general purpose CFLs purchased by Northwest consumers are the highest-price high wattage lamps in the store (≥30 watts).

[24] Note that all of the assumptions discussed in this section have been maintained over time to support consistent year-to-year comparisons.

Table 9
Number of Completed Store Visits by Store Type, 2011-2012

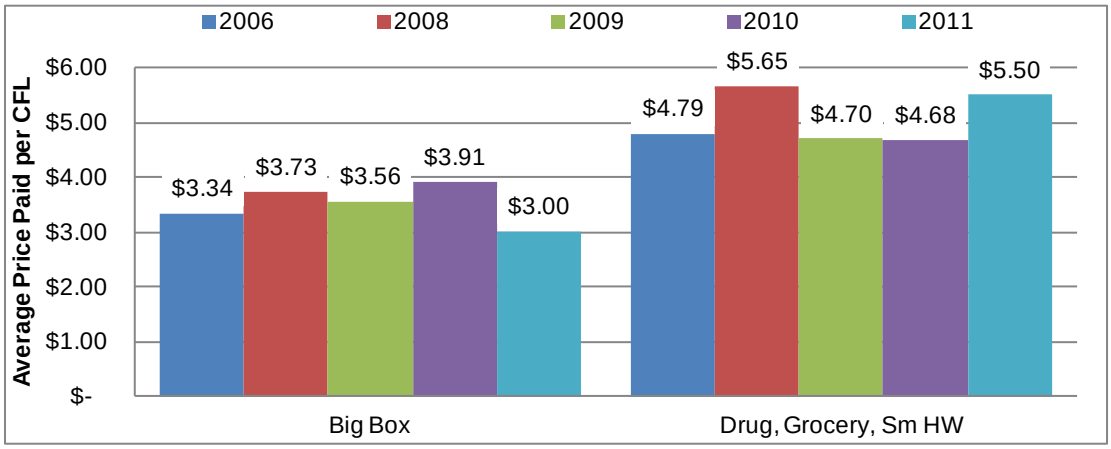
Wattage Category	CFL Price		
	Minimum	Mean	Maximum
Low (≤18 watts)	30%	6%	2%
Medium (19 - 29 watts)	40%	8%	3%
High (≥30 watts)	10%	2%	1%

Based on these assumptions, analysts calculated the average general purpose CFL price paid by consumers. Within each store, analysts calculated the minimum, mean and maximum price for CFLs in each wattage category, and then weighted these prices based on CFL sales to create a minimum, mean and maximum price within for each wattage category across the Northwest region. Then the above assumptions were applied to estimate the average price paid by the customer in the region for a general purpose CFL.

No assumptions are made regarding purchases of specialty lamps (but sales weights are applied for these lamps). For overall CFL prices (including both general purpose and specialty lamps), the agreed-upon assumption is that ninety percent of CFLs purchased are in the general purpose category and that the remaining 10 percent are in the specialty category. Below we present results on "average price paid" by Northwest consumers during the late 2011/early 2012 period.

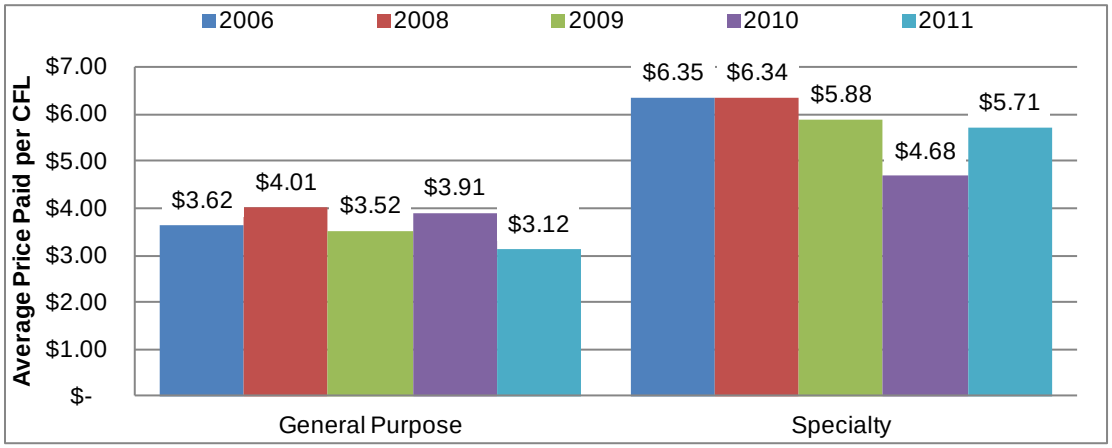
Results from the 2011 shelf surveys suggest that the average price paid by Northwest consumers across all CFL styles and store types $3.37, down from $4.06 in 2010 (a decline of 69 cents). When examined by store category (Figure 23), results suggest that while the average price paid dropped by approximately $0.91 cents between 2010 and 2011 in big box stores (to $3.00 per CFL), the average price paid in drug, grocery, and small hardware stores in the Northwest increased nearly the same amount ($0.82) in the same timeframe to $5.50.

Figure 23
Average Price Paid for CFLs by Store Category, 2006—2011



When examined instead by CFL style category (general purpose versus specialty CFLs), results suggest that general purpose CFL prices declined by 79 cents (from $3.91 to $3.12) between 2010 and 2011 (Figure 24). Within the same timeframe, specialty CFL prices increased by more than a dollar – from $4.68 to $5.71 (an increase of $1.03). The opposite trend occurred between 3009 and 2010, during which time general purpose CFL prices increased slightly and specialty CFL prices dropped by more than a dollar. These changes may be the result of shifting incentive program funding allocations between general purpose and specialty CFLs in the Northwest.

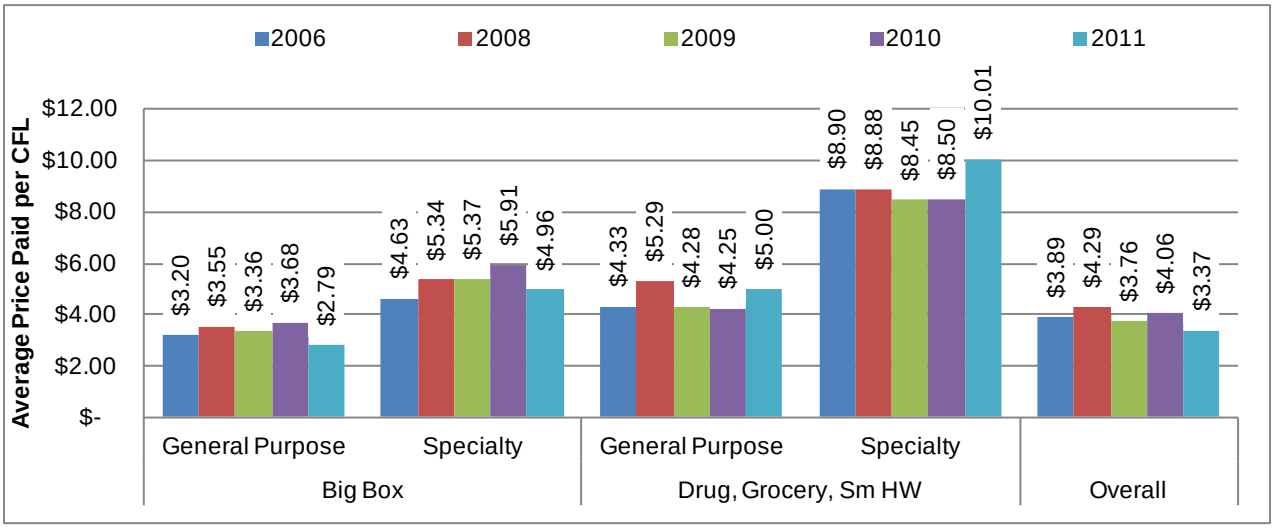
Figure 24
Average Price Paid for CFLs by Style Category, 2006—2011



When results are further examined by store category and lamp style category over time (

Figure **25**), the average price paid for specialty CFLs in drug, grocery and small hardware stores during 2011 was more than twice the average price paid for specialty lamps in big box stores and more than twice the price for general purpose lamps in either store category. The average price paid for general purpose CFLs was also lower in big box stores than in drug, grocery and small hardware stores ($2.79 versus $5.00).

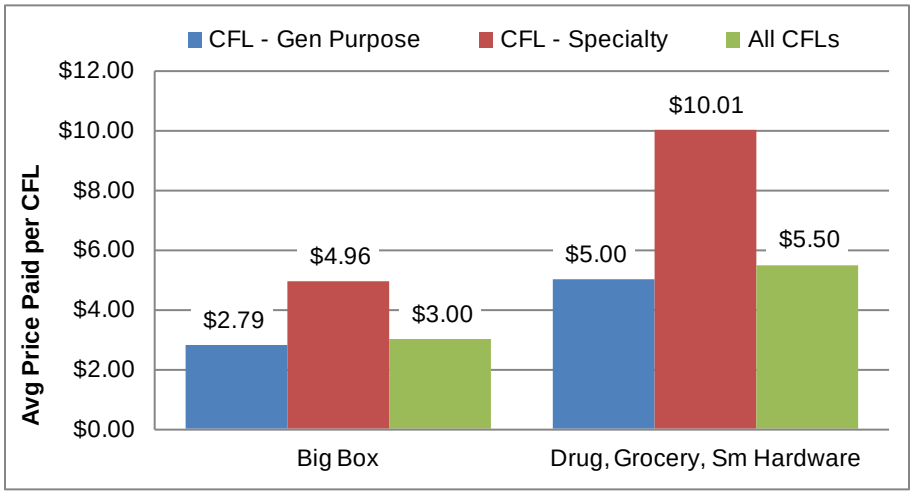
Figure 25
Average Price Paid for CFLs by Store Category and CFL Style Category, 2006—2011



C.4.2 Average Price per CFL Paid by Consumers by Store Category and Geography (2011)

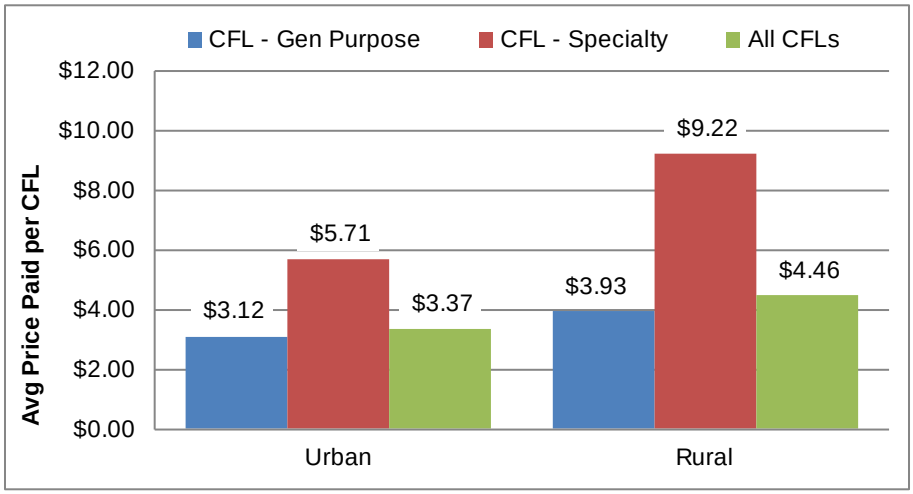
Figure 26 below shows estimates of the average 2011 price paid by Northwest Consumers for general purpose CFLs, specialty CFLs, and CFLs overall within big box stores and drug, grocery, and small hardware stores. As shown, the average CFL price paid in drug, grocery and small hardware stores was approximately $2.50 higher per lamp than in big box stores ($5.50 versus $3.00). The average price paid per general purpose CFL in drug, grocery and small hardware stores was nearly twice the average price paid in big box stores ($5.00 versus $2.79), while the average price paid for specialty CFLs was more than twice as high in drug, grocery and small hardware stores as in big box stores ($10.01 versus $4.96, respectively).

Figure 26
Average Price Paid per CFL by CFL by Style Category and Store Category, 2011



When results are instead examined by geography, the overall average price paid for a CFL in rural areas of the Northwest in 2011 was more than a dollar higher than in urban areas ($4.46 versus $3.37; see Figure 27). The difference in average price paid by consumers for general purpose CFLs in rural areas in 2011 was $0.81 higher than in urban areas ($3.93 versus $3.12), while the average price paid for specialty CFLs in rural areas was $3.51 more than in urban areas ($9.22 versus $5.71).

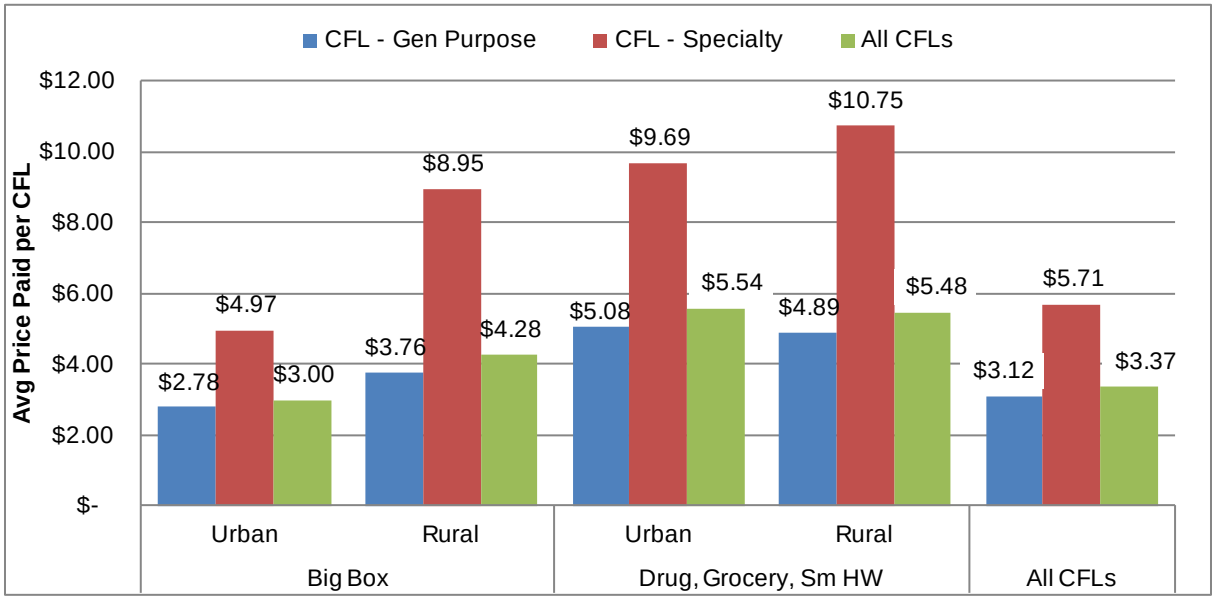
Figure 27
Average Price Paid per CFL by Style Category and CFL Geography, 2011



When the 2011 average price paid for CFLs by Northwest consumers is examined by both store category and geography (urban versus rural), results suggest that rural prices paid were higher than their urban counterparts in all cases. Rural areas are driving the higher overall average price paid for

specialty CFLs in the region during 2011, while the average price paid for general purpose CFLs seems to have been driven more by the difference in average prices paid by Northwest consumers between the two store categories (big box versus drug, grocery, and small hardware stores).

Figure 28
Average Price Paid per CFL by CFL Style Category, Store Category and Geography, 2011



D. Additional Consumer Survey Results

D.1 Methods

D.1.1 Overview

KEMA conducted the 2012 consumer surveys with a stratified random sample of households in Idaho, Montana, Oregon and Washington. The sample for the 2012 consumer surveys was designed to meet the following criteria:

- Accurately represent Urban and Rural populations and facilitate comparisons between the two;
- Maintain representation of Metro/Non-Metro and East/West areas, in order to facilitate comparisons to prior studies; and
- Provide reasonable estimates at the state level and ensure that results can be compared between states.

The sample allocations are based on the U.S. Census Bureau's most current estimates of 2009 population by county (from 2009).[25] KEMA merged these county-level population estimates for each of the four states with the RUCC data and the Metro/Non-Metro designations that were used to prepare NEEA's 2011-2012 shelf survey sample. We stratified the population of the four states into 16 strata defined by the existing combinations of the four Northwest states, RUCC designation (rural or urban) and the various combinations of metro/non-metro and east/west according to MSA Designation.

D.1.2 Explanation of RUCC Classifications

In its previous market tracking reports, the Northwest Energy Efficiency Alliance (NEEA) typically presented results for the region as a whole as well by geographic location where possible. For the past several years, NEEA has presented geographic results at the state level and by metropolitan areas east and west of the Cascades mountain range versus nonmetropolitan areas in the region. These designations were based upon Metropolitan Statistical Area (MSA) classifications defined by the United States Office of Management and Budget (OMB) as published by the United States Census Bureau. For residential lighting market tracking efforts, NEEA reported results by MSA and Non-MSA designation, further subdividing "Metro" into "metro east" (metropolitan areas east of the Cascades mountain range) and "metro west" (metropolitan areas west of the Cascades), and presenting "Non-Metro" (nonmetropolitan areas throughout the region) to enable comparisons among population centers and less populated areas within the region.

In 2011, NEEA shifted its focus toward a different set of classifications of metropolitan versus nonmetropolitan areas utilized by the United States Department of Agriculture Economic Research Service (ERS). The ERS utilizes Rural Urban Continuum Codes (RUCC) that further classifies

[25] U. S. Census Bureau, 2011.

counties based on population sizes and functional adjacency to one or more metropolitan areas. These RUCC are comprised of nine categories based on population size, with category 1 indicating the greatest degree of urbanity (i.e., largest population centers) and category 9 indicating the greatest degree of "ruralness" (i.e., smallest populations). Based on these definitions, NEEA has grouped categories 1 through 5 as "urban" and categories 6 through 9 as "rural."

While the MSA/Non-MSA classifications described above include many suburban areas in the "nonmetropolitan" category, the RUCC deem many suburban areas to be in the "urban" category (provided that they meet minimum population thresholds). Because of this re-categorization of suburban areas, the RUCC "rural" designation comprises a smaller proportion of the total Northwest population than the MSA "nonmetropolitan" designation. Because of this shift, comparing consumer survey results between years based on urban versus rural classifications is not possible; thus data are presented for urban and rural results for 2011 only.[26]

D.1.3 Sample Disposition

[26] Note that the same limitations apply to shelf survey results – geographic comparisons (urban versus rural) are possible only within the 2011 results.

Table 10 shows the population of the four states into 16 strata defined by the existing combinations of the four Northwest states, RUCC designation (rural or urban) and the various combinations of metro/non-metro and east/west according to MSA Designation. The table also shows the disposition of the 606 completed consumer telephone surveys by strata.

Ten percent of the population across the four Northwest states is in the rural sector, and 90 percent is in the urban sector. However, to ensure comparability between the urban and the rural sectors (per RUCC designations) and similar statistical precision for each sector's survey estimates, KEMA opted for a sample design that allocates approximately 45 percent of the sample points to the rural sector and the balance to the urban sector. Within each sector, the sample is proportional to the 2009 population estimates of the Census.

Table 10 illustrates the sample strata, the proportion of population in each cell, the number of sample points allocated, and the number of completed surveys.

Table 10
Northwest Population and Completed Consumer Surveys by Strata, 2012

Stratum	State	RUCC Designation	MSA Designation	Percent of 2009 Population	2012 Sample	
					n	Percent
1	ID	Rural	Non-Metro East	3%	80	13%
3	ID	Urban	Non-Metro East	4%	13	2%
2	ID	Urban	Metro East	5%	20	3%
4	MT	Rural	Non-Metro East	3%	73	12%
6	MT	Urban	Non-Metro East	3%	11	2%
5	MT	Urban	Metro East	2%	7	1%
7	OR	Rural	Non-Metro East	0%	6	1%
8	OR	Rural	Non-Metro West	2%	46	8%
10	OR	Urban	Non-Metro West	6%	24	4%
9	OR	Urban	Metro West	21%	78	13%
11	WA	Rural	Non-Metro East	0%	7	1%
12	WA	Rural	Non-Metro West	2%	60	10%
15	WA	Urban	Non-Metro East	0%	2	0%
16	WA	Urban	Non-Metro West	6%	21	3%
13	WA	Urban	Metro East	2%	7	1%
14	WA	Urban	Metro West	41%	151	25%
Total				**100%**	**606**	**100%**

KEMA analysts created and applied sample expansion weights to the data such that the results are representative of the Northwest residential population. We analyzed the 2012 survey data using both time series[27] and cross-sectional comparisons to understand longitudinal changes in the market as well their underlying causes. We compared results by various categories of consumers, including their awareness and purchases of CFLs in the past. We also analyzed results by geographic region (urban versus rural per the RUCC designations). We looked for meaningful and statistically significant time series or cross-sectional differences (at the 90% level of confidence). Appendix B provides the data collection instrument used for the 2010 consumer surveys, and Appendix E provides cross-tabulations of each survey question in banner table format.

D.2 CFL Awareness and Purchases

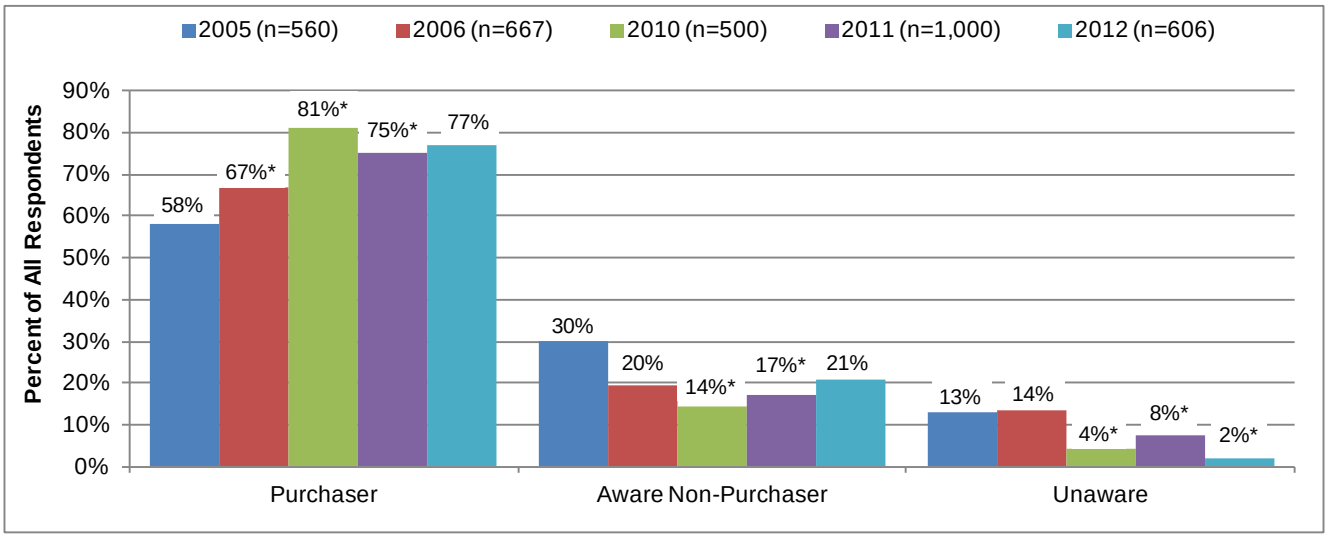
D.2.1 CFL Awareness and Purchases – Overall

Figure 35 shows changes in awareness and purchaser categories over time for consumers in the Northwest. Purchasers are consumers who have bought one or more CFLs at any time. Aware non-purchasers are consumers who are aware of CFLs, but have never purchased them. Unaware

[27] The 2012 survey included many of the same questions as those conducted in previous years back to 2004.

consumers are those who have never heard of CFLs even when prompted with a description.[28] As shown, overall awareness of CFLs has increased from 92 percent in 2011 to 98 percent in 2012, a statistically significant change.[29] The percentage of respondents who are unaware of CFLs has also dropped by a statistically significant margin between 2011 and 2012 (from 8% to 2%, respectively). There are no statistically significant differences in awareness or purchase rates by state or RUCC designation within the Northwest.

Figure 29
Consumer CFL Awareness and Purchaser Categories, 2004–2011



* Difference from prior study period (within awareness/purchaser category) is statistically significant.

Approximately 37 percent of CFL purchasers in the Northwest were aware of specialty CFLs in early 2012, unchanged from the 2011 survey results.[30] There were no statistically significant differences in awareness of specialty lamps by state or region (urban versus rural) in the 2012 survey results. Also unchanged between 2011 and 2012 was the proportion of respondents who reported that they were aware of specialty CFLs and had them installed in their homes.

[28] The CFL description reads, "Compact fluorescent bulbs, or CFLs, are small fluorescent bulbs that fit in regular light bulb sockets. The most common CFLs look different than standard bulbs. They are often made out of thin tubes of glass bent into loops."

[29] Statistical significance is reported at the 90 percent level of confidence throughout.

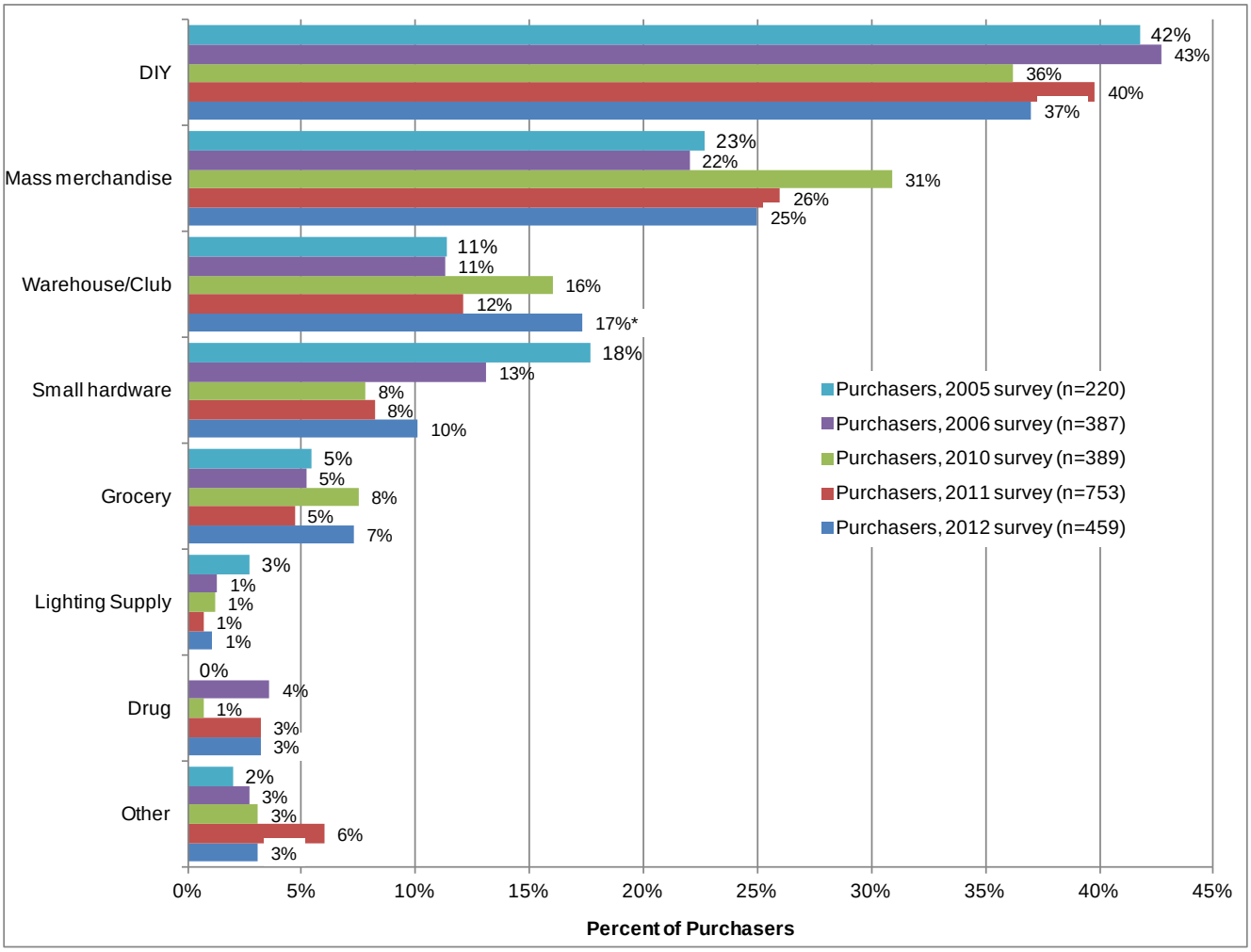
[30] The survey asked, "Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?" If the respondent answered, "Yes," a follow-up question asked the respondent to describe the CFL shapes with which they were familiar. Respondents who were familiar with only spiral CFLs and/or a-lamps were characterized as "unaware" of specialty CFLs, and respondents who were familiar to other CFL shapes (in addition to spirals and/or a-lamps) were characterized as "aware" of specialty CFLs.

D.2.2 Where CFLs Have Been Purchased

The consumer survey asked all CFL purchasers where they purchased CFLs most recently. As shown in Figure 38, do-it-yourself (DIY) stores such as Home Depot and Lowe's continue to be the most common store category in which CFLs are purchased followed by mass merchandise chains. There has been a statistically significant increase in the proportion of consumers in the Northwest who report purchasing CFLs in wholesale clubs between 2011 and 2012 (from 12% to 17%).

There were no other statistically significant changes between 2011 and 2012 at the regional level. When results are compared between rural and urban areas (as defined by RUCC designations), however, the data suggest that a greater proportion of rural purchasers buy CFLs in small hardware stores than in urban areas (16% versus 9%, respectively) and that a greater proportion of urban purchasers bought CFLs in wholesale clubs than rural shoppers (17% versus 11%, respectively). These differences are statistically significant. These results make sense in that wholesale clubs tend are concentrated in more urban areas while small hardware stores are distributed throughout both urban and rural areas in the Northwest.

Figure 30
Where CFLs Are Purchased Among CFL Purchasers, 2005–2012*



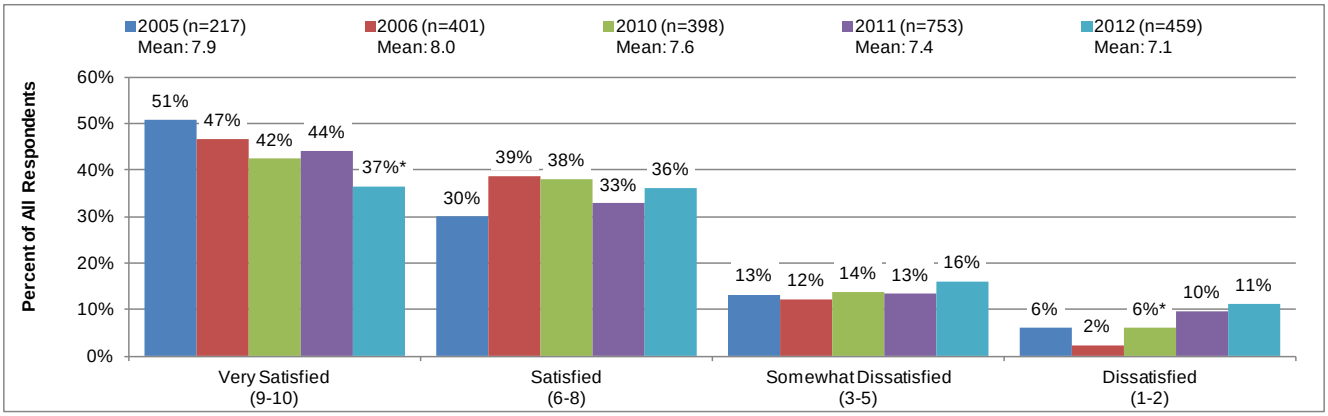
* Question allowed multiple responses; totals may exceed 100%.

D.3 Satisfaction with CFLs

D.3.1 General Satisfaction

CFL purchasers rated their general satisfaction with CFLs on a ten-point scale, with 1 being "not at all satisfied" and 10 being "very satisfied." Results presented in Figure 39 show that while consumer satisfaction remains fairly high, the proportion of consumers who reported the highest levels of satisfaction with CFLs (ratings of 9 or 10) dropped from 44 percent in 2011 to 37 percent in 2012, a statistically significant change. The mean satisfaction rating remained statistically unchanged from 2011 (7.4) to 2012 (7.1).

Figure 31
General Satisfaction with CFLs Over Time Among CFL Purchasers, 2005–2012
(Where 1=Not at all Satisfied, 10=Very Satisfied)



* Difference from prior study period (within satisfaction group) is statistically significant.

D.3.2 Satisfaction with CFL Attributes

The consumer survey addressed consumer satisfaction with specific CFL attributes in two ways:

(1) by asking CFL purchasers to rate their level of satisfaction with various CFL attributes (such as color of the light and appearance in light fixtures) on a 5-point scale where 1 means, “not at all satisfied” and 5 means, “very satisfied; ” and

(2) by asking CFL purchasers to indicate their level of agreement or disagreement with a series of statements regarding CFLs on a 5-point scale where 1 means, “not at all likely” and 5 means, “very likely.”

We utilized the first approach in each round of consumer surveys from 2004 through 2011, and also utilized the second approach starting in 2011.

Results from the first approach (in which interviewers asked CFL purchasers to rate their satisfaction with specific CFL attributes) suggested no changes with purchaser satisfaction in terms of CFL appearance in fixtures, brightness of light, color of light, light up time, fit in fixtures, and how long they last as compared to 2011. However, between 2010 and 2010, results suggested a statistically significant decline in average satisfaction with the color of light, light up time, and how long CFLs last between 2009 and 2010 (Table 15) – and there has been no significant improvement in satisfaction with these attributes since then.

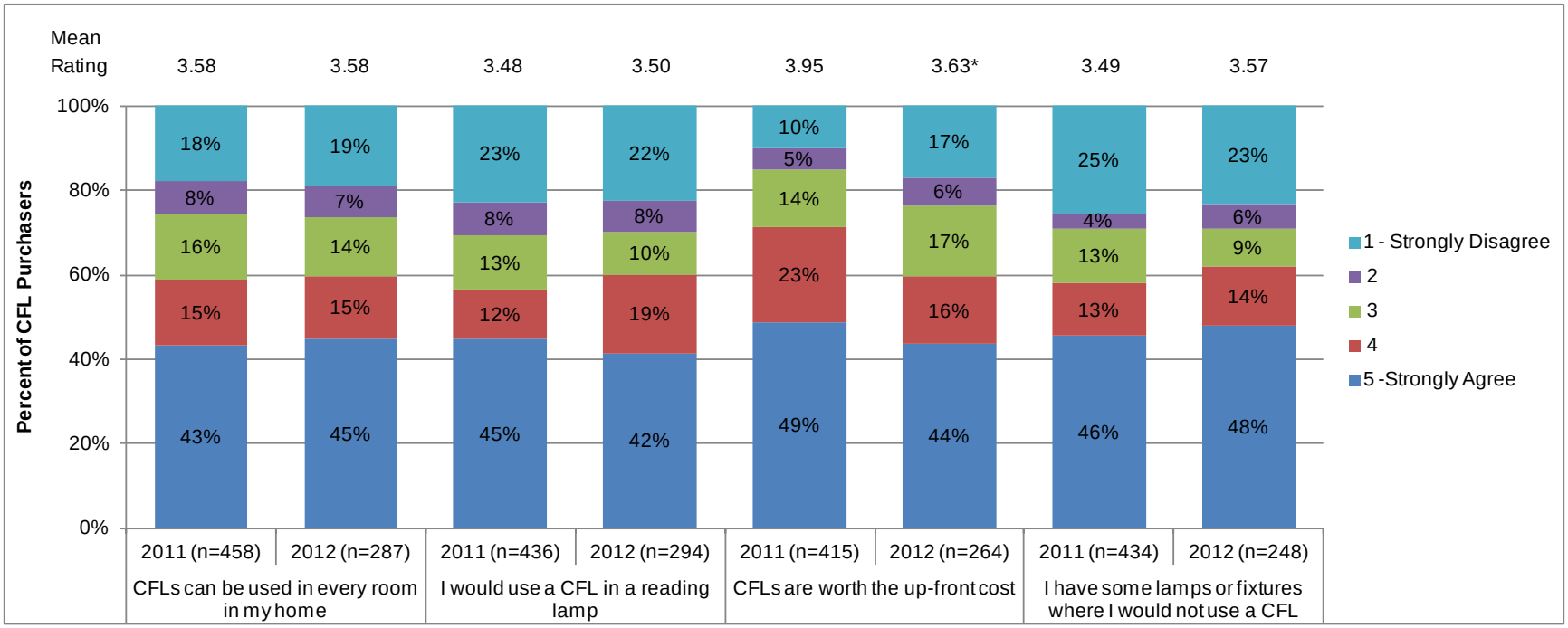
Table 11
Mean Satisfaction with CFL Attributes Among CFL Purchasers, 2004–2011
(Where 1=Not at all Satisfied, 5=Very Satisfied)

Lamp Attribute	Mean Rating Among All Purchasers					
	2004 (n=554)	2005 (n=220)	2006 (n=217)	2010 (n=230)	2011 (n=349)	2012 (n=459)
Appearance in fixture	3.8	3.8	3.9	3.8	3.7	3.5
Brightness of light	3.9	4.0	4.0	4.0	3.9	3.8
Color of light	4.0	4.0	4.0	4.2	3.9*	3.7
Light up time	4.0	3.8	4.2*	4.0	3.6*	3.6
Light fixture fit	4.0	4.2	4.5	4.4	4.3	4.2
How long they last	4.3	4.4	4.5	4.8	4.3*	4.3

* Difference from prior study period is statistically significant.

Results from the second approach (in which interviewers asked CFL purchasers to indicate their agreement or disagreement with various statements regarding CFLs) suggest that in early 2012, consumers tended to agree with the statement, “CFLs are worth the up-front cost” slightly more than the other statements (Figure 41) – however, the mean agreement rating with this statement declined between 2011 and 2012 by a statistically significant margin. The mean agreement rating for the other three statements – which include, “CFLs can be used in every room in my home,” “I have some lamps or fixtures where I would not use a CFL,” and “I would use a CFL in a reading lamp” – are statistically unchanged between 2011 and 2012. Not surprisingly, agreement with each of these statements tends to be higher among respondents who have more CFLs installed in their homes than among those who have fewer CFLs installed.

Figure 32
Level of Agreement with Statements Regarding CFLs, 2011
(Where 1=Strongly Disagree, 5=Strongly Agree)

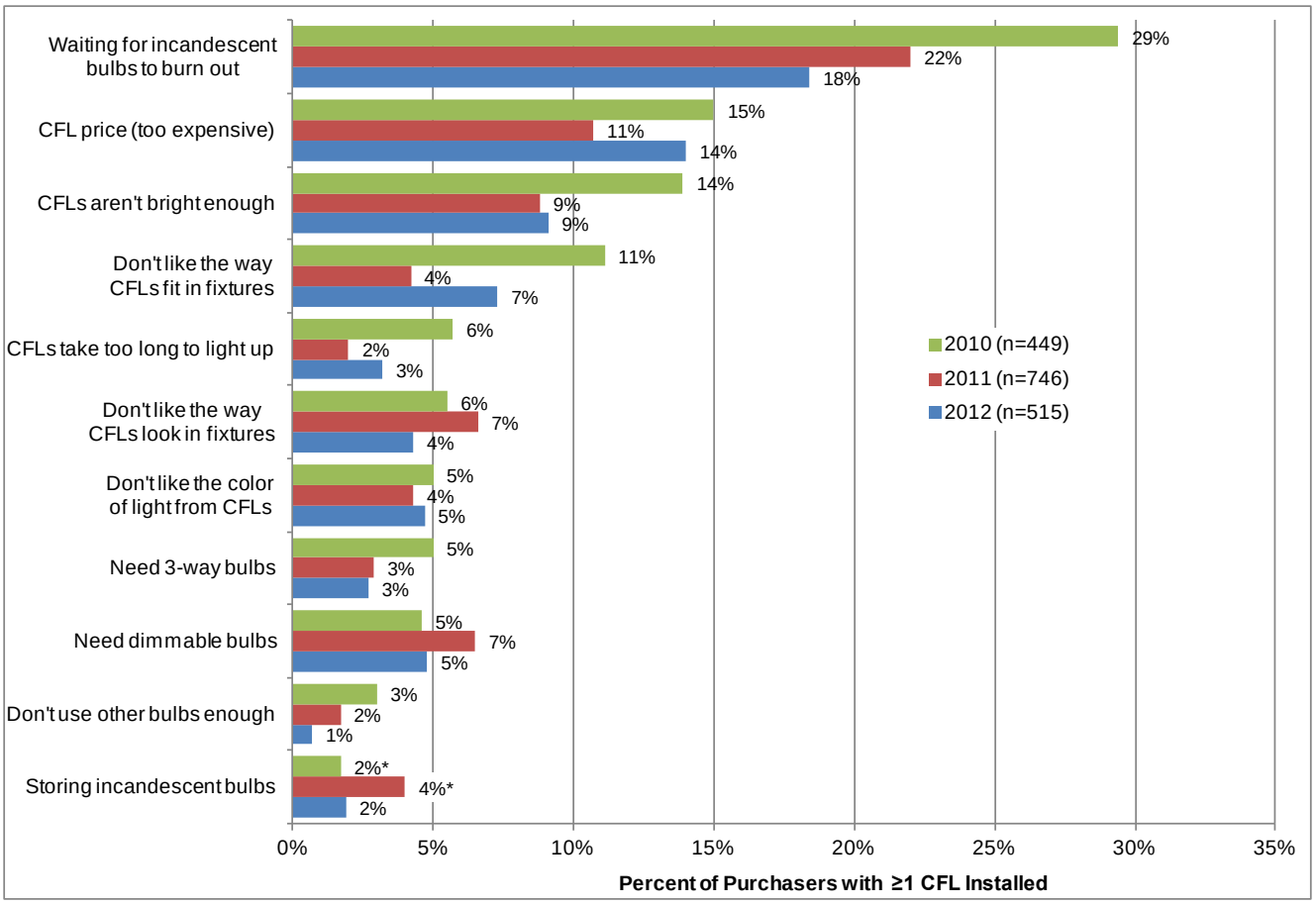


* Difference from prior study period is statistically significant.

D.3.3 Factors Preventing Additional CFL Installations

Furthermore, we asked CFL purchasers what were the main factors preventing them from installing more CFLs in their homes. As shown in Figure 42, the main factor continues to be that consumers are waiting for incandescent lamps to burn out (18%), with the perception that CFLs are too expensive close behind at 14%. There were no other statistically significant differences between 2012 and 2011 results at the regional (Northwest) level or by urban versus rural designation.

Figure 33
Main Factors Preventing Additional CFL Installations Among CFL Purchasers Who Have CFLs Installed in Their Homes, 2010—2012



* Difference from prior study period is statistically significant.

D.3.4 Influences on CFLs Installation Patterns

The 2011 survey included questions to address specific influences on CFL usage within the home based on focus group results which suggested that consumers may make choices about where to

install CFLs in their homes based on how they use a particular fixture, the type of fixture in which the lamp will be installed, or other factors. This section presents results from those survey questions.

D.3.4.1 How a Fixture is Used

Interviewers asked CFL purchasers the following question: "Does the way you use a particular light fixture – say, for reading versus general lighting – affect whether you'd use a CFL in that fixture?" Forty-five percent of CFL purchasers responded in the affirmative in 2012, statistically unchanged from 2011 results (43%). Of 2012 purchasers who said that they way they use a fixture affects whether or not they would use a CFL, more than 60 percent of the respondents suggested that they prefer not to use CFLs in lamps used for reading – again, unchanged from 2011 results. Not surprisingly, a significantly higher proportion of CFL users with at least two-thirds of their household sockets filled with CFLs report that the way they use a fixture has no impact on whether or not they would use a CFL in that fixture.

D.3.4.2 Fixture Type

Interviewers also asked CFL purchasers whether the type of lamp or fixture affects whether they would use a CFL in that lamp or fixture. While these results are somewhat difficult to interpret (because fixture type often dictates how one uses a fixture), approximately 35 percent of respondents said that the type of lamp or fixture does affect whether or not they'd use a CFL in that fixture (statistically unchanged from 2011). Of these, table lamps and ceiling lamps were the most-cited lamp type in which purchasers prefer not to install CFLs (each mentioned by approximately one-third of purchasers who indicated that fixture type has an influence on whether they'd install a CFL). Not surprisingly, households with higher levels of CFL penetration in their homes appear to discriminate less among fixture types when installing CFLs.

D.3.4.3 Other Factors

Interviewers also asked CFL purchasers, "is there anything else that affects whether you'd use a CFL in a particular fixture?" The vast majority (80 percent) reported that there were no other factors that affect whether they would use a CFL in a particular fixture. These results are unchanged from 2011.

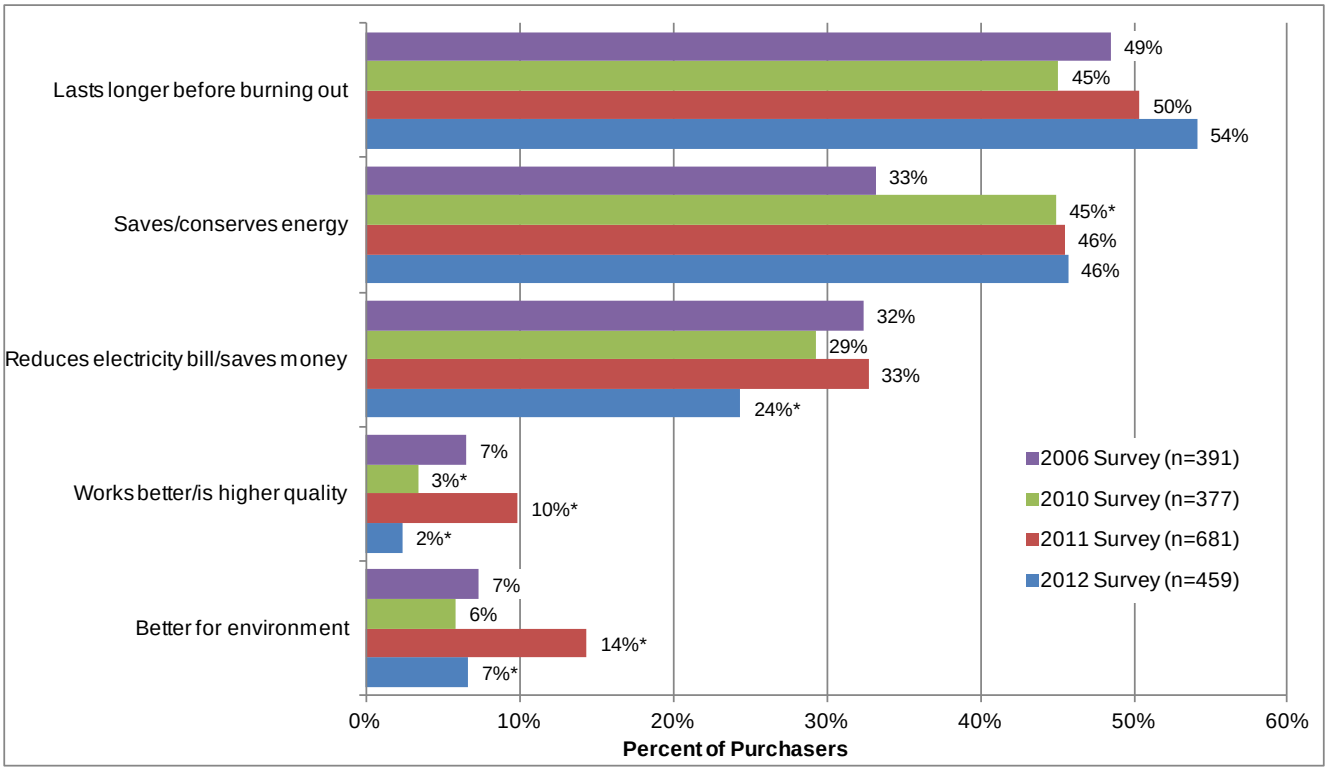
D.3.5 Best Features of CFLs

Figure 43 shows purchasers' impressions of the best features of CFLs. The two features most consistently cited as best in each year from 2005 through 2011 are that CFLs last longer and that CFLs save energy. In 2012, 54 percent of respondents mentioned the relatively longer lifespan of CFLs as the best feature, and 46 percent mentioned their energy savings. While these proportions are statistically unchanged since 2011, statistically lower proportions of respondents reported that CFLs' best features include their higher quality, environmental benefits, and energy savings in 2012 versus 2011.

Interviewers also asked purchasers about their impressions of the worst features of CFLs. Respondents cited two features most often: that CFLs are not bright enough and that they take too

long to light up (each mentioned by more than 20 percent of respondents in both 2012 and 2011).

Figure 34
CFL Purchaser Impressions of Best CFL Features Over Time, 2006–2012†

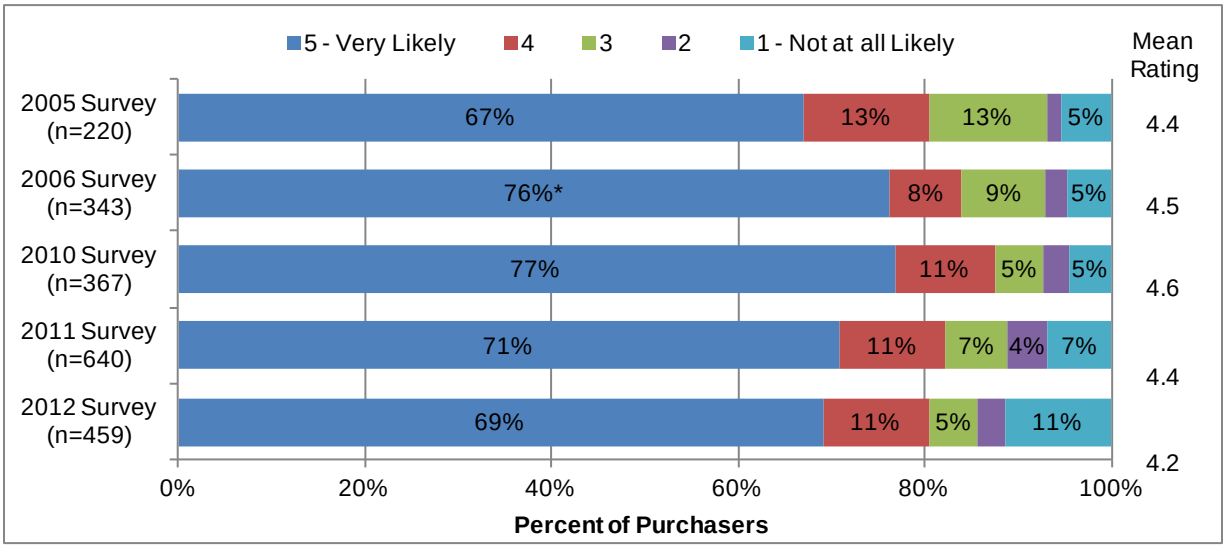


† Question allowed multiple responses; results may not total 100 percent.
* Difference from prior study period is statistically significant.

D.3.6 CFL to CFL Replacement Intentions

We asked respondents to rate how likely they would be to replace a burned out CFL with another CFL using a 5-point scale where 1 means, “not at all likely” and 5 means, “very likely.” As shown in Figure 44, there are no statistically significant changes in results between 2011 and 2012. More than two-thirds of CFL purchasers report that they are very likely to replace CFLs with CFLs (ratings of “5”), while only 11 percent report that they are “not at all likely” to do so (ratings of “1”).

Figure 35
CFL Purchaser Likelihood of Replacing a CFL with a CFL Upon Burnout, 2005–2012
(Where 1=Not at all Likely, 5=Very Likely)



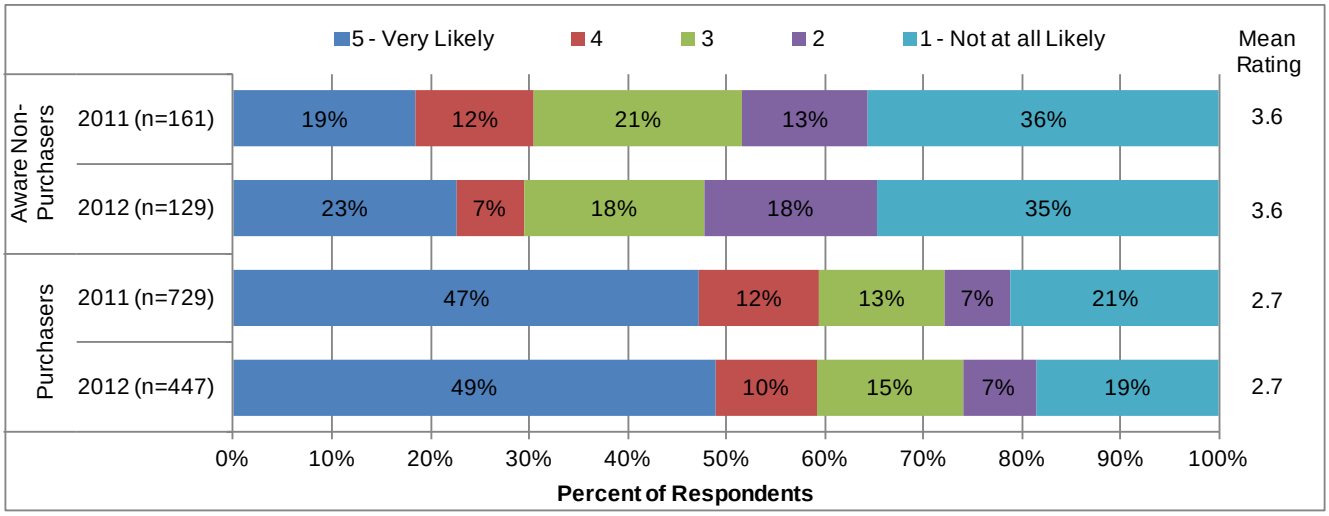
* Difference from prior study period is statistically significant.

D.4 CFL Purchase Intentions

D.4.1 Likelihood of CFL Purchases within a Year

We asked both purchasers and aware non-purchasers to rate the likelihood that they would purchase a CFL in the next year using a scale of 1 to 5 in which 1 means, “not at all likely” and 5 means, “very likely.” As shown in Figure 46, Aware Non-Purchasers are less likely to purchase CFLs within the next year than Purchasers. Approximately half of Purchasers in both the 2011 and 2012 surveys reported that they were “very likely” to purchase CFLs within the next year, compared to roughly 20 percent of Non-Purchasers (19% in 2011, 23% in 2012). Results are statistically unchanged between the two survey years.

Figure 36
Likelihood of CFL Purchase within the Next Year
Among Purchasers and Aware Non-Purchasers, 2011 and 2012



D.5 Fixture Usage

D.5.1 Awareness and Purchase

The 2006, 2010, 2011, and 2012 surveys included questions regarding compact fluorescent (CF) fixtures. The questions address awareness and purchase of CF fixtures, also known as Energy Star light fixtures. Unlike standard incandescent light fixtures that use screw-based lamps, CF fixtures use special pin-based CFLs that plug into the fixtures. In 2012:

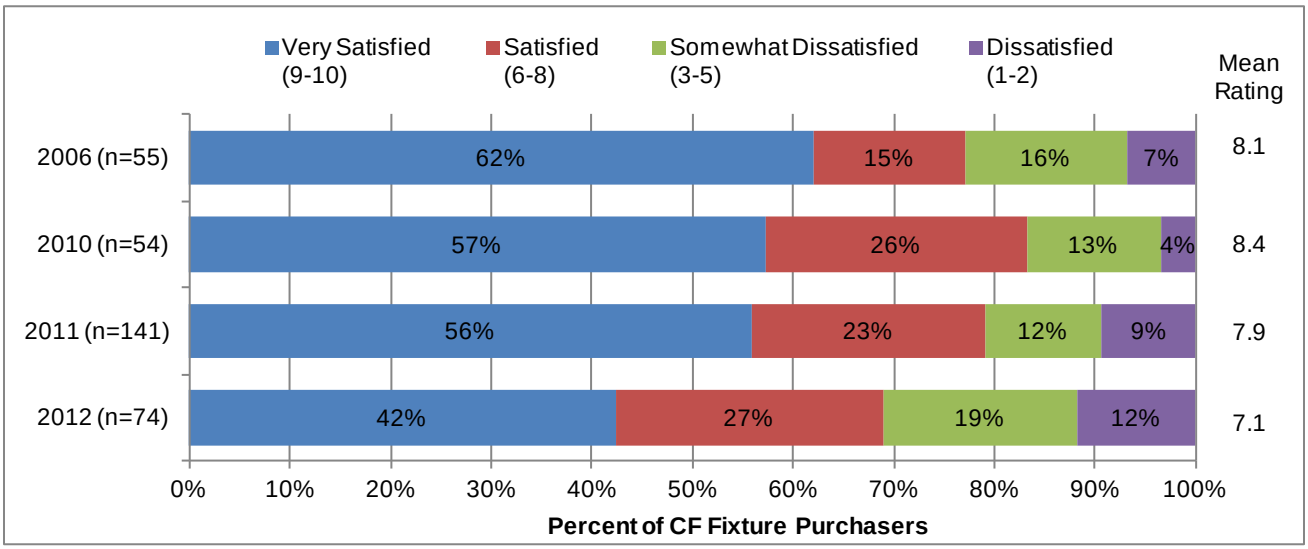
- Forty-four percent of CFL purchasers are aware of compact fluorescent (CF fixtures), compared with only 32 percent of respondents who are aware of CFLs but have not purchased them (aware non-purchasers).
- Thirty-three percent of CFL purchasers have also purchased CF fixtures (a statistically significant increase since 2011).
- Awareness of CF fixtures is higher in urban areas than in rural areas in the Northwest (41% versus 34%, respectively; a statistically significant difference). Among those who are aware of CF fixtures, CF fixture purchase rates are similar urban and rural consumers.

We asked CF fixture purchasers why they purchased a CF fixture as opposed to a “regular” fixture that use screw-based lamps. Approximately 27 percent of 2012 respondents reported that they purchased CF fixtures to save energy. Eighteen percent reported that they purchased CF fixtures to reduce their electric bills.

D.5.2 Satisfaction

The consumer phone surveys asked CF fixture purchasers to rate their satisfaction with the fixtures on a scale of 1 to 10 with 1 being "not at all satisfied" and 10 being "very satisfied." The average rating among CF fixture purchasers in 2012 was 7.1, lower than in 2011 (7.9) but not a statistically significant change. As shown in Figure 48, the proportion of CF fixture purchasers who are "very satisfied" (ratings of 9 or 10) with their fixtures fell to below 50 percent for the first time since 2006. However, changes in these proportions over time are not statistically significant (likely due to the small sample sizes for CF fixture purchasers, particularly in 2006, 2010, and 2012). While there is some variation in the reported proportions in the figure over time, there are no statistically significant differences among respondents across study periods which suggests a sustained level of moderate to high satisfaction among CF fixture purchasers.

Figure 37
Compact Fluorescent (CF) Fixture Awareness and Purchase Rates, 2006-2012



D.6 2007 Energy Independence and Security Act

D.6.1 Awareness

The 2010, 2011, and 2012 consumer telephone surveys included the following three questions to gauge Northwest consumers' awareness of various elements of the Energy Independence and Security Act of 2007 (EISA):

- Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

- In 2007 Congress passed legislation that will phase out[31] most traditional incandescent light bulbs by 2014. Before today, were you aware of this legislation?
- As part of the legislation, retailers began phasing traditional 100-Watt light bulbs out of stores at the beginning of 2012. Before today, were you aware that traditional 100-Watt light bulbs are being phased out?[32]

Each of these questions allowed responses of "yes," "no," or "don't know." Table 12 shows the percent who replied "yes" – that they are aware – for each of these questions. In 2010, less than one quarter of consumers in the Northwest was aware of any of the EISA elements mentioned in the survey. In 2011, statistically higher proportions of consumers in the Northwest are aware of each element queried by the survey, and in 2012, still higher proportions. As of January 2012 (when the 2012 survey was fielded), 46 percent reported that they were aware of legislation that will affect lamp availability, 58 percent that they were aware of legislation that will phase out most traditional incandescent lamps by 2014, and 41 percent that traditional 100-Watt incandescent lamps are being phased out now. All of these proportions represent statistically significant increases over 2011 results.

Table 12
Awareness of EISA and Its Implications, 2010–2012

Aware…	Percent Aware		
	2010 (n=500)	2011 (n=1,000)	2012 (n=606)
…of legislation that will affect lamp availability?	16%	26%*	46%*31
…of legislation that will phase out most traditional incandescent lamps by 2014?[31]	23%	33%*	58%*32
…that traditional 100-watt incandescent lamps are being phased out?	11%	18%*	41%*

* Difference from prior study period is statistically significant.

D.6.2 Planned Activities Once EISA is in Effect

Following the questions described above, the 2010 and 2011 survey asked the following two additional questions (each allowing only one response):

[31] The 2011 and 2010 surveys used the word "ban" instead of "phase out" for this question to match the wording of a survey question fielded on behalf of OSRAM Sylvania in a national study. The word "ban" is somewhat misleading, however, so KEMA and NEEA staff agreed to modify the question wording for the 2012 survey.

[32] In the 2011 and 2010 surveys, this question was phrased as follows: "As part of the legislation, traditional 100-Watt light bulbs will no longer be sold by 2012. Before today, were you aware that 100-Watt light bulbs will no longer be available by 2012?" The phrasing was modified for the 2012 study for the same reason as described for the previous question as well as because the first phase of the legislation (affecting traditional 100 Watt incandescent lamps) had gone into effect just before the 2012 survey was fielded.

- When traditional 100-watt light bulbs are no longer available, which one of the following things are you most likely to do: switch to a new type of light bulb, keep using traditional light bulbs but switch to a lower wattage, or something else?
  (Among respondents who answered "switch to a new type of light bulb") Which type of light bulb are you most likely to switch to - would you say LED, halogen, or CFL?

As shown in Table 13, about one-third of Northwest consumers surveyed in early 2012 said they are most likely to keep using traditional light bulbs but switch to a lower wattage once 100-Watt incandescent lamps are no longer available, a statistically significant increase over 2011 (27%). Just under half of consumers in both 2011 and 2012 report that they're most likely to switch to a new type of light bulb, and more than three-quarters reported that they are most likely going to switch to CFLs. Only around 1 percent of the population in both years said they are most likely to stock up on low-efficacy 100-watt incandescent lamps before they are phased out.[33]

Table 13
Plans for Phase-Out of Low-Efficacy 100 Watt Incandescent lamps, 2010–2012

Planned Action	Percent of Respondents Who Are Aware of Regulations		
	2010 (n=500)	2011 (n=1,000)	2012 (n=606)
Switch to a new type of light bulb	55%	46%*	45%
Keep using traditional light bulbs but switch to a lower wattage	24%	27%	33%*
Stock up on 100-Watt lamps before the phase-out	1%	1%	1%
Other	3%	6%	4%
Don't know / Refused	17%	21%	17%

* Difference from prior study period is statistically significant.

[33] Note that if this survey question allowed more than one response, it is possible that a higher proportion of respondents (for example) may have stated that they would stockpile low-efficacy incandescent lamps in advance of the phase-out.

E. Consumer Survey Banner Tables

NEEA 2012 Consumer Lighting Survey (#6065)

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STATE

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
ID	72	18	54	40	32	32	-	72	-	-	-	51	20	0	31	19	-	5	11	20	9
	11.9	29.5	9.9	22.6	7.5	59.1		100.0				11.2	15.2	1.7	9.7	14.8		31.9	10.6	11.4	7.8
		C		E		DE						N	N					u			
MT	45	17	29	34	11	11	-	-	45	-	-	34	10	2	26	8	-	2	8	11	5
	7.5	26.9	5.3	19.7	2.6	20.1			100.0			7.4	7.1	15.1	8.0	6.4		11.1	7.5	6.4	4.6
		C		E		E															
OR	178	12	167	50	128	-	128	-	-	178	-	129	40	8	92	32	-	2	34	55	24
	29.4	18.9	30.6	28.7	29.7		34.0			100.0		28.2	30.1	62.8	28.7	25.3		12.5	33.8	30.7	22.4
			B											LM					r	r	
WA	310	15	295	51	260	11	248	-	-	-	310	244	64	3	173	67	-	7	48	92	71
	51.2	24.7	54.2	29.0	60.2	20.8	66.0				100.0	53.2	47.6	20.4	53.6	53.4		44.5	48.1	51.6	65.2
			B		DF		DF					N	n								St

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

MARKET

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Non-Metro	175	62	113	175	-	-	-	40	34	50	51	132	39	4	91	38	-	7	30	49	25
	28.8	100.0 C	20.8	100.0				54.9 JK	75.7 HJK	28.2 K	16.3	28.8	29.1	27.1	28.2	30.3		41.3	29.8	27.5	23.2
Metro	431	-	431	-	431	55	376	32	11	128	260	326	95	10	231	87	-	10	71	130	84
	71.2		79.2		100.0	100.0	100.0	45.1 I	24.3	71.8 HI	83.7 HIJ	71.2	70.9	72.9	71.8	69.7		58.7	70.2	72.5	76.8
Metro East	55	-	55	-	55	55	-	32	11	-	11	37	16	2	21	15	-	3	6	16	7
	9.1		10.1		12.7	100.0 E		45.1 IK	24.3 K		3.7	8.1	12.0	11.7	6.5	11.7		19.4	6.4	9.1	6.0
Metro West	376	-	376	-	376	-	376	-	-	128	248	289	79	8	210	72	-	7	64	113	77
	62.1		69.1		87.3		100.0 E			71.8	80.0	63.1	58.8	61.1	65.3	58.0		39.3	63.8	63.4	70.9 R

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

RUCC

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Rural	62	62	-	62	-	-	-	18	17	12	15	48	12	2	33	13	-	2	7	19	15
	10.2	100.0		35.2				25.2 JK	36.4 JK	6.5	4.9	10.5	8.6	15.2	10.4	10.2		12.2	7.2	10.4	13.5
Urban	544	-	544	113	431	55	376	54	29	167	295	411	122	11	289	112	-	15	93	160	94
	89.8		100.0	64.8	100.0 D	100.0 D	100.0 D	74.8	63.6	93.5 HI	95.1 HI	89.5	91.4	84.8	89.6	89.8		87.8	92.8	89.6	86.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

STRATUM

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
1	18	18	-	18	-	-	-	18	-	-	-	14	4	0	10	4	-	0	2	6	4
	3.0	29.5		10.4				25.2				3.0	3.0	1.7	3.1	3.1		2.7	2.5	3.2	3.3
2	21	-	21	21	-	-	-	21	-	-	-	13	8	-	8	3	-	2	5	3	2
	3.5		3.9	12.2				29.7				2.9	6.1		2.6	2.6		9.8	4.9	1.8	1.5
3	32	-	32	-	32	32	-	32	-	-	-	24	8	-	13	11	-	3	3	11	3
	5.4		6.0		7.5	59.1 E		45.1				5.3	6.1		4.0	9.1		19.4	3.2	6.4	3.0
4	17	17	-	17	-	-	-	-	17	-	-	13	3	0	10	3	-	0	3	5	3
	2.7	26.9		9.5					36.4			2.8	2.4	3.4	3.0	2.5		1.4	2.7	2.8	3.1
5	18	-	18	18	-	-	-	-	18	-	-	16	2	-	11	5	-	2	3	5	2
	2.9		3.3	10.2					39.3			3.5	1.2		3.5	3.9		9.7	3.2	2.7	1.5
6	11	-	11	-	11	11	-	-	11	-	-	5	5	2	5	-	-	-	2	2	-
	1.8		2.0		2.6	20.1 E			24.3			1.0	3.5	11.7	1.5				1.6	0.9	
7	1	1	-	1	-	-	-	-	-	1	-	1	-	-	1	0	-	-	-	1	0
	0.2	2.0		0.7						0.7		0.3			0.3	0.2				0.5	0.4
8	10	10	-	10	-	-	-	-	-	10	-	9	1	0	7	2	-	0	1	3	3
	1.7	16.9		5.9						5.8		2.0	0.8	1.7	2.0	1.6		2.7	1.4	1.9	2.5
9	39	-	39	39	-	-	-	-	-	39	-	29	10	-	18	11	-	-	11	13	2
	6.4		7.1	22.1						21.6		6.3	7.2		5.5	9.0			11.2 U	7.2 U	1.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

STRATUM

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
10	128	-	128	-	128	-	128	-	-	128	-	90	30	8	67	18	-	2	21	38	20
	21.1		23.5		29.7		34.0			71.8		19.7	22.0	61.1 LM	20.9	14.5		9.8	21.2	21.1	18.1
11	2	2	-	2	-	-	-	-	-	-	2	1	1	-	0	-	-	-	-	0	-
	0.3	2.6		0.9							0.5	0.1	0.7		0.1					0.3	
12	14	14	-	14	-	-	-	-	-	-	14	10	2	1	6	3	-	1	1	3	5
	2.2	22.1		7.8							4.4	2.2	1.7	8.4	1.9	2.7		5.4	0.7	1.8	4.2
13	2	-	2	2	-	-	-	-	-	-	2	2	-	-	1	1	-	-	-	-	1
	0.3		0.3	1.0							0.6	0.4			0.3	0.7					0.8
14	34	-	34	34	-	-	-	-	-	-	34	24	8	2	19	5	-	2	3	10	5
	5.6		6.2	19.3							10.9	5.2	6.0	12.0	6.0	3.9		9.6	3.2	5.4	4.4
15	11	-	11	-	11	11	-	-	-	-	11	8	3	-	3	3	-	-	2	3	3
	1.9		2.1		2.7	20.8 E					3.7	1.8	2.4		1.0	2.6			1.6	1.8	3.0
16	248	-	248	-	248	-	248	-	-	-	248	199	49	-	143	54	-	5	43	76	58
	41.0		45.6		57.6		66.0 e				80.0	43.4	36.8		44.4	43.5		29.5	42.6	42.3	52.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A1. Have you ever heard of compact fluorescent light bulbs or CFLs?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	11	1	10	8	3	-	3	-	-	3	8	9	2	-	5	3	-	-	3	2	2
Total answering	595	60	535	167	428	55	373	72	45	175	303	450	132	13	317	121	-	17	97	177	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	512	52	460	141	371	45	325	63	39	144	266	403	109	-	284	107	-	15	83	160	98
	86.0	86.1	86.0	84.4	86.6	82.4	87.2	87.2	86.0	82.0	88.0	89.6	82.4		89.7	88.5		88.8	85.5	90.2	91.5
No	83	8	75	26	57	10	48	9	6	31	36	47	23	13	33	14	-	2	14	17	9
	14.0	13.9	14.0	15.6	13.4	17.6	12.8	12.8	14.0	18.0	12.0	10.4	17.6	100.0 LM	10.3	11.5		11.2	14.5	9.8	8.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A1. Have you ever heard of compact fluorescent light bulbs or CFLs?

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	512	52	460	141	371	45	325	63	39	144	266	403	109	-	284	107	-	15	83	160	98
	84.5	84.6	84.4	80.8	86.0	82.4	86.5	87.2	86.0	80.5	85.8	87.9	81.0		88.2	86.2		88.8	82.6	89.4	90.0
No	83	8	75	26	57	10	48	9	6	31	36	47	23	13	33	14	-	2	14	17	9
	13.8	13.6	13.8	14.9	13.3	17.6	12.7	12.8	14.0	17.6	11.7	10.2	17.3	100.0 LM	10.2	11.2		11.2	14.0	9.7	8.3
Don't know	11	1	10	8	3	-	3	-	-	3	8	9	2	-	5	3	-	-	3	2	2
	1.8	1.8	1.8	4.3 EG	0.8		0.9			1.8	2.5	1.9	1.7		1.6	2.6			3.4	0.9	1.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A2. After description, have you every heard of CFLs?
BASE: Never heard of CFLs

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	94	9	85	34	61	10	51	9	6	35	44	55	25	13	38	17	-	2	17	19	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Total answering	94	9	85	34	61	10	51	9	6	35	44	55	25	13	38	17	-	2	17	19	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	81	7	73	30	51	8	43	9	4	26	41	55	25	-	38	17	-	2	17	19	11
	85.8	78.5	86.6	89.2	83.9	83.7	83.9	97.5 J	68.1	75.7	93.8 j	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
No	13	2	11	4	10	2	8	0	2	8	3	-	-	13	-	-	-	-	-	-	-
	14.2	21.5	13.4	10.8	16.1	16.3	16.1	2.5	31.9	24.3 Hk	6.2			100.0							

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A2. After description, have you every heard of CFLs?
BASE: Never heard of CFLs

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	94	9	85	34	61	10	51	9	6	35	44	55	25	13	38	17	-	2	17	19	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	81	7	73	30	51	8	43	9	4	26	41	55	25	-	38	17	-	2	17	19	11
	85.8	78.5	86.6	89.2	83.9	83.7	83.9	97.5 J	68.1	75.7	93.8 j	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
No	13	2	11	4	10	2	8	0	2	8	3	-	-	13	-	-	-	-	-	-	-
	14.2	21.5	13.4	10.8	16.1	16.3	16.1	2.5	31.9	24.3 Hk	6.2			100.0							

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A1./A2. Total Awareness

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Unaided aware	512	52	460	141	371	45	325	63	39	144	266	403	109	-	284	107	-	15	83	160	98
	84.5	84.6	84.4	80.8	86.0	82.4	86.5	87.2	86.0	80.5	85.8	87.9	81.0		88.2	86.2		88.8	82.6	89.4	90.0
Aided aware	81	7	73	30	51	8	43	9	4	26	41	55	25	-	38	17	-	2	17	19	11
	13.3	12.1	13.5	17.2	11.8	14.7	11.4	12.5	9.5	14.7	13.3	12.1	19.0		11.8	13.8		11.2	17.4	10.6	10.0
Not aware	13	2	11	4	10	2	8	0	2	8	3	-	-	13	-	-	-	-	-	-	-
	2.2	3.3	2.1	2.1	2.3	2.9	2.2	0.3	4.5	4.7 Hk	0.9			100.0							

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A3. Have you ever purchased CFLs
BASE: Aware of CFLs

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	593	59	533	171	421	53	368	72	43	170	308	459	134	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	11	1	10	4	7	-	7	0	0	3	7	-	11	-	-	-	-	-	-	-	-
Total answering	582	59	523	167	415	53	362	72	43	167	301	459	123	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Yes	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	78.8	81.8	78.5	79.1	78.7	69.8	80.0	71.8	78.5	77.7	81.1	100.0			100.0	100.0		100.0	100.0	100.0	100.0
No	123	11	113	35	88	16	72	20	9	37	57	-	123	-	-	-	-	-	-	-	-
	21.2	18.2	21.5	20.9	21.3	30.2	20.0	28.2	21.5	22.3	18.9		100.0								

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A3. Have you ever purchased CFLs
BASE: Aware of CFLs

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	593	59	533	171	421	53	368	72	43	170	308	459	134	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Yes	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	77.4	80.6	77.0	77.2	77.5	69.8	78.6	71.5	78.1	76.3	79.3	100.0			100.0	100.0		100.0	100.0	100.0	100.0
No	123	11	113	35	88	16	72	20	9	37	57	-	123	-	-	-	-	-	-	-	-
	20.8	17.9	21.1	20.4	21.0	30.2	19.6	28.1	21.4	21.8	18.5		92.0								
Don't know	11	1	10	4	7	-	7	0	0	3	7	-	11	-	-	-	-	-	-	-	-
	1.8	1.5	1.8	2.4	1.6		1.8	0.3	0.5	1.9	2.3		8.0								

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A3. Have you ever purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	11	1	10	4	7	-	7	0	0	3	7	-	11	-	-	-	-	-	-	-	-
Total answering	595	61	535	171	425	55	370	72	45	175	303	459	123	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	77.0	79.1	76.8	77.4	76.9	67.8	78.2	71.5	74.9	74.0	80.4	100.0			100.0	100.0		100.0	100.0	100.0	100.0
No	137	13	124	39	98	18	80	20	11	45	60	-	123	13	-	-	-	-	-	-	-
	23.0	20.9	23.2	22.6	23.1	32.2	21.8	28.5	25.1	26.0	19.6		100.0	100.0							

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

A3. Have you ever purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	75.7	77.9	75.4	75.6	75.7	67.8	76.9	71.3	74.6	72.7	78.6	100.0			100.0	100.0		100.0	100.0	100.0	100.0
No	137	13	124	39	98	18	80	20	11	45	60	-	123	13	-	-	-	-	-	-	-
	22.6	20.6	22.8	22.1	22.8	32.2	21.4	28.4	24.9	25.5	19.2		92.0	100.0 M							
Don't know	11	1	10	4	7	-	7	0	0	3	7	-	11	-	-	-	-	-	-	-	-
	1.8	1.5	1.8	2.4	1.5		1.7	0.3	0.5	1.8	2.3		8.0								

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	87	10	77	23	64	13	51	11	8	22	46	87	-	-	55	26	-	2	9	31	29
Total answering	372	38	334	109	263	24	238	41	26	108	198	372	-	-	267	99	-	15	92	148	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	58	5	52	23	34	5	30	13	3	11	31	58	-	-	23	31	-	9	22	14	2
	15.5	13.6	15.7	21.1 g	13.1	20.1	12.4	32.1 IJk	9.9	9.9	15.8	15.5			8.5	31.7 O		62.5 STU	23.9 TU	9.2 u	2.9
2	80	9	71	26	54	3	51	8	6	29	37	80	-	-	55	23	-	4	34	20	10
	21.6	23.7	21.3	23.8	20.6	13.4	21.4	19.8	24.2	27.0	18.6	21.6			20.5	23.8		24.9	36.6 TU	13.7	12.6
3	58	5	52	18	39	5	35	5	5	20	28	58	-	-	44	13	-	2	11	31	9
	15.5	14.2	15.6	16.7	15.0	19.9	14.5	11.9	19.6	18.6	14.0	15.5			16.6	13.2		11.1	11.6	21.1 u	11.1
4	23	2	21	5	18	3	15	3	4	5	12	23	-	-	18	6	-	-	4	16	4
	6.3	5.9	6.4	5.0	6.9	13.2	6.2	6.2	16.1	4.7	5.9	6.3			6.6	5.9			4.0	10.7 s	4.7
5	27	4	23	10	16	-	16	2	3	7	15	27	-	-	20	7	-	-	7	11	8
	7.2	10.0	6.9	9.4	6.3		6.9	3.9	10.8	6.8	7.6	7.2			7.3	7.3			7.4	7.7	10.2
6	21	3	18	7	15	-	15	3	1	4	14	21	-	-	18	4	-	-	7	11	2
	5.8	8.8	5.4	6.1	5.6		6.2	6.3	4.4	3.4	7.1	5.8			6.5	4.0			8.1	7.8	2.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	9	1	8	2	7	2	5	-	0	5	3	9	-	-	7	2	-	-	2	2	5
	2.4	1.8	2.4	2.1	2.5	6.7	2.1		1.8	4.6	1.8	2.4			2.6	1.9			2.0	1.3	6.4
8	7	0	7	2	5	2	3	2	-	0	5	7	-	-	7	-	-	-	-	2	3
	1.9	1.2	2.0	1.9	1.9	6.7	1.4	4.5		0.2	2.5	1.9			2.6					1.3	4.4
9	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	0.4		0.5		0.6		0.7				0.8	0.4			0.6						2.1
10	23	4	19	6	16	2	15	2	1	4	15	23	-	-	18	4	-	-	1	13	7
	6.1	10.1	5.7	5.8	6.3	6.7	6.2	5.1	3.5	4.1	7.8	6.1			6.9	4.4			0.7	8.8 S	9.0 S
11-20	53	3	49	5	48	3	44	2	2	17	31	53	-	-	45	7	-	0	5	21	25
	14.1	8.8	14.7 b	4.5	18.1 D	13.2	18.6 D	5.7	8.8	16.2 h	15.4 h	14.1			16.9 P	7.3		1.5	5.6	14.0 Rs	31.0 RST
More than 20	12	1	11	4	8	-	8	2	0	5	5	12	-	-	12	0	-	-	-	7	2
	3.3	1.8	3.4	3.6	3.1		3.4	4.6	0.9	4.5	2.6	3.3			4.4 P	0.5				4.5	2.9
Mean	6.26	5.61	6.33	4.80	6.86	5.38	7.01	4.55	4.96	6.21	6.80	6.26	-	-	7.21	3.96	-	1.76	3.23	7.36	8.76
Standard Deviation	7.53	6.19	7.68	5.63	8.13	5.18	8.37	5.29	5.21	6.35	8.66	7.53	-	-	8.17	4.91	-	2.45	2.80	9.09	6.39
Standard Error	0.48	0.48	0.54	0.57	0.64	1.34	0.69	0.92	1.03	0.76	0.77	0.48			0.61	0.60		0.77	0.36	0.91	0.86

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	58	5	52	23	34	5	30	13	3	11	31	58	-	-	23	31	-	9	22	14	2
	12.6	10.9	12.8	17.5 eg	10.6	13.1	10.2	25.4 IJk	7.5	8.2	12.8	12.6			7.1	25.1 O		55.5 STU	21.9 TU	7.6 u	2.1
2	80	9	71	26	54	3	51	8	6	29	37	80	-	-	55	23	-	4	34	20	10
	17.5	18.9	17.3	19.7	16.6	8.7	17.6	15.7	18.3	22.5	15.1	17.5			17.0	18.8		22.1	33.4 TU	11.3	9.2
3	58	5	52	18	39	5	35	5	5	20	28	58	-	-	44	13	-	2	11	31	9
	12.6	11.3	12.7	13.9	12.0	12.9	11.9	9.4	14.8	15.5	11.4	12.6			13.8	10.5		9.8	10.6	17.4 U	8.1
4	23	2	21	5	18	3	15	3	4	5	12	23	-	-	18	6	-	-	4	16	4
	5.1	4.7	5.2	4.2	5.5	8.6	5.1	4.9	12.1	4.0	4.8	5.1			5.5	4.7			3.7	8.9	3.4
5	27	4	23	10	16	-	16	2	3	7	15	27	-	-	20	7	-	-	7	11	8
	5.8	8.0	5.6	7.8	5.0		5.7	3.1	8.1	5.7	6.1	5.8			6.1	5.8			6.8	6.4	7.4
6	21	3	18	7	15	-	15	3	1	4	14	21	-	-	18	4	-	-	7	11	2
	4.7	7.1	4.4	5.0	4.5		5.1	5.0	3.3	2.8	5.8	4.7			5.4	3.2			7.4	6.4	2.1
7	9	1	8	2	7	2	5	-	0	5	3	9	-	-	7	2	-	-	2	2	5
	1.9	1.4	2.0	1.7	2.0	4.4	1.7		1.3	3.8	1.4	1.9			2.2	1.5			1.9	1.0	4.7
8	7	0	7	2	5	2	3	2	-	0	5	7	-	-	7	-	-	-	-	2	3
	1.5	0.9	1.6	1.6	1.5	4.4	1.1	3.6		0.2	2.0	1.5			2.2					1.0	3.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P1. On how many separate occasions have you purchased them?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
9	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	0.4		0.4		0.5		0.6				0.7	0.4			0.5						1.5
10	23	4	19	6	16	2	15	2	1	4	15	23	-	-	18	4	-	-	1	13	7
	5.0	8.0	4.6	4.8	5.0	4.4	5.1	4.0	2.7	3.4	6.3	5.0			5.7	3.5			0.7	7.3 S	6.6 s
11-20	53	3	49	5	48	3	44	2	2	17	31	53	-	-	45	7	-	0	5	21	25
	11.5	7.0	12.0 b	3.8	14.6 D	8.6	15.3 D	4.5	6.7	13.5 h	12.5 h	11.5			14.1 P	5.8		1.4	5.1	11.6 R	22.8 RST
More than 20	12	1	11	4	8	-	8	2	0	5	5	12	-	-	12	0	-	-	-	7	2
	2.6	1.4	2.8	3.0	2.5		2.8	3.6	0.7	3.8	2.1	2.6			3.6 P	0.4				3.7	2.1
Don't know	83	9	74	22	61	13	48	10	8	20	44	83	-	-	53	24	-	2	9	31	29
	18.1	19.8	17.9	17.0	18.6	35.0 dg	16.5	20.2	24.5	15.4	18.2	18.1			16.5	19.4		11.2	8.6	17.4 s	26.5 S
Refused	4	0	3	0	3	-	3	0	-	2	2	4	-	-	2	2	-	-	-	-	0
	0.8	0.5	0.8	0.2	1.0		1.1	0.4		1.3	0.7	0.8			0.5	1.5					0.2
Mean	6.26	5.61	6.33	4.80	6.86	5.38	7.01	4.55	4.96	6.21	6.80	6.26	-	-	7.21	3.96	-	1.76	3.23	7.36	8.76
Standard Deviation	7.53	6.19	7.68	5.63	8.13	5.18	8.37	5.29	5.21	6.35	8.66	7.53	-	-	8.17	4.91	-	2.45	2.80	9.09	6.39
Standard Error	0.48	0.48	0.54	0.57	0.64	1.34	0.69	0.92	1.03	0.76	0.77	0.48			0.61	0.60		0.77	0.36	0.91	0.86

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	90	9	80	27	62	8	54	10	10	21	48	90	-	-	40	44	-	3	16	31	19
Total answering	369	38	330	105	264	29	235	41	24	108	196	369	-	-	282	81	-	14	85	148	90
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	11	1	10	1	10	-	10	0	-	3	7	11	-	-	5	5	-	0	2	5	4
	2.9	1.8	3.0	0.6	3.7 d		4.2 d	0.6		3.0	3.6	2.9			1.8	6.6		1.6	1.9	3.3	4.2
2	17	1	16	2	15	3	11	2	-	8	7	17	-	-	10	5	-	3	7	4	2
	4.6	1.8	5.0 b	2.2	5.6	11.2	4.9	5.1		7.8	3.4	4.6			3.6	6.3		23.0	8.0	2.4	1.8
3	15	1	15	2	13	-	13	0	-	13	2	15	-	-	15	-	-	-	10	4	-
	4.2	1.8	4.5	2.2	5.0		5.6	1.1		12.3 HK	0.8	4.2			5.5				11.6 t	2.7	
4	38	2	36	13	25	5	20	2	6	7	23	38	-	-	29	8	-	4	9	18	4
	10.3	5.3	10.9 B	12.8	9.3	16.6	8.4	5.1	24.1 Hj	6.4	11.8	10.3			10.1	9.5		24.8	10.4	12.5 U	4.2
5	14	3	11	6	8	-	8	1	2	4	7	14	-	-	14	0	-	0	4	6	2
	3.8	7.1	3.5	5.7	3.1		3.5	2.2	9.7	3.4	3.7	3.8			4.9 P	0.3		1.6	4.2	3.8	2.6
6	52	4	48	15	38	2	36	5	1	18	28	52	-	-	39	13	-	2	12	21	14
	14.2	10.6	14.6	14.0	14.3	5.6	15.4	11.9	3.8	17.0 I	14.4 I	14.2			13.9	16.4		11.6	14.0	14.5	15.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	0	-	-	-	0	-
	0.1	1.2		0.4							0.2	0.1			0.1	0.3				0.3	
8	31	3	28	16	15	3	12	6	3	9	13	31	-	-	19	12	-	-	5	16	6
	8.3	7.6	8.4	15.1 EG	5.6	11.1	4.9	13.6	10.6	8.7	6.7	8.3			6.6	14.8			6.3	10.8	6.5
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-
	0.1	0.6		0.2							0.1	0.1			0.1					0.2	
10	36	5	31	8	28	6	21	5	3	11	18	36	-	-	26	9	-	0	5	23	5
	9.8	13.0	9.4	7.8	10.5	22.1	9.1	11.3	12.3	10.1	8.9	9.8			9.1	10.9		1.6	5.5	15.6 RSU	5.4
11-20	96	12	83	29	67	6	61	15	6	20	55	96	-	-	76	20	-	3	24	35	27
	26.0	32.3	25.3	27.3	25.5	22.3	25.9	36.2 j	25.9	18.7	27.9	26.0			27.0	24.4		23.0	28.8	23.7	30.4
More than 20	58	7	52	12	46	3	43	5	3	14	36	58	-	-	50	9	-	2	8	15	26
	15.8	17.0	15.6	11.7	17.4	11.1	18.2	12.9	13.5	12.6	18.4	15.8			17.6	10.6		12.9	9.4	10.3	29.2 ST
Mean	13.83	14.42	13.76	12.21	14.47	11.06	14.89	13.44	12.13	11.78	15.24	13.83	-	-	14.48	12.11	-	11.30	11.75	12.38	19.17
Standard Deviation	14.11	12.57	14.29	10.52	15.27	7.83	15.91	10.21	10.38	14.13	15.07	14.11	-	-	14.88	11.22	-	13.73	12.79	12.55	17.66
Standard Error	0.90	0.96	1.00	1.07	1.20	1.85	1.33	1.77	2.11	1.67	1.35	0.90			1.08	1.52		4.49	1.72	1.26	2.25

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	11	1	10	1	10	-	10	0	-	3	7	11	-	-	5	5	-	0	2	5	4
	2.3	1.4	2.4	0.5	3.0 d		3.4 d	0.4		2.5	2.9	2.3			1.6	4.3		1.4	1.6	2.8	3.4
2	17	1	16	2	15	3	11	2	-	8	7	17	-	-	10	5	-	3	7	4	2
	3.7	1.4	4.0 b	1.7	4.5	8.7	4.0	4.0		6.5	2.7	3.7			3.1	4.1		19.5	6.7	2.0	1.5
3	15	1	15	2	13	-	13	0	-	13	2	15	-	-	15	-	-	-	10	4	-
	3.4	1.4	3.6	1.7	4.0		4.5	0.9		10.3 HK	0.7	3.4			4.8				9.8 t	2.2	
4	38	2	36	13	25	5	20	2	6	7	23	38	-	-	29	8	-	4	9	18	4
	8.3	4.3	8.7 B	10.1	7.5	13.0	6.8	4.1	16.9 h	5.3	9.5	8.3			8.9	6.2		21.0	8.7	10.3 U	3.4
5	14	3	11	6	8	-	8	1	2	4	7	14	-	-	14	0	-	0	4	6	2
	3.1	5.7	2.8	4.5	2.5		2.8	1.8	6.8	2.9	3.0	3.1			4.3 P	0.2		1.4	3.5	3.1	2.1
6	52	4	48	15	38	2	36	5	1	18	28	52	-	-	39	13	-	2	12	21	14
	11.4	8.5	11.8	11.1	11.6	4.4	12.5 f	9.5	2.7	14.2 I	11.6 I	11.4			12.1	10.7		9.8	11.8	12.0	12.9
7	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	0	-	-	-	0	-
	0.1	0.9		0.3							0.2	0.1			0.1	0.2				0.3	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	31	3	28	16	15	3	12	6	3	9	13	31	-	-	19	12	-	-	5	16	6
	6.7	6.1	6.7	12.0 EG	4.5	8.7	4.0	10.9	7.5	7.3	5.4	6.7			5.8	9.6			5.3	8.9	5.3
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-
	*	0.5		0.2							0.1	*			0.1					0.1	
10	36	5	31	8	28	6	21	5	3	11	18	36	-	-	26	9	-	0	5	23	5
	7.9	10.4	7.6	6.2	8.5	17.3	7.4	9.0	8.7	8.5	7.2	7.9			7.9	7.1		1.4	4.6	12.9 RSU	4.5
11-20	96	12	83	29	67	6	61	15	6	20	55	96	-	-	76	20	-	3	24	35	27
	20.9	25.9	20.3	21.7	20.6	17.4	21.0	28.9	18.2	15.6	22.4	20.9			23.6	15.9		19.5	24.3	19.6	25.0
More than 20	58	7	52	12	46	3	43	5	3	14	36	58	-	-	50	9	-	2	8	15	26
	12.7	13.7	12.6	9.3	14.1	8.7	14.8	10.3	9.5	10.6	14.8	12.7			15.4 P	6.9		10.9	7.9	8.5	24.0 ST
Don't know	85	8	77	24	61	8	53	9	10	21	45	85	-	-	40	39	-	2	14	29	19
	18.5	16.5	18.7	18.2	18.6	21.7	18.2	16.7	29.2	16.2	18.6	18.5			12.3	31.6 O		13.8	14.1	16.2	17.1
Refused	5	2	3	3	2	-	2	2	0	0	3	5	-	-	0	4	-	0	2	2	1
	1.1	3.3 c	0.8	2.4	0.5		0.6	3.6	0.7	0.2	1.0	1.1			0.1	3.4 o		1.4	1.6	1.2	0.8
Mean	13.83	14.42	13.76	12.21	14.47	11.06	14.89	13.44	12.13	11.78	15.24	13.83	-	-	14.48	12.11	-	11.30	11.75	12.38	19.17
Standard Deviation	14.11	12.57	14.29	10.52	15.27	7.83	15.91	10.21	10.38	14.13	15.07	14.11	-	-	14.88	11.22	-	13.73	12.79	12.55	17.66
Standard Error	0.90	0.96	1.00	1.07	1.20	1.85	1.33	1.77	2.11	1.67	1.35	0.90			1.08	1.52		4.49	1.72	1.26	2.25

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	90	9	80	27	62	8	54	10	10	21	48	90	-	-	40	44	-	3	16	31	19
Total answering	516	52	464	147	369	47	322	62	35	157	263	369	134	13	282	81	-	14	85	148	90
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	147	14	134	43	105	18	87	21	12	49	67	-	134	13	-	-	-	-	-	-	-
	28.6	26.1	28.8	29.0	28.4	37.7	27.0	33.5	32.7	31.0	25.3		100.0	100.0							
1	11	1	10	1	10	-	10	0	-	3	7	11	-	-	5	5	-	0	2	5	4
	2.0	1.3	2.1	0.5	2.7 d		3.1 d	0.4		2.1	2.7	2.9			1.8	6.6		1.6	1.9	3.3	4.2
2	17	1	16	2	15	3	11	2	-	8	7	17	-	-	10	5	-	3	7	4	2
	3.3	1.3	3.5 b	1.6	4.0	7.0	3.6	3.4		5.3	2.5	4.6			3.6	6.3		23.0	8.0	2.4	1.8
3	15	1	15	2	13	-	13	0	-	13	2	15	-	-	15	-	-	-	10	4	-
	3.0	1.3	3.2	1.6	3.6		4.1	0.7		8.5 HK	0.6	4.2			5.5				11.6 t	2.7	
4	38	2	36	13	25	5	20	2	6	7	23	38	-	-	29	8	-	4	9	18	4
	7.3	3.9	7.7 b	9.1	6.7	10.3	6.1	3.4	16.2 hj	4.4	8.8	10.3			10.1	9.5		24.8	10.4	12.5 U	4.2
5	14	3	11	6	8	-	8	1	2	4	7	14	-	-	14	0	-	0	4	6	2
	2.7	5.2	2.5	4.0	2.2		2.6	1.5	6.5	2.4	2.8	3.8			4.9 P	0.3		1.6	4.2	3.8	2.6

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NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	52 10.1	4 7.8	48 10.4	15 9.9	38 10.2 f	2 3.5	36 11.2 f	5 7.9	1 2.6	18 11.7 I	28 10.7 I	52 14.2	-	-	39 13.9	13 16.4	-	2 11.6	12 14.0	21 14.5	14 15.7
7	0 0.1	0 0.9	-	0 0.3	-	-	-	-	-	-	0 0.2	0 0.1	-	-	0 0.1	0 0.3	-	-	-	0 0.3	-
8	31 5.9	3 5.6	28 6.0	16 10.7 EG	15 4.0	3 6.9	12 3.6	6 9.0	3 7.2	9 6.0	13 5.0	31 8.3	-	-	19 6.6	12 14.8	-	-	5 6.3	16 10.8	6 6.5
9	0 *	0 0.4	-	0 0.2	-	-	-	-	-	-	0 0.1	0 0.1	-	-	0 0.1	-	-	-	-	0 0.2	-
10	36 7.0	5 9.6	31 6.7	8 5.6	28 7.5	6 13.8	21 6.6	5 7.5	3 8.3	11 7.0	18 6.7	36 9.8	-	-	26 9.1	9 10.9	-	0 1.6	5 5.5	23 15.6 RSU	5 5.4
11-20	96 18.6	12 23.9	83 18.0	29 19.4	67 18.2	6 13.9	61 18.9	15 24.1	6 17.4	20 12.9	55 20.9 j	96 26.0	-	-	76 27.0	20 24.4	-	3 23.0	24 28.8	35 23.7	27 30.4
More than 20	58 11.3	7 12.6	52 11.1	12 8.3	46 12.5	3 6.9	43 13.3	5 8.6	3 9.1	14 8.7	36 13.7	58 15.8	-	-	50 17.6	9 10.6	-	2 12.9	8 9.4	15 10.3	26 29.2 ST
Mean	9.88	10.65	9.79	8.67	10.36	6.88	10.86	8.93	8.16	8.13	11.38	13.83	0.00	0.00	14.48	12.11	-	11.30	11.75	12.38	19.17
Standard Deviation	13.46	12.52	13.57	10.45	14.47	8.19	15.11	10.47	10.24	12.93	14.61	14.11	0.00	0.00	14.88	11.22	-	13.73	12.79	12.55	17.66
Standard Error	0.72	0.83	0.80	0.91	0.96	1.52	1.08	1.50	1.75	1.28	1.13	0.90	0.00	0.00	1.08	1.52		4.49	1.72	1.26	2.25

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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NEEA 2012 Consumer Lighting Survey (#6065)

P2A. During 2011, how many total light bulbs did you purchase?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	147	14	134	43	105	18	87	21	12	49	67	-	134	13	-	-	-	-	-	-	-
	24.3	22.1	24.6	24.4	24.3	32.2	23.1	28.7	25.4	27.3	21.4		100.0	100.0							
1	11	1	10	1	10	-	10	0	-	3	7	11	-	-	5	5	-	0	2	5	4
	1.7	1.1	1.8	0.4	2.3 d		2.6 d	0.3		1.8	2.3	2.3			1.6	4.3		1.4	1.6	2.8	3.4
2	17	1	16	2	15	3	11	2	-	8	7	17	-	-	10	5	-	3	7	4	2
	2.8	1.1	3.0 b	1.3	3.4	5.9	3.1	2.9		4.7	2.1	3.7			3.1	4.1		19.5	6.7	2.0	1.5
3	15	1	15	2	13	-	13	0	-	13	2	15	-	-	15	-	-	-	10	4	-
	2.5	1.1	2.7	1.3	3.0		3.5	0.6		7.5 HK	0.5	3.4			4.8				9.8 t	2.2	
4	38	2	36	13	25	5	20	2	6	7	23	38	-	-	29	8	-	4	9	18	4
	6.3	3.3	6.6 b	7.6	5.7	8.8	5.2	2.9	12.6 h	3.9	7.5	8.3			8.9	6.2		21.0	8.7	10.3 U	3.4
5	14	3	11	6	8	-	8	1	2	4	7	14	-	-	14	0	-	0	4	6	2
	2.3	4.4	2.1	3.4	1.9		2.2	1.3	5.1	2.1	2.3	3.1			4.3 P	0.2		1.4	3.5	3.1	2.1
6	52	4	48	15	38	2	36	5	1	18	28	52	-	-	39	13	-	2	12	21	14
	8.6	6.6	8.9	8.4	8.8 f	3.0	9.6 f	6.7	2.0	10.3 I	9.1 I	11.4			12.1	10.7		9.8	11.8	12.0	12.9
7	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	0	-	-	-	0	-
	0.1	0.7		0.3							0.1	0.1			0.1	0.2				0.3	

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P2A. During 2011, how many total light bulbs did you purchase?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	31	3	28	16	15	3	12	6	3	9	13	31	-	-	19	12	-	-	5	16	6
	5.0	4.7	5.1	9.0 EG	3.4	5.9	3.1	7.7	5.6	5.3	4.2	6.7			5.8	9.6			5.3	8.9	5.3
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	0	-
	*	0.4		0.1							0.1	*			0.1					0.1	
10	36	5	31	8	28	6	21	5	3	11	18	36	-	-	26	9	-	0	5	23	5
	5.9	8.1	5.7	4.7	6.5	11.8	5.7	6.4	6.5	6.1	5.6	7.9			7.9	7.1		1.4	4.6	12.9 RSU	4.5
11-20	96	12	83	29	67	6	61	15	6	20	55	96	-	-	76	20	-	3	24	35	27
	15.8	20.2	15.3	16.4	15.6	11.8	16.2	20.6	13.5	11.3	17.6	20.9			23.6	15.9		19.5	24.3	19.6	25.0
More than 20	58	7	52	12	46	3	43	5	3	14	36	58	-	-	50	9	-	2	8	15	26
	9.6	10.6	9.5	7.0	10.7	5.9	11.4	7.3	7.1	7.7	11.6	12.7			15.4 P	6.9		10.9	7.9	8.5	24.0 ST
Don't know	85	8	77	24	61	8	53	9	10	21	45	85	-	-	40	39	-	2	14	29	19
	14.0	12.9	14.1	13.8	14.1	14.7	14.0	11.9	21.8	11.8	14.6	18.5			12.3	31.6 O		13.8	14.1	16.2	17.1
Refused	5	2	3	3	2	-	2	2	0	0	3	5	-	-	0	4	-	0	2	2	1
	0.8	2.6 c	0.6	1.8	0.4		0.4	2.6	0.5	0.1	0.8	1.1			0.1	3.4 o		1.4	1.6	1.2	0.8
Mean	9.88	10.65	9.79	8.67	10.36	6.88	10.86	8.93	8.16	8.13	11.38	13.83	0.00	0.00	14.48	12.11	-	11.30	11.75	12.38	19.17
Standard Deviation	13.46	12.52	13.57	10.45	14.47	8.19	15.11	10.47	10.24	12.93	14.61	14.11	0.00	0.00	14.88	11.22	-	13.73	12.79	12.55	17.66
Standard Error	0.72	0.83	0.80	0.91	0.96	1.52	1.08	1.50	1.75	1.28	1.13	0.90	0.00	0.00	1.08	1.52		4.49	1.72	1.26	2.25

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	37	3	34	10	28	8	20	6	7	7	18	37	-	-	22	12	-	-	7	13	7
Total answering	421	45	376	122	299	29	270	46	27	122	226	421	-	-	300	113	-	17	94	166	102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	76	9	66	28	48	3	44	11	7	20	37	76	-	-	13	57	-	2	17	23	13
	18.0	20.8	17.6	22.9	15.9	11.1	16.5	23.8	26.9	16.5	16.5	18.0			4.4	50.5 O		13.8	18.7	13.8	12.6
1	12	1	11	4	8	2	7	4	0	4	5	12	-	-	11	2	-	5	5	2	-
	2.9	2.0	3.0	3.4	2.7	5.6	2.4	8.1	0.9	2.9	2.2	2.9			3.6	1.5		31.8 sT	5.3	1.1	
2	49	3	46	8	41	7	35	5	1	14	30	49	-	-	32	17	-	7	21	14	4
	11.7	7.6	12.2	6.7	13.7 D	22.3	12.8 d	10.1	3.4	11.2	13.2 I	11.7			10.6	15.3		41.9 TU	22.9 TU	8.2	3.6
3	20	2	18	4	16	-	16	1	0	9	10	20	-	-	17	4	-	2	6	11	-
	4.8	5.1	4.8	3.2	5.5		6.1	2.0	1.7	7.0	4.6	4.8			5.6	3.1		9.8	5.9	6.6	
4	46	5	41	18	28	3	25	3	5	16	22	46	-	-	39	7	-	0	13	26	7
	11.0	12.1	10.8	15.0	9.3	11.0	9.1	7.1	19.7	12.9	9.7	11.0			13.1 p	6.2		1.4	14.3 R	15.4 Ru	6.9
5	25	2	23	9	16	3	13	6	2	6	11	25	-	-	21	3	-	-	11	10	2
	6.0	5.0	6.1	7.1	5.5	11.1	4.9	12.2	7.8	4.9	5.1	6.0			7.1	2.9			11.2 U	6.3	1.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	42	4	38	14	28	2	26	4	3	18	16	42	-	-	40	2	-	-	10	21	11
	10.0	9.6	10.0	11.4	9.3	5.6	9.8	9.6	10.4	15.0 k	7.2	10.0			13.4 P	1.5			10.4	12.8	10.6
7	4	0	3	0	3	-	3	0	-	2	2	4	-	-	4	-	-	-	2	0	2
	0.9	1.0	0.9	0.4	1.1		1.2	0.5		1.3	0.8	0.9			1.2				1.8	0.3	1.6
8	28	3	25	8	20	2	18	3	2	6	17	28	-	-	23	5	-	-	2	13	10
	6.6	7.6	6.5	6.7	6.6	5.4	6.7	5.6	8.5	5.1	7.4	6.6			7.6	4.5			2.0	7.7 s	9.9 S
9	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	0.1	0.5		0.2					0.9			0.1			0.1					0.1	
10	33	4	29	10	23	3	20	4	1	11	17	33	-	-	26	7	-	-	2	20	10
	7.8	8.1	7.8	8.2	7.7	11.1	7.3	9.1	3.4	8.9	7.5	7.8			8.7	6.2			1.8	11.8 S	10.1 S
11-20	58	7	51	13	44	3	41	4	3	10	41	58	-	-	47	9	-	0	4	26	23
	13.7	15.6	13.5	11.0	14.8	11.2	15.2	8.5	13.0	8.0	18.0 hJ	13.7			15.7 p	7.9		1.4	4.0	15.6 RS	22.5 RS
More than 20	28	2	25	5	23	2	21	2	1	8	18	28	-	-	27	1	-	-	2	0	21
	6.6	5.1	6.8	3.9	7.7	5.6	7.9	3.5	3.4	6.3	7.8	6.6			9.0 P	0.6			1.8	0.3	20.4 ST
Mean	7.57	6.84	7.65	5.90	8.25	6.67	8.42	5.35	5.70	7.16	8.46	7.57	-	-	9.21	3.50	-	1.72	4.17	6.34	14.32
Standard Deviation	10.14	6.99	10.46	6.17	11.31	6.80	11.69	5.85	6.30	10.67	10.81	10.14	-	-	11.05	5.70	-	1.96	5.52	5.07	16.19
Standard Error	0.60	0.50	0.69	0.58	0.84	1.60	0.91	0.96	1.21	1.19	0.90	0.60			0.78	0.65		0.58	0.70	0.48	1.93

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	76	9	66	28	48	3	44	11	7	20	37	76	-	-	13	57	-	2	17	23	13
	16.5	19.4	16.2	21.2 f	14.6	8.7	15.3	21.2	21.1	15.6	15.3	16.5			4.1	45.6 O		13.8	17.4	12.8	11.7
1	12	1	11	4	8	2	7	4	0	4	5	12	-	-	11	2	-	5	5	2	-
	2.7	1.9	2.8	3.1	2.5	4.4	2.3	7.3	0.7	2.7	2.0	2.7			3.3	1.3		31.8 sT	4.9	1.0	
2	49	3	46	8	41	7	35	5	1	14	30	49	-	-	32	17	-	7	21	14	4
	10.7	7.1	11.2	6.2	12.6 D	17.5	11.9 d	9.0	2.7	10.6 i	12.3 I	10.7			9.9	13.8		41.9 TU	21.3 TU	7.6	3.4
3	20	2	18	4	16	-	16	1	0	9	10	20	-	-	17	4	-	2	6	11	-
	4.4	4.7	4.4	2.9	5.0		5.7	1.8	1.3	6.7	4.2	4.4			5.2	2.8		9.8	5.5	6.2	
4	46	5	41	18	28	3	25	3	5	16	22	46	-	-	39	7	-	0	13	26	7
	10.1	11.3	9.9	13.9	8.5	8.6	8.5	6.3	15.5	12.2	9.0	10.1			12.2 P	5.6		1.4	13.3 R	14.3 Ru	6.4
5	25	2	23	9	16	3	13	6	2	6	11	25	-	-	21	3	-	-	11	10	2
	5.5	4.7	5.6	6.6	5.0	8.7	4.5	10.9	6.1	4.6	4.7	5.5			6.6 p	2.6			10.5 U	5.8	1.7
6	42	4	38	14	28	2	26	4	3	18	16	42	-	-	40	2	-	-	10	21	11
	9.1	9.0	9.2	10.6	8.5	4.4	9.1	8.6	8.1	14.2 k	6.7	9.1			12.5 P	1.3			9.7	11.8	9.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	4	0	3	0	3	-	3	0	-	2	2	4	-	-	4	-	-	-	2	0	2
	0.8	0.9	0.8	0.3	1.0		1.1	0.4		1.3	0.8	0.8			1.2				1.6	0.3	1.5
8	28	3	25	8	20	2	18	3	2	6	17	28	-	-	23	5	-	-	2	13	10
	6.1	7.1	6.0	6.2	6.0	4.2	6.3	5.0	6.7	4.8	6.9	6.1			7.1	4.1			1.9	7.2 s	9.2 S
9	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	*	0.5		0.2					0.7			*			0.1					0.1	
10	33	4	29	10	23	3	20	4	1	11	17	33	-	-	26	7	-	-	2	20	10
	7.2	7.6	7.2	7.6	7.0	8.7	6.8	8.1	2.7	8.4	7.0	7.2			8.1	5.6			1.6	10.9 S	9.4 S
11-20	58	7	51	13	44	3	41	4	3	10	41	58	-	-	47	9	-	0	4	26	23
	12.6	14.6	12.4	10.2	13.6	8.7	14.2	7.6	10.1	7.5	16.7 hJ	12.6			14.6 P	7.1		1.4	3.7	14.5 RS	21.0 RS
More than 20	28	2	25	5	23	2	21	2	1	8	18	28	-	-	27	1	-	-	2	0	21
	6.0	4.7	6.2	3.6	7.0	4.4	7.4	3.2	2.7	5.9	7.2	6.0			8.4 P	0.5			1.6	0.3	19.0 ST
Don't know	37	3	34	10	28	8	20	6	7	7	18	37	-	-	22	12	-	-	7	13	7
	8.2	6.6	8.3	7.3	8.5	21.7 g	6.8	10.8	21.7 Jk	5.4	7.2	8.2			6.8	9.6			6.8	7.3	6.8
Mean	7.57	6.84	7.65	5.90	8.25	6.67	8.42	5.35	5.70	7.16	8.46	7.57	-	-	9.21	3.50	-	1.72	4.17	6.34	14.32
Standard Deviation	10.14	6.99	10.46	6.17	11.31	6.80	11.69	5.85	6.30	10.67	10.81	10.14	-	-	11.05	5.70	-	1.96	5.52	5.07	16.19
Standard Error	0.60	0.50	0.69	0.58	0.84	1.60	0.91	0.96	1.21	1.19	0.90	0.60			0.78	0.65		0.58	0.70	0.48	1.93

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	37	3	34	10	28	8	20	6	7	7	18	37	-	-	22	12	-	-	7	13	7
Total answering	569	58	510	165	403	47	357	66	38	171	293	421	134	13	300	113	-	17	94	166	102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	223	23	200	71	152	21	131	32	19	69	104	76	134	13	13	57	-	2	17	23	13
	39.2	39.2	39.2	42.8	37.8	44.7	36.9	47.5	49.1	40.3	35.5	18.0	100.0 L	100.0 L	4.4	50.5 O		13.8	18.7	13.8	12.6
1	12	1	11	4	8	2	7	4	0	4	5	12	-	-	11	2	-	5	5	2	-
	2.2	1.6	2.2	2.5	2.0	3.5	1.8	5.6	0.6	2.0	1.7	2.9			3.6	1.5		31.8 sT	5.3	1.1	
2	49	3	46	8	41	7	35	5	1	14	30	49	-	-	32	17	-	7	21	14	4
	8.7	5.8	9.0	5.0	10.2 D	13.9	9.7 d	6.9	2.4	8.0	10.2 I	11.7			10.6	15.3		41.9 TU	22.9 TU	8.2	3.6
3	20	2	18	4	16	-	16	1	0	9	10	20	-	-	17	4	-	2	6	11	-
	3.6	3.9	3.5	2.3	4.1		4.6	1.4	1.2	5.0	3.5	4.8			5.6	3.1		9.8	5.9	6.6	
4	46	5	41	18	28	3	25	3	5	16	22	46	-	-	39	7	-	0	13	26	7
	8.1	9.3	8.0	11.1	6.9	6.9	6.9	4.9	13.8	9.2	7.5	11.0			13.1 p	6.2		1.4	14.3 R	15.4 Ru	6.9
5	25	2	23	9	16	3	13	6	2	6	11	25	-	-	21	3	-	-	11	10	2
	4.4	3.9	4.5	5.3	4.1	6.9	3.7	8.4	5.5	3.5	3.9	6.0			7.1	2.9			11.2 U	6.3	1.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	42	4	38	14	28	2	26	4	3	18	16	42	-	-	40	2	-	-	10	21	11
	7.4	7.4	7.4	8.5	6.9	3.5	7.4	6.6	7.2	10.7	5.6	10.0			13.4 P	1.5			10.4	12.8	10.6
7	4	0	3	0	3	-	3	0	-	2	2	4	-	-	4	-	-	-	2	0	2
	0.7	0.8	0.6	0.3	0.8		0.9	0.3		1.0	0.6	0.9			1.2				1.8	0.3	1.6
8	28	3	25	8	20	2	18	3	2	6	17	28	-	-	23	5	-	-	2	13	10
	4.9	5.8	4.8	5.0	4.9	3.4	5.1	3.8	5.9	3.6	5.8	6.6			7.6	4.5			2.0	7.7 s	9.9 S
9	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	*	0.4		0.1					0.6			0.1			0.1					0.1	
10	33	4	29	10	23	3	20	4	1	11	17	33	-	-	26	7	-	-	2	20	10
	5.8	6.2	5.8	6.1	5.7	6.9	5.5	6.2	2.4	6.4	5.8	7.8			8.7	6.2			1.8	11.8 S	10.1 S
11-20	58	7	51	13	44	3	41	4	3	10	41	58	-	-	47	9	-	0	4	26	23
	10.2	12.0	10.0	8.1	11.0	7.0	11.5	5.9	9.0	5.7	13.9 hJ	13.7			15.7 p	7.9		1.4	4.0	15.6 RS	22.5 RS
More than 20	28	2	25	5	23	2	21	2	1	8	18	28	-	-	27	1	-	-	2	0	21
	4.9	3.9	5.0	2.9	5.7	3.5	6.0	2.4	2.4	4.5	6.0	6.6			9.0 P	0.6			1.8	0.3	20.4 ST
Mean	5.60	5.25	5.65	4.37	6.11	4.15	6.37	3.69	3.97	5.12	6.54	7.57	0.00	0.00	9.21	3.50	-	1.72	4.17	6.34	14.32
Standard Deviation	9.33	6.77	9.59	5.91	10.38	6.25	10.79	5.44	5.86	9.58	10.14	10.14	0.00	0.00	11.05	5.70	-	1.96	5.52	5.07	16.19
Standard Error	0.48	0.42	0.54	0.49	0.66	1.16	0.73	0.75	0.97	0.91	0.74	0.60	0.00	0.00	0.78	0.65		0.58	0.70	0.48	1.93

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	223	23	200	71	152	21	131	32	19	69	104	76	134	13	13	57	-	2	17	23	13
	36.8	37.2	36.8	40.5	35.3	38.1	34.9	43.8	41.1	38.7	33.5	16.5	100.0 L	100.0 L	4.1	45.6 O		13.8	17.4	12.8	11.7
1	12	1	11	4	8	2	7	4	0	4	5	12	-	-	11	2	-	5	5	2	-
	2.0	1.5	2.1	2.4	1.9	3.0	1.7	5.2	0.5	2.0	1.6	2.7			3.3	1.3		31.8 sT	4.9	1.0	
2	49	3	46	8	41	7	35	5	1	14	30	49	-	-	32	17	-	7	21	14	4
	8.1	5.5	8.4	4.7	9.5 d	11.9	9.2 d	6.4	2.0	7.7 i	9.7 I	10.7			9.9	13.8		41.9 TU	21.3 TU	7.6	3.4
3	20	2	18	4	16	-	16	1	0	9	10	20	-	-	17	4	-	2	6	11	-
	3.4	3.7	3.3	2.2	3.8		4.4	1.3	1.0	4.8	3.3	4.4			5.2	2.8		9.8	5.5	6.2	
4	46	5	41	18	28	3	25	3	5	16	22	46	-	-	39	7	-	0	13	26	7
	7.6	8.8	7.5	10.5	6.5	5.8	6.6	4.5	11.5	8.8	7.1	10.1			12.2 P	5.6		1.4	13.3 R	14.3 Ru	6.4
5	25	2	23	9	16	3	13	6	2	6	11	25	-	-	21	3	-	-	11	10	2
	4.1	3.7	4.2	5.0	3.8	5.9	3.5	7.7	4.6	3.4	3.7	5.5			6.6 p	2.6			10.5 U	5.8	1.7
6	42	4	38	14	28	2	26	4	3	18	16	42	-	-	40	2	-	-	10	21	11
	6.9	7.0	6.9	8.0	6.5	3.0	7.0	6.1	6.1	10.3	5.3	9.1			12.5 P	1.3			9.7	11.8	9.9
7	4	0	3	0	3	-	3	0	-	2	2	4	-	-	4	-	-	-	2	0	2
	0.6	0.7	0.6	0.3	0.8		0.9	0.3		0.9	0.6	0.8			1.2				1.6	0.3	1.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P2B. During 2011, how many CFLs did you purchase?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	28	3	25	8	20	2	18	3	2	6	17	28	-	-	23	5	-	-	2	13	10
	4.6	5.5	4.5	4.7	4.6	2.9	4.8	3.5	5.0	3.5	5.4	6.1			7.1	4.1			1.9	7.2 s	9.2 S
9	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	*	0.4		0.1					0.5			*			0.1					0.1	
10	33	4	29	10	23	3	20	4	1	11	17	33	-	-	26	7	-	-	2	20	10
	5.4	5.9	5.4	5.7	5.3	5.9	5.2	5.8	2.0	6.1	5.5	7.2			8.1	5.6			1.6	10.9 S	9.4 S
11-20	58	7	51	13	44	3	41	4	3	10	41	58	-	-	47	9	-	0	4	26	23
	9.5	11.3	9.3	7.7	10.3	5.9	10.9	5.4	7.6	5.5	13.1 HJ	12.6			14.6 P	7.1		1.4	3.7	14.5 RS	21.0 RS
More than 20	28	2	25	5	23	2	21	2	1	8	18	28	-	-	27	1	-	-	2	0	21
	4.6	3.7	4.7	2.7	5.3	3.0	5.7	2.3	2.0	4.3	5.7	6.0			8.4 P	0.5			1.6	0.3	19.0 ST
Don't know	37	3	34	10	28	8	20	6	7	7	18	37	-	-	22	12	-	-	7	13	7
	6.2	5.2	6.3	5.5	6.4	14.7	5.2	7.7	16.2 Jk	3.9	5.6	8.2			6.8	9.6			6.8	7.3	6.8
Mean	5.60	5.25	5.65	4.37	6.11	4.15	6.37	3.69	3.97	5.12	6.54	7.57	0.00	0.00	9.21	3.50	-	1.72	4.17	6.34	14.32
Standard Deviation	9.33	6.77	9.59	5.91	10.38	6.25	10.79	5.44	5.86	9.58	10.14	10.14	0.00	0.00	11.05	5.70	-	1.96	5.52	5.07	16.19
Standard Error	0.48	0.42	0.54	0.49	0.66	1.16	0.73	0.75	0.97	0.91	0.74	0.60	0.00	0.00	0.78	0.65		0.58	0.70	0.48	1.93

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3A. Do you currently have any CFLs installed in your home?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	2	0	2	0	2	-	2	-	0	-	2	2	-	-	0	2	-	-	-	-	-
Total answering	457	48	409	132	325	37	288	51	34	129	242	457	-	-	322	123	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	421	44	377	119	302	32	270	46	29	121	226	421	-	-	309	104	-	17	100	179	109
	92.3	92.9	92.2	90.6	93.0	87.1	93.7	88.7	87.1	93.2	93.3	92.3			96.1 P	84.2		100.0	100.0	100.0	100.0
No	35	3	32	12	23	5	18	6	4	9	16	35	-	-	12	19	-	-	-	-	-
	7.7	7.1	7.8	9.4	7.0	12.9	6.3	11.3	12.9	6.8	6.7	7.7			3.9	15.8 O					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3A. Do you currently have any CFLs installed in your home?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	421	44	377	119	302	32	270	46	29	121	226	421	-	-	309	104	-	17	100	179	109
	91.9	92.4	91.8	90.5	92.5	87.1	93.2	88.7	86.5	93.2	92.6	91.9			96.1 P	83.1		100.0	100.0	100.0	100.0
No	35	3	32	12	23	5	18	6	4	9	16	35	-	-	12	19	-	-	-	-	-
	7.7	7.1	7.8	9.4	7.0	12.9	6.3	11.3	12.8	6.8	6.7	7.7			3.9	15.6 O					
Don't know	2	0	2	0	2	-	2	-	0	-	2	2	-	-	0	2	-	-	-	-	-
	0.4	0.5	0.4	0.2	0.5		0.6		0.7		0.7	0.4			0.1	1.3					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?
BASE: CFLs installed

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	421	44	377	119	302	32	270	46	29	121	226	421	-	-	309	104	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	16	2	15	8	8	-	8	1	3	5	7	16	-	-	14	2	-	-	-	-	-
Total answering	405	42	362	111	294	32	261	45	26	115	219	405	-	-	295	102	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	17	2	15	7	10	3	7	5	2	2	7	17	-	-	7	9	-	17	-	-	-
	4.1	4.8	4.1	6.2	3.3	10.0	2.5	11.9 j	7.2	1.8	3.4	4.1			2.4	9.2 o		100.0			
2	41	3	38	11	30	2	28	4	1	12	23	41	-	-	30	11	-	-	41	-	-
	10.1	7.5	10.4	10.1	10.1	5.0	10.7	9.8	5.3	10.1	10.7	10.1			10.0	10.9			40.6		
3	25	2	23	12	13	2	12	6	4	4	12	25	-	-	17	7	-	-	25	-	-
	6.1	4.3	6.3	10.4 eg	4.5	5.0	4.4	13.0 j	14.3	3.2	5.3	6.1			5.9	7.1			24.6		
4	35	2	33	7	28	3	25	0	2	19	13	35	-	-	24	10	-	-	35	-	-
	8.6	5.3	9.0	6.4	9.5	9.9	9.4	1.0	9.6	16.2 HK	6.1 h	8.6			8.3	10.1			34.8		
5	30	3	26	3	26	5	21	4	0	8	17	30	-	-	22	7	-	-	-	30	-
	7.3	8.0	7.2	3.1	8.9 D	15.1	8.2 d	9.8	1.8	6.7	7.8 i	7.3			7.6	6.9				16.6	
6	35	4	31	13	21	3	18	4	1	15	14	35	-	-	24	9	-	-	-	35	-
	8.5	8.5	8.5	11.9	7.3	10.0	6.9	9.3	4.4	13.0	6.5	8.5			8.1	8.7				19.3	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?
BASE: CFLs installed

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	15	2	13	3	12	-	12	0	0	4	10	15	-	-	13	2	-	-	-	15	-
	3.6	3.7	3.6	2.8	3.9		4.4	0.5	0.9	3.4	4.7 h	3.6			4.3	1.6				8.2	
8	18	4	15	7	11	2	10	5	1	2	10	18	-	-	16	2	-	-	-	18	-
	4.5	8.5 c	4.1	6.2	3.9	5.0	3.8	10.8	3.5	2.0	4.7	4.5			5.5	2.1				10.3	
9	9	1	8	3	7	-	7	0	1	2	7	9	-	-	6	3	-	-	-	9	-
	2.2	2.1	2.3	2.3	2.2		2.5	0.5	2.6	1.4	3.0	2.2			2.0	3.2				5.1	
10	46	3	43	13	33	3	30	2	4	12	27	46	-	-	31	14	-	-	-	46	-
	11.3	8.0	11.7	11.7	11.2	10.0	11.3	5.1	16.1	10.7	12.4	11.3			10.3	13.5				25.7	
11-20	100	12	88	23	77	6	71	8	8	25	59	100	-	-	73	24	-	-	-	27	74
	24.8	28.2	24.4	21.0	26.3	20.0	27.0	18.5	31.8	21.8	26.8	24.8			24.7	23.6				14.8	67.8 T
More than 20	35	5	30	9	26	3	23	4	1	11	19	35	-	-	32	3	-	-	-	-	35
	8.7	11.2	8.4	7.9	8.9	10.0	8.8	9.8	2.6	9.7	8.6	8.7			10.8 P	3.1					32.2
Mean	10.23	11.34	10.10	9.40	10.55	9.01	10.74	8.83	9.21	9.61	10.97	10.23	-	-	10.83	8.51	-	1.00	2.94	8.17	21.74
Standard Deviation	8.74	9.00	8.72	7.93	9.02	7.68	9.17	8.62	6.95	7.81	9.38	8.74	-	-	9.38	6.65	-	0.00	0.87	2.38	8.52
Standard Error	0.53	0.66	0.59	0.78	0.67	1.72	0.73	1.44	1.37	0.90	0.80	0.53			0.67	0.81		0.00	0.11	0.22	0.98

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?
BASE: CFLs installed

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	421	44	377	119	302	32	270	46	29	121	226	421	-	-	309	104	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	17	2	15	7	10	3	7	5	2	2	7	17	-	-	7	9	-	17	-	-	-
	4.0	4.6	3.9	5.8	3.3	10.0	2.4	11.7 j	6.3	1.7	3.3	4.0			2.3	9.0 o		100.0			
2	41	3	38	11	30	2	28	4	1	12	23	41	-	-	30	11	-	-	41	-	-
	9.7	7.2	10.0	9.4	9.8	5.0	10.4	9.7	4.6	9.7	10.4	9.7			9.6	10.7			40.6		
3	25	2	23	12	13	2	12	6	4	4	12	25	-	-	17	7	-	-	25	-	-
	5.9	4.1	6.1	9.7 eg	4.4	5.0	4.3	12.8 j	12.6	3.0	5.1	5.9			5.6	7.0			24.6		
4	35	2	33	7	28	3	25	0	2	19	13	35	-	-	24	10	-	-	35	-	-
	8.3	5.1	8.7	5.9	9.2	9.9	9.1	1.0	8.5	15.4 HK	5.9 h	8.3			7.9	9.9			34.8		
5	30	3	26	3	26	5	21	4	0	8	17	30	-	-	22	7	-	-	-	30	-
	7.0	7.7	7.0	2.8	8.7 D	15.1	7.9 d	9.6	1.5	6.4	7.6 i	7.0			7.2	6.8				16.6	
6	35	4	31	13	21	3	18	4	1	15	14	35	-	-	24	9	-	-	-	35	-
	8.2	8.1	8.2	11.1	7.1	10.0	6.7	9.1	3.9	12.5 i	6.3	8.2			7.7	8.5				19.3	
7	15	2	13	3	12	-	12	0	0	4	10	15	-	-	13	2	-	-	-	15	-
	3.5	3.5	3.5	2.6	3.8		4.3	0.5	0.8	3.3	4.6 h	3.5			4.1	1.6				8.2	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?
BASE: CFLs installed

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	18	4	15	7	11	2	10	5	1	2	10	18	-	-	16	2	-	-	-	18	-
	4.4	8.1 c	3.9	5.7	3.8	5.0	3.7	10.7 j	3.1	1.9	4.6	4.4			5.3	2.0				10.3	
9	9	1	8	3	7	-	7	0	1	2	7	9	-	-	6	3	-	-	-	9	-
	2.2	2.0	2.2	2.1	2.2		2.4	0.5	2.3	1.4	2.9	2.2			1.9	3.2				5.1	
10	46	3	43	13	33	3	30	2	4	12	27	46	-	-	31	14	-	-	-	46	-
	10.9	7.7	11.3	10.9	10.9	10.0	11.0	5.1	14.2	10.2	12.0	10.9			9.9	13.3				25.7	
11-20	100	12	88	23	77	6	71	8	8	25	59	100	-	-	73	24	-	-	-	27	74
	23.8	27.1	23.5	19.5	25.5	20.0	26.2	18.3	28.0	20.9	26.0	23.8			23.6	23.2				14.8	67.8 T
More than 20	35	5	30	9	26	3	23	4	1	11	19	35	-	-	32	3	-	-	-	-	35
	8.3	10.7	8.0	7.4	8.7	10.0	8.5	9.6	2.3	9.2	8.4	8.3			10.3 P	3.1					32.2
Don't know	15	2	13	6	8	-	8	0	3	5	5	15	-	-	12	2	-	-	-	-	-
	3.5	3.6	3.5	5.4	2.7		3.0	1.0	11.9 h	4.5	2.4	3.5			4.0	1.8					
Refused	2	0	2	2	-	-	-	0	-	-	2	2	-	-	2	-	-	-	-	-	-
	0.4	0.5	0.4	1.5				0.5			0.7	0.4			0.6						
Mean	10.23	11.34	10.10	9.40	10.55	9.01	10.74	8.83	9.21	9.61	10.97	10.23	-	-	10.83	8.51	-	1.00	2.94	8.17	21.74
Standard Deviation	8.74	9.00	8.72	7.93	9.02	7.68	9.17	8.62	6.95	7.81	9.38	8.74	-	-	9.38	6.65	-	0.00	0.87	2.38	8.52
Standard Error	0.53	0.66	0.59	0.78	0.67	1.72	0.73	1.44	1.37	0.90	0.80	0.53			0.67	0.81		0.00	0.11	0.22	0.98

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	16	2	15	8	8	-	8	1	3	5	7	16	-	-	14	2	-	-	-	-	-
Total answering	590	60	530	167	423	55	368	71	42	173	303	442	134	13	308	123	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	185	17	167	55	129	23	107	26	16	58	84	37	134	13	13	21	-	-	-	-	-
	31.3	28.8	31.6	33.2	30.6	41.0	29.0	37.1	38.4	33.3	27.8	8.4	100.0 L	100.0 L	4.1	17.2 O					
1	17	2	15	7	10	3	7	5	2	2	7	17	-	-	7	9	-	17	-	-	-
	2.8	3.4	2.8	4.2	2.3	5.9	1.8	7.5 j	4.4	1.2	2.5	3.8			2.3	7.6 o		100.0			
2	41	3	38	11	30	2	28	4	1	12	23	41	-	-	30	11	-	-	41	-	-
	6.9	5.3	7.1	6.8	7.0	3.0	7.6	6.2	3.2	6.7	7.7	9.2			9.6	9.1			40.6		
3	25	2	23	12	13	2	12	6	4	4	12	25	-	-	17	7	-	-	25	-	-
	4.2	3.0	4.3	6.9	3.1	3.0	3.1	8.2	8.8	2.1	3.8	5.6			5.7	5.9			24.6		
4	35	2	33	7	28	3	25	0	2	19	13	35	-	-	24	10	-	-	35	-	-
	5.9	3.8	6.2	4.3	6.6	5.8	6.7	0.6	5.9	10.8 Hk	4.4 H	7.9			7.9	8.4			34.8		
5	30	3	26	3	26	5	21	4	0	8	17	30	-	-	22	7	-	-	-	30	-
	5.0	5.7	5.0	2.0	6.2 D	8.9	5.8 d	6.1	1.1	4.5	5.6 i	6.7			7.3	5.7				16.6	
6	35	4	31	13	21	3	18	4	1	15	14	35	-	-	24	9	-	-	-	35	-
	5.9	6.0	5.8	8.0	5.0	5.9	4.9	5.8	2.7	8.7	4.7	7.8			7.8	7.2				19.3	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	15 2.5	2 2.6	13 2.5	3 1.9	12 2.7	-	12 3.1	0 0.3	0 0.5	4 2.3	10 3.4 H	15 3.3	-	-	13 4.2	2 1.3	-	-	-	15 8.2	-
8	18 3.1	4 6.0 c	15 2.8	7 4.1	11 2.7	2 3.0	10 2.7	5 6.8	1 2.2	2 1.3	10 3.4	18 4.1	-	-	16 5.3 p	2 1.7	-	-	-	18 10.3	-
9	9 1.5	1 1.5	8 1.5	3 1.5	7 1.6	-	7 1.8	0 0.3	1 1.6	2 0.9	7 2.2	9 2.1	-	-	6 1.9	3 2.7	-	-	-	9 5.1	-
10	46 7.8	3 5.7	43 8.0	13 7.8	33 7.8	3 5.9	30 8.0	2 3.2	4 9.9	12 7.1	27 8.9 h	46 10.4	-	-	31 9.9	14 11.2	-	-	-	46 25.7	-
11-20	100 17.0	12 20.1	88 16.7	23 14.0	77 18.2	6 11.8	71 19.2	8 11.7	8 19.6	25 14.6	59 19.4	100 22.7	-	-	73 23.7	24 19.5	-	-	-	27 14.8	74 67.8 T
More than 20	35 5.9	5 7.9	30 5.7	9 5.3	26 6.2	3 5.9	23 6.2	4 6.1	1 1.6	11 6.5	19 6.2 i	35 7.9	-	-	32 10.4 P	3 2.6	-	-	-	-	35 32.2
Mean	7.03	8.07	6.91	6.28	7.32	5.32	7.62	5.55	5.68	6.41	7.91	9.37	0.00	0.00	10.38	7.05	-	1.00	2.94	8.17	21.74
Standard Deviation	8.66	9.17	8.60	7.85	8.95	7.37	9.14	8.05	7.06	7.82	9.36	8.84	0.00	0.00	9.43	6.85	-	0.00	0.87	2.38	8.52
Standard Error	0.44	0.56	0.48	0.64	0.56	1.26	0.61	1.08	1.13	0.74	0.67	0.51	0.00	0.00	0.66	0.75		0.00	0.11	0.22	0.98

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	185	17	167	55	129	23	107	26	16	58	84	37	134	13	13	21	-	-	-	-	-
	30.5	28.0	30.7	31.6	30.0	41.0	28.4	36.7	35.5	32.3	27.2	8.1	100.0 L	100.0 L	3.9	16.9 O					
1	17	2	15	7	10	3	7	5	2	2	7	17	-	-	7	9	-	17	-	-	-
	2.8	3.3	2.7	4.0	2.3	5.9	1.7	7.4 j	4.1	1.2	2.4	3.6			2.2	7.5 o		100.0			
2	41	3	38	11	30	2	28	4	1	12	23	41	-	-	30	11	-	-	41	-	-
	6.7	5.2	6.9	6.4	6.9	3.0	7.4	6.1	3.0	6.5	7.5	8.9			9.2	8.9			40.6		
3	25	2	23	12	13	2	12	6	4	4	12	25	-	-	17	7	-	-	25	-	-
	4.1	2.9	4.2	6.6	3.0	3.0	3.1	8.1	8.1	2.1	3.7	5.4			5.4	5.8			24.6		
4	35	2	33	7	28	3	25	0	2	19	13	35	-	-	24	10	-	-	35	-	-
	5.8	3.7	6.0	4.1	6.5	5.8	6.5	0.6	5.5	10.5 Hk	4.3 H	7.6			7.6	8.2			34.8		
5	30	3	26	3	26	5	21	4	0	8	17	30	-	-	22	7	-	-	-	30	-
	4.9	5.5	4.8	1.9	6.1 D	8.9	5.7 D	6.1	1.0	4.3	5.5 I	6.5			7.0	5.6				16.6	
6	35	4	31	13	21	3	18	4	1	15	14	35	-	-	24	9	-	-	-	35	-
	5.7	5.9	5.7	7.6	4.9	5.9	4.8	5.8	2.5	8.4 i	4.6	7.5			7.4	7.1				19.3	
7	15	2	13	3	12	-	12	0	0	4	10	15	-	-	13	2	-	-	-	15	-
	2.4	2.5	2.4	1.8	2.7		3.1	0.3	0.5	2.2	3.3 Hi	3.2			4.0	1.3				8.2	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P3B. How many CFLs are installed?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	18	4	15	7	11	2	10	5	1	2	10	18	-	-	16	2	-	-	-	18	-
	3.0	5.9 c	2.7	3.9	2.7	3.0	2.6	6.7	2.0	1.3	3.3	4.0			5.0	1.7				10.3	
9	9	1	8	3	7	-	7	0	1	2	7	9	-	-	6	3	-	-	-	9	-
	1.5	1.5	1.5	1.4	1.5		1.7	0.3	1.5	0.9	2.1	2.0			1.8	2.6				5.1	
10	46	3	43	13	33	3	30	2	4	12	27	46	-	-	31	14	-	-	-	46	-
	7.6	5.5	7.8	7.5	7.6	5.9	7.9	3.2	9.1	6.9	8.7 h	10.0			9.5	11.0				25.7	
11-20	100	12	88	23	77	6	71	8	8	25	59	100	-	-	73	24	-	-	-	27	74
	16.6	19.5	16.3	13.4	17.9	11.8	18.8	11.6	18.1	14.1	18.9	21.9			22.7	19.2				14.8	67.8 T
More than 20	35	5	30	9	26	3	23	4	1	11	19	35	-	-	32	3	-	-	-	-	35
	5.8	7.7	5.6	5.0	6.1	5.9	6.1	6.1	1.5	6.3	6.1 i	7.6			9.9 P	2.6					32.2
Don't know	15	2	13	6	8	-	8	0	3	5	5	15	-	-	12	2	-	-	-	-	-
	2.4	2.6	2.4	3.7	1.9		2.2	0.6	7.6	3.0	1.7	3.2			3.8	1.5					
Refused	2	0	2	2	-	-	-	0	-	-	2	2	-	-	2	-	-	-	-	-	-
	0.3	0.4	0.3	1.0				0.3			0.5	0.4			0.6						
Mean	7.03	8.07	6.91	6.28	7.32	5.32	7.62	5.55	5.68	6.41	7.91	9.37	0.00	0.00	10.38	7.05	-	1.00	2.94	8.17	21.74
Standard Deviation	8.66	9.17	8.60	7.85	8.95	7.37	9.14	8.05	7.06	7.82	9.36	8.84	0.00	0.00	9.43	6.85	-	0.00	0.87	2.38	8.52
Standard Error	0.44	0.56	0.48	0.64	0.56	1.26	0.61	1.08	1.13	0.74	0.67	0.51	0.00	0.00	0.66	0.75		0.00	0.11	0.22	0.98

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4A. Are you storing any for use as spares or to be installed at a later date?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	5	0	5	2	3	-	3	-	-	3	2	5	-	-	3	2	-	-	2	2	0
Total answering	453	48	406	130	323	37	286	51	34	126	242	453	-	-	319	123	-	17	99	177	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	328	34	295	87	241	24	217	33	21	89	186	328	-	-	242	79	-	7	54	144	99
	72.4	71.1	72.6	67.0	74.6	65.2	75.9 d	63.5	62.8	70.4	76.8	72.4			75.9 P	64.1		42.0	54.2	81.4 RS	90.6 RSt
No	125	14	111	43	82	13	69	19	13	37	56	125	-	-	77	44	-	10	45	33	10
	27.6	28.9	27.4	33.0 g	25.4	34.8	24.1	36.5	37.2	29.6	23.2	27.6			24.1	35.9 O		58.0 TU	45.8 TU	18.6 u	9.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4A. Are you storing any for use as spares or to be installed at a later date?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	328	34	295	87	241	24	217	33	21	89	186	328	-	-	242	79	-	7	54	144	99
	71.6	70.8	71.7	66.0	73.9	65.2	75.0 d	63.5	62.8	68.6	76.2	71.6			75.2 P	63.1		42.0	53.3	80.6 RS	90.4 RST
No	125	14	111	43	82	13	69	19	13	37	56	125	-	-	77	44	-	10	45	33	10
	27.3	28.8	27.1	32.6	25.1	34.8	23.9	36.5	37.2	28.9	23.1	27.3			23.8	35.4 o		58.0 TU	45.1 TU	18.4 u	9.4
Don't know	5	-	5	2	3	-	3	-	-	3	2	5	-	-	3	2	-	-	2	2	-
	1.1		1.2	1.2	1.0		1.1			2.5	0.7	1.1			1.0	1.3			1.6	0.9	
Refused	0	0	-	0	-	-	-	-	-	-	0	0	-	-	-	0	-	-	-	-	0
	*	0.5		0.2							0.1	*				0.2					0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?
BASE: Storing bulbs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	328	34	295	87	241	24	217	33	21	89	186	328	-	-	242	79	-	7	54	144	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	18	2	16	7	11	2	10	2	3	8	5	18	-	-	13	4	-	-	3	6	2
Total answering	310	32	278	81	230	23	207	31	19	80	181	310	-	-	230	75	-	7	50	138	97
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	19	1	18	1	18	-	18	-	0	7	12	19	-	-	14	5	-	7	3	5	4
	6.1	2.8	6.5	1.1	7.9 D		8.7 D		2.4	8.4	6.5	6.1			6.0	6.9		96.8 STU	6.6	3.9	3.6
2	66	5	60	17	49	3	46	1	5	27	32	66	-	-	49	15	-	-	20	34	10
	21.2	16.9	21.7	20.7	21.4	14.2	22.2	3.7	29.2 H	33.6 HK	17.9 H	21.2			21.5	19.9			40.4 U	24.6 U	10.4
3	33	5	28	11	21	-	21	1	3	6	24	33	-	-	22	10	-	0	9	13	11
	10.6	15.5	10.0	14.2	9.3		10.3	3.7	13.5	6.9	13.0 h	10.6			9.6	13.9		3.2	17.7	9.2	11.0
4	44	3	41	13	31	3	28	6	2	14	22	44	-	-	37	7	-	-	8	24	6
	14.3	10.5	14.7	16.2	13.6	14.3	13.5	21.2	8.7	17.4	12.3	14.3			16.3	9.1			15.4	17.0 U	6.5
5	18	3	15	6	11	3	8	5	0	2	11	18	-	-	13	5	-	-	0	13	5
	5.8	9.9	5.3	8.0	5.0	14.3	4.0	17.5 iJ	2.4	2.0	5.8	5.8			5.5	7.1			0.9	9.1 S	4.8
6	40	4	36	14	26	5	21	5	4	7	24	40	-	-	31	9	-	-	5	18	13
	12.9	12.7	12.9	17.1	11.4	21.3	10.3	15.2	23.1	9.0	13.2	12.9			13.3	12.2			10.7	13.1	13.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?
BASE: Storing bulbs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	4	0	3	0	3	2	2	0	-	-	3	4	-	-	2	-	-	-	-	2	2
	1.2	1.4	1.2	0.6	1.4	7.2	0.8	1.5			1.8	1.2			0.9					1.5	1.7
8	22	2	20	6	16	-	16	1	0	10	10	22	-	-	14	7	-	-	0	9	13
	7.1	7.7	7.1	7.1	7.2		7.9	3.7	2.4	13.0 i	5.6	7.1			6.0	9.0			0.9	6.6 s	13.0 S
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	-	-
	0.1	0.7		0.3							0.1	0.1			0.1						
10	28	2	26	7	21	3	18	6	2	2	18	28	-	-	20	9	-	-	2	7	16
	9.1	6.4	9.4	8.6	9.3	14.4	8.7	19.1 J	9.9	2.9	10.1 J	9.1			8.5	11.6			3.7	4.7	16.7 ST
11-20	28	4	25	4	25	3	21	4	1	4	19	28	-	-	21	7	-	-	2	14	10
	9.1	11.3	8.8	4.5	10.7 d	14.3	10.3	12.9	7.2	4.6	10.6	9.1			8.9	10.0			3.3	10.1	10.8
More than 20	8	1	7	1	7	-	7	0	0	2	5	8	-	-	7	0	-	-	0	0	7
	2.6	4.2	2.4	1.7	2.9		3.2	1.5	1.2	2.3	3.0	2.6			3.3 p	0.3			0.5	0.2	7.7 ST
Mean	6.15	6.91	6.07	5.61	6.34	6.72	6.30	7.34	5.30	5.08	6.52	6.15	-	-	6.22	5.92	-	1.06	3.85	5.23	8.81
Standard Deviation	5.98	6.90	5.87	4.85	6.33	3.72	6.55	4.62	4.17	6.01	6.28	5.98	-	-	6.29	5.05	-	0.38	3.58	3.73	8.39
Standard Error	0.41	0.58	0.45	0.56	0.53	0.99	0.58	0.92	0.99	0.82	0.59	0.41			0.51	0.72		0.18	0.62	0.39	1.03

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?
BASE: Storing bulbs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	328 100.0	34 100.0	295 100.0	87 100.0	241 100.0	24 100.0	217 100.0	33 100.0	21 100.0	89 100.0	186 100.0	328 100.0	-	-	242 100.0	79 100.0	-	7 100.0	54 100.0	144 100.0	99 100.0
1	19 5.8	1 2.7	18 6.1	1 1.0	18 7.5 D	-	18 8.3 D	-	0 2.1	7 7.6	12 6.3	19 5.8	-	-	14 5.7	5 6.5	-	7 96.8 STU	3 6.1	5 3.7	4 3.6
2	66 20.1	5 16.0	60 20.5	17 19.1	49 20.4	3 13.2	46 21.2	1 3.5	5 25.7 H	27 30.4 Hk	32 17.4 H	66 20.1	-	-	49 20.4	15 18.9	-	-	20 37.8 U	34 23.6 U	10 10.2
3	33 10.0	5 14.7	28 9.4	11 13.1	21 8.9	-	21 9.9	1 3.5	3 11.9	6 6.2	24 12.7 H	33 10.0	-	-	22 9.1	10 13.2	-	0 3.2	9 16.5	13 8.9	11 10.8
4	44 13.5	3 10.0	41 13.9	13 15.0	31 12.9	3 13.4	28 12.9	6 19.9	2 7.6	14 15.7	22 11.9	44 13.5	-	-	37 15.5	7 8.6	-	-	8 14.4	24 16.3 U	6 6.4
5	18 5.4	3 9.3	15 5.0	6 7.4	11 4.8	3 13.4	8 3.8	5 16.4 iJ	0 2.1	2 1.8	11 5.7	18 5.4	-	-	13 5.2	5 6.8	-	-	0 0.8	13 8.7 S	5 4.7
6	40 12.2	4 12.0	36 12.2	14 15.8	26 10.9	5 19.9	21 9.9	5 14.2	4 20.4	7 8.1	24 12.8	40 12.2	-	-	31 12.7	9 11.5	-	-	5 10.0	18 12.5	13 13.5
7	4 1.1	0 1.3	3 1.1	0 0.5	3 1.4	2 6.7	2 0.8	0 1.4	-	-	3 1.8	4 1.1	-	-	2 0.9	-	-	-	-	2 1.5	2 1.7
8	22 6.7	2 7.3	20 6.7	6 6.5	16 6.8	-	16 7.6	1 3.5	0 2.1	10 11.8 i	10 5.4	22 6.7	-	-	14 5.7	7 8.6	-	-	0 0.8	9 6.3 s	13 12.8 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?
BASE: Storing bulbs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	-	-
	0.1	0.7		0.3							0.1	0.1			0.1						
10	28	2	26	7	21	3	18	6	2	2	18	28	-	-	20	9	-	-	2	7	16
	8.6	6.0	8.9	8.0	8.8	13.4	8.3	17.9 J	8.7	2.6	9.9 J	8.6			8.1	11.0			3.5	4.5	16.4 ST
11-20	28	4	25	4	25	3	21	4	1	4	19	28	-	-	21	7	-	-	2	14	10
	8.6	10.7	8.4	4.2	10.2 d	13.4	9.9 d	12.0	6.4	4.2	10.3	8.6			8.5	9.5			3.1	9.7	10.6
More than 20	8	1	7	1	7	-	7	0	0	2	5	8	-	-	7	0	-	-	0	0	7
	2.4	4.0	2.2	1.6	2.7		3.0	1.4	1.1	2.1	2.9	2.4			3.1 p	0.3			0.4	0.2	7.6 ST
Don't know	18	2	16	7	11	2	10	2	3	8	5	18	-	-	13	4	-	-	3	6	2
	5.5	5.3	5.5	7.6	4.8	6.7	4.5	6.4	11.9	9.4	2.8	5.5			5.2	5.0			6.4	4.0	1.9
Mean	6.15	6.91	6.07	5.61	6.34	6.72	6.30	7.34	5.30	5.08	6.52	6.15	-	-	6.22	5.92	-	1.06	3.85	5.23	8.81
Standard Deviation	5.98	6.90	5.87	4.85	6.33	3.72	6.55	4.62	4.17	6.01	6.28	5.98	-	-	6.29	5.05	-	0.38	3.58	3.73	8.39
Standard Error	0.41	0.58	0.45	0.56	0.53	0.99	0.58	0.92	0.99	0.82	0.59	0.41			0.51	0.72		0.18	0.62	0.39	1.03

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606 100.0	62 100.0	544 100.0	175 100.0	431 100.0	55 100.0	376 100.0	72 100.0	45 100.0	178 100.0	310 100.0	459 100.0	134 100.0	13 100.0	322 100.0	125 100.0	-	17 100.0	100 100.0	179 100.0	109 100.0
Don't know/Refused	18	2	16	7	11	2	10	2	3	8	5	18	-	-	13	4	-	-	3	6	2
Total answering	588 100.0	60 100.0	528 100.0	168 100.0	420 100.0	53 100.0	366 100.0	70 100.0	43 100.0	170 100.0	305 100.0	440 100.0	134 100.0	13 100.0	310 100.0	121 100.0	-	17 100.0	97 100.0	173 100.0	107 100.0
None	278 47.2	28 46.2	250 47.3	88 52.1	190 45.3	31 57.5	159 43.5	39 56.4 K	24 56.3 k	89 52.6 K	125 40.8	130 29.5	134 100.0 L	13 100.0 L	80 25.8	46 38.1 O	-	10 58.0 TU	47 48.3 TU	35 20.0 U	10 9.7
1	19 3.2	1 1.5	18 3.4	1 0.5	18 4.3 D	-	18 4.9 D	-	0 1.1	7 4.0	12 3.8	19 4.3	-	-	14 4.5	5 4.3	-	7 40.6 STU	3 3.4	5 3.1	4 3.3
2	66 11.2	5 9.1	60 11.4	17 9.9	49 11.7	3 6.0	46 12.6	1 1.6	5 12.7 H	27 15.9 H	32 10.6 H	66 15.0	-	-	49 15.9	15 12.3	-	-	20 20.9 u	34 19.6 U	10 9.4
3	33 5.6	5 8.3	28 5.3	11 6.8	21 5.1	-	21 5.8	1 1.6	3 5.9	6 3.3	24 7.7 Hj	33 7.4	-	-	22 7.1	10 8.6	-	0 1.4	9 9.1	13 7.4	11 10.0 r
4	44 7.5	3 5.7	41 7.7	13 7.8	31 7.4	3 6.1	28 7.6	6 9.3	2 3.8	14 8.2	22 7.3	44 10.0	-	-	37 12.1 p	7 5.6	-	-	8 8.0	24 13.6 u	6 5.9
5	18 3.0	3 5.3	15 2.8	6 3.8	11 2.7	3 6.1	8 2.2	5 7.6 ij	0 1.1	2 0.9	11 3.4	18 4.1	-	-	13 4.1	5 4.4	-	-	0 0.5	13 7.3 S	5 4.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	40	4	36	14	26	5	21	5	4	7	24	40	-	-	31	9	-	-	5	18	13
	6.8	6.8	6.8	8.2	6.2	9.1	5.8	6.6	10.1	4.2	7.8	9.1			9.9	7.5			5.5	10.5	12.4
7	4	0	3	0	3	2	2	0	-	-	3	4	-	-	2	-	-	-	-	2	2
	0.6	0.8	0.6	0.3	0.8	3.1	0.4	0.6			1.1	0.8			0.7					1.2	1.5
8	22	2	20	6	16	-	16	1	0	10	10	22	-	-	14	7	-	-	0	9	13
	3.8	4.1	3.7	3.4	3.9		4.5	1.6	1.1	6.1 i	3.3	5.0			4.4	5.6			0.5	5.2 S	11.8 S
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	-	-
	*	0.4		0.1							0.1	0.1			0.1						
10	28	2	26	7	21	3	18	6	2	2	18	28	-	-	20	9	-	-	2	7	16
	4.8	3.4	5.0	4.1	5.1	6.1	4.9	8.3 j	4.3	1.4	6.0 J	6.4			6.3	7.2			1.9	3.8	15.1 ST
11-20	28	4	25	4	25	3	21	4	1	4	19	28	-	-	21	7	-	-	2	14	10
	4.8	6.1	4.7	2.2	5.9 D	6.1	5.8 d	5.6	3.2	2.2	6.3 j	6.4			6.6	6.2			1.7	8.1 S	9.8 S
More than 20	8	1	7	1	7	-	7	0	0	2	5	8	-	-	7	0	-	-	0	0	7
	1.3	2.3	1.2	0.8	1.6		1.8	0.6	0.5	1.1	1.8	1.8			2.4 p	0.2			0.2	0.1	7.0 ST
Mean	3.25	3.71	3.19	2.69	3.47	2.86	3.56	3.20	2.32	2.41	3.85	4.33	0.00	0.00	4.61	3.67	-	0.45	1.99	4.18	7.95
Standard Deviation	5.32	6.11	5.23	4.37	5.64	4.12	5.83	4.75	3.80	4.85	5.79	5.75	0.00	0.00	6.06	4.90	-	0.59	3.21	3.94	8.39
Standard Error	0.27	0.38	0.29	0.36	0.35	0.72	0.39	0.64	0.61	0.46	0.41	0.33	0.00	0.00	0.42	0.54		0.17	0.40	0.37	0.97

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	278	28	250	88	190	31	159	39	24	89	125	130	134	13	80	46	-	10	47	35	10
	45.8	44.9	45.9	50.1	44.1	55.8	42.4	54.7 k	53.2	50.1 k	40.2	28.4	100.0 L	100.0 L	24.8	36.9 O		58.0 TU	46.7 TU	19.4 U	9.6
1	19	1	18	1	18	-	18	-	0	7	12	19	-	-	14	5	-	7	3	5	4
	3.1	1.5	3.3	0.5	4.2 D		4.8 D		1.0	3.8	3.8	4.1			4.3	4.1		40.6 STU	3.3	3.0	3.2
2	66	5	60	17	49	3	46	1	5	27	32	66	-	-	49	15	-	-	20	34	10
	10.9	8.8	11.1	9.5	11.4	5.8	12.2	1.6	12.0 h	15.2 H	10.4 H	14.4			15.3	11.9			20.1 u	19.0 U	9.2
3	33	5	28	11	21	-	21	1	3	6	24	33	-	-	22	10	-	0	9	13	11
	5.4	8.1	5.1	6.5	5.0		5.7	1.6	5.6	3.1	7.6 Hj	7.1			6.9	8.4		1.4	8.8	7.1	9.8 r
4	44	3	41	13	31	3	28	6	2	14	22	44	-	-	37	7	-	-	8	24	6
	7.3	5.5	7.5	7.5	7.2	5.9	7.4	9.0	3.6	7.8	7.1	9.6			11.6 p	5.4			7.7	13.2 u	5.8
5	18	3	15	6	11	3	8	5	0	2	11	18	-	-	13	5	-	-	0	13	5
	3.0	5.2	2.7	3.7	2.7	5.9	2.2	7.4 ij	1.0	0.9	3.4	3.9			3.9	4.3			0.5	7.0 S	4.3
6	40	4	36	14	26	5	21	5	4	7	24	40	-	-	31	9	-	-	5	18	13
	6.6	6.6	6.6	7.9	6.1	8.8	5.7	6.4	9.5	4.0	7.7	8.7			9.5	7.3			5.4	10.1	12.2
7	4	0	3	0	3	2	2	0	-	-	3	4	-	-	2	-	-	-	-	2	2
	0.6	0.7	0.6	0.3	0.8	3.0	0.4	0.6			1.1	0.8			0.7					1.2	1.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4B. How many CFLs are you storing?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	22	2	20	6	16	-	16	1	0	10	10	22	-	-	14	7	-	-	0	9	13
	3.7	4.0	3.6	3.3	3.8		4.4	1.6	1.0	5.9 i	3.3	4.8			4.3	5.4			0.5	5.1 S	11.6 S
9	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	-	-	-	-
	*	0.4		0.1							0.1	*			0.1						
10	28	2	26	7	21	3	18	6	2	2	18	28	-	-	20	9	-	-	2	7	16
	4.7	3.3	4.8	4.0	4.9	5.9	4.8	8.1 j	4.1	1.3	5.9 J	6.2			6.1	6.9			1.9	3.7	14.8 ST
11-20	28	4	25	4	25	3	21	4	1	4	19	28	-	-	21	7	-	-	2	14	10
	4.7	5.9	4.5	2.1	5.7 D	5.9	5.7 d	5.5	3.0	2.1	6.2 j	6.2			6.4	6.0			1.6	7.9 S	9.6 S
More than 20	8	1	7	1	7	-	7	0	0	2	5	8	-	-	7	0	-	-	0	0	7
	1.3	2.2	1.2	0.8	1.5		1.7	0.6	0.5	1.0	1.7	1.7			2.3 p	0.2			0.2	0.1	6.9 ST
Don't know	18	2	16	7	11	2	10	2	3	8	5	18	-	-	13	4	-	-	3	6	2
	3.0	2.9	3.0	3.8	2.7	3.0	2.6	2.9	5.6	4.7	1.7	4.0			3.9	3.2			3.4	3.3	1.7
Mean	3.25	3.71	3.19	2.69	3.47	2.86	3.56	3.20	2.32	2.41	3.85	4.33	0.00	0.00	4.61	3.67	-	0.45	1.99	4.18	7.95
Standard Deviation	5.32	6.11	5.23	4.37	5.64	4.12	5.83	4.75	3.80	4.85	5.79	5.75	0.00	0.00	6.06	4.90	-	0.59	3.21	3.94	8.39
Standard Error	0.27	0.38	0.29	0.36	0.35	0.72	0.39	0.64	0.61	0.46	0.41	0.33	0.00	0.00	0.42	0.54		0.17	0.40	0.37	0.97

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4C. How many regular incandescent bulbs are you storing?
BASE: Storing bulbs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	328	34	295	87	241	24	217	33	21	89	186	328	-	-	242	79	-	7	54	144	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	23	3	20	13	10	2	8	5	2	6	10	23	-	-	17	6	-	-	7	5	4
Total answering	305	31	275	74	231	23	209	28	19	83	175	305	-	-	225	73	-	7	47	139	94
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	79	9	70	17	62	8	54	9	5	26	40	79	-	-	61	18	-	0	9	26	39
	25.9	28.9	25.6	22.8	26.9	35.6	26.0	31.4	24.0	31.1	22.8	25.9			26.9	24.7		3.2	18.5	18.7 r	41.5 RST
1	10	-	10	3	7	-	7	-	2	2	7	10	-	-	10	-	-	2	2	5	2
	3.2		3.6	4.4	2.8		3.2		8.6	1.9	3.8	3.2			4.4			23.4	3.4	3.5	1.7
2	36	3	33	6	30	-	30	3	1	10	22	36	-	-	29	7	-	2	0	20	14
	11.8	10.3	11.9	8.6	12.8		14.2	11.6	4.8	12.1	12.4	11.8			12.9	9.7		23.3	0.5	14.2 S	14.9 S
3	15	2	13	5	10	-	10	1	1	5	8	15	-	-	12	3	-	-	2	9	2
	4.9	6.7	4.8	7.1	4.3		4.7	2.4	3.6	6.4	4.8	4.9			5.2	4.8			4.4	6.5	2.5
4	37	2	34	7	30	2	28	1	2	9	25	37	-	-	30	4	-	2	7	17	7
	12.0	7.4	12.5	9.6	12.8	7.2	13.4	2.4	12.1	10.4	14.3 H	12.0			13.2 p	5.1		23.4	14.6	11.9	7.2
5	15	0	15	2	13	2	12	-	-	0	15	15	-	-	10	3	-	-	3	8	4
	5.0	1.5	5.4 b	2.8	5.7	7.2	5.5			0.3	8.5 J	5.0			4.5	4.8			7.1	5.9	3.7

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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P4C. How many regular incandescent bulbs are you storing?
BASE: Storing bulbs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	49 16.2	4 11.9	46 16.7	12 15.8	38 16.3	3 14.4	35 16.5	4 14.9	3 13.3	10 12.3	33 18.6	49 16.2	-	-	33 14.5	17 23.1	-	0 3.2	10 22.0 r	24 17.2	13 13.8
7	3 1.1	-	3 1.2	-	3 1.4	-	3 1.6	-	-	2 2.0	2 0.9	3 1.1	-	-	2 0.7	2 2.3	-	2 23.4	-	2 1.2	-
8	12 4.0	2 8.2 c	10 3.6	6 7.7	7 2.8	-	7 3.2	1 2.4	1 4.8	4 4.7	7 3.9	12 4.0	-	-	8 3.7	4 5.1	-	-	3 6.4	4 2.7	6 5.9
9	0 0.1	0 1.5	-	0 0.6	-	-	-	-	0 1.2	-	0 0.1	0 0.1	-	-	0 0.2	-	-	-	-	0 0.2	-
10	12 4.0	2 8.2 c	10 3.5	6 7.7 g	6 2.8	3 14.1	3 1.6	2 8.2	4 20.4 jk	3 3.3	3 1.9	12 4.0	-	-	9 3.9	3 4.8	-	-	4 8.0	5 3.9	3 2.9
11-20	21 6.9	3 10.4	18 6.5	8 10.8	13 5.7	2 7.2	11 5.5	4 14.1	1 3.6	9 10.9	7 4.2	21 6.9	-	-	12 5.4	7 10.2	-	-	7 14.6 u	10 7.0	3 3.1
More than 20	15 4.8	2 5.1	13 4.8	2 2.1	13 5.7	3 14.3	10 4.7	3 12.4	1 3.6	4 4.7	7 3.8	15 4.8	-	-	11 4.8	4 5.5	-	-	0 0.5	10 7.2 S	3 2.7
Mean	5.53	6.36	5.44	5.64	5.50	8.79	5.14	8.50	5.59	5.48	5.08	5.53	-	-	5.08	6.91	-	3.47	5.90	6.42	3.69
Standard Deviation	7.52	8.48	7.42	6.50	7.83	11.85	7.22	11.35	6.38	7.33	6.91	7.52	-	-	6.93	9.27	-	2.53	4.81	8.44	5.77
Standard Error	0.53	0.73	0.57	0.77	0.66	3.17	0.64	2.36	1.50	0.99	0.66	0.53			0.56	1.34		1.19	0.87	0.88	0.72

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NEEA 2012 Consumer Lighting Survey (#6065)

P4C. How many regular incandescent bulbs are you storing?
BASE: Storing bulbs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	328	34	295	87	241	24	217	33	21	89	186	328	-	-	242	79	-	7	54	144	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	79	9	70	17	62	8	54	9	5	26	40	79	-	-	61	18	-	0	9	26	39
	24.1	26.0	23.9	19.4	25.8	33.3	25.0	26.9	21.4	29.2	21.5	24.1			25.0	22.8		3.2	16.1	18.1	39.7 RST
1	10	-	10	3	7	-	7	-	2	2	7	10	-	-	10	-	-	2	2	5	2
	3.0		3.3	3.7	2.7		3.0		7.6	1.8	3.5	3.0			4.0			23.4	3.0	3.4	1.7
2	36	3	33	6	30	-	30	3	1	10	22	36	-	-	29	7	-	2	0	20	14
	11.0	9.3	11.1	7.3	12.3		13.6	9.9	4.3	11.3	11.7	11.0			12.0	8.9		23.3	0.4	13.8 S	14.3 S
3	15	2	13	5	10	-	10	1	1	5	8	15	-	-	12	3	-	-	2	9	2
	4.6	6.0	4.4	6.0	4.1		4.5	2.1	3.2	6.0	4.5	4.6			4.8	4.4			3.8	6.3	2.4
4	37	2	34	7	30	2	28	1	2	9	25	37	-	-	30	4	-	2	7	17	7
	11.2	6.7	11.7	8.1	12.3	6.7	12.9	2.1	10.8	9.7	13.5 H	11.2			12.2 p	4.8		23.4	12.7	11.5	6.9
5	15	0	15	2	13	2	12	-	-	0	15	15	-	-	10	3	-	-	3	8	4
	4.6	1.3	5.0 b	2.4	5.5	6.7	5.3			0.3	8.1 J	4.6			4.2	4.4			6.1	5.7	3.6
6	49	4	46	12	38	3	35	4	3	10	33	49	-	-	33	17	-	0	10	24	13
	15.1	10.7	15.6	13.4	15.7	13.4	15.9	12.8	11.9	11.5	17.5	15.1			13.5	21.4		3.2	19.2	16.7	13.3
7	3	-	3	-	3	-	3	-	-	2	2	3	-	-	2	2	-	2	-	2	-
	1.0		1.1		1.4		1.5			1.8	0.9	1.0			0.7	2.1		23.4		1.1	

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P4C. How many regular incandescent bulbs are you storing?
BASE: Storing bulbs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	12	2	10	6	7	-	7	1	1	4	7	12	-	-	8	4	-	-	3	4	6
	3.7	7.3	3.3	6.5	2.7		3.0	2.1	4.3	4.4	3.7	3.7			3.4	4.7			5.6	2.6	5.7
9	0	0	-	0	-	-	-	-	0	-	0	0	-	-	0	-	-	-	-	0	-
	0.1	1.3		0.5					1.1		0.1	0.1			0.2					0.2	
10	12	2	10	6	6	3	3	2	4	3	3	12	-	-	9	3	-	-	4	5	3
	3.7	7.3	3.3	6.6 g	2.7	13.2	1.5	7.1	18.2 jk	3.1	1.8	3.7			3.6	4.4			6.9	3.8	2.8
11-20	21	3	18	8	13	2	11	4	1	9	7	21	-	-	12	7	-	-	7	10	3
	6.4	9.3	6.1	9.2	5.4	6.7	5.3	12.1	3.2	10.3	4.0	6.4			5.0	9.4			12.7	6.8	3.0
More than 20	15	2	13	2	13	3	10	3	1	4	7	15	-	-	11	4	-	-	0	10	3
	4.5	4.6	4.4	1.8	5.4	13.4	4.5	10.7	3.2	4.4	3.5	4.5			4.4	5.0			0.4	7.0 S	2.6
Don't know	21	3	18	11	10	2	8	3	2	6	10	21	-	-	16	4	-	-	5	5	4
	6.3	8.7	6.1	12.6 EG	4.1	6.7	3.8	8.5	9.8	6.2	5.6	6.3			6.8	5.6			9.9	3.2	3.8
Refused	2	0	2	2	-	-	-	2	0	-	-	2	-	-	0	2	-	-	2	-	0
	0.6	1.3	0.6	2.4				5.7	1.1			0.6			0.2	2.1			3.1		0.5
Mean	5.53	6.36	5.44	5.64	5.50	8.79	5.14	8.50	5.59	5.48	5.08	5.53	-	-	5.08	6.91	-	3.47	5.90	6.42	3.69
Standard Deviation	7.52	8.48	7.42	6.50	7.83	11.85	7.22	11.35	6.38	7.33	6.91	7.52	-	-	6.93	9.27	-	2.53	4.81	8.44	5.77
Standard Error	0.53	0.73	0.57	0.77	0.66	3.17	0.64	2.36	1.50	0.99	0.66	0.53			0.56	1.34		1.19	0.87	0.88	0.72

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	9	1	8	1	8	3	5	3	0	0	5	9	-	-	4	5	-	-	2	5	-
Total answering	449	47	402	131	318	34	284	48	33	129	239	449	-	-	318	120	-	17	99	173	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	96	9	87	27	69	6	62	9	9	26	53	96	-	-	55	37	-	2	17	34	23
	21.4	19.8	21.6	20.8	21.6	18.9	22.0	17.8	25.9	20.0	22.2	21.4			17.4	31.2 O		9.8	17.5	19.5	20.9
No	353	38	316	104	249	28	222	40	25	103	186	353	-	-	263	82	-	15	81	140	86
	78.6	80.2	78.4	79.2	78.4	81.1	78.0	82.2	74.1	80.0	77.8	78.6			82.6 P	68.8		90.2	82.5	80.5	79.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5A. Have you had any CFLs that you installed, but later removed and did not use elsewhere in your home?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	96	9	87	27	69	6	62	9	9	26	53	96	-	-	55	37	-	2	17	34	23
	21.0	19.4	21.1	20.6	21.1	17.2	21.6	16.7	25.6	20.0	21.8	21.0			17.2	30.0 O		9.8	17.2	18.9	20.9
No	353	38	316	104	249	28	222	40	25	103	186	353	-	-	263	82	-	15	81	140	86
	77.1	78.8	76.9	78.7	76.4	74.0	76.7	77.0	73.1	79.7	76.2	77.1			81.6 P	66.1		90.2	80.9	78.1	79.1
Don't know	9	1	8	1	8	3	5	3	0	0	5	9	-	-	4	5	-	-	2	5	-
	2.0	1.9	2.0	0.7	2.5	8.7	1.7	6.3	1.3	0.3	2.0	2.0			1.2	3.9			1.9	3.0	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?
BASE: Removed CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	96	9	87	27	69	6	62	9	9	26	53	96	-	-	55	37	-	2	17	34	23
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	8	1	6	1	6	3	3	1	2	3	2	8	-	-	4	0	-	-	2	2	2
Total answering	89	8	80	26	62	3	59	8	7	23	51	89	-	-	52	37	-	2	16	32	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	13	2	11	5	8	-	8	1	2	2	9	13	-	-	8	6	-	-	4	4	6
	15.0	22.2	14.2	19.3	13.2		13.9	8.9	30.3	7.3	17.2	15.0			14.9	15.1			23.8	10.9	27.2
2	30	2	28	11	20	2	18	5	0	5	20	30	-	-	21	10	-	-	8	15	3
	34.4	30.6	34.8	41.1	31.6	50.9	30.6	60.7 Ij	6.6	22.5	39.4 I	34.4			40.3	26.2			53.8 U	45.0 U	14.5
3	10	0	10	5	5	-	5	2	2	3	3	10	-	-	4	7	-	2	2	0	2
	11.6	5.5	12.2	20.4	7.9		8.3	21.5	27.0	15.4	6.4	11.6			7.2	17.7		100.0 STU	10.5	1.4	8.0
4	12	1	11	1	11	-	11	0	-	7	5	12	-	-	7	5	-	-	-	7	2
	13.8	8.3	14.3	2.6	18.4 D		19.4 D	3.0		30.1 H	10.0	13.8			13.6	13.9				20.4	9.1
5	4	1	3	1	3	-	3	0	0	-	4	4	-	-	2	2	-	-	-	2	2
	4.7	11.1	4.1	3.5	5.3		5.6	3.0	3.3		7.3	4.7			4.1	5.7				6.5	8.0
6	9	1	8	2	7	-	7	-	1	3	5	9	-	-	3	6	-	-	-	3	4
	10.0	8.3	10.2	8.8	10.5		11.1		9.9	14.4	9.6	10.0			6.4	15.1				10.1	17.1
8	2	0	2	0	2	2	-	-	2	0	-	2	-	-	2	-	-	-	-	0	-
	2.0	2.8	2.0	0.9	2.5	49.1			23.0	1.0		2.0			3.5					0.7	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?
BASE: Removed CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
9	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	1.9		2.0		2.6		2.8			7.3		1.9			3.2					5.1	
10	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	0	-	-	0	-	2
	2.4	5.6	2.0	1.7	2.6		2.8			1.0	3.6	2.4			3.6	0.6			1.4		8.0
11-20	0	0	-	0	-	-	-	0	-	0	-	0	-	-	-	0	-	-	-	-	-
	0.5	5.6		1.7				3.0		1.0		0.5				1.2					
More than 20	3	-	3	-	3	-	3	-	-	-	3	3	-	-	2	2	-	-	2	-	2
	3.7		4.1		5.3		5.6				6.4	3.7			3.2	4.4			10.5		8.0
Mean	4.30	3.83	4.35	2.88	4.89	4.94	4.89	2.57	3.84	4.01	4.74	4.30	-	-	4.32	4.27	-	3.00	5.35	3.31	5.40
Standard Deviation	5.52	3.32	5.70	2.18	6.34	3.62	6.48	1.96	2.93	2.35	6.94	5.52	-	-	5.94	4.94	-	0.00	10.21	2.07	6.50
Standard Error	0.72	0.55	0.81	0.46	1.03	2.56	1.08	0.75	1.22	0.61	1.21	0.72			1.01	0.99		0.00	3.22	0.45	1.76

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?
BASE: Removed CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	96	9	87	27	69	6	62	9	9	26	53	96	-	-	55	37	-	2	17	34	23
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1	13	2	11	5	8	-	8	1	2	2	9	13	-	-	8	6	-	-	4	4	6
	13.8	19.5	13.2	18.5	11.9		13.2	7.9	24.0	6.4	16.7	13.8			13.9	14.9			21.5	10.4	24.4
2	30	2	28	11	20	2	18	5	0	5	20	30	-	-	21	10	-	-	8	15	3
	31.7	26.8	32.2	39.4	28.6	25.5	29.0	54.3 Ij	5.2	19.7	38.2 I	31.7			37.5	25.9			48.7 U	42.9 U	13.0
3	10	0	10	5	5	-	5	2	2	3	3	10	-	-	4	7	-	2	2	0	2
	10.7	4.9	11.3	19.6	7.2		7.9	19.2	21.4	13.4	6.2	10.7			6.7	17.5		100.0 STU	9.5	1.3	7.2
4	12	1	11	1	11	-	11	0	-	7	5	12	-	-	7	5	-	-	-	7	2
	12.7	7.3	13.2	2.5	16.7 D		18.4 D	2.6		26.3 h	9.7	12.7			12.7	13.8				19.4	8.2
5	4	1	3	1	3	-	3	0	0	-	4	4	-	-	2	2	-	-	-	2	2
	4.4	9.8	3.8	3.3	4.8		5.3	2.6	2.6		7.1	4.4			3.8	5.6				6.2	7.2
6	9	1	8	2	7	-	7	-	1	3	5	9	-	-	3	6	-	-	-	3	4
	9.2	7.3	9.4	8.4	9.5		10.5		7.8	12.6	9.3	9.2			5.9	14.9				9.6	15.4
8	2	0	2	0	2	2	-	-	2	0	-	2	-	-	2	-	-	-	-	0	-
	1.9	2.4	1.8	0.8	2.3	24.5			18.2	0.9		1.9			3.2					0.7	
9	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	1.7		1.9		2.4		2.6			6.4		1.7			3.0					4.8	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?
BASE: Removed CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
10	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	0	-	-	0	-	2
	2.2	4.9	1.9	1.7	2.4		2.6			0.9	3.5	2.2			3.4	0.6			1.3		7.2
11-20	0	0	-	0	-	-	-	0	-	0	-	0	-	-	-	0	-	-	-	-	-
	0.5	4.9		1.7				2.6		0.9		0.5				1.2					
More than 20	3	-	3	-	3	-	3	-	-	-	3	3	-	-	2	2	-	-	2	-	2
	3.4		3.8		4.8		5.3				6.2	3.4			3.0	4.4			9.5		7.2
Don't know	8	1	6	1	6	3	3	1	2	3	2	8	-	-	4	0	-	-	2	2	2
	7.9	12.2	7.5	4.2	9.4	50.0 dg	5.3	10.6	20.8	12.7	3.1	7.9			7.0	1.2			9.5	4.7	10.1
Mean	4.30	3.83	4.35	2.88	4.89	4.94	4.89	2.57	3.84	4.01	4.74	4.30	-	-	4.32	4.27	-	3.00	5.35	3.31	5.40
Standard Deviation	5.52	3.32	5.70	2.18	6.34	3.62	6.48	1.96	2.93	2.35	6.94	5.52	-	-	5.94	4.94	-	0.00	10.21	2.07	6.50
Standard Error	0.72	0.55	0.81	0.46	1.03	2.56	1.08	0.75	1.22	0.61	1.21	0.72			1.01	0.99		0.00	3.22	0.45	1.76

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	8	1	6	1	6	3	3	1	2	3	2	8	-	-	4	0	-	-	2	2	2
Total answering	598	60	538	174	425	52	373	71	44	175	309	451	134	13	318	124	-	17	99	177	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	510	52	458	148	362	48	314	63	37	152	257	362	134	13	267	87	-	15	83	145	86
	85.2	86.5	85.1	85.0	85.3	93.8 deG	84.1	89.2	84.3	87.1	83.3	80.4	100.0 L	100.0 L	83.8 P	70.2		90.2	84.2	81.8	80.8
1	13	2	11	5	8	-	8	1	2	2	9	13	-	-	8	6	-	-	4	4	6
	2.2	3.0	2.1	2.9	1.9		2.2	1.0	4.8	0.9	2.9	2.9			2.4	4.5			3.8	2.0	5.2
2	30	2	28	11	20	2	18	5	0	5	20	30	-	-	21	10	-	-	8	15	3
	5.1	4.1	5.2	6.2	4.6	3.2	4.8	6.5	1.0	2.9	6.6 I	6.8			6.5	7.8			8.5	8.2 u	2.8
3	10	0	10	5	5	-	5	2	2	3	3	10	-	-	4	7	-	2	2	0	2
	1.7	0.7	1.8	3.1	1.2		1.3	2.3	4.2	2.0	1.1	2.3			1.2	5.3		9.8	1.7	0.3	1.5
4	12	1	11	1	11	-	11	0	-	7	5	12	-	-	7	5	-	-	-	7	2
	2.0	1.1	2.1	0.4	2.7 D		3.1 D	0.3		3.9 h	1.7	2.7			2.2	4.1				3.7	1.8
5	4	1	3	1	3	-	3	0	0	-	4	4	-	-	2	2	-	-	-	2	2
	0.7	1.5	0.6	0.5	0.8		0.9	0.3	0.5		1.2	0.9			0.7	1.7				1.2	1.5
6	9	1	8	2	7	-	7	-	1	3	5	9	-	-	3	6	-	-	-	3	4
	1.5	1.1	1.5	1.3	1.5		1.8		1.6	1.9	1.6	2.0			1.0	4.5				1.8	3.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	2	0	2	0	2	2	-	-	2	0	-	2	-	-	2	-	-	-	-	0	-
	0.3	0.4	0.3	0.1	0.4	3.0			3.6	0.1		0.4			0.6					0.1	
9	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	0.3		0.3		0.4		0.4			0.9		0.4			0.5					0.9	
10	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	0	-	-	0	-	2
	0.4	0.7	0.3	0.3	0.4		0.4			0.1	0.6	0.5			0.6	0.2			0.2		1.5
11-20	0	0	-	0	-	-	-	0	-	0	-	0	-	-	-	0	-	-	-	-	-
	0.1	0.7		0.3				0.3		0.1		0.1				0.4					
More than 20	3	-	3	-	3	-	3	-	-	-	3	3	-	-	2	2	-	-	2	-	2
	0.5		0.6		0.8		0.9				1.1	0.7			0.5	1.3			1.7		1.5
Mean	0.64	0.52	0.65	0.43	0.72	0.31	0.78	0.28	0.60	0.52	0.79	0.84	0.00	0.00	0.70	1.27	-	0.30	0.85	0.60	1.04
Standard Deviation	2.61	1.75	2.69	1.33	2.97	1.42	3.12	1.00	1.78	1.58	3.32	2.97	0.00	0.00	2.86	3.31	-	0.92	4.41	1.55	3.52
Standard Error	0.13	0.11	0.15	0.11	0.18	0.25	0.21	0.14	0.28	0.15	0.24	0.17	0.00	0.00	0.20	0.36		0.27	0.55	0.14	0.41

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	510	52	458	148	362	48	314	63	37	152	257	362	134	13	267	87	-	15	83	145	86
	84.1	84.9	84.1	84.4	84.0	88.3	83.4	88.1	80.9	85.5	82.9	79.0	100.0 L	100.0 L	82.8 P	70.0		90.2	82.8	81.1	79.1
1	13	2	11	5	8	-	8	1	2	2	9	13	-	-	8	6	-	-	4	4	6
	2.2	2.9	2.1	2.9	1.9		2.2	0.9	4.6	0.9	2.9	2.9			2.4	4.5			3.7	2.0	5.1
2	30	2	28	11	20	2	18	5	0	5	20	30	-	-	21	10	-	-	8	15	3
	5.0	4.1	5.1	6.2	4.6	3.0	4.8	6.5	1.0	2.9	6.5 I	6.6			6.4	7.8			8.4	8.1 u	2.7
3	10	0	10	5	5	-	5	2	2	3	3	10	-	-	4	7	-	2	2	0	2
	1.7	0.7	1.8	3.0	1.1		1.3	2.3	4.1	1.9	1.1	2.2			1.1	5.3		9.8	1.6	0.3	1.5
4	12	1	11	1	11	-	11	0	-	7	5	12	-	-	7	5	-	-	-	7	2
	2.0	1.1	2.1	0.4	2.7 D		3.1 D	0.3		3.8 h	1.7	2.7			2.2	4.1				3.7	1.7
5	4	1	3	1	3	-	3	0	0	-	4	4	-	-	2	2	-	-	-	2	2
	0.7	1.5	0.6	0.5	0.8		0.9	0.3	0.5		1.2	0.9			0.7	1.7				1.2	1.5
6	9	1	8	2	7	-	7	-	1	3	5	9	-	-	3	6	-	-	-	3	4
	1.5	1.1	1.5	1.3	1.5		1.7		1.5	1.8	1.6	1.9			1.0	4.5				1.8	3.2
8	2	0	2	0	2	2	-	-	2	0	-	2	-	-	2	-	-	-	-	0	-
	0.3	0.4	0.3	0.1	0.4	2.9			3.5	0.1		0.4			0.6					0.1	
9	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	0.3		0.3		0.4		0.4			0.9		0.4			0.5					0.9	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

P5B. How many CFLs did you remove?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
10	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	0	-	-	0	-	2
	0.3	0.7	0.3	0.3	0.4		0.4			0.1	0.6	0.5			0.6	0.2			0.2		1.5
11-20	0	0	-	0	-	-	-	0	-	0	-	0	-	-	-	0	-	-	-	-	-
	0.1	0.7		0.3				0.3		0.1		0.1				0.4					
More than 20	3	-	3	-	3	-	3	-	-	-	3	3	-	-	2	2	-	-	2	-	2
	0.5		0.6		0.8		0.9				1.1	0.7			0.5	1.3			1.6		1.5
Don't know	8	1	6	1	6	3	3	1	2	3	2	8	-	-	4	0	-	-	2	2	2
	1.3	1.8	1.2	0.6	1.5	5.8	0.9	1.3	4.0	1.8	0.5	1.7			1.2	0.4			1.6	0.9	2.1
Mean	0.64	0.52	0.65	0.43	0.72	0.31	0.78	0.28	0.60	0.52	0.79	0.84	0.00	0.00	0.70	1.27	-	0.30	0.85	0.60	1.04
Standard Deviation	2.61	1.75	2.69	1.33	2.97	1.42	3.12	1.00	1.78	1.58	3.32	2.97	0.00	0.00	2.86	3.31	-	0.92	4.41	1.55	3.52
Standard Error	0.13	0.11	0.15	0.11	0.18	0.25	0.21	0.14	0.28	0.15	0.24	0.17	0.00	0.00	0.20	0.36		0.27	0.55	0.14	0.41

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	7	0	7	0	7	-	7	-	0	3	4	7	-	-	2	4	-	-	2	2	0
Total answering	452	47	404	132	320	37	283	51	34	126	240	452	-	-	320	121	-	17	99	177	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	37.6	33.8	38.1	31.9 F	40.0 F	12.9	43.6 DF	19.3	33.3	40.9 H	40.5 H	37.6			38.3	37.5		11.2	21.2	40.0 RS	57.6 RST
No	282	31	250	90	192	32	159	41	22	75	143	282	-	-	198	76	-	15	78	106	46
	62.4	66.2	61.9	68.1 G	60.0	87.1 DEG	56.4	80.7 JK	66.7	59.1	59.5	62.4			61.7	62.5		88.8 TU	78.8 TU	60.0 U	42.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	37.1	33.5	37.5	31.7 F	39.2 F	12.9	42.6 dF	19.3	33.0	39.9 H	39.9 H	37.1			38.1	36.4		11.2	20.9	39.6 RS	57.4 RST
No	282	31	250	90	192	32	159	41	22	75	143	282	-	-	198	76	-	15	78	106	46
	61.4	65.6	60.9	67.9 eG	58.8	87.1 DEG	55.1	80.7 JK	66.3	57.6	58.7	61.4			61.3	60.8		88.8 TU	77.5 TU	59.3 U	42.4
Don't know	5	0	5	0	5	-	5	-	0	2	4	5	-	-	2	2	-	-	2	2	0
	1.2	0.9	1.2	0.3	1.5		1.7		0.7	1.3	1.4	1.2			0.6	1.5			1.6	1.0	0.2
Refused	2	-	2	-	2	-	2	-	-	2	-	2	-	-	-	2	-	-	-	-	-
	0.4		0.4		0.5		0.6			1.3		0.4				1.3					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	7	0	7	0	7	-	7	-	0	3	4	7	-	-	2	4	-	-	2	2	0
Total answering	599	61	538	174	425	55	370	72	45	175	307	452	134	13	320	121	-	17	99	177	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	28.4	26.3	28.6	24.0	30.2	8.7	33.3	13.8	24.8	29.5	31.7	37.6			38.3	37.5		11.2	21.2	40.0	57.6
				F	F		DF			H	H									RS	RST
No	429	45	384	132	297	50	246	62	34	123	210	282	134	13	198	76	-	15	78	106	46
	71.6	73.7	71.4	76.0	69.8	91.3	66.7	86.2	75.2	70.5	68.3	62.4	100.0	100.0	61.7	62.5		88.8	78.8	60.0	42.4
				G		DEG		JK					L	L				TU	TU	U	

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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y1. Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	28.0	26.1	28.3	24.0	29.7	8.7	32.8	13.8	24.6	29.0	31.3	37.1			38.1	36.4		11.2	20.9	39.6	57.4
				F	F		dF			H	H									RS	RST
No	429	45	384	132	297	50	246	62	34	123	210	282	134	13	198	76	-	15	78	106	46
	70.8	73.2	70.5	75.8	68.8	91.3	65.5	86.2	74.9	69.2	67.5	61.4	100.0	100.0	61.3	60.8		88.8	77.5	59.3	42.4
				G		DEG		JK					L	L				TU	TU	U	
Don't know	5	0	5	0	5	-	5	-	0	2	4	5	-	-	2	2	-	-	2	2	0
	0.9	0.7	0.9	0.3	1.1		1.3		0.5	0.9	1.1	1.2			0.6	1.5			1.6	1.0	0.2
Refused	2	-	2	-	2	-	2	-	-	2	-	2	-	-	-	2	-	-	-	-	-
	0.3		0.3		0.4		0.4			0.9		0.4				1.3					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	9	1	8	1	8	-	8	-	0	4	6	9	-	-	6	4	-	-	2	1	5
Total answering	161	15	146	41	120	5	115	10	11	48	92	161	-	-	117	42	-	2	19	70	57
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Shaped like regular light bulbs/incandescent bulbs	48	5	42	20	28	2	26	6	4	10	27	48	-	-	35	12	-	-	12	18	14
	29.7	34.9	29.1	48.5 EG	23.3	32.9	22.9	58.3 Jk	37.4	21.6	29.9	29.7			30.2	29.4			63.7 TU	25.2	25.2
Globe/sphere/vanity	30	4	26	10	20	-	20	2	1	17	11	30	-	-	19	10	-	2	2	15	9
	18.7	25.8	18.0	25.3	16.4		17.1	21.2	6.2	34.7 IK	11.5	18.7			16.1	22.9		100.0 STU	8.5	22.0	16.5
U-shaped/Tube shaped	43	4	39	10	33	3	30	2	2	17	22	43	-	-	28	15	-	-	2	20	16
	26.8	25.7	26.9	25.2	27.4	67.1	25.7	16.0	18.5	35.7	24.3	26.8			23.9	35.7			12.0	28.1	28.1
Reflector/flood/ spotlight	31	3	28	5	26	-	26	1	2	7	20	31	-	-	24	7	-	-	-	15	15
	19.2	19.7	19.2	11.2	21.9		22.9	9.1	21.0	15.1	22.3	19.2			20.2	17.4				22.0	26.1
Candelabra/flame shape	17	2	15	4	13	-	13	0	2	6	8	17	-	-	17	-	-	-	2	2	10
	10.5	13.7	10.1	9.0	11.0		11.4	4.6	18.9	12.1	9.2	10.5			14.4				9.7	3.0	16.7 T
Bug light	7	0	7	2	5	-	5	0	-	3	3	7	-	-	7	0	-	-	-	5	2
	4.3	2.9	4.5	5.0	4.1		4.3	2.3		7.2	3.6	4.3			5.6	1.0				7.6	2.9
Colored CFL	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	-	-	-	-	-	2
	1.3	3.0	1.1	1.1	1.4		1.4			0.9	1.8	1.3			1.8						3.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Plug-in base	2	0	2	0	2	-	2	-	0	-	2	2	-	-	0	2	-	-	-	2	0
	1.2	1.5	1.1	0.6	1.4		1.4		2.1		1.8	1.2			0.2	3.9				2.3	0.4
Small screw base	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	1.0		1.1		1.4		1.4				1.8	1.0			1.4						2.9
Other	11	1	10	1	10	-	10	-	0	2	9	11	-	-	9	2	-	-	2	7	2
	6.7	6.1	6.8	2.2	8.2		8.6		2.1	3.4	9.7	6.7			7.8	3.9			9.7	9.7	3.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Shaped like regular light bulbs/incandescent bulbs	48	5	42	20	28	2	26	6	4	10	27	48	-	-	35	12	-	-	12	18	14
	28.0	32.5	27.6	47.1 EG	21.8	32.9	21.3	58.3 Jk	36.7	20.1	28.1	28.0			28.8	27.0			58.7 TU	25.0	23.1
Globe/sphere/vanity	30	4	26	10	20	-	20	2	1	17	11	30	-	-	19	10	-	2	2	15	9
	17.7	24.0	17.0	24.6	15.4		16.0	21.2	6.1	32.4 IK	10.8	17.7			15.4	21.0		100.0 STU	7.8	21.7	15.1
U-shaped/Tube shaped	43	4	39	10	33	3	30	2	2	17	22	43	-	-	28	15	-	-	2	20	16
	25.3	23.9	25.5	24.5	25.6	67.1	24.0	16.0	18.1	33.3	22.9	25.3			22.8	32.7			11.0	27.8	25.8
Reflector/flood/ spotlight	31	3	28	5	26	-	26	1	2	7	20	31	-	-	24	7	-	-	-	15	15
	18.2	18.3	18.1	10.9	20.5		21.3	9.1	20.6	14.0	21.0	18.2			19.3	15.9				21.8	23.9
Candelabra/flame shape	17	2	15	4	13	-	13	0	2	6	8	17	-	-	17	-	-	-	2	2	10
	9.9	12.7	9.6	8.7	10.3		10.7	4.6	18.6	11.3	8.7	9.9			13.7				8.9	3.0	15.3 T
Bug light	7	0	7	2	5	-	5	0	-	3	3	7	-	-	7	0	-	-	-	5	2
	4.1	2.7	4.2	4.9	3.9		4.0	2.3		6.7	3.4	4.1			5.3	1.0				7.5	2.6
Colored CFL	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	-	-	-	-	-	2
	1.2	2.8	1.1	1.1	1.3		1.3			0.9	1.7	1.2			1.7						3.3
Plug-in base	2	0	2	0	2	-	2	-	0	-	2	2	-	-	0	2	-	-	-	2	0
	1.1	1.4	1.1	0.5	1.3		1.3		2.0		1.7	1.1			0.2	3.6				2.3	0.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2. What other types are you aware of?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Small screw base	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	1.0		1.1		1.3		1.3				1.7	1.0			1.3						2.6
Other	11	1	10	1	10	-	10	-	0	2	9	11	-	-	9	2	-	-	2	7	2
	6.3	5.6	6.4	2.2	7.7		8.0		2.0	3.2	9.2	6.3			7.4	3.6			8.9	9.6	3.4
Don't know	9	1	8	1	8	-	8	-	0	3	6	9	-	-	5	4	-	-	2	0	5
	5.4	5.6	5.3	2.2	6.4		6.7		2.0	6.4	5.8	5.4			4.4	8.2			7.8	0.6	8.2 t
Refused	0	0	-	0	-	-	-	-	-	0	-	0	-	-	0	-	-	-	-	0	-
	0.1	1.4		0.5						0.4		0.1			0.2					0.3	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2A. How did you first hear about these other types of CFLs?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	9	2	7	4	5	-	5	2	-	3	3	9	-	-	6	2	-	2	-	1	4
Total answering	161	14	147	38	123	5	118	8	11	49	94	161	-	-	116	43	-	0	21	69	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
In a retail store	80	8	72	23	57	3	54	6	7	20	48	80	-	-	58	20	-	0	12	31	31
	49.8	59.7	48.9	60.0	46.7	67.1	45.8	73.1 j	59.3	41.0	51.4	49.8			50.1	47.3		100.0 STU	59.0	44.3	52.1
Utility (bill insert, other materials)	13	0	13	5	8	-	8	-	0	3	10	13	-	-	10	3	-	-	2	6	5
	8.4	3.2	8.9	13.8	6.7		6.9		2.0	7.1	10.5	8.4			8.8	7.5			7.7	9.4	9.2
Special promotion/Change a Light promotion	8	0	8	2	7	-	7	-	2	7	-	8	-	-	7	2	-	-	-	7	2
	5.2	1.6	5.6	4.8	5.3		5.5		16.5	13.5		5.2			5.6	4.3				9.4	2.8
BPA - Bonneville Power Administration	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	1.0		1.1		1.3		1.4			3.4		1.0			1.4					2.4	
Friend/Family/Colleague-word or mouth	25	2	23	5	20	-	20	1	1	10	13	25	-	-	14	11	-	-	5	7	9
	15.5	14.5	15.6	13.7	16.0		16.7	11.9	6.1	20.6	14.2	15.5			12.4	24.2			24.4	10.7	15.2
Other	32	3	30	3	30	2	28	1	2	7	23	32	-	-	25	7	-	-	2	17	12
	20.1	20.9	20.0	7.7	24.0 D	32.9	23.6 D	14.9	16.1	14.4	24.0	20.1			21.7	16.7			8.9	23.9	20.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2A. How did you first hear about these other types of CFLs?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
In a retail store	80	8	72	23	57	3	54	6	7	20	48	80	-	-	58	20	-	0	12	31	31
	47.3	52.2	46.8	54.8	44.9	67.1	44.0	56.0	59.3	38.7	49.6	47.3			47.5	45.1		12.1	59.0	43.4	48.8
Utility (bill insert, other materials)	13	0	13	5	8	-	8	-	0	3	10	13	-	-	10	3	-	-	2	6	5
	7.9	2.8	8.5	12.6	6.4		6.7		2.0	6.7	10.1	7.9			8.3	7.2			7.7	9.2	8.6
Special promotion/Change a Light promotion	8	0	8	2	7	-	7	-	2	7	-	8	-	-	7	2	-	-	-	7	2
	4.9	1.4	5.3	4.4	5.1		5.3		16.5	12.7		4.9			5.3	4.1				9.2	2.6
BPA - Bonneville Power Administration	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	1.0		1.1		1.3		1.3			3.2		1.0			1.3					2.3	
Friend/Family/Colleague-word or mouth	25	2	23	5	20	-	20	1	1	10	13	25	-	-	14	11	-	-	5	7	9
	14.7	12.7	14.9	12.5	15.4		16.0	9.1	6.1	19.4	13.7	14.7			11.8	23.1			24.4	10.5	14.2
Other	32	3	30	3	30	2	28	1	2	7	23	32	-	-	25	7	-	-	2	17	12
	19.1	18.3	19.2	7.0	23.1 D	32.9	22.7 D	11.4	16.1	13.6	23.2	19.1			20.6	15.9			8.9	23.4	19.5
Don't know	9	2	7	4	5	-	5	2	-	3	3	9	-	-	6	2	-	2	-	1	4
	5.1	12.6 c	4.3	8.7	3.9		4.0	23.4		5.8	3.4	5.1			5.1	4.6		87.9 TU		1.9	6.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2B. In what year did you first buy these other types of CFLs?
BASE: Aware of other types of CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	14	3	11	6	8	2	7	2	2	6	4	14	-	-	12	2	-	-	0	6	8
Total answering	156	13	143	36	120	3	117	8	9	46	93	156	-	-	111	43	-	2	21	65	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Have not purchased them	38	3	34	13	25	-	25	4	2	16	16	38	-	-	24	13	-	2	4	18	7
	24.3	25.9	24.1	36.8 e	20.6		21.1	52.3 K	23.2	34.6 k	17.0	24.3			21.3	29.2		87.9 STU	16.9	28.3	13.8
2012	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	0.1	1.7		0.6					2.5			0.1			0.2					0.3	
2011	21	2	20	5	16	3	13	0	2	2	17	21	-	-	18	3	-	-	8	1	10
	13.6	12.0	13.7	13.4	13.7	100.0 DEG	11.3	6.0	25.2	4.0	17.8 J	13.6			16.0	8.1			39.4 T	1.7	19.0 T
2010	18	2	16	2	16	-	16	1	0	0	17	18	-	-	16	2	-	-	5	8	4
	11.6	12.1	11.5	4.4	13.7 d		14.1 d	11.9	2.5	0.5	17.8 IJ	11.6			14.4 p	4.9			24.9	13.0	7.7
2009	19	1	18	3	16	-	16	-	0	5	13	19	-	-	14	5	-	-	0	12	4
	12.2	6.9	12.7	7.0	13.7		14.1		5.1	11.8	14.0	12.2			12.3	12.5			1.1	18.3 Su	6.5
2008	13	1	11	6	7	-	7	0	2	4	7	13	-	-	10	3	-	-	0	5	7
	8.2	10.4	8.0	17.3 e	5.5		5.6	6.0	20.7	8.1	7.2	8.2			8.6	7.5			1.1	8.2	13.3 s

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2B. In what year did you first buy these other types of CFLs?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
2007	9	1	8	1	8	-	8	0	0	4	5	9	-	-	6	3	-	-	-	4	5
	5.9	6.9	5.8	2.5	6.9		7.0	6.0	2.5	7.7	5.3	5.9			5.3	7.6				5.4	9.9
2006	7	1	7	1	7	-	7	1	-	-	7	7	-	-	5	2	-	-	0	4	4
	4.7	5.2	4.6	1.9	5.5		5.6	9.0			7.0	4.7			4.7	4.9			1.1	5.4	6.5
Before 2006	30	2	28	6	25	-	25	1	2	15	13	30	-	-	19	11	-	0	3	13	13
	19.5	18.9	19.6	16.0	20.5		21.1	9.0	18.2	33.3 hK	13.8	19.5			17.3	25.4		12.1	15.6	19.4	23.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2B. In what year did you first buy these other types of CFLs?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Have not purchased them	38	3	34	13	25	-	25	4	2	16	16	38	-	-	24	13	-	2	4	18	7
	22.2	21.2	22.3	31.3	19.2		20.0	40.0	18.6	30.6	16.4	22.2			19.2	27.8		87.9 STU	16.8	26.0 u	11.9
2012	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	0.1	1.4		0.5					2.0			0.1			0.2					0.3	
2011	21	2	20	5	16	3	13	0	2	2	17	21	-	-	18	3	-	-	8	1	10
	12.4	9.8	12.7	11.4	12.8	67.1 DEG	10.7	4.6	20.1	3.5	17.1 J	12.4			14.4	7.7			38.9 T	1.6	16.4 T
2010	18	2	16	2	16	-	16	1	0	0	17	18	-	-	16	2	-	-	5	8	4
	10.6	9.9	10.7	3.8	12.8 d		13.3 d	9.1	2.0	0.4	17.1 IJ	10.6			13.0	4.6			24.6	11.9	6.7
2009	19	1	18	3	16	-	16	-	0	5	13	19	-	-	14	5	-	-	0	12	4
	11.1	5.6	11.7	6.0	12.8		13.3		4.0	10.4	13.5	11.1			11.1	11.8			1.1	16.8 Su	5.6
2008	13	1	11	6	7	-	7	0	2	4	7	13	-	-	10	3	-	-	0	5	7
	7.5	8.5	7.4	14.8	5.1		5.3	4.6	16.5	7.2	7.0	7.5			7.8	7.1			1.1	7.5	11.5 s
2007	9	1	8	1	8	-	8	0	0	4	5	9	-	-	6	3	-	-	-	4	5
	5.4	5.6	5.3	2.2	6.4		6.7	4.6	2.0	6.8	5.1	5.4			4.8	7.2				5.0	8.6
2006	7	1	7	1	7	-	7	1	-	-	7	7	-	-	5	2	-	-	0	4	4
	4.3	4.2	4.3	1.6	5.1		5.3	6.9			6.8	4.3			4.2	4.6			1.1	5.0	5.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y2B. In what year did you first buy these other types of CFLs?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Before 2006	30	2	28	6	25	-	25	1	2	15	13	30	-	-	19	11	-	0	3	13	13
	17.9	15.4	18.1	13.6	19.2		20.0	6.9	14.5	29.4 Hk	13.2	17.9			15.6	24.1		12.1	15.4	17.8	20.2
Don't know	14	3	11	6	8	2	7	2	2	6	4	14	-	-	12	2	-	-	0	6	8
	8.4	18.3 C	7.4	14.8	6.4	32.9	5.3	23.4	20.1	11.7	3.8	8.4			9.8	5.0			1.1	8.1	13.4 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
BASE: Aware of other types of CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Total answering	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	66	9	57	15	51	3	48	3	4	19	40	66	-	-	48	18	-	-	7	23	32
	38.8	53.5 C	37.2	35.9	39.7	67.1	38.7	29.7	34.7	37.3	40.9	38.8			39.0	39.4			35.4	33.1	50.4 t
No	104	7	97	27	77	2	76	7	7	32	57	104	-	-	75	28	-	2	14	47	31
	61.2	46.5	62.8 B	64.1	60.3	32.9	61.3	70.3	65.3	62.7	59.1	61.2			61.0	60.6		100.0 STU	64.6	66.9 u	49.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y3. Other than the spiral or twisty style CFLs, do you have any other types installed in your home?
BASE: Aware of other types of CFLs

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	170	16	154	42	128	5	123	10	11	52	97	170	-	-	123	45	-	2	21	71	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	66	9	57	15	51	3	48	3	4	19	40	66	-	-	48	18	-	-	7	23	32
	38.8	53.5 C	37.2	35.9	39.7	67.1	38.7	29.7	34.7	37.3	40.9	38.8			39.0	39.4			35.4	33.1	50.4 t
No	104	7	97	27	77	2	76	7	7	32	57	104	-	-	75	28	-	2	14	47	31
	61.2	46.5	62.8 B	64.1	60.3	32.9	61.3	70.3	65.3	62.7	59.1	61.2			61.0	60.6		100.0 STU	64.6	66.9 u	49.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y4. Which types?
BASE: Other types of CFLs installed

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	66	9	57	15	51	3	48	3	4	19	40	66	-	-	48	18	-	-	7	23	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0
Don't know/Refused	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	-	-	-	0	-	-
Total answering	65	8	57	15	51	3	48	3	4	19	40	65	-	-	47	18	-	-	7	23	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0
Shaped like regular light bulbs/incandescent bulbs	13	3	10	6	7	-	7	1	-	4	7	13	-	-	9	4	-	-	2	5	5
	19.1	33.4	17.1	40.7 EG	12.9		13.8	41.7		21.6	18.2	19.1			18.7	20.5			28.6	21.7	17.0
Globe/sphere/vanity	13	1	11	3	10	-	10	0	0	4	8	13	-	-	8	5	-	-	2	3	8
	19.3	13.9	20.0	18.8	19.4		20.7	8.3	5.8	20.4	20.8	19.3			16.3	27.4			22.8	13.9	24.4
U-shaped/Tube shaped	13	3	10	3	10	3	7	1	2	4	6	13	-	-	6	6	-	-	2	5	6
	19.4	36.0 c	17.1	20.1	19.2	100.0 DEG	13.8	41.7 k	46.5	20.5	14.7	19.4			13.6	33.8			22.7	21.4	19.2
Reflector/flood/ spotlight	20	2	18	3	16	-	16	0	2	3	15	20	-	-	16	4	-	-	2	4	13
	30.4	22.3	31.5	23.6	32.3		34.5	8.3	41.9	13.2	39.1 Hj	30.4			34.6	19.6			22.8	15.9	40.8 t
Candelabra/flame shape	5	1	3	1	3	-	3	0	0	4	0	5	-	-	5	-	-	-	0	0	3
	7.1	16.7	5.7	9.3	6.4		6.9	16.7	5.8	19.4 k	0.6	7.1			9.8				3.1	1.0	8.1
Colored CFL	2	0	2	0	2	-	2	-	-	0	2	2	-	-	2	-	-	-	-	-	2
	3.2	5.6	2.9	3.1	3.2		3.5			2.3	4.2	3.2			4.4						6.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y4. Which types?
BASE: Other types of CFLs installed

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Small screw base	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0
	0.3	2.8		1.6				8.3				0.3			0.5						0.7
Other	7	0	7	0	7	-	7	-	0	2	5	7	-	-	5	2	-	-	0	7	-
	10.7	5.6	11.5	3.1	12.9		13.8		5.8	9.7	12.5	10.7			11.4	9.2			3.1	29.0 s	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y4. Which types?
BASE: Other types of CFLs installed

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	66 100.0	9 100.0	57 100.0	15 100.0	51 100.0	3 100.0	48 100.0	3 100.0	4 100.0	19 100.0	40 100.0	66 100.0	-	-	48 100.0	18 100.0	-	-	7 100.0	23 100.0	32 100.0
Shaped like regular light bulbs/incandescent bulbs	13 19.0	3 31.6	10 17.1	6 39.4 EG	7 12.9	-	7 13.8	1 38.5	-	4 21.6	7 18.1	13 19.0	-	-	9 18.5	4 20.5	-	-	2 27.7	5 21.7	5 17.0
Globe/sphere/vanity	13 19.1	1 13.2	11 20.0	3 18.2	10 19.4	-	10 20.7	0 7.7	0 5.8	4 20.4	8 20.7	13 19.1	-	-	8 16.1	5 27.4	-	-	2 22.1	3 13.9	8 24.4
U-shaped/Tube shaped	13 19.3	3 34.1 c	10 17.1	3 19.5	10 19.2	3 100.0 DEG	7 13.8	1 38.5	2 46.5	4 20.5	6 14.6	13 19.3	-	-	6 13.5	6 33.8	-	-	2 22.0	5 21.4	6 19.2
Reflector/flood/ spotlight	20 30.2	2 21.1	18 31.5	3 22.8	16 32.3	-	16 34.5	0 7.7	2 41.9	3 13.2	15 38.9 Hj	20 30.2	-	-	16 34.2	4 19.6	-	-	2 22.1	4 15.9	13 40.8 t
Candelabra/flame shape	5 7.0	1 15.8	3 5.7	1 9.0	3 6.4	-	3 6.9	0 15.4	0 5.8	4 19.4 k	0 0.6	5 7.0	-	-	5 9.7	-	-	-	0 3.0	0 1.0	3 8.1
Colored CFL	2 3.2	0 5.3	2 2.9	0 3.0	2 3.2	-	2 3.5	-	-	0 2.3	2 4.1	2 3.2	-	-	2 4.4	-	-	-	-	-	2 6.6
Small screw base	0 0.3	0 2.6	-	0 1.5	-	-	-	0 7.7	-	-	-	0 0.3	-	-	0 0.5	-	-	-	-	-	0 0.7
Other	7 10.7	0 5.3	7 11.5	0 3.0	7 12.9	-	7 13.8	-	0 5.8	2 9.7	5 12.4	7 10.7	-	-	5 11.3	2 9.2	-	-	0 3.0	7 29.0 s	-

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y4. Which types?
BASE: Other types of CFLs installed

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	-	-	-	0	-	-
	0.7	5.3		3.0				7.7			0.6	0.7			0.9				3.0		

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y5. What's preventing you from using these other types of bulbs?
BASE: Don't have other types of CFLs installed

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	104	7	97	27	77	2	76	7	7	32	57	104	-	-	75	28	-	2	14	47	31
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	23	3	20	7	16	-	16	0	3	6	14	23	-	-	17	4	-	-	2	13	8
Total answering	81	4	77	20	61	2	59	7	4	27	44	81	-	-	58	23	-	2	12	35	23
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Price/expensive	12	1	11	1	11	-	11	1	-	7	5	12	-	-	11	2	-	-	-	9	0
	15.3	22.3	14.9	4.5	18.9 d		19.4 d	10.4		24.7	11.8	15.3			18.6	7.1				25.1 U	2.0
Can't find them	10	0	10	0	10	-	10	0	0	2	8	10	-	-	9	2	-	-	2	5	4
	12.7	11.2	12.8	2.2	16.2 d		16.7 D	3.5	5.2	6.2	18.9	12.7			15.0	7.1			14.1	14.9	15.3
How they fit in fixtures	9	1	8	2	7	-	7	2	0	5	2	9	-	-	5	4	-	-	0	4	5
	11.0	16.7	10.7	11.5	10.8		11.1	25.2	10.5	18.5	4.3	11.0			8.9	16.1			1.9	10.2	22.5 s
How they look in fixtures	3	-	3	-	3	-	3	-	-	-	3	3	-	-	2	2	-	-	-	2	2
	4.1		4.3		5.4		5.6				7.5	4.1			2.8	7.1				4.8	7.2
Mercury/hazardous contents	2	-	2	2	-	-	-	-	2	-	-	2	-	-	2	-	-	-	2	-	-
	2.0		2.1	8.0					37.5			2.0			2.8				13.9		
Don't need any now/not burned out yet	22	1	21	9	13	-	13	2	0	8	12	22	-	-	17	6	-	-	3	9	11
	27.6	27.9	27.6	45.4	21.7		22.2	32.2	5.2	31.4	26.8	27.6			28.9	24.3			28.2	24.8	45.8
Don't like the light/not enough light	9	0	8	2	7	2	5	0	2	2	5	9	-	-	5	3	-	-	3	4	-
	10.6	10.8	10.5	10.1	10.7	100.0 DEG	8.3	3.5	36.4	7.0	11.2	10.6			8.7	15.1			27.8	10.8	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y5. What's preventing you from using these other types of bulbs?
BASE: Don't have other types of CFLs installed

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Just don't like them	5	-	5	3	2	-	2	2	-	2	2	5	-	-	-	5	-	2	-	-	-
	6.0		6.4	16.1	2.7		2.8	25.2		6.1	3.8	6.0				21.2		87.9			
Other	9	0	8	0	8	-	8	-	0	2	7	9	-	-	8	0	-	0	2	3	2
	10.7	11.2	10.7	2.2	13.5 d		13.9 d		5.2	6.2	15.6	10.7			14.2 p	2.0		12.1	14.1	9.5	7.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y5. What's preventing you from using these other types of bulbs?
BASE: Don't have other types of CFLs installed

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	104	7	97	27	77	2	76	7	7	32	57	104	-	-	75	28	-	2	14	47	31
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Price/expensive	12	1	11	1	11	-	11	1	-	7	5	12	-	-	11	2	-	-	-	9	0
	11.9	12.2	11.9	3.4	14.9 d		15.2 d	9.7		20.3	9.0	11.9			14.4	6.0				18.3 U	1.5
Can't find them	10	0	10	0	10	-	10	0	0	2	8	10	-	-	9	2	-	-	2	5	4
	9.9	6.1	10.2	1.7	12.8 D		13.0 D	3.2	3.1	5.1	14.3	9.9			11.6	6.0			12.1	10.9	11.3
How they fit in fixtures	9	1	8	2	7	-	7	2	0	5	2	9	-	-	5	4	-	-	0	4	5
	8.5	9.1	8.5	8.7	8.5		8.7	23.6	6.2	15.2	3.3	8.5			6.9	13.6			1.7	7.4	16.6
How they look in fixtures	3	-	3	-	3	-	3	-	-	-	3	3	-	-	2	2	-	-	-	2	2
	3.2		3.4		4.3		4.4				5.7	3.2			2.2	6.0				3.5	5.3
Mercury/hazardous contents	2	-	2	2	-	-	-	-	2	-	-	2	-	-	2	-	-	-	2	-	-
	1.6		1.7	6.0					22.2			1.6			2.2				12.0		
Don't need any now/not burned out yet	22	1	21	9	13	-	13	2	0	8	12	22	-	-	17	6	-	-	3	9	11
	21.5	15.2	22.0	34.2	17.0		17.4	30.1	3.1	25.7 i	20.4 i	21.5			22.3	20.4			24.3	18.1	33.8
Don't like the light/not enough light	9	0	8	2	7	2	5	0	2	2	5	9	-	-	5	3	-	-	3	4	-
	8.2	5.9	8.4	7.6	8.4	100.0 DEG	6.5	3.2	21.5	5.7	8.5	8.2			6.7	12.7			24.0	7.9	
Just don't like them	5	-	5	3	2	-	2	2	-	2	2	5	-	-	-	5	-	2	-	-	-
	4.7		5.1	12.1	2.1		2.2	23.6		5.0	2.9	4.7				17.8		87.9			

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

Y5. What's preventing you from using these other types of bulbs?
BASE: Don't have other types of CFLs installed

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	9	0	8	0	8	-	8	-	0	2	7	9	-	-	8	0	-	0	2	3	2
	8.3	6.1	8.5	1.7	10.7 d		10.9 d		3.1	5.1	11.9	8.3			11.0 p	1.6		12.1	12.1	6.9	5.3
Don't know	23	3	20	6	16	-	16	0	3	6	14	23	-	-	17	4	-	-	2	13	8
	21.7	39.5 c	20.4	23.0	21.3		21.7	6.5	37.7	17.2	24.1	21.7			22.1	16.0			13.8	26.6	25.5
Refused	0	0	-	0	-	-	-	-	0	0	-	0	-	-	0	-	-	-	-	0	0
	0.4	6.1		1.7					3.1	0.7		0.4			0.6					0.5	0.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M1. When was your most recent CFL purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	12	2	10	3	8	2	7	2	-	6	4	12	-	-	-	-	-	0	0	6	2
Total answering	447	46	401	129	318	36	283	50	34	124	239	447	-	-	322	125	-	17	100	173	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
During 2011 or 2012	322	33	289	91	231	21	210	31	26	92	173	322	-	-	322	-	-	7	72	134	82
	72.1	72.5	72.0	70.6	72.7	58.9	74.4	62.8	76.3	74.5	72.2	72.1			100.0			43.6	71.4 r	77.5 R	76.8 R
Before 2011	125	13	112	38	87	15	72	19	8	32	67	125	-	-	-	125	-	9	29	39	25
	27.9	27.5	28.0	29.4	27.3	41.1	25.6	37.2	23.7	25.5	27.8	27.9				100.0		56.4 sTU	28.6	22.5	23.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M1. When was your most recent CFL purchase?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
During 2011 or 2012	322	33	289	91	231	21	210	31	26	92	173	322	-	-	322	-	-	7	72	134	82
	70.3	69.8	70.3	68.8	70.9	56.3	72.7	60.8	76.3	71.3	70.9	70.3			100.0			43.0	71.3 r	75.1 R	75.5 R
Before 2011	125	13	112	38	87	15	72	19	8	32	67	125	-	-	-	125	-	9	29	39	25
	27.2	26.4	27.3	28.6	26.6	39.3	25.0	36.0	23.7	24.4	27.3	27.2				100.0		55.6 sTU	28.5	21.8	22.8
Don't know	11	2	10	3	8	2	7	2	-	6	4	11	-	-	-	-	-	0	0	6	2
	2.5	3.3	2.4	2.4	2.5	4.4	2.3	3.2		4.3	1.7	2.5						1.4	0.2	3.1 s	1.5
Refused	0	0	-	0	-	-	-	-	-	-	0	0	-	-	-	-	-	-	-	-	0
	*	0.5		0.2							0.1	*									0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2. Thinking about your most recent purchase, how many did you buy?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	41	3	38	11	30	3	26	7	4	11	19	41	-	-	14	23	-	-	15	7	8
Total answering	418	45	373	121	297	34	263	44	30	119	225	418	-	-	308	102	-	17	85	171	101
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	4	1	3	2	2	-	2	2	0	2	0	4	-	-	0	2	-	-	-	0	2
	0.9	1.5	0.9	1.9	0.6		0.6	3.7	0.8	1.4	0.2	0.9			0.1	1.8				0.3	1.9
1	44	3	41	13	31	8	23	6	4	13	22	44	-	-	37	6	-	7	9	19	6
	10.5	7.0	10.9	10.6	10.5	23.8	8.7	14.2	12.2	10.6	9.6	10.5			11.9 p	5.4		42.9 STU	10.2	10.9	5.6
2	106	8	97	25	80	7	74	6	6	46	47	106	-	-	80	26	-	7	36	42	12
	25.3	18.1	26.1 B	20.8	27.1	19.2	28.1	14.7	21.4	38.4 HiK	20.9	25.3			25.9	25.2		44.6 U	42.9 TU	24.4 U	12.3
3	24	4	20	11	13	2	12	5	3	7	9	24	-	-	20	4	-	-	10	5	4
	5.7	9.6 c	5.3	8.9	4.4	4.8	4.4	11.5	9.2	6.1	3.9	5.7			6.5	3.8			12.3 T	3.1	4.4
4	93	10	82	38	54	5	49	10	9	19	54	93	-	-	63	27	-	2	17	49	15
	22.2	22.6	22.1	31.8 EFG	18.2	14.2	18.8	23.0	30.6	15.9	24.1	22.2			20.5	26.9		11.2	19.5	28.4 rU	14.7
5	17	2	15	4	13	3	10	4	-	3	11	17	-	-	15	0	-	-	2	9	5
	4.1	5.5	3.9	3.4	4.4	9.5	3.8	8.4		2.5	4.7	4.1			4.8 P	0.4			2.2	5.3	4.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2. Thinking about your most recent purchase, how many did you buy?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	53	7	46	11	43	3	39	3	3	12	34	53	-	-	44	10	-	-	4	24	20
	12.8	16.6	12.3	8.8	14.4	9.6	15.0	7.8	11.5	10.4	15.2	12.8			14.1	9.6			4.7	13.8 S	19.7 S
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0
	0.1	0.5		0.2				0.5				0.1			0.1						0.2
8	32	3	29	6	26	5	21	5	2	7	18	32	-	-	26	7	-	-	2	10	14
	7.7	6.5	7.9	5.1	8.8	14.2	8.1	10.4	8.3	5.9	8.1	7.7			8.4	6.4			1.9	5.7	14.3 St
9	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	0	-	-	0	-	-
	0.1	1.0		0.4				0.5			0.1	0.1			0.1	0.2			0.3		
10	14	1	13	4	10	2	8	2	0	2	10	14	-	-	4	10	-	-	2	9	4
	3.4	2.5	3.5	3.6	3.3	4.8	3.1	3.7	1.5	1.5	4.6	3.4			1.3	10.1 O			1.9	5.0	3.7
11-20	16	3	13	4	12	-	12	0	1	5	9	16	-	-	10	6	-	0	2	4	10
	3.8	6.0	3.5	3.6	3.9		4.4	1.0	3.8	4.5	3.9	3.8			3.1	5.9		1.4	2.2	2.3	9.5 rst
More than 20	14	1	13	1	13	-	13	0	0	3	11	14	-	-	10	4	-	-	2	2	9
	3.4	2.5	3.5	0.9	4.4 D		5.0 D	0.5	0.8	2.8	4.7 H	3.4			3.3	4.1			1.9	1.0	9.1 sT
Mean	5.63	5.72	5.62	4.50	6.09	4.00	6.36	4.16	4.32	5.88	5.96	5.63	-	-	5.59	5.96	-	1.98	3.83	4.95	9.16
Standard Deviation	8.63	7.48	8.77	5.13	9.67	2.77	10.20	3.32	3.72	12.89	6.83	8.63	-	-	9.29	6.62	-	1.94	5.05	7.89	12.42
Standard Error	0.51	0.53	0.58	0.49	0.72	0.60	0.81	0.55	0.70	1.46	0.57	0.51			0.64	0.80		0.57	0.68	0.74	1.48

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2. Thinking about your most recent purchase, how many did you buy?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	4	1	3	2	2	-	2	2	0	2	0	4	-	-	0	2	-	-	-	0	2
	0.9	1.4	0.8	1.8	0.5		0.6	3.2	0.7	1.3	0.2	0.9			0.1	1.5				0.3	1.7
1	44	3	41	13	31	8	23	6	4	13	22	44	-	-	37	6	-	7	9	19	6
	9.6	6.6	9.9	9.7	9.5	21.7	8.0	12.2	10.8	9.7	8.8	9.6			11.3 P	4.5		42.9 STU	8.6	10.4	5.1
2	106	8	97	25	80	7	74	6	6	46	47	106	-	-	80	26	-	7	36	42	12
	23.0	16.9	23.7 b	19.0	24.6	17.5	25.6	12.6	18.9	35.2 HiK	19.3	23.0			24.8	20.6		44.6 U	36.3 tU	23.3 U	11.3
3	24	4	20	11	13	2	12	5	3	7	9	24	-	-	20	4	-	-	10	5	4
	5.2	9.0 c	4.8	8.2	4.0	4.4	4.0	9.9	8.1	5.6	3.6	5.2			6.2	3.1			10.4 t	3.0	4.1
4	93	10	82	38	54	5	49	10	9	19	54	93	-	-	63	27	-	2	17	49	15
	20.2	21.2	20.1	29.1 EFG	16.6	12.9	17.1	19.8	27.1	14.6	22.3	20.2			19.6	22.0		11.2	16.5	27.2 sU	13.6
5	17	2	15	4	13	3	10	4	-	3	11	17	-	-	15	0	-	-	2	9	5
	3.8	5.2	3.6	3.1	4.0	8.7	3.4	7.2		2.3	4.3	3.8			4.6 P	0.4			1.9	5.1	4.3
6	53	7	46	11	43	3	39	3	3	12	34	53	-	-	44	10	-	-	4	24	20
	11.6	15.6	11.2	8.1	13.1	8.7	13.6	6.7	10.1	9.6	14.0	11.6			13.5	7.9			3.9	13.2 S	18.2 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2. Thinking about your most recent purchase, how many did you buy?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0
	*	0.5		0.2				0.4				*			0.1						0.2
8	32	3	29	6	26	5	21	5	2	7	18	32	-	-	26	7	-	-	2	10	14
	7.1	6.1	7.2	4.6	8.0	12.9	7.4	9.0	7.3	5.4	7.5	7.1			8.0	5.2			1.6	5.4	13.2 St
9	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	0	-	-	0	-	-
	0.1	0.9		0.3				0.4			0.1	0.1			0.1	0.2			0.2		
10	14	1	13	4	10	2	8	2	0	2	10	14	-	-	4	10	-	-	2	9	4
	3.1	2.4	3.2	3.3	3.0	4.4	2.8	3.2	1.3	1.4	4.2	3.1			1.2	8.2 O			1.6	4.8	3.4
11-20	16	3	13	4	12	-	12	0	1	5	9	16	-	-	10	6	-	0	2	4	10
	3.5	5.7	3.2	3.3	3.5		4.0	0.9	3.3	4.2	3.6	3.5			3.0	4.9		1.4	1.9	2.2	8.7 st
More than 20	14	1	13	1	13	-	13	0	0	3	11	14	-	-	10	4	-	-	2	2	9
	3.1	2.4	3.2	0.9	4.0 d		4.5 D	0.4	0.7	2.5	4.3 Hi	3.1			3.1	3.4			1.6	0.9	8.4 sT
Don't know	39	3	36	11	28	3	25	7	4	9	19	39	-	-	14	21	-	-	15	7	8
	8.5	6.1	8.8	8.4	8.5	8.7	8.5	14.1	11.6	7.0	7.7	8.5			4.4	16.8 O			15.4 T	4.2	7.7
Refused	2	-	2	-	2	-	2	-	-	2	-	2	-	-	-	2	-	-	-	-	-
	0.4		0.4		0.5		0.6			1.3		0.4				1.3					
Mean	5.63	5.72	5.62	4.50	6.09	4.00	6.36	4.16	4.32	5.88	5.96	5.63	-	-	5.59	5.96	-	1.98	3.83	4.95	9.16

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2. Thinking about your most recent purchase, how many did you buy?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	8.63	7.48	8.77	5.13	9.67	2.77	10.20	3.32	3.72	12.89	6.83	8.63	-	-	9.29	6.62	-	1.94	5.05	7.89	12.42
Standard Error	0.51	0.53	0.58	0.49	0.72	0.60	0.81	0.55	0.70	1.46	0.57	0.51			0.64	0.80		0.57	0.68	0.74	1.48

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2A. How many of the CFLs you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Purchased CFLs recently

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	414	44	370	119	295	34	261	42	30	117	225	414	-	-	308	100	-	17	85	171	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	2	0	2	0	2	-	2	0	0	2	-	2	-	-	2	0	-	-	2	0	0
Total answering	412	44	368	118	294	34	260	42	29	115	225	412	-	-	306	100	-	17	83	171	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	21	3	18	5	16	2	15	1	2	7	11	21	-	-	19	2	-	-	2	10	6
	5.1	7.2	4.9	4.0	5.6	4.6	5.7	2.7	7.6	6.2	4.7	5.1			6.4 P	1.6			2.2	5.6	6.6
1	42	3	39	13	30	5	25	4	2	13	23	42	-	-	35	6	-	7	9	17	6
	10.3	7.2	10.7	10.9	10.1	14.4	9.5	10.4	7.8	10.9	10.3	10.3			11.4	5.6		42.9 STU	10.4	10.0	5.7
2	96	7	89	23	74	7	67	6	6	41	44	96	-	-	71	26	-	7	35	36	11
	23.4	16.5	24.3 B	19.1	25.2	19.2	25.9	14.3	19.5	35.5 HiK	19.5	23.4			23.1	25.8		44.6 U	41.5 TU	21.2 u	10.9
3	27	4	23	10	16	2	15	5	3	7	12	27	-	-	23	4	-	-	10	5	7
	6.4	8.3	6.2	8.6	5.6	4.8	5.7	11.5	8.6	6.2	5.3	6.4			7.4	3.9			12.6 T	3.0	7.4
4	96	10	86	38	57	6	51	12	9	17	58	96	-	-	67	27	-	2	17	50	18
	23.2	22.7	23.3	32.3 EG	19.6	19.0	19.6	27.4	31.1 j	14.8	25.8 J	23.2			21.8	27.1		11.2	19.9	29.4 ru	18.2
5	14	2	11	2	11	3	8	4	-	3	7	14	-	-	10	2	-	-	0	7	4
	3.3	5.2	3.1	1.9	3.9	9.5	3.2	8.8		2.4	3.2	3.3			3.2	2.1			0.3	4.4 S	4.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2A. How many of the CFLs you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Purchased CFLs recently

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	44	6	38	11	33	3	30	3	3	10	27	44	-	-	34	10	-	-	4	21	13
	10.7	14.5	10.2	9.5	11.2	9.6	11.4	8.1	11.6	8.9	12.0	10.7			11.2	9.8			4.8	12.5 s	13.0 s
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0
	0.1	0.5		0.2				0.5				0.1			0.1						0.2
8	30	3	28	6	25	5	20	4	2	7	17	30	-	-	24	7	-	-	2	10	13
	7.4	6.2	7.5	5.0	8.4	14.2	7.6	10.4	8.4	6.0	7.4	7.4			7.8	6.5			2.0	5.7	12.8 S
9	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	0	-	-	0	-	-
	0.1	1.0		0.4				0.5			0.1	0.1			0.1	0.2			0.3		
10	12	1	11	4	8	2	7	2	0	2	9	12	-	-	4	9	-	-	2	9	2
	3.0	2.1	3.1	3.5	2.8	4.8	2.5	3.8	0.8	1.6	3.8	3.0			1.2	8.6 O			2.0	5.0	1.9
11-20	17	3	15	4	13	-	13	0	1	5	11	17	-	-	11	6	-	0	4	4	10
	4.2	6.2	4.0	3.7	4.5		5.1	1.1	3.8	4.7	4.7	4.2			3.6	6.1		1.4	4.2	2.3	9.7 rt
More than 20	11	1	10	1	10	-	10	0	0	3	7	11	-	-	8	3	-	-	-	2	9
	2.7	2.6	2.7	1.0	3.4		3.8	0.5	0.8	2.8	3.2	2.7			2.8	2.6				1.0	9.3 T
Mean	5.21	5.48	5.18	4.45	5.52	4.09	5.70	4.35	4.20	5.78	5.21	5.21	-	-	5.11	5.60	-	1.98	3.41	4.80	8.45
Standard Deviation	8.28	7.66	8.36	5.21	9.22	2.74	9.74	3.27	3.80	13.11	5.81	8.28	-	-	8.91	6.24	-	1.94	3.07	7.96	12.22
Standard Error	0.50	0.55	0.56	0.50	0.69	0.60	0.78	0.55	0.72	1.50	0.49	0.50			0.62	0.76		0.57	0.42	0.74	1.47

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2A. How many of the CFLs you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Purchased CFLs recently

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	414	44	370	119	295	34	261	42	30	117	225	414	-	-	308	100	-	17	85	171	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	21	3	18	5	16	2	15	1	2	7	11	21	-	-	19	2	-	-	2	10	6
	5.1	7.2	4.9	4.0	5.5	4.6	5.7	2.7	7.6	6.2	4.7	5.1			6.3 P	1.6			2.2	5.6	6.6
1	42	3	39	13	30	5	25	4	2	13	23	42	-	-	35	6	-	7	9	17	6
	10.2	7.1	10.6	10.8	10.0	14.4	9.4	10.4	7.8	10.7	10.3	10.2			11.4	5.5		42.9 STU	10.2	10.0	5.7
2	96	7	89	23	74	7	67	6	6	41	44	96	-	-	71	26	-	7	35	36	11
	23.3	16.3	24.2 B	19.1	25.0	19.2	25.8	14.2	19.3	35.0 HiK	19.5	23.3			23.0	25.7		44.6 U	40.7 TU	21.1 u	10.9
3	27	4	23	10	16	2	15	5	3	7	12	27	-	-	23	4	-	-	10	5	7
	6.4	8.2	6.2	8.5	5.6	4.8	5.7	11.4	8.5	6.2	5.3	6.4			7.3	3.9			12.3 T	3.0	7.4
4	96	10	86	38	57	6	51	12	9	17	58	96	-	-	67	27	-	2	17	50	18
	23.1	22.4	23.2	32.2 EG	19.4	19.0	19.5	27.2	30.8 j	14.6	25.8 J	23.1			21.7	26.9		11.2	19.5	29.4 ru	18.1
5	14	2	11	2	11	3	8	4	-	3	7	14	-	-	10	2	-	-	0	7	4
	3.3	5.1	3.1	1.9	3.9	9.5	3.1	8.7		2.4	3.2	3.3			3.2	2.1			0.3	4.4 S	4.5
6	44	6	38	11	33	3	30	3	3	10	27	44	-	-	34	10	-	-	4	21	13
	10.6	14.3	10.2	9.4	11.1	9.6	11.3	8.1	11.6	8.8	12.0	10.6			11.1	9.8			4.7	12.4 s	13.0 s

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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NEEA 2012 Consumer Lighting Survey (#6065)

M2A. How many of the CFLs you bought during your most recent purchase were the spiral, twisty or curlicue shape?
BASE: Purchased CFLs recently

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	0	0	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-	-	-	-	0
	0.1	0.5		0.2				0.5				0.1			0.1						0.2
8	30	3	28	6	25	5	20	4	2	7	17	30	-	-	24	7	-	-	2	10	13
	7.4	6.1	7.5	5.0	8.3	14.2	7.5	10.3	8.3	5.9	7.4	7.4			7.8	6.5			1.9	5.7	12.7 S
9	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	0	-	-	0	-	-
	0.1	1.0		0.4				0.5			0.1	0.1			0.1	0.2			0.3		
10	12	1	11	4	8	2	7	2	0	2	9	12	-	-	4	9	-	-	2	9	2
	3.0	2.0	3.1	3.5	2.8	4.8	2.5	3.8	0.8	1.6	3.8	3.0			1.2	8.6 O			1.9	5.0	1.9
11-20	17	3	15	4	13	-	13	0	1	5	11	17	-	-	11	6	-	0	4	4	10
	4.2	6.1	4.0	3.6	4.5		5.0	1.1	3.8	4.6	4.7	4.2			3.6	6.1		1.4	4.1	2.3	9.7 rt
More than 20	11	1	10	1	10	-	10	0	0	3	7	11	-	-	8	3	-	-	-	2	9
	2.7	2.6	2.7	1.0	3.3		3.8	0.5	0.8	2.8	3.2	2.7			2.7	2.5				1.0	9.2 T
Don't know	2	0	2	0	2	-	2	0	0	2	-	2	-	-	2	0	-	-	2	0	0
	0.5	1.0	0.4	0.4	0.6		0.6	0.5	0.8	1.4		0.5			0.5	0.5			1.9	0.1	0.2
Mean	5.21	5.48	5.18	4.45	5.52	4.09	5.70	4.35	4.20	5.78	5.21	5.21	-	-	5.11	5.60	-	1.98	3.41	4.80	8.45
Standard Deviation	8.28	7.66	8.36	5.21	9.22	2.74	9.74	3.27	3.80	13.11	5.81	8.28	-	-	8.91	6.24	-	1.94	3.07	7.96	12.22
Standard Error	0.50	0.55	0.56	0.50	0.69	0.60	0.78	0.55	0.72	1.50	0.49	0.50			0.62	0.76		0.57	0.42	0.74	1.47

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2B. How many were shaped like regular light bulbs?
BASE: Purchased other types of CFLs recently

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	38	4	34	5	33	2	31	1	2	7	27	38	-	-	35	4	-	-	4	13	18
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0
Total answering	38	4	34	5	33	2	31	1	2	7	27	38	-	-	35	4	-	-	4	13	18
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0
None	22	2	20	4	18	2	16	0	2	4	15	22	-	-	18	3	-	-	2	9	10
	56.6	52.9	57.0	66.8	54.9	100.0 DEG	52.6	20.0	90.9 H	52.8	56.0 h	56.6			52.9	93.6 O			50.0	66.1	52.4
2	6	1	5	1	5	-	5	1	0	2	4	6	-	-	6	0	-	-	0	3	4
	16.4	35.3	14.3	24.9	15.0		15.8	60.0 iK	9.1	25.1	12.9	16.4			17.4	6.4			6.1	19.6	19.3
3	2	0	2	0	2	-	2	0	-	-	2	2	-	-	2	-	-	-	-	-	2
	4.9	5.9	4.8	4.2	5.0		5.3	20.0			6.0	4.9			5.4						10.3
4	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	-
	4.3		4.8		5.0		5.3				6.0	4.3			4.7						
5	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	2	-	-
	4.3		4.8		5.0		5.3				6.0	4.3			4.7				43.9		
6	4	0	3	0	3	-	3	-	-	2	2	4	-	-	4	-	-	-	-	2	2
	9.2	5.9	9.5	4.2	10.0		10.5			22.1	6.9	9.2			10.1					14.3	9.0
11-20	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	4.3		4.8		5.0		5.3				6.0	4.3			4.7						9.0
Mean	1.93	1.24	2.01	0.87	2.10	0.00	2.21	1.80	0.18	1.83	2.12	1.93	-	-	2.11	0.13	-	-	2.32	1.25	2.32

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2B. How many were shaped like regular light bulbs?
BASE: Purchased other types of CFLs recently

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	2.98	1.85	3.09	1.61	3.13	0.00	3.17	2.85	0.75	2.55	3.26	2.98	-	-	3.06	0.58	-	-	2.83	2.18	3.65
Standard Error	0.59	0.45	0.67	0.55	0.70	0.00	0.73	1.27	0.49	1.13	0.79	0.59			0.63	0.39			1.77	0.73	1.05

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M2B. How many were shaped like regular light bulbs?
BASE: Purchased other types of CFLs recently

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	38	4	34	5	33	2	31	1	2	7	27	38	-	-	35	4	-	-	4	13	18
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0			100.0	100.0	100.0
None	22	2	20	4	18	2	16	0	2	4	15	22	-	-	18	3	-	-	2	9	10
	56.6	52.9	57.0	66.8	54.9	100.0 DEG	52.6	20.0	90.9 H	52.8	56.0 h	56.6			52.9	93.6 O			50.0	66.1	52.4
2	6	1	5	1	5	-	5	1	0	2	4	6	-	-	6	0	-	-	0	3	4
	16.4	35.3	14.3	24.9	15.0		15.8	60.0 iK	9.1	25.1	12.9	16.4			17.4	6.4			6.1	19.6	19.3
3	2	0	2	0	2	-	2	0	-	-	2	2	-	-	2	-	-	-	-	-	2
	4.9	5.9	4.8	4.2	5.0		5.3	20.0			6.0	4.9			5.4						10.3
4	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	-
	4.3		4.8		5.0		5.3				6.0	4.3			4.7						
5	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	2	-	-
	4.3		4.8		5.0		5.3				6.0	4.3			4.7				43.9		
6	4	0	3	0	3	-	3	-	-	2	2	4	-	-	4	-	-	-	-	2	2
	9.2	5.9	9.5	4.2	10.0		10.5			22.1	6.9	9.2			10.1					14.3	9.0
11-20	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	4.3		4.8		5.0		5.3				6.0	4.3			4.7						9.0
Mean	1.93	1.24	2.01	0.87	2.10	0.00	2.21	1.80	0.18	1.83	2.12	1.93	-	-	2.11	0.13	-	-	2.32	1.25	2.32
Standard Deviation	2.98	1.85	3.09	1.61	3.13	0.00	3.17	2.85	0.75	2.55	3.26	2.98	-	-	3.06	0.58	-	-	2.83	2.18	3.65
Standard Error	0.59	0.45	0.67	0.55	0.70	0.00	0.73	1.27	0.49	1.13	0.79	0.59			0.63	0.39			1.77	0.73	1.05

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M3A. Of all the CFLs you bought during your most recent purchase, how many did you install in your home?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	30	4	26	10	20	5	15	4	4	9	12	30	-	-	13	13	-	-	7	7	9
Total answering	429	44	384	122	307	32	274	47	29	120	232	429	-	-	309	112	-	17	93	172	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	47	6	41	13	35	-	35	4	1	17	25	47	-	-	36	9	-	2	5	16	10
	11.0	14.4	10.7	10.5	11.2		12.6	7.8	3.8	14.5 I	10.8	11.0			11.8	7.7		9.8	5.5	9.4	9.9
1	91	7	83	28	62	5	58	7	6	35	42	91	-	-	70	21	-	13	21	36	19
	21.2	16.9	21.7	23.4	20.3	14.9	21.0	15.2	21.7	29.0 hk	18.3	21.2			22.5	18.7		77.8 STU	22.0	21.1	18.6
2	123	14	109	34	89	11	77	15	9	34	64	123	-	-	88	33	-	2	38	51	22
	28.6	31.3	28.3	28.0	28.9	35.2	28.1	32.8	31.1	28.2	27.7	28.6			28.5	29.4		11.0	40.6 RU	29.9 r	21.8
3	42	4	38	14	28	5	23	10	6	7	19	42	-	-	31	11	-	-	14	11	11
	9.7	9.3	9.8	11.4	9.1	15.0	8.4	20.2 Jk	19.6 j	6.0	8.3	9.7			9.9	10.0			15.0	6.6	11.2
4	50	4	47	16	34	3	31	4	2	9	34	50	-	-	36	13	-	-	10	18	14
	11.8	8.7	12.1	13.1	11.2	9.9	11.4	9.3	8.4	7.7	14.8 j	11.8			11.5	11.8			10.9	10.2	14.1
5	24	1	23	3	21	2	20	2	-	5	17	24	-	-	12	10	-	-	3	17	4
	5.6	2.6	6.0 b	2.2	7.0 D	5.0	7.2 D	4.9		4.3	7.2	5.6			4.0	9.0			3.5	9.8 s	4.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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NEEA 2012 Consumer Lighting Survey (#6065)

M3A. Of all the CFLs you bought during your most recent purchase, how many did you install in your home?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	21	3	18	6	15	3	12	2	2	5	12	21	-	-	17	4	-	-	1	13	3
	4.9	7.2	4.7	5.2	4.8	10.1	4.2	4.4	5.4	4.3	5.3	4.9			5.4	4.0			0.7	7.6 S	3.5
7	2	0	2	0	2	-	2	0	0	2	-	2	-	-	2	-	-	-	-	0	2
	0.5	1.0	0.4	0.4	0.5		0.6	0.5	0.8	1.4		0.5			0.7					0.1	1.9
8	7	1	6	2	5	3	2	2	2	2	2	7	-	-	4	3	-	-	-	5	0
	1.7	1.5	1.7	1.9	1.6	9.9	0.6	3.9	6.1	1.5	0.7	1.7			1.3	2.9				3.1 u	0.2
9	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	0.4		0.4		0.5		0.6			1.4		0.4			0.5					1.0	
10	3	1	2	1	2	-	2	0	0	-	2	3	-	-	0	2	-	-	-	0	2
	0.6	2.1	0.4	0.7	0.5		0.6	0.5	0.8		0.9	0.6			0.1	2.1				0.3	2.1
11-20	12	2	10	4	8	-	8	0	1	0	11	12	-	-	7	5	-	0	-	2	9
	2.8	4.6	2.6	3.0	2.7		3.0	0.5	2.3	0.4	4.5 HJ	2.8			2.3	4.2		1.4		1.0	9.3 T
More than 20	5	0	5	0	5	-	5	-	-	2	4	5	-	-	5	0	-	-	2	-	4
	1.2	0.5	1.3	0.2	1.6		1.8			1.4	1.5	1.2			1.6	0.2			1.8		3.5
Mean	3.36	3.20	3.38	2.84	3.57	3.34	3.60	2.75	3.04	3.30	3.56	3.36	-	-	3.35	3.43	-	1.22	2.77	2.84	5.56
Standard Deviation	6.13	3.79	6.34	3.07	6.97	2.16	7.34	2.01	2.80	9.31	4.79	6.13	-	-	6.85	3.69	-	1.85	4.63	2.25	11.06
Standard Error	0.36	0.27	0.41	0.29	0.51	0.48	0.57	0.33	0.53	1.05	0.39	0.36			0.48	0.42		0.55	0.59	0.21	1.32

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M3A. Of all the CFLs you bought during your most recent purchase, how many did you install in your home?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	47	6	41	13	35	-	35	4	1	17	25	47	-	-	36	9	-	2	5	16	10
	10.3	13.2	10.0	9.7	10.6		11.9	7.2	3.3	13.5 I	10.3 i	10.3			11.3	6.9		9.8	5.1	9.0	9.1
1	91	7	83	28	62	5	58	7	6	35	42	91	-	-	70	21	-	13	21	36	19
	19.8	15.5	20.3	21.5	19.1	13.0	19.9	14.0	18.9	26.9 hk	17.4	19.8			21.6	16.8		77.8 STU	20.4	20.2	17.2
2	123	14	109	34	89	11	77	15	9	34	64	123	-	-	88	33	-	2	38	51	22
	26.8	28.8	26.5	25.8	27.1	30.6	26.7	30.2	27.1	26.2	26.3	26.8			27.3	26.4		11.0	37.8 RU	28.7 r	20.0
3	42	4	38	14	28	5	23	10	6	7	19	42	-	-	31	11	-	-	14	11	11
	9.1	8.5	9.2	10.5	8.5	13.1	8.0	18.5 Jk	17.1	5.6	7.9	9.1			9.5	9.0			14.0	6.4	10.3
4	50	4	47	16	34	3	31	4	2	9	34	50	-	-	36	13	-	-	10	18	14
	11.0	8.0	11.3	12.1	10.5	8.6	10.8	8.6	7.3	7.1	14.1 j	11.0			11.0	10.6			10.2	9.8	13.0
5	24	1	23	3	21	2	20	2	-	5	17	24	-	-	12	10	-	-	3	17	4
	5.3	2.4	5.6 b	2.1	6.5 D	4.4	6.8 D	4.5		4.0	6.8	5.3			3.8	8.1			3.3	9.4 su	3.6
6	21	3	18	6	15	3	12	2	2	5	12	21	-	-	17	4	-	-	1	13	3
	4.6	6.6	4.4	4.8	4.5	8.7	4.0	4.0	4.7	4.0	5.1	4.6			5.2	3.5			0.7	7.3 S	3.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M3A. Of all the CFLs you bought during your most recent purchase, how many did you install in your home?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	2	0	2	0	2	-	2	0	0	2	-	2	-	-	2	-	-	-	-	0	2
	0.5	0.9	0.4	0.3	0.5		0.6	0.4	0.7	1.3		0.5			0.6					0.1	1.7
8	7	1	6	2	5	3	2	2	2	2	2	7	-	-	4	3	-	-	-	5	0
	1.6	1.4	1.6	1.7	1.5	8.6	0.6	3.6	5.3	1.4	0.7	1.6			1.2	2.6				3.0 u	0.2
9	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	0.4		0.4		0.5		0.6			1.3		0.4			0.5					0.9	
10	3	1	2	1	2	-	2	0	0	-	2	3	-	-	0	2	-	-	-	0	2
	0.6	1.9	0.4	0.7	0.5		0.6	0.4	0.7		0.9	0.6			0.1	1.9				0.3	1.9
11-20	12	2	10	4	8	-	8	0	1	0	11	12	-	-	7	5	-	0	-	2	9
	2.6	4.3	2.4	2.8	2.5		2.8	0.4	2.0	0.3	4.3 HJ	2.6			2.2	3.7		1.4		0.9	8.5 T
More than 20	5	0	5	0	5	-	5	-	-	2	4	5	-	-	5	0	-	-	2	-	4
	1.1	0.5	1.2	0.2	1.5		1.7			1.3	1.4	1.1			1.5	0.2			1.6		3.2
Don't know	28	4	24	10	18	5	13	4	4	8	12	28	-	-	13	11	-	-	7	7	9
	6.2	8.0	6.0	7.8	5.5	13.1	4.5	8.1	12.9	5.9	5.0	6.2			4.1	9.0			6.9	3.9	7.9
Refused	2	-	2	-	2	-	2	-	-	2	-	2	-	-	-	2	-	-	-	-	-
	0.4		0.4		0.5		0.6			1.3		0.4				1.3					
Mean	3.36	3.20	3.38	2.84	3.57	3.34	3.60	2.75	3.04	3.30	3.56	3.36	-	-	3.35	3.43	-	1.22	2.77	2.84	5.56
Standard Deviation	6.13	3.79	6.34	3.07	6.97	2.16	7.34	2.01	2.80	9.31	4.79	6.13	-	-	6.85	3.69	-	1.85	4.63	2.25	11.06
Standard Error	0.36	0.27	0.41	0.29	0.51	0.48	0.57	0.33	0.53	1.05	0.39	0.36			0.48	0.42		0.55	0.59	0.21	1.32

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M4. Thinking of your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	25	2	23	9	16	-	16	0	4	7	14	25	-	-	12	9	-	-	9	6	7
Total answering	433	46	388	123	310	37	273	51	30	122	230	433	-	-	310	116	-	17	92	173	102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	184	19	165	54	129	21	108	25	15	59	84	184	-	-	124	53	-	9	52	63	30
	42.4	41.1	42.6	44.2	41.7	56.4	39.8	50.1	49.1	48.6 k	36.6	42.4			40.0	45.5		55.3 u	57.0 TU	36.4	29.1
1	43	4	39	15	28	-	28	3	4	22	14	43	-	-	34	9	-	6	12	18	6
	9.9	8.4	10.1	12.3	9.0		10.2	5.5	14.5	17.7 HK	6.2	9.9			11.1	7.5		33.5 U	13.2	10.5	5.4
2	70	6	64	16	54	7	48	6	4	13	47	70	-	-	47	23	-	2	14	34	17
	16.2	13.9	16.5	13.0	17.5	17.5	17.5	12.2	13.6	10.6	20.3 J	16.2			15.3	19.7		11.2	15.5	19.8	16.2
3	31	4	28	10	21	3	18	5	2	6	19	31	-	-	24	7	-	-	4	15	11
	7.2	7.9	7.2	8.1	6.9	8.7	6.6	9.1	6.1	5.1	8.1	7.2			7.9	6.0			4.0	8.4	11.0
4	43	5	38	11	31	3	28	5	2	11	25	43	-	-	31	12	-	-	2	22	11
	9.8	10.9	9.7	9.3	10.1	8.7	10.2	10.0	7.6	8.8	10.6	9.8			9.9	10.1			2.5	12.7 S	10.4 s
5	15	2	13	2	13	2	12	2	-	6	7	15	-	-	8	7	-	-	3	7	4
	3.4	4.0	3.4	1.5	4.2	4.4	4.2	3.6		4.6	3.3	3.4			2.6	5.7			3.6	4.3	4.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M4. Thinking of your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	17	2	15	7	10	2	8	4	1	2	10	17	-	-	17	0	-	-	2	9	5
	4.0	5.5	3.8	6.0	3.2	4.4	3.0	7.8	3.0	1.9	4.3	4.0			5.5 P	0.2			2.0	5.2	4.5
7	7	0	7	0	7	-	7	-	0	2	5	7	-	-	7	-	-	-	-	2	5
	1.6	0.5	1.7	0.2	2.1 d		2.4 d		0.8	1.3	2.1	1.6			2.2					1.1	4.8
8	11	1	10	5	7	-	7	0	0	2	9	11	-	-	9	2	-	-	0	2	6
	2.6	3.0	2.5	3.7	2.1		2.4	0.9	1.5	1.3	3.7	2.6			2.9	1.8			0.2	1.2	5.4 s
9	2	0	2	0	2	-	2	-	-	-	2	2	-	-	0	2	-	-	-	-	2
	0.4	0.5	0.4	0.2	0.5		0.6				0.8	0.4			0.1	1.4					1.6
10	2	0	2	0	2	-	2	0	0	-	2	2	-	-	0	2	-	-	2	0	0
	0.5	1.0	0.4	0.4	0.5		0.6	0.4	0.8		0.7	0.5			0.1	1.6			1.8	0.1	0.2
11-20	4	1	3	1	3	-	3	0	1	-	3	4	-	-	4	0	-	-	-	0	4
	1.0	2.0	0.8	0.7	1.1		1.2	0.4	2.3		1.4	1.0			1.3	0.2				0.1	3.7
More than 20	4	1	3	1	3	-	3	-	0	-	4	4	-	-	4	0	-	-	-	0	4
	0.9	1.5	0.8	0.6	1.1		1.2		0.8		1.6	0.9			1.1	0.4				0.1	3.7
Mean	2.26	2.90	2.18	2.13	2.31	1.44	2.43	1.82	1.84	1.44	2.85	2.26	-	-	2.40	2.02	-	0.56	1.17	2.02	4.16
Standard Deviation	3.71	5.99	3.34	4.06	3.56	1.89	3.72	2.50	3.45	1.94	4.51	3.71	-	-	3.65	3.93	-	0.71	1.95	2.24	6.12
Standard Error	0.22	0.42	0.22	0.38	0.26	0.39	0.29	0.39	0.64	0.22	0.37	0.22			0.25	0.44		0.21	0.25	0.21	0.72

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M4. Thinking of your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
None	184	19	165	54	129	21	108	25	15	59	84	184	-	-	124	53	-	9	52	63	30
	40.1	39.1	40.2	41.3	39.6	56.4 g	37.5	49.6 k	43.7	45.8 k	34.6	40.1			38.5	42.2		55.3 u	52.0 TU	35.3	27.3
1	43	4	39	15	28	-	28	3	4	22	14	43	-	-	34	9	-	6	12	18	6
	9.4	8.0	9.6	11.5	8.6		9.7	5.4	12.9	16.7 HK	5.9	9.4			10.7	6.9		33.5 U	12.1	10.1	5.1
2	70	6	64	16	54	7	48	6	4	13	47	70	-	-	47	23	-	2	14	34	17
	15.3	13.2	15.5	12.1	16.6	17.5	16.5	12.1	12.1	10.0	19.2 J	15.3			14.7	18.3		11.2	14.2	19.1	15.2
3	31	4	28	10	21	3	18	5	2	6	19	31	-	-	24	7	-	-	4	15	11
	6.8	7.5	6.8	7.6	6.5	8.7	6.3	9.0	5.5	4.8	7.7	6.8			7.6	5.6			3.7	8.2	10.3
4	43	5	38	11	31	3	28	5	2	11	25	43	-	-	31	12	-	-	2	22	11
	9.3	10.4	9.2	8.7	9.6	8.7	9.7	9.9	6.8	8.3	10.1	9.3			9.5	9.4			2.3	12.3 S	9.8 s
5	15	2	13	2	13	2	12	2	-	6	7	15	-	-	8	7	-	-	3	7	4
	3.3	3.8	3.2	1.4	4.0	4.4	4.0	3.6		4.3	3.1	3.3			2.5	5.3			3.3	4.2	3.8
6	17	2	15	7	10	2	8	4	1	2	10	17	-	-	17	0	-	-	2	9	5
	3.7	5.2	3.6	5.6	3.0	4.4	2.8	7.7	2.7	1.8	4.1	3.7			5.3 P	0.2			1.9	5.1	4.2
7	7	0	7	0	7	-	7	-	0	2	5	7	-	-	7	-	-	-	-	2	5
	1.5	0.5	1.6	0.2	2.0 d		2.3 d		0.7	1.3	2.0	1.5			2.1					1.0	4.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M4. Thinking of your most recent CFL purchase, how many of the CFLs did you store to install later?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	11	1	10	5	7	-	7	0	0	2	9	11	-	-	9	2	-	-	0	2	6
	2.4	2.8	2.4	3.5	2.0		2.3	0.9	1.3	1.3	3.5	2.4			2.8	1.7			0.2	1.2	5.1 s
9	2	0	2	0	2	-	2	-	-	-	2	2	-	-	0	2	-	-	-	-	2
	0.4	0.5	0.4	0.2	0.5		0.6				0.8	0.4			0.1	1.3					1.5
10	2	0	2	0	2	-	2	0	0	-	2	2	-	-	0	2	-	-	2	0	0
	0.5	0.9	0.4	0.3	0.5		0.6	0.4	0.7		0.7	0.5			0.1	1.5			1.6	0.1	0.2
11-20	4	1	3	1	3	-	3	0	1	-	3	4	-	-	4	0	-	-	-	0	4
	0.9	1.9	0.8	0.7	1.0		1.1	0.4	2.0		1.3	0.9			1.2	0.2				0.1	3.4
More than 20	4	1	3	1	3	-	3	-	0	-	4	4	-	-	4	0	-	-	-	0	4
	0.9	1.4	0.8	0.5	1.0		1.1		0.7		1.5	0.9			1.1	0.4				0.1	3.4
Don't know	25	2	23	9	16	-	16	0	4	7	14	25	-	-	12	9	-	-	9	6	7
	5.5	4.7	5.6	6.6	5.0		5.7	0.9	10.9 h	5.7 h	5.6 H	5.5			3.8	7.1			8.8	3.1	6.0
Mean	2.26	2.90	2.18	2.13	2.31	1.44	2.43	1.82	1.84	1.44	2.85	2.26	-	-	2.40	2.02	-	0.56	1.17	2.02	4.16
Standard Deviation	3.71	5.99	3.34	4.06	3.56	1.89	3.72	2.50	3.45	1.94	4.51	3.71	-	-	3.65	3.93	-	0.71	1.95	2.24	6.12
Standard Error	0.22	0.42	0.22	0.38	0.26	0.39	0.29	0.39	0.64	0.22	0.37	0.22			0.25	0.44		0.21	0.25	0.21	0.72

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	18	2	16	5	13	3	10	2	1	2	14	18	-	-	8	7	-	0	7	4	2
Total answering	440	46	394	127	313	34	279	49	33	127	230	440	-	-	314	118	-	17	93	175	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Home centers	161	16	146	41	120	13	107	17	8	48	88	161	-	-	119	40	-	5	28	58	52
	36.6	33.8	36.9	32.6	38.2	38.0	38.2	34.2	23.3	37.7	38.4 i	36.6			37.9	33.9		29.5	29.7	33.3	48.6 ST
Discount or Mass merchandise store	108	13	96	35	74	15	59	18	12	31	47	108	-	-	75	31	-	7	27	46	16
	24.6	27.4	24.3	27.2	23.5	42.9 eg	21.2	36.0 k	37.3 k	24.4	20.4	24.6			24.0	26.1		45.2 U	29.1 U	26.2 U	14.7
Buying clubs	76	5	71	12	64	3	61	6	4	16	50	76	-	-	56	19	-	-	7	32	29
	17.3	11.8	17.9 b	9.4	20.4 D	9.6	21.8 Df	11.1	11.1	12.8	21.9 hj	17.3			17.9	16.5			8.0	18.4 S	26.7 S
Hardware stores	44	8	37	23	21	2	20	3	10	9	23	44	-	-	28	16	-	2	12	18	8
	10.1	16.7 C	9.3	18.2 EFG	6.8	4.8	7.1	5.5	29.8 HJK	6.7	10.1	10.1			9.0	13.8		11.2	13.1	10.5	7.8
Supermarket, food store	32	3	29	11	21	2	20	6	1	15	10	32	-	-	25	6	-	2	10	8	7
	7.3	5.9	7.5	8.5	6.8	4.8	7.1	12.2 i	2.0	11.7 Ik	4.5	7.3			7.9	4.9		12.7	10.8	4.5	6.7
Drug store	14	1	13	4	10	-	10	0	0	8	5	14	-	-	9	4	-	0	2	12	0
	3.2	2.0	3.3	3.2	3.1		3.5	0.9	0.7	6.6 hi	2.1	3.2			2.7	3.1		1.4	1.8	6.8 sU	0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Lighting supply store/ lighting showroom	5 1.1	-	5 1.3	-	5 1.6	-	5 1.8	-	-	2 1.3	3 1.4	5 1.1	-	-	3 1.0	2 1.4	-	-	3 3.5	-	-
Mail order catalog	2 0.4	-	2 0.4	2 1.3	-	-	-	-	-	-	2 0.7	2 0.4	-	-	2 0.5	-	-	-	-	2 0.9	-
Over the Internet	2 0.4	-	2 0.4	-	2 0.5	-	2 0.6	-	-	2 1.3	-	2 0.4	-	-	2 0.5	-	-	-	-	2 0.9	-
Home Energy Show	0 0.1	0 0.5	-	0 0.2	-	-	-	0 0.5	-	-	-	0 0.1	-	-	-	0 0.2	-	-	0 0.2	-	-
Other	8 1.9	2 3.4	7 1.7	2 1.2	7 2.1	-	7 2.4	-	0 1.4	-	8 3.3	8 1.9	-	-	4 1.3	4 3.0	-	-	4 3.8	2 1.3	2 2.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Home centers	161	16	146	41	120	13	107	17	8	48	88	161	-	-	119	40	-	5	28	58	52
	35.1	32.5	35.4	31.4	36.7	34.6	36.9	32.9	22.8	37.1	36.3	35.1			37.0	31.9		29.1	27.6	32.6	47.7 ST
Discount or Mass merchandise store	108	13	96	35	74	15	59	18	12	31	47	108	-	-	75	31	-	7	27	46	16
	23.6	26.4	23.3	26.2	22.6	39.1 g	20.5	34.7 k	36.5 k	24.1	19.2	23.6			23.4	24.6		44.6 U	27.1 u	25.6 U	14.4
Buying clubs	76	5	71	12	64	3	61	6	4	16	50	76	-	-	56	19	-	-	7	32	29
	16.6	11.3	17.2 b	9.0	19.6 Df	8.7	21.0 Df	10.7	10.9	12.6	20.7 hj	16.6			17.4	15.5			7.4	18.0 S	26.2 S
Hardware stores	44	8	37	23	21	2	20	3	10	9	23	44	-	-	28	16	-	2	12	18	8
	9.7	16.1 C	9.0	17.5 EFG	6.5	4.4	6.8	5.3	29.2 HJK	6.6	9.6	9.7			8.8	13.0		11.1	12.2	10.2	7.7
Supermarket, food store	32	3	29	11	21	2	20	6	1	15	10	32	-	-	25	6	-	2	10	8	7
	7.0	5.6	7.2	8.2	6.5	4.4	6.8	11.8 i	2.0	11.5 Ik	4.3	7.0			7.7	4.6		12.5	10.0	4.4	6.6
Drug store	14	1	13	4	10	-	10	0	0	8	5	14	-	-	9	4	-	0	2	12	0
	3.0	1.9	3.2	3.1	3.0		3.4	0.9	0.7	6.5 hi	2.0	3.0			2.7	3.0		1.4	1.6	6.6 sU	0.2
Lighting supply store/ lighting showroom	5	-	5	-	5	-	5	-	-	2	3	5	-	-	3	2	-	-	3	-	-
	1.1		1.2		1.5		1.7			1.3	1.3	1.1			1.0	1.3			3.3		

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M6. Where did you purchase CFLs most recently?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mail order catalog	2	-	2	2	-	-	-	-	-	-	2	2	-	-	2	-	-	-	-	2	-
	0.3		0.4	1.2							0.7	0.3			0.5					0.9	
Over the Internet	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	-	2	-
	0.4		0.4		0.5		0.6			1.3		0.4			0.5					0.9	
Home Energy Show	0	0	-	0	-	-	-	0	-	-	-	0	-	-	-	0	-	-	0	-	-
	*	0.5		0.2				0.4				*				0.2			0.2		
Other	8	2	7	2	7	-	7	-	0	-	8	8	-	-	4	4	-	-	4	2	2
	1.8	3.3	1.6	1.2	2.0		2.3		1.3		3.2	1.8			1.3	2.8			3.5	1.3	1.9
Don't know	18	2	16	5	13	3	10	2	1	2	14	18	-	-	7	7	-	-	7	4	2
	3.9	3.3	4.0	3.7	4.0	8.8	3.4	3.6	2.0	1.4	5.6 j	3.9			2.3	5.8			7.0	2.1	1.9
Refused	0	0	-	0	-	-	-	-	-	0	-	0	-	-	0	-	-	0	-	-	-
	*	0.5		0.2						0.2		*			0.1			1.4			

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M6A. How often would you say you shop at big box stores?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	4	0	3	0	3	-	3	0	-	-	3	4	-	-	0	2	-	-	0	3	-
Total answering	455	48	407	132	323	37	286	51	34	129	241	455	-	-	322	123	-	17	100	175	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
At least once a week	112	8	104	27	85	15	71	16	11	25	61	112	-	-	80	29	-	5	24	35	31
	24.7	17.5	25.5 B	20.5	26.4	39.3 d	24.7	30.8	32.0	19.4	25.2	24.7			24.8	23.7		29.1	24.0	19.9	28.4
At least once a month	212	23	190	62	151	18	133	25	11	67	110	212	-	-	163	47	-	4	49	87	51
	46.7	47.9	46.6	46.7	46.7	47.7	46.5	48.5	31.5	51.7 I	45.8	46.7			50.6 P	38.1		25.0	48.8 r	49.5 r	46.4
At least once a year	110	13	97	38	72	5	67	9	9	33	58	110	-	-	67	39	-	4	26	44	22
	24.2	26.6	23.9	28.6 f	22.3	12.9	23.6	18.0	27.1	25.9	24.1	24.2			20.8	31.7 o		23.7	26.2	25.2	20.0
Less than once a year	10	2	8	2	8	-	8	1	0	4	5	10	-	-	4	5	-	2	0	4	4
	2.2	3.8	2.0	1.4	2.5		2.9	1.3	1.3	3.0	2.1	2.2			1.4	4.4		11.2	0.5	2.4	3.2
Never	10	2	8	4	7	-	7	1	3	-	7	10	-	-	8	3	-	2	0	5	2
	2.3	4.3	2.0	2.8	2.0		2.3	1.3	8.1		2.8	2.3			2.4	2.1		11.1	0.5	3.1	1.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M6A. How often would you say you shop at big box stores?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
At least once a week	112	8	104	27	85	15	71	16	11	25	61	112	-	-	80	29	-	5	24	35	31
	24.5	17.5	25.3 B	20.5	26.1	39.3 d	24.4	30.7	32.0	19.4	24.9	24.5			24.7	23.4		29.1	24.0	19.6	28.4
At least once a month	212	23	190	62	151	18	133	25	11	67	110	212	-	-	163	47	-	4	49	87	51
	46.3	47.6	46.2	46.6	46.2	47.7	46.0	48.3	31.5	51.7 I	45.2	46.3			50.6 P	37.6		25.0	48.7 r	48.6 r	46.4
At least once a year	110	13	97	38	72	5	67	9	9	33	58	110	-	-	67	39	-	4	26	44	22
	24.0	26.4	23.7	28.6 f	22.1	12.9	23.3	17.9	27.1	25.9	23.8	24.0			20.8	31.3 o		23.7	26.2	24.7	20.0
Less than once a year	10	2	8	2	8	-	8	1	0	4	5	10	-	-	4	5	-	2	0	4	4
	2.2	3.7	2.0	1.4	2.5		2.8	1.3	1.3	3.0	2.0	2.2			1.4	4.3		11.2	0.5	2.3	3.2
Never	10	2	8	4	7	-	7	1	3	-	7	10	-	-	8	3	-	2	0	5	2
	2.2	4.3	2.0	2.8	2.0		2.3	1.3	8.1		2.8	2.2			2.4	2.0		11.1	0.5	3.0	1.9
Don't know	4	0	3	0	3	-	3	0	-	-	3	4	-	-	0	2	-	-	0	3	-
	0.8	0.5	0.8	0.2	1.0		1.1	0.4			1.3	0.8			0.1	1.3			0.2	1.8	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M7. Was there a special promotion or sale on CFLs at the store when you bought these most recently?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	32	4	28	12	20	3	16	3	3	4	22	32	-	-	19	12	-	3	9	12	6
Total answering	427	44	383	120	307	34	273	49	31	126	222	427	-	-	303	112	-	13	92	167	103
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	113	13	100	24	89	8	81	12	10	20	70	113	-	-	81	32	-	4	18	44	41
	26.5	29.4	26.1	20.2	28.9 d	23.9	29.5 d	25.6	32.3	16.3	31.6 J	26.5			26.7	28.2		27.6	19.4	26.1	39.7 St
No	314	31	283	96	218	26	192	36	21	105	152	314	-	-	222	81	-	10	74	123	62
	73.5	70.6	73.9	79.8 eg	71.1	76.1	70.5	74.4	67.7	83.7 K	68.4	73.5			73.3	71.8		72.4	80.6 U	73.9 u	60.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M7. Was there a special promotion or sale on CFLs at the store when you bought these most recently?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	113	13	100	24	89	8	81	12	10	20	70	113	-	-	81	32	-	4	18	44	41
	24.6	26.9	24.4	18.4	27.2 d	21.8	27.8 d	24.3	29.2	15.8	28.7 J	24.6			25.1	25.4		22.2	17.7	24.4	37.7 St
No	314	31	283	96	218	26	192	36	21	105	152	314	-	-	222	81	-	10	74	123	62
	68.4	64.6	68.9	72.5	66.8	69.5	66.5	70.8	61.3	81.1 IK	62.2	68.4			69.0	64.7		58.2	73.5 U	69.0 u	57.2
Don't know	32	4	28	12	20	3	16	3	3	4	22	32	-	-	19	12	-	3	9	12	5
	6.9	8.0	6.8	9.0	6.0	8.7	5.7	4.9	9.5	3.0	9.0 J	6.9			6.0	9.9		19.5	8.8	6.6	4.9
Refused	0	0	-	0	-	-	-	-	-	-	0	0	-	-	-	-	-	-	-	-	0
	*	0.5		0.2							0.1	*									0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M9. How much did you pay per bulb for your CFLs during your most recent purchase?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	334	36	298	98	236	31	205	40	26	89	178	334	-	-	231	93	-	11	78	125	76
Total answering	124	12	112	34	90	6	84	11	8	40	66	124	-	-	92	32	-	6	22	54	33
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Less than $1	18	1	16	1	16	-	16	0	0	2	15	18	-	-	14	4	-	-	2	7	7
	14.2	9.5	14.7	3.3	18.2 D		19.6 D	2.0	3.0	4.1	23.6 HIJ	14.2			14.9	10.9			8.4	13.0	21.1
$1.00-$1.99	26	2	25	3	23	3	20	2	0	10	14	26	-	-	16	10	-	3	-	7	14
	21.3	15.1	21.9	10.1	25.4 d	50.4	23.5 d	18.7	6.0	25.1	21.1	21.3			17.4	32.6		62.5 t		13.4	41.4 T
$2.00-$2.99	23	3	20	6	16	2	15	1	0	11	10	23	-	-	19	4	-	-	2	15	2
	18.2	24.4	17.5	18.1	18.2	25.3	17.6	12.3	6.0	26.7	15.4	18.2			20.8	10.9			10.4	27.1 U	6.3
$3.00-$3.99	14	2	12	2	12	-	12	0	1	4	8	14	-	-	10	4	-	-	4	4	5
	10.9	17.0	10.3	6.0	12.7		13.7	2.0	12.0	10.5	12.5	10.9			10.5	12.3			17.8	7.8	16.1
$4.00 or more	44	4	40	21	23	2	21	7	6	13	18	44	-	-	33	11	-	2	14	21	5
	35.5	34.0	35.7	62.4 EG	25.4	24.4	25.5	64.9 jK	73.0 JK	33.7	27.3	35.5			36.5	33.3		37.5	63.5 tU	38.7 U	15.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

M9. How much did you pay per bulb for your CFLs during your most recent purchase?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Less than $1	18	1	16	1	16	-	16	0	0	2	15	18	-	-	14	4	-	-	2	7	7
	3.8	2.4	4.0	0.9	5.0 D		5.7 D	0.4	0.7	1.3	6.3 HIJ	3.8			4.2	2.8			1.9	3.9	6.5
$1.00-$1.99	26	2	25	3	23	3	20	2	0	10	14	26	-	-	16	10	-	3	-	7	14
	5.8	3.8	6.0	2.6	7.0 d	8.7	6.8 d	4.0	1.3	7.8 i	5.7	5.8			4.9	8.4		20.9		4.0	12.7 T
$2.00-$2.99	23	3	20	6	16	2	15	1	0	11	10	23	-	-	19	4	-	-	2	15	2
	4.9	6.1	4.8	4.7	5.0	4.4	5.1	2.7	1.3	8.2 i	4.1	4.9			5.9	2.8			2.3	8.2 sU	1.9
$3.00-$3.99	14	2	12	2	12	-	12	0	1	4	8	14	-	-	10	4	-	-	4	4	5
	3.0	4.2	2.8	1.5	3.5		4.0	0.4	2.7	3.2	3.4 h	3.0			3.0	3.2			4.0	2.3	4.9
$4.00 or more	44	4	40	21	23	2	21	7	6	13	18	44	-	-	33	11	-	2	14	21	5
	9.6	8.5	9.7	16.0 EFG	7.0	4.2	7.4	14.0	16.2	10.4	7.3	9.6			10.4	8.6		12.5	14.1 u	11.7 u	4.6
Don't know	334	36	298	98	236	31	205	40	26	89	178	334	-	-	231	93	-	11	78	125	76
	72.9	75.0	72.7	74.3	72.3	82.6	71.0	78.4	77.7	69.1	73.1	72.9			71.6	74.2		66.6	77.7	69.8	69.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S1. How satisfied are you with the CFLs you recently purchased?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	10	2	8	6	3	-	3	4	0	5	0	10	-	-	3	5	-	-	2	2	1
Total answering	449	46	402	126	323	37	286	48	33	124	243	449	-	-	319	120	-	17	99	177	108
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	39	4	35	13	26	5	21	8	4	4	23	39	-	-	20	20	-	4	9	12	-
	8.8	8.8	8.7	10.4	8.1	12.9	7.5	17.0 J	13.0	3.2	9.4 J	8.8			6.1	16.5 O		22.2	9.0	6.6	
2	10	0	10	4	7	5	2	3	2	0	5	10	-	-	6	2	-	0	5	3	2
	2.3	1.0	2.4	2.9	2.0	13.1 g	0.6	7.3 j	4.9	0.2	2.0	2.3			2.0	1.7		1.4	4.9	1.8	1.5
3	19	1	18	9	10	2	8	2	2	8	7	19	-	-	9	8	-	2	9	3	2
	4.1	1.4	4.4 b	6.9	3.0	4.4	2.9	3.9	5.5	6.7	2.7	4.1			2.7	7.0		9.8	8.7 tu	1.9	1.5
4	15	2	13	5	10	3	7	2	2	2	9	15	-	-	12	3	-	2	2	7	4
	3.3	4.4	3.2	4.2	3.0	8.6	2.3	4.3	5.4	1.9	3.6	3.3			3.6	2.9		9.7	1.9	4.2	3.4
5	39	6	33	8	31	-	31	1	2	13	22	39	-	-	27	11	-	0	4	17	11
	8.7	13.6 c	8.2	6.3	9.7		10.9	2.8	6.1	10.9 h	9.2 h	8.7			8.3	9.0		1.4	4.0	9.6 r	10.2 r
6	22	2	20	7	15	2	13	2	5	4	12	22	-	-	17	6	-	3	7	6	4
	4.9	5.4	4.9	5.9	4.6	4.2	4.6	4.4	13.6	3.0	4.8	4.9			5.2	4.7		19.5	7.5	3.3	3.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S1. How satisfied are you with the CFLs you recently purchased?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
7	53	6	47	10	43	7	36	6	3	13	30	53	-	-	41	12	-	0	14	17	12
	11.8	13.2	11.6	8.1	13.2	17.5	12.6	13.0	9.6	10.7	12.4	11.8			12.7	10.1		2.7	14.5 r	9.9	11.4
8	88	7	80	25	62	7	56	9	6	26	48	88	-	-	67	21	-	3	11	45	26
	19.5	16.1	19.9	20.1	19.3	17.5	19.5	17.9	16.5	20.8	19.6	19.5			21.0	17.1		20.7	11.3	25.6 S	24.0 S
9	35	3	31	8	26	3	23	5	1	7	22	35	-	-	25	10	-	2	9	13	11
	7.7	7.3	7.7	6.6	8.1	8.7	8.0	9.7	2.0	5.6	9.2 I	7.7			7.7	7.9		9.8	9.2	7.4	9.8
10-very satisfied	129	13	116	36	94	5	89	9	8	46	66	129	-	-	98	28	-	0	28	52	37
	28.9	28.8	28.9	28.6 f	29.0 F	13.1	31.0 F	19.7	23.4	37.2 H	27.2	28.9			30.7	23.1		2.7	28.9 R	29.7 R	34.6 R
Mean	7.09	7.08	7.09	6.83	7.19	5.84	7.36	6.20	6.24	7.67	7.08	7.09	-	-	7.38	6.36	-	5.18	6.82	7.38	7.99
Standard Deviation	2.86	2.80	2.87	3.06	2.78	3.17	2.68	3.32	3.12	2.50	2.84	2.86	-	-	2.65	3.22	-	3.02	3.07	2.66	2.04
Standard Error	0.16	0.20	0.18	0.29	0.20	0.66	0.20	0.53	0.56	0.28	0.23	0.16			0.18	0.36		0.89	0.38	0.24	0.24

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S1. How satisfied are you with the CFLs you recently purchased?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	39	4	35	13	26	5	21	8	4	4	23	39	-	-	20	20	-	4	9	12	-
	8.6	8.5	8.6	9.9	8.0	12.9	7.4	15.8 J	12.8	3.0	9.4 J	8.6			6.1	15.8 O		22.2	8.8	6.5	
2	10	0	10	4	7	5	2	3	2	0	5	10	-	-	6	2	-	0	5	3	2
	2.2	0.9	2.4	2.8	2.0	13.1 g	0.6	6.8 j	4.8	0.2	2.0	2.2			2.0	1.7		1.4	4.8	1.8	1.5
3	19	1	18	9	10	2	8	2	2	8	7	19	-	-	9	8	-	2	9	3	2
	4.0	1.4	4.4 b	6.6	3.0	4.4	2.8	3.6	5.5	6.4	2.7	4.0			2.7	6.7		9.8	8.5 tu	1.9	1.5
4	15	2	13	5	10	3	7	2	2	2	9	15	-	-	12	3	-	2	2	7	4
	3.3	4.2	3.2	4.0	3.0	8.6	2.3	4.0	5.3	1.8	3.6	3.3			3.6	2.8		9.7	1.9	4.1	3.4
5	39	6	33	8	31	-	31	1	2	13	22	39	-	-	27	11	-	0	4	17	11
	8.5	13.2 c	8.0	6.0	9.6		10.8	2.7	6.0	10.4 h	9.1 h	8.5			8.2	8.6		1.4	3.9	9.5 r	10.1 r
6	22	2	20	7	15	2	13	2	5	4	12	22	-	-	17	6	-	3	7	6	4
	4.8	5.2	4.8	5.6	4.5	4.2	4.5	4.1	13.5 j	2.9	4.8	4.8			5.1	4.5		19.5	7.4	3.2	3.6
7	53	6	47	10	43	7	36	6	3	13	30	53	-	-	41	12	-	0	14	17	12
	11.5	12.7	11.4	7.7	13.1	17.5	12.5	12.1	9.5	10.3	12.4	11.5			12.6	9.7		2.7	14.2 r	9.8	11.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S1. How satisfied are you with the CFLs you recently purchased?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	88	7	80	25	62	7	56	9	6	26	48	88	-	-	67	21	-	3	11	45	26
	19.1	15.6	19.5	19.1	19.1	17.5	19.3	16.7	16.3	19.9	19.6	19.1			20.8	16.4		20.7	11.1	25.3 S	23.8 S
9	35	3	31	8	26	3	23	5	1	7	22	35	-	-	25	10	-	2	9	13	11
	7.5	7.1	7.6	6.3	8.0	8.7	8.0	9.0	2.0	5.4	9.1 I	7.5			7.6	7.6		9.8	9.0	7.3	9.7
10-very satisfied	129	13	116	36	94	5	89	9	8	46	66	129	-	-	98	28	-	0	28	52	37
	28.2	27.8	28.3	27.2 f	28.7 F	13.1	30.7 F	18.4	23.1	35.7 H	27.1	28.2			30.4	22.2		2.7	28.4 R	29.4 R	34.3 R
Don't know	8	2	7	6	2	-	2	4	0	4	0	8	-	-	3	3	-	-	2	2	1
	1.8	3.3	1.6	4.9 EG	0.5		0.6	6.9 k	1.3	2.9	0.2	1.8			1.0	2.6			1.9	1.2	0.8
Refused	2	-	2	-	2	-	2	-	-	2	-	2	-	-	-	2	-	-	-	-	-
	0.4		0.4		0.5		0.6			1.3		0.4				1.3					
Mean	7.09	7.08	7.09	6.83	7.19	5.84	7.36	6.20	6.24	7.67	7.08	7.09	-	-	7.38	6.36	-	5.18	6.82	7.38	7.99
Standard Deviation	2.86	2.80	2.87	3.06	2.78	3.17	2.68	3.32	3.12	2.50	2.84	2.86	-	-	2.65	3.22	-	3.02	3.07	2.66	2.04
Standard Error	0.16	0.20	0.18	0.29	0.20	0.66	0.20	0.53	0.56	0.28	0.23	0.16			0.18	0.36		0.89	0.38	0.24	0.24

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2A. How satisfied are you with the color of the light they provide?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	226	21	204	75	151	19	131	30	23	61	112	226	-	-	155	63	-	7	46	81	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	4	0	3	0	3	-	3	-	0	2	2	4	-	-	4	-	-	2	2	0	-
Total answering	222	21	201	75	148	19	128	30	23	59	111	222	-	-	151	63	-	5	44	81	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	18	1	16	8	10	2	8	2	4	3	9	18	-	-	9	9	-	3	5	2	2
	7.9	6.5	8.1	10.5	6.7	8.3	6.4	6.2	16.3	5.5	8.0	7.9			5.8	13.6		65.3 STU	11.5	2.3	2.8
2	23	2	21	5	18	3	15	4	-	11	7	23	-	-	14	7	-	2	5	9	4
	10.3	7.5	10.6	6.4	12.2	16.7	11.5	14.8		19.4 k	6.3	10.3			9.4	10.7		30.5	11.6	11.5	6.0
3	43	4	39	16	26	2	25	6	4	6	26	43	-	-	31	10	-	-	14	15	8
	19.2	19.3	19.2	21.9	17.8	8.3	19.2	18.9	19.2	10.9	23.6 j	19.2			20.4	15.9			31.7 u	18.7	14.2
4	64	7	56	23	41	5	36	9	8	16	30	64	-	-	48	16	-	-	13	24	21
	28.7	34.4	28.1	30.5	27.8	24.8	28.2	32.0	35.3	27.1	27.2	28.7			31.6	24.8			28.7	30.3	35.0
5-very satisfied	75	7	69	23	53	8	44	8	7	22	39	75	-	-	50	22	-	0	7	30	25
	34.0	32.3	34.1	30.8	35.6	41.8	34.6	28.1	29.2	37.1	34.8	34.0			32.9	35.0		4.3	16.4	37.2 RS	42.0 RS
Mean	3.70	3.79	3.70	3.65	3.73	3.75	3.73	3.61	3.61	3.71	3.75	3.70	-	-	3.76	3.57	-	1.48	3.27	3.89	4.07
Standard Deviation	1.26	1.19	1.26	1.27	1.25	1.40	1.23	1.23	1.37	1.30	1.23	1.26	-	-	1.18	1.42	-	0.97	1.22	1.11	1.03
Standard Error	0.10	0.12	0.11	0.16	0.13	0.40	0.14	0.26	0.32	0.21	0.15	0.10			0.12	0.22		0.51	0.23	0.15	0.16

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2A. How satisfied are you with the color of the light they provide?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	226	21	204	75	151	19	131	30	23	61	112	226	-	-	155	63	-	7	46	81	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	18	1	16	8	10	2	8	2	4	3	9	18	-	-	9	9	-	3	5	2	2
	7.8	6.4	8.0	10.5	6.5	8.3	6.3	6.2	16.1	5.4	7.9	7.8			5.7	13.6		49.9 TU	11.1	2.3	2.8
2	23	2	21	5	18	3	15	4	-	11	7	23	-	-	14	7	-	2	5	9	4
	10.1	7.5	10.4	6.4	11.9	16.7	11.2	14.8		18.9 k	6.2	10.1			9.2	10.7		23.3	11.2	11.4	6.0
3	43	4	39	16	26	2	25	6	4	6	26	43	-	-	31	10	-	-	14	15	8
	18.9	19.1	18.8	21.8	17.4	8.3	18.8	18.9	19.1	10.6	23.3 j	18.9			19.9	15.9			30.6	18.6	14.2
4	64	7	56	23	41	5	36	9	8	16	30	64	-	-	48	16	-	-	13	24	21
	28.2	34.1	27.6	30.4	27.2	24.8	27.5	32.0	34.9	26.4	26.8	28.2			30.8	24.8			27.7	30.2	35.0
5-very satisfied	75	7	69	23	53	8	44	8	7	22	39	75	-	-	50	22	-	0	7	30	25
	33.4	31.9	33.6	30.7	34.8	41.8	33.7	28.1	28.9	36.1	34.3	33.4			32.1	35.0		3.2	15.8	37.1 RS	42.0 RS
Don't know	4	0	3	0	3	-	3	-	0	2	2	4	-	-	4	-	-	2	2	0	-
	1.6	1.1	1.6	0.3	2.2		2.5		1.0	2.7	1.5	1.6			2.3			23.6	3.6	0.3	
Mean	3.70	3.79	3.70	3.65	3.73	3.75	3.73	3.61	3.61	3.71	3.75	3.70	-	-	3.76	3.57	-	1.48	3.27	3.89	4.07
Standard Deviation	1.26	1.19	1.26	1.27	1.25	1.40	1.23	1.23	1.37	1.30	1.23	1.26	-	-	1.18	1.42	-	0.97	1.22	1.11	1.03
Standard Error	0.10	0.12	0.11	0.16	0.13	0.40	0.14	0.26	0.32	0.21	0.15	0.10			0.12	0.22		0.51	0.23	0.15	0.16

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2B. How satisfied are you with the brightness of the light they provide?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	209	24	185	61	148	23	125	28	13	57	111	209	-	-	145	58	-	8	38	87	49
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	4	0	3	0	3	-	3	-	-	2	2	4	-	-	2	2	-	-	-	2	-
Total answering	205	24	181	61	144	23	122	28	13	55	109	205	-	-	143	56	-	8	38	85	49
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	20	2	18	5	15	5	10	4	2	5	8	20	-	-	7	11	-	4	5	5	3
	9.6	7.6	9.9	8.3	10.2	21.3	8.1	15.2	13.7	9.6	7.7	9.6			5.0	19.5 O		46.0 tu	13.6	6.1	6.7
2	20	2	18	7	13	3	10	2	1	2	16	20	-	-	13	7	-	0	5	6	7
	9.8	9.5	9.9	11.6	9.1	14.4	8.1	7.5	5.1	3.3	14.3 J	9.8			9.1	12.8		2.8	14.1	6.8	14.3
3	34	6	28	14	20	2	18	6	1	11	16	34	-	-	25	8	-	-	9	13	7
	16.5	25.5 c	15.3	23.2 f	13.7	7.2	14.9	20.1	10.3	19.2	15.0	16.5			17.2	13.7			24.1	15.5	13.3
4	47	6	41	9	38	7	31	6	2	10	30	47	-	-	38	8	-	0	4	24	13
	22.9	25.5	22.6	15.3	26.2	28.7	25.7	21.0	15.4	17.2	27.2	22.9			26.7 p	14.1		5.6	11.1	27.7 Rs	26.8 r
5-very satisfied	84	8	77	25	59	6	53	10	7	28	39	84	-	-	60	22	-	4	14	37	19
	41.1	32.0	42.3	41.7	40.9	28.4	43.2	36.2	55.4	50.7	35.8	41.1			42.1	39.9		45.6	37.1	43.9	38.9
Mean	3.76	3.65	3.78	3.70	3.79	3.29	3.88	3.56	3.94	3.96	3.69	3.76	-	-	3.92	3.42	-	3.02	3.44	3.97	3.77
Standard Deviation	1.34	1.26	1.35	1.34	1.34	1.56	1.28	1.45	1.50	1.31	1.30	1.34	-	-	1.19	1.59	-	2.07	1.46	1.20	1.30
Standard Error	0.11	0.12	0.13	0.18	0.14	0.42	0.15	0.32	0.39	0.22	0.16	0.11			0.12	0.26		0.85	0.29	0.16	0.22

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2B. How satisfied are you with the brightness of the light they provide?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	209	24	185	61	148	23	125	28	13	57	111	209	-	-	145	58	-	8	38	87	49
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	20	2	18	5	15	5	10	4	2	5	8	20	-	-	7	11	-	4	5	5	3
	9.5	7.5	9.7	8.3	10.0	21.3	7.9	15.2	13.7	9.4	7.6	9.5			5.0	19.0 O		46.0 tu	13.6	5.9	6.7
2	20	2	18	7	13	3	10	2	1	2	16	20	-	-	13	7	-	0	5	6	7
	9.7	9.4	9.7	11.5	8.9	14.4	7.9	7.5	5.1	3.2	14.1 J	9.7			9.0	12.5		2.8	14.1	6.7	14.3
3	34	6	28	14	20	2	18	6	1	11	16	34	-	-	25	8	-	-	9	13	7
	16.2	25.2 c	15.0	23.1 f	13.4	7.2	14.5	20.1	10.3	18.6	14.7	16.2			17.0	13.3			24.1	15.2	13.3
4	47	6	41	9	38	7	31	6	2	10	30	47	-	-	38	8	-	0	4	24	13
	22.5	25.3	22.2	15.2	25.6	28.7	25.0	21.0	15.4	16.7	26.8	22.5			26.4 p	13.7		5.6	11.1	27.1 rs	26.8 r
5-very satisfied	84	8	77	25	59	6	53	10	7	28	39	84	-	-	60	22	-	4	14	37	19
	40.4	31.7	41.6	41.5	40.0	28.4	42.1	36.2	55.4	49.3	35.2	40.4			41.6	38.7		45.6	37.1	43.0	38.9
Don't know	4	0	3	0	3	-	3	-	-	2	2	4	-	-	2	2	-	-	-	2	-
	1.7	0.9	1.8	0.4	2.2		2.6			2.9	1.7	1.7			1.1	2.8				2.2	
Mean	3.76	3.65	3.78	3.70	3.79	3.29	3.88	3.56	3.94	3.96	3.69	3.76	-	-	3.92	3.42	-	3.02	3.44	3.97	3.77
Standard Deviation	1.34	1.26	1.35	1.34	1.34	1.56	1.28	1.45	1.50	1.31	1.30	1.34	-	-	1.19	1.59	-	2.07	1.46	1.20	1.30
Standard Error	0.11	0.12	0.13	0.18	0.14	0.42	0.15	0.32	0.39	0.22	0.16	0.11			0.12	0.26		0.85	0.29	0.16	0.22

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2C. How satisfied are you with the amount of time they take to light up?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	222	23	199	65	158	15	143	23	17	57	124	222	-	-	162	55	-	11	49	80	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	4	0	3	0	3	-	3	-	-	0	3	4	-	-	-	2	-	-	-	2	2
Total answering	218	23	196	64	154	15	140	23	17	57	121	218	-	-	162	53	-	11	49	79	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	30	3	26	13	16	2	15	2	3	5	19	30	-	-	21	6	-	0	9	9	7
	13.5	14.9	13.4	20.4	10.7	11.2	10.6	10.0	19.7	8.9	15.5	13.5			13.2	12.3		2.1	18.1 r	11.5	12.5
2	18	3	15	5	13	3	10	3	2	2	11	18	-	-	9	6	-	3	0	4	7
	8.1	12.9	7.5	7.1	8.5	21.9	7.1	12.8	12.9	3.3	8.7	8.1			5.8	12.3		32.0 s	0.9	5.5	13.2 S
3	48	4	44	7	41	2	39	4	1	14	29	48	-	-	34	14	-	2	17	18	11
	21.9	15.8	22.7	10.7	26.6 D	11.1	28.2 D	17.9	6.5	23.8 i	24.1 I	21.9			20.7	27.1		19.2	35.5	22.5	19.8
4	47	5	42	15	33	5	28	8	1	20	19	47	-	-	40	8	-	-	8	18	17
	21.7	21.7	21.7	22.8	21.3	33.4	20.0	32.8 I	7.8	34.6 IK	15.5	21.7			24.3	14.6			16.2	23.0	30.3
5-very satisfied	76	8	68	25	51	3	48	6	9	17	44	76	-	-	58	18	-	5	14	30	13
	34.8	34.7	34.8	39.0	33.0	22.3	34.1	26.6	53.1	29.5	36.2	34.8			35.9	33.6		46.7	29.3	37.5	24.3
Mean	3.56	3.48	3.57	3.53	3.57	3.34	3.60	3.53	3.62	3.72	3.48	3.56	-	-	3.64	3.45	-	3.57	3.38	3.69	3.41
Standard Deviation	1.39	1.48	1.38	1.56	1.31	1.38	1.31	1.31	1.70	1.19	1.45	1.39	-	-	1.37	1.39	-	1.46	1.40	1.34	1.33
Standard Error	0.11	0.15	0.13	0.21	0.14	0.46	0.14	0.30	0.43	0.19	0.17	0.11			0.13	0.23		0.54	0.25	0.18	0.22

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2C. How satisfied are you with the amount of time they take to light up?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	222	23	199	65	158	15	143	23	17	57	124	222	-	-	162	55	-	11	49	80	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	30	3	26	13	16	2	15	2	3	5	19	30	-	-	21	6	-	0	9	9	7
	13.3	14.6	13.1	20.3	10.4	11.2	10.3	10.0	19.7	8.8	15.1	13.3			13.2	11.9		2.1	18.1 r	11.3	12.1
2	18	3	15	5	13	3	10	3	2	2	11	18	-	-	9	6	-	3	0	4	7
	7.9	12.7	7.4	7.0	8.3	21.9	6.9	12.8	12.9	3.3	8.5	7.9			5.8	11.9		32.0 s	0.9	5.4	12.9 S
3	48	4	44	7	41	2	39	4	1	14	29	48	-	-	34	14	-	2	17	18	11
	21.6	15.5	22.3	10.6	26.1 D	11.1	27.6 D	17.9	6.5	23.6 i	23.4 I	21.6			20.7	26.1		19.2	35.5	22.1	19.2
4	47	5	42	15	33	5	28	8	1	20	19	47	-	-	40	8	-	-	8	18	17
	21.4	21.3	21.4	22.7	20.8	33.4	19.5	32.8 I	7.8	34.3 IK	15.1	21.4			24.3	14.1			16.2	22.5	29.4
5-very satisfied	76	8	68	25	51	3	48	6	9	17	44	76	-	-	58	18	-	5	14	30	13
	34.2	34.0	34.2	38.7	32.3	22.3	33.3	26.6	53.1	29.2	35.2	34.2			35.9	32.3		46.7	29.3	36.7	23.5
Don't know	4	0	3	0	3	-	3	-	-	0	3	4	-	-	-	2	-	-	-	2	2
	1.7	1.9	1.7	0.7	2.1		2.3			0.8	2.7	1.7				3.8				2.0	2.9
Mean	3.56	3.48	3.57	3.53	3.57	3.34	3.60	3.53	3.62	3.72	3.48	3.56	-	-	3.64	3.45	-	3.57	3.38	3.69	3.41
Standard Deviation	1.39	1.48	1.38	1.56	1.31	1.38	1.31	1.31	1.70	1.19	1.45	1.39	-	-	1.37	1.39	-	1.46	1.40	1.34	1.33
Standard Error	0.11	0.15	0.13	0.21	0.14	0.46	0.14	0.30	0.43	0.19	0.17	0.11			0.13	0.23		0.54	0.25	0.18	0.22

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2D. How satisfied are you with the way they fit into light fixtures?
BASE: Purchased CFLs and answer this question

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	241	26	215	64	177	16	161	21	17	73	131	241	-	-	167	68	-	10	53	97	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	7	0	7	0	7	2	5	2	-	2	3	7	-	-	2	3	-	2	3	2	0
Total answering	235	26	209	64	171	15	156	19	17	71	127	235	-	-	165	65	-	8	50	95	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	7	2	5	4	3	2	2	2	2	1	2	7	-	-	6	1	-	0	4	1	-
	3.0	8.6 C	2.3	6.1	1.9	10.8	1.1	11.0	13.5	0.9	1.6	3.0			3.6	1.7		2.7	7.1	0.7	
2	12	2	10	2	10	-	10	0	1	7	4	12	-	-	8	0	-	-	2	4	2
	5.1	7.8	4.7	3.2	5.8		6.3	2.4	4.1	9.5	3.1	5.1			5.1 P	0.3			4.7	3.9	4.2
3	32	3	29	9	23	2	21	2	3	8	19	32	-	-	26	6	-	5	7	11	9
	13.7	10.4	14.1	14.3	13.5	11.1	13.7	10.8	19.2	11.7	14.5	13.7			15.5	9.6		58.3 STu	14.0	11.2	17.1
4	50	5	44	12	38	3	35	4	2	15	29	50	-	-	30	19	-	-	14	21	8
	21.1	20.9	21.2	18.5	22.1	22.3	22.1	21.7	9.5	21.1	22.6	21.1			18.2	29.3			28.2	21.5	14.5
5-very satisfied	134	14	120	37	97	8	89	10	9	41	74	134	-	-	95	38	-	3	23	60	35
	57.1	52.2	57.7	57.9	56.8	55.8	56.8	54.1	53.8	56.8	58.1	57.1			57.5	59.0		39.0	46.0	62.6	64.2
Mean	4.24	4.00	4.27	4.19	4.26	4.12	4.27	4.06	3.86	4.23	4.32	4.24	-	-	4.21	4.44	-	3.73	4.01	4.41	4.39
Standard Deviation	1.06	1.34	1.02	1.18	1.02	1.32	0.99	1.35	1.49	1.05	0.95	1.06	-	-	1.11	0.82	-	1.14	1.21	0.89	0.92
Standard Error	0.08	0.12	0.09	0.15	0.10	0.44	0.10	0.34	0.37	0.15	0.11	0.08			0.11	0.12		0.50	0.21	0.11	0.15

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2D. How satisfied are you with the way they fit into light fixtures?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	241	26	215	64	177	16	161	21	17	73	131	241	-	-	167	68	-	10	53	97	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	7	2	5	4	3	2	2	2	2	1	2	7	-	-	6	1	-	0	4	1	-
	2.9	8.6 C	2.3	6.1	1.8	9.7	1.0	10.0	13.5	0.9	1.6	2.9			3.6	1.6		2.3	6.7	0.7	
2	12	2	10	2	10	-	10	0	1	7	4	12	-	-	8	0	-	-	2	4	2
	4.9	7.8	4.6	3.2	5.6		6.1	2.2	4.1	9.3	3.0	4.9			5.0 P	0.3			4.4	3.9	4.2
3	32	3	29	9	23	2	21	2	3	8	19	32	-	-	26	6	-	5	7	11	9
	13.3	10.3	13.7	14.2	13.0	10.0	13.3	9.9	19.2	11.4	14.2	13.3			15.4	9.1		48.9 st	13.1	11.0	17.0
4	50	5	44	12	38	3	35	4	2	15	29	50	-	-	30	19	-	-	14	21	8
	20.6	20.7	20.5	18.5	21.3	20.0	21.4	19.8	9.5	20.6	22.1	20.6			18.0	27.9			26.4	21.2	14.4
5-very satisfied	134	14	120	37	97	8	89	10	9	41	74	134	-	-	95	38	-	3	23	60	35
	55.5	51.8	55.9	57.7	54.7	50.2	55.1	49.4	53.8	55.5	56.6	55.5			56.9	56.2		32.7	43.2	61.6 s	63.9 s
Don't know	7	0	7	0	7	2	5	2	-	2	3	7	-	-	2	3	-	2	3	2	0
	2.8	0.9	3.0	0.4	3.7 d	10.0	3.1	8.8		2.2	2.5	2.8			1.1	4.8		16.1	6.2	1.7	0.4
Mean	4.24	4.00	4.27	4.19	4.26	4.12	4.27	4.06	3.86	4.23	4.32	4.24	-	-	4.21	4.44	-	3.73	4.01	4.41	4.39
Standard Deviation	1.06	1.34	1.02	1.18	1.02	1.32	0.99	1.35	1.49	1.05	0.95	1.06	-	-	1.11	0.82	-	1.14	1.21	0.89	0.92
Standard Error	0.08	0.12	0.09	0.15	0.10	0.44	0.10	0.34	0.37	0.15	0.11	0.08			0.11	0.12		0.50	0.21	0.11	0.15

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2E. How satisfied are you with the way they look in light fixtures?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	225	25	200	63	162	21	141	26	16	65	118	225	-	-	160	61	-	4	51	85	61
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	3	1	2	3	-	-	-	1	2	-	-	3	-	-	1	2	-	-	-	2	0
Total answering	222	24	199	60	162	21	141	25	15	65	118	222	-	-	159	59	-	4	51	82	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	40	3	38	13	28	3	25	2	2	9	27	40	-	-	21	18	-	-	15	9	7
	18.2	12.3	18.9	21.0	17.2	15.3	17.4	8.5	17.0	14.2	22.5 h	18.2			13.2	30.0 O			30.0 TU	11.0	11.2
2	19	2	16	4	15	3	12	2	2	8	7	19	-	-	15	4	-	0	2	12	4
	8.5	10.5	8.2	6.8	9.1	15.2	8.1	7.5	13.9	12.5	5.8	8.5			9.2	6.7		5.1	3.7	14.9 s	5.8
3	36	5	31	9	26	6	20	6	5	14	11	36	-	-	25	10	-	2	12	13	9
	16.0	19.1	15.6	15.6	16.1	30.7	13.9	24.3	32.8 k	21.9 k	8.9	16.0			15.7	17.8		37.1	23.3	15.6	15.0
4	41	6	35	7	34	5	30	5	1	10	25	41	-	-	29	12	-	0	9	19	9
	18.6	25.7	17.8	11.6	21.2	23.3	20.9	20.5	9.3	15.1	21.3	18.6			18.3	20.1		5.1	18.5	23.0	14.3
5-very satisfied	86	8	78	27	59	3	56	10	4	24	49	86	-	-	69	15	-	2	12	29	32
	38.7	32.4	39.5	45.0 F	36.4 f	15.5	39.5 F	39.3	26.9	36.3	41.4	38.7			43.6 P	25.3		52.6	24.5	35.5	53.7 St
Mean	3.51	3.55	3.51	3.53	3.51	3.08	3.57	3.75	3.15	3.47	3.53	3.51	-	-	3.70	3.04	-	4.05	3.04	3.57	3.93
Standard Deviation	1.52	1.39	1.53	1.61	1.48	1.30	1.50	1.31	1.45	1.45	1.60	1.52	-	-	1.44	1.59	-	1.19	1.56	1.39	1.40
Standard Error	0.12	0.14	0.14	0.21	0.15	0.36	0.16	0.29	0.40	0.22	0.19	0.12			0.14	0.25		0.64	0.27	0.19	0.22

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2E. How satisfied are you with the way they look in light fixtures?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	225	25	200	63	162	21	141	26	16	65	118	225	-	-	160	61	-	4	51	85	61
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	40	3	38	13	28	3	25	2	2	9	27	40	-	-	21	18	-	-	15	9	7
	18.0	11.8	18.7	20.0	17.2	15.3	17.4	8.2	15.1	14.2	22.5 h	18.0			13.1	29.0 O			30.0 TU	10.7	11.2
2	19	2	16	4	15	3	12	2	2	8	7	19	-	-	15	4	-	0	2	12	4
	8.3	10.0	8.1	6.5	9.1	15.2	8.1	7.2	12.3	12.5	5.8	8.3			9.1	6.5		5.1	3.7	14.5 s	5.8
3	36	5	31	9	26	6	20	6	5	14	11	36	-	-	25	10	-	2	12	13	9
	15.8	18.2	15.5	14.9	16.1	30.7	13.9	23.4	29.1	21.9 k	8.9	15.8			15.7	17.2		37.1	23.3	15.2	14.9
4	41	6	35	7	34	5	30	5	1	10	25	41	-	-	29	12	-	0	9	19	9
	18.4	24.5	17.6	11.1	21.2 d	23.3	20.9	19.7	8.3	15.1	21.3	18.4			18.2	19.4		5.1	18.5	22.3	14.2
5-very satisfied	86	8	78	27	59	3	56	10	4	24	49	86	-	-	69	15	-	2	12	29	32
	38.3	30.9	39.2	43.1 F	36.4 f	15.5	39.5 F	37.9	23.9	36.3	41.4	38.3			43.4 P	24.5		52.6	24.5	34.5	53.5 St
Don't know	3	1	2	3	-	-	-	1	2	-	-	3	-	-	1	2	-	-	-	2	0
	1.2	4.6 c	0.8	4.4				3.5	11.3			1.2			0.4	3.4				2.7	0.4
Mean	3.51	3.55	3.51	3.53	3.51	3.08	3.57	3.75	3.15	3.47	3.53	3.51	-	-	3.70	3.04	-	4.05	3.04	3.57	3.93
Standard Deviation	1.52	1.39	1.53	1.61	1.48	1.30	1.50	1.31	1.45	1.45	1.60	1.52	-	-	1.44	1.59	-	1.19	1.56	1.39	1.40
Standard Error	0.12	0.14	0.14	0.21	0.15	0.36	0.16	0.29	0.40	0.22	0.19	0.12			0.14	0.25		0.64	0.27	0.19	0.22

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2F. How satisfied are you with how long they last before burning out?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	252	24	228	68	184	18	166	27	15	75	135	252	-	-	178	69	-	10	66	107	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	37	4	33	11	26	3	23	5	3	10	19	37	-	-	20	16	-	4	14	12	4
Total answering	215	20	196	58	158	15	143	22	12	65	116	215	-	-	158	53	-	6	52	95	44
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	7	1	6	2	5	-	5	0	0	4	3	7	-	-	4	3	-	-	0	3	2
	3.2	5.8	3.0	3.5	3.1		3.4	2.1	1.9	5.4	2.4	3.2			2.7	5.1			0.9	3.5	4.3
2	17	2	15	5	12	-	12	0	1	6	10	17	-	-	12	5	-	-	7	3	4
	7.7	9.2	7.5	8.7	7.3		8.0	2.1	5.7	8.5	8.4	7.7			7.4	9.2			13.0 t	2.7	9.1
3	18	2	16	4	15	2	13	2	1	8	7	18	-	-	13	6	-	-	2	16	1
	8.6	10.4	8.4	6.3	9.4	11.1	9.2	8.5	5.7	12.9	6.4	8.6			8.1	10.4			4.1	16.4 SU	1.6
4	42	4	38	11	31	7	25	8	3	2	29	42	-	-	29	12	-	2	9	16	13
	19.5	21.8	19.3	18.7	19.8	44.6	17.3	35.2 J	28.9 j	3.5	24.6 J	19.5			18.5	23.2		27.4	17.2	16.9	30.4
5-very satisfied	131	10	121	36	95	6	89	11	7	45	68	131	-	-	100	28	-	4	33	58	24
	61.0	52.8	61.9	62.8	60.4	44.3	62.1	52.2	57.7	69.7	58.2	61.0			63.4	52.1		72.6	64.8	60.5	54.7
Mean	4.27	4.07	4.30	4.29	4.27	4.33	4.26	4.33	4.35	4.24	4.28	4.27	-	-	4.33	4.08	-	4.73	4.32	4.28	4.22
Standard Deviation	1.11	1.26	1.09	1.14	1.10	0.69	1.13	0.90	1.00	1.27	1.06	1.11	-	-	1.07	1.21	-	0.49	1.10	1.06	1.14
Standard Error	0.09	0.14	0.10	0.16	0.11	0.23	0.12	0.22	0.29	0.20	0.12	0.09			0.11	0.20		0.23	0.19	0.13	0.20

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2F. How satisfied are you with how long they last before burning out?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	252	24	228	68	184	18	166	27	15	75	135	252	-	-	178	69	-	10	66	107	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all satisfied	7	1	6	2	5	-	5	0	0	4	3	7	-	-	4	3	-	-	0	3	2
	2.7	4.7	2.5	2.9	2.7		3.0	1.7	1.5	4.7	2.0	2.7			2.4	4.0			0.7	3.1	3.9
2	17	2	15	5	12	-	12	0	1	6	10	17	-	-	12	5	-	-	7	3	4
	6.5	7.6	6.4	7.3	6.3		6.9	1.7	4.6	7.4	7.3	6.5			6.5	7.1			10.3	2.4	8.3
3	18	2	16	4	15	2	13	2	1	8	7	18	-	-	13	6	-	-	2	16	1
	7.3	8.5	7.2	5.3	8.0	9.1	7.9	6.9	4.6	11.1	5.5	7.3			7.2	8.1			3.2	14.7 SU	1.4
4	42	4	38	11	31	7	25	8	3	2	29	42	-	-	29	12	-	2	9	16	13
	16.6	17.9	16.5	15.8	17.0	36.5	14.9	28.6 J	23.1 j	3.0	21.2 J	16.6			16.4	17.9		16.9	13.5	15.1	27.9
5-very satisfied	131	10	121	36	95	6	89	11	7	45	68	131	-	-	100	28	-	4	33	58	24
	52.1	43.3	53.0	52.9	51.8	36.2	53.5	42.4	46.2	60.3	50.1	52.1			56.3 p	40.4		44.7	51.0	54.0	50.1
Don't know	37	4	33	11	26	3	23	5	3	10	19	37	-	-	20	16	-	4	14	12	4
	14.7	18.0	14.3	15.7	14.3	18.2	13.9	18.8	20.1	13.5	13.9	14.7			11.1	22.6 o		38.4	21.3 u	10.9	8.3
Mean	4.27	4.07	4.30	4.29	4.27	4.33	4.26	4.33	4.35	4.24	4.28	4.27	-	-	4.33	4.08	-	4.73	4.32	4.28	4.22
Standard Deviation	1.11	1.26	1.09	1.14	1.10	0.69	1.13	0.90	1.00	1.27	1.06	1.11	-	-	1.07	1.21	-	0.49	1.10	1.06	1.14
Standard Error	0.09	0.14	0.10	0.16	0.11	0.23	0.12	0.22	0.29	0.20	0.12	0.09			0.11	0.20		0.23	0.19	0.13	0.20

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2B1. Are they too bright or not bright enough?
BASE: Not satisfied with brightness

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	40	4	36	12	28	8	20	6	2	7	24	40	-	-	20	18	-	4	10	11	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	3	-	3	-	3	2	2	2	-	-	2	3	-	-	2	2	-	-	2	-	-
Total answering	37	4	33	12	25	6	18	5	2	7	22	37	-	-	19	17	-	4	9	11	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Too bright	5	0	5	0	5	2	3	-	-	2	3	5	-	-	2	2	-	-	2	-	3
	14.0	5.5	15.1	1.9	20.0	25.3	18.2			26.0	14.6	14.0			10.1	9.9			18.7		31.9
Not bright enough	32	4	28	12	20	5	15	5	2	5	19	32	-	-	17	15	-	4	7	11	7
	86.0	94.5	84.9	98.1	80.0	74.7	81.8	100.0	100.0	74.0	85.4	86.0			89.9	90.1		100.0 u	81.3	100.0 u	68.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S2B1. Are they too bright or not bright enough?
BASE: Not satisfied with brightness

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	40	4	36	12	28	8	20	6	2	7	24	40	-	-	20	18	-	4	10	11	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Too bright	5	0	5	0	5	2	3	-	-	2	3	5	-	-	2	2	-	-	2	-	3
	12.9	5.5	13.7	1.9	17.7	20.2	16.7			26.0	13.6	12.9			9.3	9.1			15.8		31.9
Not bright enough	32	4	28	12	20	5	15	5	2	5	19	32	-	-	17	15	-	4	7	11	7
	78.9	94.5 c	77.2	98.1 Efg	70.6	59.7	75.0	74.1	100.0 K	74.0	79.5	78.9			82.6	82.0		100.0 su	68.7	100.0 su	68.1
Don't know	3	-	3	-	3	2	2	2	-	-	2	3	-	-	2	2	-	-	2	-	-
	8.2		9.1		11.7	20.1	8.3	25.9			6.8	8.2			8.1	9.0			15.5		

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3A. How much do you agree or disagree with the statement I would use a CFL in a reading lamp?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	294	29	264	82	212	28	184	37	19	83	154	294	-	-	214	74	-	11	70	116	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	7	1	7	4	3	-	3	0	2	2	3	7	-	-	7	0	-	-	5	2	0
Total answering	286	29	258	78	208	28	181	37	18	81	151	286	-	-	208	73	-	11	65	114	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	64	7	56	26	38	6	31	9	5	16	34	64	-	-	36	26	-	5	19	26	4
	22.3	26.0	21.9	33.4 EG	18.1	23.4	17.3	25.2	28.5	19.6	22.3	22.3			17.3	35.9 O		49.2 U	29.1 U	22.3 U	6.0
2	22	2	20	5	16	6	10	7	2	4	9	22	-	-	14	7	-	2	6	7	5
	7.6	7.9	7.6	7.0	7.8	23.6 g	5.5	18.9 jk	10.5	4.9	6.0	7.6			7.0	9.8		14.9	8.6	6.5	7.4
3	28	2	26	5	23	-	23	0	1	10	17	28	-	-	22	4	-	-	12	12	4
	9.9	7.1	10.2	6.7	11.0		12.7	1.2	3.9	12.3 H	11.3 H	9.9			10.8	5.4			18.1 u	10.8	5.6
4	54	5	49	11	43	11	31	9	3	14	26	54	-	-	42	12	-	2	11	18	21
	18.7	15.7	19.0	14.1	20.4	41.2 Deg	17.3	25.8	18.0	17.7	17.6	18.7			20.1	16.2		14.7	16.8	16.0	29.7 t
5-strongly agree	119	12	107	30	89	3	85	11	7	37	64	119	-	-	93	24	-	2	18	51	36
	41.5	43.3	41.3	38.7 F	42.6 F	11.8	47.3 F	28.9	39.1	45.5	42.8	41.5			44.9	32.8		21.3	27.4	44.4 s	51.3 rS
Mean	3.50	3.42	3.50	3.18	3.62	2.94	3.72	3.14	3.29	3.65	3.52	3.50	-	-	3.68	3.00	-	2.44	3.05	3.54	4.13

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3A. How much do you agree or disagree with the statement I would use a CFL in a reading lamp?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.61	1.71	1.60	1.76	1.53	1.46	1.52	1.63	1.76	1.56	1.61	1.61	-	-	1.52	1.75	-	1.76	1.60	1.62	1.18
Standard Error	0.12	0.15	0.13	0.21	0.14	0.35	0.14	0.30	0.42	0.21	0.16	0.12			0.13	0.25		0.65	0.25	0.19	0.17

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3A. How much do you agree or disagree with the statement I would use a CFL in a reading lamp?
BASE: Purchased CFLs and answer this question

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	294	29	264	82	212	28	184	37	19	83	154	294	-	-	214	74	-	11	70	116	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	64	7	56	26	38	6	31	9	5	16	34	64	-	-	36	26	-	5	19	26	4
	21.7	25.4	21.3	31.9 EG	17.8	23.4	17.0	25.0	25.8	19.2	21.8	21.7			16.8	35.6 O		49.2 U	27.0 U	21.9 U	5.9
2	22	2	20	5	16	6	10	7	2	4	9	22	-	-	14	7	-	2	6	7	5
	7.4	7.7	7.4	6.7	7.7	23.6 g	5.4	18.8 jk	9.5	4.8	5.9	7.4			6.7	9.8		14.9	8.0	6.4	7.3
3	28	2	26	5	23	-	23	0	1	10	17	28	-	-	22	4	-	-	12	12	4
	9.6	6.9	9.9	6.4	10.9		12.5	1.2	3.5	12.1 H	11.1 H	9.6			10.5	5.3			16.8 u	10.6	5.6
4	54	5	49	11	43	11	31	9	3	14	26	54	-	-	42	12	-	2	11	18	21
	18.2	15.4	18.6	13.4	20.1	41.2 Deg	17.0	25.7	16.3	17.3	17.2	18.2			19.4	16.1		14.7	15.6	15.8	29.6 t
5-strongly agree	119	12	107	30	89	3	85	11	7	37	64	119	-	-	93	24	-	2	18	51	36
	40.5	42.3	40.3	36.9 F	41.9 F	11.8	46.4 F	28.8	35.4	44.5	41.9	40.5			43.4	32.5		21.3	25.5	43.6 S	51.2 rS
Don't know	5	0	5	2	3	-	3	-	0	2	3	5	-	-	5	0	-	-	3	2	-
	1.8	1.5	1.9	2.5	1.6		1.8		1.2	2.2	2.1	1.8			2.4	0.3			4.7	1.8	
Refused	2	0	2	2	-	-	-	0	2	-	-	2	-	-	2	0	-	-	2	-	0
	0.6	0.8	0.6	2.3				0.6	8.4			0.6			0.8	0.3			2.3		0.3
Mean	3.50	3.42	3.50	3.18	3.62	2.94	3.72	3.14	3.29	3.65	3.52	3.50	-	-	3.68	3.00	-	2.44	3.05	3.54	4.13

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3A. How much do you agree or disagree with the statement I would use a CFL in a reading lamp?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.61	1.71	1.60	1.76	1.53	1.46	1.52	1.63	1.76	1.56	1.61	1.61	-	-	1.52	1.75	-	1.76	1.60	1.62	1.18
Standard Error	0.12	0.15	0.13	0.21	0.14	0.35	0.14	0.30	0.42	0.21	0.16	0.12			0.13	0.25		0.65	0.25	0.19	0.17

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3B. How much do you agree or disagree with the statement CFLs are worth the up-front cost?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	264	28	236	78	185	21	164	24	23	68	148	264	-	-	182	76	-	13	55	105	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	6	1	5	1	5	2	3	1	2	0	4	6	-	-	4	2	-	-	2	2	0
Total answering	257	27	231	77	181	20	161	23	22	67	145	257	-	-	178	74	-	13	53	103	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	44	4	40	14	30	5	25	5	4	11	24	44	-	-	21	21	-	4	9	12	7
	17.1	14.4	17.4	18.7	16.4	25.0	15.3	19.8	20.2	15.8	16.8	17.1			12.0	28.4 O		28.6	17.2	11.8	10.7
2	16	2	15	5	11	3	8	4	0	4	8	16	-	-	9	7	-	2	3	4	5
	6.4	6.7	6.4	6.5	6.3	16.6	5.1	15.9 i	1.0	6.5	5.6	6.4			5.1	10.0		14.2	6.6	3.8	8.1
3	44	5	39	9	34	3	31	2	5	7	29	44	-	-	29	14	-	2	13	18	11
	17.0	17.0	17.1	12.2	19.1	16.7	19.4	9.9	23.4	10.7	20.2	17.0			16.5	19.4		14.4	23.9	17.5	17.7
4	41	6	35	15	26	2	25	3	3	12	23	41	-	-	33	8	-	2	10	21	6
	15.9	21.2	15.3	19.0	14.6	8.3	15.3	12.8	13.8	17.1	16.1	15.9			18.5	10.5		14.1	19.9	20.3 u	8.7
5-strongly agree	112	11	101	33	79	7	72	10	9	34	60	112	-	-	85	23	-	4	17	48	35
	43.6	40.6	44.0	43.5	43.6	33.3	44.9	41.6	41.5	49.9	41.3	43.6			47.9 P	31.7		28.6	32.4	46.6	54.9 S
Mean	3.63	3.67	3.62	3.62	3.63	3.08	3.69	3.41	3.55	3.79	3.60	3.63	-	-	3.85	3.07	-	3.00	3.44	3.86	3.89
Standard Deviation	1.51	1.45	1.51	1.55	1.49	1.65	1.46	1.64	1.56	1.51	1.48	1.51	-	-	1.39	1.63	-	1.67	1.45	1.36	1.42
Standard Error	0.11	0.13	0.13	0.19	0.14	0.48	0.15	0.37	0.36	0.22	0.15	0.11			0.13	0.23		0.56	0.25	0.16	0.21

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3B. How much do you agree or disagree with the statement CFLs are worth the up-front cost?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	264	28	236	78	185	21	164	24	23	68	148	264	-	-	182	76	-	13	55	105	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	44	4	40	14	30	5	25	5	4	11	24	44	-	-	21	21	-	4	9	12	7
	16.7	13.7	17.0	18.4	15.9	23.1	15.0	19.2	18.7	15.7	16.4	16.7			11.8	27.6 O		28.6	16.5	11.5	10.6
2	16	2	15	5	11	3	8	4	0	4	8	16	-	-	9	7	-	2	3	4	5
	6.2	6.4	6.2	6.4	6.2	15.4	5.0	15.4 i	1.0	6.4	5.5	6.2			5.0	9.8		14.2	6.4	3.7	8.0
3	44	5	39	9	34	3	31	2	5	7	29	44	-	-	29	14	-	2	13	18	11
	16.6	16.2	16.7	12.0	18.6	15.5	19.0	9.6	21.6	10.7	19.7	16.6			16.1	18.8		14.4	22.9	17.1	17.5
4	41	6	35	15	26	2	25	3	3	12	23	41	-	-	33	8	-	2	10	21	6
	15.5	20.2	14.9	18.7	14.2	7.7	15.0	12.5	12.7	17.1	15.7	15.5			18.1	10.2		14.1	19.1	19.9 u	8.6
5-strongly agree	112	11	101	33	79	7	72	10	9	34	60	112	-	-	85	23	-	4	17	48	35
	42.6	38.7	43.0	42.8	42.5	30.8	44.0	40.4	38.3	49.7	40.3	42.6			46.8 P	30.8		28.6	31.2	45.7	54.5 S
Don't know	6	1	5	1	5	2	3	1	2	0	4	6	-	-	4	2	-	-	2	2	0
	2.4	4.8	2.1	1.7	2.6	7.5	2.0	2.8	7.7	0.3	2.4	2.4			2.3	2.8			3.8	1.9	0.7
Mean	3.63	3.67	3.62	3.62	3.63	3.08	3.69	3.41	3.55	3.79	3.60	3.63	-	-	3.85	3.07	-	3.00	3.44	3.86	3.89
Standard Deviation	1.51	1.45	1.51	1.55	1.49	1.65	1.46	1.64	1.56	1.51	1.48	1.51	-	-	1.39	1.63	-	1.67	1.45	1.36	1.42
Standard Error	0.11	0.13	0.13	0.19	0.14	0.48	0.15	0.37	0.36	0.22	0.15	0.11			0.13	0.23		0.56	0.25	0.16	0.21

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3C. How much do you agree or disagree with the statement I have some lamps or fixtures where I would not use a CFL?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	248	29	218	71	177	15	163	23	20	75	130	248	-	-	172	66	-	13	58	91	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	12	1	11	4	8	-	8	2	0	3	7	12	-	-	10	2	-	-	7	0	5
Total answering	236	29	207	67	169	15	154	21	20	71	123	236	-	-	162	64	-	13	51	91	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	55	7	48	11	44	2	43	2	4	15	34	55	-	-	42	10	-	2	6	19	19
	23.3	25.9	23.0	16.0	26.2	11.2	27.7 d	9.6	20.7	20.6	27.7 H	23.3			26.2	16.3		18.1	11.8	20.5	38.6 St
2	13	2	11	7	7	-	7	0	0	7	6	13	-	-	9	4	-	2	4	7	1
	5.7	7.1	5.5	10.3	3.9		4.3	2.1	2.3	9.7	4.5	5.7			5.7	6.1		12.8	7.6	7.6	1.8
3	22	2	20	4	18	3	15	2	2	9	9	22	-	-	16	2	-	-	7	9	2
	9.2	7.1	9.5	5.5	10.6	22.0	9.6	9.8	11.3	12.1	7.0	9.2			9.7	3.6			13.9	10.2	3.7
4	33	4	29	10	23	3	20	4	1	4	23	33	-	-	22	9	-	-	3	19	9
	13.8	13.4	13.8	14.3	13.6	22.3	12.8	20.6 i	3.4	6.1	18.7 IJ	13.8			13.6	13.8			6.3	20.6 S	17.2
5-strongly agree	113	13	100	36	77	6	71	12	12	37	52	113	-	-	73	39	-	9	31	37	19
	48.0	46.4	48.2	54.0	45.6	44.4	45.7	57.8	62.3 k	51.5	42.0	48.0			44.8	60.2 o		69.0 tu	60.4 tu	41.0	38.7
Mean	3.57	3.47	3.59	3.80	3.48	3.89	3.45	4.15	3.84	3.58	3.43	3.57	-	-	3.45	3.96	-	3.89	3.96	3.54	3.15
Standard Deviation	1.65	1.73	1.65	1.56	1.68	1.34	1.71	1.30	1.68	1.66	1.69	1.65	-	-	1.69	1.54	-	1.75	1.47	1.57	1.82
Standard Error	0.13	0.15	0.15	0.19	0.17	0.45	0.18	0.29	0.38	0.24	0.19	0.13			0.16	0.23		0.60	0.25	0.20	0.30

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3C. How much do you agree or disagree with the statement I have some lamps or fixtures where I would not use a CFL?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	248	29	218	71	177	15	163	23	20	75	130	248	-	-	172	66	-	13	58	91	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	55	7	48	11	44	2	43	2	4	15	34	55	-	-	42	10	-	2	6	19	19
	22.2	25.3	21.8	15.1	25.0 d	11.2	26.3 d	8.9	20.5	19.7	26.2 H	22.2			24.6	15.9		18.1	10.5	20.5	34.9 S
2	13	2	11	7	7	-	7	0	0	7	6	13	-	-	9	4	-	2	4	7	1
	5.4	6.9	5.2	9.7	3.7		4.0	2.0	2.3	9.3	4.3	5.4			5.4	5.9		12.8	6.8	7.6	1.6
3	22	2	20	4	18	3	15	2	2	9	9	22	-	-	16	2	-	-	7	9	2
	8.7	6.9	9.0	5.2	10.1	22.0	9.1	9.1	11.2	11.6	6.7	8.7			9.2	3.5			12.3	10.2	3.4
4	33	4	29	10	23	3	20	4	1	4	23	33	-	-	22	9	-	-	3	19	9
	13.1	13.1	13.1	13.5	13.0	22.3	12.1	19.2	3.4	5.9	17.7 IJ	13.1			12.8	13.4			5.6	20.6 S	15.5
5-strongly agree	113	13	100	36	77	6	71	12	12	37	52	113	-	-	73	39	-	9	31	37	19
	45.6	45.3	45.7	51.0	43.5	44.4	43.4	53.7	61.6 k	49.2	39.7	45.6			42.1	58.5 o		69.0 tu	53.6 u	40.9	34.9
Don't know	12	1	11	4	8	-	8	2	0	3	7	12	-	-	10	2	-	-	7	0	5
	4.9	2.3	5.3	5.6	4.6		5.1	7.2	1.1	4.4	5.4	4.9			6.0	2.8			11.3 T	0.2	9.7 T
Mean	3.57	3.47	3.59	3.80	3.48	3.89	3.45	4.15	3.84	3.58	3.43	3.57	-	-	3.45	3.96	-	3.89	3.96	3.54	3.15
Standard Deviation	1.65	1.73	1.65	1.56	1.68	1.34	1.71	1.30	1.68	1.66	1.69	1.65	-	-	1.69	1.54	-	1.75	1.47	1.57	1.82
Standard Error	0.13	0.15	0.15	0.19	0.17	0.45	0.18	0.29	0.38	0.24	0.19	0.13			0.16	0.23		0.60	0.25	0.20	0.30

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3D. How much do you agree or disagree with the statement CFLs can be used in every room in my home?
BASE: Purchased CFLs and answer this question

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	287	29	258	75	212	23	189	37	15	80	155	287	-	-	207	71	-	8	62	117	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	3	2	2	2	2	2	-	2	0	-	1	3	-	-	1	2	-	0	-	3	0
Total answering	284	28	256	74	210	21	189	34	15	80	155	284	-	-	206	69	-	7	62	115	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	54	4	50	14	39	5	35	9	6	9	31	54	-	-	35	18	-	3	20	18	4
	18.9	13.2	19.5	19.3	18.7	22.9	18.3	24.9	37.0 J	11.2	19.8	18.9			17.1	26.3		46.8 u	32.7 TU	15.5	6.5
2	21	3	18	6	15	5	10	3	0	7	11	21	-	-	17	4	-	-	5	12	2
	7.4	11.5	7.0	8.6	7.0	23.2	5.2	8.0	3.0	9.0	6.9	7.4			8.4	5.3			8.2	10.1 u	2.8
3	40	4	36	10	30	2	28	4	3	7	26	40	-	-	27	11	-	2	12	14	4
	14.0	13.1	14.1	13.7	14.1	7.7	14.8	11.4	20.1	9.0	16.5	14.0			13.2	15.5		22.2	20.0 u	12.6	6.5
4	43	3	39	8	34	3	31	4	1	19	19	43	-	-	33	9	-	-	2	21	16
	15.0	12.3	15.3	11.1	16.4	15.4	16.5	11.4	4.6	24.3 Ik	12.1	15.0			16.0	13.2			3.4	18.1 S	24.7 S
5-strongly agree	127	14	113	35	92	6	85	15	5	37	69	127	-	-	93	27	-	2	22	50	38
	44.7	50.0	44.1	47.2	43.8	30.8	45.2	44.3	35.3	46.5	44.7	44.7			45.2	39.6		31.0	35.7	43.8	59.4 St
Mean	3.59	3.75	3.57	3.58	3.59	3.08	3.65	3.42	2.98	3.86	3.55	3.59	-	-	3.64	3.34	-	2.68	3.01	3.65	4.28

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3D. How much do you agree or disagree with the statement CFLs can be used in every room in my home?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.56	1.51	1.56	1.60	1.55	1.63	1.53	1.69	1.78	1.39	1.58	1.56	-	-	1.53	1.66	-	1.87	1.70	1.50	1.14
Standard Error	0.11	0.14	0.12	0.19	0.14	0.45	0.14	0.33	0.46	0.19	0.16	0.11			0.13	0.24		0.83	0.27	0.17	0.17

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3D. How much do you agree or disagree with the statement CFLs can be used in every room in my home?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	287	29	258	75	212	23	189	37	15	80	155	287	-	-	207	71	-	8	62	117	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	54	4	50	14	39	5	35	9	6	9	31	54	-	-	35	18	-	3	20	18	4
	18.7	12.4	19.4	18.9	18.6	21.2	18.3	23.5	35.9 j	11.2	19.7	18.7			17.1	25.5		45.4 u	32.7 TU	15.1	6.5
2	21	3	18	6	15	5	10	3	0	7	11	21	-	-	17	4	-	-	5	12	2
	7.4	10.8	7.0	8.5	7.0	21.6	5.2	7.5	3.0	9.0	6.9	7.4			8.4	5.2			8.2	9.9 u	2.8
3	40	4	36	10	30	2	28	4	3	7	26	40	-	-	27	11	-	2	12	14	4
	13.8	12.4	14.0	13.4	14.0	7.2	14.8	10.8	19.5	9.0	16.4	13.8			13.2	15.0		21.5	20.0 u	12.3	6.5
4	43	3	39	8	34	3	31	4	1	19	19	43	-	-	33	9	-	-	2	21	16
	14.9	11.7	15.2	10.9	16.3	14.3	16.5	10.7	4.4	24.3 Ik	12.1	14.9			16.0	12.7			3.4	17.7 S	24.5 S
5-strongly agree	127	14	113	35	92	6	85	15	5	37	69	127	-	-	93	27	-	2	22	50	38
	44.2	47.3	43.8	46.2	43.4	28.6	45.2	41.8	34.3	46.5	44.5	44.2			45.0	38.4		30.1	35.7	42.8	59.0 St
Don't know	3	2	2	2	2	2	-	2	0	-	1	3	-	-	1	2	-	0	-	3	0
	1.1	5.4 C	0.6	2.1	0.8	7.2		5.7	3.0		0.4	1.1			0.4	3.2		3.0		2.2	0.7
Mean	3.59	3.75	3.57	3.58	3.59	3.08	3.65	3.42	2.98	3.86	3.55	3.59	-	-	3.64	3.34	-	2.68	3.01	3.65	4.28
Standard Deviation	1.56	1.51	1.56	1.60	1.55	1.63	1.53	1.69	1.78	1.39	1.58	1.56	-	-	1.53	1.66	-	1.87	1.70	1.50	1.14
Standard Error	0.11	0.14	0.12	0.19	0.14	0.45	0.14	0.33	0.46	0.19	0.16	0.11			0.13	0.24		0.83	0.27	0.17	0.17

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3E. How much do you agree or disagree with the statement When installing CFLs it makes sense?
BASE: Purchased CFLs and answer this question

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	284	28	256	90	193	26	168	34	23	83	143	284	-	-	190	87	-	6	57	106	73
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	14	1	13	2	11	3	8	0	2	5	7	14	-	-	10	4	-	2	4	5	-
Total answering	270	27	243	88	182	23	159	33	22	78	137	270	-	-	180	84	-	4	53	101	73
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	32	2	29	10	21	5	16	7	4	6	14	32	-	-	16	14	-	-	13	8	0
	11.7	8.3	12.1	11.8	11.7	21.3	10.3	22.3	18.9	8.3	10.0	11.7			8.6	17.3			23.7 TU	8.1 U	0.3
2	14	1	13	3	11	3	8	4	-	3	7	14	-	-	12	2	-	0	7	4	2
	5.3	5.0	5.4	3.4	6.3	14.3	5.2	11.8		4.2	5.3	5.3			6.8	2.5		5.4	12.2 u	3.9	2.3
3	33	4	29	10	23	-	23	3	3	9	19	33	-	-	21	12	-	2	6	12	11
	12.3	13.3	12.1	11.5	12.6		14.4	7.6	12.7	11.6	13.7	12.3			11.8	14.2		39.1	10.5	11.6	14.5
4	42	5	37	14	28	7	21	6	1	8	27	42	-	-	32	9	-	0	9	15	12
	15.4	17.5	15.2	15.6	15.3	28.8	13.4	16.7	5.2	10.3	19.6 I	15.4			17.9	10.6		5.4	16.6	14.6	17.0
5-strongly agree	149	15	134	51	98	8	90	14	14	51	70	149	-	-	99	46	-	2	20	62	48
	55.3	55.8	55.2	57.7	54.1	35.7	56.7	41.6	63.3	65.6 Hk	51.4	55.3			54.8	55.4		50.1	37.0	61.9 S	66.0 S
Mean	3.97	4.07	3.96	4.04	3.94	3.43	4.01	3.44	3.94	4.21	3.97	3.97	-	-	4.03	3.84	-	4.00	3.31	4.18	4.46
Standard Deviation	1.40	1.30	1.41	1.38	1.41	1.62	1.36	1.65	1.60	1.29	1.33	1.40	-	-	1.31	1.54	-	1.21	1.63	1.26	0.85
Standard Error	0.10	0.12	0.12	0.16	0.13	0.43	0.14	0.33	0.37	0.18	0.14	0.10			0.12	0.21		0.68	0.28	0.15	0.12

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3E. How much do you agree or disagree with the statement When installing CFLs it makes sense?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	284	28	256	90	193	26	168	34	23	83	143	284	-	-	190	87	-	6	57	106	73
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-strongly disagree	32	2	29	10	21	5	16	7	4	6	14	32	-	-	16	14	-	-	13	8	0
	11.2	8.1	11.5	11.5	11.0	18.6	9.8	22.2	17.6	7.8	9.5	11.2			8.2	16.6			22.2 tU	7.7 U	0.3
2	14	1	13	3	11	3	8	4	-	3	7	14	-	-	12	2	-	0	7	4	2
	5.1	4.9	5.1	3.3	5.9	12.5	4.9	11.7		3.9	5.0	5.1			6.5	2.4		3.9	11.5	3.7	2.3
3	33	4	29	10	23	-	23	3	3	9	19	33	-	-	21	12	-	2	6	12	11
	11.7	13.0	11.5	11.2	11.9		13.7	7.6	11.8	10.9	13.1	11.7			11.2	13.6		28.1	9.9	11.0	14.5
4	42	5	37	14	28	7	21	6	1	8	27	42	-	-	32	9	-	0	9	15	12
	14.7	17.1	14.4	15.2	14.4	25.2	12.8	16.6	4.9	9.7	18.7 I	14.7			17.0	10.2		3.9	15.5	13.8	17.0
5-strongly agree	149	15	134	51	98	8	90	14	14	51	70	149	-	-	99	46	-	2	20	62	48
	52.6	54.5	52.4	56.2 f	50.9	31.2	53.9 f	41.3	59.0	61.5 h	49.0	52.6			52.0	53.0		36.0	34.7	58.7 S	66.0 S
Don't know	10	0	10	0	10	2	8	0	2	4	5	10	-	-	8	2	-	2	2	4	-
	3.6	1.6	3.8	0.5	5.1 D	6.1	4.9 d	0.7	6.8	4.2	3.4	3.6			4.4	2.1		28.2	3.3	3.3	
Refused	3	0	3	2	2	2	-	-	-	2	2	3	-	-	2	2	-	-	2	2	-
	1.2	0.8	1.3	2.0	0.8	6.3				1.9	1.3	1.2			0.8	2.1			2.9	1.7	
Mean	3.97	4.07	3.96	4.04	3.94	3.43	4.01	3.44	3.94	4.21	3.97	3.97	-	-	4.03	3.84	-	4.00	3.31	4.18	4.46

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S3E. How much do you agree or disagree with the statement When installing CFLs it makes sense?
BASE: Purchased CFLs and answer this question

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.40	1.30	1.41	1.38	1.41	1.62	1.36	1.65	1.60	1.29	1.33	1.40	-	-	1.31	1.54	-	1.21	1.63	1.26	0.85
Standard Error	0.10	0.12	0.12	0.16	0.13	0.43	0.14	0.33	0.37	0.18	0.14	0.10			0.12	0.21		0.68	0.28	0.15	0.12

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	77	6	71	26	51	11	39	15	7	14	41	77	-	-	42	33	-	7	24	19	4
Total answering	382	42	340	106	276	26	250	37	27	115	203	382	-	-	280	92	-	10	76	160	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Last longer before burning out	206	22	184	59	148	15	133	25	12	62	108	206	-	-	154	46	-	8	45	88	61
	54.1	52.7	54.2	55.3	53.6	56.4	53.3	67.8	46.6	53.4	52.9	54.1			55.1	50.2		79.0	59.5	55.4	57.5
Save money/reduce electricity bill	93	9	84	24	69	2	67	6	8	35	43	93	-	-	67	24	-	0	18	37	31
	24.4	22.6	24.6	22.7 F	25.0 F	6.1	27.0 F	16.5	31.1	30.7 h	21.3	24.4			23.9	26.3		4.5	23.7 r	22.9 R	29.3 R
Save/conserve energy/ electricity	175	20	155	50	125	11	113	15	13	47	100	175	-	-	129	43	-	0	25	71	60
	45.7	47.3	45.5	47.0	45.2	43.7	45.4	40.5	50.0	40.7	49.0	45.7			46.1	46.7		2.3	32.9 R	44.5 R	57.4 RSt
Resource conservation benefits/better for environment/"green"	26	1	25	4	21	-	21	2	0	11	13	26	-	-	17	9	-	2	2	15	7
	6.7	2.7	7.2 B	4.1	7.7		8.5	4.5	0.9	9.1 I	6.6 I	6.7			6.1	9.4		18.7	2.1	9.4 S	6.9
Work better/higher quality	9	1	8	3	7	-	7	-	-	7	3	9	-	-	7	2	-	0	0	7	2
	2.4	2.2	2.4	2.4	2.4		2.6			5.7	1.3	2.4			2.5	2.0		2.3	0.3	4.2 s	1.8
Quality of light	22	3	20	4	18	2	16	1	2	10	9	22	-	-	17	4	-	-	5	11	3
	5.9	6.5	5.8	4.1	6.5	6.3	6.6	1.9	8.7	8.9 h	4.5	5.9			6.1	4.1			6.7	6.7	2.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Brightness	15	2	13	3	11	2	10	2	0	4	8	15	-	-	12	3	-	0	5	6	2
	3.8	3.7	3.9	3.0	4.2	6.3	3.9	5.1	1.7	3.4	4.2	3.8			4.3	2.8		2.3	7.1	3.5	1.7
Stay cool when on/don't heat up	6	1	5	3	3	-	3	0	-	5	0	6	-	-	5	0	-	-	2	0	2
	1.5	2.2	1.4	2.4	1.2		1.3	1.2		4.4 k	0.1	1.5			1.9	0.5			2.1	0.3	2.0
Other	11	-	11	2	10	2	8	-	-	5	7	11	-	-	3	8	-	-	3	5	2
	3.0		3.4	1.5	3.6	6.3	3.3			4.2	3.2	3.0			1.2	8.9 O			4.2	3.1	1.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459 100.0	48 100.0	411 100.0	132 100.0	326 100.0	37 100.0	289 100.0	51 100.0	34 100.0	129 100.0	244 100.0	459 100.0	-	-	322 100.0	125 100.0	-	17 100.0	100 100.0	179 100.0	109 100.0
Last longer before burning out	206 45.0	22 46.3	184 44.9	59 44.4	148 45.3	15 39.3	133 46.0	25 48.2	12 36.6	62 47.6	108 44.1	206 45.0	-	-	154 47.9 p	46 37.1	-	8 47.1	45 45.3	88 49.5	61 55.5
Save money/reduce electricity bill	93 20.3	9 19.8	84 20.3	24 18.2 F	69 21.1 F	2 4.2	67 23.3 F	6 11.7	8 24.4	35 27.3 Hk	43 17.8	93 20.3	-	-	67 20.8	24 19.4	-	0 2.7	18 18.0 R	37 20.5 R	31 28.3 R
Save/conserve energy/ electricity	175 38.1	20 41.5	155 37.7	50 37.7	125 38.2	11 30.4	113 39.2	15 28.8	13 39.2	47 36.2	100 40.8	175 38.1	-	-	129 40.0	43 34.5	-	0 1.4	25 25.0 R	71 39.8 RS	60 55.4 RST
Resource conservation benefits/better for environment/"green"	26 5.6	1 2.4	25 6.0 B	4 3.3	21 6.5	-	21 7.4	2 3.2	0 0.7	11 8.1 I	13 5.5 I	26 5.6	-	-	17 5.3	9 7.0	-	2 11.2	2 1.6	15 8.4 S	7 6.6
Work better/higher quality	9 2.0	1 1.9	8 2.0	3 1.9	7 2.0	-	7 2.3	-	-	7 5.0	3 1.0	9 2.0	-	-	7 2.2	2 1.5	-	0 1.4	0 0.2	7 3.8 s	2 1.7
Quality of light	22 4.9	3 5.7	20 4.8	4 3.3	18 5.5	2 4.4	16 5.7	1 1.3	2 6.8	10 8.0 h	9 3.7	22 4.9	-	-	17 5.3	4 3.0	-	-	5 5.1	11 6.0	3 2.5
Brightness	15 3.2	2 3.3	13 3.2	3 2.4	11 3.5	2 4.4	10 3.4	2 3.6	0 1.3	4 3.0	8 3.5	15 3.2	-	-	12 3.8	3 2.0	-	0 1.4	5 5.4	6 3.1	2 1.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S4. In general, what are the best features of CFLs?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Stay cool when on/don't heat up	6 1.3	1 1.9	5 1.2	3 1.9	3 1.0	-	3 1.1	0 0.9	-	5 4.0 k	0 0.1	6 1.3	-	-	5 1.7	0 0.4	-	-	2 1.6	0 0.3	2 1.9
Other	11 2.5	-	11 2.8	2 1.2	10 3.0	2 4.4	8 2.8	-	-	5 3.8	7 2.7	11 2.5	-	-	3 1.0	8 6.5 O	-	-	3 3.2	5 2.8	2 1.5
Don't know	71 15.4	5 9.9	66 16.1 B	23 17.7	47 14.5	11 30.4 g	36 12.5	13 25.3 j	7 20.3	14 10.6	37 15.3	71 15.4	-	-	41 12.6	28 22.5 o	-	7 40.4 TU	22 22.1 tU	19 10.7 U	4 3.4
Refused	6 1.3	1 2.4	5 1.2	3 2.1	3 1.0	-	3 1.1	2 3.6	0 1.3	0 0.3	3 1.3	6 1.3	-	-	2 0.5	4 3.5	-	-	2 1.9	-	-

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	70	7	64	21	49	2	48	5	7	22	36	70	-	-	49	17	-	4	18	27	11
Total answering	388	41	347	111	277	36	242	46	27	107	207	388	-	-	273	107	-	13	83	152	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Price/expensive	58	6	52	24	34	7	28	10	5	18	25	58	-	-	39	18	-	4	7	30	11
	15.0	14.2	15.1	21.3 eG	12.4	18.3	11.6	21.1	19.4	16.9	12.0	15.0			14.1	16.4		29.5	9.0	20.1 S	11.1
Too bright	13	1	11	4	8	-	8	0	-	2	10	13	-	-	7	5	-	-	5	7	-
	3.2	2.7	3.3	3.9	3.0		3.4	0.5		1.9	5.0 H	3.2			2.5	5.0			5.9	4.8	
Not bright enough	106	13	93	39	67	11	56	12	13	31	51	106	-	-	57	46	-	5	24	36	20
	27.4	31.7	26.9	35.2 eG	24.2	31.9	23.1	25.5	47.3 hjK	28.6	24.6	27.4			20.8	42.8 O		40.4	29.2	23.8	20.7
Color of light	57	3	53	11	46	3	43	4	2	16	35	57	-	-	38	19	-	0	10	28	8
	14.6	8.2	15.4 B	9.7	16.6 d	9.1	17.7 d	8.0	7.6	14.8	16.9	14.6			13.9	17.4		1.7	11.9 r	18.4 Ru	8.6
How they fit in fixtures	31	5	26	8	23	2	21	3	1	14	13	31	-	-	21	8	-	-	7	10	5
	8.0	12.1	7.6	7.4	8.3	4.6	8.8	6.4	5.0	12.8	6.3	8.0			7.9	7.5			9.0	6.6	5.2
How they look in fixtures	56	5	51	13	43	8	35	8	2	20	25	56	-	-	34	20	-	0	12	17	15
	14.3	12.1	14.6	11.8	15.4	22.8	14.3	18.0	5.8	19.1 I	12.2	14.3			12.6	18.2		3.4	14.7	11.5	15.8 r

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mercury/Hazardous contents	61 15.7	5 10.9	56 16.3	15 13.6	46 16.5	6 18.0	39 16.3	8 17.1	6 23.4	17 15.9	30 14.3	61 15.7	-	-	44 16.0	16 14.5	-	2 12.4	14 16.4	30 19.8 U	7 7.7
Take too long to light up	102 26.3	10 25.1	92 26.4	27 23.9	75 27.2	13 36.5	62 25.9	18 39.5 IJ	4 16.0	22 20.3	58 27.8	102 26.3	-	-	79 28.9	21 19.9	-	7 52.9 st	18 21.7	37 24.4	33 33.4
Don't last long enough	24 6.2	3 7.1	21 6.1	6 5.5	18 6.5	2 4.6	16 6.8	3 6.0	1 2.5	11 10.0	10 4.8	24 6.2	-	-	18 6.7	6 5.6	-	2 12.3	2 2.3	9 5.8	4 4.3
Disposal is difficult	38 9.8	4 8.8	34 9.9	10 9.1	28 10.1	-	28 11.6	3 6.5	4 14.4	11 10.4	20 9.6	38 9.8	-	-	34 12.5 P	4 3.7	-	-	14 17.0 T	6 4.1	15 15.4 T
Break too easily	10 2.6	0 1.1	10 2.8	5 4.8	5 1.8	-	5 2.0	-	0 0.8	3 3.0	7 3.3	10 2.6	-	-	9 3.1	2 1.5	-	-	-	10 6.6 U	0 0.2
Can't use with dimmers	6 1.4	1 1.6	5 1.4	1 0.6	5 1.8	-	5 2.0	-	-	0 0.4	5 2.5	6 1.4	-	-	2 0.9	3 3.1	-	-	-	2 1.2	2 2.1
Other	20 5.0	3 7.7	16 4.7	5 4.3	15 5.3	5 13.7	10 4.1	6 13.0 k	1 3.3	6 5.4	7 3.3	20 5.0	-	-	14 5.2	5 5.0	-	3 26.3	4 4.8	8 5.0	4 4.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Price/expensive	58	6	52	24	34	7	28	10	5	18	25	58	-	-	39	18	-	4	7	30	11
	12.7	12.3	12.7	17.9 eG	10.5	17.5	9.7	19.0	15.6	14.0	10.2	12.7			12.0	14.1		23.3	7.4	17.1 S	10.0
Too bright	13	1	11	4	8	-	8	0	-	2	10	13	-	-	7	5	-	-	5	7	-
	2.7	2.4	2.8	3.3	2.5		2.8	0.4		1.6	4.2 H	2.7			2.1	4.3			4.9	4.0	
Not bright enough	106	13	93	39	67	11	56	12	13	31	51	106	-	-	57	46	-	5	24	36	20
	23.2	27.3	22.7	29.6 eG	20.6	30.5	19.3	23.0	38.0 k	23.7	20.9	23.2			17.6	36.9 O		32.0	24.1	20.2	18.5
Color of light	57	3	53	11	46	3	43	4	2	16	35	57	-	-	38	19	-	0	10	28	8
	12.4	7.1	13.0 B	8.1	14.1 d	8.7	14.8 d	7.2	6.1	12.2	14.4	12.4			11.8	15.0		1.4	9.8 r	15.6 Ru	7.7
How they fit in fixtures	31	5	26	8	23	2	21	3	1	14	13	31	-	-	21	8	-	-	7	10	5
	6.8	10.4	6.4	6.2	7.0	4.4	7.4	5.8	4.0	10.6	5.4	6.8			6.7	6.5			7.4	5.6	4.7
How they look in fixtures	56	5	51	13	43	8	35	8	2	20	25	56	-	-	34	20	-	0	12	17	15
	12.1	10.4	12.3	9.9	13.1	21.9	11.9	16.2 i	4.7	15.8 I	10.4	12.1			10.7	15.7		2.7	12.1	9.7	14.2 r
Mercury/Hazardous contents	61	5	56	15	46	6	39	8	6	17	30	61	-	-	44	16	-	2	14	30	7
	13.3	9.4	13.7	11.4	14.0	17.2	13.6	15.4	18.8	13.2	12.2	13.3			13.6	12.5		9.8	13.5	16.8 U	6.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S5. In general, what are the worst features of CFLs?
BASE: Purchased CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Take too long to light up	102 22.2	10 21.7	92 22.3	27 20.1	75 23.1	13 34.9	62 21.6	18 35.6 IJ	4 12.8	22 16.8	58 23.6	102 22.2	-	-	79 24.5	21 17.1	-	7 41.8	18 17.9	37 20.7	33 29.9 s
Don't last long enough	24 5.3	3 6.1	21 5.2	6 4.7	18 5.5	2 4.4	16 5.7	3 5.4	1 2.0	11 8.3	10 4.1	24 5.3	-	-	18 5.6	6 4.8	-	2 9.7	2 1.9	9 4.9	4 3.8
Disposal is difficult	38 8.3	4 7.6	34 8.4	10 7.7	28 8.6	-	28 9.7	3 5.9	4 11.6	11 8.6	20 8.2	38 8.3	-	-	34 10.6 P	4 3.2	-	-	14 14.0 T	6 3.5	15 13.8 T
Break too easily	10 2.2	0 0.9	10 2.4	5 4.0	5 1.5	-	5 1.7	-	0 0.7	3 2.5	7 2.8	10 2.2	-	-	9 2.7	2 1.3	-	-	-	10 5.6 U	0 0.2
Can't use with dimmers	6 1.2	1 1.4	5 1.2	1 0.5	5 1.5	-	5 1.7	-	-	0 0.3	5 2.1	6 1.2	-	-	2 0.7	3 2.6	-	-	-	2 1.0	2 1.9
Other	20 4.3	3 6.6	16 4.0	5 3.6	15 4.5	5 13.1	10 3.4	6 11.7 k	1 2.7	6 4.5	7 2.8	20 4.3	-	-	14 4.4	5 4.3	-	3 20.7	4 3.9	8 4.3	4 3.6
Don't know	64 14.0	5 10.9	59 14.4	17 12.5	48 14.6 F	2 4.4	46 15.9 F	5 9.5	5 14.9	18 14.3	36 14.7	64 14.0	-	-	44 13.5	17 13.3	-	4 21.0	16 15.6	23 12.9	11 10.2
Refused	6 1.4	1 2.8	5 1.2	5 3.5 eg	2 0.5	-	2 0.6	0 0.4	2 4.8	4 2.9	1 0.3	6 1.4	-	-	6 1.7	1 0.5	-	-	2 2.1	4 2.2	0 0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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NEEA 2012 Consumer Lighting Survey (#6065)

S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	14	1	13	5	10	-	10	2	0	0	11	14	-	-	9	5	-	2	5	2	1
Total answering	444	47	397	127	317	37	279	49	33	129	232	444	-	-	313	120	-	15	95	177	108
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	200	19	181	56	144	28	117	29	14	63	95	200	-	-	131	65	-	10	52	86	35
	45.1	40.8	45.7	44.1	45.5	74.0 DEG	41.8	58.2 K	41.1	49.2	40.7	45.1			41.8	54.1 o		67.7 U	54.6 U	48.4 U	32.0
No	244	28	216	71	172	10	163	21	20	66	138	244	-	-	182	55	-	5	43	91	74
	54.9	59.2	54.3	55.9 F	54.5 F	26.0	58.2 F	41.8	58.9	50.8	59.3 H	54.9			58.2 p	45.9		32.3	45.4	51.6	68.0 RST

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S6. Does the way you use a particular light fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	200	19	181	56	144	28	117	29	14	63	95	200	-	-	131	65	-	10	52	86	35
	43.7	39.6	44.2	42.6	44.2	74.0 DEG	40.3	55.9 K	40.5	49.0	38.8	43.7			40.6	51.8 o		61.0 u	51.6 U	47.9 U	31.8
No	244	28	216	71	172	10	163	21	20	66	138	244	-	-	182	55	-	5	43	91	74
	53.1	57.5	52.6	53.9 F	52.8 F	26.0	56.3 F	40.0	58.2	50.6	56.5 h	53.1			56.5 p	44.0		29.1	43.0	51.1	67.6 RST
Don't know	14	1	13	5	10	-	10	2	0	0	11	14	-	-	9	5	-	2	5	2	1
	3.2	2.8	3.2	3.5	3.0		3.4	4.1	1.3	0.3	4.7 J	3.2			2.9	4.1		9.8	5.4	1.0	0.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use fixture affect CFL usage

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	200	19	181	56	144	28	117	29	14	63	95	200	-	-	131	65	-	10	52	86	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	29	1	28	8	21	10	11	12	2	7	8	29	-	-	17	12	-	3	5	12	7
Total answering	171	18	154	48	123	18	105	16	12	57	86	171	-	-	113	53	-	7	47	74	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Reading	104	11	92	35	69	8	61	6	8	43	46	104	-	-	62	37	-	4	26	47	13
	60.5	64.2	60.1	71.8 e	56.0	45.7	57.8	39.2	71.0	75.1 HK	53.5	60.5			54.6	69.2		53.5	55.8	63.9	47.1
Sewing/close work	18	2	16	7	11	2	10	1	4	7	7	18	-	-	13	4	-	-	7	6	0
	10.5	10.3	10.6	13.7	9.3	8.8	9.4	4.2	31.2 h	12.6	7.6	10.5			11.2	7.0			14.4 U	8.6 u	0.8
Recessed can lighting	19	0	19	3	16	6	10	6	2	5	6	19	-	-	17	0	-	2	3	9	4
	11.3	2.6	12.3 B	6.1	13.3	36.4 Dg	9.4	39.6 JK	15.8	8.7	7.0	11.3			15.4 P	0.4		23.4	7.0	11.7	14.7
Bedroom	13	0	13	4	10	3	7	3	2	7	2	13	-	-	7	5	-	-	2	7	0
	7.9	2.6	8.5 b	7.6	8.0	18.2	6.2	19.8	13.9	11.5	2.4	7.9			5.7	10.1			3.5	8.9	1.6
Bathroom	20	2	18	5	15	3	11	3	2	9	5	20	-	-	11	7	-	-	5	8	3
	11.5	10.3	11.7	10.4	12.0	18.2	10.9	21.2	17.8	16.4	5.7	11.5			10.0	12.8			11.5	10.4	11.7
Living room	18	1	16	5	13	3	10	3	2	8	4	18	-	-	14	2	-	-	3	10	0
	10.3	7.7	10.6	9.5	10.6	18.2	9.4	21.2	19.7	14.8 k	4.1	10.3			12.3 p	3.9			7.0	14.3 U	0.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use fixture affect CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Kitchen	30	3	26	8	21	5	16	6	2	12	9	30	-	-	17	9	-	-	9	12	4
	17.3	19.3	17.0	17.1	17.3	27.3	15.6	36.8 k	19.7	21.7	10.3	17.3			15.0	17.6			18.5	15.8	14.1
Outdoors	2	2	-	2	-	-	-	1	0	0	1	2	-	-	2	-	-	-	0	1	-
	1.0	10.2		3.7				4.2	1.9	0.4	0.8	1.0			1.6				0.5	1.5	
With dimmers	7	-	7	-	7	-	7	-	-	2	5	7	-	-	5	2	-	-	2	3	2
	3.8		4.3		5.3		6.3			2.9	5.7	3.8			4.4	3.1			3.5	4.5	5.8
Other	35	2	33	7	28	2	26	1	0	7	27	35	-	-	22	12	-	2	14	14	5
	20.2	10.2	21.3 B	13.7	22.7	9.2	25.0	4.2	3.9	11.8	30.9 HIJ	20.2			19.6	23.3		23.1	29.1	18.7	18.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use fixture affect CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	200	19	181	56	144	28	117	29	14	63	95	200	-	-	131	65	-	10	52	86	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Reading	104	11	92	35	69	8	61	6	8	43	46	104	-	-	62	37	-	4	26	47	13
	51.7	59.6	50.9	61.8 F	47.8	29.6	52.1 f	22.4	60.5 H	67.3 Hk	48.9 H	51.7			47.3	56.7		36.4	50.3	55.0	38.3
Sewing/close work	18	2	16	7	11	2	10	1	4	7	7	18	-	-	13	4	-	-	7	6	0
	9.0	9.5	9.0	11.8	7.9	5.7	8.5	2.4	26.6 h	11.3	7.0	9.0			9.8	5.7			13.0 U	7.4 u	0.7
Recessed can lighting	19	0	19	3	16	6	10	6	2	5	6	19	-	-	17	0	-	2	3	9	4
	9.6	2.4	10.4 B	5.2	11.3	23.6 d	8.4	22.6 k	13.5	7.8	6.4	9.6			13.3 P	0.4		15.9	6.3	10.1	12.0
Bedroom	13	0	13	4	10	3	7	3	2	7	2	13	-	-	7	5	-	-	2	7	0
	6.7	2.4	7.2	6.5	6.8	11.8	5.6	11.3	11.8	10.3	2.2	6.7			5.0	8.3			3.1	7.6	1.3
Bathroom	20	2	18	5	15	3	11	3	2	9	5	20	-	-	11	7	-	-	5	8	3
	9.9	9.5	9.9	9.0	10.2	11.8	9.9	12.1	15.1	14.7	5.2	9.9			8.7	10.5			10.3	9.0	9.5
Living room	18	1	16	5	13	3	10	3	2	8	4	18	-	-	14	2	-	-	3	10	0
	8.8	7.2	9.0	8.2	9.1	11.8	8.4	12.1	16.8	13.2	3.7	8.8			10.7 p	3.2			6.3	12.3 U	0.7
Kitchen	30	3	26	8	21	5	16	6	2	12	9	30	-	-	17	9	-	-	9	12	4
	14.8	17.9	14.4	14.7	14.8	17.7	14.1	21.0	16.8	19.5	9.4	14.8			13.0	14.4			16.7	13.6	11.4
Outdoors	2	2	-	2	-	-	-	1	0	0	1	2	-	-	2	-	-	-	0	1	-
	0.9	9.5		3.2				2.4	1.6	0.3	0.7	0.9			1.4				0.4	1.3	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S6A. For which purposes do you prefer not to use CFLs?
BASE: The way you use fixture affect CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
With dimmers	7	-	7	-	7	-	7	-	-	2	5	7	-	-	5	2	-	-	2	3	2
	3.3		3.6		4.6		5.6			2.6	5.2	3.3			3.8	2.5			3.2	3.8	4.7
Other	35	2	33	7	28	2	26	1	0	7	27	35	-	-	22	12	-	2	14	14	5
	17.2	9.5	18.1 b	11.8	19.4 f	5.9	22.5 F	2.4	3.3	10.6	28.2 HIJ	17.2			17.0	19.1		15.7	26.2	16.1	14.8
Don't know	29	1	28	8	21	10	11	12	2	7	8	29	-	-	17	11	-	3	5	12	7
	14.4	6.0	15.3 B	13.6	14.7	35.2 deG	9.9	42.9 IJK	13.1	10.3	8.6	14.4			13.3	17.6		32.0	9.9	14.0	18.8
Refused	0	0	-	0	-	-	-	-	0	-	-	0	-	-	-	0	-	-	-	-	-
	0.1	1.2		0.4					1.6			0.1				0.4					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S7. Does the type of lamp or fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	16	2	15	6	10	-	10	4	0	5	7	16	-	-	9	5	-	2	7	4	-
Total answering	442	46	396	126	317	37	279	47	34	124	237	442	-	-	313	119	-	15	94	175	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	155	16	138	40	115	21	94	23	6	53	73	155	-	-	102	51	-	9	35	65	28
	35.0	35.6	34.9	31.8	36.2	56.6 DeG	33.5	48.8 IK	18.1	42.4 Ik	30.7	35.0			32.4	42.8		58.8 U	37.3	37.0	26.1
No	288	30	258	86	202	16	186	24	28	71	164	288	-	-	211	68	-	6	59	110	81
	65.0	64.4	65.1	68.2 F	63.8 f	43.4	66.5 F	51.2	81.9 HJ	57.6	69.3 Hj	65.0			67.6	57.2		41.2	62.7	63.0	73.9 R

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S7. Does the type of lamp or fixture affect whether you'd use a CFL in that fixture?
BASE: Purchased CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	155	16	138	40	115	21	94	23	6	53	73	155	-	-	102	51	-	9	35	65	28
	33.7	34.4	33.7	30.2	35.1	56.6 DEG	32.4	45.0 Ik	18.0	40.7 Ik	29.8	33.7			31.5	41.0		51.5	34.8	36.1	26.1
No	288	30	258	86	202	16	186	24	28	71	164	288	-	-	211	68	-	6	59	110	81
	62.7	62.3	62.8	64.9 f	61.8 f	43.4	64.2 f	47.2	81.3 HJk	55.2	67.4 Hj	62.7			65.6 p	54.7		36.0	58.6	61.6 r	73.9 Rst
Don't know	16	2	15	6	10	-	10	4	0	5	7	16	-	-	9	5	-	2	7	4	-
	3.6	3.3	3.6	4.9	3.0		3.4	7.7	0.7	4.1	2.8	3.6			2.9	4.3		12.5	6.6	2.3	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S7A. In which type of fixtures do you prefer not to use CFLS CFLs?
BASE: The type of fixture affects CFL usage

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	155	16	138	40	115	21	94	23	6	53	73	155	-	-	102	51	-	9	35	65	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	9	1	8	4	5	3	2	5	0	2	2	9	-	-	9	0	-	-	4	3	-
Total answering	145	15	130	36	110	18	92	18	6	51	71	145	-	-	93	51	-	9	31	61	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Table lamp	59	7	52	11	48	5	43	6	3	21	29	59	-	-	44	14	-	2	12	26	11
	40.5	42.8	40.3	32.0	43.3	27.0	46.4	30.6	55.9	41.9	40.8	40.5			48.0 P	28.1		24.3	40.0	42.2	38.7
Ceiling fixture	54	6	48	18	36	2	35	4	1	22	26	54	-	-	31	23	-	2	15	22	9
	37.1	36.8	37.1	50.0 eF	32.9 F	9.1	37.5 F	21.6	24.0	43.9	37.1	37.1			32.9	46.1		18.6	49.6	36.8	31.0
Recessed can fixture	14	1	13	1	13	3	10	3	1	3	7	14	-	-	12	2	-	2	2	6	3
	9.9	8.9	10.1	3.8	11.9	18.2	10.7	18.0	12.0	6.5	10.2	9.9			13.1	4.6		18.8	6.8	9.2	11.5
Chandelier	23	2	21	8	15	-	15	1	0	10	12	23	-	-	14	8	-	2	4	11	5
	15.7	10.3	16.3	22.5	13.5		16.1	5.0	4.0	20.1 hi	16.2	15.7			15.6	16.5		19.1	12.8	17.4	17.3
Wall sconce	14	0	13	0	13	3	10	3	0	3	7	14	-	-	5	8	-	2	2	3	0
	9.3	2.9	10.1 b	1.3	11.9 D	18.2	10.7 D	18.0	8.0	6.5	9.2	9.3			5.6	16.6		19.1	5.3	5.4	0.8
Floor lamp	13	2	11	3	10	2	8	1	-	4	9	13	-	-	8	3	-	-	2	2	5
	9.0	10.2	8.8	8.9	9.0	9.2	8.9	3.8		7.3	12.2	9.0			8.5	6.9			6.0	3.8	18.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S7A. In which type of fixtures do you prefer not to use CFLS CFLs?
BASE: The type of fixture affects CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Lamp with exposed/ visible light bulbs	15 10.6	2 14.6	13 10.1	4 10.8	11 10.5	2 9.2	10 10.7	0 1.3	1 20.0	4 7.7	10 14.2 H	15 10.6	-	-	5 5.5	8 16.6	-	0 2.6	4 12.8	6 9.5	2 6.5
Other	10 6.7	2 10.3	8 6.3	3 9.1	7 6.0	3 18.3	3 3.6	3 15.5	0 8.0	-	7 9.2	10 6.7	-	-	6 6.5	4 7.4	-	2 19.1	2 6.8	4 5.7	2 8.1

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NEEA 2012 Consumer Lighting Survey (#6065)

S7A. In which type of fixtures do you prefer not to use CFLS CFLs?
BASE: The type of fixture affects CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	155	16	138	40	115	21	94	23	6	53	73	155	-	-	102	51	-	9	35	65	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Table lamp	59	7	52	11	48	5	43	6	3	21	29	59	-	-	44	14	-	2	12	26	11
	38.1	39.8	37.9	28.5	41.4	22.9	45.6 df	23.9	51.8	40.3	39.9	38.1			43.8	27.8		24.3	35.5	40.0	38.7
Ceiling fixture	54	6	48	18	36	2	35	4	1	22	26	54	-	-	31	23	-	2	15	22	9
	34.8	34.3	34.9	44.5 F	31.5 F	7.7	36.8 F	16.8	22.3	42.2 H	36.3 h	34.8			30.1	45.7		18.6	44.0	34.8	31.0
Recessed can fixture	14	1	13	1	13	3	10	3	1	3	7	14	-	-	12	2	-	2	2	6	3
	9.4	8.2	9.5	3.4	11.4 d	15.4	10.5	14.0	11.1	6.2	10.0	9.4			12.0	4.5		18.8	6.0	8.7	11.5
Chandelier	23	2	21	8	15	-	15	1	0	10	12	23	-	-	14	8	-	2	4	11	5
	14.7	9.6	15.4	20.1	12.9		15.8	3.9	3.7	19.3 hi	15.8 h	14.7			14.2	16.4		19.1	11.3	16.5	17.3
Wall sconce	14	0	13	0	13	3	10	3	0	3	7	14	-	-	5	8	-	2	2	3	0
	8.8	2.7	9.5 b	1.1	11.4 D	15.4	10.5 D	14.0	7.4	6.2	9.0	8.8			5.1	16.4		19.1	4.7	5.1	0.8
Floor lamp	13	2	11	3	10	2	8	1	-	4	9	13	-	-	8	3	-	-	2	2	5
	8.4	9.5	8.3	8.0	8.6	7.8	8.8	2.9		7.0	11.9	8.4			7.8	6.8			5.4	3.6	18.9
Lamp with exposed/ visible light bulbs	15	2	13	4	11	2	10	0	1	4	10	15	-	-	5	8	-	0	4	6	2
	9.9	13.6	9.5	9.7	10.0	7.8	10.5	1.0	18.5	7.4	13.9 H	9.9			5.0	16.5 o		2.6	11.3	9.0	6.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S7A. In which type of fixtures do you prefer not to use CFLS CFLs?
BASE: The type of fixture affects CFL usage

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	10	2	8	3	7	3	3	3	0	-	7	10	-	-	6	4	-	2	2	4	2
	6.3	9.6	5.9	8.1	5.7	15.5	3.5	12.0	7.4		9.0	6.3			6.0	7.3		19.1	6.0	5.4	8.1
Don't know	6	1	5	4	2	-	2	2	0	2	2	6	-	-	6	0	-	-	4	0	-
	3.8	5.5	3.5	10.4 eg	1.4		1.8	8.1	3.7	3.9	2.3	3.8			5.5 p	0.4			11.2 t	0.4	
Refused	3	0	3	0	3	3	-	3	0	-	-	3	-	-	3	0	-	-	-	3	-
	2.2	1.4	2.3	0.6	2.8	15.4		14.0	3.7			2.2			3.2	0.4				5.0	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S8. Is there anything else that affects whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	6	1	5	3	3	-	3	1	0	2	3	6	-	-	3	3	-	-	0	4	-
Total answering	452	47	406	129	323	37	286	50	34	128	241	452	-	-	320	121	-	17	100	175	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	91	11	80	19	72	8	64	12	5	20	55	91	-	-	61	29	-	5	14	38	29
	20.2	23.6	19.8	14.8	22.3 d	21.8	22.4 d	22.9	13.6	15.8	22.9	20.2			18.9	23.7		30.7	13.6	21.6	26.3 s
No	361	36	325	110	251	29	222	39	29	108	186	361	-	-	259	93	-	12	87	137	80
	79.8	76.4	80.2	85.2 eg	77.7	78.2	77.6	77.1	86.4	84.2	77.1	79.8			81.1	76.3		69.3	86.4 u	78.4	73.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S8. Is there anything else that affects whether you'd use a CFL in a particular fixture?
BASE: Purchased CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	459	48	411	132	326	37	289	51	34	129	244	459	-	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Yes	91	11	80	19	72	8	64	12	5	20	55	91	-	-	61	29	-	5	14	38	29
	19.9	23.1	19.6	14.5	22.1 d	21.8	22.2 d	22.5	13.5	15.6	22.6	19.9			18.8	23.0		30.7	13.5	21.1	26.3 s
No	361	36	325	110	251	29	222	39	29	108	186	361	-	-	259	93	-	12	87	137	80
	78.8	74.6	79.3	83.4	76.9	78.2	76.7	75.7	85.8	83.2	76.1	78.8			80.4	74.2		69.3	86.3 tu	76.7	73.7
Don't know	4	1	3	3	2	-	2	1	0	2	2	4	-	-	1	3	-	-	0	2	-
	1.0	2.4	0.8	2.1	0.5		0.6	1.8	0.7	1.2	0.7	1.0			0.3	2.8			0.2	1.3	
Refused	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	2	-
	0.4		0.4		0.5		0.6				0.7	0.4			0.5					0.9	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	91	11	80	19	72	8	64	12	5	20	55	91	-	-	61	29	-	5	14	38	29
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	10	2	8	4	7	-	7	0	3	3	5	10	-	-	8	2	-	-	2	5	4
Total answering	81	9	72	15	66	8	58	11	2	18	50	81	-	-	52	27	-	5	12	33	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
If I have a CFL on hand	4	0	3	0	3	-	3	0	-	-	3	4	-	-	2	2	-	0	-	2	2
	4.3	2.6	4.6	1.5	5.0		5.7	2.0			6.6	4.3			3.2	7.0		4.4		5.0	6.6
CLF price	5	0	5	2	3	-	3	2	-	2	2	5	-	-	4	2	-	2	-	2	2
	6.7	5.2	6.8	13.8	5.0		5.7	16.5		9.3	3.8	6.7			6.7	7.0		32.0		5.0	8.4
How they fit	23	2	21	4	20	6	13	7	1	8	7	23	-	-	18	5	-	-	3	9	6
	28.8	23.2	29.5	23.9	29.9	80.0 DEG	22.8	61.2 K	55.6 K	46.3 K	14.1	28.8			34.4	20.1			28.0	27.5	24.1
How they look	7	1	7	2	5	-	5	0	-	2	5	7	-	-	4	3	-	-	-	5	2
	9.2	10.1	9.1	16.3	7.5		8.6	2.0		13.1	9.8	9.2			8.0	12.2				15.4	9.3
Lamp with exposed/ visible light bulbs	15	2	13	2	13	-	13	0	0	3	12	15	-	-	11	4	-	-	5	5	4
	18.5	20.6	18.2	11.9	20.0		22.9	2.0	11.1	14.4	24.0 H	18.5			21.1	13.2			42.1	16.3	16.8
The brightness	6	1	5	1	5	-	5	0	-	0	5	6	-	-	3	3	-	-	2	2	2
	7.2	10.3	6.8	5.9	7.5		8.6	2.0		2.6	10.3	7.2			4.9	12.4			15.9	6.3	6.6
How fast they light up	6	1	5	1	5	2	3	2	-	1	3	6	-	-	2	3	-	3	-	0	2
	6.9	7.7	6.8	4.4	7.5	20.0	5.7	14.3		3.8	6.6	6.9			4.4	12.4		63.6 TU		1.4	7.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL usage

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
If it can be used with a dimmer	7	-	7	-	7	-	7	-	-	2	5	7	-	-	5	-	-	-	-	3	3
	8.1		9.1		10.0		11.4			9.3	9.9	8.1			9.5					9.9	13.2
Other	12	2	10	4	8	-	8	1	1	2	9	12	-	-	8	4	-	-	2	6	4
	15.2	28.1	13.6	26.7	12.5		14.3	6.0	33.3	10.5	18.2	15.2			15.5	15.8			14.0	18.2	16.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL usage

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	91	11	80	19	72	8	64	12	5	20	55	91	-	-	61	29	-	5	14	38	29
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
If I have a CFL on hand	4	0	3	0	3	-	3	0	-	-	3	4	-	-	2	2	-	0	-	2	2
	3.8	2.1	4.1	1.2	4.6		5.1	2.0			6.0	3.8			2.7	6.5		4.4		4.4	5.7
CLF price	5	0	5	2	3	-	3	2	-	2	2	5	-	-	4	2	-	2	-	2	2
	5.9	4.1	6.1	11.0	4.5		5.1	16.2		8.1	3.4	5.9			5.8	6.5		32.0		4.4	7.3
How they fit	23	2	21	4	20	6	13	7	1	8	7	23	-	-	18	5	-	-	3	9	6
	25.5	18.4	26.4	19.0	27.2	80.0 DEG	20.5	60.0 K	24.8	40.5 K	12.8	25.5			29.6	18.6			24.2	24.1	21.0
How they look	7	1	7	2	5	-	5	0	-	2	5	7	-	-	4	3	-	-	-	5	2
	8.1	8.0	8.1	13.0	6.8		7.7	2.0		11.4	8.9	8.1			6.9	11.3				13.5	8.1
Lamp with exposed/ visible light bulbs	15	2	13	2	13	-	13	0	0	3	12	15	-	-	11	4	-	-	5	5	4
	16.4	16.4	16.4	9.5	18.2		20.5	2.0	5.0	12.6	21.7 H	16.4			18.2	12.2			36.3	14.3	14.6
The brightness	6	1	5	1	5	-	5	0	-	0	5	6	-	-	3	3	-	-	2	2	2
	6.4	8.2	6.1	4.7	6.8		7.7	2.0		2.2	9.4	6.4			4.2	11.5			13.8	5.6	5.7
How fast they light up	6	1	5	1	5	2	3	2	-	1	3	6	-	-	2	3	-	3	-	0	2
	6.1	6.1	6.1	3.5	6.8	20.0	5.1	14.0		3.4	6.0	6.1			3.8	11.5		63.6 TU		1.2	6.5
If it can be used with a dimmer	7	-	7	-	7	-	7	-	-	2	5	7	-	-	5	-	-	-	-	3	3
	7.2		8.2		9.1		10.3			8.1	9.0	7.2			8.1					8.7	11.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S8A. What else affects whether you'd use a CFL in a particular fixture?
BASE: Other things affect CFL usage

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Other	12	2	10	4	8	-	8	1	1	2	9	12	-	-	8	4	-	-	2	6	4
	13.5	22.4	12.2	21.3	11.4		12.8	5.9	14.9	9.2	16.5	13.5			13.4	14.6			12.1	15.9	14.6
Don't know	7	2	5	2	5	-	5	0	1	3	4	7	-	-	7	0	-	-	0	3	4
	7.9	20.5 C	6.1	11.8	6.8		7.7	2.0	19.8	12.6	6.4	7.9			11.1 p	1.6			1.7	8.0	13.0
Refused	3	-	3	2	2	-	2	-	2	-	2	3	-	-	2	2	-	-	2	2	-
	3.6		4.1	8.5	2.3		2.6		35.6 k		3.0	3.6			2.7	5.7			12.0	4.4	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S9. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?
BASE: CFLs currently installed

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	405	42	362	111	294	32	261	45	26	115	219	405	-	-	295	102	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	2	1	2	1	2	-	2	-	1	2	-	2	-	-	2	0	-	-	0	2	-
Total answering	403	42	361	111	292	32	260	45	25	114	219	403	-	-	293	101	-	17	100	177	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all likely	46	3	42	18	28	10	18	11	6	7	22	46	-	-	20	24	-	7	23	12	3
	11.4	8.1	11.7	16.3 G	9.5	29.9 eG	7.0	24.3 Jk	21.9 j	6.3	10.1	11.4			7.0	23.4 O		44.3 TU	22.5 TU	7.0	3.2
2	12	0	11	2	10	3	7	3	-	-	8	12	-	-	12	-	-	-	5	7	-
	2.9	0.5	3.2 B	1.7	3.4	10.0	2.5	7.7			3.7	2.9			4.0				4.9	3.8	
3	21	3	18	9	11	2	10	2	1	11	7	21	-	-	17	4	-	-	4	11	6
	5.2	6.9	5.0	8.4	3.9	5.0	3.8	4.6	2.7	9.5 k	3.3	5.2			5.8	3.6			3.9	6.4	5.1
4	46	7	39	16	30	-	30	3	5	19	19	46	-	-	34	12	-	-	17	21	8
	11.4	15.7	10.9	14.7	10.1		11.4	6.2	20.1	16.8 h	8.7	11.4			11.4	11.7			16.8 u	11.8	7.5
5-very likely	279	29	250	65	213	18	196	26	14	77	162	279	-	-	211	62	-	9	52	125	92
	69.2	68.7	69.2	58.9	73.1 D	55.1	75.3 Df	57.1	55.3	67.4	74.2 hi	69.2			71.9	61.3		55.7	51.9	71.0 S	84.2 rST
Mean	4.24	4.36	4.23	3.98	4.34	3.40	4.46	3.64	3.87	4.39	4.33	4.24	-	-	4.37	3.88	-	3.23	3.71	4.36	4.70

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S9. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?
BASE: CFLs currently installed

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Standard Deviation	1.35	1.19	1.37	1.49	1.29	1.86	1.15	1.75	1.62	1.09	1.32	1.35	-	-	1.19	1.66	-	2.05	1.65	1.20	0.84
Standard Error	0.08	0.09	0.09	0.15	0.10	0.41	0.09	0.29	0.33	0.13	0.11	0.08			0.09	0.20		0.61	0.20	0.11	0.10

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

S9. When the CFL(s) now installed burn out how likely are you to replace them with CFL(s)?
BASE: CFLs currently installed

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	405	42	362	111	294	32	261	45	26	115	219	405	-	-	295	102	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0
1-not at all likely	46	3	42	18	28	10	18	11	6	7	22	46	-	-	20	24	-	7	23	12	3
	11.3	8.0	11.7	16.2 G	9.5	29.9 eG	6.9	24.3 Jk	21.3 j	6.2	10.1	11.3			6.9	23.3 O		44.3 TU	22.5 TU	6.9	3.2
2	12	0	11	2	10	3	7	3	-	-	8	12	-	-	12	-	-	-	5	7	-
	2.9	0.5	3.2 B	1.6	3.3	10.0	2.5	7.7			3.7	2.9			3.9				4.9	3.8	
3	21	3	18	9	11	2	10	2	1	11	7	21	-	-	17	4	-	-	4	11	6
	5.1	6.8	4.9	8.4	3.9	5.0	3.8	4.6	2.6	9.4 k	3.3	5.1			5.7	3.6			3.9	6.3	5.1
4	46	7	39	16	30	-	30	3	5	19	19	46	-	-	34	12	-	-	17	21	8
	11.3	15.5	10.8	14.6	10.1		11.3	6.2	19.6	16.5 h	8.7	11.3			11.4	11.6			16.7 u	11.7	7.5
5-very likely	279	29	250	65	213	18	196	26	14	77	162	279	-	-	211	62	-	9	52	125	92
	68.8	67.6	68.9	58.6	72.7 D	55.1	74.8 Df	57.1	53.9	66.5	74.2 hi	68.8			71.3	61.2		55.7	51.8	70.2 S	84.2 rST
Don't know	2	1	2	1	2	-	2	-	1	2	-	2	-	-	2	0	-	-	0	2	-
	0.6	1.6	0.5	0.6	0.6		0.6		2.6	1.4		0.6			0.7	0.2			0.2	1.2	
Mean	4.24	4.36	4.23	3.98	4.34	3.40	4.46	3.64	3.87	4.39	4.33	4.24	-	-	4.37	3.88	-	3.23	3.71	4.36	4.70
Standard Deviation	1.35	1.19	1.37	1.49	1.29	1.86	1.15	1.75	1.62	1.09	1.32	1.35	-	-	1.19	1.66	-	2.05	1.65	1.20	0.84
Standard Error	0.08	0.09	0.09	0.15	0.10	0.41	0.09	0.29	0.33	0.13	0.11	0.08			0.09	0.20		0.61	0.20	0.11	0.10

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E1. When one of the incandescent bulbs you have installed now burns out, would you say you...?
BASE: Incandescent bulbs installed

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	593	59	533	171	421	53	368	72	43	170	308	459	134	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	21	2	20	3	18	3	15	4	0	10	7	4	17	-	4	0	-	-	0	4	0
Total answering	571	58	513	168	403	50	353	68	43	160	301	454	117	-	318	124	-	17	100	175	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Will definitely replace it with a CFL	171	18	154	42	130	13	117	17	10	48	97	147	24	-	113	32	-	2	28	59	48
	30.0	30.5	30.0	24.9	32.1	25.9	33.0 d	24.5	23.4	29.9	32.3	32.5 M	20.5		35.4 p	25.8		11.2	27.8	34.0 R	43.9 RS
Will possibly replace it with a CFL	227	22	205	68	159	23	136	32	15	65	115	172	55	-	131	37	-	5	40	76	37
	39.7	37.5	40.0	40.4	39.4	45.2	38.6	47.5	34.5	40.9	38.1	37.9	46.8		41.3 p	29.7		31.9	39.8	43.3	34.3
Will definitely not replace it with a CFL	161	17	145	55	107	14	92	19	18	38	86	123	38	-	66	52	-	9	29	40	19
	28.2	28.5	28.2	32.5	26.4	28.9	26.0	27.3	42.1 J	23.8	28.7	27.1	32.5		20.9	41.5 O		55.5 sTU	29.0	22.6	17.8
No incandescent bulbs installed in home	12	2	10	4	8	-	8	0	-	9	3	12	0	-	8	4	-	0	3	0	4
	2.1	3.5	1.9	2.2	2.0		2.3	0.7		5.4 hk	0.9	2.6 M	0.2		2.4	3.0		1.4	3.3	0.1	4.1 t

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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E1. When one of the incandescent bulbs you have installed now burns out, would you say you...?
BASE: Incandescent bulbs installed

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	593	59	533	171	421	53	368	72	43	170	308	459	134	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Will definitely replace it with a CFL	171	18	154	42	130	13	117	17	10	48	97	147	24	-	113	32	-	2	28	59	48
	28.9	29.7	28.9	24.5	30.8	24.3	31.7	23.2	23.1	28.1	31.6	32.2 M	17.9		35.0	25.8		11.2	27.8	33.3 R	43.8 RS
Will possibly replace it with a CFL	227	22	205	68	159	23	136	32	15	65	115	172	55	-	131	37	-	5	40	76	37
	38.3	36.5	38.5	39.7	37.7	42.5	37.1	44.9	34.1	38.5	37.2	37.6	40.8		40.8 p	29.6		31.9	39.8	42.4	34.2
Will definitely not replace it with a CFL	161	17	145	55	107	14	92	19	18	38	86	123	38	-	66	52	-	9	29	40	19
	27.2	27.7	27.1	31.9	25.3	27.2	25.0	25.8	41.7 J	22.4	28.1	26.8	28.4		20.6	41.4 O		55.5 sTU	29.0	22.2	17.7
No incandescent bulbs installed in home	12	2	10	4	8	-	8	0	-	9	3	12	0	-	8	4	-	0	3	0	4
	2.0	3.4	1.8	2.1	1.9		2.2	0.6		5.1 hk	0.9	2.5 M	0.2		2.4	3.0		1.4	3.3	0.1	4.0 t
Don't know	21	1	20	3	18	3	15	4	0	10	7	4	17	-	4	0	-	-	0	4	-
	3.5	2.3	3.7	1.7	4.3	6.1	4.0	5.5	0.5	5.9 I	2.2	0.9	12.7 L		1.2	0.2			0.2	2.1	
Refused	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	-	0
	*	0.4		0.1					0.5			*			0.1						0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: May replace incandescent bulbs with CLFs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	581	57	523	167	413	53	360	71	43	161	305	447	134	-	315	121	-	17	97	179	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	66	6	60	22	44	2	43	5	4	21	36	48	18	-	34	11	-	-	11	16	13
Total answering	515	51	464	146	369	52	317	66	39	140	269	399	116	-	280	110	-	17	86	162	92
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Waiting for incandescent bulbs to burn out	95	8	87	23	72	6	66	8	7	32	48	76	19	-	63	12	-	2	20	35	14
	18.4	15.9	18.7	15.5	19.6	12.4	20.7	11.5	17.2	23.0 h	17.9	19.0	16.6		22.5 P	10.8		11.3	22.9	21.4	15.3
Storing incandescent bulbs	10	2	8	3	7	-	7	0	2	1	7	9	1	-	6	3	-	2	0	5	2
	1.9	3.5	1.8	2.4	1.8		2.1	0.7	5.8	0.5	2.4	2.3	0.6		2.0	3.0		10.0	0.5	3.0	2.0
Operating hours-don't use other bulbs/lamps enough	4	0	3	4	-	-	-	-	2	2	-	3	0	-	2	2	-	-	2	2	-
	0.7	0.9	0.7	2.5					4.7	1.3		0.9	0.2		0.7	1.5			1.9	1.1	
CFLs are too expensive/ cost too much	72	7	65	25	48	10	38	15	2	19	37	47	26	-	35	10	-	3	16	20	4
	14.0	13.7	14.1	17.0	12.9	18.8	11.9	22.0 I	4.0	13.6 I	13.8 I	11.7	22.1 L		12.5	8.8		15.2	18.5 U	12.6 u	4.6
Need dimmable bulbs/ can't get dimmable CFLs	25	2	23	2	23	2	21	2	0	7	15	19	6	-	12	7	-	-	2	7	7
	4.8	3.5	5.0	1.2	6.2 D	3.1	6.7 D	3.1	0.6	5.0 i	5.8 I	4.8	4.8		4.4	6.2			1.9	4.2	7.9
Need 3-way bulbs/can't get 3-way CFLs/regular CFLs don't work in 3-way fixture	14	1	13	1	13	5	8	2	0	4	8	11	3	-	6	4	-	-	-	7	4
	2.7	1.8	2.8	0.6	3.6 D	9.5 d	2.6	2.8	1.1	2.5	3.0	2.7	2.8		2.0	3.2				4.3	4.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: May replace incandescent bulbs with CLFs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs look in fixtures	22 4.3	2 4.9	20 4.2	7 5.0	15 4.0	2 3.1	13 4.1	4 6.0	1 1.7	12 8.6 iK	5 2.0	22 5.5	-	-	13 4.6	9 8.3	-	2 12.7	7 8.1	9 5.6	2 2.5
Don't like the way CFLs fit in fixtures	37 7.3	3 6.2	34 7.4	10 6.6	28 7.6	3 6.3	25 7.8	5 7.3	2 5.8	17 12.2 k	13 5.0	29 7.3	8 7.2	-	22 7.7	6 5.3	-	0 1.4	4 4.1	11 6.9	11 11.7 r
CFLs aren't bright enough	47 9.1	6 11.9	41 8.8	14 9.7	33 8.9	5 9.3	28 8.8	5 8.0	3 6.9	9 6.3	30 11.2	37 9.3	10 8.6	-	22 7.7	15 13.9	-	3 19.8	12 14.2 t	8 4.7	7 8.1
CFL light color isn't what I want/isn't right	24 4.7	1 2.6	23 5.0	6 4.3	18 4.9	-	18 5.7	0 0.7	5 12.9 Hj	4 2.7	15 5.6 H	18 4.5	7 5.6	-	13 4.6	5 4.5	-	2 9.8	7 7.8	6 3.7	2 1.8
CFLs take too long to light up	17 3.2	2 4.0	15 3.2	5 3.6	11 3.1	3 6.2	8 2.6	4 6.0	2 5.7	4 2.7	7 2.5	11 2.9	5 4.6	-	9 3.2	2 2.1	-	2 9.8	3 3.8	4 2.4	2 2.0
Mercury/concerns about disposal	24 4.7	2 3.9	22 4.8	5 3.1	20 5.3	10 18.6 DeG	10 3.1	9 13.3 Jk	4 9.1	2 1.3	10 3.6	15 3.8	9 7.6	-	11 3.9	4 4.0	-	-	3 3.8	9 5.3 U	0 0.5
Don not need any more bulbs at this time	90 17.4	11 21.6	79 16.9	29 19.8 f	61 16.5	5 9.4	56 17.6	8 12.3	7 16.8	23 16.6	52 19.2	73 18.4	16 14.1	-	54 19.2	18 16.0	-	-	9 10.5	30 18.2	29 31.7 St
Other	34 6.6	3 5.7	31 6.7	13 8.7	21 5.8	2 3.1	20 6.2	4 6.3	3 7.5	5 3.8	22 8.0	28 7.0	6 5.2	-	14 5.0	14 12.6 o	-	2 10.0	2 1.9	10 6.5	7 7.7

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NEEA 2012 Consumer Lighting Survey (#6065)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: May replace incandescent bulbs with CLFs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	581	57	523	167	413	53	360	71	43	161	305	447	134	-	315	121	-	17	97	179	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Waiting for incandescent bulbs to burn out	95	8	87	23	72	6	66	8	7	32	48	76	19	-	63	12	-	2	20	35	14
	16.3	14.2	16.6	13.5	17.5	12.0	18.3	10.7	15.7	20.0	15.8	16.9	14.4		20.0 P	9.8		11.3	20.4	19.5	13.4
Storing incandescent bulbs	10	2	8	3	7	-	7	0	2	1	7	9	1	-	6	3	-	2	0	5	2
	1.7	3.2	1.6	2.1	1.6		1.8	0.6	5.3	0.4	2.2	2.1	0.5		1.8	2.7		10.0	0.5	2.8	1.8
Operating hours-don't use other bulbs/lamps enough	4	0	3	4	-	-	-	-	2	2	-	3	0	-	2	2	-	-	2	2	-
	0.6	0.8	0.6	2.2					4.3	1.1		0.8	0.2		0.6	1.3			1.7	1.0	
CFLs are too expensive/ cost too much	72	7	65	25	48	10	38	15	2	19	37	47	26	-	35	10	-	3	16	20	4
	12.4	12.2	12.5	14.8	11.5	18.3	10.5	20.4 I	3.7	11.8 i	12.2 I	10.4	19.2 l		11.2	8.0		15.2	16.5 U	11.4 U	4.0
Need dimmable bulbs/ can't get dimmable CFLs	25	2	23	2	23	2	21	2	0	7	15	19	6	-	12	7	-	-	2	7	7
	4.3	3.2	4.4	1.1	5.6 D	3.0	5.9 D	2.9	0.5	4.4 i	5.1 I	4.3	4.2		3.9	5.6			1.7	3.8	6.9
Need 3-way bulbs/can't get 3-way CFLs/regular CFLs don't work in 3-way fixture	14	1	13	1	13	5	8	2	0	4	8	11	3	-	6	4	-	-	-	7	4
	2.4	1.6	2.5	0.5	3.2 D	9.2 d	2.3	2.6	1.0	2.2	2.7	2.4	2.4		1.8	2.9				3.9	3.6
Don't like the way CFLs look in fixtures	22	2	20	7	15	2	13	4	1	12	5	22	-	-	13	9	-	2	7	9	2
	3.8	4.3	3.7	4.4	3.6	3.0	3.7	5.5	1.6	7.5 iK	1.8	4.9			4.1	7.5		12.7	7.2	5.1	2.2

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NEEA 2012 Consumer Lighting Survey (#6065)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: May replace incandescent bulbs with CLFs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs fit in fixtures	37 6.5	3 5.5	34 6.6	10 5.7	28 6.7	3 6.1	25 6.8	5 6.8	2 5.3	17 10.6 k	13 4.4	29 6.5	8 6.2	-	22 6.9	6 4.8	-	0 1.4	4 3.6	11 6.3	11 10.3 r
CFLs aren't bright enough	47 8.1	6 10.6	41 7.8	14 8.5	33 7.9	5 9.1	28 7.8	5 7.4	3 6.2	9 5.5	30 9.9	37 8.3	10 7.5	-	22 6.9	15 12.7	-	3 19.8	12 12.7 t	8 4.3	7 7.1
CFL light color isn't what I want/isn't right	24 4.2	1 2.4	23 4.4	6 3.7	18 4.4	-	18 5.0	0 0.6	5 11.7 Hj	4 2.3	15 4.9 H	18 4.0	7 4.9	-	13 4.1	5 4.1	-	2 9.8	7 7.0	6 3.4	2 1.6
CFLs take too long to light up	17 2.9	2 3.5	15 2.8	5 3.2	11 2.8	3 6.0	8 2.3	4 5.5	2 5.2	4 2.3	7 2.2	11 2.5	5 4.0	-	9 2.9	2 1.9	-	2 9.8	3 3.3	4 2.2	2 1.8
Mercury/concerns about disposal	24 4.1	2 3.5	22 4.2	5 2.7	20 4.7	10 18.1 DeG	10 2.7	9 12.4 JK	4 8.3	2 1.1	10 3.2	15 3.4	9 6.6	-	11 3.4	4 3.6	-	-	3 3.4	9 4.8 U	0 0.4
Don not need any more bulbs at this time	90 15.4	11 19.3	79 15.0	29 17.2	61 14.7	5 9.1	56 15.5	8 11.4	7 15.3	23 14.4	52 16.9	73 16.4	16 12.2	-	54 17.1	18 14.6	-	-	9 9.4	30 16.6	29 27.8 St
Other	34 5.9	3 5.1	31 5.9	13 7.5	21 5.2	2 3.0	20 5.5	4 5.9	3 6.9	5 3.3	22 7.1	28 6.3	6 4.5	-	14 4.5	14 11.5 o	-	2 10.0	2 1.7	10 5.9	7 6.7
Don't know	62 10.7	6 9.9	56 10.8	21 12.6 F	41 9.9 f	2 3.1	39 11.0 F	5 6.8	4 8.4	20 12.1	34 11.2	44 9.9	18 13.2	-	34 10.7	7 6.2	-	-	10 10.8	13 7.3	13 12.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E3A. What is the main factor preventing you from increasing the number of CFLs you currently have installed in your home?
BASE: May replace incandescent bulbs with CLFs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	4	0	3	0	3	-	3	0	0	2	2	4	-	-	0	3	-	-	0	3	0
	0.6	0.8	0.6	0.3	0.8		0.9	0.3	0.5	1.0	0.5	0.8			0.1	2.7			0.2	1.8	0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?
BASE: Have main reason for not replacing incandescent bulbs with CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	515	51	464	146	369	52	317	66	39	140	269	399	116	-	280	110	-	17	86	162	92
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	103	7	97	16	87	10	77	3	5	30	65	88	15	-	68	17	-	3	21	38	21
Total answering	412	45	367	130	282	42	240	63	34	110	205	311	101	-	212	93	-	13	65	124	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Waiting for incandescent bulbs to burn out	19	1	18	5	15	-	15	0	1	10	8	14	5	-	14	0	-	0	7	4	3
	4.7	3.0	4.9	3.5	5.2		6.2	0.7	2.6	8.9 H	4.0	4.5	5.3		6.5 P	0.2		1.7	10.3	3.0	4.7
Storing incandescent bulbs	1	1	-	1	-	-	-	0	0	0	0	1	-	-	1	-	-	-	-	1	0
	0.2	2.0		0.7				0.4	0.7	0.2	0.1	0.3			0.4					0.5	0.3
Operating hours-don't use other bulbs/lamps enough	2	0	2	0	2	-	2	-	0	2	-	2	-	-	2	0	-	-	0	2	-
	0.5	0.5	0.4	0.2	0.6		0.7		0.7	1.5		0.6			0.8	0.2			0.3	1.3	
CFLs are too expensive/ cost too much	27	1	26	11	16	3	13	5	5	7	10	13	14	-	7	7	-	3	2	4	-
	6.6	2.0	7.1 B	8.2	5.8	7.6	5.5	8.5	14.1	5.9	5.0	4.3	13.4 L		3.1	7.5		26.8	2.5	2.8	
Need dimmable bulbs/ can't get dimmable CFLs	9	1	8	2	7	-	7	-	2	5	2	6	3	-	3	2	-	-	2	4	0
	2.2	1.5	2.2	1.8	2.3		2.7		6.7	4.5	0.8	1.8	3.3		1.6	2.3			2.8	2.8	0.3
Need 3-way bulbs/can't get 3-way CFLs/regular CFLs don't work in 3-way fixture	5	0	5	0	5	-	5	0	-	-	5	4	2	-	4	-	-	-	-	-	4
	1.3	1.0	1.3	0.3	1.7		2.1	0.7			2.4	1.1	1.9		1.7						5.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?
BASE: Have main reason for not replacing incandescent bulbs with CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs look in fixtures	9 2.2	1 2.0	8 2.2	4 3.2	5 1.7	-	5 2.1	0 0.7	-	5 4.6	4 1.7	9 2.9	-	-	6 2.6	3 3.7	-	-	-	7 5.6 u	0 0.6
Don't like the way CFLs fit in fixtures	7 1.8	1 2.0	7 1.8	6 4.4 eg	2 0.6	-	2 0.7	2 3.3	-	5 4.8	-	4 1.3	4 3.5	-	2 1.1	2 1.7	-	-	-	2 1.8	-
CFLs aren't bright enough	8 2.0	2 3.5	7 1.8	2 1.2	7 2.3	-	7 2.7	1 1.1	-	1 0.6	7 3.3	8 2.6	-	-	6 3.0	2 2.0	-	-	0 0.3	4 3.2	2 3.0
CFL light color isn't what I want/isn't right	15 3.6	2 4.0	13 3.6	7 5.1	8 2.9	3 7.7	5 2.1	6 8.8 i	0 0.7	5 4.7	4 1.9	13 4.1	2 2.1	-	4 2.0	7 7.5	-	2 14.3	3 5.3	-	0 0.3
CFLs take too long to light up	11 2.6	1 2.0	10 2.7	3 1.9	8 2.9	-	8 3.4	-	-	4 3.8	7 3.2	11 3.5	-	-	5 2.5	4 4.0	-	-	2 2.5	4 3.0	3 4.7
Mercury/concerns about disposal	17 4.1	1 1.5	16 4.5 b	2 1.8	15 5.2 d	2 3.7	13 5.5 d	0 0.4	2 4.6	5 4.5	10 5.0 H	12 3.8	5 5.0	-	7 3.2	5 5.5	-	-	5 8.3	5 3.9	-
Don not need any more bulbs at this time	0 0.1	0 0.5	-	0 0.2	-	-	-	-	0 0.7	-	-	0 0.1	-	-	0 0.1	-	-	-	-	0 0.2	-
Other	15 3.6	2 4.0	13 3.6	5 3.9	10 3.5	-	10 4.1	0 0.7	0 1.3	3 3.2	11 5.1 h	13 4.2	2 1.9	-	5 2.2	8 9.0 o	-	0 1.7	5 7.9	2 1.7	2 2.7
No/Nothing	284 69.1	33 74.7	251 68.4	94 72.6	190 67.4	34 80.9 g	156 65.1	49 77.9 j	24 69.4	68 61.9	143 70.1	218 70.1	66 65.7	-	153 72.2	61 65.2	-	7 57.1	41 62.4	90 73.0	58 81.8 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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NEEA 2012 Consumer Lighting Survey (#6065)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?
BASE: Have main reason for not replacing incandescent bulbs with CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	515	51	464	146	369	52	317	66	39	140	269	399	116	-	280	110	-	17	86	162	92
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Waiting for incandescent bulbs to burn out	19	1	18	5	15	-	15	0	1	10	8	14	5	-	14	0	-	0	7	4	3
	3.8	2.6	3.9	3.1	4.0		4.7	0.7	2.3	7.0 H	3.1	3.5	4.6		4.9 P	0.2		1.4	7.8	2.3	3.6
Storing incandescent bulbs	1	1	-	1	-	-	-	0	0	0	0	1	-	-	1	-	-	-	-	1	0
	0.2	1.8		0.6				0.3	0.6	0.2	0.1	0.2			0.3					0.4	0.2
Operating hours-don't use other bulbs/lamps enough	2	0	2	0	2	-	2	-	0	2	-	2	-	-	2	0	-	-	0	2	-
	0.4	0.4	0.4	0.2	0.4		0.5		0.6	1.2		0.5			0.6	0.2			0.3	1.0	
CFLs are too expensive/ cost too much	27	1	26	11	16	3	13	5	5	7	10	13	14	-	7	7	-	3	2	4	-
	5.2	1.8	5.6 B	7.3	4.4	6.2	4.1	8.1	12.2	4.7	3.8	3.4	11.6 L		2.3	6.3		21.2	1.9	2.2	
Need dimmable bulbs/ can't get dimmable CFLs	9	1	8	2	7	-	7	-	2	5	2	6	3	-	3	2	-	-	2	4	0
	1.7	1.3	1.8	1.6	1.8		2.1		5.8	3.5	0.6	1.4	2.8		1.2	1.9			2.1	2.2	0.2
Need 3-way bulbs/can't get 3-way CFLs/regular CFLs don't work in 3-way fixture	5	0	5	0	5	-	5	0	-	-	5	4	2	-	4	-	-	-	-	-	4
	1.0	0.9	1.1	0.3	1.3		1.6	0.7			1.8	0.9	1.6		1.3						3.8
Don't like the way CFLs look in fixtures	9	1	8	4	5	-	5	0	-	5	4	9	-	-	6	3	-	-	-	7	0
	1.8	1.8	1.8	2.8	1.3		1.6	0.7		3.6	1.3	2.3			2.0	3.2				4.3 u	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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NEEA 2012 Consumer Lighting Survey (#6065)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?
BASE: Have main reason for not replacing incandescent bulbs with CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the way CFLs fit in fixtures	7 1.4	1 1.8	7 1.4	6 4.0 Eg	2 0.4	-	2 0.5	2 3.2	-	5 3.8	-	4 1.0	4 3.0	-	2 0.8	2 1.5	-	-	-	2 1.4	-
CFLs aren't bright enough	8 1.6	2 3.1	7 1.4	2 1.1	7 1.8	-	7 2.1	1 1.0	-	1 0.5	7 2.5	8 2.0	-	-	6 2.2	2 1.7	-	-	0 0.3	4 2.4	2 2.3
CFL light color isn't what I want/isn't right	15 2.9	2 3.5	13 2.8	7 4.6	8 2.2	3 6.3	5 1.6	6 8.4 ik	0 0.6	5 3.7	4 1.5	13 3.2	2 1.8	-	4 1.5	7 6.3	-	2 11.3	3 4.0	-	0 0.2
CFLs take too long to light up	11 2.1	1 1.8	10 2.1	3 1.7	8 2.2	-	8 2.6	-	-	4 3.0	7 2.4	11 2.7	-	-	5 1.9	4 3.4	-	-	2 1.9	4 2.3	3 3.6
Mercury/concerns about disposal	17 3.3	1 1.3	16 3.5 b	2 1.6	15 4.0	2 3.0	13 4.1	0 0.3	2 4.0	5 3.5	10 3.8 H	12 3.0	5 4.4	-	7 2.4	5 4.6	-	-	5 6.2	5 3.0	-
Don not need any more bulbs at this time	0 *	0 0.4	-	0 0.2	-	-	-	-	0 0.6	-	-	0 0.1	-	-	0 0.1	-	-	-	-	0 0.1	-
Other	15 2.9	2 3.5	13 2.8	5 3.4	10 2.7	-	10 3.1	0 0.7	0 1.1	3 2.5	11 3.9 h	13 3.3	2 1.6	-	5 1.6	8 7.6 o	-	0 1.4	5 6.0	2 1.3	2 2.0
Don't know	96 18.7	6 11.9	90 19.4 B	16 10.8	80 21.8 D	8 15.6	72 22.8 D	3 4.9	5 12.6	27 19.2 H	61 22.7 H	82 20.7 M	14 11.8	-	66 23.6 P	14 12.7	-	3 21.1	21 24.8	35 21.4	19 21.0
Refused	7 1.4	0 0.9	7 1.4	0 0.3	7 1.8	2 3.2	5 1.6	-	0 0.6	3 2.3	4 1.3	5 1.3	2 1.4	-	2 0.7	3 3.0	-	-	-	4 2.2	2 2.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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NEEA 2012 Consumer Lighting Survey (#6065)

E3B. Any other reasons keeping you from increasing the number of CFLs you currently have installed in your home?
BASE: Have main reason for not replacing incandescent bulbs with CFLs

	BANNER 1																			
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
No/Nothing	284	33	251	94	190	34	156	49	24	68	143	218	66	-	153	61	-	7	41	90	58
	55.2	65.2	54.1	64.5	51.5	65.8	49.2	74.1	60.3	48.5	53.3	54.7	57.0		54.7	55.0		45.1	46.9	55.8	63.0
		C		EG		g		JK													s

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
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NEEA 2012 Consumer Lighting Survey (#6065)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Incandescent bulbs currently installed

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	593	59	533	171	421	53	368	72	43	170	308	459	134	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	17	2	15	4	13	2	12	1	2	3	11	12	5	-	6	4	-	3	-	6	3
Total answering	576	57	518	167	408	52	357	71	41	166	297	447	129	-	316	121	-	13	100	173	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
1-not at all likely	128	14	114	41	87	15	72	20	11	34	62	83	45	-	39	40	-	6	23	20	13
	22.2	25.0	21.9	24.6	21.3	28.2	20.3	28.7	26.8	20.7	20.9	18.6	34.7 L		12.4	33.0 O		43.0 tu	23.0 tu	11.8	12.3
2	56	4	52	17	39	13	26	13	5	9	29	33	23	-	17	16	-	2	5	14	7
	9.7	6.7	10.0	10.0	9.6	24.9 deG	7.4	17.9 J	12.2	5.6	9.7	7.4	17.6 L		5.5	12.8 o		13.9	5.1	8.1	6.2
3	90	8	82	19	71	10	61	10	6	21	54	66	24	-	48	18	-	2	16	26	14
	15.6	13.8	15.8	11.5	17.3	18.8	17.1	13.7	13.7	12.4	18.1	14.8	18.2		15.3	14.6		12.2	15.6	15.2	13.4
4	55	6	49	19	36	5	31	8	6	15	26	46	9	-	37	9	-	2	12	20	11
	9.5	10.3	9.5	11.2	8.8	9.4	8.8	11.4	15.7	8.8	8.6	10.3	6.9		11.8	7.3		13.9	12.0	11.3	10.3
5-very likely	247	25	222	71	176	10	166	20	13	87	127	218	29	-	174	39	-	2	45	93	61
	42.9	44.3	42.8	42.7 F	43.0 F	18.8	46.5 F	28.3	31.6	52.5 HI	42.6 H	48.8 M	22.6		55.0 P	32.3		17.0	44.4 R	53.6 R	57.8 R
Mean	3.41	3.42	3.41	3.38	3.43	2.66	3.54	2.93	3.13	3.67	3.42	3.63	2.65	-	3.91	2.93	-	2.48	3.50	3.87	3.95
Standard Deviation	1.62	1.68	1.62	1.67	1.61	1.46	1.60	1.61	1.63	1.63	1.60	1.57	1.56	-	1.43	1.68	-	1.61	1.63	1.44	1.44
Standard Error	0.08	0.11	0.09	0.14	0.10	0.26	0.11	0.22	0.27	0.16	0.12	0.09	0.17		0.10	0.19		0.52	0.20	0.13	0.17

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F1. How likely are you to purchase any CFLs in the next year?
BASE: Incandescent bulbs currently installed

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	593	59	533	171	421	53	368	72	43	170	308	459	134	-	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
1-not at all likely	128	14	114	41	87	15	72	20	11	34	62	83	45	-	39	40	-	6	23	20	13
	21.6	24.0	21.3	24.0	20.6	27.4	19.6	28.4	25.4	20.3	20.2	18.1	33.4 L		12.2	32.0 O		34.5	23.0 tu	11.5	12.0
2	56	4	52	17	39	13	26	13	5	9	29	33	23	-	17	16	-	2	5	14	7
	9.4	6.4	9.8	9.8	9.3	24.2 deG	7.1	17.8 J	11.5	5.4	9.4	7.3	16.9 L		5.4	12.5 o		11.2	5.1	7.8	6.0
3	90	8	82	19	71	10	61	10	6	21	54	66	24	-	48	18	-	2	16	26	14
	15.1	13.3	15.4	11.2	16.7	18.2	16.5	13.6	13.0	12.2	17.5	14.4	17.5		15.0	14.2		9.8	15.6	14.7	13.1
4	55	6	49	19	36	5	31	8	6	15	26	46	9	-	37	9	-	2	12	20	11
	9.3	9.9	9.2	11.0	8.6	9.1	8.5	11.3	14.9	8.6	8.3	10.0	6.6		11.6	7.1		11.2	12.0	10.9	10.0
5-very likely	247	25	222	71	176	10	166	20	13	87	127	218	29	-	174	39	-	2	45	93	61
	41.7	42.6	41.6	41.7 F	41.7 F	18.2	45.1 F	28.0	30.0	51.4 HIk	41.2 h	47.5 M	21.7		53.9 P	31.4		13.6	44.4 R	51.9 R	56.3 R
Don't know	17	2	15	4	13	2	12	1	2	3	11	12	5	-	6	4	-	3	-	6	3
	2.9	3.8	2.8	2.3	3.1	3.0	3.1	0.9	5.2	2.0	3.4	2.6	3.8		1.9	2.8		19.7		3.2	2.5
Mean	3.41	3.42	3.41	3.38	3.43	2.66	3.54	2.93	3.13	3.67	3.42	3.63	2.65	-	3.91	2.93	-	2.48	3.50	3.87	3.95
Standard Deviation	1.62	1.68	1.62	1.67	1.61	1.46	1.60	1.61	1.63	1.63	1.60	1.57	1.56	-	1.43	1.68	-	1.61	1.63	1.44	1.44
Standard Error	0.08	0.11	0.09	0.14	0.10	0.26	0.11	0.22	0.27	0.16	0.12	0.09	0.17		0.10	0.19		0.52	0.20	0.13	0.17

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Unlikely to purchase CFLs in the next year

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	274	26	248	77	197	37	159	43	22	64	145	183	91	-	105	73	-	9	44	61	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	36	4	32	10	26	8	18	9	4	11	12	19	17	-	11	8	-	4	2	6	2
Total answering	238	22	216	67	170	29	141	34	18	54	132	163	74	-	94	65	-	6	42	55	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Too costly/expensive	43	2	41	17	26	5	21	9	2	10	22	17	25	-	9	8	-	2	7	2	-
	18.0	9.3	18.9 B	24.7	15.4	16.7	15.1	26.6	11.8	18.2	16.5	10.7	34.1 L		9.6	12.9		33.6	17.1 t	2.9	
I am storing a bunch/ bought a multi-pack so I don't need anymore	80	10	70	18	62	6	56	9	5	21	46	63	17	-	39	23	-	0	13	27	19
	33.8	45.3 c	32.7	26.9	36.6	22.3	39.5	25.1	27.3	39.9	34.5	38.6 M	23.5		42.2	34.6		4.1	30.2 r	48.9 R	58.7 RS
Used to the regular bulbs/happy with what I have	18	2	16	3	15	-	15	1	2	2	13	9	10	-	2	7	-	0	5	2	-
	7.7	8.3	7.6	5.1	8.7		10.5	2.7	11.8	3.5	10.1	5.3	12.9		1.8	10.7 o		4.1	11.8	3.0	
Don't like the light/not bright enough/color/too slow turning on	42	4	38	14	28	5	23	8	3	7	24	29	13	-	14	13	-	5	5	5	7
	17.5	18.6	17.4	20.5	16.4	16.8	16.3	23.9	14.4	12.6	18.3	17.6	17.5		15.2	19.6		91.9 STU	12.8	9.9	20.2
Don't fit in my fixtures	15	-	15	2	13	6	7	3	2	5	5	10	5	-	3	5	-	-	-	6	-
	6.2		6.8	2.4	7.6	22.2 Dg	4.6	9.5	9.0	9.1	3.7	6.0	6.6		3.4	7.5				11.8	
Burn out too fast	4	1	3	1	3	2	2	-	2	0	2	2	2	-	2	0	-	-	-	-	-
	1.6	3.1	1.5	1.0	1.9	5.4	1.2		9.0	0.8	1.4	1.3	2.4		1.8	0.7					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Unlikely to purchase CFLs in the next year

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Not that interested/a bulb is a bulb	2 0.8	0 1.0	2 0.7	2 2.7	-	-	-	0 0.7	-	2 3.0	-	0 0.1	2 2.2	-	0 0.2	-	-	-	-	0 0.4	-
Don't know enough about them to decide	2 0.8	0 1.0	2 0.8	0 0.3	2 1.0	-	2 1.2	-	0 1.3	-	2 1.2	2 1.0	0 0.3	-	2 1.8	-	-	-	2 3.9	-	-
Don't like the shape/ look	2 1.0	1 3.1	2 0.8	1 1.0	2 1.0	-	2 1.2	0 1.3	-	2 3.1	0 0.2	2 1.3	0 0.3	-	-	0 0.7	-	0 4.1	-	0 0.4	-
Contains Mercury/Not environmentally friendly	22 9.2	1 3.1	21 9.9 B	4 5.9	18 10.5	6 22.2	12 8.1	7 19.9	2 9.0	-	14 10.3	15 9.3	7 9.1	-	13 14.2 P	2 2.9	-	-	5 11.8	5 9.4	2 5.1
Too bright	7 3.0	0 2.1	7 3.0	0 0.7	7 3.9	-	7 4.7	-	-	0 0.8	7 5.0	5 3.3	2 2.2	-	2 1.8	4 5.7	-	-	2 3.9	2 3.0	2 5.1
Disposal/waste disposal site	4 1.5	0 2.1	3 1.5	0 0.7	3 1.9	2 5.4	2 1.2	-	2 10.3	-	2 1.4	2 1.0	2 2.7	-	-	2 2.5	-	-	-	2 3.0	-
Waiting to burnout	12 5.2	1 4.1	11 5.3	4 6.1	8 4.8	-	8 5.8	0 0.7	0 1.3	3 6.5	8 6.4 h	10 6.4	2 2.5	-	9 9.2	2 2.8	-	-	2 4.4	4 6.8	3 10.2
Other	25 10.4	2 9.3	23 10.5	12 17.4 eg	13 7.7	3 11.0	10 7.0	4 10.9	4 24.7	5 9.5	12 8.8	23 13.9 M	2 2.8	-	14 14.6	9 13.8	-	2 29.1	12 27.8 TU	3 6.3	2 5.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Unlikely to purchase CFLs in the next year

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	274	26	248	77	197	37	159	43	22	64	145	183	91	-	105	73	-	9	44	61	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Too costly/expensive	43	2	41	17	26	5	21	9	2	10	22	17	25	-	9	8	-	2	7	2	-
	15.6	7.8	16.5 B	21.5	13.3	13.1	13.4	21.2	9.6	15.2	15.1	9.5	27.9 L		8.6	11.5		20.2	16.4 t	2.6	
I am storing a bunch/ bought a multi-pack so I don't need anymore	80	10	70	18	62	6	56	9	5	21	46	63	17	-	39	23	-	0	13	27	19
	29.4	38.2 c	28.5	23.5	31.7	17.4	35.0 f	19.9	22.1	33.3	31.6	34.5 M	19.2		37.6	30.9		2.4	28.9 R	44.0 R	55.8 RS
Used to the regular bulbs/happy with what I have	18	2	16	3	15	-	15	1	2	2	13	9	10	-	2	7	-	0	5	2	-
	6.7	7.0	6.6	4.5	7.5		9.3	2.1	9.6	2.9	9.2 h	4.7	10.5		1.6	9.6 o		2.4	11.3	2.7	
Don't like the light/not bright enough/color/too slow turning on	42	4	38	14	28	5	23	8	3	7	24	29	13	-	14	13	-	5	5	5	7
	15.2	15.7	15.2	17.9	14.2	13.1	14.4	19.0	11.7	10.5	16.8	15.7	14.3		13.5	17.5		55.1 STu	12.2	8.9	19.3
Don't fit in my fixtures	15	-	15	2	13	6	7	3	2	5	5	10	5	-	3	5	-	-	-	6	-
	5.3		5.9	2.1	6.6	17.4 d	4.1	7.6	7.3	7.6	3.4	5.3	5.4		3.1	6.7				10.6	
Burn out too fast	4	1	3	1	3	2	2	-	2	0	2	2	2	-	2	0	-	-	-	-	-
	1.4	2.6	1.3	0.9	1.6	4.2	1.0		7.3	0.7	1.3	1.1	2.0		1.6	0.6					
Not that interested/a bulb is a bulb	2	0	2	2	-	-	-	0	-	2	-	0	2	-	0	-	-	-	-	0	-
	0.7	0.9	0.6	2.4				0.5		2.5		0.1	1.8		0.2					0.4	
Don't know enough about them to decide	2	0	2	0	2	-	2	-	0	-	2	2	0	-	2	-	-	-	2	-	-
	0.7	0.9	0.7	0.3	0.8		1.0		1.0		1.1	0.9	0.2		1.6				3.8		

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F2A. Why are you unlikely to purchase CFLs in the next year?
BASE: Unlikely to purchase CFLs in the next year

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the shape/ look	2 0.8	1 2.6	2 0.7	1 0.9	2 0.8	-	2 1.0	0 1.1	-	2 2.5	0 0.2	2 1.1	0 0.2	-	-	0 0.6	-	0 2.4	-	0 0.4	-
Contains Mercury/Not environmentally friendly	22 8.0	1 2.6	21 8.6 B	4 5.2	18 9.1	6 17.4	12 7.2	7 15.8	2 7.3	-	14 9.4	15 8.3	7 7.5	-	13 12.6 P	2 2.6	-	-	5 11.3	5 8.4	2 4.9
Too bright	7 2.6	0 1.7	7 2.7	0 0.6	7 3.3	-	7 4.1	-	-	0 0.7	7 4.5	5 2.9	2 1.8	-	2 1.6	4 5.1	-	-	2 3.8	2 2.7	2 4.9
Disposal/waste disposal site	4 1.3	0 1.7	3 1.3	0 0.6	3 1.6	2 4.2	2 1.0	-	2 8.3	-	2 1.3	2 0.9	2 2.2	-	-	2 2.2	-	-	-	2 2.7	-
Waiting to burnout	12 4.5	1 3.5	11 4.6	4 5.3	8 4.2	-	8 5.2	0 0.5	0 1.0	3 5.4	8 5.8 h	10 5.7	2 2.1	-	9 8.2	2 2.5	-	-	2 4.2	4 6.2	3 9.7
Other	25 9.1	2 7.8	23 9.2	12 15.2 eg	13 6.6	3 8.6	10 6.2	4 8.7	4 20.0	5 7.9	12 8.1	23 12.4 M	2 2.3	-	14 13.0	9 12.3	-	2 17.5	12 26.6 TU	3 5.7	2 5.5
Don't know	32 11.8	4 13.9	29 11.6	8 10.0	25 12.5	8 21.8	16 10.3	9 20.6 k	2 10.4	10 16.3	11 7.4	18 9.7	15 16.1	-	11 10.7	6 8.5	-	2 20.1	2 4.3	6 10.0	2 4.8
Refused	4 1.4	0 1.7	3 1.3	2 2.7	2 0.8	-	2 1.0	-	2 8.5	0 0.4	2 1.1	2 1.0	2 2.1	-	0 0.2	2 2.2	-	2 19.9	-	-	-

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F2B. Other reasons why are you unlikely to purchase CFLs in the next year?
BASE: Unlikely to purchase CFLs in the next year gave 1st reason

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	157	12	145	49	108	23	85	25	13	32	87	100	57	-	54	43	-	5	29	28	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Total answering	157	12	145	49	108	23	85	25	13	32	87	100	57	-	54	43	-	5	29	28	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Too costly/expensive	4	1	3	1	3	-	3	0	-	2	2	2	2	-	0	2	-	-	-	0	-
	2.5	5.7	2.3	1.4	3.0		3.8	1.8		5.1	2.2	2.1	3.3		0.4	4.4				0.8	
Don't like the light/not bright enough/color/too slow turning on	6	1	5	2	3	-	3	2	1	-	3	5	0	-	3	2	-	-	2	2	-
	3.6	5.7	3.4	4.7	3.0		3.8	6.5	5.3		3.8	5.2	0.8		6.1	4.4			5.6	5.9	
Burn out too fast	2	1	2	1	2	-	2	0	-	2	0	1	2	-	0	0	-	-	0	-	-
	1.5	5.7	1.1	1.4	1.5		1.9	1.8		5.1	0.3	0.7	2.9		0.8	0.5			0.8		
Don't know enough about them to decide	0	0	-	0	-	-	-	-	-	-	0	-	0	-	-	-	-	-	-	-	-
	0.1	1.9		0.5							0.3		0.4								
Contains Mercury/Not environmentally friendly	4	0	3	2	2	-	2	2	-	2	0	2	2	-	2	-	-	-	2	-	-
	2.4	3.8	2.3	4.3	1.5		1.9	6.5		5.1	0.5	1.9	3.3		3.5				6.4		
Disposal/waste disposal site	0	0	-	0	-	-	-	-	-	0	-	0	-	-	0	-	-	-	0	0	-
	0.3	3.8		0.9						1.4		0.5			0.8				0.8	0.8	
Other	7	0	7	2	5	-	5	0	0	3	3	7	0	-	3	3	-	-	5	2	-
	4.4	3.8	4.5	4.2	4.6		5.8	0.9	1.8	10.1	3.8	6.7 m	0.4		6.1	8.1			16.7	5.9	
No other reason	141	9	132	43	98	23	76	23	12	25	81	89	53	-	48	37	-	5	22	26	13
	89.9	77.4	91.0 B	87.8	90.9	100.0 DEG	88.5	90.0	94.7	78.4	93.5	88.4	92.7		88.4	87.5		100.0 S	75.3	92.5	100.0 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F2B. Other reasons why are you unlikely to purchase CFLs in the next year?
BASE: Unlikely to purchase CFLs in the next year gave 1st reason

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	157	12	145	49	108	23	85	25	13	32	87	100	57	-	54	43	-	5	29	28	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0
Too costly/expensive	4	1	3	1	3	-	3	0	-	2	2	2	2	-	0	2	-	-	-	0	-
	2.5	5.7	2.3	1.4	3.0		3.8	1.8		5.1	2.2	2.1	3.3		0.4	4.4				0.8	
Don't like the light/not bright enough/color/too slow turning on	6	1	5	2	3	-	3	2	1	-	3	5	0	-	3	2	-	-	2	2	-
	3.6	5.7	3.4	4.7	3.0		3.8	6.5	5.3		3.8	5.2	0.8		6.1	4.4			5.6	5.9	
Burn out too fast	2	1	2	1	2	-	2	0	-	2	0	1	2	-	0	0	-	-	0	-	-
	1.5	5.7	1.1	1.4	1.5		1.9	1.8		5.1	0.3	0.7	2.9		0.8	0.5			0.8		
Don't know enough about them to decide	0	0	-	0	-	-	-	-	-	-	0	-	0	-	-	-	-	-	-	-	-
	0.1	1.9		0.5							0.3		0.4								
Contains Mercury/Not environmentally friendly	4	0	3	2	2	-	2	2	-	2	0	2	2	-	2	-	-	-	2	-	-
	2.4	3.8	2.3	4.3	1.5		1.9	6.5		5.1	0.5	1.9	3.3		3.5				6.4		
Disposal/waste disposal site	0	0	-	0	-	-	-	-	-	0	-	0	-	-	0	-	-	-	0	0	-
	0.3	3.8		0.9						1.4		0.5			0.8				0.8	0.8	
Other	7	0	7	2	5	-	5	0	0	3	3	7	0	-	3	3	-	-	5	2	-
	4.4	3.8	4.5	4.2	4.6		5.8	0.9	1.8	10.1	3.8	6.7 m	0.4		6.1	8.1			16.7	5.9	
No other reason	141	9	132	43	98	23	76	23	12	25	81	89	53	-	48	37	-	5	22	26	13
	89.9	77.4	91.0 B	87.8	90.9	100.0 DEG	88.5	90.0	94.7	78.4	93.5	88.4	92.7		88.4	87.5		100.0 S	75.3	92.5	100.0 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4. Now that you've heard my description, please tell me how likely you'd be to purchase CFLs in the next year.
BASE: Unaware of CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	181	15	166	53	128	24	104	26	15	44	96	107	61	13	56	48	-	5	31	32	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	9	0	8	2	7	5	2	3	0	2	3	5	2	2	-	4	-	-	-	3	2
Total answering	173	14	158	51	121	19	102	22	15	43	93	102	59	12	56	44	-	5	31	28	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
1-not at all likely	74	7	67	26	48	6	41	12	6	18	37	46	25	3	21	23	-	3	17	10	0
	42.8	47.7	42.3	51.1	39.2	33.5	40.3	53.8	42.4	42.6	40.2	45.0	42.8	23.5	37.4	52.6		65.4 U	55.7 U	35.4 U	1.7
2	30	2	28	13	16	5	12	4	2	7	17	19	11	-	13	6	-	0	3	6	5
	17.3	15.8	17.4	26.2 g	13.5	25.0	11.3	18.5	12.4	16.8	18.0	18.9	18.0		24.0	13.0		4.2	10.4	19.6	36.7
3	39	3	36	8	31	6	25	6	4	3	25	24	13	2	16	8	-	2	7	9	5
	22.4	19.1	22.7	14.7	25.7	33.4	24.2	25.7	29.7	8.2	27.0 J	23.6	21.4	17.5	28.2	18.6		30.4	21.1	31.0	37.0
4	11	2	10	3	8	-	8	0	1	3	7	6	6	-	2	3	-	-	4	2	-
	6.6	11.1	6.2	6.2	6.8		8.1	2.0	4.7	8.2	7.3	5.7	9.5		4.1	7.9			12.0	7.4	
5-very likely	19	1	18	1	18	2	16	-	2	10	7	7	5	7	4	4	-	-	0	2	3
	11.0	6.3	11.4	1.8	14.9 D	8.2	16.1 D		10.8	24.2 k	7.6	6.9	8.4	59.0 LM	6.3	7.9			0.7	6.6	24.6
Mean	2.26	2.13	2.27	1.81	2.45	2.24	2.48	1.76	2.29	2.54	2.24	2.11	2.23	3.71	2.18	2.06	-	1.65	1.92	2.30	3.09
Standard Deviation	1.36	1.34	1.36	1.02	1.44	1.19	1.49	0.93	1.39	1.67	1.27	1.24	1.32	1.75	1.17	1.33	-	1.01	1.16	1.23	1.24
Standard Error	0.13	0.17	0.14	0.16	0.17	0.34	0.19	0.23	0.41	0.32	0.16	0.15	0.21	0.60	0.19	0.25		0.54	0.26	0.28	0.43

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4. Now that you've heard my description, please tell me how likely you'd be to purchase CFLs in the next year.
BASE: Unaware of CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	181	15	166	53	128	24	104	26	15	44	96	107	61	13	56	48	-	5	31	32	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
1-not at all likely	74	7	67	26	48	6	41	12	6	18	37	46	25	3	21	23	-	3	17	10	0
	40.7	46.2	40.3	49.1	37.2	26.7	39.7	46.6	41.8	41.1	38.9	42.7	41.6	20.7	37.4	48.5		65.4 U	55.7 U	31.8 U	1.5
2	30	2	28	13	16	5	12	4	2	7	17	19	11	-	13	6	-	0	3	6	5
	16.5	15.3	16.6	25.2 g	12.8	19.9	11.1	16.0	12.2	16.2	17.3	17.9	17.5		24.0	12.0		4.2	10.4	17.6	32.7
3	39	3	36	8	31	6	25	6	4	3	25	24	13	2	16	8	-	2	7	9	5
	21.3	18.5	21.6	14.1	24.4	26.7	23.8	22.3	29.3	7.9	26.1 J	22.4	20.8	15.3	28.2	17.2		30.4	21.1	27.8	33.0
4	11	2	10	3	8	-	8	0	1	3	7	6	6	-	2	3	-	-	4	2	-
	6.3	10.8	5.9	6.0	6.4		7.9	1.7	4.6	7.9	7.1	5.4	9.3		4.1	7.3			12.0	6.6	
5-very likely	19	1	18	1	18	2	16	-	2	10	7	7	5	7	4	4	-	-	0	2	3
	10.4	6.2	10.8	1.7	14.1 D	6.5	15.9 D		10.6	23.3 k	7.3	6.5	8.2	51.8 LM	6.3	7.3			0.7	5.9	21.9
Don't know	9	0	8	2	7	5	2	3	0	2	3	5	2	2	-	4	-	-	-	3	2
	4.7	3.1	4.9	3.8	5.1	20.2 g	1.6	13.4	1.5	3.7	3.4	5.0	2.7	12.2		7.7				10.3	10.9
Mean	2.26	2.13	2.27	1.81	2.45	2.24	2.48	1.76	2.29	2.54	2.24	2.11	2.23	3.71	2.18	2.06	-	1.65	1.92	2.30	3.09
Standard Deviation	1.36	1.34	1.36	1.02	1.44	1.19	1.49	0.93	1.39	1.67	1.27	1.24	1.32	1.75	1.17	1.33	-	1.01	1.16	1.23	1.24
Standard Error	0.13	0.17	0.14	0.16	0.17	0.34	0.19	0.23	0.41	0.32	0.16	0.15	0.21	0.60	0.19	0.25		0.54	0.26	0.28	0.43

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4A. Why do you say that?
BASE: May or may not purchase CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	173	14	158	51	121	19	102	22	15	43	93	102	59	12	56	44	-	5	31	28	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	17	1	16	4	13	-	13	2	2	2	12	12	5	-	7	5	-	2	2	3	3
Total answering	155	14	142	47	108	19	89	21	12	41	81	90	54	12	49	39	-	4	29	25	10
	90.1	95.2	89.6	92.3	89.1	100.0 dEG	87.1	91.7	85.7	96.1	87.6	88.3	91.2	100.0 Lm	88.3	87.8		69.2	94.0	88.4	75.4
Happy with/used to what I have now	7	-	7	2	5	-	5	-	2	2	3	2	3	2	-	2	-	-	2	-	-
	4.2		4.6	3.4	4.6		5.6		13.0	4.0	4.0	1.8	6.1	13.9		4.2			5.7		
Have a lot of bulbs on hand/don't need any	14	1	13	3	12	-	12	1	-	5	9	9	4	2	4	5	-	-	3	4	2
	9.3	10.0	9.2	6.3	10.6		13.0	3.3		12.0	10.9	9.6	7.0	17.8	7.6	12.6			11.2	14.9	16.4
Don't know enough about them	2	0	2	0	2	-	2	0	-	-	2	2	0	0	2	-	-	-	2	-	-
	1.3	3.3	1.2	1.0	1.5		1.9	1.1			2.3	1.8	0.4	1.9	3.3				5.7		
Too expensive	16	1	15	6	10	3	7	6	0	5	5	7	8	-	4	3	-	-	5	2	-
	10.2	8.3	10.3	12.6	9.1	16.8	7.4	27.0 Ik	1.8	12.0	6.3	8.2	15.7		7.9	8.9			18.2	7.3	
Mercury is hazardous/ cause disposal problems	30	2	28	5	24	11	13	8	6	3	12	19	10	0	16	3	-	2	5	9	2
	19.1	15.0	19.5	11.2	22.6	58.2 DEG	14.8	40.7 Jk	46.9 Jk	8.0	14.9	21.1 N	19.5 N	1.9	31.4 P	9.0		43.9	17.0	34.1	18.6
Don't fit in my fixtures	4	0	3	2	2	-	2	-	0	3	-	0	3	-	0	-	-	-	0	-	-
	2.4	3.3	2.3	4.3	1.5		1.8		1.8	8.5		0.5	6.0		0.9				0.8		
Not bright enough	11	2	8	6	5	-	5	1	0	2	7	5	6	-	2	3	-	-	2	0	2
	6.8	18.2 C	5.7	12.0	4.6		5.6	3.3	3.6	5.5	8.9	5.7	10.3		3.8	8.3			7.2	0.8	16.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4A. Why do you say that?
BASE: May or may not purchase CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't last as long as they say	10 6.3	2 11.7	8 5.7	5 10.1	5 4.6	-	5 5.6	0 2.2	0 1.8	0 1.1	9 10.5 J	8 8.8	2 3.4	-	6 11.3	2 6.0	-	-	0 1.6	3 12.9	2 16.4
Don't like the color/ harshness of color	14 9.3	1 10.0	13 9.2	3 6.3	11 10.6	2 8.2	10 11.1	2 10.2	2 14.4	0 0.6	10 12.7 J	12 13.5	2 4.3	-	8 16.9	4 9.6	-	0 6.1	2 6.4	8 32.7 S	-
Take too long to light up	7 4.6	1 5.0	6 4.6	4 8.3	3 3.0	2 8.2	2 1.9	2 8.0	2 16.2	-	3 4.3	2 2.3	5 9.4	-	2 4.2	-	-	-	-	2 7.4	-
Do not save anything on energy bill	4 2.4	0 3.3	3 2.3	2 4.3	2 1.5	-	2 1.9	-	-	0 1.1	3 4.0	4 4.1	-	-	2 3.3	2 5.3	-	-	-	-	2 16.0
Just don't like them	14 8.8	1 5.0	13 9.1	9 18.4 Eg	5 4.6	-	5 5.6	0 1.1	2 13.0	8 19.8 Hk	4 4.5	8 9.2	5 9.5	0 1.9	3 7.0	3 8.3	-	-	2 5.5	0 0.9	-
Don't like being told what to use	3 2.2	0 1.7	3 2.3	2 3.9	2 1.5	-	2 1.9	0 1.1	-	2 3.9	2 2.0	3 3.6	0 0.4	-	2 3.3	2 4.1	-	-	-	-	2 16.4
Save on energy/ electricity	9 5.8	1 6.7	8 5.7	1 1.9	8 7.5	3 16.6	5 5.6	2 9.0	2 14.4	4 8.6	2 2.3	4 4.1	2 3.5	3 29.2	2 3.7	2 4.8	-	2 43.9	0 0.8	0 0.9	-
Last a long time	2 1.2	0 1.7	2 1.2	0 0.5	2 1.5	-	2 1.8	-	0 1.8	2 4.0	-	0 0.3	-	2 13.9	-	0 0.6	-	-	-	0 0.9	-
Helps environment	2 1.2	0 1.7	2 1.2	0 0.5	2 1.5	-	2 1.8	-	-	2 4.0	0 0.3	-	0 0.4	2 13.9	-	-	-	-	-	-	-

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4A. Why do you say that?
BASE: May or may not purchase CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Cost effective/saves money	10 6.6	0 3.3	10 6.9	0 1.0	10 9.0 D	3 16.6	7 7.4 d	2 9.0	2 12.6	5 12.0	2 2.3	2 2.1	3 6.5	5 41.2 LM	-	2 4.8	-	-	-	0 0.9	-
I'm open to trying them	6 3.9	1 8.3	5 3.4	3 5.8	3 3.0	-	3 3.7	-	0 3.6	2 5.7	3 4.0	4 4.2	0 0.8	2 15.5	2 4.2	2 4.2	-	-	0 0.8	2 7.4	-
Other	34 22.0	2 11.7	33 23.0 b	8 16.9	26 24.3 f	2 8.4	25 27.8 f	3 12.3	-	10 24.0	22 26.9	25 28.0 N	9 16.1	0 3.8	12 23.5	12 30.7	-	2 50.0	10 33.7	4 14.0	2 16.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4A. Why do you say that?
BASE: May or may not purchase CFLs

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	173	14	158	51	121	19	102	22	15	43	93	102	59	12	56	44	-	5	31	28	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Happy with/used to what I have now	7	-	7	2	5	-	5	-	2	2	3	2	3	2	-	2	-	-	2	-	-
	3.8		4.1	3.2	4.1		4.8		11.1	3.9	3.5	1.6	5.5	13.9		3.7			5.3		
Have a lot of bulbs on hand/don't need any	14	1	13	3	12	-	12	1	-	5	9	9	4	2	4	5	-	-	3	4	2
	8.4	9.5	8.3	5.8	9.5		11.3	3.0		11.5	9.6	8.5	6.3	17.8	6.7	11.1			10.5	13.2	12.3
Don't know enough about them	2	0	2	0	2	-	2	0	-	-	2	2	0	0	2	-	-	-	2	-	-
	1.2	3.2	1.0	0.9	1.4		1.6	1.0			2.0	1.6	0.4	1.9	2.9				5.3		
Too expensive	16	1	15	6	10	3	7	6	0	5	5	7	8	-	4	3	-	-	5	2	-
	9.2	8.0	9.3	11.7	8.1	16.8	6.4	24.8 Ik	1.6	11.5	5.5	7.2	14.3		6.9	7.8			17.2	6.4	
Mercury is hazardous/ cause disposal problems	30	2	28	5	24	11	13	8	6	3	12	19	10	0	16	3	-	2	5	9	2
	17.2	14.3	17.5	10.4	20.1	58.2 DEG	12.9	37.3 Jk	40.2 Jk	7.7	13.1	18.7 N	17.8 N	1.9	27.7 P	7.9		30.4	16.0	30.1	14.0
Don't fit in my fixtures	4	0	3	2	2	-	2	-	0	3	-	0	3	-	0	-	-	-	0	-	-
	2.1	3.2	2.1	4.0	1.4		1.6		1.6	8.2		0.4	5.5		0.8				0.7		
Not bright enough	11	2	8	6	5	-	5	1	0	2	7	5	6	-	2	3	-	-	2	0	2
	6.2	17.4 C	5.1	11.1	4.1		4.8	3.0	3.1	5.3	7.8	5.0	9.4		3.3	7.3			6.8	0.7	12.3
Don't last as long as they say	10	2	8	5	5	-	5	0	0	0	9	8	2	-	6	2	-	-	0	3	2
	5.6	11.1	5.1	9.3	4.1		4.8	2.0	1.6	1.1	9.2 j	7.8	3.1		10.0	5.3			1.5	11.4	12.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4A. Why do you say that?
BASE: May or may not purchase CFLs

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't like the color/ harshness of color	14 8.4	1 9.5	13 8.3	3 5.8	11 9.4	2 8.2	10 9.7	2 9.3	2 12.4	0 0.5	10 11.1 J	12 11.9	2 3.9	-	8 15.0	4 8.5	-	0 4.2	2 6.1	8 29.0 rs	-
Take too long to light up	7 4.1	1 4.8	6 4.1	4 7.6	3 2.7	2 8.2	2 1.6	2 7.3	2 13.9	-	3 3.7	2 2.1	5 8.6	-	2 3.7	-	-	-	-	2 6.6	-
Do not save anything on energy bill	4 2.1	0 3.2	3 2.1	2 4.0	2 1.4	-	2 1.6	-	-	0 1.1	3 3.5	4 3.6	-	-	2 2.9	2 4.6	-	-	-	-	2 12.0
Just don't like them	14 7.9	1 4.8	13 8.2	9 17.0 Eg	5 4.1	-	5 4.8	0 1.0	2 11.1	8 19.0 Hk	4 4.0	8 8.2	5 8.7	0 1.9	3 6.1	3 7.3	-	-	2 5.2	0 0.8	-
Don't like being told what to use	3 2.0	0 1.6	3 2.1	2 3.6	2 1.4	-	2 1.6	0 1.0	-	2 3.8	2 1.8	3 3.2	0 0.4	-	2 2.9	2 3.6	-	-	-	-	2 12.3
Save on energy/ electricity	9 5.2	1 6.4	8 5.1	1 1.8	8 6.7	3 16.6	5 4.8	2 8.2	2 12.4	4 8.2	2 2.0	4 3.6	2 3.2	3 29.2 m	2 3.3	2 4.2	-	2 30.4	0 0.7	0 0.8	-
Last a long time	2 1.1	0 1.6	2 1.0	0 0.4	2 1.4	-	2 1.6	-	0 1.6	2 3.9	-	0 0.2	-	2 13.9	-	0 0.5	-	-	-	0 0.8	-
Helps environment	2 1.1	0 1.6	2 1.0	0 0.4	2 1.4	-	2 1.6	-	-	2 3.9	0 0.2	-	0 0.4	2 13.9	-	-	-	-	-	-	-
Cost effective/saves money	10 5.9	0 3.2	10 6.2	0 0.9	10 8.1 D	3 16.6	7 6.4	2 8.2	2 10.8	5 11.6	2 2.0	2 1.8	3 5.9	5 41.2 LM	-	2 4.2	-	-	-	0 0.8	-

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

F4A. Why do you say that?
BASE: May or may not purchase CFLs

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
I'm open to trying them	6	1	5	3	3	-	3	-	0	2	3	4	0	2	2	2	-	-	0	2	-
	3.5	7.9	3.1	5.3	2.7		3.2		3.1	5.5	3.5	3.7	0.8	15.5	3.7	3.7			0.7	6.6	
Other	34	2	33	8	26	2	25	3	-	10	22	25	9	0	12	12	-	2	10	4	2
	19.9	11.1	20.6 b	15.6	21.7	8.4	24.2	11.3		23.1	23.6	24.7 N	14.7	3.8	20.8	26.9		34.6	31.6	12.4	12.3
Don't know	14	1	13	1	13	-	13	0	0	2	12	9	5	-	5	4	-	-	0	3	3
	8.0	4.8	8.3	1.3	10.9 D		12.9 D	1.0	3.1	3.9	12.4 H	8.5	8.8		8.8	8.5			0.7	11.6	24.6
Refused	3	-	3	3	-	-	-	2	2	-	-	3	-	-	2	2	-	2	2	-	-
	1.9		2.1	6.4				7.3	11.1			3.2			2.9	3.7		30.8	5.3		

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X1. Have you heard of Energy Star light fixtures?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	17	1	16	3	15	-	15	-	1	8	8	14	2	2	9	5	-	-	2	5	3
Total answering	589	61	528	172	416	55	362	72	45	170	302	445	132	12	314	120	-	17	99	173	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	236	20	216	67	169	23	146	32	12	66	127	194	42	0	142	52	-	3	36	74	57
	40.1	33.6	40.9 b	39.1	40.6	41.3	40.5	43.8 i	26.6	38.7	42.1 I	43.7 MN	31.6 N	2.0	45.3	43.1		20.8	36.5	42.6 r	54.3 RS
No	352	40	312	105	247	32	215	40	33	104	175	251	90	11	171	68	-	13	63	100	48
	59.9	66.4 c	59.1	60.9	59.4	58.7	59.5	56.2	73.4 hK	61.3	57.9	56.3	68.4 L	98.0 LM	54.7	56.9		79.2 tU	63.5 U	57.4	45.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X1. Have you heard of Energy Star light fixtures?

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	236	20	216	67	169	23	146	32	12	66	127	194	42	0	142	52	-	3	36	74	57
	39.0	33.1	39.7 b	38.5	39.2	41.3	38.9	43.8 i	26.2	36.9	40.9 i	42.4 MN	31.1 N	1.7	44.1	41.4		20.8	35.9	41.3	52.7 RS
No	352	40	312	105	247	32	215	40	33	104	175	251	90	11	171	68	-	13	63	100	48
	58.2	65.4 C	57.3	60.0	57.4	58.7	57.2	56.2	72.3 hjK	58.5	56.3	54.7	67.5 L	84.4 L	53.2	54.7		79.2 tU	62.5 U	55.7	44.3
Don't know	17	1	16	3	15	-	15	-	1	8	8	14	2	2	9	5	-	-	2	5	3
	2.9	1.5	3.0	1.4	3.4		3.9		1.5	4.6	2.7	3.0	1.4	13.9	2.7	3.9			1.6	3.0	3.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X3. Have you ever purchased one of these fixtures?
BASE: Aware of Energy Star light fixtures

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	236	20	216	67	169	23	146	32	12	66	127	194	42	0	142	52	-	3	36	74	57
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	10	0	10	3	7	2	5	2	3	2	3	8	2	-	5	3	-	3	2	2	2
Total answering	226	20	206	64	162	21	141	30	8	64	124	186	40	0	137	48	-	0	34	72	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	74	7	67	22	53	-	53	7	2	26	40	61	13	-	48	13	-	-	7	28	17
	32.8	34.8	32.6	33.8	32.4		37.2	21.8	18.9	40.7	32.3	32.7	33.5		35.0	26.4			21.7	38.3	31.3
No	152	13	139	42	110	21	89	23	7	38	84	125	26	0	89	36	-	0	27	45	38
	67.2	65.2	67.4	66.2	67.6	100.0 DEG	62.8	78.2	81.1	59.3	67.7	67.3	66.5	100.0 LM	65.0	73.6		100.0 STU	78.3	61.7	68.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X3. Have you ever purchased one of these fixtures?
BASE: Aware of Energy Star light fixtures

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	236	20	216	67	169	23	146	32	12	66	127	194	42	0	142	52	-	3	36	74	57
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	74	7	67	22	53	-	53	7	2	26	40	61	13	-	48	13	-	-	7	28	17
	31.4	34.4	31.1	32.1	31.1		35.9	20.7	13.3	39.6 hI	31.5	31.3	32.0		33.8	24.8			20.7	37.5	30.4
No	152	13	139	42	110	21	89	23	7	38	84	125	26	0	89	36	-	0	27	45	38
	64.4	64.5	64.4	62.8	65.0	92.8 DEG	60.7	74.1	57.4	57.9	66.0	64.5	63.5	100.0 LM	62.7	69.0		6.5	74.7 R	60.3 R	66.7 R
Don't know	10	0	10	3	7	2	5	2	3	2	3	8	2	-	5	3	-	3	2	2	2
	4.2	1.1	4.5	5.2	3.9	7.2	3.4	5.1	29.2 hJK	2.5	2.6	4.2	4.5		3.5	6.3		93.5 STU	4.5	2.2	2.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a "regular" fixture that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	74	7	67	22	53	-	53	7	2	26	40	61	13	-	48	13	-	-	7	28	17
	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0			100.0	100.0	100.0
Don't know/Refused	12	2	10	5	7	-	7	2	1	2	7	10	2	-	5	5	-	-	0	2	2
Total answering	63	5	57	17	46	-	46	5	1	24	33	51	12	-	43	8	-	-	7	25	15
	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0			100.0	100.0	100.0
Reduce electricity bill	11	-	11	2	10	-	10	-	-	8	3	11	-	-	10	2	-	-	2	5	5
	18.3		20.0	9.7	21.4		21.4			34.3 k	10.0	22.5			22.6	21.4			23.4	19.3	32.0
Save/conserve energy	17	0	16	3	13	-	13	-	-	10	7	17	-	-	13	3	-	-	0	8	7
	26.5	4.4	28.5 B	20.8	28.6		28.6			42.2	19.8	32.5			30.7	42.4			3.2	32.2 S	42.5 S
Remodelling room(s)/home	7	1	7	2	5	-	5	2	-	3	2	4	3	-	2	2	-	-	2	2	0
	11.6	13.1	11.5	14.1	10.7		10.7	43.0		13.8	5.7	7.8	28.6		4.8	24.4			23.4	8.3	1.5
Extra cost for compact fluorescent fixture was minimal	3	-	3	2	2	-	2	-	-	-	3	3	-	-	3	-	-	-	-	-	2
	5.2		5.7	9.7	3.6		3.6				9.9	6.4			7.5						10.7
Energy savings worth the extra up-front cost, acceptable payback	5	0	5	0	5	-	5	-	-	2	4	4	2	-	2	2	-	-	-	3	0
	8.2	4.4	8.6	1.4	10.7		10.7			6.9	10.7	6.9	14.3		4.3	21.4				13.0	1.5
It is the "right thing to do" (environmental/ resource conservation benefits	0	0	-	0	-	-	-	-	-	0	-	0	-	-	-	0	-	-	-	-	0
	0.4	4.4		1.4						1.0		0.4				3.0					1.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a "regular" fixture that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Product works better/is higher quality	8 12.3	1 21.8	7 11.4	4 26.5	3 7.2	-	3 7.2	2 43.0 j	0 25.0	0 1.0	5 15.5 j	8 15.0	-	-	7 17.2	0 3.0	-	-	2 26.6	4 14.6	2 13.7
Like to have new, high-tech products	2 3.0	0 4.0	2 2.9	0 1.3	2 3.6	-	2 3.6	-	-	0 0.9	2 5.0	2 3.6	-	-	2 4.3	-	-	-	-	2 7.3	-
Salesperson convinced me it was the best choice	2 2.6	-	2 2.9	-	2 3.6	-	2 3.6	-	-	2 6.9	-	-	2 14.3	-	-	-	-	-	-	-	-
To try them out	7 10.8	0 4.4	7 11.4	2 11.1	5 10.7	-	5 10.7	-	-	2 6.8	5 15.7	5 10.0	2 14.3	-	5 11.8	-	-	-	-	3 13.7	2 10.7
It fit the space	10 15.3	1 26.2	8 14.3	3 18.0	7 14.3	-	7 14.3	0 9.3	0 50.0	3 14.6	5 15.7	8 15.5	2 14.3	-	8 17.7	0 3.0	-	-	2 23.4	6 22.9 u	0 2.9
It has the right amount of light for my needs	6 9.7	1 21.8	5 8.6	1 6.9	5 10.7	-	5 10.7	0 9.3	0 25.0	3 13.8	2 6.4	4 8.7	2 14.3	-	4 9.7	0 3.0	-	-	2 26.6	0 1.8	2 13.6
Other	2 3.4	0 8.7	2 2.9	0 2.7	2 3.6	-	2 3.6	-	-	-	2 6.4	2 4.1	-	-	2 4.3	0 3.0	-	-	-	2 6.5	0 2.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a "regular" fixture that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	74 100.0	7 100.0	67 100.0	22 100.0	53 100.0	-	53 100.0	7 100.0	2 100.0	26 100.0	40 100.0	61 100.0	13 100.0	-	48 100.0	13 100.0	-	-	7 100.0	28 100.0	17 100.0
Reduce electricity bill	11 15.5	-	11 17.1	2 7.4	10 18.7	-	10 18.7	-	-	8 31.3 k	3 8.2	11 18.9	-	-	10 20.5	2 12.8	-	-	2 21.9	5 17.7	5 28.2
Save/conserve energy	17 22.3	0 3.2	16 24.3 B	3 15.9	13 25.0	-	13 25.0	-	-	10 38.5	7 16.4	17 27.3	-	-	13 27.8	3 25.4	-	-	0 3.0	8 29.5 S	7 37.4 S
Remodelling room(s)/home	7 9.8	1 9.7	7 9.8	2 10.8	5 9.4	-	5 9.4	2 32.2	-	3 12.6	2 4.7	4 6.5	3 24.6	-	2 4.4	2 14.6	-	-	2 21.9	2 7.6	0 1.3
Extra cost for compact fluorescent fixture was minimal	3 4.4	-	3 4.8	2 7.4	2 3.1	-	2 3.1	-	-	-	3 8.1	3 5.3	-	-	3 6.8	-	-	-	-	-	2 9.4
Energy savings worth the extra up-front cost, acceptable payback	5 7.0	0 3.2	5 7.3	0 1.1	5 9.4	-	5 9.4	-	-	2 6.3	4 8.8	4 5.8	2 12.3	-	2 3.9	2 12.8	-	-	-	3 11.9	0 1.3
It is the "right thing to do" (environmental/ resource conservation benefits	0 0.3	0 3.2	-	0 1.0	-	-	-	-	-	0 0.9	-	0 0.4	-	-	-	0 1.8	-	-	-	-	0 1.3
Product works better/is higher quality	8 10.3	1 16.2	7 9.7	4 20.3	3 6.3	-	3 6.3	2 32.2	0 14.3	0 0.9	5 12.8 j	8 12.6	-	-	7 15.5 p	0 1.8	-	-	2 25.0	4 13.4	2 12.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X4. Thinking about your most recent compact fluorescent fixture purchase, why did you choose it over a "regular" fixture that uses screw-based bulbs?
BASE: Purchased compact fluorescent fixtures

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Like to have new, high-tech products	2 2.5	0 3.0	2 2.4	0 1.0	2 3.1	-	2 3.1	-	-	0 0.8	2 4.1	2 3.1	-	-	2 3.9	-	-	-	-	2 6.7	-
Salesperson convinced me it was the best choice	2 2.2	-	2 2.4	-	2 3.1	-	2 3.1	-	-	2 6.3	-	-	2 12.3	-	-	-	-	-	-	-	-
To try them out	7 9.1	0 3.2	7 9.7	2 8.5	5 9.4	-	5 9.4	-	-	2 6.2	5 12.9	5 8.4	2 12.3	-	5 10.7	-	-	-	-	3 12.6	2 9.4
It fit the space	10 12.9	1 19.4	8 12.2	3 13.7	7 12.5	-	7 12.5	0 6.9	0 28.6	3 13.3	5 12.9	8 13.0	2 12.3	-	8 16.0 p	0 1.8	-	-	2 22.0	6 21.0 u	0 2.6
It has the right amount of light for my needs	6 8.2	1 16.2	5 7.3	1 5.3	5 9.4	-	5 9.4	0 6.9	0 14.3	3 12.6	2 5.2	4 7.3	2 12.3	-	4 8.7	0 1.8	-	-	2 25.0	0 1.6	2 12.0
Other	2 2.8	0 6.5	2 2.4	0 2.1	2 3.1	-	2 3.1	-	-	-	2 5.2	2 3.5	-	-	2 3.9	0 1.8	-	-	-	2 5.9	0 2.6
Don't know	12 15.7	2 25.8	10 14.6	5 23.5	7 12.5	-	7 12.5	2 25.2	1 42.9 j	2 8.8	7 17.6	10 16.1	2 14.0	-	5 9.7	5 40.1 o	-	-	0 6.1	2 8.4	2 12.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	74	7	67	22	53	-	53	7	2	26	40	61	13	-	48	13	-	-	7	28	17
	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0			100.0	100.0	100.0
Don't know/Refused	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	0	-	-	-	0	0
Total answering	74	7	67	21	53	-	53	6	2	26	40	60	13	-	48	13	-	-	7	27	17
	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0			100.0	100.0	100.0
1-not at all satisfied	7	0	7	0	7	-	7	-	-	5	2	7	-	-	5	2	-	-	3	2	2
	9.2	3.5	9.8	1.1	12.5 d		12.5 d			18.9	4.7	11.3			10.8	13.1			43.9 t	6.0	10.8
2	2	0	2	0	2	-	2	-	-	-	2	2	-	-	2	0	-	-	-	2	0
	2.5	3.5	2.4	1.1	3.1		3.1				4.7	3.1			3.4	1.8				6.0	1.3
3	3	0	3	2	2	-	2	-	-	-	3	3	-	-	3	-	-	-	-	2	0
	4.7	3.5	4.8	8.7	3.1		3.1				8.7	5.8			7.3					5.8	1.3
4	2	0	2	0	2	-	2	-	-	-	2	0	2	-	0	-	-	-	-	0	-
	2.5	3.5	2.4	1.1	3.1		3.1				4.7	0.4	12.3		0.5					0.8	
5	9	1	8	2	7	-	7	2	-	4	3	4	5	-	4	-	-	-	-	2	2
	12.1	10.3	12.2	11.0	12.5		12.5	26.1		15.2	8.3	6.6	36.8 l		8.3					8.5	9.5
6	3	0	3	2	2	-	2	-	-	3	-	3	-	-	0	3	-	-	-	-	0
	4.7	3.4	4.8	8.7	3.1		3.1			13.3		5.8			0.5	25.9 o					1.3
7	9	1	8	1	8	-	8	0	0	-	8	7	2	-	5	2	-	-	-	0	5
	12.1	10.4	12.2	3.2	15.6		15.6	3.6	14.3		21.3	12.0	12.3		10.8	16.7				0.8	31.2 T

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
8	7	1	7	1	7	-	7	1	-	-	7	7	-	-	7	-	-	-	4	2	2
	9.8	10.4	9.8	3.2	12.5		12.5	10.8			16.6	12.0			15.2				47.0 t	6.8	10.9
9	4	1	3	1	3	-	3	-	0	2	2	4	0	-	4	-	-	-	0	2	2
	5.4	10.1	4.9	3.1	6.2		6.2		14.3	7.1	4.7	6.2	1.7		7.8				3.0	6.8	9.5
10-very satisfied	27	3	24	12	15	-	15	4	1	12	10	22	5	-	17	5	-	-	0	16	4
	36.9	41.5	36.5	58.9 EG	28.1		28.1	59.5	71.4 K	45.5	26.3	36.9	36.9		35.5	42.5			6.1	58.5 SU	24.1
Mean	7.08	7.69	7.02	8.06	6.69	-	6.69	8.37	9.43	6.94	6.88	7.09	7.04	-	7.08	7.14	-	-	5.08	7.87	7.05
Standard Deviation	3.04	2.91	3.06	2.71	3.10	-	3.10	2.35	1.73	3.52	2.82	3.15	2.54	-	3.19	3.17	-	-	3.91	3.20	2.82
Standard Error	0.43	0.54	0.48	0.64	0.55		0.55	1.08	0.65	0.86	0.56	0.50	0.88		0.56	1.10			1.73	0.74	0.81

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NEEA 2012 Consumer Lighting Survey (#6065)

X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	74	7	67	22	53	-	53	7	2	26	40	61	13	-	48	13	-	-	7	28	17
	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0			100.0	100.0	100.0
1-not at all satisfied	7	0	7	0	7	-	7	-	-	5	2	7	-	-	5	2	-	-	3	2	2
	9.2	3.2	9.8	1.1	12.5 d		12.5 d			18.9	4.7	11.2			10.7	12.8			43.9 t	5.9	10.7
2	2	0	2	0	2	-	2	-	-	-	2	2	-	-	2	0	-	-	-	2	0
	2.5	3.2	2.4	1.1	3.1		3.1				4.7	3.1			3.4	1.8				5.9	1.3
3	3	0	3	2	2	-	2	-	-	-	3	3	-	-	3	-	-	-	-	2	0
	4.7	3.2	4.8	8.5	3.1		3.1				8.7	5.7			7.2					5.8	1.3
4	2	0	2	0	2	-	2	-	-	-	2	0	2	-	0	-	-	-	-	0	-
	2.5	3.2	2.4	1.1	3.1		3.1				4.7	0.4	12.3		0.5					0.8	
5	9	1	8	2	7	-	7	2	-	4	3	4	5	-	4	-	-	-	-	2	2
	12.0	9.7	12.2	10.8	12.5		12.5	25.2		15.2	8.2	6.5	36.8 l		8.3					8.4	9.4
6	3	0	3	2	2	-	2	-	-	3	-	3	-	-	0	3	-	-	-	-	0
	4.7	3.2	4.8	8.5	3.1		3.1			13.3		5.7			0.5	25.4 o					1.3
7	9	1	8	1	8	-	8	0	0	-	8	7	2	-	5	2	-	-	-	0	5
	12.0	9.7	12.2	3.2	15.6		15.6	3.5	14.3		21.1	11.9	12.3		10.8	16.4				0.8	30.8 T
8	7	1	7	1	7	-	7	1	-	-	7	7	-	-	7	-	-	-	4	2	2
	9.8	9.7	9.8	3.2	12.5		12.5	10.4			16.5	11.9			15.1				47.0 t	6.8	10.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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X7. How satisfied are you with the fixture(s)?
BASE: Purchased compact fluorescent fixtures

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
9	4	1	3	1	3	-	3	-	0	2	2	4	0	-	4	-	-	-	0	2	2
	5.3	9.5	4.9	3.1	6.2		6.2		14.3	7.1	4.7	6.1	1.7		7.8				3.0	6.7	9.4
10-very satisfied	27	3	24	12	15	-	15	4	1	12	10	22	5	-	17	5	-	-	0	16	4
	36.7	38.8	36.5	57.6 EG	28.1		28.1	57.4	71.4 K	45.5	26.2	36.7	36.9		35.3	41.8			6.1	58.0 SU	23.8
Don't know	0	0	-	0	-	-	-	0	-	-	0	0	-	-	0	0	-	-	-	0	0
	0.6	6.5		2.1				3.5			0.6	0.7			0.5	1.8				0.8	1.3
Mean	7.08	7.69	7.02	8.06	6.69	-	6.69	8.37	9.43	6.94	6.88	7.09	7.04	-	7.08	7.14	-	-	5.08	7.87	7.05
Standard Deviation	3.04	2.91	3.06	2.71	3.10	-	3.10	2.35	1.73	3.52	2.82	3.15	2.54	-	3.19	3.17	-	-	3.91	3.20	2.82
Standard Error	0.43	0.54	0.48	0.64	0.55		0.55	1.08	0.65	0.86	0.56	0.50	0.88		0.56	1.10			1.73	0.74	0.81

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	1	1	-	1	-	-	-	-	0	-	1	0	0	0	0	-	-	-	-	0	-
Total answering	605	61	544	174	431	55	376	72	45	178	310	458	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	278	31	246	76	202	23	179	33	14	83	148	226	50	2	162	60	-	6	53	82	63
	45.9	51.5	45.3	43.6	46.8	41.4	47.6	45.9	30.3	46.4 i	47.8 I	49.3 MN	37.1	15.9	50.3	48.1		34.4	52.5	46.1	57.4
No	328	29	298	98	229	32	197	39	31	95	162	232	84	11	160	65	-	11	48	96	46
	54.1	48.5	54.7	56.4	53.2	58.6	52.4	54.1	69.7 jK	53.6	52.2	50.7	62.9 L	84.1 L	49.7	51.9		65.6	47.5	53.9	42.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V1. Are you aware of any legislation in the United States that may affect the availability of certain types of light bulbs?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	278	31	246	76	202	23	179	33	14	83	148	226	50	2	162	60	-	6	53	82	63
	45.8	50.7	45.3	43.3	46.8	41.4	47.6	45.9	30.1	46.4 i	47.7 I	49.3 MN	37.0 n	15.6	50.3	48.1		34.4	52.5	46.0	57.4
No	328	29	298	98	229	32	197	39	31	95	162	232	84	11	160	65	-	11	48	96	46
	54.0	47.8	54.7 b	56.1	53.2	58.6	52.4	54.1	69.4 jK	53.6	52.1	50.7	62.6 L	82.7 L	49.7	51.9		65.6	47.5	53.8	42.6
Don't know	1	1	-	1	-	-	-	-	0	-	1	0	0	0	0	-	-	-	-	0	-
	0.1	1.5		0.5					0.5		0.2	*	0.3	1.7	0.1					0.1	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V2. In 2007, Congress passed legislation that will phase out most traditional incandescent light bulbs by 2014, were you aware of this legislation?

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	5	0	5	0	5	-	5	-	0	2	3	5	0	-	5	-	-	-	-	5	-
Total answering	601	61	540	175	426	55	371	72	45	177	307	454	134	13	317	125	-	17	100	174	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	345	37	308	106	239	34	205	47	23	101	175	289	51	5	200	84	-	11	61	109	75
	57.5	60.9	57.1	60.8	56.2	61.9	55.3	64.6	50.6	57.3	56.9	63.7 M	38.3	38.1	63.1	67.5		65.1	60.3	62.8	68.5
No	255	24	231	68	187	21	166	25	22	75	132	164	83	8	117	41	-	6	40	65	34
	42.5	39.1	42.9	39.2	43.8	38.1	44.7	35.4	49.4	42.7	43.1	36.3	61.7 L	61.9	36.9	32.5		34.9	39.7	37.2	31.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V2. In 2007, Congress passed legislation that will phase out most traditional incandescent light bulbs by 2014, were you aware of this legislation?

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	345	37	308	106	239	34	205	47	23	101	175	289	51	5	200	84	-	11	61	109	75
	57.0	60.7	56.6	60.7	55.5	61.9	54.6	64.6	50.3	56.8	56.3	63.1 M	38.2	38.1	62.2	67.5		65.1	60.3	61.1	68.5
No	255	24	231	68	187	21	166	25	22	75	132	164	83	8	117	41	-	6	40	65	34
	42.1	39.0	42.5	39.2	43.3	38.1	44.1	35.4	49.2	42.3	42.6	35.9	61.6 L	61.9	36.3	32.5		34.9	39.7	36.2	31.5
Don't know	5	0	5	0	5	-	5	-	0	2	3	5	0	-	5	-	-	-	-	5	-
	0.9	0.4	0.9	0.1	1.1		1.3		0.5	0.9	1.1	1.1	0.2		1.5					2.8	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V3. Were you aware that 100-watt light bulbs are being phased out?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	2	0	2	0	2	-	2	0	-	-	2	2	-	-	-	2	-	0	2	0	-
Total answering	604	61	543	174	430	55	375	72	45	178	309	456	134	13	322	123	-	17	99	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	250	25	225	71	179	26	153	34	20	76	119	198	50	2	138	57	-	7	45	76	45
	41.4	40.7	41.4	40.8	41.6	47.0	40.8	47.2	44.7	42.8	38.7	43.3 N	37.2	17.3	42.8	46.7		40.9	45.9	42.8	41.1
No	354	36	318	103	251	29	222	38	25	102	189	259	84	11	184	65	-	10	53	102	64
	58.6	59.3	58.6	59.2	58.4	53.0	59.2	52.8	55.3	57.2	61.3	56.7	62.8	82.7 L	57.2	53.3		59.1	54.1	57.2	58.9

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V3. Were you aware that 100-watt light bulbs are being phased out?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Yes	250	25	225	71	179	26	153	34	20	76	119	198	50	2	138	57	-	7	45	76	45
	41.2	40.4	41.3	40.7	41.4	47.0	40.6	47.0	44.7	42.8	38.5	43.1 N	37.2	17.3	42.8	45.9		40.3	45.2	42.7	41.1
No	354	36	318	103	251	29	222	38	25	102	189	259	84	11	184	65	-	10	53	102	64
	58.4	58.8	58.4	59.0	58.2	53.0	59.0	52.7	55.3	57.2	60.9	56.5	62.8	82.7 L	57.2	52.4		58.3	53.2	57.2	58.9
Don't know	2	0	2	0	2	-	2	0	-	-	2	2	-	-	-	2	-	0	2	0	-
	0.3	0.7	0.3	0.3	0.4		0.4	0.3			0.6	0.5				1.7		1.4	1.6	0.1	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V4. When traditional 100-watt light bulbs are no longer available, which of the following things are you most likely to do?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	103	11	91	34	69	11	58	12	9	33	48	69	31	3	48	14	-	3	13	26	12
Total answering	495	49	447	136	359	44	316	57	36	144	257	384	101	11	272	107	-	13	86	151	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Switch to a new type of light bulb	275	28	247	72	203	21	182	27	18	88	142	233	38	4	174	54	-	2	38	109	67
	55.5	57.0	55.3	52.5	56.6	48.1	57.8	47.2	48.6	60.8	55.3	60.7 M	37.9	34.5	64.0 p	50.9		17.5	44.3 r	72.2 RS	70.7 RS
Keep using traditional light bulbs but switch to lower wattage	201	20	181	60	141	18	123	28	17	55	101	136	58	7	87	49	-	11	46	35	24
	40.6	40.7	40.6	44.3	39.3	40.8	39.1	49.6	47.0	37.9	39.3	35.6	57.3 L	65.5 l	32.0	45.9 O		80.8 sTU	53.7 TU	23.0	25.5
Stockpile 100 watt bulbs	6	1	5	4	2	-	2	2	0	-	3	4	2	-	2	2	-	-	2	0	2
	1.1	1.4	1.1	2.9	0.5		0.5	3.3	0.6		1.4	1.0	1.8		0.7	1.7			1.9	0.2	1.7
Go to a higher wattage	2	0	2	0	2	-	2	0	-	0	2	2	-	-	0	2	-	-	-	2	-
	0.4	0.9	0.4	0.3	0.5		0.5	0.4		0.2	0.6	0.5			0.2	1.5				1.4	
Something else	19	1	18	4	15	5	10	2	2	2	14	14	5	-	11	4	-	0	2	7	4
	3.9	2.3	4.0	3.2	4.1	11.1	3.1	3.3	4.3	1.3	5.4 j	3.7	4.8		4.0	3.3		1.7	1.9	4.8	3.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V4. When traditional 100-watt light bulbs are no longer available, which of the following things are you most likely to do?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Switch to a new type of light bulb	275	28	247	72	203	21	182	27	18	88	142	233	38	4	174	54	-	2	38	109	67
	45.4	45.2	45.4	41.0	47.2	38.1	48.5	37.6	39.1	49.3	45.8	50.8 M	28.6	27.3	54.0	43.7		13.9	37.8 R	60.9 RS	61.5 RS
Keep using traditional light bulbs but switch to lower wattage	201	20	181	60	141	18	123	28	17	55	101	136	58	7	87	49	-	11	46	35	24
	33.2	32.3	33.3	34.5	32.7	32.3	32.8	39.5	37.8	30.7	32.6	29.7	43.2 L	52.0	27.0	39.4 O		63.9 TU	45.8 TU	19.4	22.2
Stockpile 100 watt bulbs	6	1	5	4	2	-	2	2	0	-	3	4	2	-	2	2	-	-	2	0	2
	0.9	1.1	0.9	2.2	0.4		0.4	2.6	0.5		1.1	0.8	1.4		0.6	1.5			1.6	0.1	1.5
Go to a higher wattage	2	0	2	0	2	-	2	0	-	0	2	2	-	-	0	2	-	-	-	2	-
	0.3	0.7	0.3	0.3	0.4		0.4	0.3		0.1	0.5	0.5			0.1	1.3				1.2	
Something else	19	1	18	4	15	5	10	2	2	2	14	14	5	-	11	4	-	0	2	7	4
	3.2	1.8	3.3	2.5	3.4	8.8	2.6	2.6	3.5	1.0	4.5 J	3.1	3.6		3.3	2.8		1.4	1.6	4.1	3.2
Don't know	99	11	88	34	66	11	54	12	9	32	46	65	31	3	44	14	-	3	13	26	12
	16.4	18.0	16.2	19.2	15.2	20.7	14.4	17.3	19.2	17.7	15.0	14.3	23.1 l	20.7	13.8	11.3		19.5	13.1	14.4	11.3
Refused	4	0	3	0	3	-	3	-	-	2	2	4	-	-	4	-	-	0	-	-	-
	0.6	0.4	0.6	0.1	0.8		0.9			1.0	0.5	0.8			1.1			1.4			

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V5. Which type of light bulbs are you most likely to switch to?
BASE: Switch to a new type of bulb

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	275	28	247	72	203	21	182	27	18	88	142	233	38	4	174	54	-	2	38	109	67
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	41	4	37	12	29	6	23	5	4	17	16	30	9	2	16	13	-	2	2	16	3
Total answering	234	24	210	60	174	14	159	22	14	71	126	203	29	2	158	42	-	1	36	93	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
LED	45	3	42	12	33	5	28	2	4	18	21	39	6	-	26	13	-	-	2	21	16
	19.3	11.6	20.1 b	20.7	18.8	33.0	17.5	10.5	27.2	25.8	16.3	19.0	22.3		16.5	30.0			4.4	22.5 S	24.4 S
Halogen	11	1	10	3	8	-	8	2	0	-	9	9	2	-	5	4	-	-	0	5	-
	4.7	4.8	4.7	4.6	4.7		5.2	8.4	3.2		6.9	4.4	7.2		3.3	8.9			1.3	5.3	
CFL	178	19	158	45	133	10	123	18	10	53	97	155	21	2	127	26	-	1	34	67	49
	75.9	82.7	75.2	74.3	76.5	67.0	77.3	81.1	69.6	73.8	76.9	76.5	70.5	100.0 LM	80.1 p	61.1		100.0 TU	94.3 TU	71.9	75.6
Other	0	0	-	0	-	-	-	-	-	0	-	0	-	-	0	-	-	-	-	0	-
	0.1	1.0		0.4						0.3		0.1			0.1					0.2	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

V5. Which type of light bulbs are you most likely to switch to?
BASE: Switch to a new type of bulb

BANNER 1

		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	275	28	247	72	203	21	182	27	18	88	142	233	38	4	174	54	-	2	38	109	67
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
LED	45	3	42	12	33	5	28	2	4	18	21	39	6	-	26	13	-	-	2	21	16
	16.4	9.8	17.2 b	17.3	16.1	22.9	15.3	8.6	21.6	21.0	14.4	16.6	16.9		14.9	23.1			4.2	19.2 S	23.4 S
Halogen	11	1	10	3	8	-	8	2	0	-	9	9	2	-	5	4	-	-	0	5	-
	4.0	4.1	4.0	3.9	4.0		4.5	6.9	2.6		6.1	3.8	5.5		3.0	6.9			1.2	4.5	
CFL	178	19	158	45	133	10	123	18	10	53	97	155	21	2	127	26	-	1	34	67	49
	64.6	69.9	64.0	62.3	65.4	46.3	67.6	66.7	55.3	59.9	68.2	66.6	53.4	55.3	72.8 P	47.0		29.3	89.2 rTu	61.3	72.5
Other	0	0	-	0	-	-	-	-	-	0	-	0	-	-	0	-	-	-	-	0	-
	0.1	0.8		0.3						0.3		0.1			0.1					0.2	
Don't know	41	4	37	12	29	6	23	5	4	17	16	30	9	2	16	13	-	2	2	16	3
	14.9	15.5	14.9	16.2	14.5	30.8	12.6	17.8	20.6	18.9	11.2	12.9	24.2	44.7	9.2	23.0 o		70.7 stU	5.5	14.7 U	4.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D1. What type of home do you live in?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	7	1	7	1	7	2	5	0	2	0	5	7	0	-	7	-	-	0	3	3	-
Total answering	599	61	538	174	425	53	371	72	44	178	305	452	134	13	315	125	-	17	97	175	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Mobile home	55	6	49	29	26	2	25	12	5	15	22	41	14	0	27	10	-	2	12	17	6
	9.2	9.7	9.1	16.5 EFG	6.2	3.1	6.6	16.9 k	12.1	8.5	7.3	9.0	10.5	3.4	8.7	7.9		10.0	12.6	9.7	5.4
Single-family (attached or detached)	458	50	409	131	328	47	281	55	37	137	229	361	88	9	253	102	-	11	66	141	100
	75.6	80.9 c	75.1	74.7	76.0	85.3	74.7	77.0	81.9	76.8	73.8	78.7 M	65.8	68.8	78.4	81.4		65.1	65.4	79.1 S	91.5 rST
Apartment	58	4	54	11	48	3	44	4	1	16	38	32	23	4	21	9	-	2	12	14	0
	9.7	7.1	10.0	6.2	11.2 d	6.1	11.9 D	5.5	2.6	8.8 i	12.3 hI	7.0	17.2 L	27.8	6.5	7.5		12.7	12.5 U	7.9 U	0.2
Condo	16	1	15	1	15	2	13	0	-	2	13	11	5	-	10	1	-	2	5	3	-
	2.6	1.5	2.7	0.5	3.5 D	3.1	3.5 D	0.3		1.3	4.3 Hj	2.3	3.9		3.1 p	0.5		11.3	5.5	1.9	
Other	11	-	11	3	8	-	8	-	-	8	3	8	3	-	5	3	-	-	2	-	3
	1.9		2.1	1.8	1.9		2.2			4.6 k	1.1	1.8	2.4		1.5	2.6			1.7		3.0

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D1. What type of home do you live in?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Mobile home	55	6	49	29	26	2	25	12	5	15	22	41	14	0	27	10	-	2	12	17	6
	9.1	9.6	9.0	16.4 EFG	6.1	3.0	6.6	16.9 k	11.6	8.5	7.2	8.8	10.4	3.4	8.5	7.9		9.8	12.2	9.5	5.4
Single-family (attached or detached)	458	50	409	131	328	47	281	55	37	137	229	361	88	9	253	102	-	11	66	141	100
	75.6	80.9 c	75.1	74.7	76.0	85.3	74.7	77.0	81.9	76.8	73.8	78.7 M	65.8	68.8	78.4	81.4		65.1	65.4	79.1 S	91.5 rST
Apartment	58	4	54	11	48	3	44	4	1	16	38	32	23	4	21	9	-	2	12	14	0
	9.6	7.0	9.9	6.1	11.0 d	5.9	11.8 D	5.5	2.5	8.8 i	12.1 hI	6.9	17.2 L	27.8	6.4	7.5		12.5	12.1 U	7.7 U	0.2
Condo	16	1	15	1	15	2	13	0	-	2	13	11	5	-	10	1	-	2	5	3	-
	2.6	1.5	2.7	0.5	3.4 D	3.0	3.5 D	0.3		1.3	4.2 Hj	2.3	3.8		3.1 p	0.5		11.2	5.4	1.8	
Other	11	-	11	3	8	-	8	-	-	8	3	8	3	-	5	3	-	-	2	-	3
	1.9		2.1	1.8	1.9		2.2			4.6 k	1.0	1.8	2.4		1.5	2.6			1.6		3.0
Don't know	0	0	-	0	-	-	-	-	0	-	-	-	0	-	-	-	-	-	-	-	-
	*	0.4		0.1					0.5				0.2								
Refused	7	0	7	0	7	2	5	0	2	0	5	7	0	-	7	-	-	0	3	3	-
	1.1	0.7	1.2	0.3	1.5	2.9	1.3	0.3	3.5	0.1	1.6	1.5	0.2		2.1			1.4	3.2	1.8	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D2. Do you own your home or do you rent?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	14	1	13	4	10	2	8	4	2	2	7	12	2	0	10	-	-	0	3	7	2
Total answering	592	60	531	170	421	53	368	68	44	176	303	447	132	13	312	125	-	17	97	172	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Own	487	52	435	151	336	44	293	57	40	143	247	378	100	9	264	103	-	14	73	147	98
	82.3	86.5	81.8	88.6 EG	79.8	81.8	79.5	82.8	92.1 jK	81.4	81.3	84.5 m	75.8	71.7	84.7	83.0		87.3	75.0	85.5 s	91.7 S
Rent	105	8	97	19	85	10	76	12	3	33	57	69	32	4	48	21	-	2	24	25	9
	17.7	13.5	18.2	11.4	20.2 D	18.2	20.5 D	17.2	7.9	18.6 i	18.7 I	15.5	24.2 l	28.3	15.3	17.0		12.7	25.0 tU	14.5	8.3

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D2. Do you own your home or do you rent?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Own	487	52	435	151	336	44	293	57	40	143	247	378	100	9	264	103	-	14	73	147	98
	80.4	84.9	79.9	86.4 EG	77.9	79.4	77.7	78.8	88.5	80.5	79.5	82.3	74.7	70.5	82.0	83.0		86.1	72.6	82.4	90.2 S
Rent	105	8	97	19	85	10	76	12	3	33	57	69	32	4	48	21	-	2	24	25	9
	17.3	13.2	17.7	11.1	19.8 D	17.7	20.1 D	16.4	7.6	18.4 I	18.2 I	15.1	23.8 l	27.8	14.9	17.0		12.5	24.2 tU	14.0	8.1
Don't know	0	0	-	0	-	-	-	-	-	-	0	-	0	0	-	-	-	-	-	-	-
	0.1	0.7		0.3							0.1		0.2	1.7							
Refused	14	1	13	4	10	2	8	4	2	2	7	12	2	-	10	-	-	0	3	7	2
	2.3	1.1	2.4	2.3	2.3	2.9	2.2	4.9	4.0	1.0	2.1	2.6	1.4		3.2			1.4	3.2	3.7	1.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606 100.0	62 100.0	544 100.0	175 100.0	431 100.0	55 100.0	376 100.0	72 100.0	45 100.0	178 100.0	310 100.0	459 100.0	134 100.0	13 100.0	322 100.0	125 100.0	-	17 100.0	100 100.0	179 100.0	109 100.0
Don't know/Refused	20	2	18	5	15	2	13	4	2	2	12	14	5	0	12	-	-	0	3	8	2
Total answering	586 100.0	60 100.0	526 100.0	170 100.0	416 100.0	53 100.0	363 100.0	68 100.0	43 100.0	176 100.0	299 100.0	445 100.0	129 100.0	13 100.0	310 100.0	125 100.0	-	17 100.0	97 100.0	171 100.0	107 100.0
One	153 26.1	16 27.2	137 25.9	43 25.3	110 26.4	13 24.2	97 26.7	14 20.6	10 24.4	51 28.9	77 25.9	94 21.1	48 37.6 L	10 79.0 LM	58 18.8	36 28.5 o	-	6 33.9	29 30.3 U	35 20.4 U	11 10.2
Two	242 41.2	27 45.7	214 40.7	79 46.6 f	162 39.0	16 30.3	146 40.3	31 45.7	18 42.6	77 43.7	115 38.5	190 42.8 n	49 38.0	2 17.6	121 39.1	63 50.3 o	-	7 42.3	41 41.7	77 45.4	38 35.5
Three	66 11.2	5 8.7	60 11.5	18 10.7 F	48 11.4 F	2 3.0	46 12.7 F	3 5.1	5 11.1	21 11.6	37 12.4 h	52 11.7 N	13 10.3	0 1.7	40 12.9	11 8.6	-	2 12.7	9 9.1	24 13.8	14 13.3
Four	76 12.9	5 9.0	70 13.4 b	15 8.9	61 14.6 d	15 27.4 Dg	46 12.7	11 15.9	3 8.0	17 9.9	44 14.7	64 14.3	12 9.4	-	56 18.1 P	8 6.1	-	2 9.7	9 9.6	18 10.4	31 29.2 rST
Five	32 5.5	3 5.3	29 5.6	11 6.6	21 5.1	8 15.1 g	13 3.6	8 11.1 J	5 12.3 j	3 2.0	16 5.4	28 6.4	4 3.1	0 1.7	21 6.9	7 5.6	-	0 1.4	4 3.8	13 7.7	6 5.5
Six	12 2.1	2 2.6	11 2.0	2 1.4	10 2.4	-	10 2.7	1 1.0	0 1.1	4 2.0	8 2.6	10 2.4	2 1.5	-	8 2.7 p	0 0.4	-	-	5 5.5	2 1.1	3 2.8

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Seven or more	6	1	5	1	5	-	5	0	0	3	2	6	0	-	5	1	-	-	-	2	4
	1.0	1.5	0.9	0.5	1.2		1.4	0.7	0.5	1.9	0.6	1.3	0.2		1.6	0.5				1.1	3.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
One	153	16	137	43	110	13	97	14	10	51	77	94	48	10	58	36	-	6	29	35	11
	25.2	26.5	25.1	24.6	25.5	23.5	25.8	19.6	23.1	28.6	24.9	20.5	36.1 L	77.6 LM	18.1	28.5 o		33.4	29.3 U	19.5 u	10.0
Two	242	27	214	79	162	16	146	31	18	77	115	190	49	2	121	63	-	7	41	77	38
	39.9	44.5	39.3	45.3 f	37.7	29.4	38.9	43.5	40.3	43.3	37.0	41.5 n	36.5	17.3	37.6	50.3 O		41.7	40.4	43.3	34.8
Three	66	5	60	18	48	2	46	3	5	21	37	52	13	0	40	11	-	2	9	24	14
	10.8	8.5	11.1	10.4 F	11.0 F	2.9	12.2 F	4.8	10.5	11.5	11.9 h	11.4 N	9.9	1.7	12.4	8.6		12.5	8.8	13.2	13.1
Four	76	5	70	15	61	15	46	11	3	17	44	64	12	-	56	8	-	2	9	18	31
	12.5	8.8	12.9	8.6	14.1 d	26.7 Dg	12.2	15.1	7.6	9.8	14.2	13.9	9.0		17.4 P	6.1		9.6	9.3	9.9	28.7 rST
Five	32	3	29	11	21	8	13	8	5	3	16	28	4	0	21	7	-	0	4	13	6
	5.4	5.2	5.4	6.4	4.9	14.7 g	3.5	10.6 J	11.6 j	1.9	5.2	6.2	2.9	1.7	6.6	5.6		1.4	3.7	7.4	5.4
Six	12	2	11	2	10	-	10	1	0	4	8	10	2	-	8	0	-	-	5	2	3
	2.0	2.6	2.0	1.4	2.3		2.6	0.9	1.0	2.0	2.5	2.3	1.4		2.6 p	0.4			5.4	1.0	2.7
Seven or more	6	1	5	1	5	-	5	0	0	3	2	6	0	-	5	1	-	-	-	2	4
	1.0	1.5	0.9	0.5	1.1		1.3	0.6	0.5	1.8	0.6	1.2	0.2		1.5	0.5				1.0	3.4
Don't know	2	-	2	-	2	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2
	0.3		0.3		0.4		0.4				0.5	0.4			0.5						1.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	18	2	16	5	13	2	12	4	2	2	10	12	5	0	11	-	-	0	3	8	0
	3.0	2.6	3.0	2.8	3.0	2.9	3.1	4.9	5.5	1.0	3.3	2.7	4.0	1.7	3.3			1.4	3.2	4.6 U	0.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	19	1	18	6	13	2	12	4	4	2	10	16	4	-	16	0	-	0	5	10	0
Total answering	587	60	526	168	418	53	365	68	42	176	301	443	131	13	307	124	-	17	95	168	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Some high school	16	2	13	7	8	-	8	1	0	7	7	8	7	0	6	2	-	-	2	4	1
	2.6	4.1	2.5	4.3	2.0		2.3	1.3	1.1	3.8	2.5	1.8	5.3	3.4	2.0	1.7			2.2	2.2	0.6
High school graduate	106	16	90	34	72	5	67	11	9	34	52	72	32	2	41	23	-	3	13	25	15
	18.0	26.3 C	17.1	20.0 f	17.3	9.1	18.5 f	15.9	21.3	19.3	17.3	16.2	24.5	17.0	13.5	18.3		21.2	13.7	14.7	13.7
Trade or technical school	33	3	30	12	21	2	20	5	0	7	21	30	4	-	15	15	-	0	10	9	5
	5.7	4.9	5.8	7.1	5.1	3.0	5.4	7.1	1.1	3.9	7.0 I	6.7 m	2.8		4.7	12.1 o		1.4	10.5 r	5.4	4.9
Some college	159	16	143	49	110	21	89	28	11	49	71	111	44	4	84	27	-	9	31	38	23
	27.0	26.0	27.2	29.0	26.2	39.4 g	24.3	41.1 jK	25.9	27.6	23.7	25.1	33.4	27.8	27.3	21.9		52.2 tU	32.2	22.5	20.7
College graduate	161	14	147	43	118	18	100	14	13	49	86	124	32	5	86	36	-	2	25	56	29
	27.5	24.0	27.9	25.8	28.2	33.3	27.5	21.0	30.2	27.7	28.5	28.1	24.4	37.9	28.1	29.0		12.6	26.2	33.2 r	26.6
Some graduate school	20	2	18	5	15	2	13	2	2	7	8	17	3	-	8	9	-	2	2	9	3
	3.4	3.4	3.4	3.1	3.5	3.0	3.6	3.4	4.5	4.2	2.8	3.7	2.7		2.6	6.9		9.9	2.2	5.4	3.2
Graduate degree	92	7	85	18	74	6	67	7	7	24	55	81	9	2	67	13	-	0	12	28	33
	15.7	11.3	16.2 b	10.8	17.7 D	12.1	18.5 D	10.2	16.0	13.5	18.2	18.3 M	6.9	13.9	21.8 P	10.1		2.7	13.0	16.7 R	30.3 RST

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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Some high school	16	2	13	7	8	-	8	1	0	7	7	8	7	0	6	2	-	-	2	4	1
	2.6	4.1	2.4	4.2	1.9		2.2	1.3	1.0	3.8	2.4	1.8	5.2	3.4	1.9	1.7			2.1	2.1	0.6
High school graduate	106	16	90	34	72	5	67	11	9	34	52	72	32	2	41	23	-	3	13	25	15
	17.5	25.7 C	16.5	19.2 f	16.7	8.8	17.9 f	15.1	19.5	19.1	16.8	15.6	23.8 l	17.0	12.8	18.3		20.9	13.0	13.8	13.6
Trade or technical school	33	3	30	12	21	2	20	5	0	7	21	30	4	-	15	15	-	0	10	9	5
	5.5	4.8	5.6	6.8	5.0	3.0	5.2	6.7	1.0	3.9	6.8 I	6.4 m	2.8		4.5	12.0 O		1.4	10.0 r	5.1	4.9
Some college	159	16	143	49	110	21	89	28	11	49	71	111	44	4	84	27	-	9	31	38	23
	26.2	25.4	26.3	28.0	25.5	38.3 g	23.6	39.0 iK	23.6	27.3	22.9	24.3	32.5	27.8	26.0	21.9		51.5 TU	30.6	21.2	20.7
College graduate	161	14	147	43	118	18	100	14	13	49	86	124	32	5	86	36	-	2	25	56	29
	26.6	23.5	27.0	24.8	27.4	32.4	26.6	19.9	27.6	27.4	27.6	27.1	23.8	37.9	26.7	28.9		12.4	24.9	31.3 r	26.6
Some graduate school	20	2	18	5	15	2	13	2	2	7	8	17	3	-	8	9	-	2	2	9	3
	3.3	3.3	3.3	3.0	3.4	3.0	3.5	3.2	4.1	4.2	2.7	3.6	2.6		2.5	6.9		9.8	2.1	5.1	3.2
Graduate degree	92	7	85	18	74	6	67	7	7	24	55	81	9	2	67	13	-	0	12	28	33
	15.2	11.0	15.6 b	10.4	17.1 D	11.8	17.9 D	9.7	14.6	13.4	17.6 h	17.7 M	6.7	13.9	20.7 P	10.1		2.7	12.3	15.7 R	30.2 RST
Don't know	0	0	-	0	-	-	-	-	0	-	-	0	-	-	0	-	-	-	-	0	-
	*	0.4		0.1					0.5			*			0.1					0.1	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

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

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	19	1	18	6	13	2	12	4	4	2	10	16	4	-	15	0	-	0	5	10	0
	3.2	1.8	3.3	3.5	3.0	2.9	3.1	5.2	8.0	1.0	3.2	3.4	2.6		4.8 P	0.2		1.4	5.1 u	5.6 U	0.2

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5. Which of the following best describes your age?
BASE: Live alone

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	153	16	137	43	110	13	97	14	10	51	77	94	48	10	58	36	-	6	29	35	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	4	0	3	0	3	-	3	-	0	3	-	0	3	-	0	-	-	-	-	0	-
Total answering	149	16	133	43	107	13	94	14	10	48	77	94	45	10	58	36	-	6	29	35	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
19-34	3	-	3	2	2	-	2	-	-	3	-	-	3	-	-	-	-	-	-	-	-
	2.2		2.4	3.8	1.5		1.8			6.8			7.2								
35-54	20	3	16	6	13	-	13	0	1	6	12	14	5	0	11	3	-	0	5	5	1
	13.1	19.6	12.3	14.9	12.3		14.0	3.2	13.3	11.6	15.7 h	14.9 n	11.8	2.2	19.3	7.7		4.1	17.5	13.4	6.2
55-64	36	5	31	10	26	5	21	4	4	7	21	24	10	2	12	13	-	0	12	8	3
	24.1	31.0	23.3	23.0	24.6	37.3	22.8	29.5	42.3	14.6	26.6	26.1	22.1	15.1	20.5	35.4		4.0	39.7 R	22.2	25.4
65 and over	91	8	83	25	66	8	57	9	5	32	45	55	27	9	35	20	-	5	13	22	7
	60.6	49.3	62.0	58.4	61.5	62.7	61.4	67.3	44.5	66.9	57.7	59.0	58.9	82.7	60.2	56.9		91.9 S	42.7	64.4	68.4

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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NEEA 2012 Consumer Lighting Survey (#6065)

D5. Which of the following best describes your age?
BASE: Live alone

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	153	16	137	43	110	13	97	14	10	51	77	94	48	10	58	36	-	6	29	35	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
19-34	3	-	3	2	2	-	2	-	-	3	-	-	3	-	-	-	-	-	-	-	-
	2.1		2.4	3.7	1.5		1.7			6.4			6.7								
35-54	20	3	16	6	13	-	13	0	1	6	12	14	5	0	11	3	-	0	5	5	1
	12.8	19.4	12.0	14.8	12.0		13.6	3.2	13.0	10.9	15.7 h	14.8 n	11.0	2.2	19.3	7.7		4.1	17.5	13.3	6.2
55-64	36	5	31	10	26	5	21	4	4	7	21	24	10	2	12	13	-	0	12	8	3
	23.6	30.6	22.7	22.9	23.8	37.3	22.0	29.5	41.4 j	13.7	26.6	26.0	20.6	15.1	20.4	35.4		4.0	39.7 R	22.1	25.4
65 and over	91	8	83	25	66	8	57	9	5	32	45	55	27	9	35	20	-	5	13	22	7
	59.2	48.7	60.5	58.1	59.7	62.7	59.3	67.3	43.5	62.6	57.7	58.9	54.9	82.7	59.9	56.9		91.9 S	42.7	64.0	68.4
Don't know/Refused	4	0	3	0	3	-	3	-	0	3	-	0	3	-	0	-	-	-	-	0	-
	2.3	1.4	2.4	0.5	3.0		3.4		2.2	6.4		0.2	6.8		0.4					0.6	

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	18	2	16	5	13	2	12	4	2	2	10	12	5	0	11	-	-	0	3	8	0
Total answering	435	44	392	127	308	40	268	54	32	125	223	352	80	3	253	89	-	11	68	136	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	377	39	338	115	262	32	230	46	29	117	185	308	66	3	218	82	-	11	61	120	79
	86.6	88.6	86.4	90.3	85.1	79.9	85.9	84.3	90.1	93.1 K	83.0	87.6	82.0	100.0 LM	86.1	92.2		97.9 U	89.7	88.1	81.2
One	34	3	31	4	30	3	26	4	1	7	22	27	7	-	20	5	-	-	2	14	9
	7.8	6.2	8.0	3.4	9.6 D	8.0	9.8 D	8.1	2.8	5.2	9.9 i	7.6	8.8		7.8	6.0			3.1	10.2 s	9.3
Two	20	1	19	7	13	5	8	3	2	0	14	13	7	-	11	2	-	-	3	2	7
	4.6	3.1	4.8	5.6	4.3	12.1	3.1	6.4 j	7.1	0.2	6.4 J	3.7	8.9		4.5	1.8			4.8	1.7	7.6 t
Three	3	1	2	1	2	-	2	1	-	0	2	2	0	-	2	-	-	0	-	-	2
	0.6	2.1	0.4	0.7	0.5		0.6	1.3		0.2	0.7	0.7	0.3		0.9			2.1			1.9
Five	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	2	-	-
	0.4		0.4		0.5		0.6			1.3		0.5			0.6				2.4		

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5A. How many people live in this home who are ... 5 and under?
BASE: More than person living in home

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	377	39	338	115	262	32	230	46	29	117	185	308	66	3	218	82	-	11	61	120	79
	83.2	85.5	82.9	87.0	81.6	76.9	82.3	79.2	83.7	91.7 hK	79.4	84.6	76.9	92.4	82.6	92.2 O		95.9 u	85.6	83.1	80.8
One	34	3	31	4	30	3	26	4	1	7	22	27	7	-	20	5	-	-	2	14	9
	7.5	6.0	7.6	3.3	9.2 D	7.7	9.4 D	7.6	2.6	5.2	9.4 i	7.4	8.2		7.5	6.0			3.0	9.6 s	9.3
Two	20	1	19	7	13	5	8	3	2	0	14	13	7	-	11	2	-	-	3	2	7
	4.4	3.0	4.6	5.3	4.1	11.6	2.9	6.0	6.6	0.2	6.1 J	3.6	8.4		4.3	1.8			4.6	1.6	7.6 t
Three	3	1	2	1	2	-	2	1	-	0	2	2	0	-	2	-	-	0	-	-	2
	0.6	2.0	0.4	0.7	0.5		0.6	1.2		0.2	0.7	0.6	0.3		0.9			2.0			1.9
Five	2	-	2	-	2	-	2	-	-	2	-	2	-	-	2	-	-	-	2	-	-
	0.4		0.4		0.5		0.6			1.3		0.5			0.6				2.3		
Don't know/Refused	18	2	16	5	13	2	12	4	2	2	10	12	5	0	11	-	-	0	3	8	0
	4.0	3.5	4.0	3.7	4.1	3.7	4.1	6.1	7.1	1.5	4.3	3.4	6.3	7.6	4.1			2.0	4.5	5.7 U	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
Total answering	434	44	390	127	307	40	266	54	32	124	223	351	80	3	252	89	-	11	68	134	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	304	32	271	91	213	26	187	40	19	89	156	241	60	3	158	78	-	9	41	97	62
	70.1	74.1	69.6	71.4	69.5	64.1	70.4	73.7	59.8	71.8	69.7	68.9	74.5	91.8	62.6	87.1 O		83.2	60.5	72.4	63.5
One	70	5	65	21	49	2	48	3	6	24	37	59	11	-	47	8	-	2	15	18	18
	16.1	10.3	16.8 B	16.3 F	16.1 F	3.9	17.9 F	5.5	18.3	19.4 H	16.6 H	16.7	14.1		18.7 P	8.8		16.8	22.4	13.4	18.4
Two	41	5	37	10	31	13	18	10	5	11	15	34	7	0	34	1	-	-	6	16	12
	9.5	10.3	9.4	8.1	10.1	32.0 DEG	6.8	19.1 k	15.4	8.6	6.8	9.8	8.1	8.2	13.4 P	1.0			9.6	11.6	12.3
Three	16	2	15	5	12	-	12	0	2	0	14	14	2	-	12	2	-	-	5	3	4
	3.8	3.6	3.8	3.8	3.8		4.3	0.8	5.7	0.2	6.2 HJ	4.0	2.9		4.6	2.6			7.2	2.4	4.1
Four	0	0	-	0	-	-	-	-	0	-	-	0	-	-	-	0	-	-	0	-	-
	0.1	0.5		0.2					0.7			0.1				0.3			0.3		
Five	2	0	2	0	2	-	2	0	-	-	2	2	-	-	2	0	-	-	-	0	2
	0.4	0.5	0.4	0.2	0.5		0.6	0.4			0.7	0.5			0.7	0.3				0.2	1.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Six	0	0	-	0	-	-	-	0	-	-	-	-	0	-	-	-	-	-	-	-	-
	0.1	0.5		0.2				0.4					0.3								

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
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RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5B. How many people live in this home who are ... 6-18?
BASE: More than person living in home

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	304	32	271	91	213	26	187	40	19	89	156	241	60	3	158	78	-	9	41	97	62
	67.0	71.5	66.5	68.7	66.4	61.7	67.1	69.2	55.6	69.8	66.7	66.2	69.9	84.9	59.7	87.1 O		81.5	57.7	67.5	63.2
One	70	5	65	21	49	2	48	3	6	24	37	59	11	-	47	8	-	2	15	18	18
	15.4	10.0	16.0 b	15.7 F	15.3 F	3.7	17.1 F	5.2	17.0	18.9 H	15.8 H	16.1	13.3		17.9 p	8.8		16.4	21.4	12.5	18.3
Two	41	5	37	10	31	13	18	10	5	11	15	34	7	0	34	1	-	-	6	16	12
	9.1	10.0	9.0	7.8	9.7	30.8 DEG	6.5	18.0 k	14.3	8.4	6.5	9.5	7.6	7.6	12.7 P	1.0			9.1	10.8	12.3
Three	16	2	15	5	12	-	12	0	2	0	14	14	2	-	12	2	-	-	5	3	4
	3.6	3.5	3.6	3.7	3.6		4.1	0.8	5.3	0.2	5.9 HJ	3.8	2.7		4.4	2.6			6.9	2.3	4.0
Four	0	0	-	0	-	-	-	-	0	-	-	0	-	-	-	0	-	-	0	-	-
	*	0.5		0.2					0.6			0.1				0.3			0.3		
Five	2	0	2	0	2	-	2	0	-	-	2	2	-	-	2	0	-	-	-	0	2
	0.4	0.5	0.4	0.2	0.5		0.6	0.4			0.7	0.5			0.6	0.3				0.2	1.7
Six	0	0	-	0	-	-	-	0	-	-	-	-	0	-	-	-	-	-	-	-	-
	0.1	0.5		0.2				0.4					0.3								
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
	4.3	3.5	4.4	3.7	4.6	3.7	4.7	6.1	7.1	2.8	4.3	3.8	6.3	7.6	4.7			2.0	4.5	6.9 U	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
Total answering	434	44	390	127	307	40	266	54	32	124	223	351	80	3	252	89	-	11	68	134	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	311	35	276	93	218	32	186	46	24	90	150	247	61	3	173	66	-	6	50	99	63
	71.8	79.8 C	70.9	73.4	71.1	80.0	69.8	85.2 jK	75.4	73.0	67.3	70.6	76.2	91.8	68.8	74.1		51.1	74.2	74.0	64.4
One	65	6	60	16	49	2	48	2	7	20	36	58	7	0	44	15	-	3	12	16	21
	15.1	12.9	15.3	12.8 f	16.1 F	3.9	17.9 F	3.8	21.1 H	16.2 H	16.3 H	16.7 m	8.5	8.2	17.4	16.3		31.8	18.2	12.0	21.7
Two	47	3	44	16	31	3	28	3	1	12	31	37	10	-	30	5	-	2	4	17	12
	10.8	6.8	11.3 b	12.4	10.2	8.1	10.5	5.1	3.5	9.4	14.1 HI	10.4	13.0		11.8	5.9		17.1	5.2	12.8	12.2
Three	7	0	7	2	5	-	5	-	-	2	5	5	2	-	5	-	-	-	2	2	2
	1.6	0.5	1.7	1.4	1.6		1.9			1.3	2.3	1.4	2.3		2.0				2.4	1.2	1.7
Four	3	-	3	-	3	3	-	3	-	-	-	3	-	-	-	3	-	-	-	-	-
	0.7		0.8		1.1	8.0		6.0				0.9				3.6					

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5C. How many people live in this home who are ... 19-34?
BASE: More than person living in home

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	311	35	276	93	218	32	186	46	24	90	150	247	61	3	173	66	-	6	50	99	63
	68.7	77.0 C	67.7	70.7	67.9	77.0	66.5	80.0 K	70.0	71.0	64.4	67.9	71.5	84.9	65.6	74.1		50.0	70.8	68.9	64.2
One	65	6	60	16	49	2	48	2	7	20	36	58	7	0	44	15	-	3	12	16	21
	14.4	12.5	14.6	12.3 f	15.3 F	3.7	17.1 F	3.5	19.6 H	15.8 H	15.6 H	16.0 m	7.9	7.5	16.6	16.3		31.2	17.4	11.2	21.6 t
Two	47	3	44	16	31	3	28	3	1	12	31	37	10	-	30	5	-	2	4	17	12
	10.4	6.5	10.8	12.0	9.7	7.8	10.0	4.8	3.2	9.2	13.5 HI	10.0	12.2		11.2	5.9		16.8	5.0	11.9	12.2
Three	7	0	7	2	5	-	5	-	-	2	5	5	2	-	5	-	-	-	2	2	2
	1.5	0.5	1.6	1.4	1.5		1.8			1.3	2.2	1.4	2.1		1.9				2.3	1.1	1.7
Four	3	-	3	-	3	3	-	3	-	-	-	3	-	-	-	3	-	-	-	-	-
	0.7		0.8		1.0	7.7		5.6				0.9				3.6					
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
	4.3	3.5	4.4	3.7	4.6	3.7	4.7	6.1	7.1	2.8	4.3	3.8	6.3	7.6	4.7			2.0	4.5	6.9 U	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
Total answering	434	44	390	127	307	40	266	54	32	124	223	351	80	3	252	89	-	11	68	134	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	228	26	203	79	149	16	133	26	20	68	114	174	52	2	119	51	-	6	36	68	40
	52.6	58.6	51.9	62.1 EFG	48.7	40.0	50.0	48.5	60.6	55.1	51.1	49.7	64.3 L	83.7	47.3	56.7		53.3	52.6	51.1	40.7
One	75	9	66	18	57	5	53	5	4	20	46	61	14	0	44	17	-	3	10	23	20
	17.4	20.7	17.0	14.1	18.7	11.9	19.8	9.7	13.2	16.1	20.5 h	17.3	17.9	8.2	17.5	18.5		31.8	14.7	17.0	20.8
Two	126	9	118	30	97	19	77	23	8	34	61	112	14	-	85	22	-	2	22	43	34
	29.1	19.7	30.2 B	23.4	31.5	48.1 Dg	29.0	41.4 k	26.1	27.5	27.5	32.0 M	17.7		33.8	24.7		14.9	32.7	31.9	34.9
Three	4	0	3	0	3	-	3	0	-	2	2	4	-	0	4	-	-	-	-	-	4
	0.9	1.0	0.8	0.4	1.1		1.2	0.4		1.3	0.8	1.0		8.2	1.4						3.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5D. How many people live in this home who are ... 35-54?
BASE: More than person living in home

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	228	26	203	79	149	16	133	26	20	68	114	174	52	2	119	51	-	6	36	68	40
	50.3	56.6	49.7	59.8 EFG	46.4	38.5	47.6	45.5	56.3	53.5	48.9	47.8	60.3 l	77.3	45.1	56.7		52.2	50.2	47.6	40.5
One	75	9	66	18	57	5	53	5	4	20	46	61	14	0	44	17	-	3	10	23	20
	16.6	20.0	16.3	13.6	17.9	11.5	18.8	9.1	12.3	15.7	19.7 h	16.7	16.8	7.6	16.7	18.5		31.2	14.1	15.8	20.7
Two	126	9	118	30	97	19	77	23	8	34	61	112	14	-	85	22	-	2	22	43	34
	27.9	19.0	28.9 B	22.5	30.1	46.3 Dg	27.6	38.9	24.3	26.7	26.3	30.8 M	16.6		32.3	24.7		14.6	31.2	29.7	34.8
Three	4	0	3	0	3	-	3	0	-	2	2	4	-	0	4	-	-	-	-	-	4
	0.8	1.0	0.8	0.3	1.0		1.2	0.4		1.3	0.8	1.0		7.6	1.3						3.6
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
	4.3	3.5	4.4	3.7	4.6	3.7	4.7	6.1	7.1	2.8	4.3	3.8	6.3	7.6	4.7			2.0	4.5	6.9 U	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

	BANNER 1																				
		RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
	Total	Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
Total answering	434	44	390	127	307	40	266	54	32	124	223	351	80	3	252	89	-	11	68	134	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	285	26	259	83	202	29	173	34	22	80	149	231	53	1	161	61	-	6	52	84	63
	65.7	59.6	66.4	65.7	65.8	72.0	64.8	62.5	66.9	64.9	66.8	65.9	66.6	24.5	64.0	68.2		55.0	77.0 t	62.6	64.5
One	73	9	64	20	52	5	48	7	5	24	36	60	13	-	47	14	-	2	6	28	14
	16.8	20.7	16.4	16.0	17.1	11.9	17.9	13.6	16.1	19.5	16.2	17.2	15.6		18.5	15.3		15.1	8.6	20.9 S	14.7
Two	74	9	65	23	51	7	44	13	6	19	36	58	14	2	44	13	-	3	10	22	19
	17.1	19.7	16.8	18.3	16.6	16.1	16.7	23.9	17.0	15.6	16.3	16.5	17.7	75.5 LM	17.5	14.6		30.0	14.4	16.5	19.1
Three	2	-	2	-	2	-	2	-	-	-	2	2	-	-	-	2	-	-	-	-	2
	0.4		0.4		0.5		0.6				0.7	0.5				1.8					1.7

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5E. How many people live in this home who are ... 55-64?
BASE: More than person living in home

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Pur-chaser	Non-Pur-chaser	Un-aware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	285	26	259	83	202	29	173	34	22	80	149	231	53	1	161	61	-	6	52	84	63
	62.9	57.5	63.5	63.2	62.7	69.3	61.8	58.7	62.1	63.1	63.9	63.3 n	62.4	22.7	61.0	68.2		53.9	73.5 t	58.3	64.2
One	73	9	64	20	52	5	48	7	5	24	36	60	13	-	47	14	-	2	6	28	14
	16.1	20.0	15.6	15.4	16.3	11.5	17.1	12.8	15.0	19.0	15.5	16.5	14.7		17.6	15.3		14.8	8.2	19.4 S	14.7
Two	74	9	65	23	51	7	44	13	6	19	36	58	14	2	44	13	-	3	10	22	19
	16.3	19.0	16.1	17.6	15.8	15.5	15.9	22.4	15.8	15.2	15.6	15.8	16.6	69.8 LM	16.7	14.6		29.3	13.7	15.4	19.0
Three	2	-	2	-	2	-	2	-	-	-	2	2	-	-	-	2	-	-	-	-	2
	0.4		0.4		0.5		0.6				0.7	0.5				1.8					1.7
Don't know/Refused	20	2	18	5	15	2	13	4	2	4	10	14	5	0	12	-	-	0	3	10	0
	4.3	3.5	4.4	3.7	4.6	3.7	4.7	6.1	7.1	2.8	4.3	3.8	6.3	7.6	4.7			2.0	4.5	6.9 U	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	16	2	15	3	13	2	12	2	2	2	10	12	4	0	11	-	-	0	3	8	0
Total answering	437	44	393	129	308	40	268	56	32	125	223	352	82	3	253	89	-	11	68	136	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	307	27	281	83	225	32	192	45	21	80	162	253	52	2	194	53	-	9	49	98	74
	70.3	61.1	71.4 B	64.2	72.9	80.1 d	71.8	79.8 J	64.1	63.5	72.7	71.9	63.3	83.7	76.8 P	59.2		79.1	72.9	72.1	76.0
One	55	6	49	21	34	3	31	7	3	19	28	45	10	0	32	13	-	2	6	15	14
	12.7	14.5	12.5	16.2	11.2	8.0	11.7	12.0	7.8	14.8	12.4	12.7	12.6	8.2	12.5	14.6		14.7	8.2	10.9	14.6
Two	72	10	62	25	48	5	43	5	9	26	33	54	18	0	27	23	-	0	13	23	9
	16.6	23.9 C	15.8	19.4	15.4	11.8	15.9	8.2	28.1 H	20.4 H	14.9	15.4	22.1	8.2	10.6	26.2 O		4.2	18.9	17.0	9.5
Three	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	0	-	-	-
	0.1	0.5		0.2							0.1	0.1			0.1			2.1			
Five	2	-	2	-	2	-	2	-	-	2	-	-	2	-	-	-	-	-	-	-	-
	0.4		0.4		0.5		0.6			1.3			2.0								

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D5F. How many people live in this home who are ... 65 and over?
BASE: More than person living in home

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Pur-chaser	AWARENESS/PURCHASER: Non-Pur-chaser	AWARENESS/PURCHASER: Un-aware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	453	45	408	132	321	42	279	58	35	127	233	365	86	3	264	89	-	11	71	144	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
None	307	27	281	83	225	32	192	45	21	80	162	253	52	2	194	53	-	9	49	98	74
	67.8	59.0	68.8 B	62.6	69.9	77.1	68.8	77.2 j	59.6	62.6	69.5	69.4	60.6	77.3	73.7 P	59.2		77.5	69.6	68.0	75.6
One	55	6	49	21	34	3	31	7	3	19	28	45	10	0	32	13	-	2	6	15	14
	12.2	14.0	12.0	15.8	10.7	7.7	11.2	11.6	7.2	14.6	11.8	12.3	12.0	7.6	12.0	14.6		14.4	7.8	10.3	14.5
Two	72	10	62	25	48	5	43	5	9	26	33	54	18	0	27	23	-	0	13	23	9
	16.0	23.0 C	15.2	18.9	14.8	11.4	15.3	7.9	26.1 H	20.1 H	14.2	14.8	21.1	7.6	10.2	26.2 O		4.1	18.1	16.0	9.4
Three	0	0	-	0	-	-	-	-	-	-	0	0	-	-	0	-	-	0	-	-	-
	0.1	0.5		0.2							0.1	0.1			0.1			2.0			
Five	2	-	2	-	2	-	2	-	-	2	-	-	2	-	-	-	-	-	-	-	-
	0.4		0.4		0.5		0.6			1.3			1.9								
Don't know/Refused	16	2	15	3	13	2	12	2	2	2	10	12	4	0	11	-	-	0	3	8	0
	3.6	3.5	3.6	2.5	4.1	3.7	4.1	3.2	7.1	1.5	4.3	3.4	4.4	7.6	4.1			2.0	4.5	5.7 U	0.5

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
RESEARCH AMERICA INC

NEEA 2012 Consumer Lighting Survey (#6065)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Don't know/Refused	170	14	156	50	120	16	104	18	18	54	80	119	44	7	79	33	-	7	33	46	19
Total answering	436	48	388	125	312	39	273	54	28	124	230	339	91	7	243	92	-	10	68	133	90
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Less than $20,000 per year	70	10	60	28	43	2	41	5	2	26	37	44	24	2	35	9	-	2	9	19	3
	16.1	20.8	15.5	22.2 eF	13.7 F	4.2	15.1 F	9.3	7.4	20.9 hI	16.2	13.0	26.4 L	34.8	14.3	10.1		23.8	13.1 u	14.5 U	3.3
$20,000 to $49,000	136	15	121	38	98	15	84	24	5	39	67	101	35	1	60	37	-	7	25	37	17
	31.3	32.1	31.2	30.5	31.6	37.5	30.7	45.1 Ik	19.7	31.7	29.2	29.6	38.9 N	10.2	24.6	40.2 O		71.6 sTU	37.3 U	27.9	19.3
$50,000 to $74,000	112	14	98	28	84	16	67	17	9	32	54	91	19	2	63	28	-	0	23	28	33
	25.6	28.7	25.3	22.7	26.8	41.7 d	24.7	32.3	33.1	25.4	23.4	26.9	20.6	30.4	25.8	30.9		4.6	34.1 R	21.4 r	36.4 RT
$75,000 to $99,000	38	5	33	13	25	2	23	1	8	10	20	31	5	2	27	4	-	-	5	12	11
	8.7	10.9	8.4	10.7	7.9	4.1	8.4	2.1	27.5 HJK	7.7	8.5 H	9.1	6.1	24.6	11.0 P	4.1			7.6	9.3	12.2
$100,000 or more	80	4	76	17	62	5	58	6	3	18	52	73	7	-	59	13	-	-	5	36	26
	18.3	7.6	19.6 B	14.0	20.0	12.6	21.1	11.2	12.4	14.4	22.8 h	21.4 M	8.0		24.3 p	14.7			7.9	26.9 S	28.9 S

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA 2012 Consumer Lighting Survey (#6065)

D6. Which of the following categories contains your annual household income from all sources in 2009 before taxes?

BANNER 1

	Total	RUCC: Rural	RUCC: Urban	EAST/WEST METRO: Non-Metro	EAST/WEST METRO: Metro	EAST/WEST METRO: Metro East	EAST/WEST METRO: Metro West	STATE: ID	STATE: MT	STATE: OR	STATE: WA	AWARENESS/PURCHASER: Purchaser	AWARENESS/PURCHASER: Non-Purchaser	AWARENESS/PURCHASER: Unaware	DATE OF MOST RECENT PURCHASE: Within past year	DATE OF MOST RECENT PURCHASE: 2 or more years ago	NUMBER OF CFLS INSTALLED: 0	NUMBER OF CFLS INSTALLED: 1	NUMBER OF CFLS INSTALLED: 2-4	NUMBER OF CFLS INSTALLED: 5-12	NUMBER OF CFLS INSTALLED: 13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Less than $20,000 per year	70	10	60	28	43	2	41	5	2	26	37	44	24	2	35	9	-	2	9	19	3
	11.6	16.2 c	11.1	15.8 eF	9.9 F	3.0	10.9 F	7.0	4.5	14.6 I	12.0 i	9.6	17.9 l	17.3	10.8	7.4		13.9	8.8	10.8 U	2.8
$20,000 to $49,000	136	15	121	38	98	15	84	24	5	39	67	101	35	1	60	37	-	7	25	37	17
	22.5	25.0	22.2	21.8	22.8	26.5	22.3	33.7 Ik	11.9	22.1	21.7 i	21.9 N	26.3 N	5.1	18.5	29.6 o		41.9 u	25.1	20.7	16.0
$50,000 to $74,000	112	14	98	28	84	16	67	17	9	32	54	91	19	2	63	28	-	0	23	28	33
	18.5	22.3	18.0	16.2	19.4	29.5	17.9	24.1	20.1	17.7	17.3	19.9	13.9	15.1	19.5	22.7		2.7	23.0 R	15.9 R	30.2 RT
$75,000 to $99,000	38	5	33	13	25	2	23	1	8	10	20	31	5	2	27	4	-	-	5	12	11
	6.2	8.5	6.0	7.6	5.7	2.9	6.1	1.6	16.7 Hjk	5.4	6.3 H	6.7	4.1	12.2	8.3 P	3.0			5.1	6.9	10.1
$100,000 or more	80	4	76	17	62	5	58	6	3	18	52	73	7	-	59	13	-	-	5	36	26
	13.2	5.9	14.0 B	10.0	14.5	8.9	15.3	8.4	7.6	10.1	16.9 hij	15.8 M	5.4		18.3 p	10.8			5.3	20.0 S	23.9 S
Don't know	17	2	15	3	13	2	11	2	0	7	7	8	5	3	3	5	-	-	2	4	0
	2.7	2.9	2.7	2.0	3.0	3.0	3.1	2.6	1.0	4.1	2.3	1.8	3.8	24.2	0.9	4.1			2.3	2.0	0.4
Refused	153	12	141	47	106	14	92	16	17	47	73	111	38	4	76	28	-	7	31	43	18
	25.3	19.1	26.0 B	26.7	24.7	26.3	24.5	22.6	38.2 hk	26.1	23.5	24.3	28.6	26.1	23.7	22.4		41.5	30.4 u	23.9	16.6

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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NEEA 2012 Consumer Lighting Survey (#6065)

Gender

BANNER 1

	Total	RUCC		EAST/WEST METRO				STATE				AWARENESS/PURCHASER			DATE OF MOST RECENT PURCHASE		NUMBER OF CFLS INSTALLED				
		Rural	Urban	Non-Metro	Metro	Metro East	Metro West	ID	MT	OR	WA	Purchaser	Non-Purchaser	Unaware	Within past year	2 or more years ago	0	1	2-4	5-12	13+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	606	62	544	175	431	55	376	72	45	178	310	459	134	13	322	125	-	17	100	179	109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
Male	231	24	206	63	167	13	154	26	13	67	125	179	49	3	130	47	-	2	27	80	50
	38.1	39.3	37.9	36.1	38.8 f	23.7	41.0 F	36.7	28.2	37.4	40.2	39.0	36.9	19.0	40.2	37.6		13.8	27.2	44.8 RS	45.9 RS
Female	375	37	338	112	264	42	222	46	33	112	186	280	85	11	193	78	-	14	73	99	59
	61.9	60.7	62.1	63.9	61.2	76.3 eG	59.0	63.3	71.8	62.6	59.8	61.0	63.1	81.0	59.8	62.4		86.2 TU	72.8 TU	55.2	54.1

Comparison Groups: BC/DEFG/HIJK/LMN/OP/QRSTU
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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F. Review of NEEA's ACE Model Inputs

memo

To:	Christine Jerko and Anu Teja Northwest Energy Efficiency Alliance	Date:	March 15, 2012
From:	Jenna Canseco KEMA Inc.		
Subject:	2011 ACE Model Input Review - Updated		

1. Introduction

On September 21, 2011, KEMA submitted a memorandum to NEEA including the scope of work for the 2011-2012 Residential Lighting Tracking and Monitoring Study. Task 6 (Cost Effectiveness Assessment) identified the ACE model inputs of particularly high priority for the 2011-2012 study period, including:

1. Total market size (tracked and forecast sales for general purpose CFLs[34], specialty CFLs, incandescents, other technologies)
2. Savings rate (forecast for specialty CFL savings through 2014)
3. Incremental cost (tracked and forecast for general purpose CFLs and specialty CFLs)

In early December, 2011, KEMA's project manager met with Christine Jerko in NEEA's Market Planning division to review the inputs above and discuss details regarding how the current estimates are derived as well as the ways in which NEEA hopes to improve these estimates.

On January 10, 2012, KEMA's project manager submitted a memorandum to NEEA that documented KEMA's preliminary understanding of NEEA's needs with regard to our assessment of ACE Model inputs. Anu and Christine provided further clarification of NEEA's needs during a teleconference with Jenna and Kathleen on January 11, 2012. KEMA provided additional clarification on these issues in a memo on January 12, 2012.

On March 2, 2012 KEMA's project manager submitted a memo that provided an outline covering all of the information KEMA hoped to provide on the model inputs. For inputs where data was available a that time, we populated the relevant sections. For the other inputs, we provided an update as to when we expect the data to become available. This memo populates a few additional sections and provides further updates regarding data availability for others.

[34] "General purpose CFLs" includes spiral lamps and a-lamps.

2. ACE Model Inputs

This section of the memo provides details on the inputs identified as high priorities for the 2011-2012 study period.

2.1 Total Market Size

Total market size includes sales of all CFLs (general purpose and specialty) as well as other lighting technologies (such as standard incandescent lamps, EISA-compliant incandescent lamps, and LEDs). NEEA estimates 2011 sales of all medium screw-base lamps in the Northwest at 63,002,866. To support this calculation, NEEA is particularly interested in the share of the Northwest CFL market comprised by general purpose versus specialty lamps.

2.1.1 Tracked

KEMA recommended a few approaches to estimate tracked sales:

(1) **Supplier interviews.** Attempt obtain estimates of total regional sales of lamps by lamp type (e.g., general purpose CFLs, specialty CFLs, and incandescent lamps) from CFL suppliers which can then be combined to yield a region-wide estimate of lamp sales.[35] The interviews also asked suppliers to estimate the proportion of Northwest CFL sales that are general purpose versus specialty.

- **Status**: Interviews completed as of March 2, 2012 (n = 12)
- **Results**: Suppliers are reticent to provide details on regional sales. In some cases, suppliers are unable to do so (because they do not track markets by state or by the same region as NEEA) and others are unwilling to provide competitive information. We are currently pursuing the three largest incandescent lamp suppliers to obtain Northwest incandescent lamp sales, but it is unlikely that this method will be reliable for the other lamp types.[36]

  Ten of the twelve suppliers provided estimates regarding the percentage change between 2010 and 2011 sales for CFLs and seven of ten provided estimates of changes in incandescent lamps for the same period. However, we are unaware of any sources for Northwest CFL sales data (other than that compiled by Fluid Market Strategies) or Northwest incandescent lamps sales to which these percentages could be applied to develop independent sales estimates for these lamp types.

[35] Note that because sales of other lamp types (e.g., LEDs) are likely so low in comparison, KEMA and NEEA concluded that it was not yet worthwhile to include interviews with LD manufacturers. Some of the CFL suppliers included as interview respondents also manufacture LEDs, so KEMA interviewers asked them to report on total Northwest sales of general purpose LED lamps acknowledging that these results will not represent all LED manufacturers. As such, NEEA may wish to consider including these market actors in subsequent rounds of lighting supplier interviews.

[36] Four suppliers provided little or no information on sales. In addition to refusing to provide answers on sales, one supplier refused to provide answers on average pricing for CFLs.

Eight of the twelve suppliers we interviewed were able to estimate the proportion of 2011 CFL sales that were general purpose versus specialty. Across these suppliers, general purpose CFLs comprised 60 to 80 percent of total sales. Estimates from retailers suggested that general purpose CFLs represented slightly higher percentages overall than manufacturers. Across all suppliers, responses averaged 69 percent of total sales comprised by general purpose CFLs and 31 percent comprised by specialty CFLs.

(2) **Consumer survey.** Attempt to obtain estimates of the mean number of lamps purchased per Northwest resident for 2011 from the consumer survey, and then extrapolate this estimate to the population (based on estimates from the U.S. Census data) to use as a point of comparison with other estimates of total regional lamp sales for 2011. The consumer surveys also provide information regarding the split in general purpose versus specialty lamp sales in 2011.

- **Status**: Surveys completed as of February 27, 2012 (n = 606)

- **Results**: The 2012 consumer surveys include two questions addressing lamp purchases in 2011: (1) P2A, "During 2011, how many total light bulbs did you purchase?"; and (2) P2B, "During 2011, how many CFLs did you purchase?" Table 1 shows the mean and median number of all lamps, CFLs, and Non-CFLs purchased (across purchasers and non-purchasers) in the Northwest.[37]

  While the surveys address individuals, it is likely that some of these individuals are reporting total *household* purchases – so Table 1 shows the number of lamps purchased extrapolated both to the population level and to the total number of Northwest households. Additionally, Table 1 shows both the mean and median number of lamps purchased. (Note that the median is a useful metric here given the asymmetrical distribution of the number of lamps purchased around the mean.)

[37] Note that the Number of Non-CFLs is estimated based on All Lamps minus CFLs.

Table 1
Mean and Median and Total Lamps Purchased by Lamp Type, 2011

Lamp Type	Number of Lamps Purchased in 2011	2011 Lamp Purchases Extrapolated to Total NW Population	2011 Lamp Purchases Extrapolated to Total NW Households
Mean			
CFLs	5.60	74,396,454	28,270,217
Non-CFLs*	4.28	56,860,147	21,606,523
All Lamps	**9.88**	**131,256,600**	**49,876,740**
Median			
CFLs	2.00	26,570,162	10,096,506
Non-CFLs*	4.00	53,140,324	20,193,012
All Lamps	**6.00**	**79,710,486**	**30,289,518**

Sources: KEMA 2012 consumer surveys for NEEA; U.S. Census 2011 Northwest population estimate (13,285,081) and estimated number of households (2006-2010; 5,048,253).
* Number of Non-CFLs is estimated based on All Lamps minus CFLs.

(3) **Fluid Market Strategies data.** While these data do not include sales estimates for non-CFLs, NEEA can use them as a point of comparison for the supplier interview results regarding total Northwest CFL sales and the split between general purpose and specialty CFLs.

- **Status**: Fluid Market Strategies provided final CFL sale data on March 12, 2012.
- **Results**: According to the 2011 CFL sales data provided by Fluid Market Strategies, total regional CFL sales were 13,448,347 lamps. Of these, 96 percent were Energy Star qualifying lamps (12,969,968). Fluid estimates that 68 percent of total 2011 CFL sales were general purpose lamps and 32 percent were specialty.

(4) **Secondary data.** KEMA examined secondary sources for details regarding retirement rates. In the 2010 report evaluating the California investor-owned utilities' (IOU) 2006-2008 Upstream Lighting Program (ULP), KEMA utilized a set of three related models to estimate residential screw-base CFL installation rates.[38] The most relevant model estimates the annual retirement rates for CFLs based on total CFL sales. KEMA will provide the retirement rate estimate from this model.

- **Status**: Complete.

[38] KEMA, Inc., 2010. Final Evaluation Report: Upstream Lighting Program - Volume 1. Supported by The Cadmus Group, Inc.; Itron, Inc.; PA Consulting Group; and Jai J. Mitchell Analytics. Prepared for the California Public Utilities Commission, Energy Division. February 8, 2010

- **Results**: The ULP report estimates that 38.7 percent of the CFLs sold in California in 2009 replaced burned-out or broken CFLs.[39, 40] (Note that this estimate does *not* account for CFLs that were replaced by other lamp types.) As such, one can assume that the retirement rate for CFLs in California in 2009 was equal to roughly 38.7 percent of all CFLs sold in California in the same year.

2.1.2 Forecast

Currently, NEEA estimates the market size based on retirements of existing bulbs and new sockets filled through retail outlets.

To assess the accuracy of NEEA's forecast for total market size (sales of all lamp types) through 2014 KEMA used the following approach:

(1) **Secondary data.** Examine retirement rates and sockets per household in the secondary data.

- **Status**: While forecast retirement rates are unavailable, an annual estimate is provided in section 2.1.1 above. Regarding sockets per household, the most recent source of information of which we are aware is a January 2012 report from the U.S. Department of Energy.[41] This report provides estimates at the national level.

- **Results**: According to the U.S. Department of Energy, U.S. households had an average of 51 sockets per household in 2010.

2.2 Forecast Specialty CFL Savings Rate

The forecast specialty CFL savings rate is the energy savings (in kWh) per lamp per year through 2014. NEEA bases its current estimates on data from the Regional Technical Forum through 2013, but there is currently no estimate for forecast savings in 2014.

To assess the accuracy of NEEA's forecast for specialty CFL savings rate KEMA used the following approach:

(1) **Secondary data.** Examine past and forthcoming California studies (conducted by KEMA, Inc. for the California Public Utilities Commission) which provided robust estimates of current savings by specialty CFL type (at least for reflectors and globes, possibly for other lamp types). These sources include the 2010 ULP Evaluation Report and the forthcoming reports evaluating the California investor-owned utilities' (IOU) 2010-2012 energy efficiency programs

[39] KEMA, 2010. Weighted average retirement rate from Tables 73: Estimated Acquisitions and Installations by Year, PG&E; 74: Estimated Acquisitions and Installations by Year, SCE; and 73: Estimated Acquisitions and Installations by Year, SDG&E.

[40] Of the remaining 62.1 percent of CFLs, 47.2 represent net additions to number of CFLs in use and 14.9 percent represent net additions to the number of CFLs in storage.

[41] U.S. Department of Energy, 2012. 2010 U.S. Lighting Market Characterization. Prepared by Navigant Consulting, Inc. January, 2012.

and provide estimates of annual energy savings per lamp. KEMA anticipates a greater challenge in forecasting savings, and as such has requested more detail on NEEA's current forecasting methods in this regard.

- **Status**: KEMA et al. completed an evaluation of the California IOUs' 2006-2008 ULP in 2010.[42] Evaluations of the California IOUs' 2010-2012 programs are anticipated in 2013.

- **Results**: Based on the installation rate, average daily hours of use, and delta wattage estimates included in the ULP report, KEMA was able to calculate annual energy savings per unit for CFLs of different types. Table 2 shows spiral and a-lamp CFLs; globe CFLs; reflector CFLs; and all CFLs combined.

Table 2
Gross Unit Energy Savings from for California CFLs, 2006--2008

Lamp Shape	Installation Rate	Average Daily Hours of Use	Delta Watts	Unit Energy Savings (kWh/year)
Spiral/A-lamp	0.71	2.0	47.7	24.72
Globe	0.71	1.5	34.2	13.29
Reflector	0.71	1.9	52.7	25.95
All CFLs	**0.71**	**1.9**	**44.5**	**21.91**

Sources: KEMA, 2010. Installation Rate and Delta Watts from "Table 18: Final Gross Savings Inputs – Residential;" Average Daily Hours of Use from "Table 38: Average Statewide Residential Daily Hours-of-Use (HOU) – By CFL Type."

2.3 Incremental Cost

Incremental cost is the difference between the cost of CFL and comparable non-CFL (baseline incandescent technology).

2.3.1 Tracked

NEEA currently estimates tracked incremental cost for general purpose CFLs and specialty CFLs using an older evaluation report. NEEA's current estimate for specialty CFL price crosses all specialty CFL types. For both general purpose and specialty CFLs, the estimates include just medium screw-base lamps and compare CFLs to medium screw-base incandescent lamps.

To assess the accuracy of NEEA's tracked incremental cost, KEMA used the following approaches to provide comparisons to NEEA's current estimates:

(1) **Lighting retail store shelf surveys.** Estimate average CFL prices for general purpose and specialty lamps (as we did for the 2010-2011 study). If accurate estimates of Northwest

[42] KEMA, Inc., 2010.

incandescent lamp sales can be obtained (to weight the data appropriately), KEMA will perform this same estimate for incandescent lamps.

- **Status**: All shelf surveys completed as of January 23, 2012 (n = 76). KEMA's project manager received final 2011 CFL sales estimates from Fluid Market Strategies (to weight the shelf survey data for CFL pricing) on March 13, 2012. We were unable to obtain final 2011 incandescent lamp sales information from the supplier interviews and have not yet identified an alternative source for this information.

- **Results**: Based on shelf survey results, the overall average Northwest price for CFLs in 2011 was $3.37 (Table 3).[43] The average price for general purpose lamps was $3.12, and for specialty, $5.71. These averages are lower than those in the 2010 data.

Table 3
Average Price Paid By Northwest Consumers by CFL Type, 2010 and 2011

CFL Type	2011	2010
General Purpose	$3.12	$3.91
Specialty	$5.71	$4.68
All CFLs	**$3.71**	**$4.06**

Source: KEMA 2011-2012 shelf surveys for NEEA.

(2) **Secondary data.** Examine results of the forthcoming California Residential Market Share Tracking (RMST) Study Lamp Report and measure cost study, which will provide updated estimates of sales-weighted costs for CFLs. The latter will include estimates for both general purpose CFLs (basic bare spirals and a-lamps) and specialty lamps (in general and by lamp type for a few specific lamp types – e.g., globe, reflector), while the former will address CFLs as a category.

- **Status**: Itron's RMST Lamp Report should have data available by the end of March, 2012 – however, this report will *not* provide average prices for general purpose and specialty CFLs across all store types but rather within a few store types. The measure cost study will not be completed until later this year.

2.3.2 Forecast

KEMA pursued the following approaches:

(1) **Sales forecast.** Utilize a simplified estimation method and assume that prices for each individual lamp type will stay the same over time, and estimate the average overall lamp prices going forward based on forecast changes in sales. KEMA suggests using this back-of-the-envelope method as a benchmark for alternative estimates – however, this estimate relies on forecast sales, which may not be available other than in NEEA's ACE Model.

[43] Note that these data were collected in December 2011 and January 2012.

- **Status**: Awaiting results of 2011-2012 Northwest lighting retail store shelf surveys (for price estimates). No source has been identified to support sales forecasts.

- **Results**: As stated above, the overall average Northwest price for CFLs in 2011 per shelf survey results was $3.37 (see Table 3 above). The average price for general purpose lamps was $3.12, and for specialty, $5.71.

(2) **Supplier interviews.** Elicit supplier perspectives on how they expect both general purpose and specialty CFL prices to change over time – both promotional and non-promotional prices – and to explain their rationale for any anticipated changes.

- **Status**: Interviews completed as of March 2, 2012 (n = 12)

- **Results**: Most supplier representatives answered interview questions regarding anticipated trends in promotional (n = 8) and non-promotional (n = 9) general purpose CFL pricing over time (see Table 4). Among these suppliers, promotional and non-promotional CFL prices are not expected to change between 2011 and 2013, but are expected to drop by approximately 40 cents per lamp for non-promotional prices and 10 cents per lamp for promotional prices. A few respondents mentioned differences in general purpose CFLs by store type (e.g., drug and grocery stores versus big box stores).

  Most supplier representatives answered interview questions regarding promotional (n = 7) and non-promotional (n = 8) specialty CFL prices in 2011, 2013, and 2015. On average, responses suggest that the average non-promotional specialty CFL price will drop nearly $1.00 between 2011 and 2015 (from approximately $7.00 to $6.05) while promotional prices for specialty CFLs are expected to drop by about 50 cents in the same timeframe (from approximately $4.13 to $3.60). Again, a small number of respondents mentioned that prices differ by store type.

Table 4
Estimated Average Prices for Promotional Non-Promotional
General Purpose and Specialty CFLs: 2011, 2013, 2015

Year	General Purpose CFLs		Specialty CFLs	
	Non-Promotional (n = 9)	Promotional (n = 8)	Non-Promotional (n = 8)	Promotional (n = 7)
2011	$2.96	$1.33	$7.00	$4.13
2013	$2.96	$1.32	$6.78	$3.73
2015	$2.58	$1.21	$6.05	$3.60

Source: KEMA 2012 supplier interviews for NEEA.

Regarding their rationale for anticipated future CFL prices, half of the respondents mentioned the availability of rare earth minerals as a possible influence, but responses were mixed as to whether the availability of these materials is still a problem at present. Respondents cited the availability of rare earth metals as a possible influence on cost as well as the increasing availability of LEDs. One respondent mentioned price competition with LEDs as a driver of CFL prices. Four of the respondents could not explain the drivers for CFL price changes over time.

2.4 Other ACE Model Inputs

We understand that NEEA is also interested in an examination of current estimates for naturally occurring CFL baseline sales (that is, CFL sales that would have occurred without intervention from NEEA and/or other CFL program sponsors in the Northwest).

Our understanding is that NEEA currently applies the general purpose CFL baseline to specialty CFLs such that the year one estimates for specialty match the year one estimate for general purpose (because NEEA started including specialty CFL sales in the baseline only recently). KEMA has requested additional details regarding NEEA's current estimates of naturally occurring baseline CFL sales.

To help to establish when specialty CFLs should start to be included in estimates of naturally occurring baseline CFL sales, KEMA utilized the following approaches:

(1) **Supplier interviews.** Query suppliers regarding when each one started selling specialty CFLs in the Northwest market and when these sales really began to gain traction (i.e., when these sales "took off").

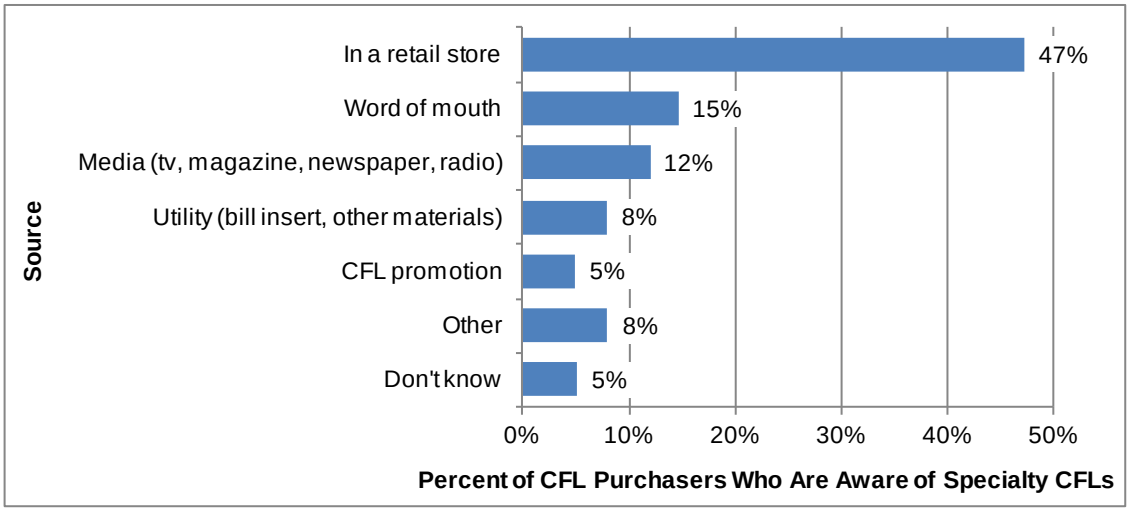
- **Status**: Interviews completed as of March 2, 2012 (n = 12)
- **Results**: Ten supplier representatives provided answers to the interview question that asked when they first started selling specialty CFLs in the Northwest. Responses ranged from 1992 to 2010 and average to around 2002. When both the highest and lowest years were dropped, responses averaged around 2004. Most responses were in the mid-2000s.

When asked when specialty CFL sales really started "taking off" in the Northwest, responses ranged between 1998 and 2011 and averaged around 2008. When both the highest and lowest responses were dropped, response averages do not change noticeably.

(2) **Consumer surveys.** In addition to the 2011 survey questions querying consumers about their awareness and purchasing details for specialty CFLs, the 2012 surveys included additional questions to determine how consumers first became aware of specialty CFLs and when (i.e., what year) they first started purchasing them.

- **Status**: Surveys completed as of February 27, 2012 (n = 606)
- **Results**: Consumer survey results suggest that 37 percent of CFL purchasers (or 29% of all respondents) are aware of specialty CFLs.[44] As shown in Figure 1, nearly half of CFL purchasers who are aware of specialty CFLs reported that they first heard about them in retail stores, far more than any other source.

Figure 1
Source of First Awareness of Specialty CFLs
Among CFL Purchasers Aware of Specialty CFLs, 2011



Source: KEMA 2012 consumer surveys for NEEA. n = 165.

[44] Interviewers asked CFL purchasers the following question (Y1): "Other than CFLs that look like a twisty, spiral or curlicue shape, are you aware of any other types of CFLs?"

Consumer survey results also suggest that more than one-third of consumers first purchased them during or after 2009 (37%) and nearly one-fifth report that they first purchased them before 2006 (18%; see Table 5). Approximately 22 percent of CFL purchasers who are aware of specialty CFLs report that they first became aware of Specialty CFLs before 2006.

Table 5
Year of First Specialty CFL Purchase
Among CFL Purchasers Aware of Specialty CFLs, 2011

Year	Percent of Respondents (n = 165)
2011 or 2012	13%
2010	11%
2009	11%
2008	8%
2007	5%
2006	4%
Before 2006	18%
Have not purchased specialty CFLs	22%
Don't know	8%
Total	**100%**

Source: KEMA 2012 consumer surveys for NEEA.

3. Next Steps

The KEMA team will continue to check in with Anu and Christine regarding the additional (incomplete) elements of this assessment as additional data becomes available.

G. Summary and Assessment of Northwest CFL Sales Estimates

Insert memo when final